



Republic of the Philippines
QUEZON CITY COUNCIL
Quezon City
23rd City Council

PR23CC-599

50th Regular Session

RESOLUTION NO. SP- **10531**, S-2026

A RESOLUTION EXPRESSING THE STRONG SUPPORT OF THE QUEZON CITY COUNCIL FOR HOUSE BILL NO. 384 AUTHORED BY CONGRESSMAN JUAN CARLOS "ARJO" ATAYDE, PROMOTING FILM AND TELEVISION TOURISM IN THE PHILIPPINES

Introduced by Councilors DOROTHY A. DELARMENTE, M.D., JHON ANGELLI "Sami" C. NERI, AIKO MELENDEZ, WENCEROM BENEDICT C. LAGUMBAY, CANDY A. MEDINA, TANY JOE "TJ" L. CALALAY, JOSE MARIA "Mari" M. RODRIGUEZ and ATTY. JESUS MIGUEL SUNTAY

Co-Introduced by Councilors Joseph P. Juico, Charm Ferrer, CPA, MPA, JD, Nicole "Nikki" V. Crisologo, Mikey F. Belmonte, Atty. Voltaire Godofredo "Bong" Liban III, Dave C. Valmocina, Ranulfo "Tatay Rannie" Z. Ludovica, Atty. Christoffer Allan "Tope" Liquigan, Albert Alvin "Chuckie" L. Antonio III, Don S. De Leon, Luigi D. Pumaren, Atty. Vicente Belmonte Jr., Edgar "Egay" G. Yap, Nanette Castelo Daza, Imee Rillo, Raquel S. Malañgen, Joseph Joe Visaya, Alfred Vargas, MPA, Karl Edgar Castelo, Shaira "Shay" L. Liban, Ram V. Medalla, Maria Eleanor "Doc Ellie" R. Juan, O.D., Emmanuel Banjo A. Pilar, Kristine Alexia Matias, RN, Victor "Vic" D. Bernardo, Vito Sotto Generoso and Erwin Rey "Cocoy" A. Medina

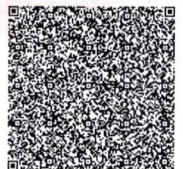
WHEREAS, Quezon City has long been recognized as the historic center of Philippine cinema and television, being home to numerous film studios, production houses, broadcast networks, and creative institutions that have shaped the Country's audiovisual industry;

WHEREAS, Quezon City has produced generations of filmmakers, actors, writers, and production professionals whose work has contributed significantly to Philippine cinema and television;

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WHEREAS, the City continues to support the creative sector through initiatives such as the QCinema International Film Festival, the Quezon City Film Commission, and various programs promoting the development of creative industries;

WHEREAS, in 2025, Quezon City achieved a historic milestone when it was officially designated as a City of Film under the UNESCO Creative Cities Network, becoming the first city in the Philippines to receive this global recognition for its contribution to cinema and the creative economy;

WHEREAS, this recognition strengthens Quezon City's position as the Film Capital of the Philippines and a leading hub for audiovisual storytelling in Southeast Asia;

WHEREAS, House Bill No. 384 authored by Congressman Juan Carlos "Arjo" Atayde seeks to promote Film and Television Tourism in the Philippines and establish an inter-agency committee to coordinate national initiatives that will attract film productions, develop film tourism destinations, and strengthen the Country's creative industries;

WHEREAS, film and television productions serve as powerful platforms for tourism promotion, cultural exchange, and economic development by showcasing destinations, culture, and heritage to audiences around the world;

WHEREAS, strengthening film tourism can generate employment opportunities for artists, filmmakers, actors, production crews, writers, designers, and other creative workers while stimulating tourism-related industries;

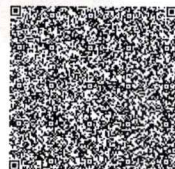
WHEREAS, as a recognized UNESCO City of Film, Quezon City stands ready to support national initiatives that position the Philippines as a premier filming destination and creative industry hub in Asia.

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NOW, THEREFORE,

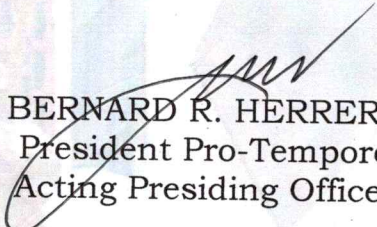
BE IT RESOLVED BY THE CITY COUNCIL OF QUEZON CITY IN REGULAR SESSION ASSEMBLED, to express, as it does hereby express, the strong support of the Quezon City Council for House Bill No. 384 authored by Congressman Juan Carlos "Arjo" Atayde, promoting film and television tourism in the Philippines.

RESOLVED FINALLY, that copies of this Resolution be furnished to Congressman Juan Carlos "Arjo" Atayde and the House of Representatives of the Philippines for their information and appropriate action.

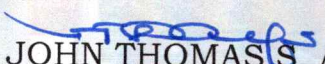
ADOPTED: June 1, 2026.

CERTIFICATION

This is to certify that this Resolution was ADOPTED by the City Council on Second Reading on June 1, 2026 and was CONFIRMED on June 15, 2026.


BERNARD R. HERRERA
President Pro-Tempore
Acting Presiding Officer

ATTESTED:


ATTY. JOHN THOMAS S. ALFEROS, III
City Government Department Head III
(Secretary to the Sanggunian)

