PRESENT:

HON. JOSE FABIAN I. CADIZ, M.D. City Vice-Mayor
Presiding Officer

1st District
Hon. RONNIE S. ACUÑA City Councilor
Hon. FRANKIE C. AYUSON City Councilor
Hon. JOSEPH B. BANZON City Councilor
Hon. SERAFIN Y. BERNARDINO City Councilor
Hon. CARISSA F. CARLOS City Councilor
Hon. EVA A. PAZ City Councilor

2nd District
Hon. ARIEL V. CUARESMA City Councilor
Hon. ANNA B. DAYAO City Councilor
Hon. MARK ALBERT J. DEL ROSARIO City Councilor
Hon. XY-ZA R. DIAZEN City Councilor
Hon. ERNESTO M. FLORES City Councilor
Hon. SUSANA P. MAGTUBO City Councilor
Hon. ROMMEL F. ORTIZ City Councilor
Hon. WILFRED S. REYES City Councilor

SECTORAL REPRESENTATIVE:
Hon. DOMINGO N. DELA PAZ Liga President
Hon. PAUL DANIEL P. BELMONTE SK Federation President

ON LEAVE
Hon. MARIO M. DE LEON City Councilor

ON FORCED LEAVE
Hon. ELMER B. NEPOMUCENO City Councilor

Ordinance No. 12
Series of 2012

ORDINANCE AUTHORIZING THE LEASE OR RENTAL OF AVAILABLE SPACES OR FACILITIES IN THE PREMISES OF THE MARIKINA SPORTS PARK (MSP) BY PRIVATE ENTITIES FOR THEIR ADVERTISING AND PROMOTIONAL ACTIVITIES, AND PRESCRIBING FEES THEREOF

Introduced by: Councilor ANNA B. DAYAO
Councilor ARIEL V. CUARESMA
Councilor ERNESTO M. FLORES
Councilor RONNIE S. ACUÑA
Councilor FRANKIE C. AYUSON
Councilor MARK ALBERT J. DEL ROSARIO
Councillor ROMMEL F. ORTIZ
Councillor EVA A. PAZ
Councillor PAUL DANIEL BELMONTE
Councillor DOMINGO N. DELA PAZ
and
Vice-Mayor JOSE FABIAN I. CADIZ, M.D.

WHEREAS, Section 18 of the Local Government Code of 1991 provides that – "Local Government units shall have the power and authority to create their own sources of revenue and to levy taxes, fees, and charges which shall accrue exclusively for their use and disposition."

WHEREAS, the Marikina Sports Park (MSP) has been a venue of numerous and various sports competitions that it attracts many private entities to consider the same as a place for their advertising and promotional activities;

WHEREAS, by allowing the rental or lease of available spaces or facilities in the Marikina Sports Park (MSP), it could help generate additional revenues for the City Government and could enhance further the popularity of Marikina as a City and venue for sports activities;

NOW THEREFORE, BE IT ORDEIGNED AS IT IS HEREBY ORDEIGNED, by the CITY COUNCIL of MARIKINA, in session duly assembled, that:

SECTION 1. The City Government of Marikina hereby authorizes the lease or rental of available spaces or facilities in the premises of the Marikina Sports Park (MSP) by private entities for their advertising and promotional activities.

SECTION 2. The spaces or facilities in the premises of the Marikina Sports Park (MSP) and the amount of fees for rental and/or lease thereof, shall be

<table>
<thead>
<tr>
<th>Space/Facility</th>
<th>Rate per Month</th>
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<tbody>
<tr>
<td>(a) West façade along Shoe Avenue, 12ft. x 80 ft/panel Tarpaulin with Framing</td>
<td>P3,000.00/panel</td>
</tr>
<tr>
<td>(b) Fence along Capt. Venciong &amp; Sumulong Highway 5ft. x 8ft/panel – Tarpaulin mounted on fences</td>
<td>P800.00/panel</td>
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<tr>
<td>(c) Facades of Marikina Sports Building 50ft. x 60ft Drop-Down Mesh (Direct Print)</td>
<td>P25,000.00</td>
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<tr>
<td>(d) East &amp; West Bleachers facing the Oval Sticker – Wrap</td>
<td>P5,000.00/panel</td>
</tr>
<tr>
<td>(e) Overhead, East &amp; West Bleachers, 8ft. x 4ft./panel Tarpaulin with Framing / Sticker on Cinta</td>
<td>P500.00/panel</td>
</tr>
<tr>
<td>(f) Scoreboard facing the Oval, 20ft. x 20ft/panel, Sticker – Wrap</td>
<td>P 10,000.00/panel</td>
</tr>
<tr>
<td>(g) Inflatable / RC blimps, 20ft. x 10ft (approx) on the Ground Oval / Water Tank</td>
<td>P5,000.00</td>
</tr>
<tr>
<td>(h) Roof Top, 8ft. x 200 ft. (approx.)</td>
<td>P15,000.00</td>
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(i) Overhead, Swimming Pool Area, 8ft. x 4ft/panel or 9ft. x 3ft banner Tarpaulin with Framing/Sticker on Cintra Board
P500.00/panel

(j) Overhead, badminton Court Area 8ft. x 4ft panel/frame Tarpaulin with Framing/Sticker on Cintra Board
P500.00/panel

(k) Stairs, Badminton Court, Sticker Wrap
P1,000.00/panel

(l) Stairs, Badminton Court, Drop-Down/Partition Ads Tarpaulin
P500.00/panel

(m) Entrance Arc (beside Sports Complex New Building)
P5,000.00/panel

(n) Overhead East Entrance, 5ft. x 8ft panel/frame Tarpaulin with Framing
P1,000.00/panel

SECTION 3. The rental or lease shall be covered by a contract or memorandum of agreement (MOA) that includes the amount of rental or lease, the duration of the contract, and the specific place or facility in the Marikina Sports Park (MSP) to be rented or leased.

SECTION 4. The contract or MOA shall be subject to the approval and signature of the Local Chief Executive. The contract or MOA may be renewed upon its expiration.

SECTION 5. The City Government of Marikina reserves its right to terminate the contract or MOA for any violation of the terms and conditions of the contract or MOA.

SECTION 6. The renter or lessee shall first secure the necessary business license or Mayor’s Permit before the installation or posting of Advertisement or promotional material.

SECTION 7. The advertising or promotional signs or materials which are contrary to public decency, morals and public interest, those that depict partisan politics, contain anti-government messages and those that are considered public hazards, shall be strictly prohibited.

SECTION 8. The Marikina Sports Park Administrator is hereby tasked to implement the provisions of this Ordinance, including the formulation and preparation of the necessary Implementing Rules and Regulation covering this Ordinance.

SECTION 9. This Ordinance shall take effect upon its approval.

APPROVED by the 6th COUNCIL of MARIKINA, this 7th day of March, 2012

I hereby certify to the passage of the foregoing Ordinance which was duly approved by the Sangguniang Panlungsod of Marikina during its 10th Regular Session held on March 7, 2012.

ROMULO T. CRUZ
City Council Secretary
ATTESTED:

RONNIE S. ACUNA
City Councilor

ARIEL V. CUARESMA
City Councilor

FRANKIE C. AYUSON
City Councilor

ANNA B. DAYAO
City Councilor

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City Councilor

JOSE FABIAN I. CADIZ, M.D.  
City Vice-Mayor / Presiding Officer

Approved  16 MAY 2012

DEL R. DE GUZMAN  
City Mayor