

Legislation Text

File #: 150622, **Version:** 0

Recognizing and honoring the outstanding hard work and dedication of Jesse Bermudez to Philadelphia's Latin Music Scene and declaring July 8, 2015 as "Jesse Bermudez Day".

The Council of the City of Philadelphia is pleased and proud to recognize and honor Jesse Bermudez, who for the past forty years has been at the center of Philadelphia's Latin music scene.

WHEREAS, Jesse Bermudez began his career as a performer with the doo-wop, Vessolaire, before becoming a legendary Latin music DJ. In the mid-1970s, Jesse turned his attention exclusively towards Philadelphia's Latin music market as a performer and, eventually, as a promoter, producing the area's most memorable salsa concert, "Salsa con Salsa", featuring legendary artists, Celia Cruz, Willie Colon and Hector Lavoe, at the Philadelphia Civic Center; and

WHEREAS, In 1982 Mr. Bermudez founded Philadelphia Philadelphia's Asociacion de Musicos Latinos Americanos (A.M.L.A), which led to the creation of A.M.L.A School of Performing Arts, later renamed, Artistas y Musicos Latinos Americanos.

WHEREAS, Under Mr. Bermudez leadership, A.M.L.A. became the "gold standard" for Latin music education throughout the United States, producing a cadre of professional musicians and recording artists including Edgar Joel, Anthony Colon, Ray Viera, Carlos Sanchez, Luisito Figoroa, Elvis Bonilla, Pablo Batista and Foto Rodriguez. His influence resulted in a number of disadvantaged Latin youth finding a life-long path of positivity through the discipline and sense of community derived from effective music education; and

WHEREAS, While constantly striving to improve working conditions for area musicians, Mr. Bermudez produced the recording "Authentico", a compilation of recordings by A.M.L.A. artists in 2002. In 2008, he was the Executive Producer on Papo Vazquez and the Mighty Pirates' Grammy-nominated recording, "Marooned/Aislado" (Picaro Records); and

WHEREAS, Through the years, Mr. Bermudez has been a near-constant presence on the local radio scene, having been the host of MEGA's (1310 AM) popular radio program "Sonido Diferente", prior to launching his own Internet radio channel, rayjess.com. In addition, he has served as host and producer of The Painted Bride's "Salsa Caliente" series, named Philly's Best Dance Party by Philadelphia Magazine (2013); and

WHEREAS, Mr. Bermudez has received numerous awards and citations including, Champion of the Children (2007), WPVI TV-6 Community Award, Latin Beat Magazine Siempre Salsa Award, Puerto Rican Alliance Award and Barrio Salsa Award (2006). On October 4, 2014, Mr. Bermudez was presented the Hispanic Choice Awards' Lifetime Achievement Award before a capacity crowd at Philadelphia's Miriam Theater; now, therefore, be it

RESOLVED, THAT THE COUNCIL OF THE CITY OF PHILADELPHIA, Hereby recognizes the outstanding hard work and dedication of Jesse Bermudez to Philadelphia's Latin Music scene and declares July 8, 2015 as

“Jesse Bermudez Day”.

FURTHER RESOLVED, That an Engrossed copy of this resolution be sent to the Jesse Bermudez, as evidence of the sincere respect and admiration of this legislative body.