



Republic of the Philippines  
City of Baguio  
SANGGUNIANG PANLUNGSOD  
(CITY COUNCIL)

REGULAR SESSION HELD ON 15 MARCH 2021

PRESENT:

Hon. Faustino A. Olowan, *City Vice-Mayor and Presiding Officer*;  
Hon. Joel A. Alangsab, *Member*;  
Hon. Benny O. Bomogao, *Member*;  
Hon. Betty Lourdes F. Tabanda, *Member*;  
Hon. Elaine D. Sembrano, *Member*;  
Hon. Maria Mylen Victoria G. Yaranon, *Member*;  
Hon. Isabelo B. Cosalan Jr., *Member*;  
Hon. Francisco Roberto A. Ortega VI, *Member*;  
Hon. Arthur L. Allad-iw, *Member*;  
Hon. Vladimir D. Cayabas, *Member*;  
Hon. Fred L. Bagbagen, *Member*;  
Hon. Lilia A. Fariñas, *Member*;  
Hon. Philian Louise C. Weygan-Allan, *Member*;  
Hon. Michael L. Lawana, *Ex-Officio Member (President, Liga ng mga Barangay, Baguio City Chapter)*; and  
Hon. Levy Lloyd B. Orcales, *Ex-Officio Member (President, Pederasyon ng mga Sangguniang Kabataan, Baguio City Chapter)*.

ABSENT:

None.

*Authored by Hon. Maria Mylen Victoria G. Yaranon,  
Hon. Vice-Mayor Faustino A. Olowan,  
Hon. Joel A. Alangsab,  
Hon. Benny O. Bomogao,  
Hon. Betty Lourdes F. Tabanda,  
Hon. Elaine D. Sembrano,  
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Hon. Philian Louise C. Weygan-Allan,  
Hon. Michael L. Lawana, and  
Hon. Levy Lloyd B. Orcales.*

**ORDINANCE Numbered 46  
(Series of 2021)**

**AN ORDINANCE CREATING THE  
CREATIVE BAGUIO CITY COUNCIL (CBCC).**

**Explanatory Note**

Among the 17 Sustainable Development Goals of the United Nations Organization (UNO) under Goal 9 is to “Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation”. Likewise, it is committed in making cities and human settlements inclusive, safe, resilient and sustainable.

The Philippine Development Plan 2017-2022 underscores the promotion of the Creative Industries as highly potential contributors to the Philippine Economy. It promotes the importance of strengthening the foundation for inclusive growth, a high trust and resilient society and globally competitive knowledge economy by advancing the value of creative excellence to boost the development of Filipino creativity as tool for social cohesion and impetus for culture-based industry and creative economy.

Initiated measures and initiatives by the City Government of Baguio started when Administrative Order No. 66, Series of 2019 was issued by then City Mayor Mauricio G. Domogan with the aim of establishing the Creative City Desk at the Baguio City Hall with defined functions. This was supported by Executive Order No. 161, Series of 2019 issued by now City Mayor Benjamin B. Magalong aimed at creating the Creative Baguio City Council (CBCC) to spearhead the development and implementation of strategic plans and programs on Crafts and Folk Arts pursuant to the City’s commitment with the United Nations Educational, Scientific and Cultural Organization (UNESCO) and Executive Order No. 148, Series of 2020 purposely to create a technical working group tasked to help a responsive police-making executive body called the Council for Baguio Creative City.

The City of Baguio was designated by UNESCO as Creative City for Crafts and Folk Arts on 31 October 2017. This is the first time ever for a Philippine City to be vested with the distinct honor and now part of notable Cities in the world that constitute the UNESCO Creative Cities Network’s (UCCN) which primordial mission is to raise awareness of the power of creative innovation in building sustainable cities.

This commitment lies within the framework of the United Nations 2030 Agenda for Sustainable Development and the New Urban Agenda. Becoming a member of the UCCN is a platform for life-long learning, cultural sharing, innovation and productive transformation of the crafts and art forms. Four years starting 2017 to 2021, we shall see a revitalized creative industry in the City of Baguio sharing with and learning from the rest of the world.

Baguio City, as a new member and the first UCCN member in the Philippines, is committed to implement programs and projects aimed at achieving the objectives and that of the UCCN thereby to create a CBCC is needed. The City is highly committed that by 2030, it shall have attained its goals and have uplifted its economy to be at par with the economic tigers of the Association of Southeast Asian Nations (ASEAN) Region. With the combined efforts of the local government unit, public and private organizations, artists and artisan from the different creative industries in the region, this vision can be realized and become certain.

By strategically positioning the City of Baguio as a sustainable and creative hub, we send the strong message to the present and future leaders of government and private sectors that sustainable and inclusive development of the City can be realized through the consistent and concerted efforts. Through this, we could collectively enliven the creative sectors and encourage the stakeholders to continue innovating as creative, productive and high impact social entrepreneurs capable of generating more employment opportunities while significantly improving household incomes, savings and inviting more investments in the sector.

NOW, THEREFORE, on motion of Hon. Cayabas, Hon. Yaranon, Hon. Fariñas and Hon. Orcales, duly seconded,

BE IT ORDAINED BY THE *SANGGUNIANG PANLUNGSOD* (CITY COUNCIL) IN SESSION ASSEMBLED THAT:

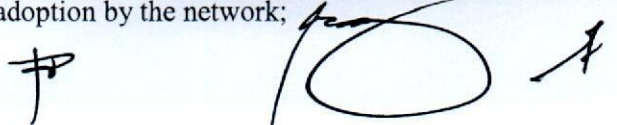
SECTION 1. **TITLE.** – This Ordinance shall be known as the “Creative Baguio City Council (CBCC) Ordinance”.

SECTION 2. **DECLARATION OF POLICY.** – The Creative Baguio City Council (CBCC) strives in coming up with a more dynamic local creative community and committed to support the United Nations frameworks particularly the 2030 Agenda for Sustainable Development and the New Urban Agenda.

For seamless alignment, the CBCC will thrive to align its functional, operational, organizational and technical mandates based on the Philippine Strategic Framework to promote Philippine cultures and values while progressively cultivating in local development efforts and governance.

SECTION 3. **OVERALL MANDATES OF THE CREATIVE BAGUIO CITY COUNCIL (CBCC).** –

- a. To take the lead in policy recommendation with the end result of further growing a progressive and yet responsive local creative economy;
- b. To do assessment and review for implementation those creative city programs deemed to be eligible for execution;
- c. To empower through strategic collaboration all stakeholders in the creative sector and industry. Empowerment may include formulation of creative capacity building programs for the crafts and folk arts local talents geared towards social entrepreneurship and sustainable livelihood;
- d. To act and serve as the City Government of Baguio’s lead partner in the annual staging of the Baguio’s Creative Festival/s;
- e. To ensure that cultural sensitivity shall be consistently observed in all creative related endeavors and city initiatives like during the conduct of festivals, fairs and multi-sectoral engagements;
- f. Implement activities directly in line with the Network’s Mission Statement and Strategic Framework outlining the UNESCO Creative Cities Network’s (UCCN) collective vision and common objectives;
- g. Actively participate during the major strategic gathering of the UCCN Annual Convention and to provide updates and accomplishment report every four (4) years on the implementation of set action plans and to formulate future-proof strategic mid-term initiatives which can be recommended for adoption by the network;



- h. Consider providing essential support to the network through the UCCN Financial Contribution Mechanism to which member cities are invited to participate according to their financial situation and capacities; and
- i. Participate actively in the Crafts and Folk Arts subnetwork activities like the subnetwork annual gathering and applying for the steering group in-charge of coordinating member cities from a creative field and liaising with UNESCO Secretariat.

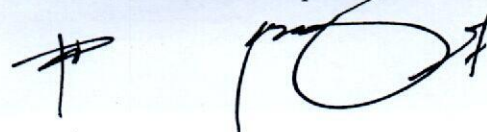
**SECTION 4. MAJOR GOALS OF THE CREATIVE BAGUIO CITY COUNCIL (CBCC).** – The main goal of the City Government of Baguio is to make creativity an essential element for progressive, inclusive and sustainable development. This is in congruent and anchored on the United Nations Sustainable Development Goals.

- a. Instilling creative mindset among residents of the City of Baguio that shall be best manifested through the local policies and business approaches, community affairs like the festivals and other essential city developmental programs;
- b. Establishment of Creative Schools, Artistic Learning Spaces and Villages that are geared towards capacity development for the crafts people to include the promising local young talents particularly to the underprivileged which in turn shall provide them livelihood and sustainable source of income;
- c. Fostering close ties with fellow member cities especially those that belong to the crafts and folk arts sector. Through the active membership and close ties with the network, it can establish economic cooperation with other creative cities worldwide;
- d. Establishment of Baguio City Creative Circuit (BCCC) purposely to link existing buildings and institutions in the city that are considered venues to showcase the city's creative spirit; and
- e. Establishment of Creative Centers designed as brand production spaces to be funded and managed by the City Government of Baguio in collaboration with concerned government agencies to further promote and showcase the local and indigenous arts and crafts.

**SECTION 5. DEFINITION OF TERMS.** – For purposes of this Ordinance, the following terms are defined, as follows:

- a. **Creative Industries** – are the sectors of organized activity whose principal purpose is the production or reproduction, promotion, distribution and/or commercialization of creative goods, services and activities of artistic or market innovation related to nature or brand;
- b. **Creative Leaders** – are those who embraced entrepreneur leadership by forging an environment that promotes innovative, creative and critical thinking;
- c. **2030 Agenda for Sustainable Development** – is a plan of action for people, planet and prosperity adapted in 2015 by the international community. It outlines a vision for a more sustainable future as one that is equitable, inclusive, peaceful and environmentally friendly. Its 17 Sustainable Development Goals (SDGs) provide guidance for policy design and implementation at the local, national and international levels;
- d. **New Urban Agenda** – was approved in 2016 at the Habitat III Conference on Housing and Sustainable Development. It promotes and operationalizes the shared vision of achieving sustainable cities through culture and creativity; and
- e. **UNESCO Creative Cities Network (UCCN) Mission Statement** – launched in 2004, the UCCN aims to strengthen cooperation with and among cities that have recognized creativity as a strategic factor of sustainable development as regards economic, social, cultural and environmental aspects.

**SECTION 6. CREATION OF A CREATIVE BAGUIO CITY COUNCIL (CBCC).** – There is hereby established the CBCC to enable the City of Baguio's creative sector and further empower creative industry leaders with a common goal of accelerating the collective growth of city creativity while making sure of achieving the city's commitment with the United Nations Educational, Scientific and Cultural Organization (UNESCO). This commitment will enable us to sustain the designation as Creative City for Crafts and Folk Arts but shall not limit us to explore on other creative fields where the city can be eligible.

Two handwritten signatures in black ink are located at the bottom right of the page. The first signature is a stylized, cursive mark, and the second is a more complex, flowing signature.

**SECTION 7. COMPOSITION OF THE CREATIVE BAGUIO CITY COUNCIL (CBCC).** – The CBCC shall be composed of the following:

- Chairperson : - City Mayor  
Co-Chairperson : - Arts and Creative Sector Representative  
Vice-Chairperson : - City Planning and Development Coordinator
- Members : - Chairperson of the *Sangguniang Panlungsod* Committee on Education, Culture and Historical Research  
- Chairperson of the *Sangguniang Panlungsod* Committee on Tourism, Special Events, Parks and Playgrounds  
- City Budget Officer  
- City Tourism Officer and Department of Tourism-Cordillera Administrative Region representative  
- Department of Trade and Industry (DTI) City Focal Personnel and DTI Regional Office designated representative  
- Academe representative (from Private and Public higher education institutions)

Sub-sector representatives under the Crafts and Folk Arts and set of culturally productive and creative industries. There can be more than one (1) representative if the sub-sector is large enough or has bigger in scope:

- a. Woodcarving, basket making, silver works and craft, weaving and tattooing;
- b. Audio-Visual and Interactive Media:  
(film, video and audio, TV and radio, internet live stream and podcasting);
- c. Cultural and Natural Heritage:  
(museums including virtual museums, archeological and historical places, cultural landscapes, natural heritage);
- d. Performance and Celebration:  
(performing arts, music, festival, fairs and feasts);
- e. Visual Arts and Crafts:  
(fine arts, photography, crafts);
- f. Books and Press:  
(books, newspaper and magazine, other printed matter, library including virtual, book fairs);
- g. Design and Creative Services:  
(fashion design, graphic design, interior design, landscape design, architectural services, advertising services);
- h. Software programming, computer gaming and animation; and
- i. Other artistic expressions and emerging creative industries that may need representation to the CBCC.

**7.1. Regular Meeting of the CBCC.** – The CBCC needs to hold and conduct their regular meetings once in a semester or twice a year except in highly exigent reasons, purposes and instances that requires council special meetings.

**SECTION 8. FUNCTIONS OF THE CREATIVE BAGUIO CITY COUNCIL (CBCC).** –

- a. To guide, craft and recommend to the *Sangguninang Panlungsod* (City Council) of Baguio needed policies purposely to further grow, enhance and develop the Crafts and Folk Arts sector and other creative fields and disciplines;
- b. To ensure that the designed programs are anchored with Crafts and Folk Arts as a mechanism of further promoting and sustaining the City of Baguio as a Creative City;
- c. To represent the creative economy sector in the City Development Council (CDC);
- d. To evaluate the implementation of all the projects and programs of the City's creative economy;



- e. To choose a representative/s as a point-person to communicate with the UNESCO Creative Cities Network (UCCN) and to participate in each UCCN Annual Meeting;
- f. To formulate plans as a tool for the Local Chief Executive to implement. Furthermore, to assist the Local Chief Executive in implementing programs, projects and activities related to Crafts and Folk Arts and other creative fields and disciplines;
- g. To confirm who will sit as Co-Chairperson of the CBCC who shall be from the private creative sector preferably from the Crafts and Folk Arts. The City Mayor being the Chairperson of the CBCC is in-charge of designating the Co-Chairperson subject to the confirmation by the majority of the members; and
- h. Such other essential functions as may be deemed necessary.

**SECTION 9. CREATIVE BAGUIO CITY COUNCIL (CBCC) EXECUTIVE COMMITTEE.** – To ensure continuous and coordinated implementation of the provisions of this Ordinance and prompt attention to its purposes, a CBCC Executive Committee shall be created and shall be chaired by the Co-Chairperson of the Creative Baguio City Council (CBCC). The CBCC Executive Committee shall regularly coordinate to the CBCC being the grand council for harmonization of purpose and direction.

**9.1. Composition of the CBCC Executive Committee:**

- Chairperson : - Co-Chairperson of the CBCC
- Members : - City Tourism Officer  
- Education or Academe Sector (from Private and Public higher education institutions)  
- Three (3) representatives from the City's private creative sector  
- City Planning and Development Coordinator  
- Department of Trade and Industry-Baguio Field Office representative  
- City Budget Officer

**9.2. Regular Meeting of the CBCC Executive Committee.** – The CBCC Executive Committee needs to hold and conduct their regular meetings once every quarter or four (4) times a year except in highly exigent reasons, purposes and instances that requires the committee special meetings.

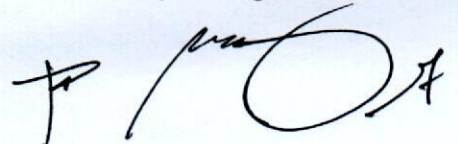
**SECTION 10. FUNCTIONS OF THE CREATIVE BAGUIO CITY COUNCIL (CBCC) EXECUTIVE COMMITTEE.** – While close association between the CBCC and the CBCC Executive Committee is needed, clear demarcation of specific roles must be established, as follows:

- a. Responsible in ensuring that CBCC initiatives are effectively carried out;
- b. To deal on pressing matters that need immediate attention of the CBCC;
- c. To guide and oversee the work progress of the CBCC Secretariat; and
- d. To act on other matters which the CBCC may so authorize.

**SECTION 11. CREATIVE BAGUIO CITY COUNCIL (CBCC) SECRETARIAT.** – The CBCC Secretariat shall be lodged to the City Tourism Office. The CBCC Secretariat shall be comprised of four (4) designated personnel: one (1) designated staff from the City Tourism Office; and three (3) appointees who preferably are from the same member-private representatives in the CBCC Executive Committee. They are tasked to directly report to the CBCC Executive Committee Chairperson on matters related to their defined tasks.

The CBCC Secretariat shall have the following functions:

- a. Collate and secure pertinent documents as needed for creative research studies;
- b. Liaise and coordinate with the concerned city government offices and other institutions with respect to creative industry programs and activities to include concerns for aid and assistance;
- c. Inventory of the identified City creative centers, hubs and spaces;
- d. To arrange joint learning sessions like sharing of creativity accelerator initiatives and best creative practices with Sister Cities including knowledge transfer through learning immersion exchange program;
- e. Assist artists, artisans and others in the creative disciplines with their business registration and activity, and program related matters;
- f. Facilitate collaboration among stakeholders concerned with the City of Baguio as a Creative City; and
- g. Other essential tasks and concerns relative hereto.



SECTION 12. **OPERATIONAL BUDGET.** – The action plan shall be primarily funded out from the internal budgetary allocations of the City Government of Baguio.

An appropriation of ₱10,000,000.00 shall be allotted annually for program and policy research and development in aid of legislation, consultation meetings and study preparation, policy assessment and formulation, subject to the regular accounting rules and government's auditing system.

Service outputs are cascaded into programs by the Executive Department and to integrate the projects in their budgets intended for promotion of a sustainable City of Baguio as a progressive Creative City.

SECTION 13. **SEPARABILITY CLAUSE.** – If any provision or section of this Ordinance, or the application thereof to any person or circumstance is held invalid, the other provisions or sections of this Ordinance and the application of such circumstance shall not be affected thereby.

SECTION 14. **REPEALING CLAUSE.** – All prior Ordinances, Executive Orders, Administrative Orders, Rules and Regulations, or part/s thereof that are inconsistent with the provisions of this Ordinance are hereby repealed or modified accordingly.

SECTION 15. **EFFECTIVITY CLAUSE.** – This Ordinance shall take effect in accordance with the provisions of Republic Act No. 7160, also known as the Local Government Code of 1991, as amended.

Passed.

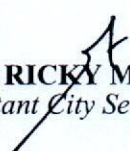
Hon. Alangab, Hon. Sembrano and Hon. Weygan-Allan were out of the Session Hall during the deliberation and voting on the matter.

CERTIFIED CORRECT:



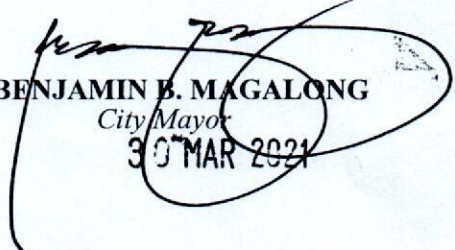
**FAUSTINO A. OLOWAN**  
*City Vice-Mayor and  
Presiding Officer*  
MAR 18 2021

Attested:



**DAN RICKY M. ONG**  
*Assistant City Secretary*

APPROVED:



**BENJAMIN B. MAGALONG**  
*City Mayor*  
30 MAR 2021



ROGER P. LAOLAWI



JONATHAN M. FONTANOS