



EXECUTIVE ORDER NO. 037 - 2024

**AN ORDER PROVIDING POLICIES AND PROGRAMS FOR THE SUPPORT
AND DEVELOPMENT OF THE FILM INDUSTRIES AND CREATIVE
SECTORS IN THE MUNICIPALITY OF SANTA MARIA, BULACAN**

WHEREAS, Republic Act No. 11904, also known as the "Philippine Creative Industries Development Act," mandates the development and promotion of the Philippine creative industries, including film and other creative sectors;

WHEREAS, the Municipality of Santa Maria, Bulacan, recognizes the significant contributions of the creative industries to the local economy, culture, and identity;

WHEREAS, there is a need to implement policies that align with the national framework to support local creative sectors, particularly in the areas of infrastructure, digitalization, research, education, and public-private partnerships;

NOW, THEREFORE, I, BARTOLOME R. RAMOS, Mayor of the Municipality of Santa Maria, Bulacan, by virtue of the powers vested in me by law, do order:

SECTION 1. DESIGNATION OF THE LEAD OFFICE. The Municipal Tourism, Culture, and the Arts Office is hereby designated as the lead office responsible for implementing and coordinating all policies and programs related to the development of the film industries, theater productions and creative sectors in Santa Maria, Bulacan. This office shall work closely with relevant national agencies, local government units, non-government organizations and private sector partners to ensure the effective execution of these initiatives.

SECTION 2. INFRASTRUCTURE SUPPORT. The Municipal Tourism, Culture, and the Arts Office shall coordinate with the Department of Trade and Industry (DTI) and other relevant agencies to facilitate access to shared service facilities, subsidized rental schemes for studios and venues, co-working spaces, and other infrastructure support for local creative industry stakeholders. Priority shall be given to Micro, Small, and Medium Enterprises (MSMEs) within the creative sectors.

SECTION 3. RESEARCH AND DEVELOPMENT (R&D) AND INNOVATION SUPPORT. The Municipal Tourism, Culture, and the Arts Office shall collaborate with the Department of Science and Technology (DOST) to provide research and development support to local creative entities, including financial assistance for research projects that address industry needs. Local companies, startups, and academic institutions engaged in creative industries are encouraged to avail of research grants provided by the DOST, subject to their guidelines.



SECTION 4. DIGITALIZATION OF THE CREATIVE INDUSTRIES.

The Municipal Tourism, Culture, and the Arts Office shall work with the Department of Information and Communications Technology (DICT) to ensure that local creative industries have access to digital services, high-speed infrastructure, and digital training platforms. Technical and financial assistance programs shall be developed to support local entities in creating digital content distribution platforms and other digital innovations.

SECTION 5. CREATIVE VOUCHER SYSTEM. A Creative Voucher System shall be established in coordination with relevant agencies, providing vouchers to creative industry stakeholders that can be used to receive support, aid, and incentives. A preference for MSMEs shall be observed in the allocation of these vouchers.

SECTION 6. INVESTMENT PRIORITY PLAN. The Municipality shall contribute to the development of the Creative Industries Investment Priority Plan (CIIPP), identifying specific activities in the creative sectors that qualify for incentives.

SECTION 7. CREATIVE INSTRUCTION AND EDUCATION. The Municipal Tourism, Culture, and the Arts Office shall collaborate with the Department of Education (DepEd), the Commission on Higher Education (CHED), and the Technical Education and Skills Development Authority (TESDA) to develop programs and scholarships for students and professionals in the creative industries. Incentives shall be provided to academic institutions that support research and development in the creative sectors.

SECTION 8. PUBLIC-PRIVATE PARTNERSHIPS. Public-private partnerships (PPP) shall be promoted to support the infrastructure development of local creative industries, in line with the Philippine Build-Operate-Transfer (BOT) Law.

SECTION 9. CREATIVE INDUSTRY DATA AND INFORMATION MANAGEMENT. The Municipal Tourism, Culture, and the Arts Office, in coordination with the Philippine Statistics Authority (PSA) and other agencies, shall contribute to the development of a data management system for the creative industries.

SECTION 10. LOCAL CULTURE AND ARTS COUNCIL (LCAC). The established Local Culture and Arts Council (LCAC) of Santa Maria, in coordination with the Department of the Interior and Local Government (DILG), shall continue to promote and develop the local creative industries. The LCAC is tasked with maintaining a comprehensive database of business support organizations and creative workers associations, planning and implementing creative industry policies, and regularly reporting on the status of these programs to ensure alignment with the Municipality's objectives.

SECTION 11. ONE-STOP REGISTRATION CENTER. The Negosyo Center in Santa Maria shall serve as a one-stop shop for creative industry MSMEs and entrepreneurs to avail of government services, including intellectual property registration, product and business registration, loans, grants, and benefit programs.



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SECTION 12. PHILIPPINE CREATIVE INDUSTRIES MONTH. The Municipality shall actively participate in the annual celebration of Philippine Creative Industries Month every September, in partnership with the private sector and the academe.

SECTION 13. EFFECTIVITY. This Executive Order shall take effect immediately upon its approval.

DONE in the Municipality of Santa Maria, Bulacan this 20th day of June, 2024.


BARTOLOME R. RAMOS
Municipal Mayor

