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**MAYOR DE BLASIO APPOINTS JULIE MENIN COMMISSIONER OF MAYOR'S OFFICE OF  
MEDIA AND ENTERTAINMENT**

*Menin's track record of success as Commissioner of Department of Consumer Affairs, leadership on key initiatives, economic development experience offers ideal skill set to industry crucial to NYC economy*

*Agency expanding focus to support broader media and entertainment landscape: advertising, digital content distribution, music, and theater*

**NEW YORK**— Mayor Bill de Blasio today appointed Julie Menin as Commissioner of the Mayor's Office of Media and Entertainment. Menin takes on this role as the agency expands its work to encompass the full scope of the industry, including advertising, digital distribution channels, and music. The Mayor's appointment of an experienced and effective Commissioner and the agency's broader focus reflects the media industry's growing importance as a key component of New York City's economy, which creates tens thousands of good-paying jobs, utilizes a skilled and diverse workforce, brings economic development to neighborhoods across all five boroughs and promotes New York's distinct culture to people across the world.

"Julie has shown time and again that she is a highly effective leader who has the skills and passion to get the job done for New Yorkers," said **Mayor Bill de Blasio**. "As DCA Commissioner, Julie saved everyday New Yorkers thousands of dollars, reduced fines on small businesses and spearheaded campaigns to uplift NYC's residents in all five boroughs. I have the utmost confidence she will bring that same spark and commitment to MOME as it grows its reach in the media and entertainment community."

"Julie's had a strong track record of success as Consumer Affairs Commissioner, and I am confident that Julie will deepen the City's ties with this critically important industry by being a creative and collaborative partner, creating new jobs and opportunities for New Yorkers," said **Deputy Mayor Alicia Glen**.

"I am honored to take on this new role within the de Blasio Administration. We have an unprecedented opportunity to drive economic growth with this new and expanded portfolio – from film to music, TV to advertising – and as Commissioner of the Mayor's Office of Media and Entertainment, I look forward to supporting the 130,000 New Yorkers who are employed through this industry and to strengthening the City's engagement with the media and entertainment sector, which generates almost \$9 billion of economic activity in the city each year," said **Julie Menin**.

Since 2014, Menin has served as Commissioner of the Department of Consumer Affairs, where she was instrumental in launching and subsequently leading many of Mayor de Blasio's signature projects, including the Paid Sick Leave Law, the Small Business Relief Package to reduce fines on businesses, and the implementation of the Living Wage Executive Order.

Charged with a set of key goals, Menin achieved a remarkable turnaround of the agency by reducing fines on businesses by one third, yet increasing consumer restitution during her tenure by 70 percent. In addition, she launched the City's first expanded Earned Income Tax initiative, investing \$3 million for a new advertising and outreach program that resulted in an extraordinary 50 percent increase in New Yorkers using the City's free tax

centers and returning \$260 million in funds to low Income New Yorkers, as well as launching innovative legal investigations against not-for profit colleges, debt collectors, and other industries preying on New Yorkers.

With Commissioner Menin's appointment, the agency will amplify its efforts to support and strengthen the city's media and entertainment economy. In addition to film and television, Commissioner Menin will lead the Administration's outreach to digital content and distribution companies, the advertising industry, and will broaden the office's engagement with the Broadway and off-Broadway theater communities. Commissioner Menin will work to leverage private and public sector real estate assets to drive continued growth across all sectors of the media and entertainment economy. NYC Media will also report to Commissioner Menin.

New York City's filmed entertainment industry now contributes \$8.7 billion to the local economy, an increase of more than 1.5 billion, or 21 percent, since 2011. Full-time equivalent jobs in the city's industry have grown 10 percent, from 94,000 to 104,000 over the last four years, according to an independent study conducted by the Boston Consulting Group (BCG) that details the growth and economic impact of New York City's media and entertainment industries. According to BCG's report, New York City is one of only three cities in the world with a filming community large enough to enable a production to be made without needing any roles to be brought in from other locations, including cast, crew members, and the creative team.

"Julie Menin is an outstanding choice to lead the Mayor's Office of Media and Entertainment," said **Leslie Moonves, President and CEO of CBS Corporation**. "She appreciates our industry's needs and communities' priorities and will be a strong partner with the entire industry to produce more projects and create more jobs in New York."

"I have had the great pleasure of working with Julie Menin for over fourteen years on Tribeca, during her time as a dedicated public servant and leading catalyst in redeveloping Lower Manhattan. Julie has consistently demonstrated a strong understanding of the entertainment industry and citywide community needs, while also focusing on economic development priorities. Julie is creative and solution driven and I am confident that under her leadership our industry will continue to innovate, grow and flourish," said **Jane Rosenthal, Co-founder of the Tribeca Film Festival; Producer and Tribeca Enterprises co-chair**.

"I applaud the selection of Commissioner Menin to head the Mayor's Office of Media & Entertainment. With her reputation for innovation and collaboration, Commissioner Menin will be a strong partner, and we at the MPAA look forward to working closely with her to strengthen film and television production in New York," said **Motion Picture Association of America Chairman and CEO Senator Chris Dodd**.

**Gina Argento, CEO of Broadway Stages**, said, "I would like to congratulate Julie Menin on her appointment as Commissioner of the Mayor's Office of Media and Entertainment. Film and television production in New York is now a \$8.6 billion industry, an increase of \$1.5 billion, or 21 percent since 2011. Commissioner Menin brings valuable experience that will only further enhance this growth. I look forward to working with her and her team to continue to advance film and television in NYC."

"The film and production industry in New York continues to grow and provide good jobs for New Yorkers and revenue for the city and state. Julie Menin has been a tireless advocate for New York City consumers as Commissioner of Consumer Affairs. I have known Julie for many years and I am confident that she will do the same for the film and television industry," said **Stuart Match Suna, President of Silvercup Studios**. "Julie is smart, energetic and a doer who gets things done."

"Julie Menin is a force of nature. She knows how to get things done, which will be great because this business is growing like topsy. With Julie at the helm, film and television will flourish that much faster and have an even greater economic impact on New York City," said **Douglas C. Steiner, Chairman of Steiner Studios**.

"NBCUniversal looks forward to working with the new commissioner on the many television and film productions we bring to New York that help develop a sustainable production industry, create jobs, support

small businesses and encourage tourism,” said **Kimberley Harris, Executive Vice President and General Counsel of NBCUniversal.**

**George Miranda, President of Teamsters Joint Council 16,** said, "Julie Menin has been a responsive and innovative commissioner at the Department of Consumer Affairs. She is a great fit for this new position and we look forward to working with her to support New York's film and television industry and the thousands of middle-class jobs it provides."

### **About Julie Menin**

An accomplished lawyer and civic leader, Julie Menin began her career at the law firm Wiley, Rein & Fielding in Washington D.C. In 1995, she moved to New York where she became a corporate attorney at a Fortune 500 company. Menin opened her own business, Vine, a restaurant and catering company in lower Manhattan which employed 75 people. After September 11, Menin founded and ran the non-profit Wall Street Rising to promote business growth and economic development in lower Manhattan. Menin assisted hundreds of local businesses and organizations identify and apply for government assistance programs, which enabled more than 600 small businesses to stay in lower Manhattan. In 2002, she worked with Jane Rosenthal and Robert De Niro when they launched the first Tribeca Film Festival, and through Wall Street Rising, initiated large scale cultural and economic development projects Art Downtown and Music Downtown, which brought thousands of people to Lower Manhattan and greatly supported the small businesses in the area.

In 2005, Menin was elected to serve as Chairperson for Community Board 1, a position she held for seven years and where she is widely recognized as helping to lead Lower Manhattan's rebuilding and revitalization, shepherding through major land use project impacting the future of Lower Manhattan. In 2010, she secured \$150 million of public funding to construct the World Trade Center Performing Arts Center. In 2009, she created, hosted and co-produced NBC's Give & Take, an interview show focused on politics, current events, media and health. In 2013, she ran for Manhattan Borough President.

Commissioner Menin has served on the boards of the Lower Manhattan Development Corporation, the NYC Redistricting Commission, the Municipal Art Society, Governor's Island, the National September 11 Memorial & Museum, and the World Trade Center Performing Arts Center, among others. She currently serves on the boards of Public Service at Harvard College, NYC & Company and the Cities for Financial Empowerment Coalition.

She has been the recipient of various awards, including the National Association of Women Business Owners Community Service Award, the Women's City Club of New York "City Spirit Award," the New York League of Conservation Voters public service award, City and State's "40 Under 40" award, the Women's Campaign Fund's "Rising Star" award, the New York State Senate's Women of Distinction award, and Citizen Union's Civic Leadership award. Menin earned her B.A. Magna Cum Laude at Columbia University and her J.D. at Northwestern University School of Law. She resides in Manhattan with her husband and three children.

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