



**Republic of the Philippines
CITY COUNCIL
City of Manila**

REGULAR SESSION NO. 131

12TH CITY COUNCIL

**RESOLUTION NO. 325
Series of 2024**

RESOLUTION AUTHORIZING THE HONORABLE CITY MAYOR, MARIA SHEILAH "HONEY" H. LACUNA-PANGAN, MD, FPDS, TO ENTER INTO A MEMORANDUM OF AGREEMENT WITH WE CRE8 WORLDWIDE, INC., FOR FREE UNLIMITED PUBLIC SERVICE ANNOUNCEMENTS AND OTHER INFORMATION THAT THE CITY GOVERNMENT WISHES TO ADVERTISE THROUGH THEIR MOBILE LIGHT EMITTING DIODE (LED) PICK-UP TRUCKS SUBJECT TO RATIFICATION OF THE SANGGUNIANG PANLUNGSOD NG MAYNILA

PRINCIPAL AUTHORS:

HON. TIMOTHY OLIVER I. ZARCAL

and

**HON. ERNESTO C. ISIP, JR.
Majority Floor Leader**




WHEREAS, a draft Memorandum of Agreement has reached the consideration of this Sanggunian relative to free unlimited public service announcement and other information to be carried by We Cre8 Worldwide, Inc., a business entity that makes advertisements for a living according to its social media pages;

WHEREAS, We Cre8 Worldwide, Inc. is a domestic corporation duly organized and existing under the laws of the Philippines with principal office at UB 111 Paseo De Roxas Bldg., Paseo De Roxas Street Legaspi Village, Makati City;

WHEREAS, the draft instrument underwent review by the City Legal Officer who interposed no objection to its execution but raised the observation that the proponent is engaged in advertising wishing to expand operation within the city. Thus, it is recommended that We Cre8 Worldwide, Inc. be assessed and imposed with the necessary taxes and fees applicable to them pursuant to City Ordinance No. 8331 prior to the signing of the agreement: NOW, THEREFORE, be it


RESOLVED, by the City Council of Manila to authorize, as it hereby authorizes the Honorable City Mayor, Maria Sheilah "Honey" H. Lacuna-Pangan, MD, FPDS, to enter into a Memorandum of Agreement with We Cre8 Worldwide, Inc., for free unlimited public service announcements and other information that the city government wishes to advertise through their mobile light emitting diode (LED) pick-up trucks subject to ratification of the Sangguniang Panlungsod ng Maynila.

PRESIDED BY:


MACARIO M. LACSON
President Pro-Tempore and
Acting Presiding Officer
City Council, Manila

This Resolution was adopted by the City Council of Manila at its regular session on May 7, 2024.

ATTESTED:


LUSH R. GEMPIS, JR.
City Government Department Head III
Secretary to the City Council

JMG/RRB:jhb/rmd/kjm/egv/egv/avs