



Republic of the Philippines
PROVINCE OF LEYTE
Provincial Capitol
Tacloban City

-oOo-

Item No.: 16
Date: 25 2026 AUG

PROVINCE OF LEYTE
LEGAL OFFICE

RELEASED

By: [Signature]
Date: 8-17-24 Time: 2:04

Sangguniang Panlalawigan
Province of Leyte

RECEIVED

Date: AUG 17 2026
By: [Signature]

PROVINCIAL LEGAL OFFICE

2nd INDORSEMENT

August 17, 2026

Respectfully returned to the Sangguniang Panlalawigan of Leyte, through SP Secretary, the attached Ordinance No. 36 of the Sangguniang Bayan of Villaba, Leyte.

Issues/concerns for review/recommendation/legal opinion is/are as follows:

- Ordinance No.36 entitled: “Municipal Tourism Video Promotion and Incentives Ordinance of 2026.”

REVIEW/RECOMMENDATION/LEGAL OPINION:

This office is of the opinion that the subject Ordinance is generally in accordance to its power under Section 447(a)¹ of the Local Government Code of 1991 (R.A 7160), subject to availability of funds and to usual auditing procedures. Hence, we recommend for the declaration of its validity.

We hope to have assisted you with this request. Please note that the opinion rendered by this Office are based on the facts available and may vary or change when additional facts and documents are presented or changed. This opinion is likewise without prejudice to the opinions rendered by higher and competent authorities and/or the courts.

ATTY. JOSE RAYMUND A. ACOL
Provincial Legal Officer

¹;(a) The sangguniang bayan, as the legislative body of the municipality, shall enact ordinances, approve resolutions and appropriate funds for the general welfare of the municipality and its inhabitants pursuant to Section 16 of this Code and in the proper exercise of the corporate powers of the municipality as provided for under Section 22 of this Code,

Republic of the Philippines
PROVINCE OF LEYTE
Palo, Leyte
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OFFICE OF THE SANGGUNIANG PANLALAWIGAN

1st Indorsement
17 August 2026

PROVINCE OF LEYTE
LEGAL OFFICE
RECEIVED
By: 
Date: 18-17-26 Time: 1:10

The Provincial Legal Office is respectfully requested to review and submit recommendations on the herein enclosed **Municipal Ordinance No. 36, s. 2026** of the **Municipality of Villaba, Leyte**, entitled: **An Ordinance promoting Tourism Development through the production of official municipal tourism videos and providing incentives therefor.**


FLORINDA JILL S. UYVICO
Secretary to the Sanggunian



Sangguniang Bayan
Office of the Secretary to the Sanggunian

Sangguniang Panlalawigan
Province of Leyte
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Date: AUG 13 2026
By: [Signature]

August 12, 2026

THE SANGGUNIANG PANLALAWIGAN MEMBERS

New Provincial Government Complex
Campetic, Palo, Leyte

Thru: **LEONARDO M. JAVIER, JR**
Vice Governor/Presiding Officer

Hon. Sangguniang Panlalawigan Members:

We respectfully transmit herewith fourteen (14) original copies of:

MUNICIPAL ORDINANCE NO. 36, 2026 – entitled: “AN ORDINANCE
PROMOTING TOURISM DEVELOPMENT THROUGH THE PRODUCTION OF
OFFICIAL MUNICIPAL TOURISM VIDEOS AND PROVIDING INCENTIVES
THEREFOR,”

For your review and approval.

Best regards.

Very truly yours,

ATTY. MC QUIRIE P. UMPAD
Secretary to the Sangguniang Bayan

Copy Furnished:

1. *Municipal Treasury Office*
 2. *Municipal Accounting Office*
 3. *Municipal Budget Office*
- LGU- Villaba, Leyte



MUNICIPAL ORDINANCE NO. 36, S. 2026

AN ORDINANCE PROMOTING TOURISM DEVELOPMENT THROUGH THE PRODUCTION OF OFFICIAL MUNICIPAL TOURISM VIDEOS AND PROVIDING INCENTIVES THEREFOR

Authored by:
HON. RILE CHRISTIAN G. VELOSO

PREFATORY STATEMENT

WHEREAS, tourism is a vital driver of local economic growth, cultural preservation, and community development;

WHEREAS, the Municipality recognizes the importance of digital media, particularly video content, in promoting local attractions, heritage, products, and services to a wider audience;

WHEREAS, encouraging the participation of local content creators, students, and stakeholders can enhance creativity, community pride, and inclusive tourism promotion;

NOW, THEREFORE, on motion by the Hon. Rile Christian G. Veloso, duly seconded en masse, be it

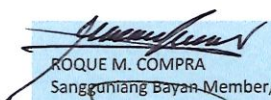
Enacted by the Sangguniang Bayan of the Municipality of:

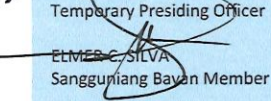
SECTION 1. TITLE. This Ordinance shall be known as the **"MUNICIPAL TOURISM VIDEO PROMOTION AND INCENTIVES ORDINANCE OF 2026."**

SECTION 2. OBJECTIVES. This Ordinance aims to:

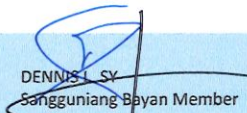
- a. Promote the Municipality as a prime tourism destination through engaging video content;
- b. Encourage local participation in tourism promotion;
- c. Support creative industries and digital content creators;
- d. Increase tourist arrivals and local economic opportunities.

SECTION 3. COVERAGE. This Ordinance shall apply to:


ROQUE M. COMPTRA
Sangguniang Bayan Member/
Temporary Presiding Officer

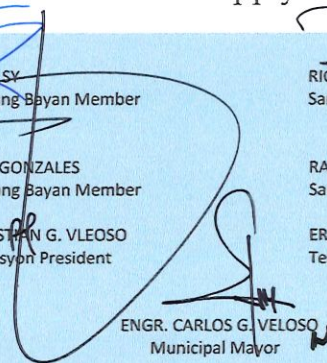

ELMER C. SILVA
Sangguniang Bayan Member

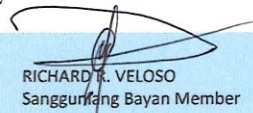
MACARIO V. ESMAS
LNB President


DENNIS I. SY
Sangguniang Bayan Member

JAMEL O. GONZALES
Sangguniang Bayan Member

RILE CHRISTIAN G. VELOSO
SK Pederasyon President


ENGR. CARLOS G. VELOSO
Municipal Mayor


RICHARD R. VELOSO
Sangguniang Bayan Member

RANDEY LOON
Sangguniang Bayan Member

ERALYN D. ARAGON
Temporary Secretary to the Sanggunian

- a. All residents of the Municipality;
- b. Local schools, organizations, and businesses;
- c. Accredited tourism stakeholders and content creators.

SECTION 4. TOURISM VIDEO PROGRAM. The Municipal Tourism Office shall:

- a. Organize an annual Tourism Video Competition showcasing the Municipality's attractions, culture, and local products;
- b. Guidelines on video format, duration (3–5 minutes), and themes will be provided before the event;
- c. Ensure that all entries reflect accurate, respectful, and positive representations of the Municipality.
- d. Formulate and publish the mechanics, eligibility requirements, criteria for judging, and selection process for the competition.

SECTION 5. INCENTIVES. To encourage participation, the following incentives shall be granted:

A. Competition Awards

- Champion (1st Place): ₱10,000.00 + Certificate of Recognition
- 1st Runner-Up (2nd Place): ₱5,000.00 + Certificate of Recognition
- 2nd Runner-Up (3rd Place): ₱3,000.00 + Certificate of Recognition

B. Special Incentives

- Winning videos shall be featured on official municipal platforms and events;
- The name of the creator shall likewise be acknowledged in the official tourism video.

C. Business Incentives

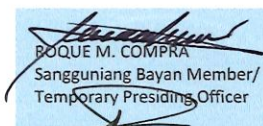
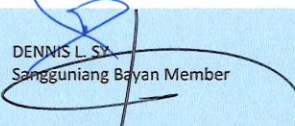
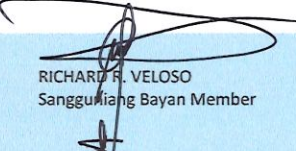
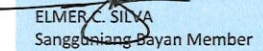
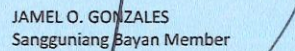
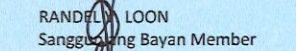
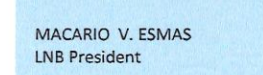
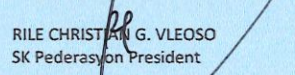
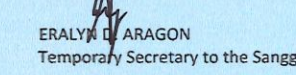
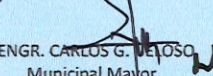
- Local businesses featured in official tourism videos may receive promotional support through municipal tourism campaigns and related promotional activities.

SECTION 6. USE OF ENTRIES. All submitted videos may be used, reproduced, published, and distributed by the Municipality for official tourism promotion and related government activities, subject to proper acknowledgment and credit to the creators.

SECTION 7. IMPLEMENTING AGENCY. The Municipal Tourism Office, in coordination with the Public Information Office, shall implement this Ordinance.

SECTION 8. IMPLEMENTING RULES AND REGULATIONS (IRR). The Municipal Tourism Office, in coordination with the Public Information Office and other concerned offices, shall formulate and issue the necessary Implementing Rules and Regulations (IRR) for the effective implementation of this Ordinance. The IRR shall include, but not be limited to, the competition mechanics, eligibility requirements, criteria for judging, submission procedures, documentation requirements, and other guidelines necessary to carry out the provisions of this Ordinance.

SECTION 9. FUNDING. Funds necessary for the implementation of this Ordinance shall be charged against the Municipal Tourism Fund and such other funds as may be lawfully appropriated for the purpose.

 ROQUE M. COMPRA Sangguniang Bayan Member/ Temporary Presiding Officer	 DENNIS L. SY Sangguniang Bayan Member	 RICHARD F. VELOSO Sangguniang Bayan Member
 ELMER C. SILVA Sangguniang Bayan Member	 JAMEL O. GONZALES Sangguniang Bayan Member	 RANDOLPH LOON Sangguniang Bayan Member
 MACARIO V. ESMAS LNB President	 RILE CHRISTIAN G. VLEOSO SK Pederasyon President	 ERALYN D. ARAGON Temporary Secretary to the Sanggunian
 ENGR. CARLOS G. VELOSO Municipal Mayor		

SECTION 10. SEPARABILITY CLAUSE. If any provision of this Ordinance is declared unconstitutional or invalid, the remaining provisions not affected thereby shall continue to be in full force and effect.

SECTION 11. REPEALING CLAUSE. All ordinances, resolutions, rules and regulations, or parts thereof inconsistent with this Ordinance are hereby repealed, amended, or modified accordingly.

SECTION 12. EFFECTIVITY. This Ordinance shall take effect after compliance with the publication and posting requirements prescribed by law.

This Ordinance was approved by the Sangguniang Bayan in its Regular Session on July 9, 2026.


ERALYN D. ARAGON
Temporary Secretary to the Sanggunian

ATTESTED:

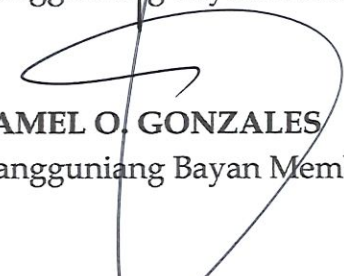

ROQUE M. COMPRA
Sangguniang Bayan Member/
Temporary Presiding Officer


DENNIS L. SY
Sangguniang Bayan Member


RICHARD R. VELOSO
Sangguniang Bayan Member


ELMER C. SILVA
Sangguniang Bayan Member


RANDEL V. LOON
Sangguniang Bayan Member


JAMEL O. GONZALES
Sangguniang Bayan Member

MACARIO V. ESMAS
LNB President


RILE CHRISTIAN G. VELOSO
SK Pederasyon President

APPROVED:


ENGR. CARLOS G. VELOSO
Municipal Mayor

12 AUG 2026



MINUTES OF THE PUBLIC HEARING CONDUCTED BY THE COMMITTEE ON YOUTH AND SPORTS DEVELOPMENT ON AN ORDINANCE PROMOTING TOURISM DEVELOPMENT THROUGH THE PRODUCTION OF OFFICIAL MUNICIPAL TOURISM VIDEOS AND PROVIDING INCENTIVES THEREFOR

ON JUNE 19, 2026 AT THE SB SESSION HALL

The public hearing commenced at exactly 2:00 o'clock in the afternoon under the leadership of Committee Chairman Hon. Rile Christian G. Veloso, with an opening prayer, followed by the singing of the Philippine National Anthem and the Villaba Hymn. Present during the hearing were Mr. Mark Anthony, Municipal Tourism Officer; Ms. Gail Larrazabal Reasol, Tourism Consultant; numerous content creators; representatives from the tourism sector; and other stakeholders. Also present was Hon. Richard R. Veloso, Member of the concerned committee of the Sangguniang Bayan.

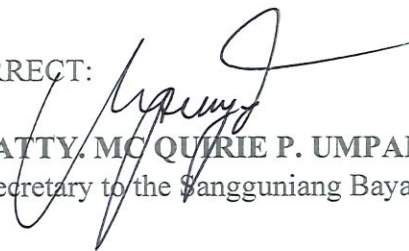
Committee Chairman Hon. Rile Christian G. Veloso presented the proposed ordinance and explained its objective of promoting the municipality's tourism destinations through official tourism videos and incentives for participating content creators. Thereafter, the floor was opened for comments and recommendations.

During the open forum, Mr. Mark Anthony suggested a pre-competition meeting with qualified participants to finalize the judging criteria. Mr. Gil S. Sabarez, on behalf of the content creators, proposed that competitors be required to release teaser videos one (1) to two (2) weeks before the final competition, and that all entries include the LGU logo. He also requested sample tourism videos as references. Ms. Gail Larrazabal Reasol recommended that the videos be posted and promoted by content creators, with co-ownership shared between the LGU and creators. She further proposed that both teaser and final videos be included in the judging criteria, with a corresponding percentage for the teaser component, and suggested that invitations and promotional materials be released before the second week of December to allow adequate preparation time.

Committee Chairman Hon. Rile Christian G. Veloso suggested that the final competition be held during the second week of January, with the awarding ceremony after the Municipal Fiesta celebration, and emphasized that the competition should initially focus on promoting the municipality's tourism destinations.

There being no further matters to discuss, the public hearing was adjourned at exactly 2:40 o'clock in the afternoon.

CERTIFIED CORRECT:


ATTY. MC QUIRIE P. UMPAD
Secretary to the Sangguniang Bayan

ATTESTED:


HON. RILE CHRISTIAN G. VELOSO
Committee Chairman



COMMITTEE ON YOUTH AND SPORTS DEVELOPMENT

COMMITTEE REPORT NO. 3, S. 2026

JUNE 19, 2026

SUBJECT:

AN ORDINANCE PROMOTING TOURISM DEVELOPMENT THROUGH THE PRODUCTION OF OFFICIAL MUNICIPAL TOURISM VIDEOS AND PROVIDING INCENTIVES THEREFOR

FINDINGS AND RECOMMENDATIONS

1. A pre-competition meeting shall be conducted with all qualified participants to finalize the judging criteria and competition guidelines.
2. Competitors shall be required to release teaser videos one (1) to two (2) weeks before the final competition.
3. All entries shall prominently display the official LGU logo, and sample tourism videos shall be provided as reference.
4. Both teaser and final videos shall be included in the judging criteria with corresponding percentage allocation for the teaser component.
5. Invitations and promotional materials shall be released prior to the second week of December.
6. The final competition shall be held during the second week of January, with the awarding ceremony after the Municipal Fiesta celebration.
7. The competition shall initially focus on promoting the municipality's tourism destinations.

HON. RILE CHRISTIAN G. VELOSO
Committee Chairman

HON. RICHARD R. VELOSO
Member

APPENDICES:

e.g. Minutes of Public Hearing and Committee Meetings and Attendance Sheet, Photo/Videos

SANGGUNIANG BAYAN
Office of the Secretary to the Sanggunian

NOTICE OF THE PUBLIC HEARING

Notice is hereby given that a public hearing will be conducted by the Sangguniang Bayan Committee on Youth and Sports Development, and that the previously announced schedule has been rescheduled on **June 19, 2026 at 2:00 o'clock in the afternoon at the Sangguniang Bayan Session Hall**, this Municipality, relative to the consideration of the following proposed municipal ordinance:

Proposed Municipal Ordinance No. 26, Series of 2026 authored by Hon. Rile Christian G. Veloso

"AN ORDINANCE PROMOTING TOURISM DEVELOPMENT THROUGH THE PRODUCTION OF OFFICIAL MUNICIPAL TOURISM VIDEOS AND PROVIDING INCENTIVES THEREFOR"

The following offices, agencies and stakeholders are hereby **invited to attend and participate in the said public hearing**:

- ~~Office of the Tourism Officer~~
- ~~Members of the Local Finance Committee~~
- ~~Local Content Creators~~
- **Members of the Sangguniang Bayan Committee on Tourism**

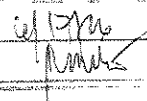
The public and all concerned parties are encouraged to attend and express their views, comments and recommendations regarding the proposed ordinance.

Issued this **15th day of June 2026**, at the Municipality of Villaba, Leyte.


Tourism

6/16/26

ATTY. MC QUIRIE P. UMPAD
Secretary to the Sanggunian

MUNICIPALITY OF VILLABA, LEYTE	
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Date:	6/17/26
Signature:	


GIC Secretary

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Secretary

6/17/26

Rep. Rile Christian G. Veloso


6/17/26



ATTENDANCE SHEET

AN ORDINANCE PROMOTING TOURISM DEVELOPMENT THROUGH THE PRODUCTION OF OFFICIAL MUNICIPAL TOURISM VIDEOS AND PROVIDING INCENTIVES THEREFOR

DATE: JUNE 19, 2026

TIME: 2:00 PM

VENUE: SB SESSION HALL

NO.	NAME	DESIGNATION	SIGNATURE
1.	MARK ANTHONY C. LUATE	TOURISM OPERATIONS OFFICER	[Signature]
2.	PIRE CHRISTIAN VELOSO	IK FED	[Signature]
3.	Gil S. Sabarez	Content Creator	[Signature]
4.	Gail Larrazabal-Reasol	Tourism-Consultant	[Signature]
5.	JOSEPH E. XTO	SB PHOTOGRAPHER	[Signature]
6.	Janette P. Pelayo	Content Creator	[Signature]
7.	Vanifer P. Hingio	Content Creator	[Signature]
8.	MANIX C. ROA	VLNU	[Signature]
9.	Michelle S. Ruzlan	MS STAFF	[Signature]
10.	ARLUNE D. AGUILAN	SB STAFF	[Signature]
11.	CLAIRE P. MONCANTO	SB STAFF	[Signature]
12.	MEKALUA P. PACALDO	SB STAFF	[Signature]
13.	Janel Kathryn E. Monares	SB STAFF	[Signature]
14.	JEAN DEE BELE B. ALARDE	SB STAFF	[Signature]
15.	PRECIOUS MANRIQUEZ	Content Creator	[Signature]
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