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OFFICE OF THE SANGGUNIANG PANLALAWIGAN SECRETARY

CERTIFICATION

TO WHOM IT MAY CONCERN:

THIS IS TO CERTIFY that at the regular session duly constituted of the Sangguniang Panlalawigan, Province of Pangasinan, held on October 16, 2023 at the Session Hall, Capitol Building, Lingayen, Pangasinan, the following provincial ordinance was approved:

Authored by SP Member Marinor B. de Guzman

PROVINCIAL ORDINANCE NO. 307-2023

AN ORDINANCE ESTABLISHING THE BANAAN PANGASINAN PROVINCIAL MUSEUM, CREATING ITS ORGANIZATIONAL STRUCTURES AND PROVIDING FUNDS THEREFOR

WHEREAS, Article XIV of the 1987 Philippine Constitution declares that the State shall foster the preservation, enrichment, and dynamic evolution of a Filipino national culture based on the principle of unity in diversity in a climate of free artistic and intellectual expression;

WHEREAS, the Constitution likewise mandates the conservation, development, promotion, and popularization of the nation's historical, and cultural heritage and resources, as well as artistic creations, and further provides that all the country's artistic and historic wealth constitutes the cultural treasure of the nation and shall be under the protection of the state which may regulate its disposition;

WHEREAS, Republic Act No. 10066, otherwise known as the National Heritage Act of 2009, provides for the protection, preservation, conservation, and promotion of the historical and cultural heritage of our nations;

WHEREAS, in fulfillment of the abovementioned laws and for the stewardship, protection, conservation, and promotion of Pangasinan's rich culture and historical identity, the provincial Government of Pangasinan has established its very own Provincial Museum;

WHEREAS, as one of Pangasinan's landmark structures, the Provincial Museum shall hold resources that provide opportunities for significant public service and other benefits like the showcase of the province's significant public inheritance, traditions, cultural books, documents, artifacts, archaeological relics, arts and sciences, and other memoirs of historical and cultural values of Pangasinan;

WHEREAS, the Pangasinan Provincial Museum has an integral educational role in providing shared expertise, resources, and evidence to those in pursuit of academic excellence, scholarly studies, research and development, and artistic expressions and excellence;



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WHEREAS, the same also serves as a centerpiece of the province's tourism development and promotions program by providing not just a place of learning and experience but a sense of appreciation and understanding of the natural and cultural heritage of Pangasinan;

WHEREAS, in order to sustain the services and operations as well as augmentation for the maintenance of the Pangasinan Provincial Museum, there should be established rules and regulations for the museum facilities, designed for the use and enjoyment of the citizens and visitors of the province;

WHEREAS, implementing rules and regulations shall be created and maintained that include but not limited to guidelines on museum administration and personnel management, frontline services with corresponding fees, programs and projects, marketing and promotions, and other matters relevant to its future, thus, ensuring its continued existence for the rest of the generations to enjoy;

THEREFORE, be it enacted by the Sangguniang Panlalawigan of Pangasinan that the following provisions shall constitute the Pangasinan Provincial Museum:

ARTICLE I TITLE AND SCOPE

SECTION 1. TITLE. – This Ordinance shall henceforth be known and referred to as the **BANÁAN PANGASINAN PROVINCIAL MUSEUM ORDINANCE**.

SECTION 2. SCOPE OF APPLICATION. – This Ordinance shall broadly cover and apply to the legal and professional management and operation of the Banáan Pangasinan Provincial Museum, and to its maintenance and future development as well, which could serve not only as an avenue for the preservation and promotion of the historical and cultural heritage of Pangasinan but also to gain opportunities in tourism and socio-economic development and promotions program of the provincial government.

ARTICLE II DECLARATION OF POLICY

SECTION 1. DECLARATION OF POLICY. – It is hereby declared a policy of the Provincial Government of Pangasinan to:

1. Inform and educate the public about Pangasinan's cultural and natural heritage, and document its legal and rightful ownership of properties, traditions, culture, and histories, as well as the permanence of indigenous foundation of its forebears and appreciation of the distinct culture and traditions of Pangasinenses;
2. Promote and preserve the Casa Real as a permanent historical site of the provincial museum and make it more significant and impactful to today's generation so that its vital heritage and legacy of aesthetic, economic, educational, environmental, historical, and religious benefits will be maintained for a better recognition and acceptance of the past, more enriched understanding of our present, and richer establishment of a sustainable future for the generations to come;



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3. Facilitate the operation and accessibility of a public museum that will establish museum collections and historic structure and provide employment, training, and appropriate and efficient public services and operation of the museum under the financial conditions set forth in its operating budget;
4. Mandate the Department of Education Divisions of Pangasinan I, II, Alaminos City, Urdaneta City, San Carlos City and Dagupan City, public and private high schools, to require their Grade Ten (10) students compulsory museum tour visit for their appreciation and education of their Pangasinan heritage and for the enrichment of their Pride of Place;

ARTICLE III THE BANÁAN MUSEUM

SECTION 1. CREATION AND NAME. – In continuance of the foregoing policy, the Pangasinan Provincial Museum is hereby created and shall be known by the name of “BANÁAN MUSEUM,” aptly defined as the provincial museum of Pangasinan and by that name shall be known to the public hereafter.

The BANÁAN MUSEUM shall be composed of the museum’s physical structure, organization, collections, properties, assets, and liabilities.

SECTION 2. PERMANENT HOME. – The Casa Real, a declared National Historical Landmark, located in Lingayen, Pangasinan, and one of the oldest public buildings which served as the provincial seat of government of Pangasinan during the Spanish colonial period, shall serve as the permanent and exclusive site and storage space of the Banáan Museum, and the site and lands selected for the building shall be deemed appropriated thereto.

SECTION 3. OBJECTIVES. – The BANÁAN MUSEUM goals are to:

1. Provide exhibit and storage space for the province-owned tangible and intangible natural and cultural heritage and artifact collections;
2. Continuously conduct tours, orientations, seminars, training, conferences, consultations, and other related and relevant activities in collaboration with other agencies with similar functions;
3. Disseminate necessary information and knowledge of our cultural and historical heritage and develop core personal knowledge about the preservation, enrichment, and dynamic evaluation of the local culture in the province;
4. Promote the study and preservation of the province’s rich natural and cultural heritage, the restoration of our significant past, and the development of our cultural wealth and artistic expressions as well as the maintenance of its human, physical, and financial resources;



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5. Collaborate with communities, cultural organizations, and related groups from which the museum collections originate or from which they have been derived in order to secure mutual consent, better understanding, and respect for the wishes of the community involved;
6. Facilitate a process by which guests, tourists, and visitors develop connections to the subject matter of each feature in the museum, expand their understanding and appreciation of its cultural and historical value, and spark inspiration for the people to learn more about their valuable past, dramatic present, and flourishing future.

SECTION 4. ORGANIZATIONAL MANAGEMENT. – The BANÁAN MUSEUM shall be managed by the Provincial Tourism and Cultural Affairs Office (PTCAO), under its Museum Services Division, which shall be appropriated with adequate, technically competent organizational structure and a corresponding maintenance and operational funds;

SECTION 5. DUTIES AND FUNCTION. – The Museum Services Division shall develop plans, programs, projects and activities for Banaan Museum to execute the following duties and functions:

1. Acquire documents, collect, preserve, maintain, administer, and exhibit to the public, cultural materials, objects of art, archaeological artifacts, eco-facts, relics, and other materials embodying the cultural and natural heritage of Pangasinan. Materials relevant to the recent history of the province shall be likewise officially acquired, collected, preserved, maintained, advertised, and exhibited;
2. Document and maintain the accession and inventory records of all objects, and other properties owned or controlled by the Museum, including detailed descriptions, condition reports, date acquired, whether gift or loan, and donor information, and when possible, photographs should be made for identification purposes;
3. Ensure appropriate security, to protect collections against theft or damage in displays, exhibitions, working or storage areas and while in transit;
4. Collect, preserve, restore, and exhibit to the public objects of arts;
5. Plan, organize, and stage exhibitions in disciplines covered by the Banáan Museum such as but not limited to cultural properties, arts, anthropology, restoration, architecture, and even geology, zoology, botany, archaeology, and engineering;
6. Secure and receive bilateral and international grants and endowments to support programs/projects;
7. Initiate, promote, and encourage support for the Banáan Museum by the general public; and
8. Develop and implement consortium agreements and linkages with institutions of higher learning and other organizations.



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SECTION 6. BOARD OF DIRECTORS. - There Board of Directors shall serve as advisory and policy formulating body in the business of the Banáan Museum. The Provincial Governor shall serve as the Chairman of the Board and shall appoint Directors, chosen primarily from among the members of the Provincial Tourism Board, and from other government offices/agencies, through an Executive Order.

The Board shall also include among its members the Chairpersons of the Committees on Tourism, Education, Arts and Culture of the Sangguniang Panlalawigan, the Provincial Administrator, and the Department Heads of the Provincial Tourism and Cultural Affairs Office (PTCAO), the General Services Office (GSO), and the Provincial Engineering Office (PEO).

There shall be three (3) representatives from the business and private sectors or civil society organizations (CSO) and non-government/people's organizations duly accredited by the Sangguniang Panlalawigan and shall be selected on the basis of their demonstrated interest in and commitment to the conservation of the natural and cultural heritage of the province of Pangasinan.

During their initial meeting, the members of the Board shall elect the Vice-Chairman from among their ranks and shall fix the time for their regular meetings. The Board may establish such other committees as it may deem proper. The Chairman of any committee to be established must be a member of the Board.

Unless sooner removed for a cause or justifiable reason, all appointees to the Board shall serve a fixed three-year term and shall be eligible for reappointment. Appointment to a position vacated due to death, disability, resignation, or any similar cause, shall be for the duration of said unexpired term only.

SECTION 7. MUSEUM DIRECTOR – The Department Head of the Provincial Tourism and Cultural Affairs Office (PTCAO) shall concurrently serve as the Museum Director and shall take charge of the overall operations of the Museum. He/She shall also serve as one of the members of the Board of Directors and shall ensure the implementation of policies and programs set and approved by the Board. He/She shall have a proven track record of competent administration and shall be knowledgeable about museum management.

The Board may, in writing, designate an Officer-In-Charge whenever the Museum Director is unable to perform the duties of his office due to illness, absence, or other cause, and in such case, the person so designated may perform all the duties imposed or prescribed by the Board until such inability shall cease, the Board may change such designation from time to time as the interests of the Museum may in its judgment require.

SECTION 8. PERSONNEL STRUCTURE. - There shall be a prepared personnel structure and organization chart appropriate for the Museum Services Division/BANÁAN MUSEUM by the Provincial Tourism and Cultural Affairs Office (PTCAO) in coordination and consultation with the minimum professional standards, performance, and practice of other government agencies, like the Civil Service Commission (CSC) and the National Museum. The hiring of personnel shall be subject to civil service law, rules and regulations, and other applicable provisions thereof. To kickstart the operations of the Museum Services Division/BANAAN MUSEUM during its pilot year, the following plantilla items shall thus be initially created and funded:



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NO.	Position Title	Salary Grade	QUALIFICATION STANDARD					FUNCTIONAL COMPETENCE REQUIRED	Functional Description
			EDUCATION	EXPERIENCE	TRAINING	ELIGIBILITY			
1.	Project Development Officer III (Museum Programming Officer)	SG-18	Bachelor's degree relevant to the job	2 years of relevant experience	8 hours of training	Career Service Professional (2 nd Level Eligibility)	<ol style="list-style-type: none"> 1. Museum Management 2. Proficiency in Curatorial practices 3. Program/Project Management Skills 4. Visitor Engagement Skills 5. Event Planning and Logistics 6. Research Skills 	Shall serve as the Museum Programming Officer and shall be in charge in developing specific programs for the curatorial concerns of the museum such as but not limited to docent program, exhibits, extension services, forum or lectures.	
2.	Project Development Officer II (Museum Collections Officer)	SG-15	Bachelor's degree relevant to the job	1 year of relevant experience	4 hours of relevant training	Career Service Professional (2 nd Level Eligibility)	<ol style="list-style-type: none"> 1. Museum Management 2. Proficiency in Curatorial practices 3. Program/Project Management Skills 4. Visitor Engagement Skills 5. Event Planning and Logistics 6. Research Skills 	Shall assist in the implementation of the program, activities, and projects of the museum in the areas of collections management, conservation and accessioning of museum objects, technical assistance and others relative within the mandate of the department.	
3.	Museum Researcher II	SG-14	Bachelor's degree	1 year of relevant experience	4 hours of relevant training	Career Service Professional (2 nd Level Eligibility)	<ol style="list-style-type: none"> 1. Program/Project Management Skills 2. Visitor Engagement Skills 3. Event Planning and Logistics 4. Research Skills 	Shall assist in implementation of the program, activities, and projects of the museum in the areas of documentation, research, exhibitions, publications, technical assistance, and others relative within the mandate of the department.	



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4.	Administrative Officer II (Information Officer I)	SG-11	Bachelor's degree	None Required	None Required	Career Service Professional (2 nd Level Eligibility)	<ol style="list-style-type: none"> 1. Written Communication Skills 2. Media Engagement and Relationship Management 3. Program/Project Management Skills 4. Content Management and Distribution 5. Research Skills 	Shall assist in planning, implementing, and coordinating an integrated promotional program to promote the Pangasinan Museum; write news and photo releases about museum programs, projects, and activities; write feature articles for publications; write exhibition texts, captions, and labels in layman's language both Filipino and English to Filipino and vice versa; and other related works.
5.	Market Specialist I	SG-11	Bachelor's degree	None Required	None Required	Career Service Professional (2 nd Level Eligibility)	<ol style="list-style-type: none"> 1. Business Development 2. Market Research 3. Management 3. Product Development 4. Retail Management 5. Marketing Promotion 	Shall provide necessary assistance in the development of the museum shop and other business or income generating concerns of the museum. Shall also render coordination assistance in marketing the museum to potential clients.
6.	Administrative Officer I (Cashier I)	SG-10	Bachelor's degree	None Required	None Required	Career Service Professional (2 nd Level Eligibility)	<ol style="list-style-type: none"> 1. Cash Management Skills 2. Numeracy Skills 3. Financial Reporting and Analysis 4. Receipt Management and Issuance 4. Records Management 	Directly responsible for the receipt and custody of funds; Secures and encash checks for cash advance; Receives daily collections and issuances of Official Receipts, Daily recording of all collections in the cashbook; Renders report of accountability



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								and collections on a daily basis.
7.	Museum Technician II	SG-08	Completion of two years studies in college	1 year of relevant experience	4 hours of relevant training	Career Service Sub-Professional (MC-10S 2013 Cat. II)	<ol style="list-style-type: none"> 1. Technical Proficiency on Museum Equipment 2. Equipment Maintenance 3. Software Management 4. Written Communication Skills 5. Museum Management Skills 	Shall be responsible in maintaining the IT equipment and features of the various galleries of the museum. Shall conduct monitoring and submit necessary reports or documentation relative thereto. Shall also be responsible in the maintaining the technical atmospheric requirement of the galleries.
8.	Administrative Aide V (Audio-Visual Equipment Operator II)	SG-05	High School Graduate or Completion of relevant vocational/trade course	None Required	None Required	Audio-Visual Equipment Operator/Technician (MC-10S, 2013-Cat II)	<ol style="list-style-type: none"> 1. Technical Proficiency on Museum Equipment 2. Equipment Maintenance 3. Software Management 4. Written Communication Skills 5. Museum Management Skills 	Shall render technical assistance in preparing and operating IT equipment. Shall also submit reports relative to inventory and functionality of IT equipment in the museum.

SECTION 9. HUMAN RESOURCE DEVELOPMENT. - Appropriate training and development programs shall be formulated and implemented to upgrade the capabilities of Museum personnel in the various functions of the Museum. Those involved in the technical aspects of museology and the graduate programs in the disciplines of anthropology, archaeology, the arts, botany, geology and paleontology, astronomy, and zoology, and services related to the operations of the Museum, shall be allowed to pursue their graduate programs on official time, subject to the needs of the service, upon recommendation of the Museum Director/In-Charge and approval of the Board of Directors and the Provincial Governor.

SECTION 10. RECEPTION AND ARRANGEMENT OF OBJECTS. - Whenever suitable, arrangements can be made from time to time, all objects of art, natural history, plants, and geological and mineralogical artifacts and specimens, in whosoever custody they may be, shall be delivered to and received by the BANÁAN MUSEUM authorized by the Board of Directors, and shall be so arranged and classified as best to facilitate their display and exhibit to the public, and whenever new objects or items in natural history, geology, or mineralogy are obtained for the Museum, by exchanges of duplicate specimens, which Directors may in their discretion make, or by



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donation, which they may receive, or otherwise, the Directors shall cause the same to be appropriately categorized and arranged.

All specimens, artifacts, and objects of art will be registered immediately upon entry to the Museum, and records will be maintained as objects in the collections or on loan to the Museum. An inventory will be kept and updated to reflect any movement of objects within the Museum or elsewhere. The objective will be to add full catalog entries to the records, based on curatorial expertise. Records will initially be kept on paper but should be computerized in a professional museum documentation system as soon as time and budget allow.

SECTION 11. PROTECTION OF PROPERTY. - All laws and ordinances for the protection of public property shall apply to, and be in force for the protection of the lands, buildings, and other property of the Museum:

1. The aesthetic design of the museum's physical structure/edifice, upon the approval of this ordinance, which includes color schemes and designs, landscapes, façade, architecture, and structure, shall be maintained and protected as long as its construction allows (usually fifty (50) years);
2. No amount of reconstruction, restoration, or any other building construction activities shall be done before the stated length of years unless necessitated by force majeure like fire, storm, and other untoward calamities man or nature-made and the like;
3. The reconstruction, restoration, or any building construction activities of the Banáan Museum's physical structure must first seek the approval of the Sangguniang Panlalawigan through a resolution or ordinance upon the recommendations of the Board of Directors;
4. Any construction, reconstruction, or other construction activities of some sort that is related to the museum's curatorial concept and its execution can be expedited through the approval of the curatorial concepts and its execution by the Board of Directors;
5. The roster of names of those who helped in the creation of the museum, upon the approval of this ordinance, in terms of its conceptual framework, architecture and structural designs, landscaping, color-scheming, curatorial concepts and execution, coordination, and management, acquisition of materials as well as those who supported in terms of finance and in-kind donations shall be displayed in a conspicuous area that can always be seen by the public in the perpetuation of the province's gratitude to their magnanimity and love for Pangasinan and its people;
6. However, new names may be added to the existing roster of names of those who will, in the future, help the museum in any way that will contribute to the perpetuation of its existence and preponderance. This will be subjected to the approval of the Board of Directors;
7. The Provincial Engineering Office (PEO) is tasked to document or record the description (extent and boundaries) of said site and lands, and if necessary, to facilitate its segregation and proper titling, thru the Provincial Assessment Office (PAO), in favor of the Provincial Museum.



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SECTION 12. HIRING OF CONSULTANTS. - Subject to the provisions of various pertinent legislations, the services of consultants and experts, both local and foreign, may be engaged for the Provincial Museum.

SECTION 13. VIEWING GUIDELINES. - There shall be established the guidelines that shall govern the public viewing of exhibits and displays inside the BANÁAN MUSEUM by guests and visitors, as well as their conduct or comportment outside of it but within the proximity or near its vicinity.

SECTION 14. MARKETING AND MANAGEMENT. - The Tourism Services and Promotions Division of the Provincial Tourism and Cultural Affairs Office (PTCAO) shall be the marketing and promotions arm of the museum in coordination with the museum personnel and other interested parties and/or private institutions and individuals who wish to help in the promotions and marketing of the museum. Special marketing schemes and promotional events may be organized and adopted upon approval of the Board of Directors.

ARTICLE IV FEES AND RENTAL RATES

SECTION 1. FEES, RENTALS, AND OTHER RATES. - There shall be imposed fees, rentals, and other collected rates for the use of services and facilities, and commercial spaces of the Provincial Museum such as but not limited to as follows:

A. MUSEUM OPERATION: Viewing of Museum Exhibits & Displays

1. Reservation of Museum Tours
2. General Admissions and Walk-Ins with Entrance Fees:
 - a. Adults/Tourists – Php 200.00
 - b. PWDs/Senior Citizens - 20% discount @ Php 160.00
 - c. Students - Php 100.00
 - d. DOT-Accredited Tour Operators – 25% discount from entrance fees
3. Museum Audio Tours

B. MUSEUM OPERATION: Use of Museum Facilities & Its Spaces

1. Banaan Museum Souvenir Shop – Registered small and medium enterprises who meet the qualification requirements and agree on the consignment arrangement terms and conditions set forth by the museum administration shall be accepted. The shop shall generate its sales income from the 20% rate added to the suggested retail price of souvenir items and other product lines consigned.
2. Casa Real Park outdoor spaces may also be leased to temporary tenants who will be charged the appropriate rental fees per contract agreement at P60.00 per square meter floor area per day, subject to adjustment on existing and prevailing Revenue Code of LGU Lingayen, which is the local market jurisdiction. Rental fees for outdoor spaces shall be exclusive of electricity consumption.



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SECTION 2. ADMINISTRATIVE PROVISIONS.

The Provincial Tourism and Cultural Affairs Office (PTCAO) or its duly authorized representatives shall collect fees, sales commissions and rental charges from the visit and use of the Provincial Banáan Museum.

The proceeds collected from these shall be deposited in a Trust Fund for the Banaan Provincial Museum, which may be used to carry out and develop the activities of the museum and for the maintenance of operations of the museum.

ARTICLE V FUNDING AND SOURCE OF FUNDS

SECTION 1. FUNDING. The Provincial Government shall provide the funding for the administration, curation, research and development, artistic expressions and excellence, implementation of marketing and promotional plans, and projects, programs, and activities of the Provincial Museum.

SECTION 2. SOURCE OF FUNDS. The funds shall be sourced from the Special Education Fund of the provincial government for the cultural education of students, from the museum income and from other sources, both private and public. Donations to the museum shall be accepted by the Provincial Government and deposited to the Banaan Provincial Museum Trust Fund.

ARTICLE VI FINAL PROVISIONS

SECTION 1. SEPARABILITY CLAUSE. - If for any reason, a part or some parts of this Order shall be held unconstitutional or invalid, other parts or provisions thereof not affected thereby shall continue to be in full force and effect.

SECTION 2. REPEALING CLAUSE. - All issuances and orders previously issued which are inconsistent or in conflict with this Ordinance are deemed amended, modified, and/or repealed accordingly.

SECTION 3. SPECIAL TRANSITORY CLAUSE. - Upon the next immediate revision or updating of the Pangasinan Revenue Code, Article IV hereof on FEES AND RENTAL RATES (Section 1.A.) shall form an integral part of its Chapter on PROVINCIAL FEES. In the interim, both provisions on the imposition of museum fees and rental rates and the collection thereof by the PTCAO are deemed to be in full force and effect as follows:

General Admissions and Walk-Ins with Entrance Fees:

1. Adults/Tourists – Php 200.00
2. PWDs/Senior Citizens - 20% discount @ Php 160.00
3. Students - Php 100.00
4. DOT-Accredited Tour Operators – 25% discount from entrance fees



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SECTION 4. EFFECTIVITY. - This Ordinance shall take effect after its publication for three (3) consecutive issues in a local newspaper of general circulation.

CERTIFIED BY:


VERNA T. NAVA-PEREZ
Secretary to the Sanggunian

ATTESTED:


MARK RONALD DG. LAMBINO
Vice Governor
(Presiding Officer)

APPROVED:


RAMON V. GUICO III
Governor