



Office of the Chicago City  
Clerk



R2011-958

Office of the City Clerk

City Council Document Tracking Sheet

<b>Meeting Date:</b>	7/28/2011
<b>Sponsor(s):</b>	Cardenas, George A. (12)
<b>Type:</b>	Resolution
<b>Title:</b>	Congratulations extended to Ivan Fernandez
<b>Committee(s) Assignment:</b>	

## Resolution

WHEREAS, Ivan Fernandez is celebrating thirty years in the Latin Music Industry; and,

WHEREAS, Alderman George A. Cardenas has learned of this major accomplishment; and,

WHEREAS, Ivan was born and raised in Havana, Cuba, where he graduated from High School with honors, upon graduation he came to the United States, attended Aurora College and received a Masters in Accounting; and,

WHEREAS, in 1983, Ivan purchased his first nightclub the Alamo Ballroom and began promoting local bands and other nightclubs, focusing on the Latin market; and,

WHEREAS, Ivan formed an alliance with Henry Cardenas in 1986, creating Cardenas, Fernandez and Associates; and,

WHEREAS, over the course of 15 years, Cardenas, Fernandez and Associates was the number one U.S. Hispanic Entertainment Company, producing many concerts, festivals and sporting events throughout the United States; and,

WHEREAS, in 1999, fifty percent of the business was sold to Clear Channel Entertainment making the company even more extensive in many markets resulting in greater success; and,

WHEREAS, Ivan and Henry in 2001, decided to sell the remaining shares of the company to Televisa, Incorporated; and,

WHEREAS, not one to rest on his laurels, Ivan formed Firm Entertainment in 2003, which is now Viva Entertainment, which focuses on Latin entertainment for second and third generation Latinos, and led his company into becoming an industry powerhouse; and,

WHEREAS, Ivan acquired a share of the New V5 group, forming a synergistic partnership producing over 1,000 events a year. The New V5 repertoire includes major concerts at arenas, stadiums and nightclubs throughout Chicago and Viva Entertainment owns and operates some of the most successful nightclubs in the Chicagoland area including Aragon Entertainment Center. Viva has promoted and produced concerts with the biggest names in Latin American music; and,

WHEREAS, recognizing a need for more structure and efficiency amongst promoters across the country, Ivan helped found Promotores Unidos in 1998 where he now serves as President; and,

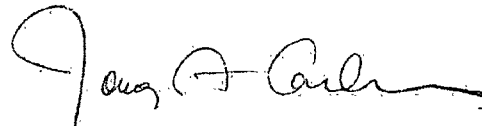
WHEREAS, with multi-media conglomerates growing at an unanticipated rate, Promotores Unidos plays a vital role in helping maintain a level-playing field and an

environment of healthy competition. By sharing resources and information, Promotores Unidos has allowed for the promotion promoter organizations to compete against radio and television giants in the hopes of preserving consumer choice; and,

WHEREAS, aside from being a successful entrepreneur and family-man, Ivan is an active member in his community. Ivan has been honored with the Business Man of the Year Award by the Illinois Hispanic Chamber of Commerce, and Grain's Business Week named him one of 2006's Hispanic Leaders You Should Know; now therefore,

BE IT RESOLVED, that we, the Mayor and Members of the Chicago City Council assembled this 28<sup>th</sup> day of July 2011, do hereby congratulate the Ivan Fernandez, for over thirty years of growth, enrichment and fellowship to the Latin Music Industry; and,

BE IT FURTHER RESOLVED, that a suitable copy of this resolution be presented to Ivan Fernandez.

A handwritten signature in black ink, appearing to read "George A. Cardenas", written over a horizontal line.

George A. Cardenas  
Alderman, 12<sup>th</sup> Ward