

**REPUBLIKA NG PILIPINAS  
TANGGAPAN NG SANGGUNIANG PANLUNGSOD  
LUNGSOD NG BAKOLOD  
-oOo-**

**CITY ORDINANCE NO. 08-15-712  
January 21, 2015**

**AN ORDINANCE OFFICIALLY BRANDING THE CITY OF BACOLOD AS 'THE CITY OF SMILES', AND FOR OTHER PURPOSES.**

**WHEREAS**, for several years, the City of Bacolod has been branded as "The City of Smiles", "MassKara Festival Capital of the Philippines", "Chicken Inasal Capital of the Philippines" and "Gateway to the Province of Negros Occidental";

**WHEREAS**, despite the worldwide popularity of the brands, titles or nicknames given to the City of Bacolod, no official declaration was made as per review in the archives of the Sangguniang Panlungsod;

**WHEREAS**, the brand was inspired by the celebration of the MassKara Festival every October, which was conceptualized to lift the spirit of the people from the the problems and tragedies that affected the City, such as the Don Juan Tragedy and the decline of the Sugar Industry in the 80s;

**WHEREAS**, to distinguish the City of Bacolod from the rest of the world, it is high time to make an official declaration of its brand.

**NOW THEREFORE BE IT ORDAINED**, by the Sangguniang Panlungsod of Bacolod City that:

**Section 1. TITLE.** This Ordinance shall be known as "AN ORDINANCE DECLARING "THE CITY OF SMILES" AS THE OFFICIAL BRAND OF THE CITY OF BACOLOD, AND FOR OTHER PURPOSES".

**Section 2. OFFICIAL DECLARATION.** It is hereby declared that the official branding of the City of Bacolod shall be "The City of Smiles".



**Section 3. RESPONSIBILITY OF THE CITY TOURISM OFFICE.** The City Tourism Office shall use the official brand in all promotional materials of the City.

**Section 4. OFFICIAL MARKER.** The City Tourism Office, City Engineers Office and the CPDO shall be responsible in the planning and construction of the official markers, to be approved by the Office of the City Mayor.

**Section 5. REPEALING CLAUSE.** All other Ordinances or parts thereof which are inconsistent with the provision of this Ordinance are hereby repealed, amended and/or modified accordingly.

**Section 6. SEPARABILITY CLAUSE.** Should any provision of this Ordinance be subsequently declared unconstitutional or invalid, the other provisions not affected by such declaration shall remain in full force and effect.

**Section 7. EFFECTIVITY.** This Ordinance shall take effect immediately after its approval.

**CARRIED BY THE VOTE OF:**

Affirmative :

Councilors : El Cid M. Familiaran, Jocelle Batapa-Sigue, Em L. Ang, Carlos Jose V. Lopez, Claudio Jesus Raymundo A. Puentevella, Caesar Z. Distrito, Archie S. Baribar, Wilson C. Gamboa, Jr., Alex A. Paglumotan, Sonya M. Verdeflor, Ana Marie V. Palermo, Noli B. Villarosa.

Negative: None

Official Leave: Councilor Roberto M. Rojas

Absent: None


Main Author: Councilor Caesar Z. Distrito

Co Authors: Councilors Roberto M. Rojas, Em L. Ang, Jocelle Batapa-Sigue, Carlos Jose V. Lopez, Ana Marie V. Palermo, Claudio Jesus Raymundo A. Puentevella, Wilson C. Gamboa, Jr., Archie S. Baribar, Alex A. Paglumotan, Noli B. Villarosa, Sonya M. Verdeflor and El Cid. M. Familiaran

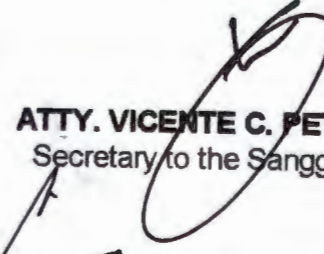


Passed: January 21, 2015  
(81<sup>st</sup> Regular Session)


Comment: Passed.

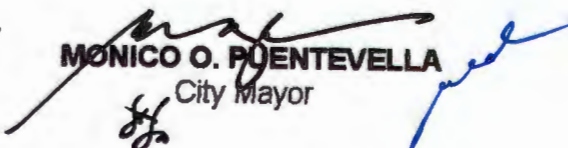
  
**GREG G. GASATAYA**  
Vice Mayor  
Presiding Officer

ATTESTED:

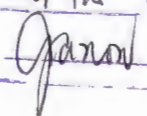
  
**ATTY. VICENTE C. PETIERRE III**  
Secretary to the Sanggunian

APPROVED:

February 7, 2015  


  
**MONICO O. PUENTEVELLA**  
City Mayor

VCP/HPL/pb

SP  
LEGISLATIVE SERVICES SECTION  
DATE 2/2/15 TIME 2:40PM  
BY 

REPUBLIKA NG PILIPINAS  
TANGGAPAN NG SANGGUNIANG PANLUNGSOD  
LUNGSOD NG BAKOLOD  
-oOo-

CITY ORDINANCE NO. 08-15-711  
January 14, 2015

**AN ORDINANCE EXTENDING THE DEADLINE FOR THE FILING OF THE APPLICATION OF BUSINESS PERMITS AND LICENSES AND THE PAYMENT OF FEES AND TAXES WITHOUT SURCHARGES AND PENALTIES TO FEBRUARY 28, 2015.**

Be it ordained by the Sangguniang Panlungsod in session assembled, that:

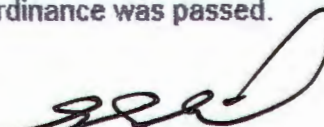
**Section 1.** – The deadline for the filing of the application of business permits and licenses and the payment of fees and taxes is hereby extended without surcharges and penalties to February 28, 2015.

**Section 2.** – This ordinance shall take effect upon its approval.

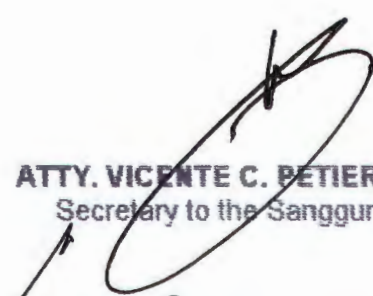
**CARRIED BY THE VOTE OF:**

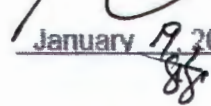
Affirmative :  
Councilors : El Cid M. Familiaran, Jocelle Batapa-Sigue, Roberto M. Rojas, Em L. Ang, Carlos Jose V. Lopez, Claudio Jesus Raymundo A. Puentevella, Caesar Z. Distrito, Wilson C. Gamboa, Jr., Alex A. Paglumotan, Sonya M. Verdeflor, Ana Marie V. Palermo.

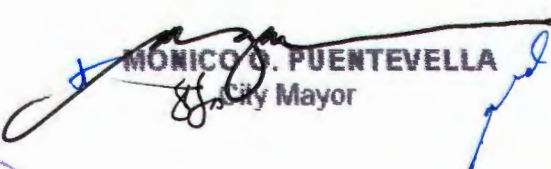
Negative : None.  
Absent : None.  
Author : Councilor Claudio Jesus Raymundo A. Puentevella.  
Passed : January 14, 2015 (80<sup>th</sup> Regular Session of the 8<sup>th</sup> Council).  
Comments : Passed.  
Floor Leader Archie S. Baribar and Councilor Noli B. Villarosa were not around when this ordinance was passed.

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**GREG G. GASATAYA**  
Vice Mayor  
Presiding Officer

ATTESTED:

  
**ATTY. VICENTE C. PETIERRE III**  
Secretary to the Sanggunian

APPROVED: January 19, 2015.  


  
**MONICO O. PUENTEVELLA**  
City Mayor

VCP/HPL/jbz

SP  
LEGISLATIVE SERVICES SECTION  
DATE 1/20/15 TIME 2:50PM  
BY: 