

22-00083

***Contract for the Procurement of Consulting Services for  
International Public Relations to Promote Philippines as a Safe and  
Ideal Destination for Travel Post-Lockdown***

This *Contract for the Procurement of Consulting Services for the International Public Relations to Promote Philippines as a Safe and Ideal Destination for Travel Post-Lockdown* ("Agreement") is made and entered into this \_\_\_\_ day of APR 04 2022 2022 by and between:

**The DEPARTMENT OF TOURISM (DOT)**, a government agency with principal office at New DOT Building, 351 Sen. Gil Puyat Avenue, Makati City, represented by its **Undersecretary, WOODROW C. MAQUILING, JR.** ("Procuring Entity");

and

**ODV CREATIVE MEDIA, INC.**, a private entity with business address at Unit 1006, 88 Corporate Center, Sedeno Street, Salcedo Village, Makati City represented by its **Managing Director, RICHARD J. ALARCON** ("Consultant");

Each a "Party" and collectively, the "Parties"

WITNESSETH:

**WHEREAS**, the Procuring Entity is mandated to be the primary planning, programming, coordinating, implementing, and regulatory government agency in the development and promotion of the tourism industry, both domestic and international;

**WHEREAS**, the massive outbreak of COVID-19 has caused a severe economic blow to the tourism industry, but with the ongoing vaccine rollout in the Philippines and other countries worldwide, the Procuring Entity looks forward to resuming international travel in the near future;

**WHEREAS**, to promote international tourism arrivals and facilitate the recovery of the tourism industry, there is a need to convey the image of the Philippines as a safe and ideal travel destination that values the well-being of the travelers;

**WHEREAS**, the Procuring Entity needs to engage the services of an international Public Relations Agency to enhance the perception of the Philippines as a safe, progressive, sustainable and fun tourist destination among opportunity and emerging markets;

**WHEREAS**, the Bids and Awards Committee (BAC) of the Procuring Entity, through **BAC Resolution No. 2022-044**, has declared the Consultant to be the **Single Rated and Responsive Bidder (SRRB)** following a competitive bidding procedure for the procurement of consulting services for the International Public Relations to promote Philippines as a Safe and Ideal Destination for Travel Post-Lockdown;

**WHEREAS**, pursuant to the abovementioned BAC Resolution, the Procuring Entity has awarded the contract to the Consultant in the amount of **Twenty-Nine Million Nine Hundred Ninety-Eight Thousand One Hundred Sixty-Eight Pesos only (PhP29,998,168.00)**, inclusive of all applicable taxes, with a contract duration of six (6) months effective from the receipt by the Consultant of the Notice to Proceed;

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**NOW, THEREFORE**, based on the foregoing, the Parties agree as follows:

1. In this Agreement, words and expressions shall have the same meanings as are respectively assigned to them in the Conditions of Contract hereinafter referred to.
2. The following documents shall be attached, deemed to form and be read and construed as part of this Agreement, to wit.:
  - (a) General and Special Conditions of Contract;
  - (b) Terms of Reference;
  - (c) Request for Expression of Interest;
  - (d) Instruction to Bidders;
  - (e) Bid Data Sheet;
  - (f) Addenda and/or Supplemental/Bid Bulletins, if any;
  - (g) Bid forms, including all the documents/statements contained in the Bidder's bidding envelopes, as annexes, and all other documents/statements submitted (e.g., bidder's response to request for clarifications on the bid), including corrections to the bid, if any, resulting from Procuring Entity's bid evaluation;
  - (h) Eligibility requirements, documents and/or statements;
  - (i) Performance Security;
  - (j) Notice of Award of Contract and the Bidder's conforme thereto;
  - (k) Other contract documents that may be required by existing laws and/or the Procuring Entity.
3. In consideration of the payments to be made by the Procuring Entity to the Consultant as hereinafter mentioned, the Consultant hereby covenants with the Procuring Entity to execute and complete the Consulting Services and remedy any defects therein in conformity with the provisions of this Consultant in all respects.
4. The Procuring Entity hereby covenants to pay the Consultant in consideration of the execution and completion of the Consulting Services, the Contract Price or such other sum as may become payable under the provisions of this Contract at the times and in the manner prescribed by this Contract.

**IN WITNESS** whereof the parties hereto have caused this Agreement to be executed the day and year first above written.

**DEPARTMENT OF TOURISM  
(Procuring Entity)**

**ODV CREATIVE MEDIA, INC.  
(Consultant)**

By:


By:

  
**WOODROW C. MAQUILING, JR.**  
Undersecretary

  
**RICHARD J. ALARCON**  
Managing Director

**SIGNED IN THE PRESENCE OF:**

  
\_\_\_\_\_

  
\_\_\_\_\_ **ANGELA DAYOT**  
Client Services Director

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Certified Funds Available:

**ROMAN G. BERSAMIRA**  
Chief, Accounting Division

**ACKNOWLEDGMENT**

REPUBLIC OF THE PHILIPPINES)  
MAKATI )S.S.

BEFORE ME, a Notary Public, in and for Makati, this 5<sup>th</sup> day of April 2022, personally appeared:

Name	Government ID	Date/Place Issued
Woodrow C. Maquiling, Jr.	<u>P# 50017657A</u>	
Richard J. Alarcon	<u>P# P2192777B</u>	

known to me to be the same persons who executed the foregoing Agreement and they acknowledged the same to be their free and voluntary act and deed and of the entities they represent.

WITNESS MY HAND AND SEAL on this 5<sup>th</sup> day of April 2022.

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Series of 2022

**ATTY. AUDELIN H. ZAMORA**  
Notary Public  
Until December 31, 2021  
Penthouse, Legal Affairs Service, DOT Bldg.  
PTR No. 8862995 – 01/13/2022 – Makati City  
IBP Lifetime Member 04646 / Makati City  
Roll No. 44115 / MCLE VI-0024349  
Extended Until June 30, 2022 Per BM No. 3795