

**AN ORDINANCE PRESERVING AND PROMOTING BISAYA
SONGS IN LOCAL ESTABLISHMENTS TO BOOST CEBU CITY'S
CULTURAL AND ECONOMIC IDENTITY**

WHEREAS, Article XIV, Section 15 of the 1987 Constitution provides that "The State shall conserve, promote, and popularize the nation's historical and cultural heritage and resources, as well as artistic creations."

WHEREAS, Section 16 of Republic Act No. 7160 also known as the Local Government Code of 1991 provides that, "Within their respective territorial jurisdictions, local government units shall ensure and support, among other things, **the preservation and enrichment of culture**, promote health and safety, enhance the right of the people to a balanced ecology, encourage and support the development of appropriate and self-reliant scientific and technological capabilities, improve public morals, enhance economic prosperity and social justice, promote full employment among their residents, maintain peace and order, and preserve the comfort and convenience of their inhabitants."

WHEREAS, Republic Act No. 10066 also known as the National Cultural Heritage Act of 2009 mandates for the safeguarding of intangible cultural heritage in the Philippines including language.

WHEREAS, one of the means of safeguarding and preserving the Bisaya language is through music.

WHEREAS, Cebu City seeks to establish a unique identity as a creative hub in the Philippines by promoting Bisaya songs, which embody the linguistic, artistic, and cultural heritage of the region;

WHEREAS, sonic branding, or the strategic use of sound and music to create an identity for a place or business, has proven to be an effective tool for attracting visitors and fostering local economic growth, with Cebu City poised to capitalize on its wealth of Bisaya music;

WHEREAS, supporting Bisaya songs in local establishments aligns with the goal of creating a hyperlocalized cultural experience that

not only enriches Cebuano identity but also attracts tourists, increases foot traffic, and generates revenue for local businesses;

WHEREAS, the performance of Bisaya songs in public establishments ensures that royalties collected by the Filipino Society of Composers, Authors, and Publishers (FILSCAP) primarily benefit local artists and musicians, reducing the outflow of royalties to foreign societies or centralized music industries outside Cebu;

WHEREAS, mandating Bisaya songs in local establishments will contribute to Cebu City's branding as a top destination for culture and business, aligning economic goals with cultural preservation;

NOW THEREFORE, in consideration of the above premises, the Sangguniang Panlungsod of the City of Cebu, as moved by Member Garganera and seconded by Member _____, in a regular session assembled, hereby ordains that:

SECTION 1. TITLE. - This Ordinance shall be known as the "Bisaya Music Preservation and Promotion Ordinance."

SECTION 2. DECLARATION OF POLICY. - It is hereby declared the policy of the City to:

- a. Promote the Bisaya language and music as a cultural and economic asset;
- b. Utilize sonic branding as a strategy to boost Cebu City's identity and economy;
- c. Support local artists, composers, and musicians by providing a platform for their works; and
- d. Foster tourism and attract investments by leveraging Cebu City's rich cultural heritage.

SECTION 3. SCOPE AND COVERAGE. This Ordinance shall apply to all public establishments operating within Cebu City, including but not limited to:

- a. Malls and shopping centers;

- b. Restaurants, cafes, and food parks;
- c. Hotels, resorts, and inns;
- d. Bars, clubs, and entertainment venues;
- e. Public markets and terminal stations; and
- f. Any similar establishments where background music is played for public consumption

SECTION 4. DEFINITION OF TERMS. - As used in this Ordinance, the following terms are defined as follows:

- a. Bisaya music/songs - refers to songs written and composed in Bisaya language;
- b. BPLO - shall refer to the Business Permits and Licensing Office;
- c. CHAO - shall refer to the Cultural and Historical Affairs Office;
- d. CTO - shall refer to the City Treasurer's Office;
- e. Intangible cultural heritage - as defined by R.A. 10066, it shall refer to the practices, representations, expressions, knowledge and skills, as well as the instruments, objects and artifacts associated therewith, that communities, groups and individuals recognize as part of their cultural heritage, such as: (1) oral traditions, languages and expressions; (2) performing arts; (3) social practices, rituals and festive events; (4) knowledge and practices concerning nature and the universe; and (5) traditional craftsmanship; and
- f. Sonic branding - the strategic use of sound and music to create an identity for a place or business.

SECTION 5. MANDATORY INCLUSION OF BISAYA SONGS. - All establishments covered by this Ordinance are mandated to include Bisaya songs in their daily playlists in accordance with the following guidelines:

- a) At least 30% of the total background music played daily in these establishments must consist of Bisaya music, ensuring meaningful representation.
- b) The mandated percentage of Bisaya music must be played within the official business hours of each establishment; and

- c) Establishments have full discretion over the selection and curation of their playlists, provided they comply with the minimum required percentage of Bisaya songs.

SECTION 6. SUPPORT FOR IMPLEMENTATION. - In order to support the full implementation of this Ordinance, the following programs shall be implemented:

- a) **Collaboration with Stakeholders:** The City Government shall partner with music organizations, artists, and FILSCAP to provide establishments with access to curated playlists and resources featuring Bisaya songs.
- b) **Promotional Campaigns:** The CHAO shall spearhead campaigns to promote Bisaya music and educate businesses on the economic benefits of adopting sonic branding.
- c) **Support for Local Artists:** A directory of Bisaya artists and their works shall be made available through CHAO to assist businesses in complying with this Ordinance.
- d) **Bisaya Music Festival:** The Office of the Mayor, through CHAO, shall also look into organizing a Bisaya Music Festival featuring Bisaya songs and artists to be celebrated every Charter Day for the purpose of promoting Bisaya music.

SECTION 7. INCENTIVES FOR COMPLIANCE. - To encourage participation and recognize efforts, compliant establishments may avail of the following:

- 1. **Tax Incentives:** Upon the recommendation of the CTO, reduced local business tax rates shall be given to establishments with consistent compliance.
- 1. **Recognition Awards:** Upon the recommendation of CHAO and BPLO, annual awards for establishments that significantly promote Bisaya songs as part of their branding efforts shall be given during the Charter Day celebration.
- 2. **City Promotions:** Faithfully compliant establishments shall be included in city-wide promotional materials, events, and tourism campaigns in relation to Cultural and Heritage Preservation programs.

SECTION 8. MONITORING AND ENFORCEMENT. The enforcement and monitoring of this Ordinance shall be done by the Office of the Mayor through CHAO and in coordination with the Business Permit and Licensing Office (BPLO).

Regular inspections and random checks shall be conducted jointly by CHAO and BPLO to ensure adherence to the mandated inclusion of Bisaya songs.

SECTION 9. ECONOMIC JUSTIFICATION. - This Ordinance will benefit the city

- a) **Boosting Tourism and Business:** Mandating Bisaya songs creates a unique cultural experience that draws visitors and encourages longer stays, benefiting local businesses.
- b) **Retaining Royalties Locally:** Royalties from the public performance of Bisaya songs ensure that local artists and musicians benefit directly, contributing to Cebu City's economy.
- c) **Establishing Cebu City's Brand:** Through sonic branding, Cebu City positions itself as a creative hub, enhancing its reputation both locally and internationally.

SECTION 10. FUNDING PROVISIONS. - The City Government shall allocate funds from the cultural development budget to support the implementation of this Ordinance, including the production of promotional materials, organization of educational campaigns, and administrative monitoring. The amount of funds shall be determined annually by the Office of the Mayor in the amount not less than Five Million Pesos (P 5,000,000.00).

SECTION 11. INFORMATION AND EDUCATION CAMPAIGN. - CHAO, in collaboration with local artists and business groups, shall conduct regular forums, workshops, and seminars to educate stakeholders on the importance and benefits of this Ordinance.

SECTION 12. SEPARABILITY CLAUSE. - If any section or provision of this Ordinance is declared unconstitutional or invalid, the remaining

provisions shall remain in full force and effect.

SECTION 13. REPEALING CLAUSE. - All ordinances, resolutions, and issuances inconsistent with the provisions of this Ordinance are hereby repealed or modified accordingly.

SECTION 14. EFFECTIVITY. - This Ordinance shall take effect fifteen (15) days after its publication in a newspaper of local circulation and upon compliance with posting requirements prescribed by law.

JOEL C. GARGANERA
City Councilor