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Univision a perfect fit

The Miami Herald Editorial
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Univision Networks President Cesar Conde calls it a "what if?" moment.

What if Hispanics, the fastest growing group of Americans, were served 24 hours a day by a cable network that offered news and entertainment? And what if it did it in English, connecting to a whole new generation of Latinos who have deep roots in their culture even as they have "mainstreamed," but also attracting non-Hispanics to tune in?

And with that, Univision and Disney-ABC Television Group, paired up to create a new network. This week they announced they are bypassing Latino hubs, like Los Angeles and Houston, for greater Miami to build it. Wise choice. This region is a natural fit for a new generation of bilingual, bicultural Americans.

On Wednesday, Gov. Rick Scott was in Miami at the annual Beacon Council luncheon to praise the deal that involved state and county incentives, with Beacon, Miami-Dade County's private/public economic development partnership, helping land Univision's 350 new, good-paying jobs. The incentives are worth millions, but they aren't a giveaway. They come with crucial requirements that the new network will only get the tax breaks over five years by keeping its promise to invest in the long term in this region.

This is one more example of why Beacon's work matters. Beacon's One Community One Goal initiative is targeting seven key industries to grow: aviation, creative design, hospitality and tourism, information technology, international banking, life sciences and healthcare, trade and logistics. This past year, Beacon helped dozens of companies move or expand here, adding almost 2,000 jobs and attracting more than $111 million in new investment from companies based in Italy, Spain and the United Kingdom, among others.

Univision/ABC is investing $275 million for the new network. State and county taxpayers' investment should pay off handsomely.