

New York City: The Capital of Latin Media & Entertainment

Fact Pack



New York City: The Place for Economic Opportunity

Executive Summary

New York City is the place for opportunity, aspiration and innovation. With a vibrant and diverse population of approximately 8.2 million, the City continues to evolve and adapt to changes. This constant evolution is shaping and reshaping the skyline, businesses, and the very essence of what makes New York City the capital of the world—its people.

The Mayor’s Latin Media and Entertainment Commission (LMEC) has been working since 2003 with industry, CEOs, executives, educational institutions, professional associations and communities. The goals are to increase economic opportunity, attract new businesses, create jobs, and to support Latin culture and the Latin media and entertainment industry.

The Commission proudly presents the “New York City: The Capital of Latin Media and Entertainment Fact Pack” to show why New York is strong, better, and growing at every level. The Fact Pack is divided in three sections.

1. New York City Capital of It All
2. The New York Latin Story
3. New York City Latin Media and Entertainment Commission

Latin New York is poised to play a greater role in investment and business opportunities. The 2010 Census and other data reveal that the Latin population has increased dramatically. New York has the most diverse Latin population with stronger biculturalism and bilingualism than other cities. Latin New Yorkers are younger, have higher levels of education, and are trendsetters in the use of technology and mobile devices. All these elements have contributed to New York having the most Hispanic-owned businesses, sales, a wider array of Latin cultural activities, and stronger tourism from Latin America.

The LMEC hopes this Fact Pack serves as an instrument for industry and business executives to look deeper at the strengths and opportunities of this growing market. It’s still an untapped source that can enhance and strengthen the vitality and life of the greatest city in the world—New York City.

Data collection and analysis: Economic Research and Analysis Department – NYCEDC

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A Room With A View: The U.S. and New York City

New York City is the media capital of the world. It has attracted major TV and film productions and is always developing new content for audiences worldwide. Film, television, radio, publishing and advertising continue to flourish despite the dramatic changes that the Internet and the digital space brought about in the last decade. That's because New York is a place for innovators who are always adapting to change.

As a business city, it's ranked number one, with major fortune 500 companies, the stock exchanges and a much more diversified economy than in previous decades. While some sectors have changed due to recent economic changes, others have reinvented themselves, thanks to policy changes, access to information, networks, professional groups and the great ideas that the best minds of the world create in New York. Many of the benefits that the City offers to businesses have helped thousands of businesses and people find career opportunities, particularly through the New York City Business Solutions and Workforce centers.

As the largest campus in the U.S., New York is producing the new leaders of the world in every industry. Part of the experience not only for the student body but also for all New Yorkers and tourists alike is to have access to the greatest culture and entertainment in the world. And no other City offers so many cultural events than New York.

Whether you are a New Yorker, a business person, a visitor or a tourist, New York has the best and among some of the largest events in the world. Experience the difference and the City at its best.

Data collection and analysis: Economic Research and Analysis Department – NYCEDC

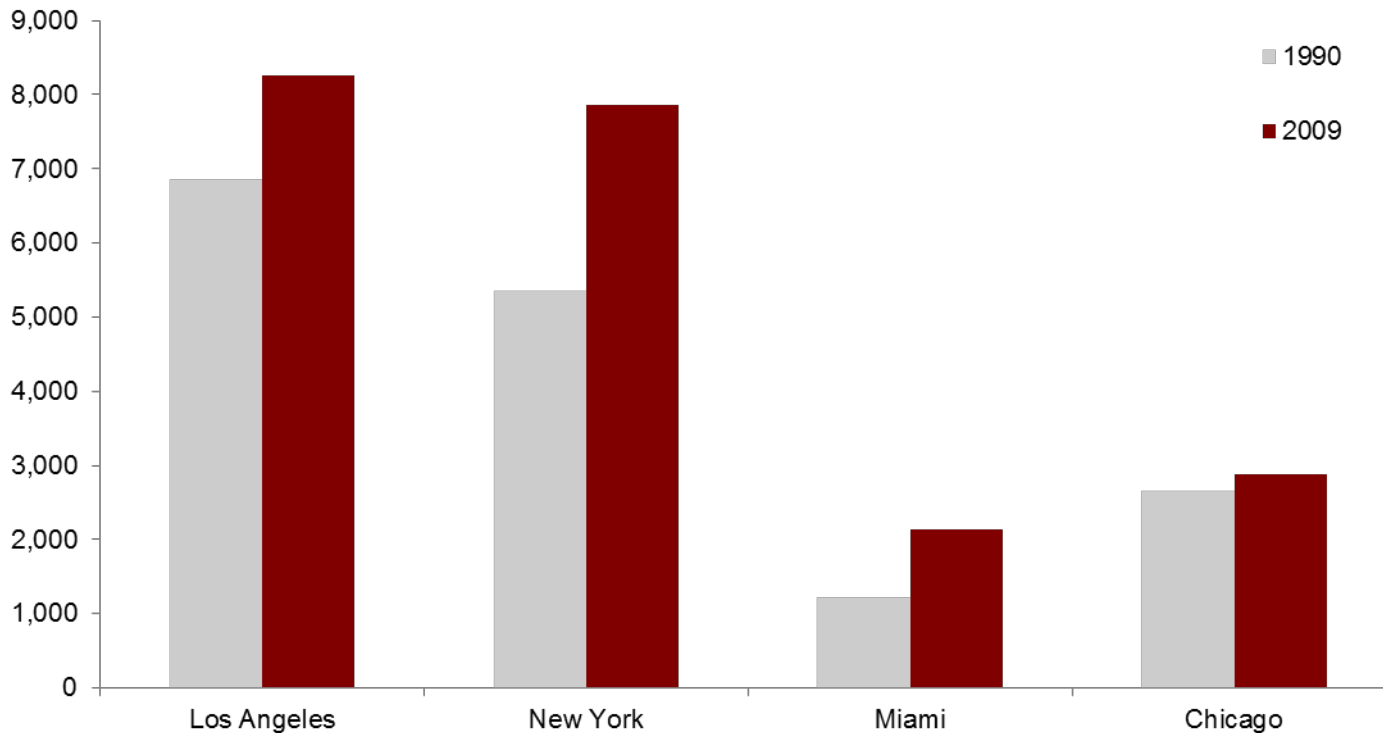
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U.S. Media Comparison

Media Businesses by MSA, 1990 to 2009:

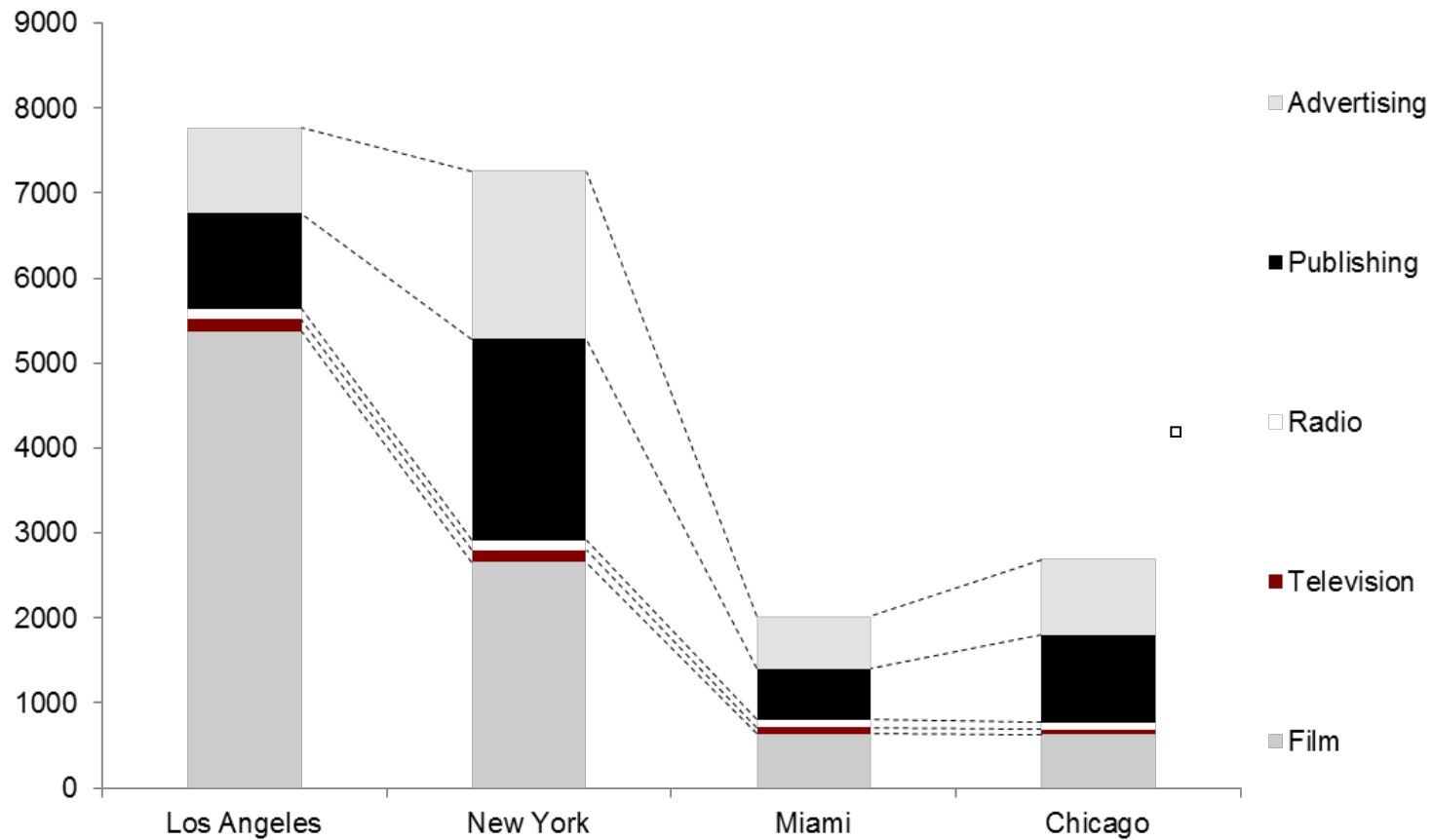
Industry
Motion Picture and Video Industries
Television Broadcasting
Radio Networks
Radio Stations
Sound Recording Industries
Publishing Industries (except Internet)
Advertising Agencies



Source: Bureau of Labor Statistics, QCEW

U.S. Media Comparison

Media Businesses by Type and MSA, 2009:



Source: Bureau of Labor Statistics, QCEW

New York City Capital of It All

Media – NYC Capital of It All

- 96 TV stations
- 183 newspapers (citywide and local)
- 46 radio stations
- 406 Internet Publishing and Broadcasting and Web Search Portals in 2009
- 2000+ technology companies

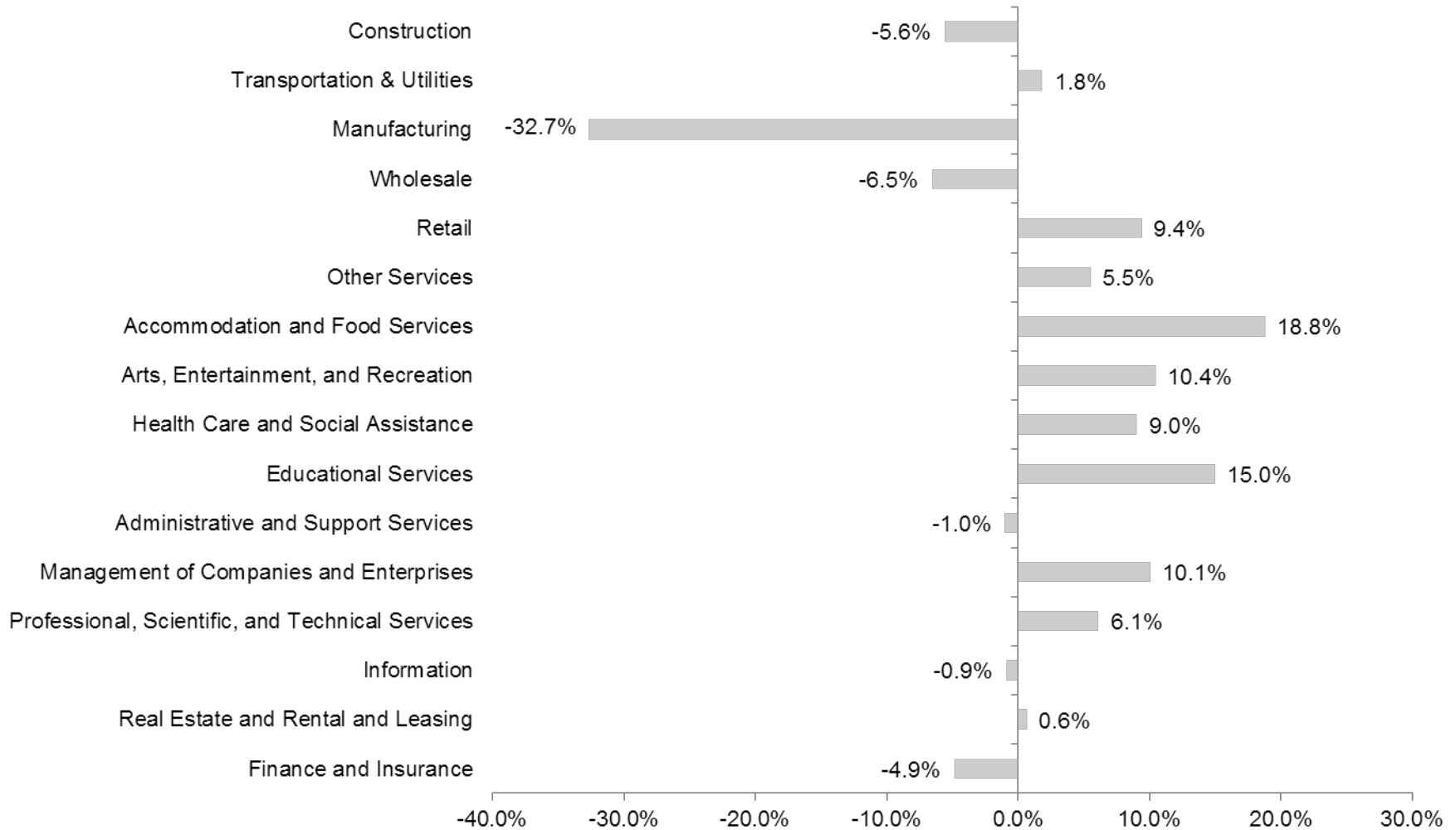
Business – NYC Capital of It all

- New York City is No. 1 for business
- The Big Apple kept its ranking as the top global business center in an annual study*
- New York City is home to the NASDAQ, the New York Stock Exchange, NYSE AMEX Equities, the New York Board of Trade, and the NYSE Arca
- 42 Fortune 500 Companies headquartered in New York City in 2010
- Finance and insurance industry makes up 10.29% of private employment and accounts for 30.85% of private payroll in 2009 for New York City

*Source: The Partnership for New York City and PricewaterhouseCoopers

Business – NYC Capital of It All

New York City Change in Employment by Industry, 2005 to 2010



Source: New York State Department of Labor, QCEW

Business Incentives – NYC Capital of It All

Summary of Business Incentives

Tax Programs	Energy Programs
• Relocation and Employee Assistance Program (REAP)	• Energy Cost Savings Program (ECSP)
• Commercial Expansion Program (CEP)	• Business Incentives Rate (BIR)
• Industrial and Commercial Abatement Program (ICAP)	• Con Ed Commercial and Industrial Energy Efficiency Program (CIEEP)
• NYS Film Production Tax Credits	• Con Ed Small Business Direct Installation Program
• Empowerment Zone Benefits	
Workforce Programs	
• Workforce Development Benefits	
• Excelsior Jobs Program	

Technology & Innovation – NYC Capital of It All

- NYC is among the top digital media cities in the U.S.
- NYC is first in technology readiness, which examines broadband capability and Internet access in schools, among other factors*
- 17 spaces and incubators established by NYCEDC in partnership with academic institutions, commercial landlords, and space operators. In partnership with arts organizations, NYCEDC also makes available its properties to display works of emerging artists

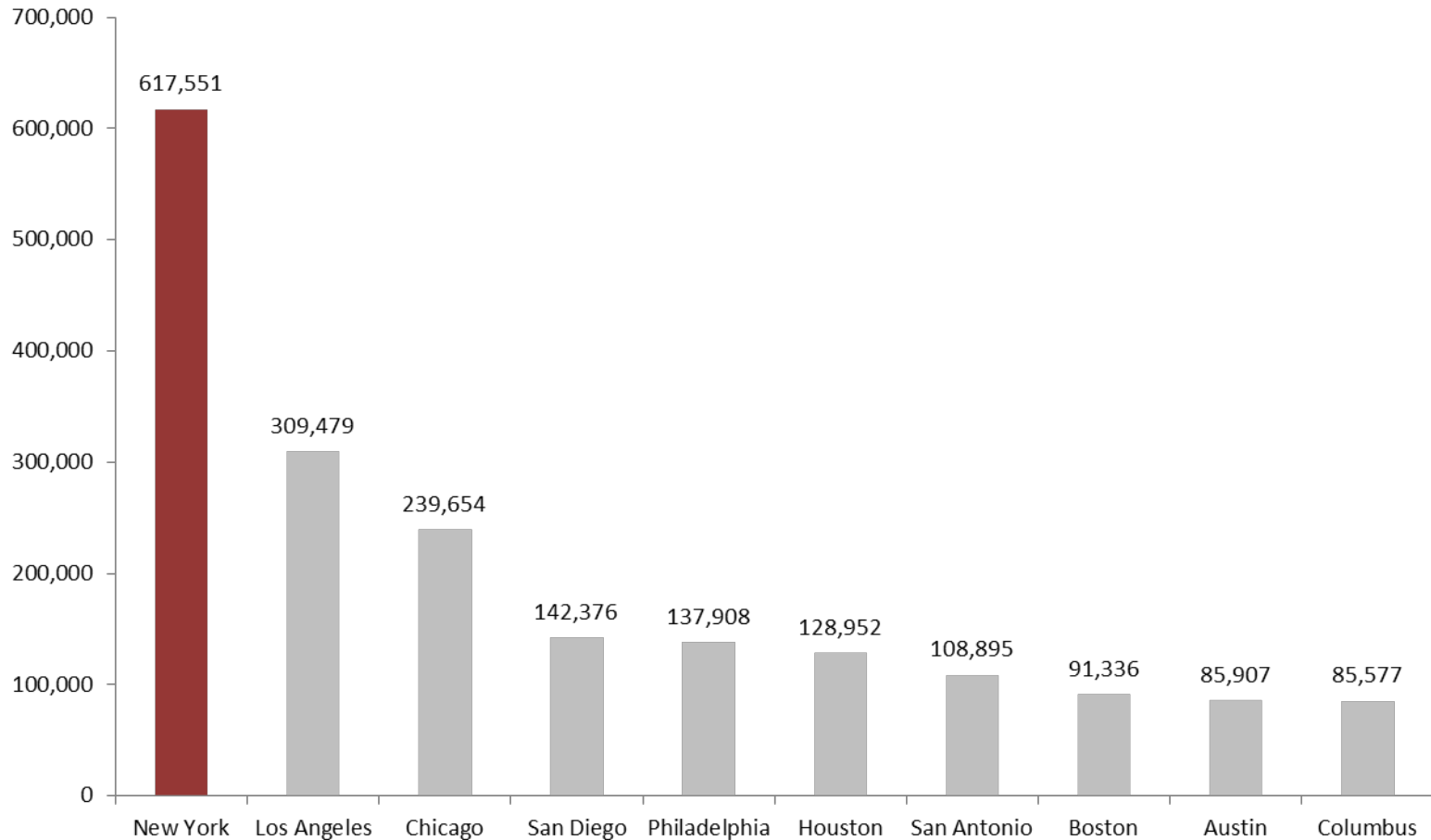
*Source: The Partnership for New York City and PricewaterhouseCoopers

Universities and Colleges – NYC Capital of it All

- 186 colleges and universities located in NYC
- 771 research firms
- Best programs and distinguished literati
 - Three of the Top 25 Fine Arts Schools located in NYC according to U.S. News and World Report in 2008
 - Cooper Union is ranked number four in Undergraduate Computer Engineering Program and number three in Electrical / Electronic / Communications Engineering Program in the nation by U.S. News and World Report in 2010
 - Pulitzer Prize honoring excellence in journalism awarded by Columbia University
 - 70 Nobel Prize winners associated with the City
- Proposal to build a new applied sciences university

Universities and Colleges – NYC Capital of it All

Undergraduate and Graduate Students by City, 2009:



Source: U.S. Census Bureau, American Community Survey

Trade and Nonprofit Associations NYC Capital of It All

- 291 business associations
- 150 professional organizations
- 406 civic and social organizations
- 535 social advocacy organizations

Culture - NYC Capital of It All

New York is home to the greatest culture in the world

- 182 museums
- 135 opera production companies
- 531 theater companies and dinner theaters
- 59 movie theaters
- 7 amusement parks

Infrastructure & Assets – NYC Capital of It All

- One of the best public transportation systems
- 2,027 bridges in NYC (DOT)
- 370 parks
- 29,826 retail establishments
- 466 hotels*

*Source: 2009 New York State Department of Labor, QCEW

Tourism and Events – NYC Capital of It All

- 48.7 million tourists in 2010; 39 million domestic visitors and 9.7 million international visitors
- \$28.2 billion in total visitor spending, \$16.6 billion in total wages generated, and \$7.5 billion in total taxes generated by visitor spending
- Some of the biggest events in the world
 1. Macy's Thanksgiving Day Parade
 2. Halloween Parade
 3. International Auto Show
 4. Times Square New Year's Eve
 5. Tribeca Film Festival
 6. Big Apple Barbecue Block Party
 7. Fleet Week
 8. New York Comic Con
 9. IMB NYC Marathon
 10. NY Progressive International Motorcycle Show

The New York Latin Story

- Growth
 - Industry
 - Culture

The New York Latin Story: A Window of Opportunity

New York has been shaped by millions of people from all over the world who chose this City as their home. Most people chose New York—and still do—because of its vitality, vibrancy, opportunities and all it offers in a New York minute. And Latinos have contributed greatly during the past 100 years in ways that are now part of the culture, fabric and life of the City.

With growth in population, educational levels, and amazing talent, Latinos have advanced in many ways, strengthening the City at many levels. That's why in 2011, New York City is the number one Latin market, has the most diverse Latin population, has one of the youngest populations in the nation, has one of the most highly educated populations, and has stronger biculturalism and bilingualism. All these assets resulted in stronger buying power and economic advancement.

With Google establishing a presence in New York and major corporations beginning to explore new opportunities in the changing economy, Latin New York is a window of opportunity for partnerships, investments, and economic vitality for the City. Already with the major Latin TV networks, two top U.S. magazines, a major newspaper, radio stations, and a significant growth in the use of technology and digital, Latinos are an economic opportunity and will be a stronger economic power in years to come.

This is already evident by New York having the largest number of Hispanic-owned businesses and the strongest sales than any other city in the U.S. And there are new industries that will grow as part of these businesses and the new initiatives that the City has put in place for incubators. Gastronomy, a multi-billion dollar industry, has discovered Latin cuisine. The presence of this cuisine is omnipresent in New York and part of the mainstream. Latin restaurants in New York already account for 4.7% of the restaurants in New York City.

Latin culture is growing. The LMEC supports 23 annual events and many actors and entertainers have made crossovers to Broadway, opera, film, music and other forms of entertainment. That's in part why visitors from many countries in Latin America, who have strong cultural, familial and business relations, have increased their visits to New York, adding in 2010 alone a whopping \$847 million to New York City's economy.

Data collection and analysis: Economic Research and Analysis Department – NYCEDC

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Top 10 Hispanic Markets

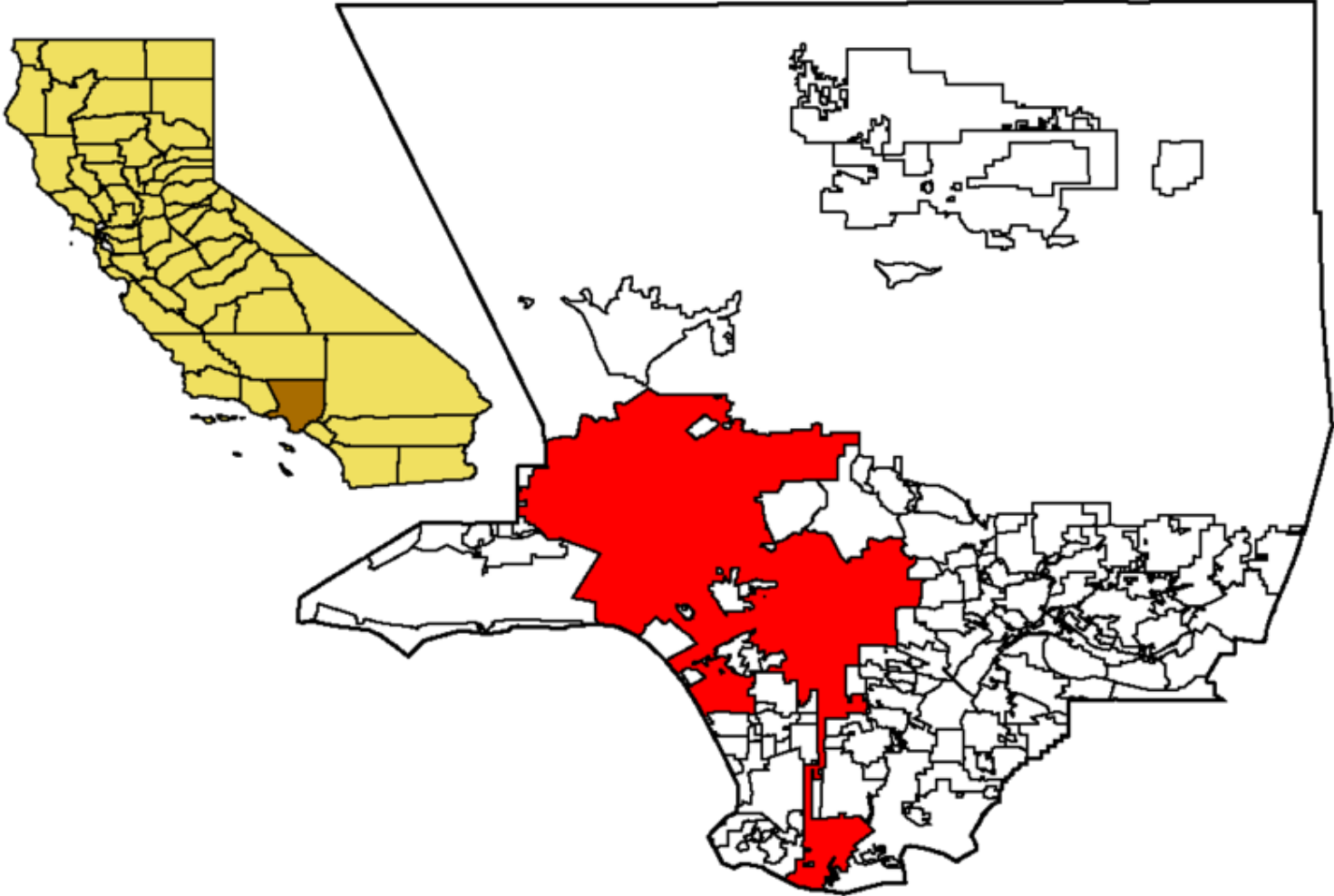
By 2010 Population:



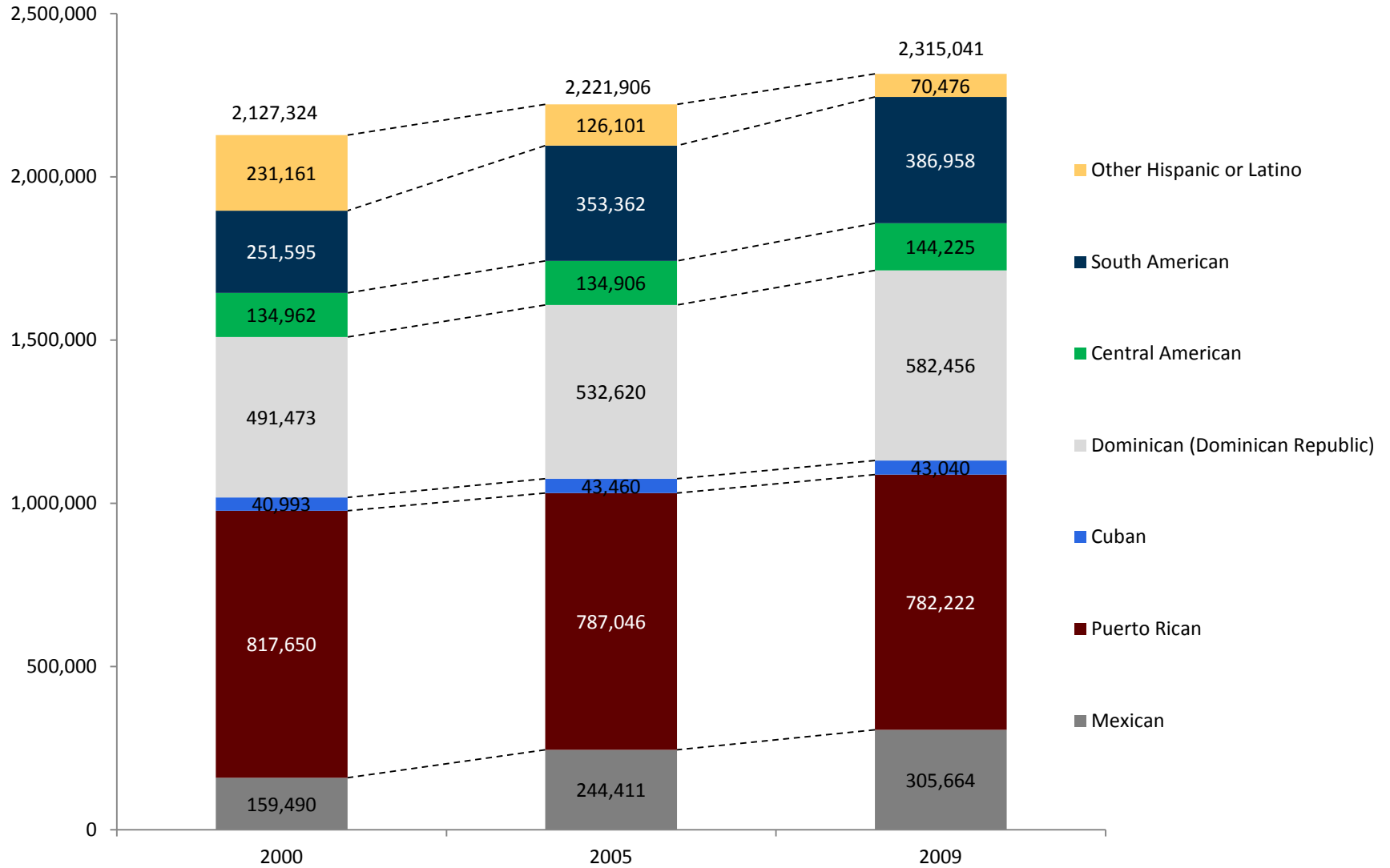
Rank	City	Hispanic Population	Hispanic % of Total
1	New York City	2,336,076	28.6%
2	Los Angeles	1,838,822	48.5%
3	Houston	919,668	43.8%
4	San Antonio	838,952	63.2%
5	Chicago	778,862	28.9%
6	Phoenix	589,877	40.8%
7	El Paso	523,721	80.7%
8	Dallas	507,309	42.4%
9	San Diego	376,020	28.8%
10	San Jose	313,636	33.2%

Source: U.S. Census Bureau, 2010 Census

City of Los Angeles is smaller in size than county, MSA



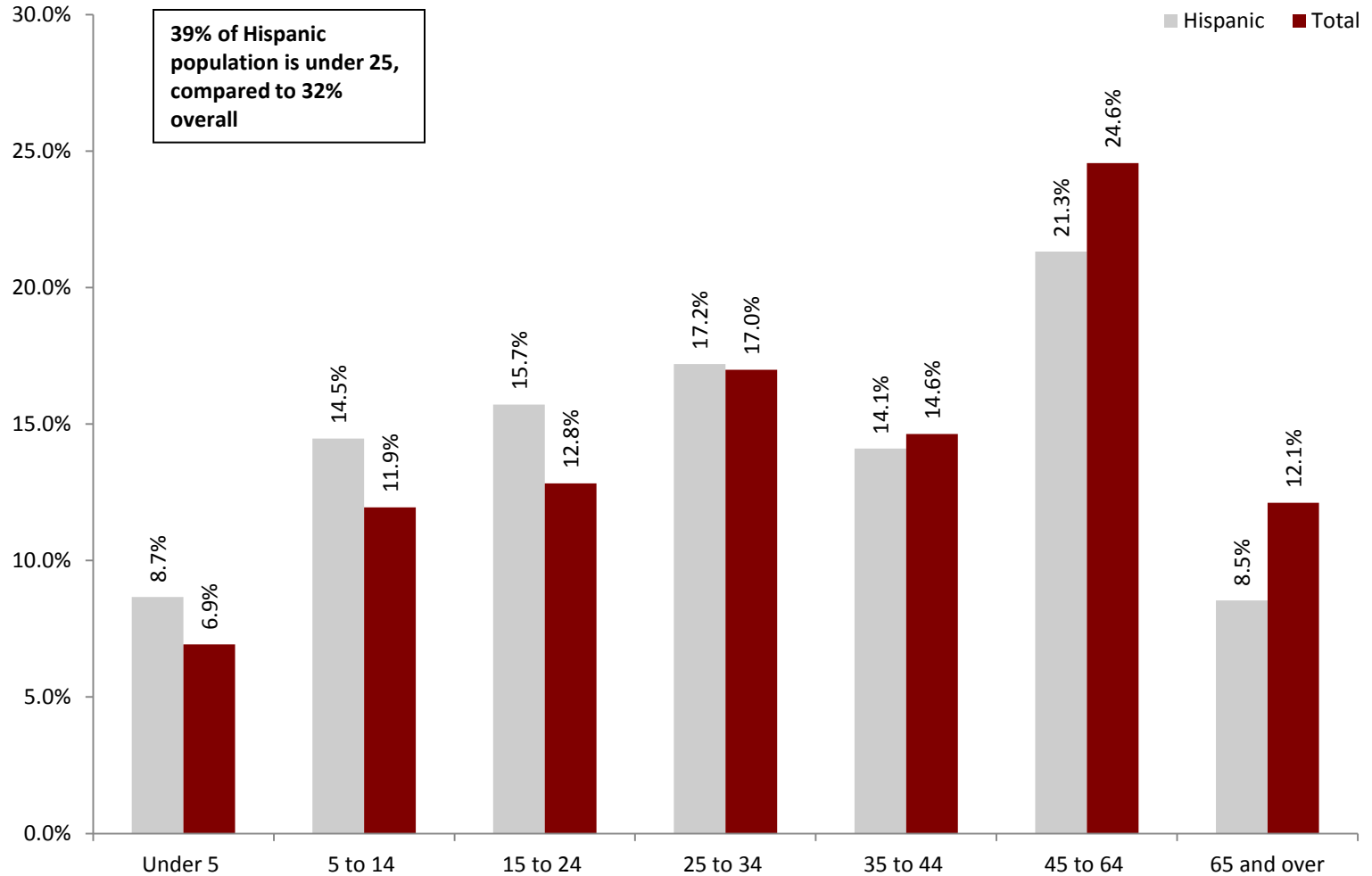
New York City has a diverse Hispanic/Latino population



Source: U.S. Census Bureau, 2000 Census, 2005 & 2009 American Community Survey

New York City's Hispanic population is younger than overall

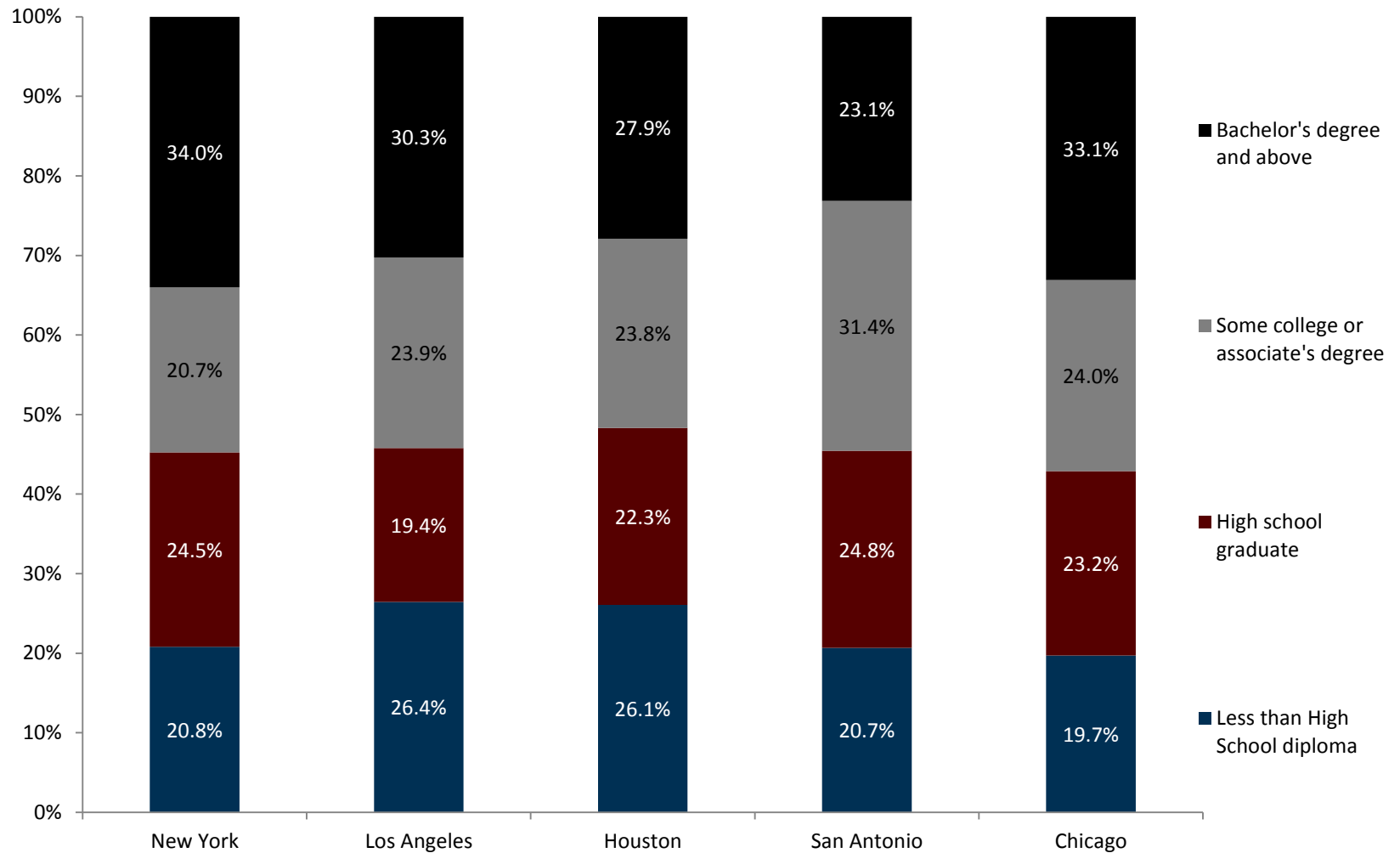
Population by Age:



Source: U.S. Census Bureau, 2009 American Community Survey

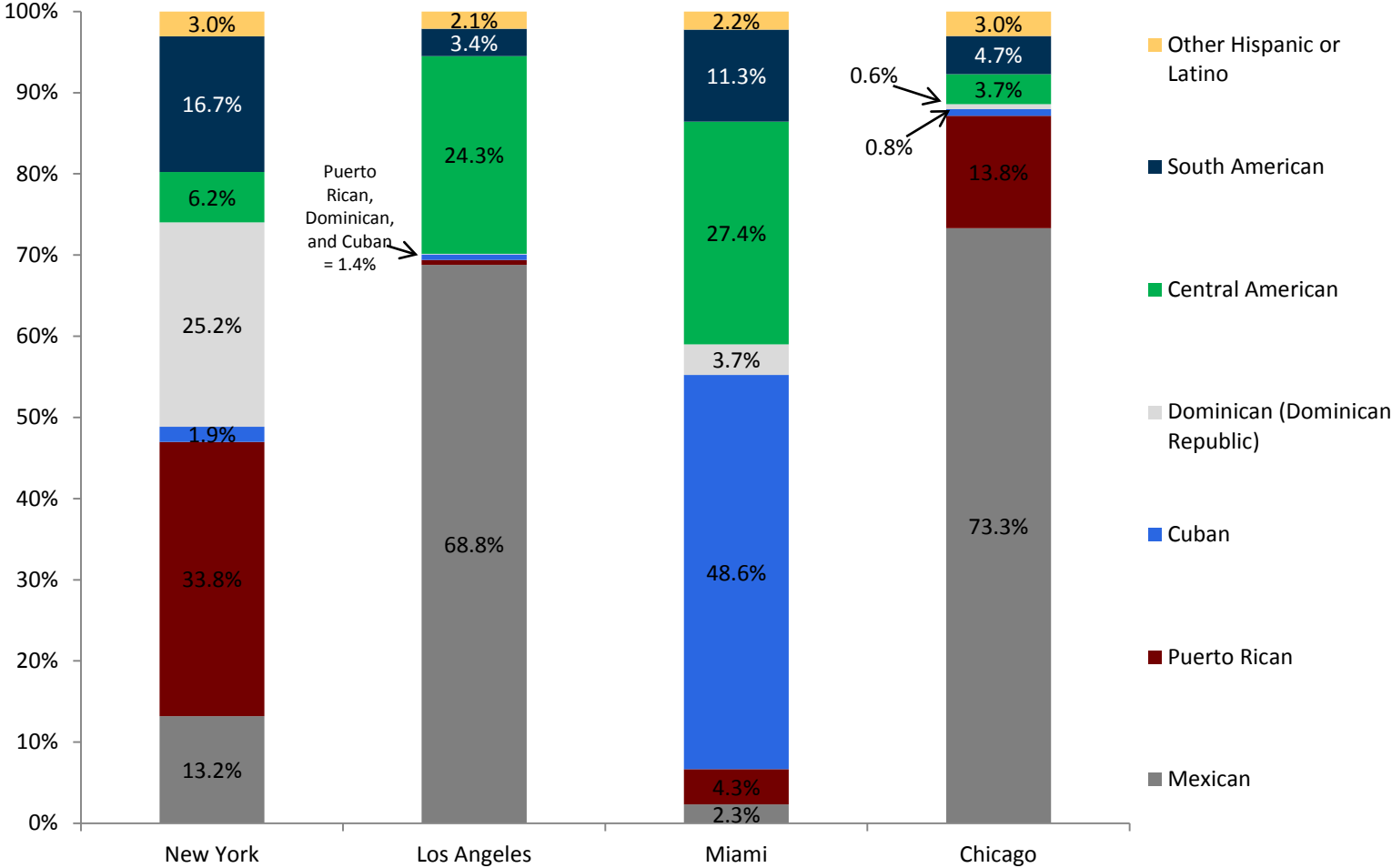
New York City's Hispanic population is highly educated

New York City's Hispanic population is more likely to have a Bachelor's degree than other cities with large Hispanic populations



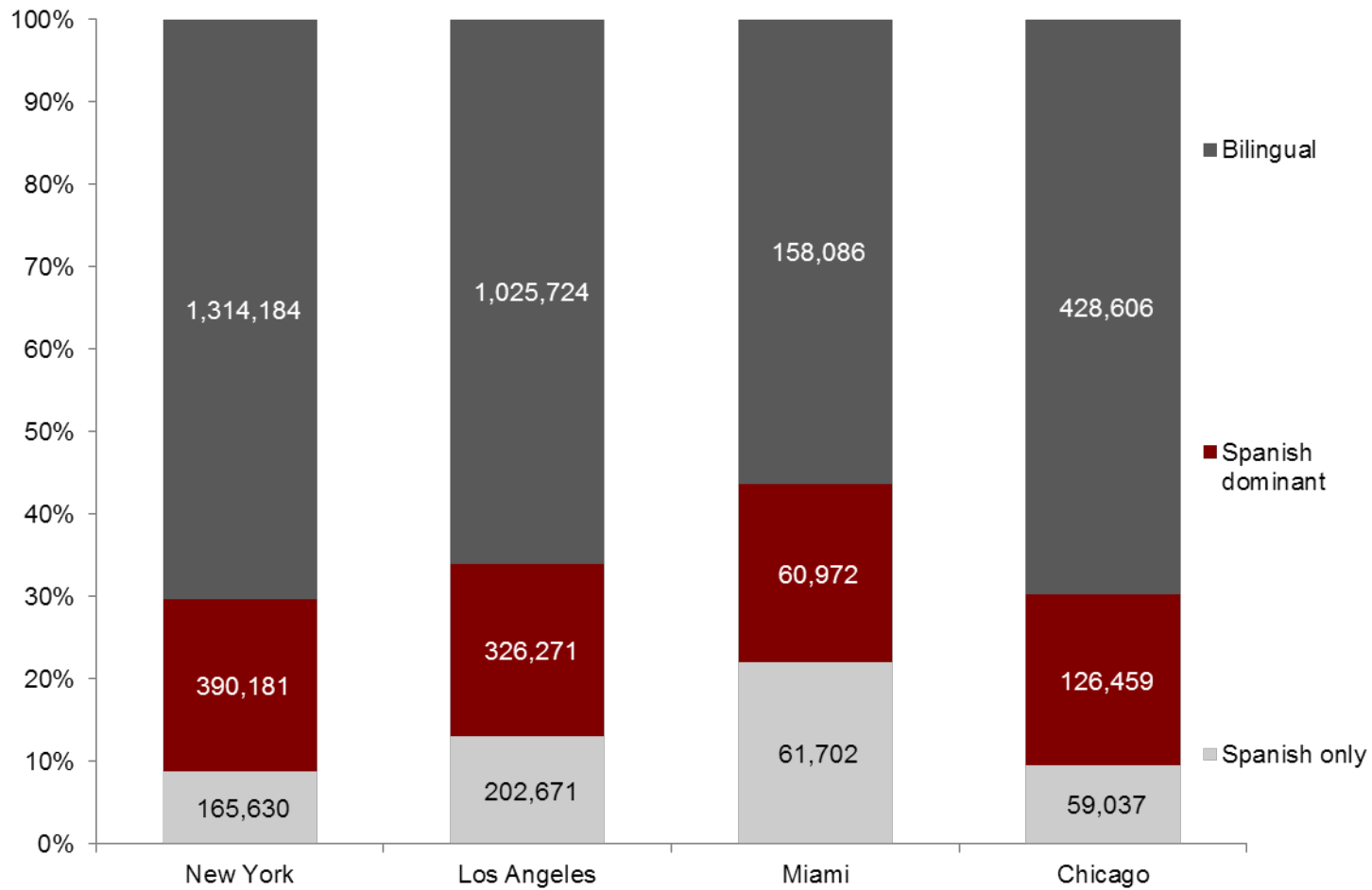
Source: U.S. Census Bureau, 2009 American Community Survey

New York City has a more diverse Hispanic population than other large cities



Source: U.S. Census Bureau, 2009 American Community Survey

New York City has a strong bilingual Hispanic population



Source: U.S. Census Bureau, American Community Survey

The Hispanic population in the US is projected to grow by 33% between 2010 and 2020

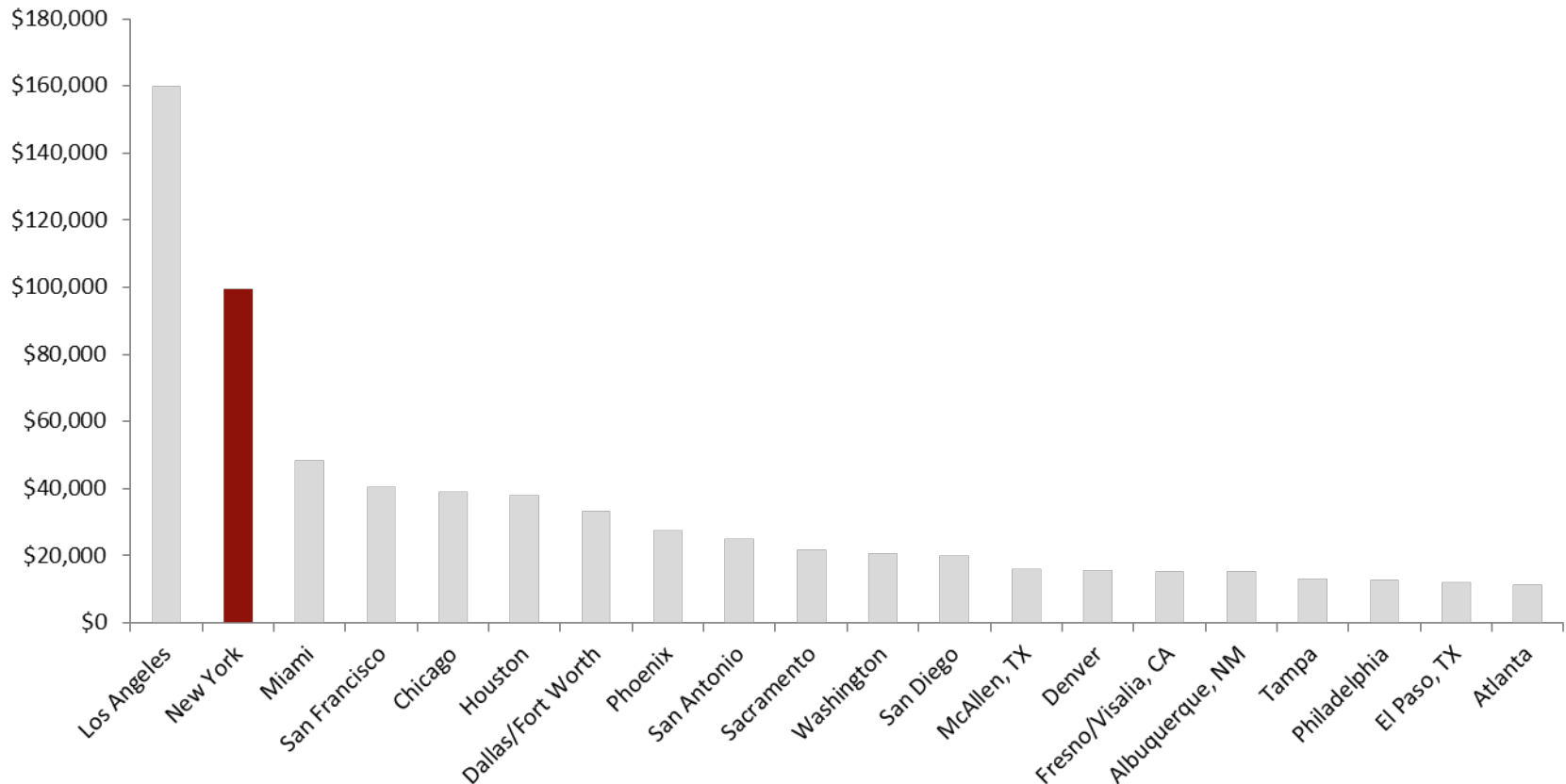
US Population:

	2010	2020	2030	2040	2050
Total Population	310,233,000	341,387,000	373,504,000	405,655,000	439,010,000
White	200,853,000	205,255,000	207,217,000	206,065,000	203,347,000
Black	37,985,000	41,847,000	45,461,000	48,780,000	51,949,000
Asian	14,083,000	18,308,000	22,991,000	28,064,000	33,418,000
 Hispanic	49,726,000	66,365,000	85,931,000	108,223,000	132,792,000
Other	7,586,000	9,612,000	11,904,000	14,523,000	17,504,000

Source: U.S. Census Bureau, National Population Projections

New York Metro ranks 2nd in Hispanic purchasing power - New York Hispanics education levels and business growth will increase purchasing power

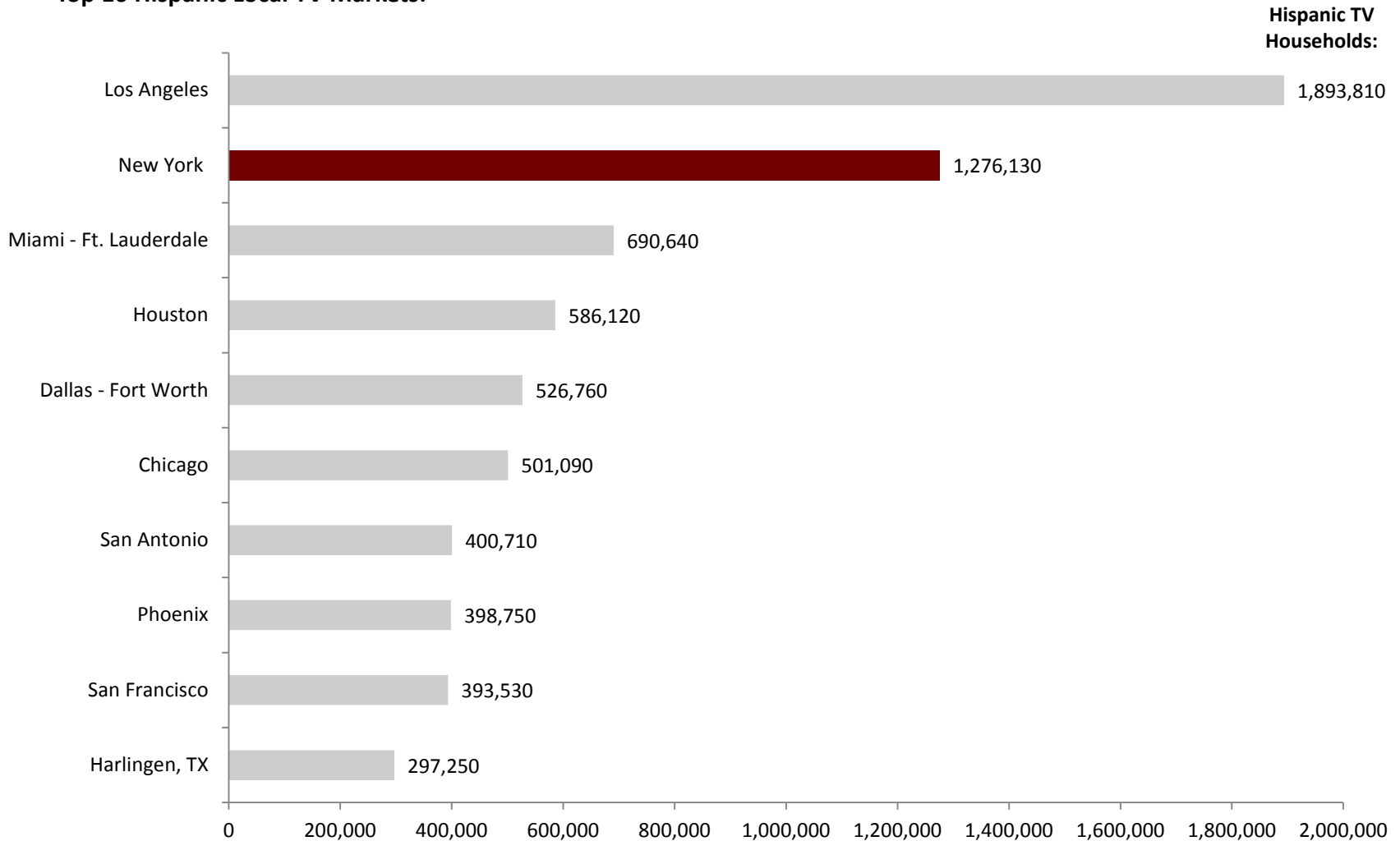
Hispanic Buying Power for Top 20 U.S. Markets, 2010: Buying Power (Millions)



Source: AdvertisingAge Hispanic Fact Pack 2009

New York Metro is second largest Hispanic local TV market

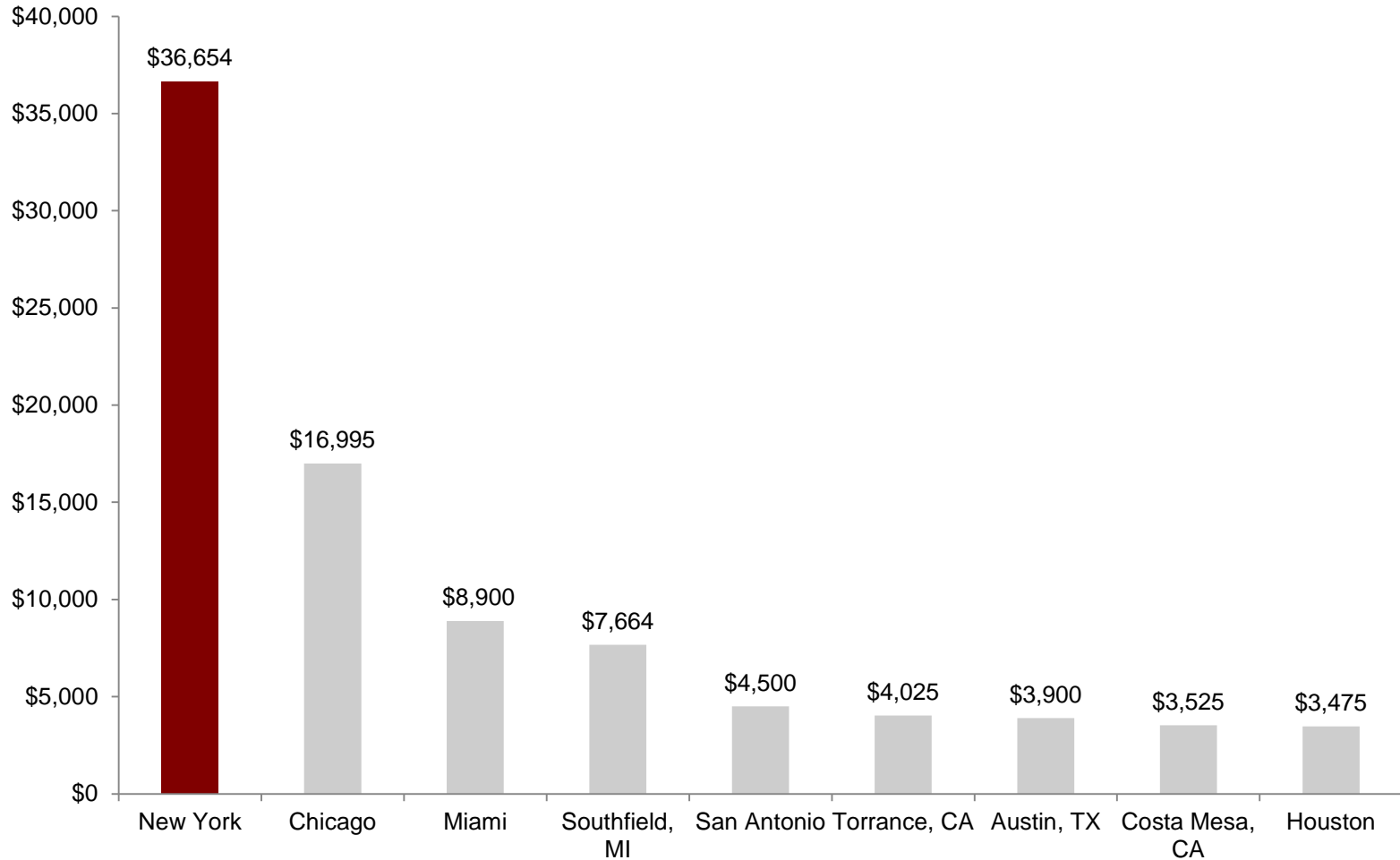
Top 10 Hispanic Local TV Markets:



Source: AdvertisingAge, 2011 Hispanic Fact Pack

New York City is home to many top Hispanic media agencies

Headquarters of Top 15 Hispanic Media Agencies Ranked by Revenues (000s) from Hispanic Media Activities, 2010:



Source: AdvertisingAge, 2011 Hispanic Fact Pack

Top Web properties among Hispanic users

By Number of Unique Visitors, Regardless of Language Preference:

Rank	Property	Unique Visitors (000s)
1	Microsoft sites	28,486
2	Google sites	26,598
3	Yahoo sites	26,463
4	Facebook.com	22,772
5	AOL	13,755

Source: AdvertisingAge, 2011 Hispanic Fact Pack

New York has the 2nd largest Hispanic newspaper

Top 10 Largest Hispanic Newspapers by Measured Advertising Revenue:

Rank	Property	Gross Ad Revenue (000s)
1	El Nuevo Herald (Miami)	\$56,528
2	El Diario La Prensa (New York)	\$25,174
3	Hoy (Chicago)	\$25,118
4	La Opinion (Los Angeles)	\$24,943
5	El Diario (Juarez, Mexico)	\$23,048
6	Washington Hispanic (Washington)	\$8,263
7	El Norte (El Paso, Texas)	\$8,009
8	La Raza (Chicago)	\$7,793
9	El Sentinel (Miami)	\$7,765
10	Al Dia (Dallas)	\$6,742

Source: AdvertisingAge, 2011 Hispanic Fact Pack

New York has the 1st, 3rd, and 4th largest Spanish language radio stations

Top 10 Spanish-Formatted Radio Stations by Fall 2010 Average Number of Listeners per quarter-hour:

Rank	Station (Market)	Listeners	Owner
1	WSKQ-FM (New York)	55,900	Spanish Broadcasting System
2	KLVE-FM (Los Angeles)	43,500	Univision Communications
3	WPAT-FM (New York)	40,200	Spanish Broadcasting System
4	WXNY-FM (New York)	38,200	Univision Communications
5	KSCA-FM (Los Angeles)	36,200	Univision Communications
6	KLAX-FM (Los Angeles)	33,100	Spanish Broadcasting System
7	KBUE-FM (Los Angeles)	30,400	Lieberman Broadcasting
8	KLNO-FM (Dallas-Fort Worth, TX)	28,800	Univision Communications
9	KLYY-FM (Riverside, CA)	27,800	Entravision Communications Corp
10	KRCD-FM (Inglewood, CA)	27,700	Univision Communications

Source: AdvertisingAge, 2011 Hispanic Fact Pack

Largest Hispanic Magazines

Top 10 Largest Hispanic Magazines by Measured Advertising Revenue:

Rank	Magazine (Parent)	Headquarters	2010 Gross Ad Revenue (000s)
1	People en Español (Time Warner)	New York, NY	\$47,444
2	Latina (Latina Media Ventures)	New York, NY	\$27,888
3	Ser Padres (Meredith Corp.)	Des Moines, IA	\$15,061
4	TV y Novelas (Televisa Publishing)	Miami, FL	\$14,190
5	Vanidades (Televisa Publishing)	Miami, FL	\$12,807
6	Siempre Mujer (Meredith Corp.)	Des Moines, IA	\$11,994
7	TV Notas (Maya Publishing Group)	Miami, FL	\$8,236
8	Ser Padres Espera (Meredith Corp.)	Des Moines, IA	\$4,514
9	Hispanic Business (Hispanic Business)	Santa Barbara, CA	\$4,256
10	Cosmopolitan en Español (Televisa Publishing)	Miami, FL	\$3,304

Source: AdvertisingAge, 2011 Hispanic Fact Pack

Largest Hispanic TV Networks

Top 12 Largest Hispanic TV Networks by Viewership:

Rank	Network	Headquarters	HH Rating
1	Univision	New York, NY	15.0
2	Telemundo	Hialeah, FL	6.3
3	Fox	New York, NY	3.3
4	ABC	New York, NY	3.2
5	TeleFutura	Miami, FL	2.4
6	CBS	New York, NY	2.1
7	NBC	New York, NY	1.9
8	CW	Burbank, CA	1.3
9	Azteca America	Glendale, CA	1.1
10	Estrella TV	Burbank, CA	1.0
11	PBS	Arlington, VA	0.5
12	Ion Television	Burbank, CA	0.5

Source: AdvertisingAge, 2011 Hispanic Fact Pack

Largest Social Networking Sites

Among all Hispanics by Reach:

Rank	Property	Unique Visitors (000s)	Percent Reach
1	Facebook	22,772	71.8
2	MySpace	5,582	17.6
3	Windows Live Profile	3,540	11.2
4	Twitter	3,387	10.7
5	LinkedIn	2,964	9.3
6	Yahoo Pulse	2,179	6.9
7	DeviantArt	1,418	4.5
8	MyLife sites	1,369	4.3
9	Tumblr	1,031	3.3
10	Badoo	745	2.3

Source: AdvertisingAge, 2011 Hispanic Fact Pack

Hispanics are more likely to own a smartphone

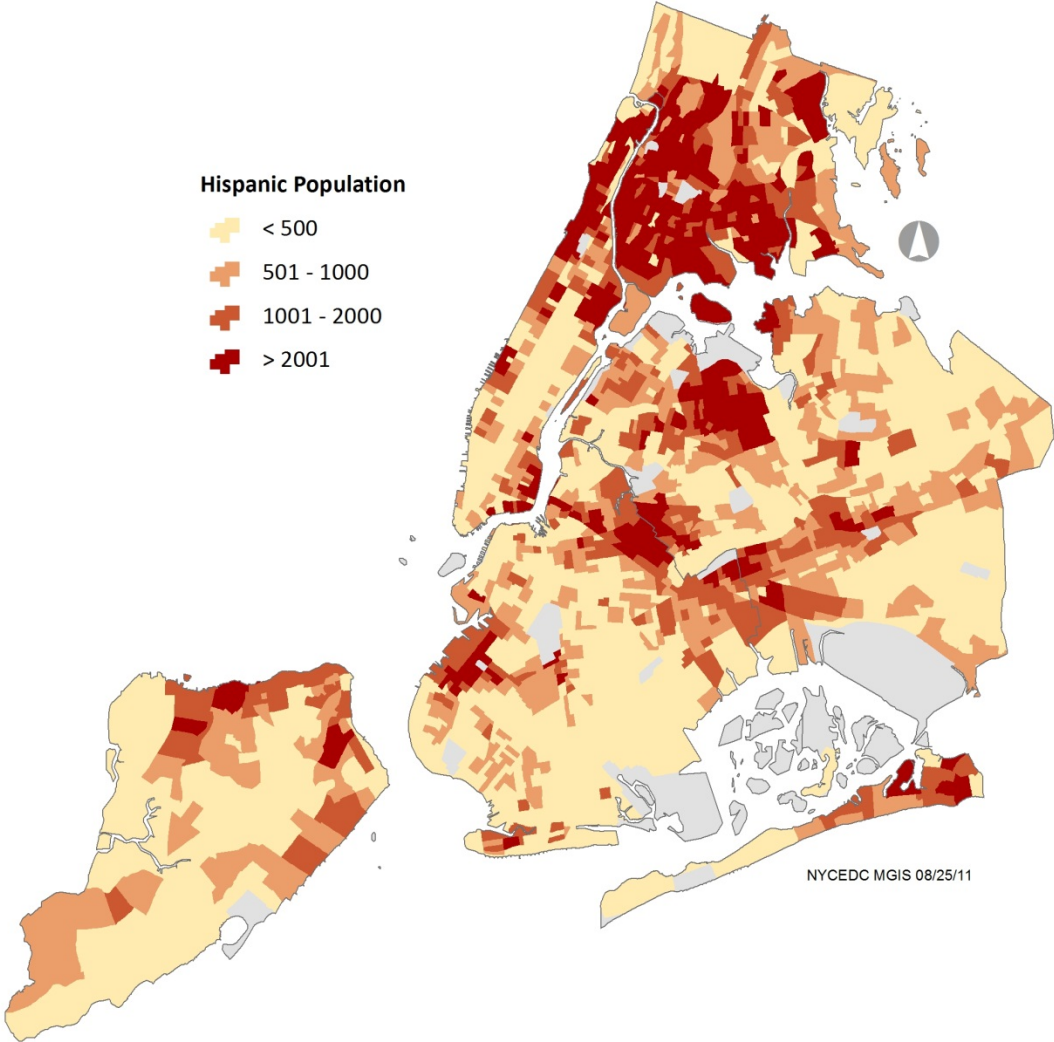
Smartphone Use Among Hispanics, by Three-Month Average Ending May 2011:

	Percent of Mobile Users That Own a Smartphone
Not Spanish, Hispanic, Latino	31.9
All Hispanic	44.7
Mexican, Mexican American, Chicano	45.3
Puerto Rican	43.7
Cuban	49.8
Other Spanish, Hispanic or Latino	42.9
Total Mobile Audience	32.8

Source: AdvertisingAge, 2011 Hispanic Fact Pack

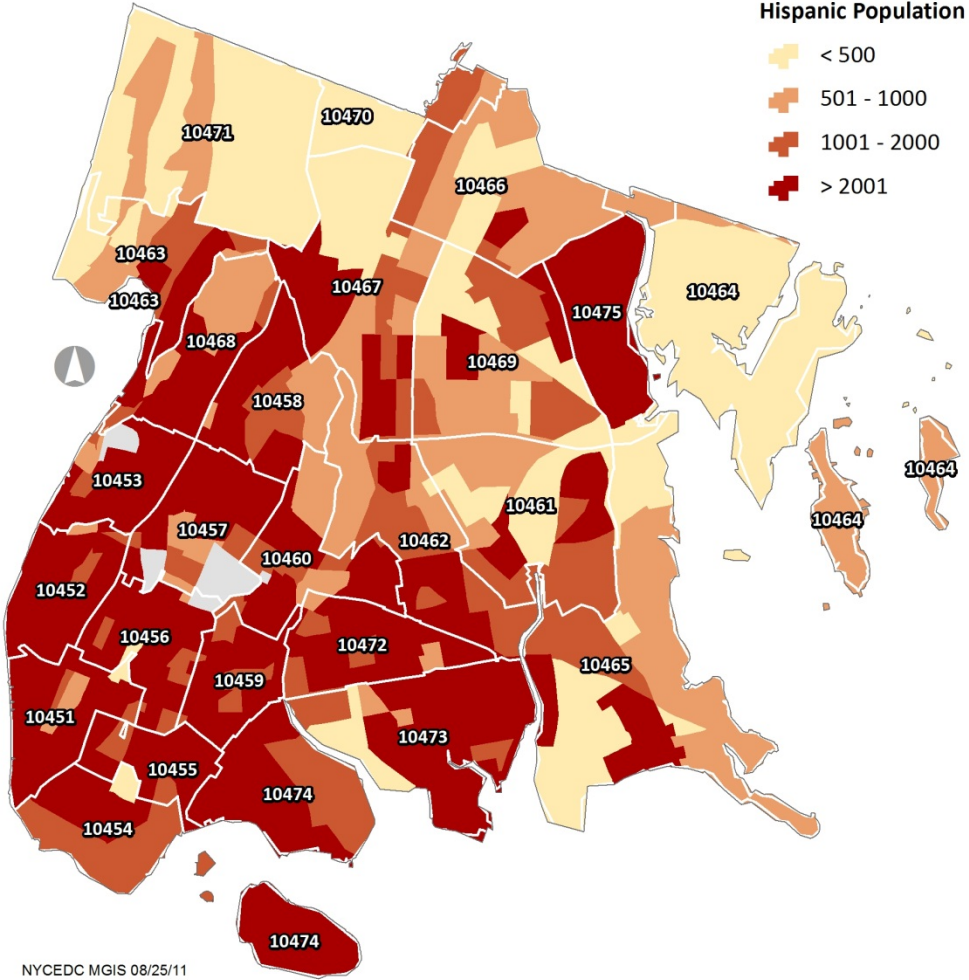
2010 Hispanic population concentration – New York City

Source: U.S. Census Bureau, 2010 Census



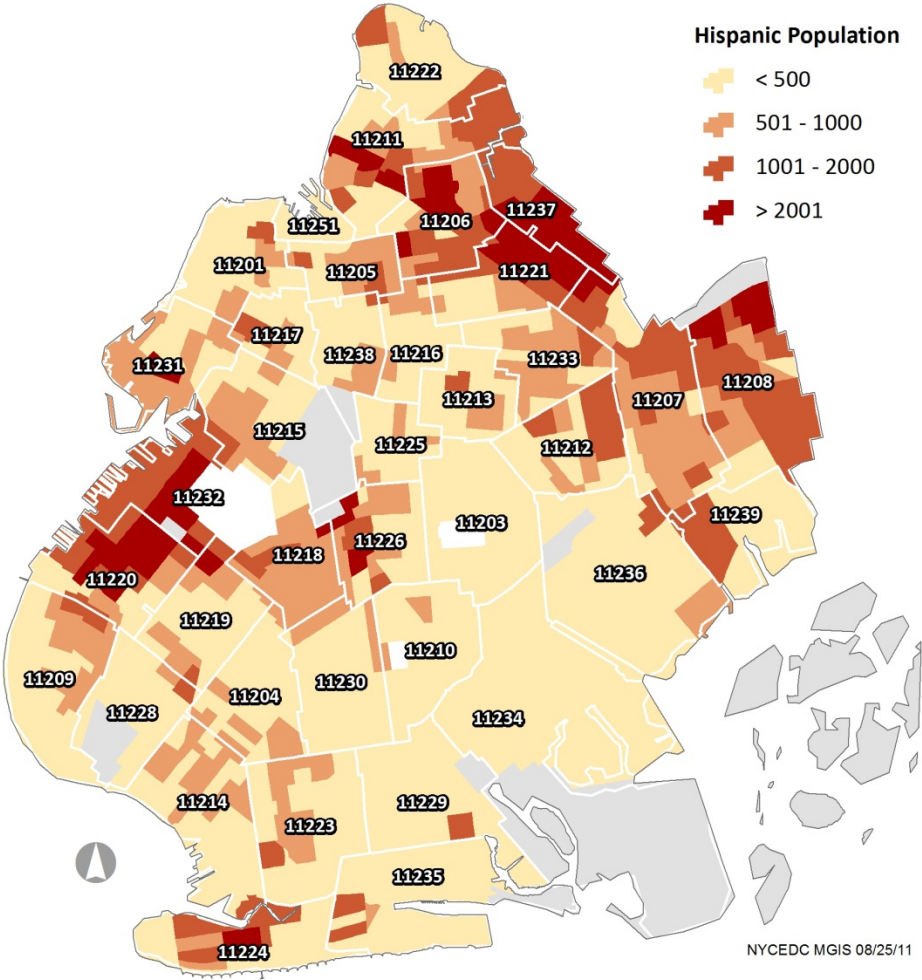
2010 Hispanic population concentration – Bronx

Source: U.S. Census Bureau, 2010 Census



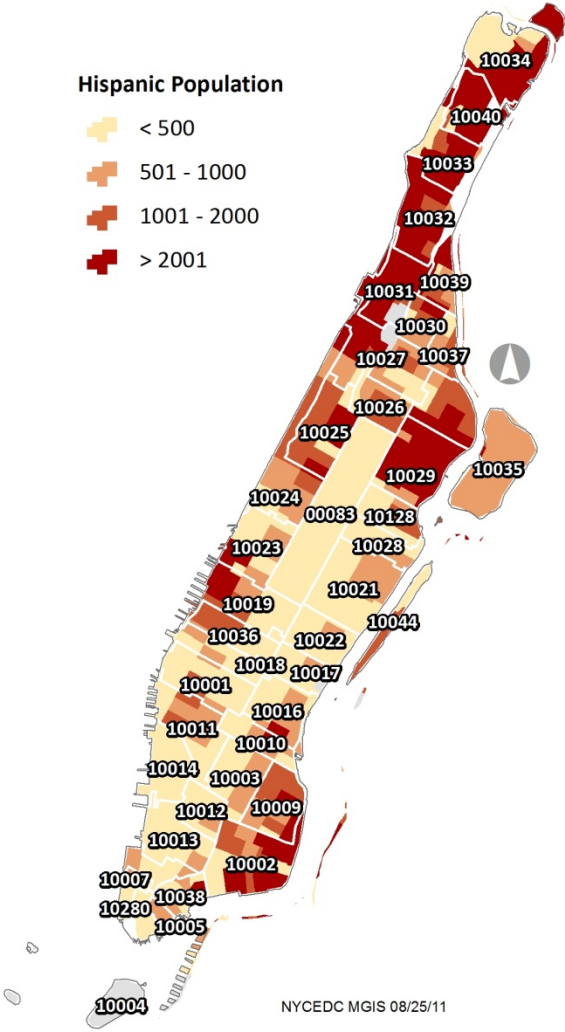
2010 Hispanic population concentration – Brooklyn

Source: U.S. Census Bureau, 2010 Census



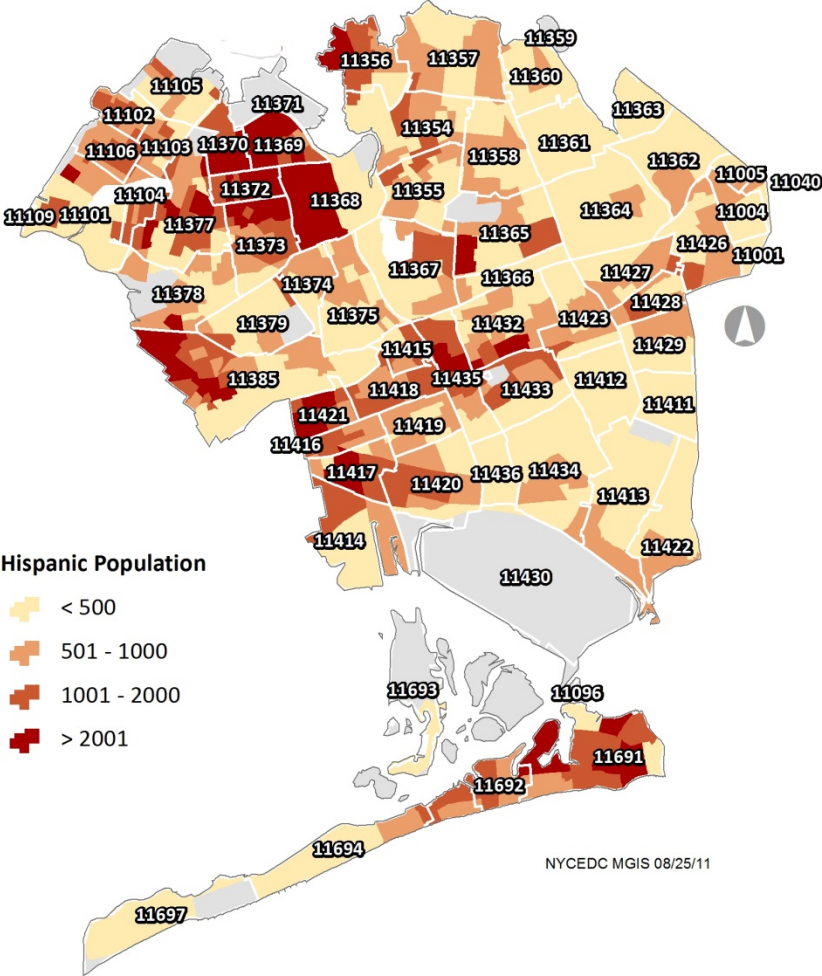
2010 Hispanic population concentration – Manhattan

Source: U.S. Census Bureau, 2010 Census



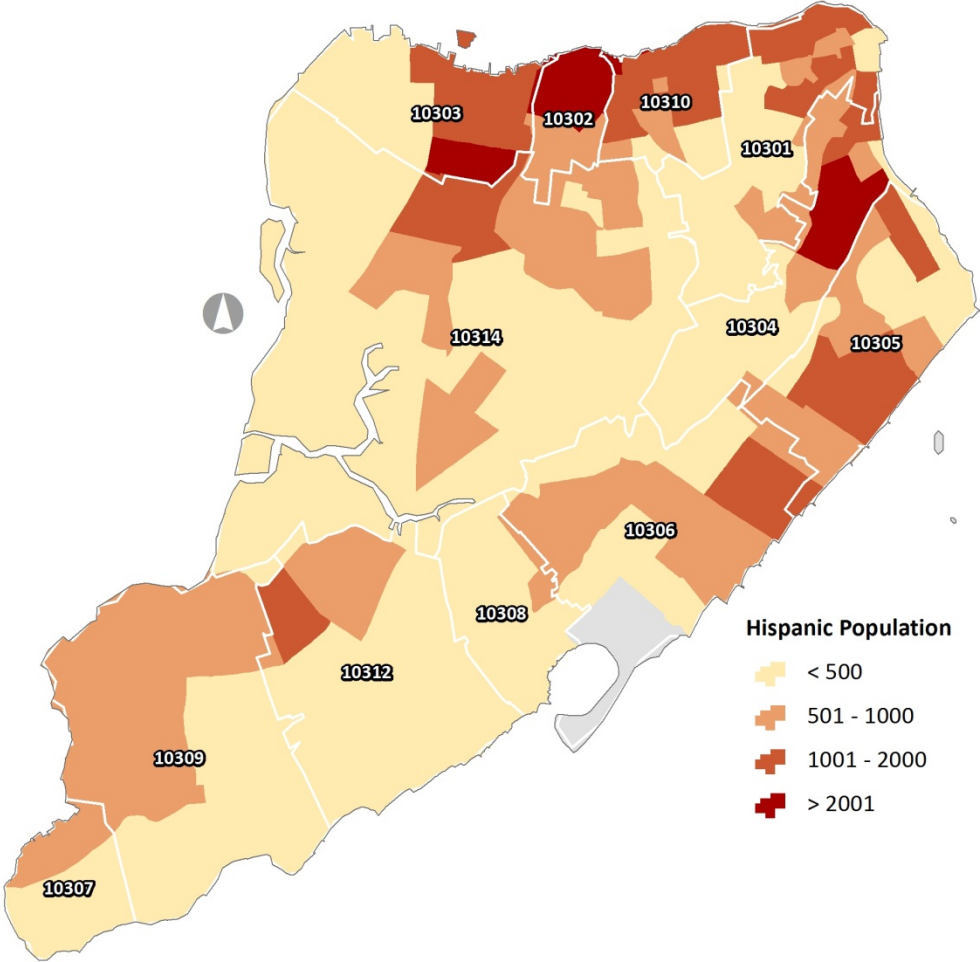
2010 Hispanic population concentration – Queens

Source: U.S. Census Bureau, 2010 Census



2010 Hispanic population concentration – Staten Island

Source: U.S. Census Bureau, 2010 Census



The New York Latin Story: Latin Businesses

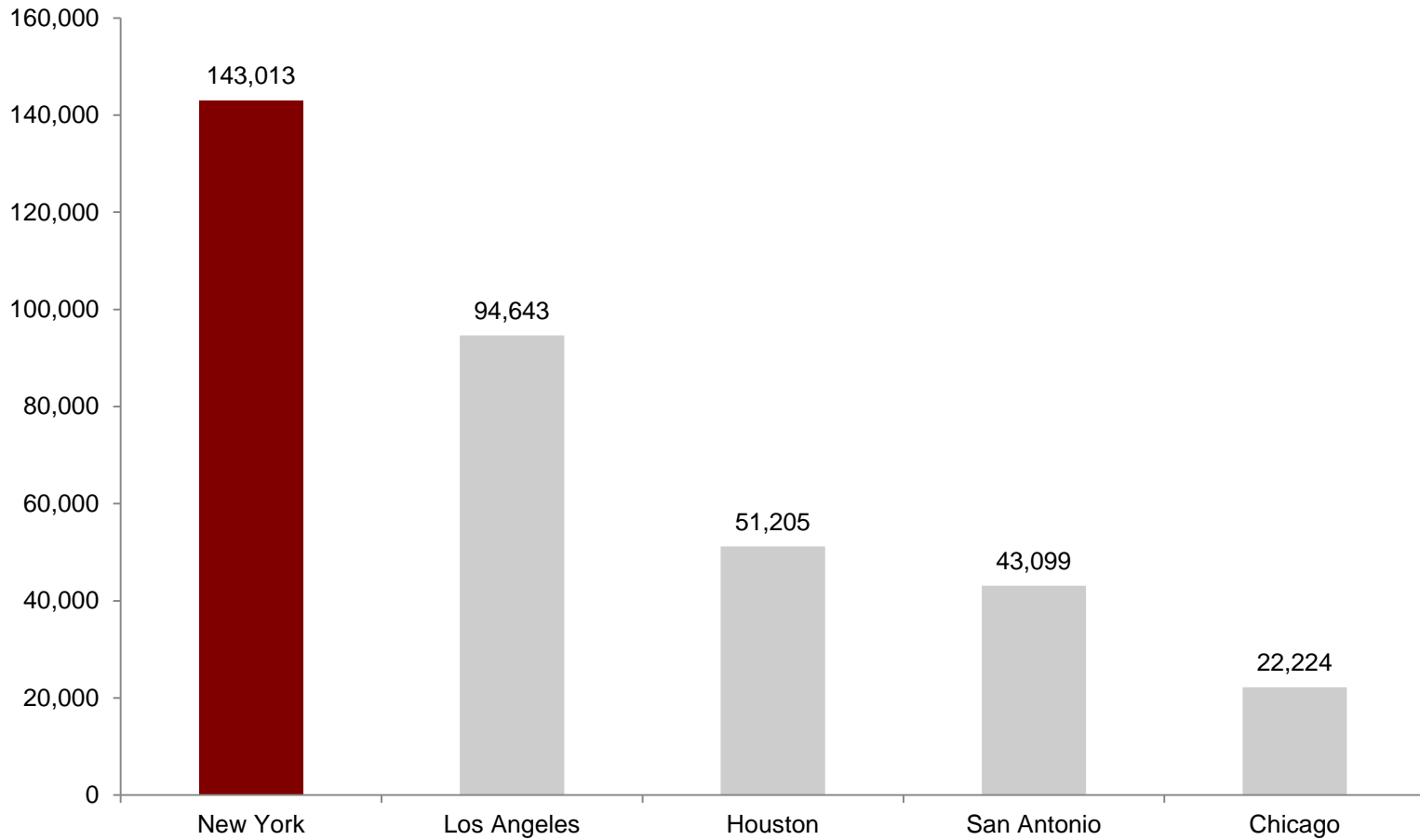
- New York City has the largest number of Hispanic-owned businesses of any U.S. city, with a total of 143,143 in 2007*
- There are 1,060 Latin restaurants in New York City, making up 4.7% of all restaurants in 2010 in NYC**

Source: * Census Survey of Business Owners

Source: ** New York City Department of Health and Mental Hygiene

New York City has more Hispanic-owned businesses

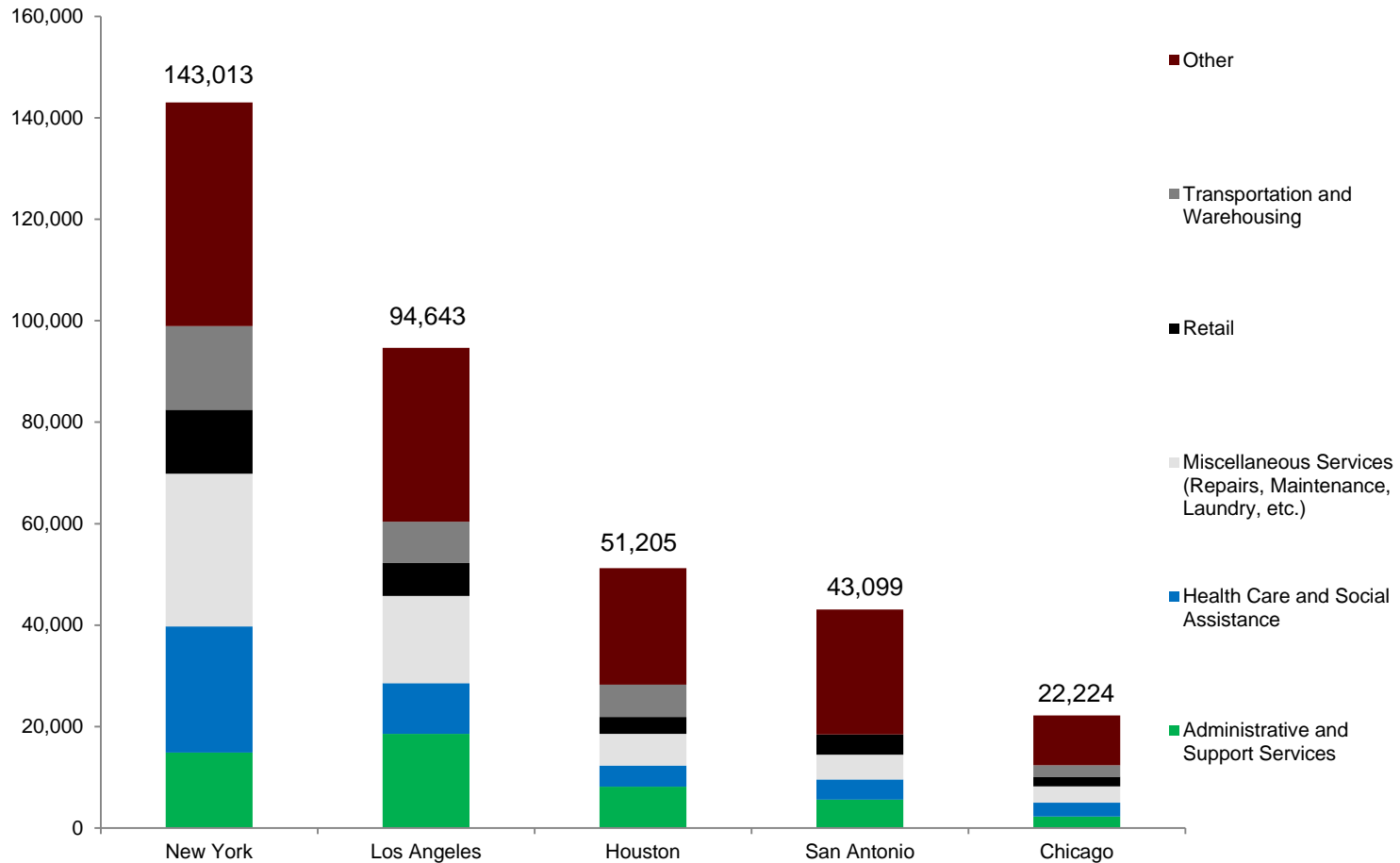
Hispanic-Owned Businesses, 2007:



Source: Census Survey of Business Owners

New York City has more Hispanic-owned businesses

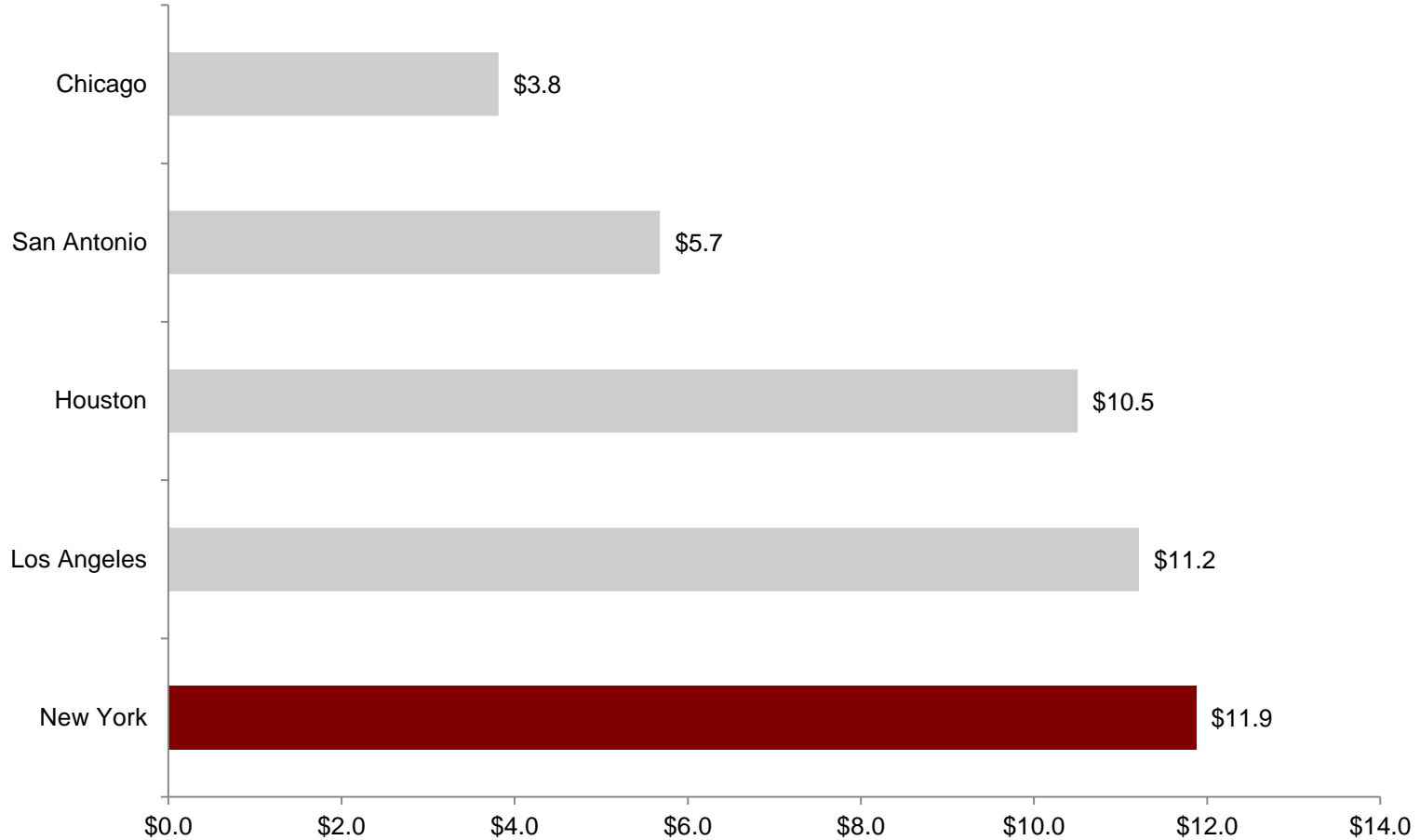
Hispanic-Owned Businesses, 2007:



Source: Census Survey of Business Owners

New York City Hispanic-owned businesses have strong sales

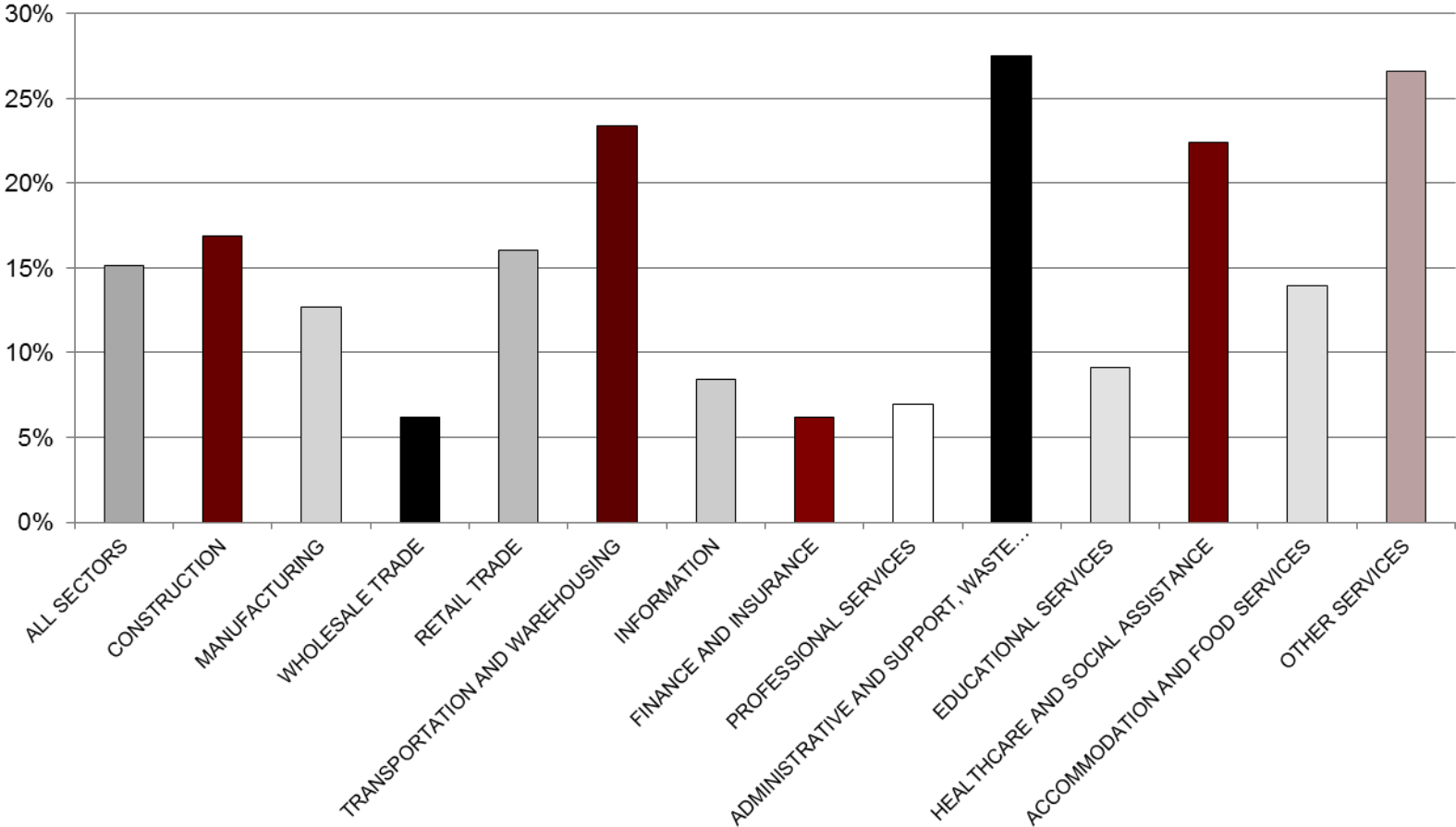
Sales at Hispanic-Owned Businesses (Billions), 2007:



Source: Census Survey of Business Owners

The New York Latin Story: Latin Businesses

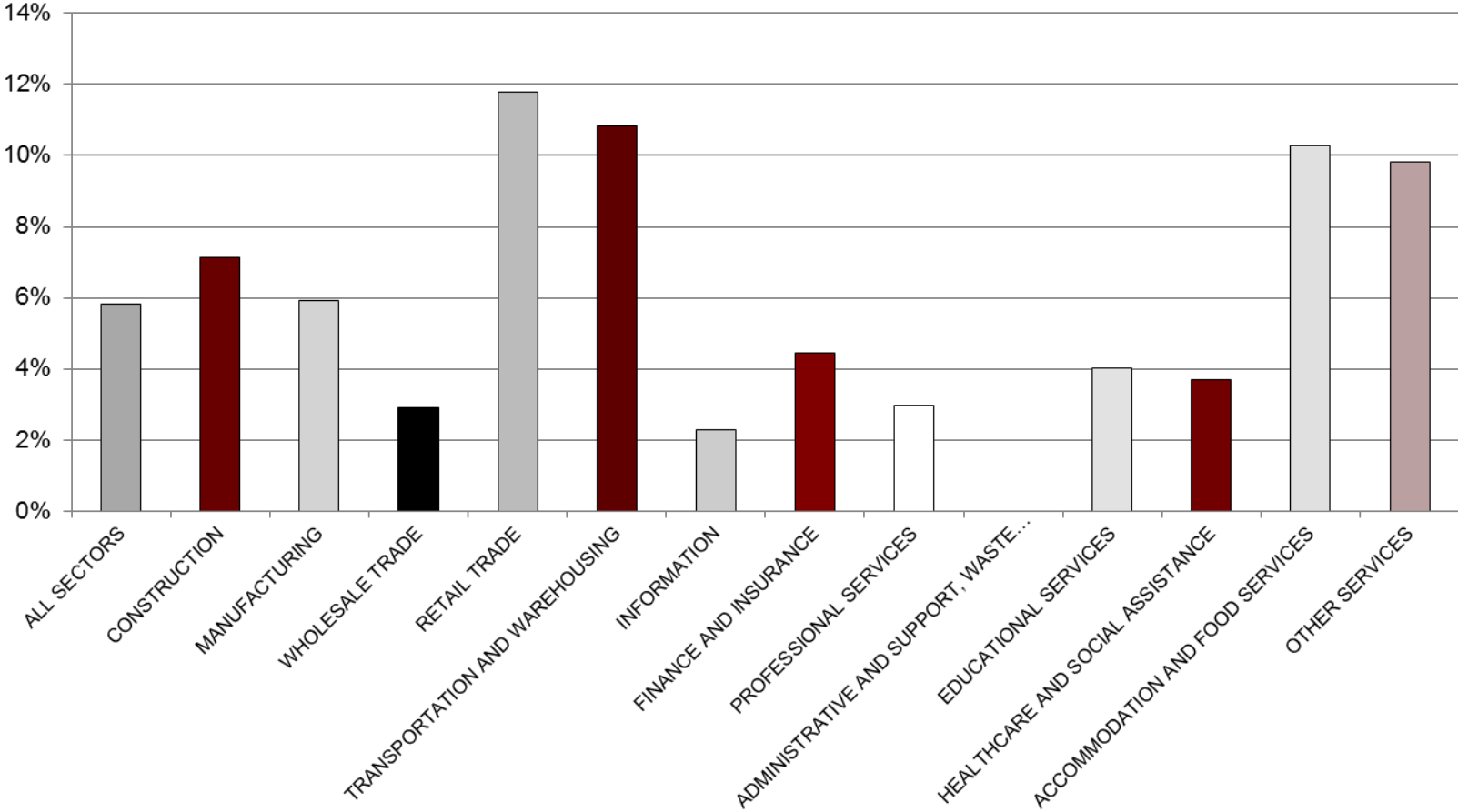
Proportion of Hispanic Firms (All Firms)



Source: NYC Small Business Services

The New York Latin Story: Latin Businesses

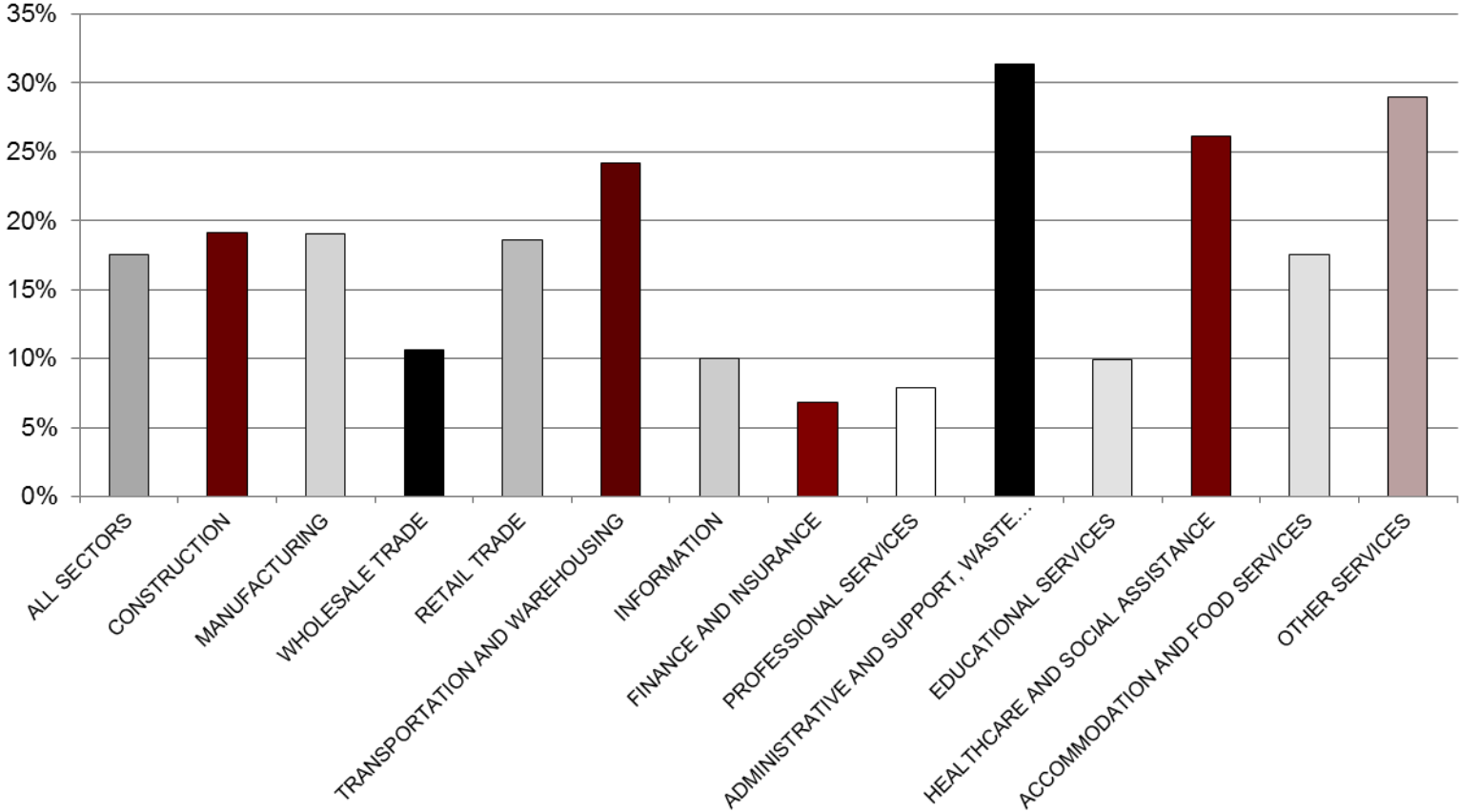
Proportion of Hispanic Firms (Employer Firms)



Source: NYC Small Business Services

The New York Latin Story: Latin Businesses

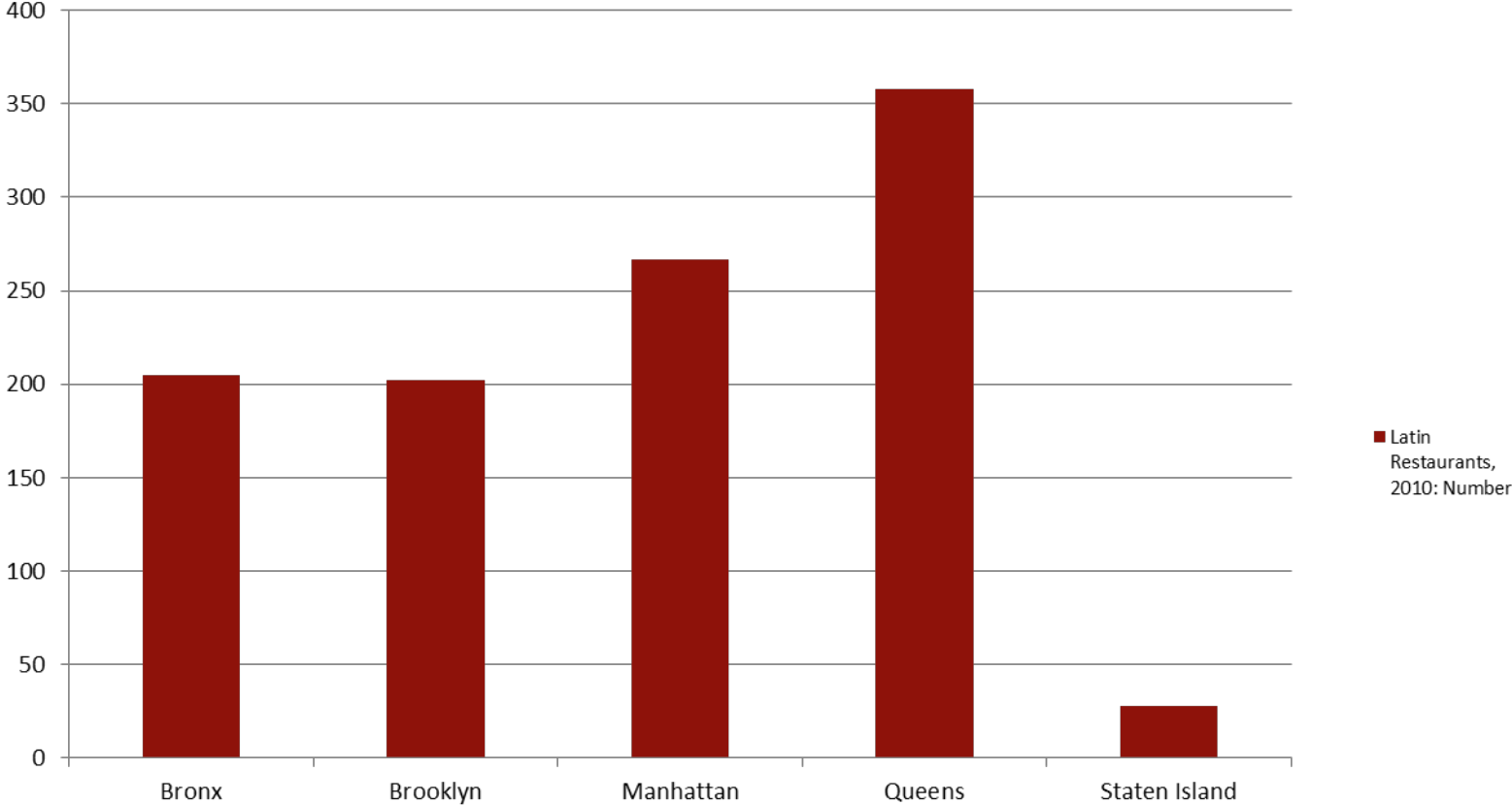
Proportion of Hispanic Firms (Non-Employer Firms)



Source: NYC Small Business Services

The New York Latin Story: Latin Restaurants Make Up 4.7% of All Restaurants in the City

Latin Restaurants, 2010: 1,066



Source: New York City Department of Health and Mental Hygiene

The New York Latin Story: Latin Cultural Institutions

- 11 theaters
- 9 dance groups
- 5 music ensembles
- 4 visual art media organizations
- 2 film organizations
- 11 multidisciplinary arts presenters and service organizations

Source: NYC Department of Cultural Affairs
Funded DCA organizations not inclusive
of all NYC Latin organizations

2010 Latin American visitors to NYC

- 1,865,000 Latin American visitors to NYC; most visitors from Brazil, Mexico, Argentina, Dominican Republic, Venezuela and Colombia
- Visitors came to the U.S. an average of 11.3 times in the past five years
- Expenditures per visit \$1,908, adding approximately a total of \$2.4 billion to the NYC economy in 2010
- Strong bilateral connections: cultural, familial and business

Source: 2010 profile from Tourism Industries (US Dept. of Commerce), Survey of International Air Travelers. The margin of error is +/-3.7%

New York Welcomes the



In recognition of the growth of the Hispanic/Latino population – from advancement in education to labor force composition to household characteristics and to accumulation of wealth - in New York City, Mayor Bloomberg established the Latin Media and Entertainment Commission (LMEC) in October 2003.

The New York City Latin Media and Entertainment Commission

Recognizing the growth and achievements of Latinos at all levels, Mayor Michael R. Bloomberg established the Latin Media and Entertainment Commission In October 2003 to make sure that all the contributions of Latin New Yorkers are acknowledged and recognized and to make New York City the number one destination in the world for Latin culture, media and entertainment.

With 23 annual events that the LMEC supports, the economic impact has grown to more than \$90 million. And with the creation of the Latin Media and Entertainment Week (LMEW) during Hispanic Heritage Month, the City celebrates proudly with Latin New Yorkers their heritage, contributions and standing in New York and the world. The LMEW is also a destination where people can mingle, network and enjoy great cultural events. And finally it's where new ventures will forge as business leaders join our conferences and other major business events.

Join us as we continue to develop and create new business strategies and plans and to attract events and create new ones that will give you an experience unlike any other in the world. This is our City, and we want you to make it yours too whether you do business here, live here or simply visit.

Welcome to the capital of it all!

**Data collection and analysis: Economic Research and Analysis Department – NYCEDC
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“New York City Latin Media and Entertainment Commission.”**



New York City Latin Media and Entertainment Commission



- **The Mission**

Establish New York City as the global capital of Latin media and entertainment

- **The Goals**

1. Develop a strategic plan to retain, recruit, and expand Latin media and entertainment productions, businesses, and jobs in New York City

2. Develop a strategic plan for New York City to attract and host high-profile Latin entertainment productions and events and to support and create New York based events

Commission Membership

- The Commission is made up of leaders from the Latin and mainstream media industry, community leaders from the nonprofit and cultural sectors, and leading executives from the financial, advertising, publishing, new media, and real estate sectors.
- The heads of seven City agencies, under the direction of the Deputy Mayor for Economic Development, serve on the commission as *ex officio* members

Commissioners

HONORARY CHAIRS



Courtesy of Wireimage

Jennifer Lopez

Actor, Singer, Producer,
and Entrepreneur



Courtesy of John Filo

Robert De Niro

Actor, Director,
and Entrepreneur

CHAIR



Mario L. Baeza

Founder and Chairman
Vme Media, Inc.
Chairman and CEO,
The Baeza Group, LLC

MAYOR'S ADVISOR AND LIAISON



Willie Colón

Recording Artist
and Producer

EXECUTIVE DIRECTOR



Carlos Manzano

Commissioners



Courtesy of WireImage

Antonio Banderas
Actor



Tony Bechara
Chairman
El Museo del Barrio



Jed Bernstein
President
Above the Title
Entertainment, LLC



Tonio Burgos
President
Tonio Burgos & Associates



Anna Carbonell
Former Vice President Press
& Public Affairs, NBC



Patrick Dolan
Executive Vice President & COO
Interactive Advertising Bureau



Richard Edelman
President
Edelman Communications Worldwide



Daisy Expósito-Ulla
Chief Executive Officer
d expósito & partners



Randy Falco
CEO
Univision Communications, Inc.



Robert Federico
Executive Director
Repertorio Español

Commissioners



Peter Fuster

Assistant Executive Director
AFTRA



Lino García

General Manager
ESPN Deportes



Marta García

Founder, Co-Chair
National Hispanic Media Coalition



Jacqueline Hernández

Chief Operating Officer
Telemundo 47



Laban J. McCormack Hurtado

President
McCormack Enterprise
International



Emanuel Nuñez

Senior Agent
Creative Artists Agency



Peter O. Price

President
Premiere Previews



Jorge E. Reynardus

Chief Revenue Officer
MGSCOMM



Rossana Rosado

Publisher
El Diario/La Prensa



Carlos Sánchez

President and
General Manager
WNJU Telemundo 47

Commissioners



Cristina Schwarz
Partner
CSLR, Ltd.



Paula M. Shugart
President
Miss Universe Organization



Jimmy Smits
Actor

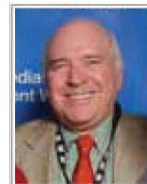
Courtesy of G. Gorman



Anne Sutherland Fuchs
Chair
NYC Commission
on Women's Issues



Das Elius Vélez
Attorney at Law



Joseph Wiscovitch
President
Wiscovitch & Associates

LMEC Accomplishments

- 2004 Fiesta Cup (Argentina v. Peru)
- 2004 Latin Filmmaker Program and Talent Show
- 2004 Tribeca Film Festival Selection of Latin American Films
- 2004 Latin Alternative Music Conference
- 2004 New York International Latino Film Festival
- 2005 Nueva Estrella Awards

LMEC Accomplishments

Attracted and hosted high-profile Latin entertainment telecast shows, productions, and events to the City

- 2005 Writers' Guild of America's – Latin Writers' Workshop
- 2005 Latino Voices on Stage
- NY Hispanic Entertainment Awards
- 2006 Latin Grammy Awards
- 2007 TeatroStageFest

New York City - LMEC

Initiatives – Latin GRAMMY® Awards

- On November 2, 2006, New York City hosted the 7th Annual Latin GRAMMY® Awards from Madison Square Garden, the first time the event was held in New York City. The event was broadcast on Univision in the U.S.
- The television broadcast reached over 11.3 million U.S. viewers, and was the #1 program in its time period in several major markets among key demos including Adults 18-34, 18-49, and Teens 12-17, regardless of language (Source: Reuters).
- "As a venue for world-class events, there is only one New York, and we are thrilled that The Latin Recording Academy and Univision have selected New York City to help propel the Latin GRAMMY® Awards to the next level."

Michael R. Bloomberg
Mayor, New York City

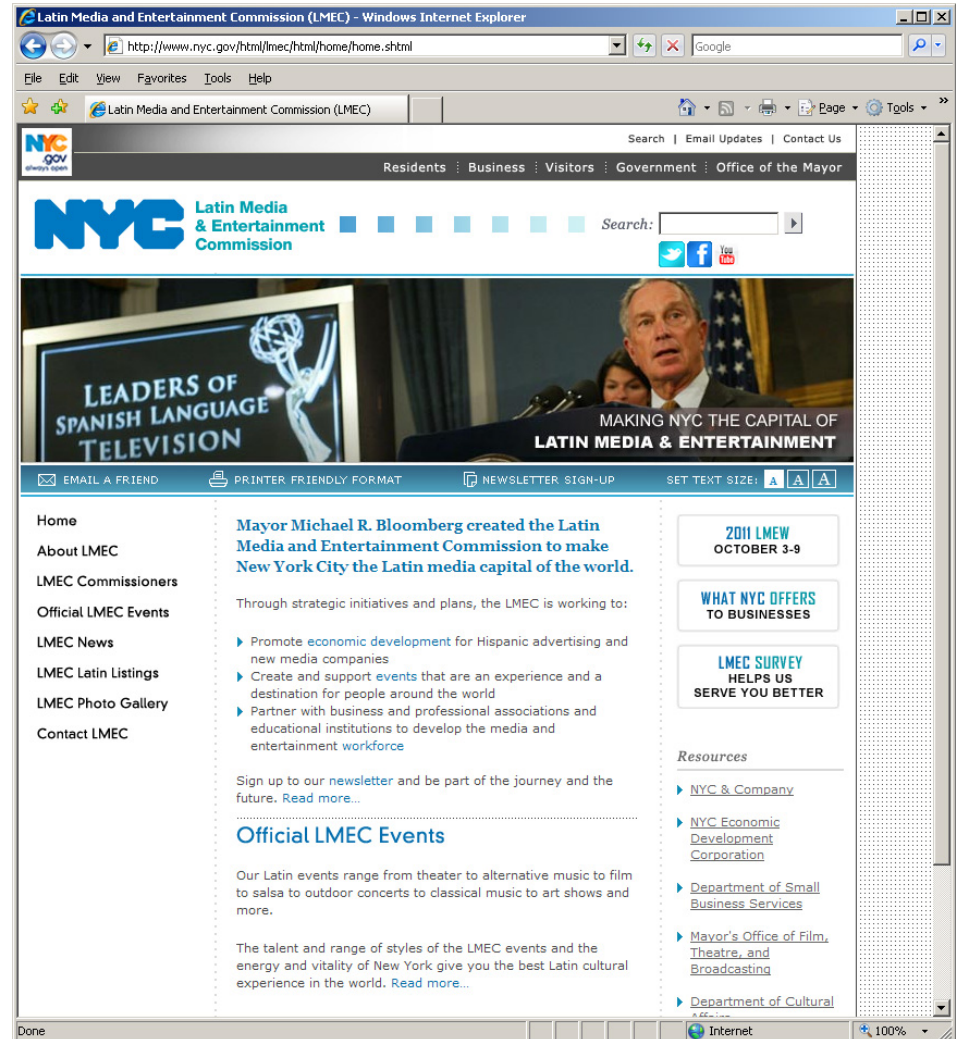
- "New York constitutes a worldwide mecca of arts and at the same time represents the center of musical movements such as Salsa, Mambo, Tango, Mariachi, Merengue and Latin Jazz. New York is also the place many of the big stars have called home: Tito Puente...Celia Cruz, Willie Colon, Ruben Blades, Johnny Pacheco, India, Eddie Palmieri...and Marc Anthony...In fact, by going to New York City we are going home because one out of every four City residents is a Latino."

Gabriel Abaroa
President, The Latin Recording Academy

LMEC Accomplishments 2007-2011

LMEC Web Site

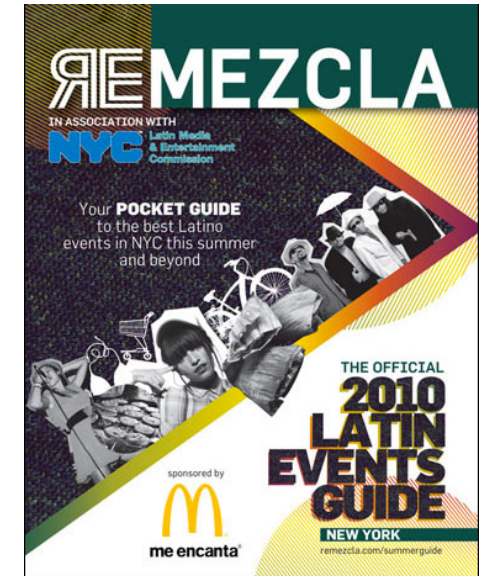
- Major Resource
 - Business information
 - Business survey
 - Annual Latin events
 - Latin listings
 - E-Newsletter
 - Announcements



LMEC Accomplishments 2007-2011

Latin Media Guide 2008-2010

- 150,000 copies
- Approximate economic impact \$500,000



23 LMEC-Endorsed Events 2007-2011



Havana Film Festival New York

CELEBRATING LATIN AMERICAN CINEMA



loisaida. Inc.



23 LMEC-Endorsed Events 2007-2011

TeatroStageFest™
Great Theater For ALL Audiences. Latino Style.

L A M C
Latin Alternative Music Conference

junta hispana

HBO PRESENTS
NEW YORK INTERNATIONAL
Latino
FILM FESTIVAL™

23 LMEC-Endorsed Events 2007-2011



Latinbeat



Celebrate
MEXICO
NOW

23 LMEC-Endorsed Events 2007-2011



23 LMEC-Endorsed Events 2007-2011

The CEOs Summit

{ Shaping the Future of Latin Media,
Entertainment, Technology & Advertising }

CONVERGENCE | 2011

Time Warner

LATINVISION

iab.

NYC

Latin Media &
Entertainment
Commission

Latin Media &
Entertainment Week

23 LMEC-Endorsed Events 2007-2011



pinta

THE MODERN &
CONTEMPORARY
LATIN AMERICAN
ARTFAIR

SPANISH
CINEMA
NOW

LMEC Economic Impact

- 23 LMEC-endorsed events with a combined economic impact of approximately \$90 million dollars
- Over 300,000 participants
- Selection of New York City as the main hub for business, entertainment, conferences and culture
- Major investments by Latin stars such as John Leguizamo, Oscar de la Hoya

The LMEC Welcomes You!

- Visit us, get connected
- Do business, find new opportunities
- Establish a presence, enjoy great culture
- And be a player in the Capital of It All

LMEC Contact

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For more information, visit
www.nyc.gov
and search for **LMEC**



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www.nyc.gov
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New York City Latin Media and Entertainment Commission