



MEMORANDUM OF AGREEMENT



KNOW ALL MEN BY THESE PRESENTS:

This **MEMORANDUM OF AGREEMENT**, made and entered into by and between:

The **MOUNTAIN PROVINCE STATE POLYTECHNIC COLLEGE**, a public tertiary educational institution, existing under the laws of the Republic of the Philippines with principal office address at Bontoc, Mountain Province, represented by its College President, **REXTON F. CHAKAS, Ph.D.**, hereinafter referred to as **MSPSC**;

and

The **PROVINCIAL GOVERNMENT OF MOUNTAIN PROVINCE**, a local government unit existing under the laws of the Republic of the Philippines, with office address at Provincial Capitol, Bontoc, Mountain Province represented by its Provincial Governor, **HON. BONIFACIO C. LACWASAN, JR.**, hereinafter referred to as **PLGU-MOUNTAIN PROVINCE**;

WITNESSETH:

WHEREAS, **MSPSC** is a duly recognized and accredited higher education institution by the Commission of Higher Education (CHED) offering various degree programs and committed in the performance of its mandates alongside with instruction, research, extension and resource generation;

WHEREAS, in pursuit of its vision, **MSPSC** recognizes its vital role in the collective efforts in the promotion of responsible and sustainable tourism programs and initiatives. As such, **MSPSC** shares the commitment extending its services and programs through its research services;

WHEREAS, **PLGU-MOUNTAIN PROVINCE** in line with its Five-year Tourism Development Program, is promoting a tourism brand for Mountain Province that will truly encapsulate and reflect the distinct people, rich cultural heritage and the natural and ecological wonders that the province can offer;

WHEREAS, both parties recognize the need to undertake a research study to provide a foundation for the crafting of policies that will enable the sustainability of the tourism program;

WHEREAS, **MSPSC** as a tertiary education institution, has the capabilities and the needed expertise in the conduct of the research study titled **"Mapping for Provincial Tourism Brand: Validating the Heavenly Experience"**;

WHEREAS, **PLGU-MOUNTAIN PROVINCE**, through the Tourism Development Fund is willing to provide funding of the agreed counterpart for the conduct of the study, and to collaborate in the conduct of the study;

NOW THEREFORE, for and in consideration of the foregoing premises, the parties hereby enter into this memorandum and mutually agree to:

REXTON F. CHAKAS
SUC President III

BONIFACIO C. LACWASAN, JR.
Provincial Governor

LEONILA MALLAGROSE F. MALLA-AO
Provincial Tourism Officer

ANNIE GRAJES E. EKID
VP RDE



BOTH PARTIES shall:

1. Commit and ensure that at the end of the research study, the following expected output shall be realized:
 - a. Determine the Provincial Tourism Brand for Mountain Province;
 - b. Identification of challenges encountered in tourism branding by the 10 municipalities;
 - c. Develop a policy brief, catalogue, communication plan and provincial tourism brochure.

THE MPSPC shall:

1. Conduct the research study with the identified researchers from the Provincial Tourism Office in accordance with the agreed research design and parameter;
2. Collect and validate the necessary data needed in the research study;
3. Compose a research team for the conduct of the research study;
4. Submit report on the progress of the study as may be required;

THE PLGU-MOUNTAIN PROVINCE shall:

1. Provide funding for the identified counterpart in the line-item budget in the approved research proposal in the amount of **Two Hundred Thirty-nine Thousand Seven Hundred Ninety Pesos (PhP 239, 790.00)**.
2. Provide other assistance as may be determined and to be agreed in the course of the conduct of the study.

OWNERSHIP OF COPYRIGHT

The output of the research study shall be jointly owned by MPSPC and PLGU-Mountain Province.

TERM and TERMINATION

1. Effective Date: This agreement shall take effect from the date of signing and shall remain to be effective until the completion of the research study.
2. Termination: Either party may terminate this agreement provided that the objectives of the project were met and a written notice of termination is delivered to the other party.

IN WITNESS WHEREOF, the parties affixed their respective signatures this 26th day of July, 2021 at Bontoc, Mountain Province.

**MOUNTAIN PROVINCE STATE
POLYTECHNIC COLLEGE (MPSPC)**

**PROVINCIAL GOVERNMENT
OF MOUNTAIN PROVINCE**

Represented by:

Represented by:

REXTON F. CHAKAS
SUC President III

BONIFACIO C. LACWASAN, JR.
Provincial Governor

REXTON F. CHAKAS
SUC President III

BONIFACIO C. LACWASAN
Provincial Governor

LEONILA MILLAGROSE F. MALLA-AO
Provincial Tourism Officer

ANNIE GRAIL P. EKID
VP RDE

WITNESSES:

ANNIE GRAIL F. EKID
VPRDE

LEONILA MILLAGROSE F. MALLA-AO
Provincial Tourism Officer

Republic of the Philippines)
Bontoc, Mountain Province) S.S.

x ----- x

ACKNOWLEDGEMENT

BEFORE ME a Notary Public for and in Bontoc, Mountain Province, this 26th day of July 2021 personally appeared the parties:

NAME	Government Issued I.D.	Date and Placed Issued
REXTON F. CHAKAS	TIN 173-569-337	March 31, 1997
BONIFACIO C. LACWASAN, JR.		

Both known to me and identified by me through competent evidence of identity to be the same persons who executed the foregoing instrument and they acknowledge to me that the same is their free and voluntary act and deed.

This instrument refers to a **MEMORANDUM OF AGREEMENT**, consisting of three (3) pages, including this page where this acknowledgement is written, and signed by the parties and their instrumental witnesses on each other and every page hereof.

WITNESS MY HAND AND SEAL.

JOSE N. CO
Notary Public

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Page No. 68;
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