Legislation Text

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Recognizing, honoring, and declaring July 6th- 12th, 2015 as “Siempre Salsa Philly Week”.

The Council of the City of Philadelphia is pleased and proud to recognize, honor, and declare July 6th-12th, 2015 as “Siempre Salsa Philly Week”.

WHEREAS, Siempre Salsa Philly has been established by Jesse Bermudez the Founder and Executive Director of A.M.L.A., Carlos Sanchez from Orquesta Del Barrio, and Robert Bernberg, owner of Latin Beat Magazine/LatinBeatMagazine.com, as an initiative designed to preserve and foster the growth of authentic salsa music throughout the City of Philadelphia; and

WHEREAS, For decades, Philly salsa artists have provided the soundtrack for daily life in the barrio, while also garnering respect on a national and international industry basis and serving as “cultural ambassadors” by providing the entertainment for galas and promotional events sponsored by community-based social service organizations; and

WHEREAS, Artists, Musicians and Educators from the City of Philadelphia have made major contributions to the emergence and growth of the salsa music genre. In recent years, as the salsa movement has gone global, with hotbeds of salsa appearing in virtually every major cosmopolitan city in the world, non-Latino’s in our region have come to appreciate the universal appeal of the music; and

WHEREAS, Siempre Salsa Philly will be presenting a series of entertaining and educational events throughout the week of July 6th-12th intended to make salsa music more accessible to people of all cultures; and

WHEREAS, On Monday, July 6th at a reception at City Hall “Siempre Salsa Philly Week” will commence the week with remarks from Jesse Burmudez, Rob Bernberg, and Carlos Santos accompanied by live music followed by a press conference celebrating the events to be held that week; and

WHEREAS, “Siempre Salsa Philly Week” on Tuesday, July 7th, will present “The Jewish Side of Salsa” and will discuss and provide dance lessons which will be led by, Latin music legend, Jesse Bermudez, Rob Bernberg, and Kim Allen at the Gershman Y in collaboration with the Gershman Y’s “Jewish Treasures of the Caribbean” Series; and

WHEREAS, On Wednesday, July 8th, the festivities will continue with the “Siempre Salsa Philly Dance Party” presented by The Painted Bride Art Center, as part of its Salsa Caliente Series, with dance lessons at 7 P.M. followed immediately followed by live music; and

WHEREAS, On Thursday, July 9th at 9 PM, “Siempre Salsa Philly Week” will take over the Parx Casino with its Latin Night at Parx Casino with DJ George Dennis, is association with Salsa Prime Entertainment and 3-time Grammy Award Winner, Willy Torred, formerly the lead singer in the world renowned Spanish Harlem Orchestra; and

WHERAS, On Friday, July 10th, 2015 Salsa Prime Entertainment, in association with Rumbero Entertainment will present “Salsa-Sonido Del Barrio” featuring Toque de Clase and Special Guests at Isla Verde Nightclub dedicated to Jesse Bermudez and his A.M.L.A. Legacy; and

WHEREAS, On July 11th and July 12th “Siempre Salsa Philly Week” will finish the celebration at at an all day event at Penn’s Landing, in support of Concilio’s Hispanic Festival; and

WHEREAS, Siempre Salsa Philly seeks to utilize the now-established universal appeal of salsa music and dance to introduce non-Latinos to the cultural and artistic values of the community from which the music emanates; and

WHEREAS, Siempre Salsa Philly intends to emphasize and celebrate the salsa music’s unique capacity as a proven “social force” capable of bridging cultures, while also providing physical and mental benefits; now, therefore, be it

RESOLVED, THAT THE COUNCIL OF THE CITY OF PHILADELPHIA, Hereby recognizes, honors, and declares July 6th-12th, 2015 as “Siempre Salsa Philly Week”.

FURTHER RESOLVED, That an engrossed copy of this resolution be sent to Siempre Salsa Philly, as evidence of the sincere respect and admiration of this legislative body.

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