



## COMMITTEE on INFORMATION and COMMUNICATION TECHNOLOGY

Office of the Sangguniang Panlungsod  
Received by ANG 2025  
Date: 18  
Time: 8:11 am

### COMMITTEE REPORT

**Subject: A RESOLUTION AUTHORIZING THE CITY MAYOR, HON. STRIKE B. REVILLA, TO SIGN A MEMORANDUM OF AGREEMENT ON BEHALF OF THE CITY GOVERNMENT WITH CITY ADVERTISING VENTURES CORPORATION REGARDING THE USE OF DESIGNATED PUBLIC POSTING AREAS IN THE CITY OF BACOOR, CAVITE. (PCR 010-2025 dated 07 July 2025)**

The aforementioned proposed City Resolution was endorsed to the Sangguniang Panlungsod from the City Administrator's Office on May 08, 2025. The minutes of the hearing, attendance sheets, photos, and draft of Memorandum of Agreement are attached to this report.

#### FINDINGS :

The City Advertising Ventures Corporation previously entered into a Memorandum of Agreement with the City Government of Bacoor in March 2023 for the use of designated public posting areas by the first-mentioned which expired after a two-year term. With that being said, it is proposed to seek for the continuation, specifically for a longer validity period of three (3) years or until June 30, 2028 as declared in the MOA; Each parties acknowledges the mutual benefits of a regulated advertising partnership, which promotes local business visibility as well as the City Government's programs through organized and policy-compliant advertisement placements.

#### RECOMMENDATION :

Following careful analysis and deliberation, the proposed city resolution AUTHORIZING THE CITY MAYOR, HON. STRIKE B. REVILLA, TO SIGN A MEMORANDUM OF AGREEMENT ON BEHALF OF THE CITY GOVERNMENT WITH CITY ADVERTISING VENTURES CORPORATION REGARDING THE USE OF DESIGNATED PUBLIC POSTING AREAS IN THE CITY OF BACOOR, CAVITE is recommended to be **ARCHIVE** by the Committee through it Chairperson, Hon. Adrielito G. Gawaran. It is suggested to seek further studies to elaborate the information and understanding for the betterment of both parties involved.





**WE HEREBY CERTIFY** that the contents of the foregoing report are true and correct.

Signed this 15<sup>TH</sup> day of August 2025 at the City of Bacoor, Cavite.

**COMMITTEE on INFORMATION and COMMUNICATION TECHNOLOGY**

**HON. ADRIELITO G. GAWARAN**  
Chairman

**HON. PALM ANGEL S. BUNCIO**  
Vice Chairman

**HON. MANOLO S. GALVEZ**  
Member

**HON. RANDY C. FRANCISCO**  
Member







## COMMITTEE on INFORMATION and COMMUNICATION TECHNOLOGY

### MINUTES OF THE COMMITTEE HEARING

ICT NO. 002 S. 2025

Office of the Sangguniang Panlungsod  
Received by: Janet P. Pina  
Date: 18 AUG 2025  
Time: 8:14 am

*Subject: A RESOLUTION AUTHORIZING THE CITY MAYOR, HON. STRIKE B. REVILLA, TO SIGN A MEMORANDUM OF AGREEMENT ON BEHALF OF THE CITY GOVERNMENT WITH CITY ADVERTISING VENTURES CORPORATION REGARDING THE USE OF DESIGNATED PUBLIC POSTING AREAS IN THE CITY OF BACOR, CAVITE. PCR 010-2025 (PCR 834-2025)*

The committee hearing convened on August 05, 2025, 11:00 AM at the SP Session Hall, 6<sup>th</sup> Floor, Bacoor Legislative and Disaster Resilience Building, Bacoor Government Center, Bacoor Boulevard, Brgy. Bayanan, City of Bacoor, Cavite. It was presided over by Committee Chairperson Hon. Adrielito G. Gawaran, Committee on Information and Communication Technology.

The members present from Sangguniang Panlungsod includes Hon. Palm Angel S. Buncio, the Vice Chairperson of the Committee and the Committee members Hon. Randy C. Francisco and Hon. Manolo S. Galvez. The committee hearing was also attended by Atty. Salve Valenciano of OCLS, Lodgene G. Asuncion of E-GOV/MIS and Robert Jeffrey V. Reyes, a representative from City Advertising Ventures Corporation.

The Committee Chair and Members of the Committee assessed and evaluated the content of the Memorandum of Agreement between the City Government of Bacoor and City Advertising Ventures Corporation. After reviewing the content, the committee decided to archive the Memorandum of Agreement. Hon. Gawaran advised that the agreement between the City Government and City Advertising Ventures Corporation should be looked more carefully. The Chairperson stated that it is still in need of further studies before the MOA be signed by the mayor and take effect.





Republic of the Philippines  
Province of Cavite  
**CITY OF BACOOR**  
OFFICE OF THE SANGGUNIANG PANLUNGSOD



ICT Chairperson Gawaran asked the panel if there were more matters to discuss. Hearing none, Hon. Randy C. Francisco moved to adjourn the meeting, seconded by other members at 11:25 AM.

Prepared By:

**MICHAEL JOSEPH G. GAWARAN**  
Staff

Attested By:

**ADRIELITO G. GAWARAN**  
Chairman on Committee Information and  
Communication Technology

COMMITTEE MINUTES ICT NO. 002 S. 2025

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*PCR 010-2025 (PCR 834-2025) – A RESOLUTION AUTHORIZING THE CITY MAYOR, HON. STRIKE B. REVILLA, TO SIGN A MEMORANDUM OF AGREEMENT ON BEHALF OF THE CITY GOVERNMENT WITH CITY ADVERTISING VENTURES CORPORATION REGARDING THE USE OF DESIGNATED PUBLIC POSTING AREAS IN THE CITY OF BACOOR, CAVITE.*



Address: Bacoor Legislative and Disaster Resilience Bldg.  
Bacoor Blvd., Brgy. Bayanan, City of Bacoor, Cavite  
Trunkline: (046) 417-0727  
Website: [www.bacoorcitynp.com](http://www.bacoorcitynp.com)



Cert no 24/181809





**COMMITTEE ON INFORMATION AND COMMUNICATION  
TECHNOLOGY**

**NOTICE OF COMMITTEE HEARING**

(ATTENDANCE)

(August 5, 2025 11:00 AM)

(SP Session Hall)

Office of the Sangguniang Panlungsod  
Received by: Jhonel Reyes  
Date: 05 AUG 2025

**Subject:** A RESOLUTION AUTHORIZING THE CITY MAYOR, HON. MAYOR STRIKE B. REVILLA, TO SIGN A MEMORANDUM OF AGREEMENT ON BEHALF OF THE CITY GOVERNMENT WITH CITY ADVERTISING VENTURES CORPORATION REGARDING THE USE OF DESIGNATED PUBLIC POSTING AREAS IN THE CITY OF BACOR, CAVITE. (PCR 010-2025 (PCR 834-2025) referred July 7, 2025)

NAME	OFFICE	CONTACT # Email Address	SIGNATURE/DATE
HON. ADRIELITO G. GAWARAN			
HON. PALM ANGEL S. BUNCIO	SKED	09209004080	PAG 8/5/25
HON. MANOLO S. GALVEZ	S		
HON. RANDY C. FRANCISCO	SP		
ATTY. KIM NYCA LOFRANCO OCLS	OCLS		Atty. Kim N. Lofranco 8/5/25
LODGENE G. ASUNCION E-GOVERNANCE DEPT.	MIS	09200000000	4 8/5/25
CITY ADVERTISING VENTURES CORPORATION	Regie notes	09209400022	Regie 8/5/25
Anne Gullmanico			8/5/25
Cristine Escobar			
Die Arneli Jann			

NOTICE OF COMMITTEE HEARING PCR 010-2025

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A RESOLUTION AUTHORIZING THE CITY MAYOR, HON. MAYOR STRIKE B. REVILLA, TO SIGN A MEMORANDUM OF AGREEMENT ON BEHALF OF THE CITY GOVERNMENT WITH CITY ADVERTISING VENTURES CORPORATION.





**COMMITTEE ON INFORMATION AND COMMUNICATION  
TECHNOLOGY**

**NOTICE OF COMMITTEE HEARING  
(PROOF OF RECEIPT)  
(August 5, 2025 11:00 AM)  
(SP Session Hall)**

Office of the Sangguniang Panlungsod  
Received by: Janet P. 2025  
Date: 05 AUG 2025  
Time: 11:00 AM

**Subject:** A RESOLUTION AUTHORIZING THE CITY MAYOR, HON. MAYOR STRIKE B. REVILLA, TO SIGN A MEMORANDUM OF AGREEMENT ON BEHALF OF THE CITY GOVERNMENT WITH CITY ADVERTISING VENTURES CORPORATION REGARDING THE USE OF DESIGNATED PUBLIC POSTING AREAS IN THE CITY OF BACOOR, CAVITE. (PCR 010-2025 (PCR 834-2025) referred July 7, 2025)

NAME	OFFICE	CONTACT # Email Address	SIGNATURE/DATE
HON. ADRIELITO G. GAWARAN			
HON. PALM ANGEL S. BUNCIO			
HON. MANOLO S. GALVEZ			W. 7/31/25
HON. RANDY C. FRANCISCO			P. 7/21/25
ATTY KIM NYCA LOFRANCO OCLS	ANTONIO S. UN1		Antunio - 7-31-25
ATTY. KIM NYCA LOFRANCO OCLS			
LODGENE G. ASUNCION E-GOVERNANCE DEPT.	J. 7/21/25		J. 7/21/25
SHARMAINE SOMBILON CITY ADVERTISING VENTURES CORPORATION			VIA EMAIL

**NOTICE OF COMMITTEE HEARING PCR 010-2025**

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A RESOLUTION AUTHORIZING THE CITY MAYOR, HON. MAYOR STRIKE B. REVILLA, TO SIGN A MEMORANDUM OF AGREEMENT ON BEHALF OF THE CITY GOVERNMENT WITH CITY ADVERTISING VENTURES CORPORATION.







## COMMITTEE on INFORMATION and COMMUNICATION TECHNOLOGY

### COMMITTEE HEARING PHOTOS

Office of the Sangguniang Panlungsod  
Received by: Janet P. Reyes  
Date: 05 AUG 2025  
Time: \_\_\_\_\_

Subject: A RESOLUTION AUTHORIZING THE CITY MAYOR, HON. STRIKE B. REVILLA, TO SIGN A MEMORANDUM OF AGREEMENT ON BEHALF OF THE CITY GOVERNMENT WITH CITY ADVERTISING VENTURES CORPORATION REGARDING THE USE OF DESIGNATED PUBLIC POSTING AREAS IN THE CITY OF BACOOR, CAVITE. (PCR 010-2025 dated 07 July 2025)



COMMITTEE HEARING PHOTOS ICT NO. 002 S. 2025

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PCR 010-2025 (PCR 834-2025) - FROM THE CITY ADMINISTRATOR'S OFFICE: A RESOLUTION AUTHORIZING THE CITY MAYOR, HON. STRIKE B. REVILLA, TO SIGN A MEMORANDUM OF AGREEMENT ON BEHALF OF THE CITY GOVERNMENT WITH CITY ADVERTISING VENTURES CORPORATION REGARDING THE USE OF DESIGNATED PUBLIC POSTING AREAS IN THE CITY OF BACOOR, CAVITE.



## MEMORANDUM OF AGREEMENT

KNOW ALL MEN BY THESE PRESENTS:

This Memorandum of Agreement (the "Agreement") is made and entered into this \_\_\_\_ day of \_\_\_\_\_, 2025 (the "Effective Date") in the City of Bacoor, Province of Cavite, by and between:

The **CITY GOVERNMENT OF BACOR**, a local government unit duly organized and existing under and by virtue of the laws of the Republic of the Philippines, with principal office at Bacoor Government Center, Bacoor Boulevard, Barangay Bayanan, Bacoor City, Province of Cavite, Philippines, duly represented herein by its City Mayor, **Hon. STRIKE B. REVILLA**, acting pursuant to the authority granted to him under City Resolution No. \_\_\_\_\_ Series of \_\_\_\_\_, approved \_\_\_\_\_ of the City Council of Bacoor City, Cavite, and hereinafter referred to as the "**FIRST PARTY**"

and

**CITY ADVERTISING VENTURES CORPORATION**, a company organized and existing pursuant to the laws of the Republic of the Philippines, with official business address at 6th and 7th floor MG Tower, No. 75 Shaw Boulevard, Daang Bakal, Mandaluyong City, Metro Manila, duly represented herein by its President, **Mr. HOSPICIO G. NERI, JR.**, and hereinafter referred to as the "**SECOND PARTY**"

"Party" shall refer to the **FIRST PARTY** or **SECOND PARTY**, if applicable, while the term "Parties" shall refer to the **FIRST PARTY** and **SECOND PARTY**, collectively.

### WITNESSETH: That

**WHEREAS**, the **FIRST PARTY** owns lamp posts, footbridges, waiting sheds, and other properties/spaces within the City of Bacoor, Province of Cavite, which may serve as tools to generate additional revenue to the **FIRST PARTY** as advertising media by way of display of advertising paraphernalia;

**WHEREAS**, the Parties previously entered into a Memorandum of Agreement in March 2023 for the use of designated public posting areas by the **SECOND PARTY**, which expired after a two-year term;

**WHEREAS**, the **SECOND PARTY** has reaffirmed its interest in utilizing designated public posting areas within the City of Bacoor for the placement of lawful advertisements, promotional materials, and public notices, and requested the continuation of the partnership in undertaking management of selected advertising spaces in the city;

**WHEREAS**, the **FIRST PARTY** recognizes the importance of maximizing the use of public spaces for advertising in a manner that upholds aesthetic standards and public safety;

**WHEREAS**, both Parties acknowledge the mutual benefits of a regulated advertising partnership, which promotes local business visibility as well as that of the **FIRST PARTY**'s programs through organized and policy-compliant advertisement placements;



**NOW THEREFORE**, for and in consideration of the foregoing premises, the Parties hereto have agreed and stipulated as follows:

**1. OBLIGATIONS OF THE FIRST PARTY**

- 1.1.** The **FIRST PARTY** hereby designates the **SECOND PARTY** as partner of various advertising mediums/structures in all primary, secondary and tertiary roads, including **LAMP POST/POST BANNERS, DIRECTIONAL SIGNAGES, WAITING SHED SIGNAGES, LED BOARDS, MINI-BILLBOARDS, PEDESTRIAN OVERPASS SIGNAGES, WALL BILLBOARDS, LIGHTBOXES, BACK LIT ADS, HOLLYWOOD/BUILD-UP ADS, AND VEHICULAR BRIDGEWAY SIGNAGES** for advertising purposes within the territorial jurisdiction of the **FIRST PARTY**.
- 1.2.** The **FIRST PARTY** shall allow the **SECOND PARTY** to install/air advertisements in these structures to help recoup the **SECOND PARTY's** investment, provided that all advertisements are properly coordinated with and approved by the **FIRST PARTY**.
- 1.3.** The **FIRST PARTY** hereby authorizes the **SECOND PARTY** to remove or dismantle all advertising paraphernalia posted by unauthorized parties.

**2. OBLIGATIONS OF THE SECOND PARTY**

- 2.1.** The **SECOND PARTY** shall be responsible for the production, installation, and maintenance of all advertising media covered by this Agreement at no cost to the **FIRST PARTY**. Electrical consumption of these advertising paraphernalia shall be for the account of the **SECOND PARTY**.
- 2.2.** The **SECOND PARTY** shall secure the required business permit/s and clearance/s and pay the necessary fees as required by the Revenue Code of Bacoor City;
- 2.3.** The **SECOND PARTY** shall ensure that all advertisements comply with the allowable advertising standards and relevant local ordinances, and thus, all precautionary measures and regulations concerning cleanliness, orderliness, beautification, and public safety shall be strictly observed.
- 2.4.** The **SECOND PARTY** shall coordinate with the Office of the City Engineer prior to the construction, installation, maintenance, and dismantling of the various advertising materials to avoid the same being taken down and to prevent further inconvenience.
- 2.5.** THE **SECOND PARTY** shall install and maintain WAITING SHEDS with WiFi and LED Boards in selected locations within the City of Bacoor to provide shelter to the commuting public, internet access, and assist the City in its public information dissemination campaigns.
- 2.6.** The **SECOND PARTY** is prohibited from displaying, installing, or advertising paraphernalia that does not conform to the moral, legal, and ethical standards established by the advertising industry as well as the policies of the **FIRST PARTY**.
- 2.7.** The **SECOND PARTY** has the right to replace any or all authorized advertisements or paraphernalia. Provided that costs of the replacements, as well as any other incidental expenses related thereto, shall be for the

account of the **SECOND PARTY**.

- 2.8. The **SECOND PARTY** shall indemnify the LGU from any claims arising from accidents, property damage, or disputes related to advertising structures and content.

### 3. **FORCE MAJEURE**

Force Majeure Event shall occur if either Party is unable to perform any of its obligations for any reason beyond its control, such as but not limited to: national emergencies, wars, hostilities, insurrections, civil commotions or rebellion, or apprehension or imminence of war (whether declared or not), blockade, hijacking, Acts of God, actions of any government or governmental authority, fire, flood, shortages of labor and materials, extraordinary contraction recession, epidemics and pandemic.

Should a Force Majeure Event make it impossible for either Party to perform its obligations under this Agreement, the Parties' respective obligations, including the payment of the fees for the use of the lamp posts, shall be suspended only for the duration of said Force Majeure Event.

The **SECOND PARTY** shall provide written notice within seven (7) working days from the occurrence of the Force Majeure Event to the **FIRST PARTY** stating the location and duration of said Force Majeure Event.

### 4. **EFFECTIVITY AND TERMINATION**

- 4.1 This Agreement shall commence on the Effective Date as abovementioned and shall automatically expire on June 30, 2028, thereafter, subject to renewal upon mutual agreement of both Parties. The Parties shall negotiate with each other in good faith with respect to any extension of the term of this Agreement, but not later than two (2) months prior to the expiration of the term. The **FIRST PARTY** grants the **SECOND PARTY** the right of first refusal and the right to match any bids by any **THIRD PARTY** concerning the subject matter of this Agreement.
- 4.2 Except as otherwise provided above, either Party may terminate this Agreement without cause, subject to sixty (60) days' prior written notice to the other Party. However, either Party, upon violation or non-compliance of obligations and/or the terms and conditions herein, including:
- a) False representation of warranty;
  - b) If either Party becomes the subject of reorganization or liquidation, whether voluntarily or involuntarily, under any bankruptcy or insolvency law, or any similar law for financially distressed debtors; or if it is unable to pay its debts as they become due, admits this in writing, becomes insolvent, takes steps toward liquidation or dissolution, or has a receiver or liquidator appointed over all or most of its assets; and if such action is involuntary, it continues for more than thirty (30) business days;
  - c) Any other acts that compromise the mutual trust relationship of the Parties.
- 4.3. In case of breach or violation of this Agreement pursuant to Clause 4.2



above, either Party is given at least sixty (60) days from receipt of the other Party's prior written notice to remedy the breach or violation. Only in case of failure to remedy the breach or violation of the Agreement within the foregoing period shall the Agreement be deemed terminated.

IN WITNESS WHEREOF, the Parties have hereunto set their hands to this Agreement this \_\_\_\_ day of \_\_\_\_\_, 2025 in the City of Bacoor, Cavite.

**CITY GOVERNMENT OF BACOR**

By:

**STRIKE B. REVILLA**  
*City Mayor*  
City Resolution No. \_\_\_\_\_

**CITY ADVERTISING VENTURES CORPORATION**

By:

**HOSPICIO G. NERI JR.**  
*President*

SIGNED IN THE PRESENCE OF:

**ROBERT JEFFREY V. REYES**  
*VP for Operations & Business Development*  
City Advertising Ventures Corporation

**Engr. JICKY JUTBA**  
*City Engineer*  
Bacoor City Engineering Office

## ACKNOWLEDGMENT

REPUBLIC OF THE PHILIPPINES)  
City of Bacoor, Province of Cavite) S.S.

BEFORE ME, a Notary Public for and in \_\_\_\_\_, this \_\_\_\_ day of \_\_\_\_\_, 2025 personally appeared the following:

Name	Government-Issued ID / ID Number	Date/Place Issued
STRIKE B. REVILLA		
HOSPICIO G. NERI JR.		

Known to me to be the same persons who executed the foregoing instrument and acknowledged to me that the same is a free and voluntary act and deed. This instrument refers to Memorandum of Agreement, consisting of \_\_ ( ) pages, including this page whereon this acknowledgement is written, and is signed by the parties and their instrumental witnesses on each and every page thereof and sealed by my notarial seal.

WITNESS MY HAND AND SEAL on the date and at the place first written above.

Doc. No. \_\_\_\_\_;  
Page No. \_\_\_\_\_;  
Book No. \_\_\_\_\_;  
Series of 2025.