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Florida Fashion Council

35 N. E. 17th STREET (5th Fl) MIAMI, FLORIDA

PHONE, BR 3-0779



THE APPAREL MANUFACTURING INDUSTRY

IN

GREATER MIAMI AND FLORIDA

INTRODUCTION

An Economic Survey

With Recommendations for Action to
Encourage the Growth of the Apparel Industry

The Florida Fashion Council wishes to express its appreciation for the continuing efforts of municipal, county, and state officials who seek to assist us in our efforts to improve our industrial environment. We are particularly grateful to the Miami City Commission for their pledge of support and for the authorities who have produced this report as a public service.

Submitted to:
Honorable Robert King High
City Hall
Miami, Florida

We are also grateful to Dr. Hersker for his outstanding report on the development and status of our industry, and for his recommendations for action which should be taken to encourage the growth of the apparel industry. The Florida Fashion Council agrees with his recommendation that should be forthcoming as a result.

By
Barry J. Hersker, Ph.D.
Economic Consultant on the Fashion Industry

THE FLORIDA FASHION COUNCIL

July 25, 1966
Director

Florida Fashion Council



35 N. E. 17th STREET (Suite 201) MIAMI, FLORIDA

PHONE: FR 3-0779

August 10, 1966

Mr. Ted Cohen, Executive Director
Florida Fashion Council
35 N. E. 17th Street
Miami, Florida

INTRODUCTION

The following report will be of tremendous interest, not only to apparel manufacturers, but to all who earnestly seek to improve and encourage light industry in the Greater Miami Area and the State of Florida.

The Florida Fashion Council wishes to express its appreciation for the continuing efforts of municipal, county, and state officials who seek to assist us in our efforts to improve our industrial environment. We are particularly grateful to Mayor High and the Miami City Commission for their pledge of continued efforts in behalf of our industry, and for the authorization to reproduce this report as a public service.

We are also grateful to Dr. Hersker for his outstanding report on the development and status of our industry, and for his recommendations for action which should be taken to encourage the growth of the apparel industry. The Florida Fashion Council is in complete agreement with his recommendations, and looks forward to appropriate action that should be forthcoming as a result.

THE FLORIDA FASHION COUNCIL

Ted Cohen
Executive Director

Robert King High

Barry J. Hersker, Ph.D.

City of Miami, Florida



July 25, 1966

ROBERT KING HIGH
MAYOR

August 10, 1966

Mayor Robert King High
City Hall

Mr. Ted Cohen, Executive Director
Florida Fashion Council
35 N. E. 17th Street
Miami, Florida

Dear Mr. Cohen:

Thank you for the interest which your organization has expressed in Dr. Hersker's report, "The Apparel Manufacturing Industry in Greater Miami and Florida," which was brought before the City Commission at my request on Monday, July 25, 1966.

This is indeed an excellent and highly significant study which will be of great assistance to us in our efforts to encourage the continued growth and success of the fashion industry in Greater Miami. Dr. Hersker's recommendations will receive our careful attention and appropriate action will be taken as soon as possible.

I have been advised that the Florida Fashion Council desires to reproduce copies of this report for distribution to their membership and to other persons who share our concern for the advancement of the apparel industry. I believe this would be entirely appropriate and commend you for your continuing efforts on behalf of this important local industry.

The City of Miami takes pride in your industry's contribution to our community and desires to extend all possible encouragement for its future development.

Sincerely,

Robert King High

Barry J. Hersker, Ph.D.
3620 Justison Road
Miami, Florida 33133

July 25, 1966

INTRODUCTION

Facts for Consideration
The Apparel Industry and Greater Miami's
Industrial Future

Mayor Robert King High
City Hall
Miami, Florida

Dear Mayor High:

As per your request, I am submitting herewith my report on the fashion industry in Florida, with particular emphasis upon its geographic concentration within Dade County.

Part I of this report traces the growth, development, and current status of the apparel industry in Florida and in the Metropolitan Miami area. Part II presents a resume of the natural economic advantages which were and are instrumental in encouraging the growth of this industry here.

Of paramount interest is Part III of this report, which contains recommendations for action which I believe to be essential and in the best interests of both this industry and the local community. Since you are a long-time advocate of conditions which will encourage, rather than discourage, local industrial development, I hope that you will find that these recommendations are in the best interest of this area, and that some appropriate action may be forthcoming. I shall look forward to your comments on these recommendations.

EXHIBIT VI - Women's Apparel
in Florida: Florida's
Exports and Imports, Labor
and Balance of State
1958

Very truly yours,

Barry J. Hersker
Barry J. Hersker, Ph.D.

BJH:dh

EXHIBIT VII - Women's Apparel
Employment in Florida: Dade and
Counties Compared to Balance of State
1958-1966 (two-year intervals)