

*The CITY PLANNING BOARD
of MIAMI, FLORIDA*

I N T R O D U C T I O N

1. History of the Project

A substantial segment of the Negro population and other minority racial groups of the United States has achieved an economic status higher than that of any comparable group in the world. Hundreds of thousands have found a social and cultural acceptance with other Americans at a level comparable to their new economic status in many areas. This acceptance is substantial in the Arts, Sciences and Humanities. It is almost complete in the fields of entertainment and sports.

These facts have been obscured by the more sensational activities of extremists of all factions of inter-racial problems. However, the sponsors of "The Colonnades" are hotel men of broad experience in serving the traveling public. They recognize the fact that many inter-racial groups and conventions represent economic and cultural tastes at present largely unsatisfied with facilities open to their patronage.

The advantages of combining recreation and vacation opportunities in a convention center are obvious and desirable. Meeting places and convention facilities available to these groups in many cities are satisfactory. However, they offer little appeal to the majority of convention delegates who want the social and economic advantages of combining recreation and vacation opportunities with their convention travel and time.

With these factors as a guide, the sponsors laid down the conditions which should be met in satisfying the ideal requisites of such a convention and recreation center.

1. Location:

- a. Available to a transportation center offering frequent and dependable service to metropolitan centers of the United States.
- b. Adjacent to a metropolitan city offering services and facilities not available to any remote location.

- c. In an area with an existing reputation as a popular vacation resort.
- d. Available to international travel via air, surface and water transportation.

2. Site:

- a. Sufficiently large to create the needed recreational and housing facilities.
- b. Available public utilities.
- c. Sufficiently isolated to permit the creation of unique identity.
- d. With development costs approximating \$4,000,000.00 in initial development, with available area for future expansion.

3. Facilities:

- a. Housing to be luxurious without ostentation, with services on a comparable level.
- b. Every possible recreational facility within economic practicability.

A study of existing convention and resort centers available to all patronage did not reveal any offering all these advantages nor adaptability to necessary improvements.

A study of possible locations identified Miami as the location meeting all requisites.

At once, the sponsors began a search for available sites. In May, 1960, a summary of these inquiries was discussed in a Miami meeting.

2. Private Lands Refused.

After a review of possible sites, only three fit the requirements. Two were privately owned. An explanation of the project produced a flat rejection of any negotiations. In view of the residential nature of adjacent properties, it is

doubtful that any extended negotiations could have been fruitful. The third location is the Virginia Key site in question, owned by the City of Miami.

The location offered every physical advantage required of an ideal site excepting that existing submerged areas and mangrove swamp would add materially to development costs.

The adjacent beach is a developed Negro beach and the isolation of the location permits the development of an independent identity.

Local advisors stated that acquisition through purchase was an impossibility. However, there was some precedent for the private development of public lands under lease arrangements which would serve the public needs.

Two precedents exist in the Haulover Beach Pier and the Miami Seaquarium. Both are private developments on public lands. Both have been successful and satisfactory devices to serve the public and contribute to publicly owned assets.

In the opinion of local advisors, the City of Miami would not have funds available for utilization of the property within the foreseeable future, had no plans for its use, and that private development of the property might be arranged if contract arrangements insured that the general public interest is served and its welfare benefited.

The sponsors directed that plans be drawn for the proposed development and that investigation of community needs be made to determine the nature of facilities to be offered. Terms and conditions of lease arrangements were to be determined based on area conditions governing similar private lands.

This report is the result of the studies and planning directed by the sponsors.

3. Public Needs Defined.

Beginning in June, 1960, careful inquiry into Miami conditions developed the following information:

1. Unlimited acceptance of inter-racial groups in hotels, clubs and their facilities in the City of Miami will not occur in the foreseeable future, according to local Negro and White observers.

2. Numerous local Negro and inter-racial groups have difficulty in finding satisfactory facilities for social or business meetings.
3. Any national or regional meeting or convention with Negro delegates numbering more than 5% of the total can not be offered satisfactory accommodations within the City.
4. Any inter-racial group of size can be offered no acceptable accommodations for a Miami convention.
5. Any all-Negro Miami meeting of national significance is considered impossible by their representatives.
6. Reception of dignitaries of foreign governments sometimes present very real problems to those responsible for their proper welcome.
7. A number of sports events considered here were abandoned because of the problems of proper housing and entertainment.
8. Developments of national and international trade by Miami-based operations are hampered by lack of a common meeting place of first status.
9. Many thousands representing minority racial groups choose foreign resorts rather than accept accommodations available to them in Miami, or the Gold Coast.
10. Numerous business, industrial and commercial conferences and meetings of considerable significance to international trade are now considered impracticable in the Miami area.
11. As a cross-roads of international air travel, Miami lacks the cosmopolitan facilities essential to the full realization of the potentials that such travel does offer.
12. Functions of the Organization of American States and the Chamber of Commerce of the Americas could be better served with the creation of a cosmopolitan center such as "The Colonnades".

4. Potential Income to Miami.

The economic factors of the project are detailed in the body of this report. A summary of those studies reveals the following potential contributions to the economy of the City and Greater Miami.

The terms of the proposed lease plus deed of gift of improvements will yield an estimated minimum of \$7,000,000.00 to the City of Miami.

Additionally, the Center's purchase of goods and services would contribute over \$1,000,000.00 annually to the economy of the area.

Most important, new tourism, not now coming to the city (or state) could contribute more than \$8,000,000.00 annually to the economy of Greater Miami.

To summarize, the initial thirty-year lease term could contribute an estimated minimum of more than \$240,000,000.00 in trade for the business community of Greater Miami.

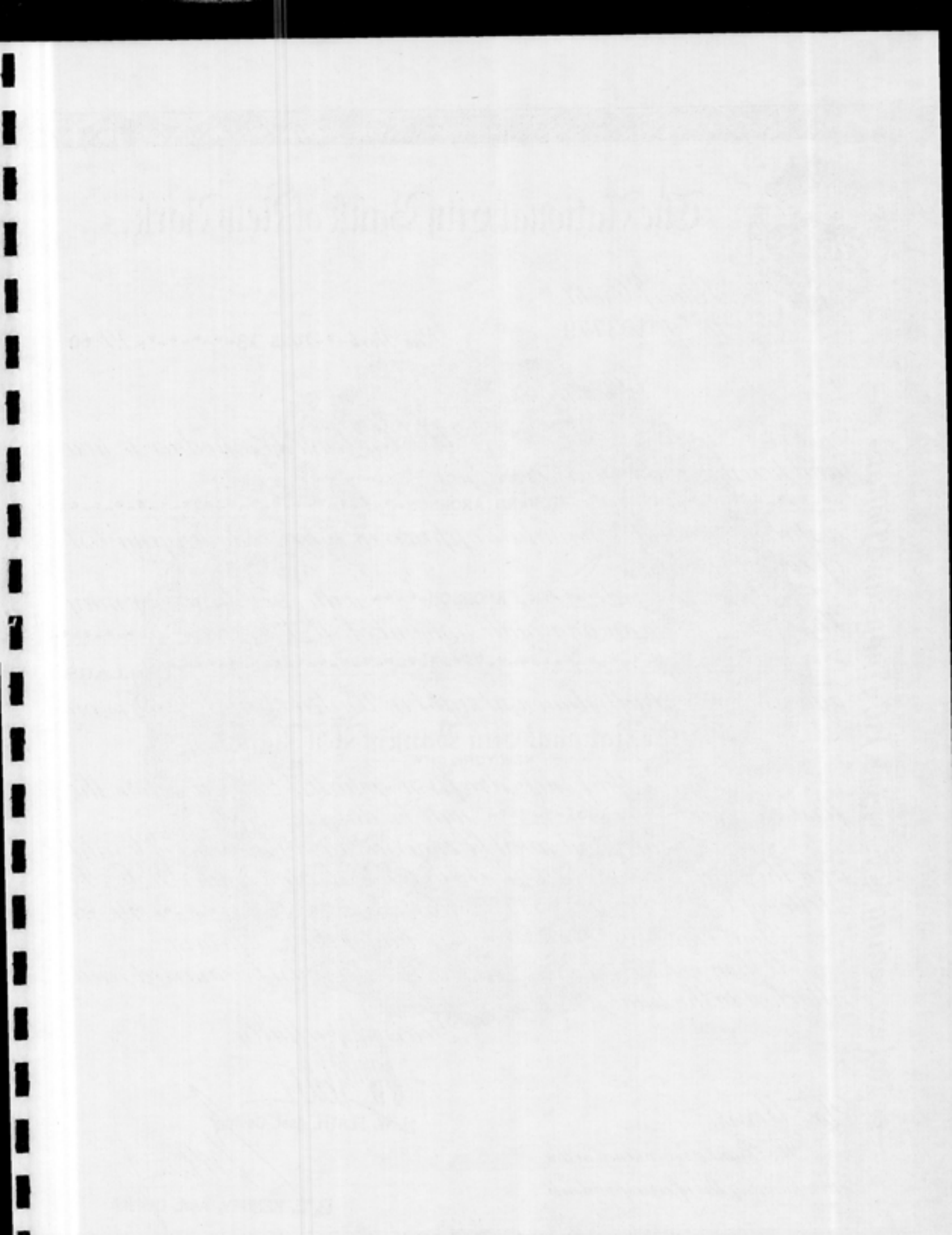
The project offers the City of Miami a potential value much greater than the obvious economic contribution. The announcement of such a project in this world-famous Mecca of Vacationers will have an impact of international significance.

It is an eloquent and valid answer to Communist claims of leadership for the have-nots of the world.

It will announce to the world that hundreds of thousands of American citizens of minority groups have achieved an economic and social status superior to the masses of all peoples of the world.

It can be a signal reminder to all that the patient determination of free people with integrity of purpose have provided the opportunities for such economic, cultural and social achievement.

"The Colonnades" will be the only place in the world offering the finest accommodations where the question of race, color or creed of patrons will not be questioned by a management devoted to a recreation and convention center with a status attractive to all people of cultural maturity.



I. LEASE PROPOSAL

1. Financing.

The burden of financing is exclusively the responsibility of the sponsors, since there could be no subordination of the land as security for development capital.

Preliminary planning work to determine the feasibility has been completed. Architectural and engineering studies, construction cost estimates, market surveys, and a careful study of community requirements are summarized in this report.

The sponsors have been assured that upon signing a lease, that all financial arrangements can be consummated.

2. Security Deposit.

As evidence of their good faith and confidence in the development the sponsors are prepared immediately to advance \$50,000.00 in cash to the City of Miami as a security deposit on lease payment, terms of which are to be determined through negotiations described in this report.

A photostat of their letter of credit in that amount is duplicated on opposite page.

3. Basis of Lease.

The entire property is to be developed at the sponsor's expense for public use. However, it is the proposal of the sponsors that the golf course and picnic areas will be the property of the City of Miami and are not a part of the lease.

A project of this description demands that both parties of the agreement recognize their mutual interests in serving the public.

The City of Miami has need of this type of recreational development for the public. The sponsors need the golf course and picnic facilities as part of the recreational facilities immediately available to their patrons and it is therefore a necessary expense in proper development of the project.

The function of these facilities as a part of the Municipal system of parks and recreation would thus be assured. Operation of the facilities could be coordinated by the sponsors with all profits accruing to the City of Miami.

Green fees and other charges of the golf course and picnic facilities would be fixed by the Municipal authorities responsible for such functions to defray proper maintenance and operating costs.

Property under lease to the sponsors would include the marina and the land occupied by the hotel and convention complex.

A study of local practices in fixing the value of land leases has developed the following pattern: Annual payment of 6% of the appraised value of undeveloped land at the time of the lease negotiations, provided that there is no subordination.

It is proposed by the sponsors that the site value be established by local appraisers of recognized authority. The annual lease fee would be determined on that value.

The term of the lease would be for thirty years with an option for renewal for a like period.

At the conclusion of the initial lease period, all improvements would become the property of the City of Miami.

To insure integrity of purpose for the life of the lease, the stated objectives of the project as described in this report would be made a part of the lease conditions.

Although it is not a condition of the lease, the sponsors request an option for future development, under similar conditions, of the city-owned property adjacent to the western boundary of the present site. Proposed use of that property is described in this report.

II. ORGANIZATION

1. The Sponsors.

The sponsors are a small group of investors, professional and business men associated with Howard Aronson of Syracuse, New York.

Mr. Aronson's principal business is the operation of motor lodges which he owns in New York State. He is president of Howard Lodges, Inc. of Syracuse.

Mr. Aronson has been serving the public since his youth. In New York City, he worked for his father who owned a number of concession companies, including the Sho Boats out of the Battery, the old Iron Steamboat Lines and the Schubert Theaters.

He is a graduate of Syracuse University. In World War II, he enlisted in the Army and was later commissioned. He served in the 2nd Infantry Division in France.

His career began in the Motor Lodge business after World War II. He bought his first operating motel in 1950. He has since built two and has several more in planning stages.

2. Legal Counsel.

His closest advisor and personal attorney is Tracy H. Ferguson of Syracuse, New York.

Mr. Ferguson is a native of Syracuse; graduate of University of Syracuse and Harvard School of Law. Former lecturer University of Syracuse College of Law; alternate industry member, Wage Stabilization Board. Member of Onondaga County, New York State and American Bar Association, and American Law Institute.

3. Architects and Engineers.

Architect Rufus Nims has done the design work of "The Colonnades", and will be architect of the project. Mr. Nims has completed other projects for the Aronson group in New York State.

Mr. Nims' major work has been outside Florida, although his headquarters has been Miami since he returned to the United States after extended architectural work in Brazil.

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Mr. Nims' major work has been outside Florida, although his headquarters has been Miami since he returned to the United States after extended architectural work in Brazil.

For that reason his work in the field of commercial construction has wider recognition than in his home city.

He has been published in all leading American architectural journals and won many awards in national recognition. His work has been published in most European architectural journals and in Japan.

"The Colonnades" will be his first major Miami project, although nearly all the few homes which he designed for Miami residents have been the subject of architectural awards.

Golf course designer Mark Mahannah was chosen after wide inquiry among sports writers and editors of the Gold Coast. He has designed numerous tournament courses in the vacation areas of the United States and Latin America.

Engineers of the project will be Jorgensen & Schreffler, for many years a widely known firm of Miami consulting engineers.

4. Promotional Period.

Time period estimates of engineering, architectural and site preparation before construction totals three months. Actual construction time is set at six months. This provides a nine month period of preparation before the Center can be opened, although another three months is estimated before the golf course would be ready for use.

Detailed planning for full use of this period has been completed by the sponsors promotional staff. The objective is international publicity to establish the cosmopolitan status of "The Colonnades" and the booking of conventions.

Major effort will be toward national and international news and trade journal coverage. In addition to some of the obvious possibilities, the following are a few of the project features representing highlights of the promotional program.

1. Announcements detailing facilities of the United Nations State Apartments and roof garden.
2. Architectural and staff planning with U N protocol experts.
3. Participation of foreign agencies in the development of botanical garden landscaping theme of Center.

4. International participation in development of rare tropical exotics in fisheries pool.
5. Cosmopolitan color and background of operating personnel.
6. Kitchen and food planning necessary to varying diet restrictions of international clientele.
7. Architectural consultation with news-name entertainers re night club planning.

A list totaling sixty-four project features have been developed for news interest to general circulation and trade news media.

"The Colonnades" presentation package has been planned for showing at more than 1000 conventions for potential bookings.

Cooperation of a number of national organizations representing inter-racial membership has been indicated to the promotion staff.

5. Operating Management.

The site and it's architectural development will identify the status of "The Colonnades". The careful planning by the sponsors to insure that status will be carried out in selecting the staff.

A definition of their selection is best described by Webster's definition of the word "cosmopolitan": "Belonging to all the world; not local. At home in any country; without local national attachments or prejudice. Composed of elements gathered from all or various parts of the world."

The sponsors are aware of the extreme difficulties of such a staff organization but their confidence of success is supported by inquiries received from potential key personnel, although public announcement of the project has not been released.

The sponsors will establish broad operating and fiscal policies. The Resident Manager, responsible to Mr. Aronson, must meet every definition of the basic policy, which will

govern his selection of the staff. Multi-lingual fluency, skilled in protocol, with international experience in serving the public are primary requisites.

III. NEW TOURISM

1. Estimates.

The primary purpose of "The Colonnades" is the development of an attraction creating a completely new tourist income for the City of Miami. Obviously, such a development must be designed to serve those not presently attracted by existing facilities available to them.

"The Colonnades" unique qualities are detailed in this report. Their pattern is the result of several months of study of the special market they are designed to serve.

The Gold Coast resort business is dependent upon the upper and middle income segment of the American population. This is particularly true of the sponsors and delegates to conventions, which means that this tourism is least affected by national or regional recessions.

The Florida Development Commission reports an estimated 9,068,184 visitors in 1959 spending a total of \$1,767,562,843.00, an average of approximately \$156.00 each.

The Miami Convention Bureau reports a 1960 Miami convention attendance of slightly over 66,000 delegates spending approximately \$8,000,000.00, averaging an estimated \$30.00 per diem over a four-day visit. They estimate that the many state, regional and national meetings not in the "convention" classification would at least double that figure.

The cosmopolitan nature of many social, scientific and cultural associations frequently eliminate Miami as a meeting place or convention possibility. Inquiries of the past several months has produced some predictable patterns of patronage and reliable estimates of the potentials offered "The Colonnades".

The pattern falls into the following classifications:

1. State, regional and national conventions.
2. State, regional and national meetings and seminars.
3. International meetings and seminars.
4. New patronage of Miami trade shows drawn by facilities offered them at "The Colonnades".

5. New convention possibilities for other convention (larger) halls due to housing and recreation offered by "The Colonnades".
6. Family tourism of upper income brackets.
7. Sales and business vacation trip awards.

A very conservative estimate based on these inquiries indicate a total of over 65,000 new Miami delegates annually. Based on statistical averages of the area, this represents an increase of more than \$8,000,000.00 annually to the economy of Greater Miami, plus a sizeable increase in family tourism.

Obviously, "The Colonnades" is not designed to house all the new tourism which it is designed to attract. Instead, it is a supplement to permit better utilization of all potentials of the Miami area by offering accommodations of a status not now available to the potential market described.

A quotation from the tourism data published by the Dade County Development Board is significant, "The soundness of Miami's resort business is statistically assured climatologically - locally to be determined sociologically - and historically proven economically."

2. Origins of New Tourism.

The table below shows tourist origin by states in order of rank.*

For comparative purposes, estimated new tourism potentials* are indicated in the same order.

Rank	State & Region	South Florida	Est. New Tourism
1.	Middle Atlantic	44%	39%
	New York	28	29
	New Jersey	10	6
	Pennsylvania	6	4
2.	East North Central	21%	24%
	Wisconsin	2	0
	Michigan	5	8
	Illinois	6	9
	Indiana	2	1
	Ohio	6	6

Rank	State & Region	South Florida	Est. New Tourism
3.	New England	<u>11%</u>	<u>2% Incl.</u>
	Vermont	1	
	New Hampshire	1	
	Massachussetts	5	
	Connecticut	3	
	Rhode Island	1	
	Maine	0	
4.	South Atlantic	<u>8%</u>	<u>16%</u>
	Delaware	1	0
	Maryland	1	2
	District of Columbia	1	3
	Virginia	1	1
	North Carolina	1	0
	Georgia	2	5
	Florida	1	3
	West Virginia	0	0
	South Carolina	0	1
5.	Canada	<u>5%</u>	<u>0</u>
6.	West North Central	<u>3%</u>	<u>2% Incl.</u>
	Minnesota	1	
	Iowa	1	
	North Dakota	1	
	Missouri	0	
	South Dakota, Nebraska, and Kansas	0	
7.	East South Central	<u>3%</u>	<u>4% Incl.</u>
	Kentucky	1	
	Tennessee	1	
	Alabama	1	
	Mississippi	0	
8.	West South Central	<u>2%</u>	<u>1% Incl.</u>
	Oklahoma	1	
	Arkansas	1	
	Texas, Louisiana	0	
9.	Pacific	<u>1%</u>	<u>1%</u>
	California, Oregon, Washington.		
10.	Other Foreign	<u>1%</u>	<u>9%</u>
11.	Mountain	<u>0%</u>	<u>2% Incl.</u>
	Montana, Wyoming, Colorado, New Mexico, Idaho, Utah, Arizona, Nevada.		

NOTE: Where percentages totaled less than 1% in any state they are shown in regional percentages.

- * Tourist origin figures are from the Florida State Development Commission, Winter Visitors, 1958.
- * New Tourism estimates are compiled from reports and published data from N. Y. Ayer, United Nations, Johnson Publications, Urban League, U. S. Census Bureau, U. S. Department of Commerce and other sources providing information on American Negro income classifications; inter-racial associations and foreign travel.

IV. NEW REVENUES

1. Expenditures, Payroll & Capital.

Tourist revenues, tax yields, lease revenues and other general benefits to the community are detailed in other chapters of this report. Direct cash yield of the project expenditures are estimated in the following:

Cost Estimate Summary.

Site work-----		\$ 280,000.00
(Incl. Pools, golf area & Marina)		
Golf Course-----		135,000.00
Cottage Suites	36 units-	170,000.00
Hotel Rooms (2 story Bldgs.)	40 " -	240,000.00
High Rise Bldg., rooms, suites	124 " -	803,600.00
Cabanas at Oceanic Pool-----		42,000.00
Service Buildings -----		1,400,000.00
(Convention Hall, Dining & Meeting Rooms, Shops & Service Areas)		
Pool (fresh) & Cabanas-----		34,400.00
Covered Walks-----		74,200.00
Marina-----		36,000.00
		<u>\$3,215,200.00</u>
Equipment and landscaping budget-----		750,000.00
Total project estimate-----		<u>\$3,965,200.00</u>

Architectural engineering and other fees are included in the above estimates.

Labor and services expenditures in Miami would total over \$1,500,000.00 exclusive of materials and equipment purchases for the year 1961.

V. THE SITE.

1. The Biscayne Bay Area.

Virginia Key is an island with physical characteristics typical of the Florida Keys. The undeveloped areas are dense with tropical growth and mangrove in submerged areas. Maximum elevation about eight feet.

It is located about three miles due East of the downtown section of Miami across Biscayne Bay. It's Eastern shore is partly sand beach, the Southern segment of that shore faces Bear Cut, a channel separating Virginia Key from Key Biscayne, another off-shore island which is part of the City of Miami.

The major portion of Key Biscayne is privately owned and since World War II has developed into a sizeable residential community with it's own shopping area. A large hotel, several motels, inns and other commercial operations have been established. Most of the Northern portion of the island became the property of Dade County through deed of gift prior to the island's development, restricting its use to public parks. The County has built the famed Crandon Park on the Eastern shore of that property and an extensive marina development on the West shore.

Both Keys were opened to development by the post-war opening of MacArthur Causeway from the mainland, which crosses the Southern end of Virginia Key to connect with Key Biscayne.

2. History of Site.

Unlike Key Biscayne, Virginia Key is constituted of publicly owned land. A substantial part of the property was acquired by the City of Miami by purchase several years prior to any development of these off-shore Keys.

The City instituted acquisition proceedings early in 1943 with the intention of developing the property into public facilities, primarily for "port and airport" uses. In August of 1944 the jury awarded the owners \$255,000.00 as the price paid by the City. Later decisions by the Department of Defense (U.S.) and Army Engineers halted the use of the lands for port and airport development.

Subsequent to the development of the MacArthur Causeway the former owners instituted suit against the City for recovery of the property. The Case reached the Florida State Supreme Court, en Banc (Carlson Co., Inc., vs City of Miami) and a decision handed down January 30, 1953 awarded title in fee simple to the City of Miami. A portion of the land was later deeded by the City to Dade County.

Development of Virginia Key Lands include the following:

1. City of Miami Sewage Disposal Plant on the northern central area.
2. The Dade County development of the Negro Beach on the shore of Bear Cut.
3. University of Miami Marine and Oceanographic Laboratories on the shore of Bear Cut.
4. The private development of the Miami Seaquarium on property leased from Dade County on the Southern shore which returns to the County a percentage of gate receipts in payment for the land lease.

3. Physical Site Data.

Shown on the map opposite, the proposed site includes the Virginia Key shore facing the Atlantic Ocean. On the South it adjoins Dade County property which is under development as an extension of the Negro Beach area.

The Southern part of the property is mangrove swamp, which also characterizes the Northern third of the site. The Southern half of the Western boundary is defined by the paved access road leading to the Sewage Disposal Plant of the City of Miami. The Northern half of the Western boundary is the channel used by the City for work boats into the sewage disposal plant.

The central portion of the site rises to an elevation of approximately eight feet. There is a shallow sand beach on the ocean side of the Southern half of the site. Soil of the site is partly muck with some sand areas. Soil depth is from four to possibly twenty-five feet over a coral base.

No dredging operations are contemplated in the development. Dragline operations will develop the channel and marina basin,

the golf course, water hazards and fill, and the pond at the Southern boundary to eliminate the submerged swamp in that area.

Beach development methods will be determined by studies of Bear Cut tide flow and further measurement of shore conditions. A submerged coral reef about 100 yards off the beach provides protection from heavy ocean swells.

4. Traffic Pattern - Access.

Entrance to the center and to the other recreation areas is provided by the broad paved access road which branches off the MacArthur Causeway to the City Sewage Plant. The Site Plan provides adequate parking within the Hotel Buildings area for guests of the hotel. Convention and other visitors parking is adequately planned adjacent to the entrance.

Recognition of probable future access to a causeway connecting with Fisher's Island has been considered and can be accommodated by paralleling the channel to connect with the existing access road.

Existing MacArthur Causeway traffic flow has developed peak periods to accommodate commuting Key Biscayne residents from Monday through Friday with contrasting week-end peak patterns created by week-end recreation crowds. The major week-day peaks are early morning in-bound commuters and late afternoon out-bound traffic. Week-end peaks are Saturday and Sunday late-afternoon in-bound traffic. Traffic engineers familiar with the attractions offered by "The Colonnades" believe that resultant traffic would not peak at the same periods; and would, therefore, not create traffic congestion problems.

Deceleration lanes at the turn-off point, provide entrance and egress with safety.

5. Site Development Plan.

The Site Plan is shown on the adjoining fold-out.

The property to be leased begins at the South border of the site and extends northward to include the hotel complex. The North line of the leased property ends at the Southern end of the golf course.

The other lease area includes only the indicated shore operations of the Marina (10).

The existing access highway is shown at the top (Western) boundary of the property. The area lying West of the access road, at present undeveloped, is the potential expansion area of the project to provide an additional nine holes for the tournament golf course, plus additional recreation and convention facilities.

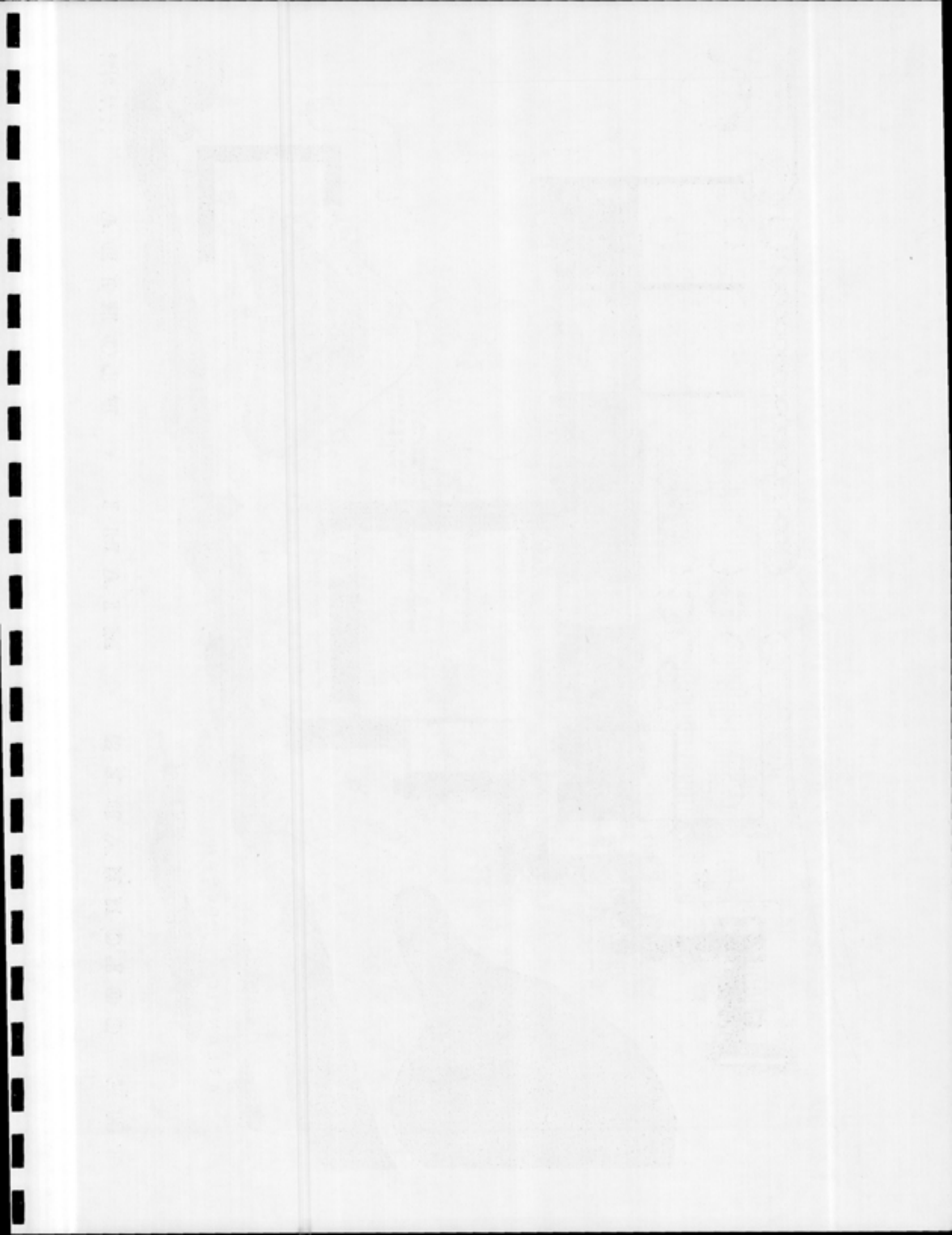
The picnic areas are not illustrated in this report. They total seven in number adjacent to the golf course and include barbeque pits, tables and benches in landscaped areas screened from the golf fairways.

The landscaping plan of the project is not illustrated in this report, but are planned to include botanical garden features not common to such resorts.

The South pool is not detailed in this report, but extensive planning has been devoted to the development of a tropical fisheries pool with extraordinary features to be the subject of later announcements.

Highlights of the planned facilities include:

- MOTOR HOTEL: 36 suites in cottages.
40 rooms in two-story buildings (2).
114 rooms in six-story building.
10 State Apartment Penthouses.
- CONVENTION HALL: 1000 seat capacity with folding partitions to accommodate smaller meetings and banquet rooms.
- RESTAURANT: 200 seat restaurant and breakfast room. Convertible to private meetings and dining rooms seating from 15 to 75 persons, plus allowing additional seating for conventional hall.
- FRESH WATER SWIMMING POOL: Includes 20 cabanas and paved lounge areas.
- SHOPS: Seven service and retail shops; showers, locker rooms, snack bar for golf and public cabana section.
- SWIMMING POOL: Oceanic type with sand beach and childrens play area. 50 cabanas.



GOLF COURSE: 9 hole, 36 par.

MARINA: Docking and dry storage; fuel and ice; rental boats and charter boats. Bait and tackle service.

PARKING: Guest parking for motor hotel. Public parking.

LAGOON: Landscaped, tropical fish lagoon.

PICNIC AREAS: Barbeque pits and tables in landscaped park areas, north of hotel grounds.

VI. ECONOMIC FACTORS

1. Convention Delegate Expenditures.

The City of Miami convention bureau published the following report of distribution of convention delegate expenditures for 1959*:

Hotel Rooms-----	\$ 949,414.20
Restaurants-----	874,344.24
Beverages-----	199,660.86
Retail Stores-----	482,213.44
Local Transportation-----	129,322.22
Theaters-----	55,829.34
Sightseeing-----	35,957.88
Sports Events, Night Clubs-----	176,319.78
Car Service, Gas, Oil-----	60,560.64
Miscellaneous Services-----	189,567.42

On the basis of projected estimates by the bureau the new potential made possible by "The Colonnades" could yield more than double the above incomes to the Miami trades and services. (New Tourism, Chapter III of this report.)

* The year 1959 was one of the low points of the past decade. Current estimates would indicate new tourism potentials discussed in this report could equal the average for the years 1955, 1956, 1957, and 1960 - which is slightly over \$8,000,000.00 per annum.

2. Direct Tourist Tax Yield.

The executive Committee, Tourist and Convention Council, Miami-Dade Chamber of Commerce in a memorandum dated April 1, 1960, from James LeGate, President, states in part:

"Tax revenues from tourist sources relieve citizens of a large tax load they would otherwise have to shoulder to pay for roads, education and other needs. In some instances, a portion of the monies collected are returned to the local governments to meet certain local requirements. These are additional factors to consider, in addition to the fact that 64.5% of Dade County's economy is dependent directly or indirectly on tourism.

"The taxes listed below do not include a number of hidden or indirect taxes which are derived in part from tourists, as this data does not lend itself to separation."

TOURIST POPULATION (Per Annum)

<u>STATE OF FLORIDA</u>	<u>DADE COUNTY</u>	<u>GOLD COAST</u> (Broward, Dade & Palm Beach Counties.)
11,475,000	4,000,000	5,000,000

DIRECT TAXES RECEIVED ANNUALLY FROM TOURISTS.*

<u>TYPE OF TAX</u>	<u>COLLECTED IN DADE COUNTY</u>	<u>COLLECTED ON THE GOLD COAST</u>	<u>% OF TOTAL</u>
State Sales & Gasoline	\$32,510,000.00	\$40,635,000.00	90.3
State Cigarette Tax	1,690,000.00	2,115,000.00	4.7
State Beverage Tax	1,800,000.00	2,250,000.00	5.0
	<u>\$36,000,000.00</u>	<u>\$45,000,000.00</u>	<u>100.0%</u>

* 1960 Estimate based on Tax Support of \$9.00 per tourist.

Figures for tax yield within the City of Miami are not available although they represent a small portion of the Dade County yield. Based on the above estimates the new tourism tax yield potential of "The Colonnades" would total approximately \$585,000.00.

3. Tourism - 1960's.

"The past ten years have produced a society as different in tempo and quality from the pre-1950 years as the space craft is to the Seminole canoe."

That statement is from a discussion by Ed Bishop, District Manager of Delta Air Lines and member of the state tourist council, during a meeting May, 1960, in Miami.

He pointed out the "...emergence of recreation as the third largest sector of our national economy, exceeded in magnitude only by manufacturing and agriculture."

In recommending action to stimulate Miami tourism he included:

"Identification and concentration of effort on tourist Markets relatively untapped by Miami."

"A more aggressive and specialized convention solicitation program for Miami."

"Creation of the proper community attitude and effort to insure the comfort, convenience and entertainment of our guests."

"Stimulation of the development and improvement of facilities which either directly or indirectly promote greater travel to Metropolitan Miami."

VII. CONCLUSIONS

A summary of conclusions drawn from this report indicate that the project described could produce the following results:

1. Permits immediate use of idle public lands to create new income for the Miami area estimated at:
 - a. Annual tax yield of more than \$500,000.00 from new tourist potentials.
 - b. A possible annual \$8,000,000.00 in new tourist expenditures.
 - c. Immediate cash payment of \$50,000.00 to the City of Miami, plus annual lease payments.
 - d. A total increase in Municipal assets of more than \$7,000,000.00.
 - e. New 1961 income of more than \$1,500,000.00 to Miami labor and services.
 - f. Annual project expenditures of more than \$1,000,000.00 in goods and services.
2. Creation of a needed recreation area for the public without cost to the City of Miami.
3. Provide new impetus to national and international trade for Miami-based operations.
4. Stimulate new international travel with Miami as destination rather than a way station.
5. Contribute an eloquent and valid answer to Communist claims of leadership for the have-nots of the world.
6. Contribute substantially to the national and international advertising and publicity of Miami.

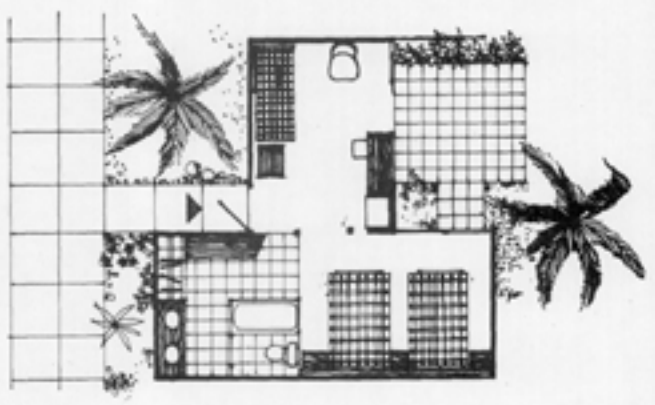
B I B L I O G R A P H Y

American Hotel Association, N.Y.C.
American Express Company, N.Y.C.
American Automobile Association, Washington, D. C.
Bureau of Adv., American Newspaper Publishers Assn., N.Y.C.
Convention Bureau, City of Miami.
Chamber of Commerce of the Americas, Miami, Florida.
Curtis Publishing Co., Research Dept., N.Y.C.
Dade County Development Department, Miami, Florida.
Florida State Chamber of Commerce, Jacksonville, Fla.
Florida Development Commission, Tallahassee, Fla.
Fortune Magazine, Research Dept., N.Y.C.
Horwath and Horwath, N.Y.C.
Metropolitan Dade County Planning Department, Miami, Fla.
Miami-Dade Chamber of Commerce, Miami, Fla.
National Association of Travel Organizations, Washington, D.C.
National Hotel Association, Washington, D.C.
N. W. Ayer & Son, N.Y.C.
Pan American World Airways, Inc., N.Y.C.
Southern Reports, 62 So. 2d, 897.
Travel Research Association, N.Y.C.
University of Miami, Coral Gables, Fla.
 Bureau of Business and Economic Research.
 Marketing Department
University of Florida, Gainesville, Fla.
 Bureau of Economic and Business Research.
U. S. Department of Commerce, Washington, D.C.
 Office of Area Development
 Civil Aeronautics Administration
 Bureau of Public Roads
 Bureau of Foreign Commerce
 Office of International Travel
 Office of Business Economics
U. S. Department of Justice, Washington, D.C.
 Immigration and Naturalization Service
U. S. Department of State, Washington, D.C.
 Passport Office
Wall Street Journal Research Department, N.Y.C.

NOTE: The above is a partial listing of source material. In the interest of space limitations, the hundreds of titles of various publications of these agencies are not listed, but the source listing may be of value to those interested in tourist development.

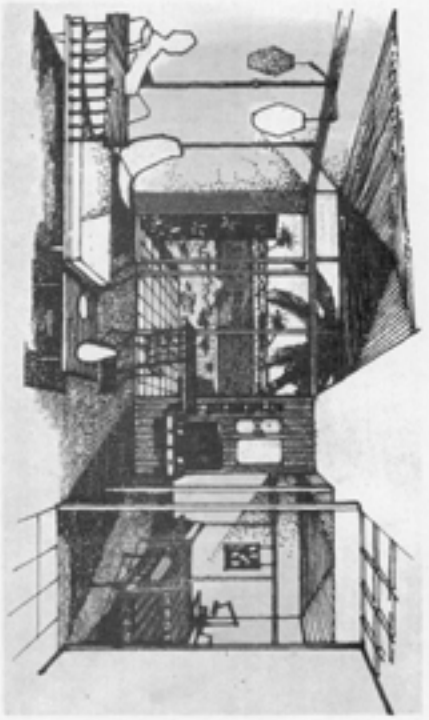
THE COLONNADES · MIAMI · FLORIDA

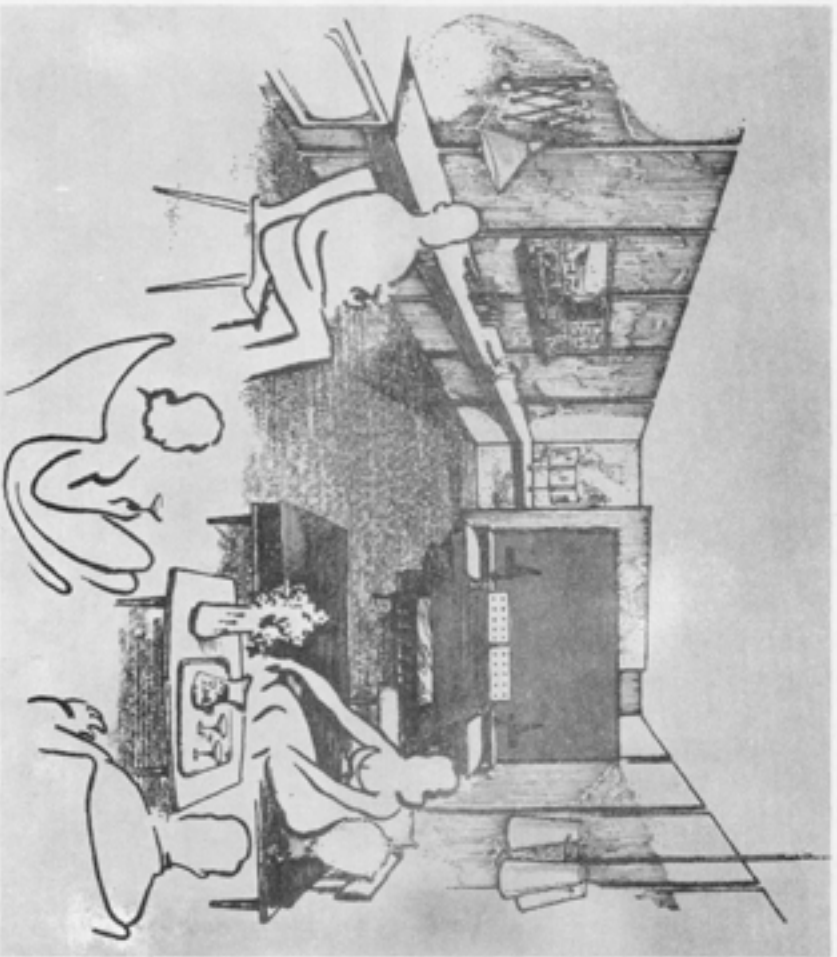
RUFUS NIMS



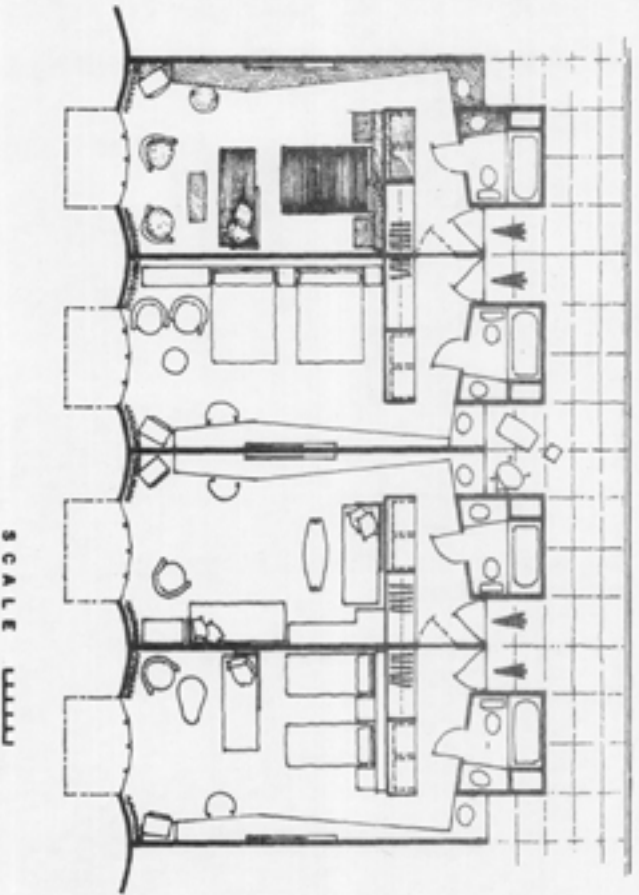
SCALE L L L L L

COTTAGE SUITES





HOTEL ROOMS



SCALE 1/4" = 1'-0"

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