

**REPUBLIKA NG PILIPINAS
TANGGAPAN NG SANGGUNIANG PANLUNGSOD
LUNGSOD NG BACOLOD**

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**CITY ORDINANCE NO. 587
April 18, 2012**

**AN ORDINANCE CREATING THE BUSINESS AND SPORTS EVENTS
COUNCIL OF BACOLOD.**

WHEREAS, tourism today and the tourism market is no longer limited to the leisure and adventure tourists but also encompasses groups travelling for specific purposes such as business, education, cultural exchange, family visits, religious experience and sports/athletic events;

WHEREAS, a segment of this tourist market and a major source of revenue for the tourism industry is the group or tourists travelling for business such as investment possibilities, sales/product presentations, meetings, incentives, conventions and exhibitions known in the tourism lingo as the MICE market;

WHEREAS, there is a need to attract the business event market in order to promote and re-position Bacolod as the Convention Destination in the region thereby increasing tourist arrival and further strengthening the city's tourism economy;

WHEREAS, today sports events and athletic competition have also become crowd drawers and tourist come-ons;

WHEREAS, there is a need to promote the competitiveness of the City of Bacolod when it comes to hosting of events, seminars, conventions and the like;


WHEREAS, the presence of good sports venues in Bacolod is a combination factor to the increase in the number of business and sports events in Bacolod which will deliver high yield to local businesses and establish Bacolod as the destination of choice for business travelers and sports event organizers;

NOW THEREFORE, BE IT ORDAINED BY THE SANGGUNIANG PANLUNGSOD OF BACOLOD that:

Section 1 – Title. This ordinance shall be known as “An Ordinance creating the Business and Sports Events Council of Bacolod.”

Section 2 – Declaration of Policy. It is the policy of the State to recognize the indispensable role of the private sector.

The state likewise declares tourism as an indispensable element of the national economy and an industry of national interest and importance.



It is at this end that the local government of Bacolod, in partnership with the private sector aims to promote Bacolod City as a destination for Meetings, Incentives, Conventions, Exhibitions and Sports (MICES) thereby encouraging and helping to boost the tourism industry of Bacolod.

Section 3 – Definition of Terms. As used in this ordinance, the following words shall mean:

- a. **Business Events** – any gainful exchange of ideas or goods through meetings, conventions, incentive travels, trade fairs or shows.
- b. **Conventions** – is an event in which meetings are combined with exhibitions, workshops, fora or symposia.
- c. **Events** – activities which are either planned or unplanned
- d. **Exhibitions** – an event designed to bring together providers of products, equipment and services in an environment in which they can demonstrate their products and services to a group of participants in a convention or trade shows.
- e. **Exhibitors** – a company, individual or group whose main aim is to introduce their products, old or new, to a particular group or interested audience such as those in a meeting or in convention.
- f. **Host Facilities** – provide lodging, food and beverage as well as a number of other services for conventions, meetings or exhibitions.
- g. **Incentive Travel** – travel given by a company or group to an individual/s as a form of reward for excellent performance or service rendered.
- h. **Meetings** – an event designed to bring people together for the purpose of exchanging information, ideas in consonance with a desired goal.
- i. **Planners** – are individuals or groups that plan meetings, conventions and exhibitions or trade shows.
- j. **Sports Events** – an event planned for the purpose of gathering sports enthusiasts to design sport-related activities and programs.

Section 4 – Composition of Council. The Council shall be composed of

Chairman : Bacolod City Mayor and/or his duly authorized representative

- Vice Chairman** : SP Chair on Trade, Commerce and Industries
- Members** : Chair, Committee on Tourism
Hotel & Restaurant Association President
Tourism Officer
Chair, Clean and Green Task Force
Representative from Wedding and Event Planners
Organization of Negros (WEAPON)
Representative from Car Rental Companies
Representative from Bus Companies
Tour and Travel Agent Association President
Representative from Airline Companies
Representative from Shipping Companies
Academe Offering Hospitality Management Courses
Representative from the Association of Negros Producers

Section 5 – Functions of the Council.

1. Plan and formulate policies to promote Bacolod as a destination for Meetings, Incentives, Conventions, Exhibitions, Sports and other business events (MICES);
2. Coordinate with convention suppliers/host facilities for arrangements advantageous to both;
3. Keep a directory of all possible hosting and event organizers; and
4. Guide prospective clients in strategizing their MICES.

Section 6 – Funding Allocation.

The amount of FIVE HUNDRED THOUSAND PESOS (P500,000.00) shall be set up as an initial fund for the council, subject to the proper accounting and auditing procedures.

Section 7 – Separability Clause. If any part of this ordinance is held invalid or unconstitutional, the other parts or provisions thereof shall remain valid and effective.

Section 8 – Effectivity Clause. This ordinance shall take effect immediately upon its approval.

CARRIED BY THE VOTE OF:

Affirmative:

Councilors : Homer Q. Bais, Archie S. Baribar, Roberto M. Rojas, Em L. Ang, Dindo C. Ramos, Elmer T. Sy, Sonya M. Verdeflor, Al Victor A. Espino, Caesar Z. Distrito, Carlos Jose V. Lopez, Mona Dia G. Jardin.

Negative : None.

Absent : None.

Official Travel : Vice Mayor Jude Thaddeus A. Sayson.

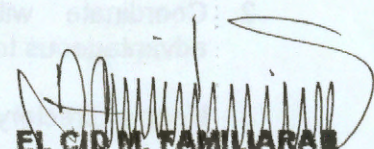
Official Leave : Councilor Catalino T. Alisbo.

Author : Councilor Carlos Jose V. Lopez.

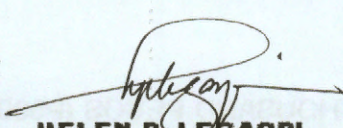
Passed : April 18, 2012 (94th Regular Session).

Comments: Passed.

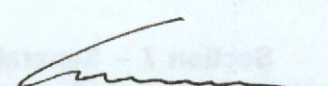
Councilor Keith Emmanuel L. Ramos was not yet around when this ordinance was passed.


EL CID M. FAMILIARAN
Acting Vice Mayor
Presiding Officer

ATTESTED:


HELEN P. LEGASPI
Board Secretary IV
OIC, Secretary to the Sanggunian

APPROVED: May 2, 2012
April 2012.


EVELIO R. LEONARDIA
City Mayor

HPL/jbz

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| SP | |
| LEGISLATIVE SERVICES SECTION | |
| DATE <u>5/4/12</u> | TIME <u>11:45AM</u> |
| BY <u>[Signature]</u> | |