

EXECUTIVE ORDER NO. 43

OCTOBER 28, 2003

COMMISSION ON LATIN MEDIA AND ENTERTAINMENT

WHEREAS, New York City is widely recognized as the Media and Financial Capital of the World, serving as the headquarters of premier media and entertainment companies and world-renowned financial institutions; and,

WHEREAS, New York City has positioned itself as the Latin Media and Entertainment Capital of the World and New York City's economy and workforce would benefit from continued expansion of existing Latin media and entertainment industry; and,

WHEREAS, spending on Latin media in the United States totaled \$8.3 billion in 2001; and,

WHEREAS, New York City is home to a Latino population of over 2.1 million from throughout the Caribbean, North America, Central America and South America, making New York a microcosm of the global Latin market; and,

WHEREAS, New York City celebrates its thriving Latin culture which enriches the arts, music and entertainment experience of the City's residents and businesses; and,

WHEREAS, studies show that Latinos are the largest minority group in the United States reaching over 38.9 million in number; and,

WHEREAS, New York City recognizes the significant economic impact of the Latino community as a powerful market force with purchasing power exceeding \$580.5 billion nationwide;

NOW, THEREFORE, by the power vested in me as Mayor of the City of New York, it is hereby ordered:

Section 1. There is hereby established the Commission on Latin Media and Entertainment (hereinafter called "the Commission"), under the direction of the Office of the Mayor. The Commission shall consist of at least one Honorary Chair, two Co-Chairs, a Mayoral Advisor/Liaison to the Commission, and at least twenty –two other members, all of whom shall

be appointed by and server at the pleasure of the Mayor, as well as ex officio member as specified herein. The Deputy Mayor for Economic Development and Rebuilding, the Deputy Mayor for Legal Affairs, the Commissioner of the Mayor’s Office of Film, Theater, and Broadcasting, the President and CEO of NYC & Company, the Executive Director of NYC Big Events, the President of the New York City Economic Development Corporation, the Commissioner of the New York City Sports Commission, and the New York City Chief Marketing Officer shall serve as ex officio members.

§2. The Commission shall advise the Mayor on business development and retention strategies, and its responsibilities shall include:

- A. Developing a strategic plan to retain, recruit and expand Latin media and entertainment productions, businesses and jobs in New York City; and
- B. Developing a strategic plan for New York City to attract and host high-profile Latin entertainment and telecast events; and
- C. Working with City agencies and departments to implement the City’s business development and retention strategies for Latin media and entertainment.

§3. The Commission is authorized to work in conjunction with City government agencies, where appropriate, and all departments and agencies of the City of New York shall cooperate with the Commission in the performance of its duties.

§4. The Commission shall have such staff as the Mayor authorizes.

§5. The Commission may establish such committees of the Commission as it deems necessary for the performance and execution of its duties and functions.

§6. This order shall take effect immediately.

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MICHAEL R. BLOOMBERG  
MAYOR