


SIXTEENTH CONGRESS OF THE REPUBLIC)
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SENATE

Senate Bill No. 2271

Prepared by the Committees on Public Information and Mass Media; Tourism; Ways and Means; and Finance, with Senators Poe and Angara, as authors thereof

AN ACT
ESTABLISHING A FRAMEWORK FOR FILM AND TELEVISION TOURISM IN THE
PHILIPPINES, MARKETING THE INDUSTRY GLOBALLY AND PROVIDING
EMPLOYMENT FOR THE SECTOR AND FOR OTHER PURPOSES

Be it enacted by the Senate and House of Representatives of the Philippines in Congress assembled:

1 Section 1. *Title*. This Act shall be known as the "Philippine Film and Television Tourism
2 Act of 2014."
3

4 Section 2. *Declaration of Policy*. It is hereby declared to be the policy of the State to treat
5 the film and television tourism as a special investment and tourism tool for national
6 development.
7

8 Consistent with the national goal of creating new areas of business to generate
9 employment opportunities as well as to recognize Filipino talent, film and television tourism in
10 the country is hereby made a new investment priority. It can be in the form of making the
11 Philippines as a location shooting or filming area for various media activities, including, but not
12 limited to making the Philippines a duplicate site. It can also be by preserving or promoting the
13 nation's historical and cultural heritage and resources as well as artistic creations or sceneries

1 depicted in films, and converting it into tourist attractions. It can also be in the form of
2 championing Filipino film practitioners and artists and their participations in foreign productions.

3
4 Section 3. *Creation of Philippine Film and Television Tourism Authority (PFTTA)*. The
5 affairs related to film and television tourism shall be administered by the Philippine Film and
6 Television Tourism Authority (PFTTA), thus replacing the Philippine Film Export Service
7 Office (PFESO) under the Film Development Council of the Philippines (FDCP), organized
8 under Executive Order No. 674, Series of 2007.

9
10 The PFTTA shall be headed by the Chief Operating Officer (COO), a position which
11 shall be equivalent to an Executive Director III position of the Film Development Council and
12 which shall be a career executive service officer position to be recommended by the Chairperson
13 of the Film Development Council of the Philippines and appointed by the President.

14
15 The members of the Authority shall be composed of representatives from the following
16 agencies:

- 17 1. Department of Tourism
- 18 2. Department of Trade and Industry
- 19 3. Department of Interior and Local Government and its attached agencies
- 20 4. Department of National Defense
- 21 5. Department of Finance
- 22 6. Department of Foreign Affairs
- 23 7. Department of Labor and Employment
- 24 8. Movie and Television Review Classification Board
- 25 9. National Commission for Culture and the Arts
- 26 10. Private sector representatives, one each from the movie and television
27 industries.

28
29 The heads of the above stated departments shall designate their regular
30 representatives, based on their position in the organization, but not lower than a Director-
31 level position. The said representatives of the various government agencies shall, in
32 addition to their duties in the Authority, also serve as the direct link to streamline and
33 develop the one-stop-shop system.

1 The Secretariat of the PFTTA shall be based in the Film Development Council of
2 the Philippines for financial and administrative support. It shall be composed of eight (8)
3 regular plantilla positions already approved and to be augmented by the Department of
4 Budget and Management, including existing positions in the Philippine Export Services
5 Office of the FDCP.

6
7 Section 5. *Functions of PFTTA*. The PFTTA shall facilitate the One-Stop-Shop System
8 for foreign film or television production entities. It shall undertake the following:

- 9 1. Facilitate the promotion and marketing of the Philippines as location site
10 for the production of international films and television programs, such as
11 but not limited to: creating and maintaining a website and/ or a manual
12 of Philippine Film and Television Tourism sites for overseas contract
13 workers; participating and exposure in World Expo, recognized
14 international film festivals, activities for cinema and television with
15 global market penetration, tourism fairs of international significance.
16 Provided, that in case a Filipino film is considered in a competition,
17 nominated for excellence or cinema prizes, or to be exhibited in
18 recognition of its achievement in arts in a recognized international film
19 festival, its Production Team including, but not limited to its Director,
20 Producer, Writer, and Actors shall be provided with full government
21 support, such as but not limited to, financial assistance, security and ease
22 in document processing to attend the said festival. Provided further, that
23 the PFTTA shall endeavor to put a premium on promoting, marketing,
24 and distributing Filipino films, television programs of local content,
25 MTVs, short films and similar other remarkable art works. Provided,
26 finally, that in the case of expositions or fairs showcasing outstanding
27 films and TV programs, a single unified Philippine booth must be
28 endeavored with all relevant stakeholders as participants.
- 29 2. Assist in the implementation of a reward and incentive package for
30 foreign film/television entities interested in shooting films/television
31 programs in the country and submit recommendations related thereon;

- 1 3. Assist foreign film production entities in processing pertinent documents
2 and various requirements relative to the production of international
3 films/television programs in the country and in complying with
4 environmental regulations;
- 5 4. Coordinate with various government agencies and local government
6 units in assisting the entry and exit of a foreign film/television
7 production team, such as but not limited to producers, artists and
8 production crew;
- 9 5. Provide direct link between foreign production entities, producers,
10 filmmakers and artists with local production manpower services, local
11 artists, bit players and technical crew, facilities and the like;
- 12 6. Utilize the services of tourism attaches abroad, through the Department
13 of Tourism, in the promotion and marketing of Philippine locations
14 sites/resources and local film production manpower;
- 15 7. Maintain an inventory of areas in the country that may be utilized as a
16 film and television tourism site and a registry of sectors including artists,
17 film practitioners, technical personnel and others for ready referrals;
- 18 8. Identify key film and television tourism sites used by international or
19 local filmmakers and establish a PFTTA mark;
- 20 9. Keep a progress report and actual impact of the initiative taking into
21 consideration the increase in the number of film tourists and its
22 contribution to the economy;
- 23 10. Implement the Comprehensive Plan of the inter-agency committee.

24
25 Section 6. *Powers of the PFTTA.* The PFTTA shall have the power to issue a One-Stop
26 Shop authenticated security seal, which shall be recognized by the various government agencies
27 related to facilitating the processing of pertinent documents such as, but not limited to work
28 permits, visa applications, ATA Carnets-type document.

29
30 Section 7. *Creation of Inter-Agency Committee on Film and Television Tourism.* An
31 Inter-Agency Committee on Film and Television Tourism hereinafter referred to as (IAC-FTT)
32 is hereby created. It shall be the governing Board and policy-making body of the PFTTA.

1 Section 8. *Composition of the IAC-FTT.* The Film Development Council of the
2 Philippines (FDCP) Chairperson shall act as the Administrator. The Department of Tourism
3 Secretary or his representative shall act as Co-Chair. The inter-agency committee shall have six
4 members: three (3) each from the private and public sector representing but not limited to
5 business and investments, league of local government units, artists and film practitioners, travel
6 and airline sector, historical and cultural heritage, overseas Filipino workers, film and television
7 groups and other relevant partners, to be determined by the Chairperson and Co-Chair.

8
9 The Chairperson, Co-Chairperson and the members of the IAC-FTT shall be entitled to
10 allowances and per diems, in accordance with existing policies, rules and regulations on the
11 matter.

12 The IAC-FTT shall automatically cease to operate upon the submission of the
13 Comprehensive Plan to Congress, or within five (5) years from the approval of this Act,
14 whichever comes earlier. The IAC-FTT will automatically cease to exist upon the expiration of
15 the five (5) years, unless otherwise extended by Resolution of both Houses of Congress.

16
17 Section 9. *Functions of the IAC-FTT.* For purposes of this Act, the Inter-Agency
18 Committee shall:

- 19 1. Formulate a Comprehensive Plan detailing an inventory of film tourism sites in the
20 country, areas for improvement, sectors to be tapped and partnerships, marketing
21 strategies both local and international in application;
- 22 2. Conduct the feasibility of establishing a Film and Television Museum and study the
23 promotion for the establishment of more Sound Stage Studios.
- 24 3. Coordinate with various stakeholders and market players for research and study on
25 feasibility of a reward and incentive system, and other aspects combining tourism and
26 film, including, but not limited to the system of categories for the application of
27 rewards and incentives depending on the cinema grade and length of exposure of the
28 identified Philippine Film and Television Tourism site.
- 29 4. Coordinate with all Embassies and Consulates of the country to promote film and
30 television tourism.

- 1 5. Coordinate and partner with various associations of Filipino overseas workers abroad
2 in marketing, disseminating and propagating information on Philippines as a film
3 tourism destination.
- 4 6. Coordinate and partner with known Filipinos of international stature in promoting the
5 country and fulfilling the implementation of this Act.

6
7 Section 10. Preferential Incentives. - International or foreign film and television
8 production entities may, upon certification from the PFTTA, be granted the following:
9

10 1). *Multiple Entry Visa.* - Foreign nationals who are members of the international film
11 production entities, as duly endorsed by the PFTTA, shall be issued a multiple entry
12 special visa within seventy-two (72) hours upon submission of all required documents,
13 and which shall be valid for a period of one (1) year to enter the
14 Philippines: *Provided,* That a responsible officer of the applicant entity submits a duly
15 authenticated certificate to the effect that the person who seeks entry into the Philippines
16 is a member of the applicant entity and will work exclusively for film and television
17 production.
18

19 The admission and stay shall be coterminous with the validity of the multiple entry
20 special visa. The stay, however, is extendible for one hundred eighty (180) days upon
21 submission to the Bureau of Immigration of a sworn certification by a responsible officer
22 of the applicant entity; that its permit remains valid and subsisting, and that no other
23 source of income has been made.
24

25 2). *Tax and Duty Free Importation.* - The international or foreign film or television
26 production entity shall enjoy tax and duty free importation of filming equipment as
27 determined and endorsed by the PFTTA.
28

29 Section 11. *Implementing Rules and Regulations.* The Film Development Council,
30 Department of Tourism, Department of Finance and the Bureau of Immigration and Deportation,
31 shall promulgate and issue the implementing rules and regulations within ninety (90) days upon
32 approval of this Act.

1 Section 12. *Appropriations*. The amount necessary to implement the provision of this Act
2 shall be included in the Annual General Appropriations Act.

3
4 Section 13. *Separability Clause*. In the event that any provision or part of this Act shall
5 be declared unconstitutional, the remaining provisions shall remain valid and in full force and
6 effect.

7
8 Section 14. *Repealing Clause*. Section 105 (j) of the Tariff and Customs Code is hereby
9 repealed, accordingly. All other laws, orders, decrees, issuances, rules and regulations or parts
10 thereof inconsistent with the provisions of this Act are hereby repealed, amended or modified
11 accordingly.

12
13 Section 15. *Effectivity*. This Act shall take effect fifteen (15) days after its complete
14 publication in the Official Gazette or in at least two (2) newspapers of general circulation,
15 whichever comes earlier.

APPROVED,