



Republic of the Philippines
PROVINCE OF SURIGAO DEL SUR
Municipality of Madrid
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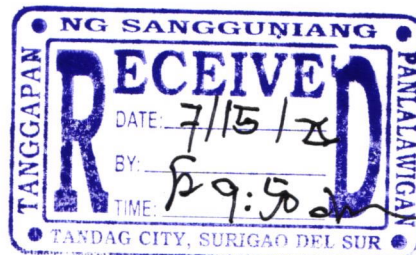


OFFICE OF THE SANGGUNANG BAYAN

July 9, 2026

HON. RUEL D. MOMO

Acting Vice-Governor
Office of the Sangguniang Panlalawigan
Province of Surigao del Sur
Capitol Site, Tandag City



Thru: EDGAR G. PEREZ II, JD

Secretary to the Sangguniang the Sangguniang Panlalawigan
Office of the Sangguniang Panlalawigan

Dear Acting Vice Governor Momo:

Greetings from the Office of Sangguniang Bayan Madrid!

Respectfully submitting herewith, the attachments for Municipal Ordinance No. 10 Series of 2026 entitled, "AN ORDINANCE INSTITUTIONALIZING THE "MABUHAY GESTURE" AS THE OFFICIAL MUNICIPAL GESTURE OF WELCOME, HOSPITALITY, CULTURAL PRIDE, AND PUBLIC ENGAGEMENT OF THE MUNICIPALITY OF MADRID, PROVINCE OF SURIGAO DEL SUR, AND PROVIDING A FRAMEWORK FOR ITS IMPLEMENTATION.", duly approved by the Sangguniang Bayan of Madrid during its 49th Regular Session held on 30th day of June 2026.

Thank you for your kind attention and appropriate action.

By the authority of the Sangguniang Bayan:

JOHN KRISTIAN BORDA, RSW

LLSO II/ Acting Secretary to the Sangguniang Bayan



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OFFICE OF THE SANGGUNIANG BAYAN

CERTIFICATE OF POSTING

In compliance to section 59 of RA 7160, Article 113, IRR of RA 7160, the hereunder approved ordinance is hereby posted.

MUNICIPAL ORDINANCE NO. 10 SERIES OF 2026 entitled "AN ORDINANCE INSTITUTIONALIZING THE "MABUHAY GESTURE" AS THE OFFICIAL MUNICIPAL GESTURE OF WELCOME, HOSPITALITY, CULTURAL PRIDE, AND PUBLIC ENGAGEMENT OF THE MUNICIPALITY OF MADRID, PROVINCE OF SURIGAO DEL SUR, AND PROVIDING A FRAMEWORK FOR ITS IMPLEMENTATION"

Date Enacted : June 30, 2026

Date Approved : July 6, 2026

Date Posted : July 7, 2026

Place Posted : Madrid Operations Center, Madrid, Surigao del Sur

JOHN KRISTIAN BORDA, RSW

LLSO I/ Acting Secretary to the Sangguniang Bayan


Republic of the Philippines
Province of Surigao del Sur
Municipality of Madrid


OFFICE OF THE SANGGUNIANG BAYAN

EXCERPT FROM THE MINUTES OF THE 49TH REGULAR SESSION OF THE SANGGUNIANG BAYAN OF MADRID, SURIGAO DEL SUR HELD ON TUESDAY, JUNE 30, 2025 AT THE SANGGUNIANG BAYAN SESSION HALL.

PRESENT: HON. GLENN F. TEVES
Vice Mayor/ Presiding Officer

REGULAR MEMBERS:

HON. MA. LINA PATRICIA Y. PORTILLANO	- SB Member
HON. BENJIE LESLY Y. MELASA	- SB Member
HON. APRIL GRACE A. MATA	- SB Member
HON. CORAZON D. ARJONA	- SB Member
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HON. AL VINTON U. MAGABIL	- SB Member

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HON. CHRISTY JANE D. SULLANO	- SK Fed. Pres. /SB Member
HON. BENJAMIN A. TINDOGAN	- IPMR / SB Member

ON OFFICIAL BUSINESS:

HON. MAURICE Y. UROQUIA	- SB Member
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MUNICIPAL ORDINANCE NO. 10
Series of 2026

"AN ORDINANCE INSTITUTIONALIZING THE "MABUHAY GESTURE" AS THE OFFICIAL MUNICIPAL GESTURE OF WELCOME, HOSPITALITY, CULTURAL PRIDE, AND PUBLIC ENGAGEMENT OF THE MUNICIPALITY OF MADRID, PROVINCE OF SURIGAO DEL SUR, AND PROVIDING A FRAMEWORK FOR ITS IMPLEMENTATION."

Author: HON. MA. LINA PATRICIA Y. PORTILLANO
Committee on Tourism, Culture, History and Arts

Enacted: All members present

EXPLANATORY NOTE

The Municipality of Madrid, Surigao del Sur, continuously seeks to formally recognize and institutionalize symbols and practices that promote core Filipino values of warmth, respect, unity, and deep-rooted hospitality to both residents and visitors alike. This local initiative aligns with national efforts led by the Department of Tourism (DOT), which actively promotes the "Filipino Brand of Service Excellence" (FBSE). The FBSE highlights immense love, compassionate care, excellent service, and hard work, specifically institutionalizing the use of the "Mabuhay" (welcoming live) and "Salamat" (thank you) gestures across the tourism and service sectors.

Among these practices, the "Mabuhay Gesture"—performed by placing the right palm over the left chest accompanied by a warm smile and a spoken "Mabuhay"—projects a unified image of cultural identity and exceptional hospitality. Recognizing its cultural and civic significance, the

Municipal Ordinance No. 10 Series of 2026 / Page 1 of 3





Address: 2nd floor of MDRMO office, Patong-Patong, Madrid, Surigao del Sur
Mobile No.:
Email Address: sbofficemadrid@gmail.com





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Date Enacted : June 30, 2026

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Date Posted : July 7, 2026

Place Posted : Madrid Public Market, Madrid, Surigao del Sur

JOHN KRISTIAN BORDA, RSW
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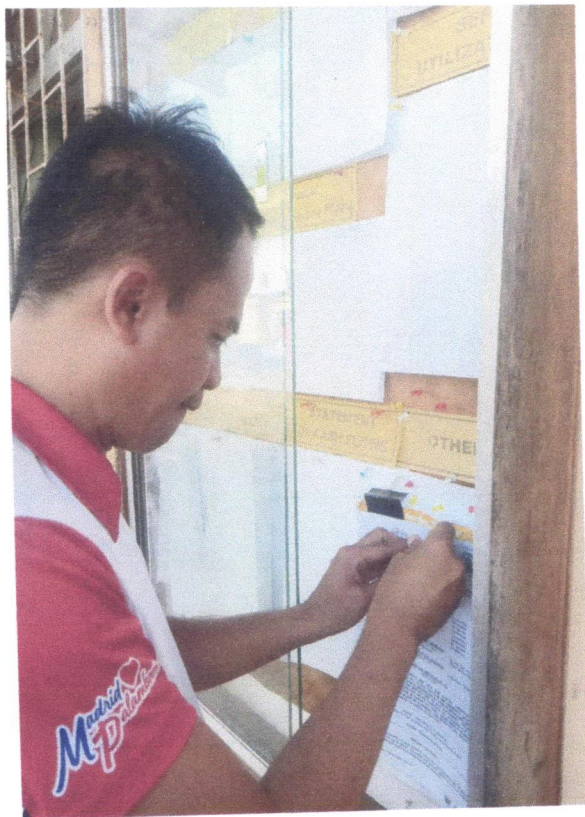
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Place Posted : Madrid Municipal Hall, Madrid, Surigao del Sur

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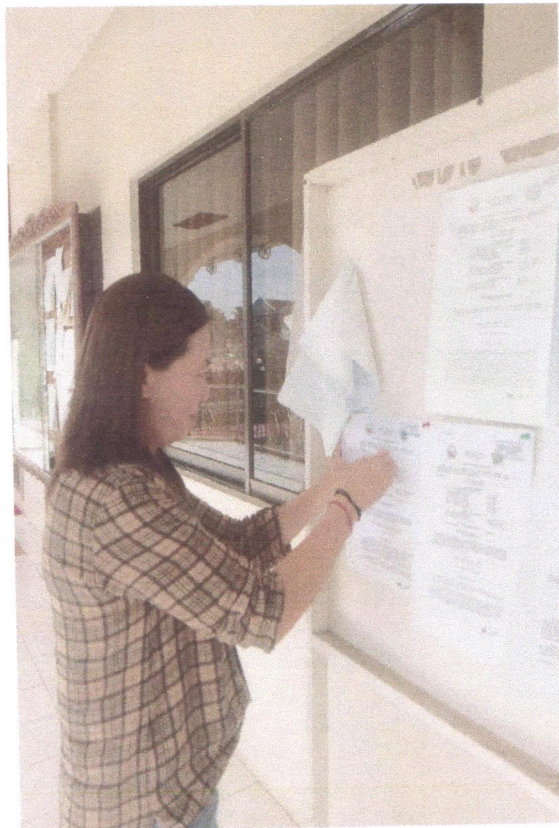
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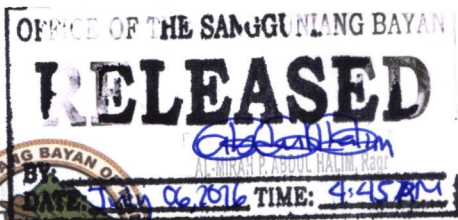


Address: 2nd floor of MDRMO office, Patong-Patong, Madrid, Surigao del Sur
Mobile No.:
Email Address: sbofficemadrid@gmail.com





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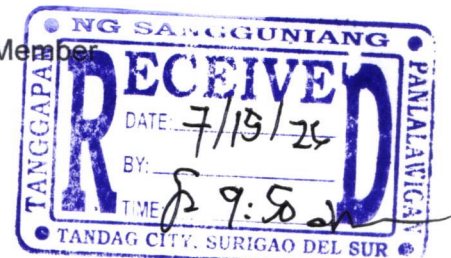
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Sangguniang Bayan of Madrid previously passed Resolution No. 104-2023, which supported the adoption and promotion of this gesture within the municipality.

Building upon that initial policy declaration, there is now a distinct and necessary transition from a mere expression of support to a permanent legal framework. This ordinance establishes that framework to sustain the observance of the Mabuhay Gesture across all levels of public service and tourism-driven engagement within the municipality, anchoring local pride in everyday governance and hospitality.

BE IT ORDAINED by the Sangguniang Bayan of the Municipality of Madrid, Province of Surigao del Sur, that:

SECTION 1. TITLE. This Ordinance shall be known as the "Mabuhay Gesture Ordinance of the Municipality of Madrid."

SECTION 2. DECLARATION OF POLICY. It is hereby declared the policy of the Municipality of Madrid to safeguard, promote, and enrich its local and national cultural identity. In line with the Filipino Brand of Service Excellence, the municipality adopts the "Mabuhay Gesture" as a structural representation of local pride, hospitality, and public courtesy.

SECTION 3. DEFINITION AND MANNER OF THE GESTURE. The "Mabuhay Gesture" is a physical and verbal expression of hospitality and goodwill. It shall be performed in the following manner:

1. The individual shall place their right palm flat over the left side of the chest (over the heart).
2. The posture must remain upright, exuding a welcoming and respectful disposition.
3. This physical gesture shall be accompanied by a slight, respectful nod, a sincere smile, and the clear spoken greeting of "Mabuhay!"
4. For reciprocal or parting interactions, the gesture may also be paired with the spoken phrase "Salamat!" to express gratitude.

SECTION 4. SCOPE AND COVERAGE. The institutionalized use of the Mabuhay Gesture shall be observed in:

1. **Official Government Functions:** Opening and closing ceremonies, corporate programs, and flag-raising ceremonies of the Local Government Unit (LGU) of Madrid.
2. **Frontline Services:** Standard greeting by local government employees when addressing clients, visitors, and the general public at municipal offices.
3. **Tourism-Related Activities:** Standard operations of local tourism officers, tour guides, and DOT-accredited hotels, resorts, and tourism stakeholders operating within the municipality.
4. **Welcoming Ceremonies:** Reception of local, national, or international dignitaries, tourists, and guests visiting the municipality.
5. **Educational and Community Fora:** Integration into local cultural events, institutional gatherings, and public fora to foster community ownership of the practice.

SECTION 5. IMPLEMENTATION AND PROMOTION. The Municipal Tourism Office, in coordination with the Human Resource Management Office (HRMO) and the Public Information Office (PIO), shall lead the implementation of this Ordinance by:

1. Conducting orientation, workshops, and information campaigns for all municipal employees regarding the significance, cultural value, and proper execution of the gesture.

2. Partnering with the local business sector, hospitality entities, and public transport groups to encourage wide adoption and institutionalization across private touchpoints.
3. Creating and distributing promotional, digital, and informational materials to be displayed in prominent public spaces, government buildings, and entry points of the municipality.

SECTION 6. SEPARABILITY CLAUSE. If any provision of this Ordinance is declared unconstitutional or invalid, the remaining parts or provisions not affected shall remain in full force and effect.

SECTION 7. REPEALING CLAUSE. All municipal ordinances, executive orders, rules, and regulations inconsistent with the provisions of this Ordinance are hereby repealed or modified accordingly.

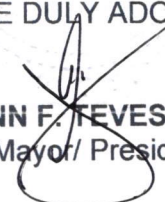
SECTION 8. Effectivity. This Ordinance shall take effect upon its approval following its posting in at least three (3) conspicuous places within the municipality, in accordance with Section 511 of the Local Government Code.

ENACTED: this 30th day of June 2026 at Madrid, Surigao del Sur

CERTIFIED TRUE AND CORRECT:


JOHN KRISTIAN BORDA, RSW
LLSO I / Acting Secretary to the Sangguniang Bayan

ATTESTED & CERTIFIED
TO BE DULY ADOPTED:


GLENN F. TEVES
Vice Mayor/ Presiding Officer

APPROVED:


JUAN PAOLO L. LOPEZ
Mayor

Date: July 06, 2026