



NATIONAL COMMISSION FOR CULTURE AND THE ARTS
*Excerpts from the Minutes of the Regular Commission Meeting held on
July 25, 2013, NCCA, Intramuros, Manila*
and
*Confirmed at the Regular Commission Meeting held on
September 3, 2013, NCCA, Manila*

Special Resolution

6.2 NCCA – SM Retail, Inc. Memorandum of Understanding (MOU) on the NCCA – SM Collaborative Cultural Development and Promotions Program

The Board approved the NCCA and SM Retail, Inc. Memorandum of Understanding (MOU) for collaborative cultural development and promotions program. With the MOU, the NCCA will be able to use the SM Malls all over the country as venue for its cultural activities.

[U]pon motion made and duly seconded, the majority of the Commission approved this *Special Resolution*:

Resolution No. 2013 – 496
Approving the Memorandum of Understanding (MOU) between the National Commission on Culture and the Arts and SM Retail, Inc. on “Collaborative Cultural Development and Promotions Program”, and Authorizing the NCCA Chairman, Felipe M. de Leon, Jr. to Sign the MOU for and on behalf of the NCCA

RESOLVED, as it is hereby Resolved, To Approve the Memorandum of Understanding (MOU) between the National Commission for Culture and the Arts and SM Retail, Inc. on “*Collaborative Cultural Development and Promotions Program*”, the Agreement / MOU is herewith attached as Annex A;

RESOLVED FURTHER, That Authority is granted to NCCA Chairman, Felipe M. de Leon, Jr., To Sign the Agreement / MOU *for and on behalf* of the NCCA.

Prepared by:


MYLA T. BUAN
Board Secretary

For the Board:


FELIPE M. DE LEON, JR.
Chairman

**MEMORANDUM OF UNDERSTANDING
(MOU)**

KNOW ALL MEN BY THESE PRESENTS:

This Agreement made and entered into this --- **day of July 2013**, in the City of Manila, Philippines by and between:

The **NATIONAL COMMISSION FOR CULTURE AND THE ARTS**, a government agency created by and pursuant to Republic Act No. 7356 dated 3 April 1992, with office address at NCCA Building, 633 General Luna Street, Intramuros 1002 Manila represented by its Chairman **FELIPE M. DE LEON, JR.**, hereinafter referred to as "**NCCA**".

-and-

The **SM RETAIL, INC.**, a private corporation, with office address at SM Corporate Office Bldg. D, J.W. Diokno Blvd. Mall of Asia Complex CBP-1A, Pasay City, represented by its Vice President, Marketing Communications Group **MILLIE F. DIZON**, hereinafter referred to as "**SM**".

WITNESSETH

WHEREAS, the State recognizes that culture is a human right to be accorded respect and allowed to flourish, that the Filipino national culture shall be evolved and developed by the people themselves in a climate of freedom and responsibility, and that the Filipino national culture shall be equitable, effectively creating and distributing cultural opportunities to all;

WHEREAS, pursuant to R.A. 7356, the NCCA is mandated to ensure the widest dissemination of artistic and cultural products among the greatest number across the country and overseas for their appreciation and well-being;

WHEREAS, the NCCA in this mandate may collaborate with the concerned agencies, public and private;

WHEREAS, the NCCA is mandated to preserve and to integrate traditional culture and its various creative expressions as a dynamic part of the national cultural mainstream;

WHEREAS, it is one of the missions of the **SM** to assist and nurture the communities in which it operates, it shall progressively build on its role as a responsible corporate citizen through its various civic and environmental programs.

NOW THEREFORE, The NCCA and the **SM** hereto mutually agree to collaboratively conduct cultural development and promotion programs and activities such as but not limited to exhibitions, performances, lectures and inter-active demonstrations.

I. Object of the Understanding. -- Both parties agree to implement an *NCCA – SM Cultural Development and Promotion Programs*.

The parties will establish a strong collaboration and networking activities between themselves in the formulation and implementation of plans and programs for the integration of Philippine culture in the national cultural mainstream.

The purposes of the said agreement are as follows:

1. Conduct of cultural development and promotion programs of the NCCA particularly on traditional arts, cinema, theatre, dance, visual, literary, architecture and performing arts, and, cultural heritage through cultural exchange, exhibitions, performances, film showing/ festivals, lectures and inter-active demonstrations, competitions;
2. Promotion of Philippine culture during national celebrations such as National Arts Month in February, National Heritage Month in May and the Philippine Indigenous Peoples month in October and the International Dance Day celebration in April;
3. The development and implementation of arts/ artcrafts exhibitions and performances with production of resource materials;
4. The mainstreaming of traditional knowledge and arts, through the exhibition of the outputs of the "School for Living Traditions (SLTs)" in SM branches nationwide as well as providing opportunities for livelihood through the promotion of the art crafts;
5. Cultural enrichment activities for the public audiences in SM especially children and parents, in-school and out-of –school youth, educators, and the media.

II. Obligations of the Parties.—The parties shall undertake the following obligations:

A. The NCCA shall:

1. Identify and recommend cultural programs and activities that will be promoted in SM venues;
2. Coordinate with the various organizations for the implementation of the programs and their inclusion into SM's audience enrichment programs;
3. Tap culture and arts experts, and cultural masters to provide the content, information and material resources for the projects; and,
4. Provide culture and arts experts and cultural masters, artists/ performers and their coordinators for the actual implementation of the program such as the exhibitions, lectures, interactive demonstrations, performances, and instructional materials production;

B. The SM shall:

1. Ensure active partnership with the NCCA in the development of programs on Philippine culture and arts and its promotion;
2. Ensure the efficient implementation and promotion of the cultural development programs and its inclusion in the annual plan of activities.
3. Provide venue for the recognition of artists and cultural masters through exhibitions, performances, lectures, and interactive demonstrations through cultural enrichment activities in SM venues during national celebrations such as the National Arts Month, National Heritage Month, Indigenous Peoples Month and the International Dance Day Festival.

This Memorandum of Understanding shall take effect immediately upon signing by both parties and shall continue to be in force until revoked or superseded.

WHEREFORE, the parties hereto have hereinto affixed their signatures this ---day of June 2013, in the City of Manila, Philippines.

For the **SM RETAIL, INC.**

MILLIE F. DIZON
Vice-President

For the **NATIONAL COMMISSION
FOR CULTURE AND THE ARTS**



FELIPE M. DE LEON, JR.
Chairman

Signed in the presence of:

SM Representative

EMELITA V. ALMOSARA, CESO IV
Executive Director III

ACKNOWLEDGMENT

REPUBLIC OF THE PHILIPPINES)
CITY OF MANILA) S.S.

Before me on this ___ day of _____ 2013 personally appeared **FELIPE M. DE LEON, JR.** with Community Tax Certificate No. CCI2012 08910827 issued on January 3, 2013 in Manila and **MILLIE F. DIZON** with Community Tax Certificate No. _____ issued on _____ at _____ both known to me to be the same persons who executed the foregoing instrument and they acknowledged to me the same is their free will and voluntary act and deed.

This instrument consists of four (4) pages including this page wherein this acknowledgment is written.

IN WITNESS, I have hereunto set my hand and affixed my notarial seal this ___ day of _____ 2013.

Doc. No. _____;
Page No. _____;
Book No. _____;
Series of 2013

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