



*Muntinlupa*

Sangguniang Panglungsod

ORDINANCE NO. 14-089

AN ORDINANCE PROVIDING FOR THE IMPOSITION OF REGULATORY FEES FOR SPECIAL PERMIT ON ALL ADVERTISEMENT RELATED ACTIVITIES AND EXHIBITORS OR EVENT ORGANIZERS CONDUCTING ANY ACTIVITY OR EVENT WITHIN THE JURISDICTION OF THE CITY OF MUNTINLUPA.

\*\*\*\*\*

Sponsored by: *Hon. Coun. Luvi P. Constantino*  
*Hon. Coun. Atty. Raul R. Corro*  
*Hon. Coun. Atty. Patricio L. Boncayao, Jr.*  
*Hon. Coun. Bal Niefes*  
*Hon. Coun. Louisito A. Arciaga*  
*Hon. Coun. Ringo A. Teves*  
*Hon. Coun. Alexander Diaz*  
*Hon. Coun. Neptali S. Santiago*  
*Hon. Coun. Elmer S. Espeleta*  
*Hon. Coun. Rafael T. Sevilla*  
*Hon. Coun. Vergel C. Ulanday*  
*Hon. Coun. Robert A. Abas*

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**WHEREAS**, Section 129 of Republic Act No. 7160, otherwise known as the New Local Government Code of 1991 and Section 5, Article X of the 1987 Constitution both state and declare that, "each local government unit shall have the power to create its own of revenues and to levy taxes, fees and charges, subject to such limitations and guidelines as Congress may provide consistent with the basic policy of local autonomy";

**WHEREAS**, pursuant to this revenue-generating powers of local government units, Ordinance No. 93-35 as amended by Ordinance No. 02-076 was enacted by the legislative body of the City Government of Muntinlupa;

**WHEREAS**, Section 37, Article VI of Ordinance No. 02-076 prescribes the rates of tax on signs, signboards, billboards or advertisements, which rates, particularly on advertisements, are deemed inappropriate to advertisement-related activities held within the territorial jurisdiction of Muntinlupa City and requiring a Special Permit from the Business Permits and Licensing Office (BPLO);

**NOW THEREFORE, BE IT ORDAINED, AS IT IS HEREBY ORDAINED**, by the 7<sup>th</sup> Sangguniang Panlungsod in Session Assembled that:

**SECTION 1. Title.** This ordinance shall be known as "An Ordinance Providing For The Imposition Of Regulatory Fees For Special Permit On All Advertisement Related Activities And Exhibitors Or Event Organizers Conducting Any Activity Or Event Within The Jurisdiction Of The City Of Muntinlupa."

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**SECTION 2. Administrative Provision.** Any person, whether, natural or juridical, desiring to engage in any special activity and/or event on a specified or limited period of time in a particular location within the jurisdiction of the City of Muntinlupa, shall submit a written application to the City Mayor for corresponding Special Permit before engaging in any said special activity and/or event. For that purpose, a written application in a prescribed form shall indicate the name and address of the applicant, the description of the activity, the time and date/s and the particular place/s where the same will be conducted and such other pertinent information and data as may be required and shall pay the corresponding regulatory fees hereinafter set forth which amount shall be collected by the City Treasurer.

**SECTION 3. Imposition of Fee.** The following Regulatory Fees shall be collected from any person, company or entity, except those specifically exempted by law, who shall conduct any special activity and/or event within the jurisdiction of the City of Muntinlupa:

a) **Event Organizer** – is a person, company, or entity who shall be responsible for organizing, arranging, sponsoring or taking control and acting for any and all organizations, exhibit or institution, including the offices, agents and/or employee thereof, on all aspects of the management of an exhibit or event and shall pay the regulatory fees based on the amount of contract for exhibitor in accordance with the following schedule:

Amount of Contract per Exhibitor	Fee/day
1,000.00 or more but less than 5,000.00	50.00
5,000.00 or more but less than 10,000.00	200.00
10,000.00 or more but less than 20,000.00	350.00
20,000.00 or more but less than 30,000.00	700.00
30,000.00 or more but less than 50,000.00	1,000.00
For every 1,000.00 in excess of 50,000.00	20.00

*In the addition to the foregoing, the event organizer shall also pay the regulatory fees for their exhibitors in accordance to the following schedule:*

Advertisement Related Activity/event	Amount per day (in Peso)/ Exhibitor
Bazaar, Special Sales, Midnight Madness, Night Market and other related activities	115.00
Bingo Social Raffle and other related activities	800.00
Boxing tournament, Martial Arts and other related sports tournament	500.00
Concerts, Recital and other related shows	800.00

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Fashion Show	1,000.00
Fireworks Display	800.00
Flower Shows, Car Shows and other similar shows	175.00
Food Carts	115.00
Motorcade	800.00
Movie Premier/Advance Screening/Film Festivals and other related activities	800.00
Printing and Art Exhibitions	380.00
Pay per view	5,000.00
Product Sampling/Launching/Information Booth	400.00
Promotional Activities (House-to-House/Leafleting/etc.)	175.00

b) **Exhibitor** – is a person, company, or entity that shows their works or product in a public place, exhibits or events and shall pay the regulatory fees in accordance to the following schedule:

Advertisement Related Activity/Event	Amount per Day (in PESO)
Bazaar, Special Sales, Midnight Madness, Night Market and Other Related Activities:	
<b>RATES:</b>	
1-7 Days	1,750.00
8-29 Days	1,750.00
Monthly	4,300.00 per month
Bingo Social Raffle and other related activities	1,000.00
Boxing Tournament, Martial Arts and other related sports tournament	1,000.00
Concerts, Recital and other related shows	1,000.00
Fashion Show	1,000.00
Fireworks Display	1,000.00
Flower Shows, Car Shows and other similar shows	500.00
Food Carts	115.00
Motorcade	1,000.00
Movie Premier/Advance Screening/Film Festivals and other related activities	1,000.00
Printing and Art Exhibitions	430.00
Pay per view	5,000.00
Product Sampling/Launching/Information Booth	430.00
Promotional Activities (House-to-House/Leafleting/etc.)	250.00

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**SECTION 4. Penalty** – Any violation of the provision of this ordinance shall be punished by a fine of not less that One Thousand Pesos (Php1,000.00) nor more than Five Thousand Pesos (Php5,000.00), or imprisonment of not less than one (1) month and not more than six (6) months, or both, at the discretion of the Court.

**SECTION 5. Separability Clause** – If, for any reason, any part or provision of this ordinance shall be held to be unconstitutional or invalid, other parts or provisions hereof which are not affected thereby shall continue to remain in full force and effect.

**SECTION 6. Supplementary Clause** – The provisions of Muntinlupa Revenue Code, as amended, insofar as and to the extent that they are not inconsistent herewith shall be deemed to be applicable to this Ordinance.

**SECTION 7. Effectivity** – This ordinance shall take effect *fifteen (15)* days after its completion of its publication in a newspaper of general circulation.

**ENACTED**, by the 7<sup>th</sup> *Sangguniang Panlungsod of Muntinlupa* this 24<sup>th</sup> day of **November, 2014**, on its 62<sup>nd</sup> *Regular Session*.

CONCURRED:

DISTRICT I:

  
COUN. ATTY. RAUL R. CORRO  
Member

COUN. ATTY. PATRICIO L. BONCAYAO, JR.  
Member

  
COUN. BAL NIEFES  
Member


  
COUN. LOUISITO A. ARCIAGA  
Member

COUN. RINGO A. TEVES  
Member

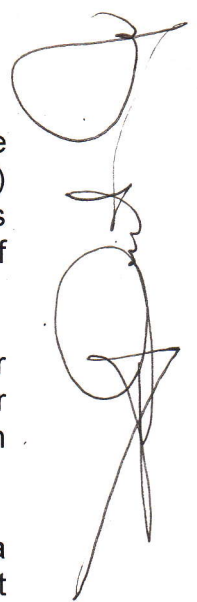
  
COUN. ALEXANDER B. DIAZ  
Member

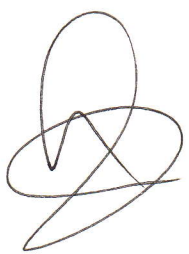
DISTRICT II:

  
COUN. LUVIP. CONSTANTINO  
Member









**PAMAHALAANG LUNGSOD NG MUNTINLUPA**  
**KALAKHANG MAYNILA**



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*[Signature]*  
**COUN. ENGR. NEPTALI S. SANTIAGO**  
*Member*

*[Signature]*  
**COUN. ELMER S. ESPELETA**  
*Member*

*[Signature]*  
**COUN. RAFAEL T. SEVILLA**  
*Member*

*[Signature]*  
**COUN. VERGEL C. ULANDAY**  
*Member*

*[Signature]*  
**COUN. ROBERT A. ABAS**  
*Member*

**ABSENT:**

**COUN. STEPHANIE G. TEVES**  
*Member*

**COUN. ROBERT P. BAES**  
*Member*

**COUN. MARGARITA AMYTHYST PATDU-LABIOS, MD**  
*Member*

**COUN. MA. DHESIREE G. AREVALO**  
*Member*

**COUN. CELSO C. DIOKO**  
*Sectoral Representative*  
*President*  
*Association of Barangay Captains*

**I HEREBY CERTIFY**, as to the correctness of the foregoing Ordinance.

*[Signature]*  
**CECILIA C. LAZARTE**  
*Secretary*

**ATTESTED:**

*[Signature]*  
**ARTEMIO A. SIMUNDAC**  
*City Vice-Mayor/Presiding Officer*

**APPROVED:**

**ATTY. JAIME R. FRESNEDI**  
*City Mayor*

Date: **DEC 5 2014**

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