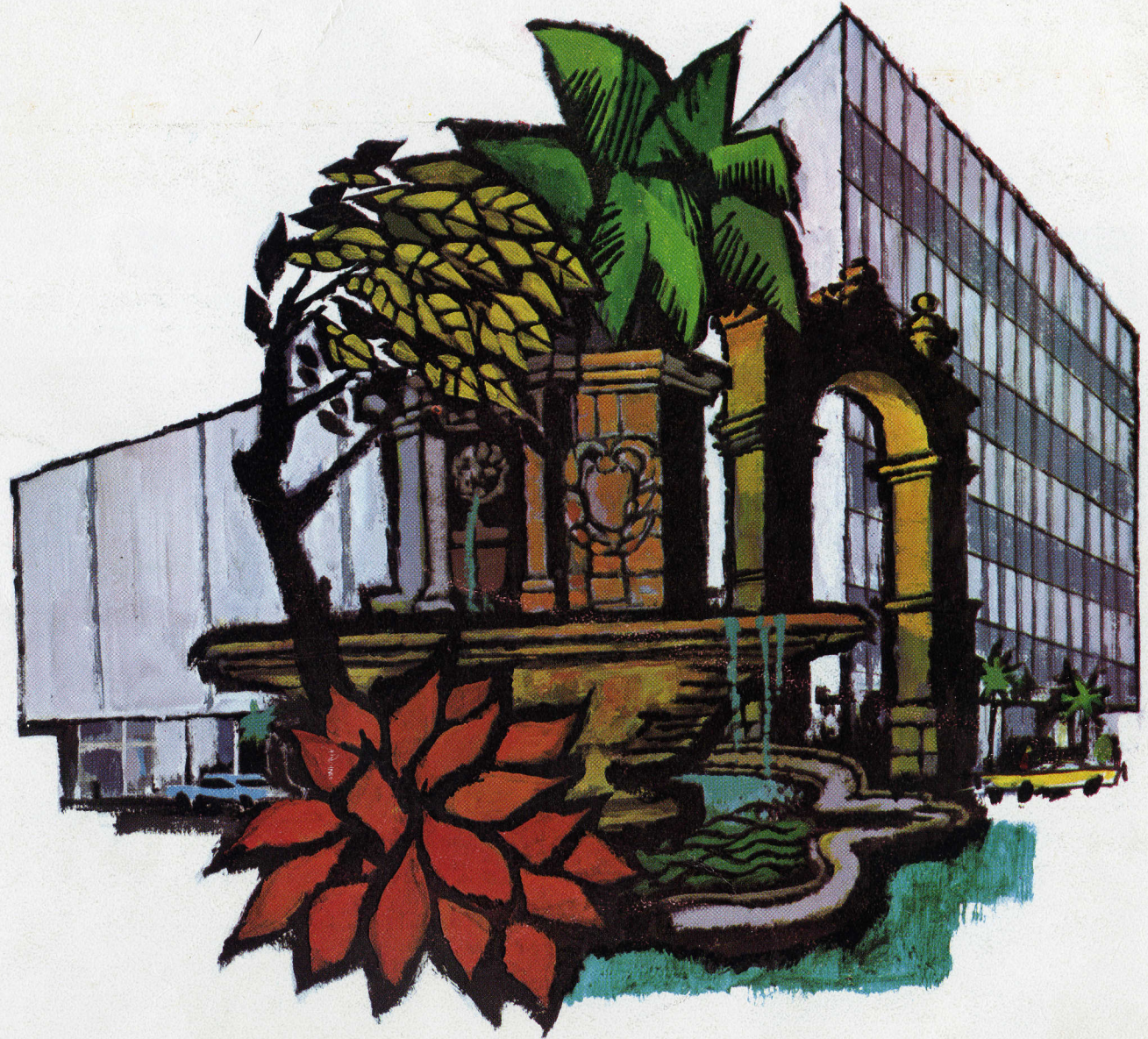


GATEWAY TO PROFIT CORAL GABLES, FLORIDA

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This booklet is designed to give you a preview of the profits — both tangible and intangible — that you may look forward to as a business executive in beautiful Coral Gables, Florida.

A model community in every sense, Coral Gables offers valuable factors for your consideration in selecting a major site for locating offices, scientific laboratories, or light industry.

In your business, Coral Gables' benign year-round climate provides many unique benefits.

Employee absenteeism due to colds, flu, etc. is at an absolute minimum. Transportation tie-ups due to snow and slush are nonexistent, and Miami International Airport is rarely closed because of weather conditions. Year-round construction results in higher value received for each building dollar spent. And lower heating bills mean lower operational costs.

Coral Gables' most delightful climate offers intangible assets, as well. In your personal life, the sapphire waters and mellow sunshine invite extra hours of glorious family relaxation, month in and month out.

Please note that the purpose of this publication is to provide general information pertaining to all business interests. It is not intended that this will answer all of your specific questions. We welcome your submission of these questions, and are well equipped to provide you with direct, objective answers. In fact, if you will let us know the *particulars* of your business, we will be delighted to prepare a detailed, personalized report showing exactly how your interests will best fit in with the profit picture of Coral Gables, the City Beautiful, Florida's Showcase Community.

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CORAL GABLES GATEWAY TO PROFIT

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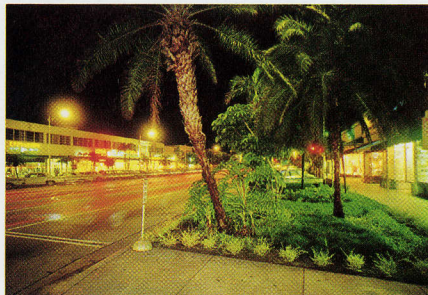


STRATEGIC MARKET AREA

Coral Gables, located in Florida's Dade County, is the hub of a vast concentration of population. The accompanying chart shows the magnitude of the market area it serves.

Top quality is the classification applied to Coral Gables as a buying area in Sales Management's "Survey of Buying Power." The quality index is a measure of the purchasing ability of each county and city as compared with the nation, and is designed as a handy guide to sales and advertising managers who are considering intensive sales drives in a restricted number of above-average income areas.

Coral Gables received a rating of 165, compared to 100 for the nation, 96 for the state, and 107 for the county. Miami Beach received a rating of 156, even after consideration was given to the high flow of tourist dollars upon which the Beach thrives.



"The Gables" has long been known as an exclusive residential community. Its famed Miracle Mile shopping area enjoys great prestige and popularity. Recent developments are providing a firm foundation for further expansion into location for office industry and light manufacturing.

The resident population of Coral Gables is naturally expanded each year by the many tourists who swarm down to enjoy the glorious bounties of scenery and climate bestowed by nature. And, just as naturally, the economy of

Coral Gables is greatly benefited and expanded by this influx of tourists with money to spend in the area.

Although Coral Gables on a residential-population basis offers all the advantages of a medium-sized city, its nearness to larger metropolitan areas like Miami and Fort Lauderdale gives it a wider range of influence than scores of cities many times its size. The present population, as shown on the chart, is over five times the figure of the 1940 census...and is increasing rapidly as more and more people discover the many advantages of living and working here.

To the north, the east coast of Florida is solidly populated as far as Palm Beach, a distance of 75 miles. More than a million and a half people live in Dade and Broward (adjoining to the north) Counties alone. The state of Florida has a population of over six

million and is one of the fastest-growing in the nation. Any point in the state can be reached easily by air, rail, or highway.

And, with huge Miami International Airport only a ten-minute drive from Coral Gables, the city's market area is literally unlimited. No major city in the world is more than a few air hours away (see air map, just following). In the fiscal year just past, daily international flights played an important part in the Airport's traffic, carrying 187,158,932 pounds of export cargo, and 1,619,473 passengers. Domestic flights carried a total of 104,143,551 pounds of cargo, and 4,574,508 passengers.



POPULATION

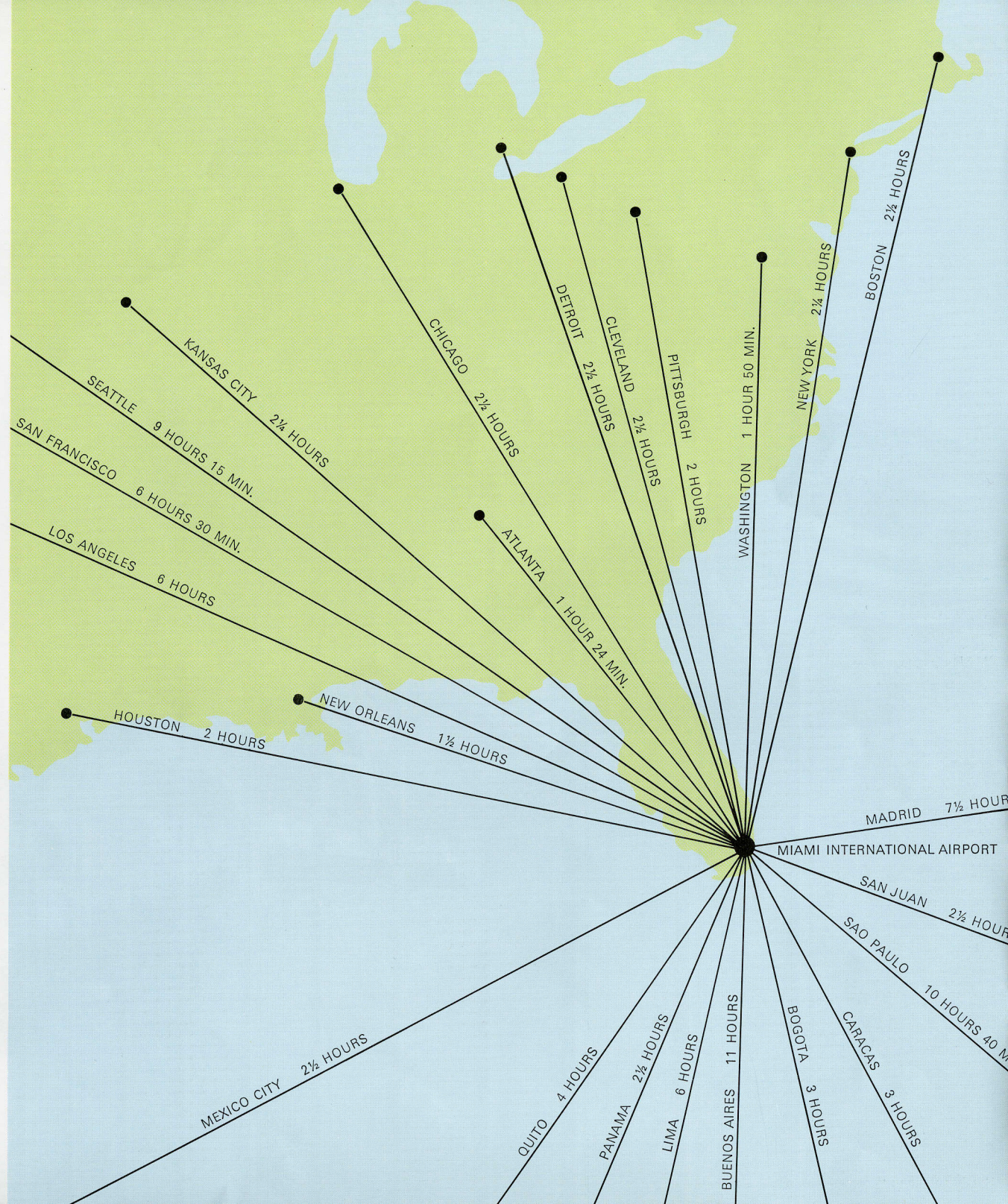
	1940	1950	1960	1966 (est)
CORAL GABLES	8,294	19,837	34,793	42,500
METROPOLITAN MIAMI	267,739	495,084	935,047	1,128,000
FLORIDA	1,897,000	2,771,305	4,951,560	5,931,300
SOUTHEASTERN U.S.	31,986,000	36,135,000	41,855,000	45,250,000
LATIN AMERICA (est.)	130,000,000	157,000,000	185,000,000	203,000,000

MAJOR INTERNATIONAL JET FLIGHTS FROM MIAMI INTERNATIONAL AIRPORT

Air service, including interconnecting flights, from Miami to major foreign cities (other than South America) for all air carriers are shown in the following table:

CITY	FLIGHT TIME	TOTAL WEEKLY FLIGHTS*
AMSTERDAM	9h 20m	4
ANKARA	16h 20m	3
BERLIN	11h 20m	5
CALCUTTA	27h 5m	3
CAPETOWN	28h —	1
GENEVA	10h 20m	28
HONG KONG	25h —	7
HONOLULU	10h —	91
LONDON	8h 50m	154
MADRID	7h 30m	35
MANILA	24h —	5
MOSCOW	12h 50m	7
NOME	10h —	5
OSLO	10h 50m	4
PARIS	9h 20m	84
ROME	10h 30m	126
STOCKHOLM	11h 5m	7
SYDNEY	22h 45m	7
TOKYO	19h 30m	21

*Number of flights will fluctuate according to demand.



**JET FLIGHTS FROM MIAMI
INTERNATIONAL AIRPORT
TO PRINCIPAL CITIES IN
THE UNITED STATES**

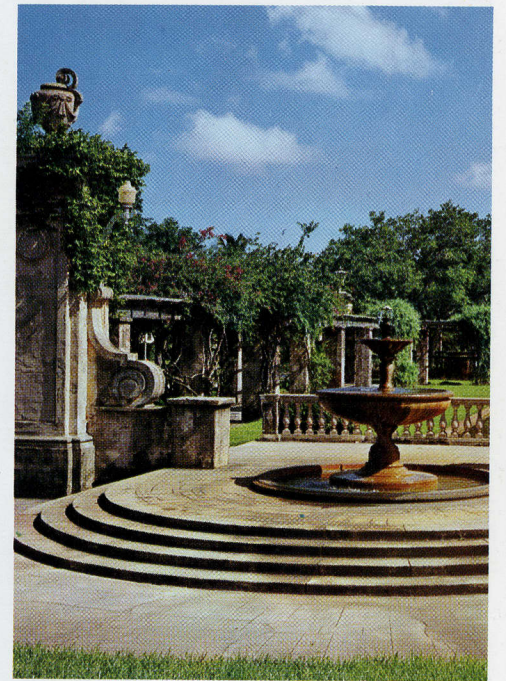
CITY	NUMBER OF CARRIERS OPERATING	NUMBER OF FLIGHTS DAILY*
ATLANTA, GA.	4	24
BOSTON, MASS.	3	6
BUFFALO, N.Y.	1	5
CHARLOTTE, N.C.	1	7
CHICAGO, ILL.	3	21
CINCINNATI, OHIO	2	5
CLEVELAND, OHIO	2	9
COLUMBUS, OHIO	1	4
DALLAS, TEXAS	1	4
DETROIT, MICH.	2	6
HOUSTON, TEXAS	1	6
KANSAS CITY, KANSAS	1	2
LOS ANGELES, CALIF.	2	6
MINNEAPOLIS, MINN.	2	5
NASHVILLE, TENN.	1	1
NEW ORLEANS, LA.	2	11
NEW YORK, N.Y.	3	42
PHILADELPHIA, PENNA.	3	10
PITTSBURGH, PENNA.	1	3
SAN FRANCISCO, CALIF.	3	5
ST. LOUIS, MISSOURI	2	4
SEATTLE, WASH.	1	1
TAMPA, FLA.	6	14
WASHINGTON, D.C.	2	7

*Number of flights fluctuate according to demand.

**AIR SERVICE FROM MIAMI
INTERNATIONAL AIRPORT
TO MAJOR CARIBBEAN
& LATIN AMERICAN CITIES**

CITY	TOTAL FLIGHTS PER WK.	FLIGHTS WITH STOPS	NON- STOP FLIGHTS	*FLIGHT TIME	EQUIPMENT	
					JET	PROP
ASUNCION	2	2	0	*11h 27m	2	0
BOGOTA	23	10	13	* 3h	12	11
BUENOS AIRES	14	14	0	* 9h	14	0
CARACAS	9	4	5	* 4h 15m	9	0
CURACAO	3	3	0	* 3h 15m	3	0
KINGSTON	34	29	3	* 2h 15m	32	2
LIMA	34	29	5	* 3h	28	6
MEXICO CITY	9	5	4	* 2h 30m	9	0
MONTEVIDEO**	—	—	—	—	—	—
PANAMA CITY	38	2	36	* 2h 30m	28	10
QUITO	11	10	1	* 5h	3	8
RIO DE JANEIRO	9	9	0	*11h 15m	9	0
SAN JUAN	42	0	42	* 2h 15m	42	0
SANTIAGO	14	14	0	*10h 15m	14	0
SANTO DOMINGO	14	14	0	* 4h 15m	11	3

*Different carriers have different equipment and routes which cause slight variances in flight times.
 **Buenos Aires service could also serve Montevideo via their 'air bridge' which has 18 daily trips between those two cities — a matter of 40 minutes.





EXCELLENT TRANSPORTATION FACILITIES

Because of the swift industrial development of the area, demand is growing for the rapid movement of people and products throughout the world. Greater Miami has long anticipated this demand, and is well prepared with superior transportation facilities of every type.

Air — As might be expected in this sunny part of the country, Miami International Airport leads the world in number of flights completed without interference from weather — with flights carried out 365 days a year. The vast, ultra-modern, \$105 million facility — less than 10 minutes from the heart of Coral Gables — is a whole city in itself, with restaurants, drug stores, a luxury hotel, apparel shops, and an international bank.

This airport ranks first in the world in air cargo movement. 94 air carriers service the facility —and freight carriers can effect overnight delivery to any key northern city such as Boston, Chicago, Cleveland, Detroit, Indianapolis, New York, Philadelphia, etc. Electrical and electronic equipment, machine parts, metal extrusions, and advertising matter are included in the material forwarded with such dispatch. And, because of the large number of carriers, *passenger* flights, too, make a top showing—a year-round average of 20,000 seats are available daily. Even Europe is reached by *direct* flights from Miami International Airport.

Highway — The map shown here indicates the major arteries flowing through Coral Gables. U.S. 1, which extends from Key West, Florida to northern Maine, runs through our city.

U.S. 41 (Tamiami Trail) forms the northern border of Coral Gables, and carries traffic to Tampa and other cities on Florida's west coast. There are numerous modern expressway systems, and, with our community as the hub, there is direct and ready access to the most desirable living areas in all of South Florida.

By car and truck, Metropolitan Miami's vast network of interconnecting expressways provides a fast and direct route northward via the Sunshine State Parkway from any point in Dade County. Today, after entering the expressway, one may drive from Coral Gables to Macon, Georgia — a distance of 600 miles — without a single traffic signal.

Motor Freight — Transport of general commodities via motor freight is exceptionally good between Coral Gables and all

points in Florida. Other states are served either by direct one-carrier service or in joint line service with two or more carriers. Other cities served direct are Chicago, Indianapolis, New York, Boston, Cincinnati, Baltimore, and Houston.

The foregoing is an important and valuable factor to consider as you contemplate re-locating your business in beautiful Coral Gables. The availability of direct, easy transport of your household goods and office furniture cuts costs, eliminates the possible damage often experienced during transport to harder-to-reach areas, and provides extra convenience and welcome peace of mind for you. A major carrier is headquartered in Coral Gables and provides efficient modern local storage facilities.

Rail — Two major railroads, Florida East Coast and Seaboard Air Line RR, serve the Coral Gables-Greater Miami area. Their crack passenger trains provide daily service to all important east coast cities between Miami and New York, reaching New York City in just 24 hours. Direct trains to Chicago and the Midwest leave on alternate days.

Bus—Two inter-city common carriers, Greyhound and Trailways, operate regular (including express parcel service) and luxury coaches, from the Coral Gables bus terminal, to continental U.S., Mexico, and Canada.

Commuter bus service for Coral Gables residents is tops in the nation. The Coral Gables bus system is a fleet of all-air-conditioned, latest-model vehicles, offering excellent, frequent express and local schedules. Daily commuting between your home and office in Coral Gables will be free of the usual frustrations so common in other cities — will, indeed, be a relaxing period of the day. Additional service is provided to other parts of Dade County by the Metro Transit System.

Water — One of the nation's greatest weather-protected waterways, the Atlantic Intracoastal, extends from this area all the way to Boston.



This waterway, as well as the Miami River, accommodates heavy commercial barge transportation. Two deep-water seaports, within a few miles of Coral Gables, are available to the community — the Port of Miami, and Port Everglades in Fort Lauderdale.

The present Port of Miami handles over 265,000 cruise passengers and nearly a million tons of cargo to and from international markets each year. A new \$20 million seaport is scheduled for completion in 1967, with many of its parts now in operation. This new port is designed to be "the most modern, functional, efficient and unique seaport" in the world.



ABOVE AVERAGE LABOR FORCE

Working for you when you settle in Coral Gables will be a double benefit in your selection of employees. First, the *supply* of labor available will be above average. Second, the *ability* of employees at all levels (skilled and unskilled labor, professional and technical help) will be above average.

The facts behind this advantageous situation are as follows. In this area, workers are also recruited from the entire United States, and advertisements for identical jobs in the same company in Florida and in other state areas will *draw ten to fifty times as many applicants for the Florida position*. The local offices of the Florida State Employment Service receive many daily mail inquiries concerning employment . . . and employers generally receive dozens of qual-

ified applicants for every available job. In fact, South Florida has been called "the nation's last unlimited source of skilled and professional labor."

People with widely differing backgrounds, training, and skills are attracted to the way of life to be had in Coral Gables. Modern offices . . . light, airy open buildings . . . and year-round sunshine appeal to those weary of battling northern winters to get to work. People from all over the nation come here and make Coral Gables their permanent home. They bring with them their experience, ability, and skill — and they want jobs.

And, because of superior educational facilities, especially for adult education and in-service training, workers here are offered continuing opportunities for advanced study and training—thus offer you that important plus, top productivity. (See chapter on Education, specifically.) Also



conducive to top productivity is the benign and healthful climate understandably stressed throughout this report.

An important point in the Coral Gables labor picture: Not only have you a large selection of qualified personnel waiting here, but also, in all likelihood, any key staff members you may wish to bring along when you re-locate will welcome the move. People like to live here, and damaging turnover problems are less than in other areas.

As to wages you may expect to pay — these are below the national average. Because of lower expenses for fuel and clothing, the dollar stretches farther here. Although wages are higher in most northern cities, the worker finds his cost of living is lower here, and that he can have a more comfortable living at the lower cost.



IDEAL LIVING CONDITIONS



Coral Gables, one of the truly beautiful cities of the United States, was planned completely on paper before the first construction began. Thus, it may be said to be 40 years "ahead of its time" in the now-popular concept of a totally pre-planned suburban community — the concept of the "new town."

George E. Merrick, founder of the city, named it after his own home, still standing on what is now Coral Way. Originally all architecture, of both public buildings and private homes, was of Mediterranean design, with fountains and entrance ways integrated into the city's plan. The charm of the Twenties and Thirties is still evident, and newer buildings are constructed so that they harmonize with the old. To this day, in order to retain this harmony, all construction in Coral Gables must have the approval of the City Board of Architects.

The careful supervision and zoning maintained at all times by the City Fathers of Coral Gables has resulted in a showcase community whose residents take exceptional pride in their homes and grounds. Excellent home buys are now available, thanks to the tendency to "trade up" on the part of Coral Gables' solid citizenry. Prices range from \$14,000 to \$150,000. Since all building must adhere to the rigid Dade County Building Code, the buyer is assured of expert construction. Many homes include swimming pools, patios, and the popular screened or jalousied Florida Room.

More than 70 real estate brokers have offices in Coral Gables, and nearly all of them belong to the Coral Gables Board of Realtors. Through the multiple-list-

ing service of this board, all realtors have complete listings of property for sale in the city.

Home financing is provided by Coral Gables' many banks and savings and loan institutions. Eighty percent financing is nearly always available and, in some cases, ninety percent.

A past president of the Coral Gables Board of Realtors cites as typical these recent home sales:



TYPICAL RECENT HOME SALES

BEDROOMS, BATH, GARAGE	PRICE	UNUSUAL FEATURES	YEAR BUILT	LOT SIZE
3/2/1 CARPORT	\$17,500		Early 30's	50 x 120
3/2/2	22,500	Comp. air cond., sprinkler system	1955	100 x 100
3/2/2	27,900	Cent. air cond. & ht.	1962	114 x 105
3/2 CARPORT DEN & BATH	36,000	Cent. air cond. & ht. Spr., sys., scr. porch	1955	115 x 105
5/4	45,000	Corner lot, pool, cent. air cond. & ht., beautiful land- scaping, patio w/BBQ	1959	110 x 105
4/4/2 & DEN	53,000	Beautiful lot, outside pool w/cabana & bath, air cond.	1949	135 x 180
4/3½/2	70,000	2-story New Orleans colonial, scr. patio & pool, many luxury features	1946	100 x 150

IDEAL LIVING CONDITIONS

Rentals — There is always a wide choice of rental property, both in houses and apartments. Classified sections of the newspapers list many of these. Real estate brokers will also assist in rentals at no charge to the lessee. Renting of houses and apartments generally requires a year's lease, with first and last months' rents payable in advance.

Rental rates on apartments run from a low of \$65 per month for a furnished efficiency to a high of \$175 for a two-bedroom furnished apartment. Homes are available for rent from \$150 per month and up. Most of the homes are rented unfurnished, although there are some furnished ones available on a seasonal basis. There are luxury homes and apartments available for rent, and their price will be controlled by the degree of luxury provided.

Churches — Coral Gables has two Catholic churches, two



Jewish synagogues, and 14 Protestant churches. The largest, the Coral Gables Methodist Church, has a membership of 4,200. All churches have well-rounded programs, including recreational activities and educational programs for both youth and adults.

Church activity is an important part of community life. Most churches participate in the annual Easter Sunrise Service on the lawn of the Coral Gables City

Hall. Each year many Gableites look forward to this inspiring event.

Recreation—Coral Gables has an area of 32 square miles, and well over half of this area is water. The entire community is geared for outdoor living, with boating, swimming, and fishing almost a way of life for many of its citizens. There are 41 miles of water-front property, and a system of canals in the southern part of the city leads directly to Biscayne Bay, providing many pleasure boaters with back-yard convenience.

There are one private and two public golf courses within the city limits, including the championship Biltmore Golf Course. Tennis, bowling, and handball are among other sports enjoyed here.

Coral Gables has two private country clubs which offer a full schedule of social activities, including sports, plays, bridge and weekend dances.





The Coral Gables Youth Center has received national recognition for its all-encompassing program of recreation and education for citizens of all ages.

Medical — Medical care is readily obtainable at the many medical centers and doctors offices located throughout the city. Doctors Hospital, a 209 bed facility located on the University of Miami campus, offers complete modern hospital services. Other hospitals are located in the metropolitan area; many are near Coral Gables.



EDUCATION AND CULTURE FACILITIES

Public Schools — Education in Coral Gables is geared to today's needs. The majority of Coral Gables youngsters view their future in terms of professional, executive or management positions, and from the earliest years, the groundwork is laid for this training. Dade County's school system is the seventh largest in the United States and ranks as one of the best in the nation. New methods of teaching, such as language laboratories, modern mathematics, educational television and bi-lingual classes, are being employed more and more as the school system expands.

Teachers, too, are attracted to the way of life here, and no shortage exists. The average annual salary for classroom teachers during the 1965-66 school year was \$7,500.

There are four elementary schools in Coral Gables. In the first month of the 1965-66 school year 2,243 pupils were enrolled and 82 teachers employed. Ponce de Leon Junior High School had 1,765 pupils and 66 teachers.

Coral Gables High School, in the National Merit Scholarship Program in 1961, ranked among the top 16 of 15,400 schools. Many individual students, too, are selected for national awards. Outstanding in the college preparatory field, Coral Gables High specializes in developing top brain power to its fullest potential. Honors courses and a college-level program are available to superior students. Eighty-six per cent of Coral Gables graduates go on to college.

The University of Miami — The future has never looked so bright at the University of Miami as it does today, as the university approaches the beginning of its fortieth academic year, and the time of its mature development. It struggled for survival during the Depression; in the process its spirit was tempered for the long haul, from which it is now emerging as a beacon of great promise for the New South.

The largest privately controlled, voluntarily supported, urban University in the Southeast, the Coral Gables institution draws its student body from the 50 states of the Union and from 60 foreign countries. Admission requirements have been sharply upgraded; better prepared and more highly motivated students than ever before have been attracted to the campus. Distinguished



scholars in the liberal arts and sciences, and talented teachers, have been added to the faculty in the last few years, continuing a trend that has accelerated noticeably in the present decade.

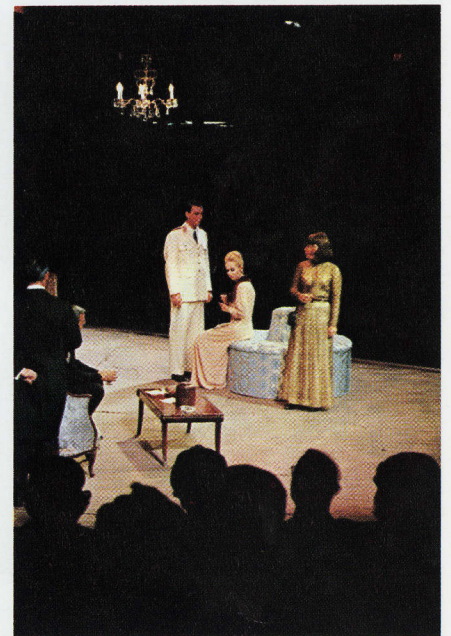
In tune with a period that has witnessed man's first tentative leap into space, a large effort to strengthen the sciences and medicine has been launched at the University. Substantial advances have been made in such areas as the School of Environmental and Planetary Sciences, which includes the Institute of Marine Science, the Institute of Molecular Evolution, the Institute of Atmospheric Sciences, and the Institute of Space Physics. The institutes have attracted to the campus as visiting lecturers foremost world authorities in such areas as cosmology, atmospheric sensing from satellites, meteorology, hurricane research, and oceanography.

The Center for Theoretical Studies provides a common ground where scientists of many disciplines meet and exchange ideas. It brings to the campus the foremost thinkers in the natural sciences in this country and abroad, and has won international attention and acclaim through its annual Conference on Symmetry Principles at High Energy. Here are reported each year the experiments and theoretical speculations in the study of the elementary particles of matter. Among scientists participating in the Center's studies in the 1966-67 academic year will be fifteen Nobel laureates.

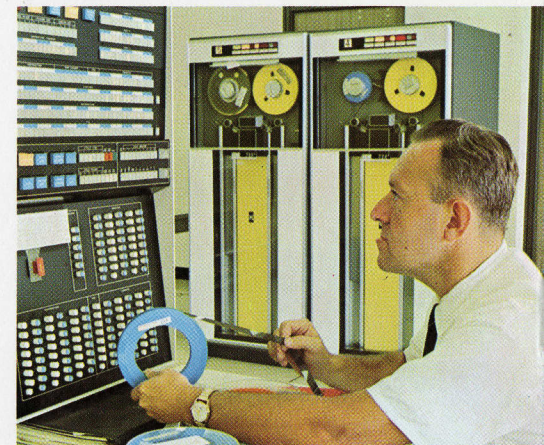
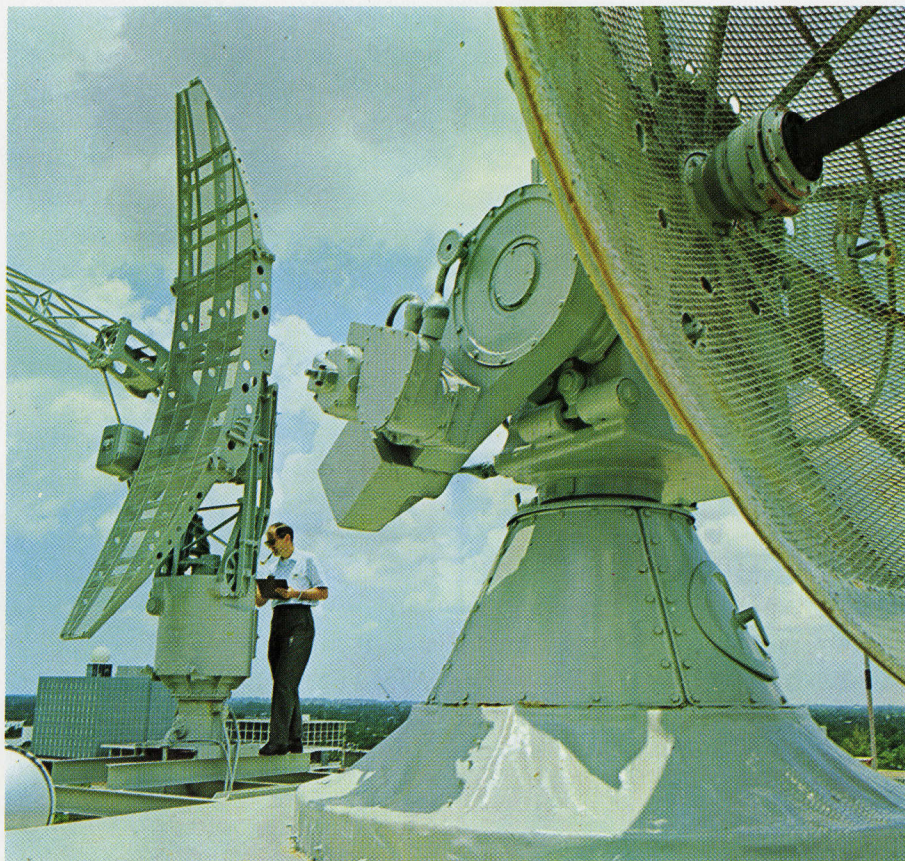
The University's School of Medicine, which is growing both in size and strength, is achieving substantial gains in teaching, research and patient care, both at its campus in Coral Gables and at its teaching hospital, the county's Jackson Memorial Hospital in Miami. One measure of the School of Medicine's quality is the fact that its faculty includes six young men who have won the Research Career Development Award of the U.S. National Institutes of Health, and two who are Markle Scholars at the present time.

In a world increasingly characterized by scientific discovery, the University of Miami also places strong emphasis on philosophy and religion, and on appreciation and performance in art, music, drama and literature for the greater development of the whole man and woman in preparation for the satisfactions and enjoyment of the full life. The liberal arts and humanities play

just as important a part in education for the 21st Century as they have in the past. These studies are concentrated in the School of Music and the College of Arts and Sciences.



EDUCATION AND CULTURE FACILITIES



The University offers a rounded program of graduate work in the liberal arts and in professional education, for which it grants the master's degree, doctor of philosophy, doctor of education, doctor of medicine and juris doctor.

At the graduate level is the Center for Advanced International Studies. In addition to the School of Education, School of Medicine, and the School of Law, professional programs include the School of Business Administration and the School of Engineering. Also, a major element of the University is the Division of Continuing Education, wherein a broad program of evening studies is offered.



Miami-Dade Junior College—Another example of phenomenal growth is Miami-Dade Junior College. Although only five years old, it now has 17,000 students and is the largest junior college in the United States. Its south campus is just a 15-minute drive from Coral Gables.

Miami-Dade Junior College offers curricula in three areas: 1. A two-year college program acceptable for transfer to four-year colleges and universities; 2. Technical, Vocational, and Semi-professional programs for students preparing for immediate entry into business, industry, or government; and 3. Continuing education for adults.

The college's Learning Resource Center, completed in May, 1965, at a cost of \$2.8 million, houses library and audio-visual facilities . . . there is space for

100,000 volumes, a reading room with 1,500 seating capacity, and a 10,000 square foot television production area.

Adult Education—What about facilities for adult education and vocational training? . . . Dade County's are unmatched. Through the Lindsey Hopkins Adult Education Program, a part of the Dade County Board of Public Instruction, courses are offered in everything from welding to shorthand—all for a nominal registration fee. Instructors are highly qualified, and adults are enrolled in the program. Night classes are conducted in high school classrooms throughout Dade County. Two centers for Lindsey Hopkins courses, Miami and Southwest High Schools, are within a five-minute drive from Coral Gables.

The University of Miami and Miami-Dade Junior College also offer extensive programs of adult education. The junior college will

cooperate with any firm desiring a special course for its employees. If desired, they will present the course in the firm's own plant. This too requires only a nominal registration fee. Firms that have utilized this service are Eastern Air Lines and Milgo Electronics.

The City of Coral Gables also has an adult education program. At the Coral Gables Youth Center, adult courses are offered in creative writing, bridge, photography, sculpture, Spanish, yoga, and many other subjects. The Community School, sponsored by the Dade County School Board, has evening courses in boating, oil painting, Spanish, sewing, woodworking, and others. These courses are held at Ponce de Leon Junior High School.

Cultural Opportunities — In the past two decades or so, both Coral Gables and Dade County have come into their own as a center of the fine arts. In Coral Gables, the legitimate theater is represented by Studio M and by the University of Miami's famous Ring Theater . . . in the nearby suburb of Coconut Grove, there is the Playhouse, which boasts casts and plays from Broadway, in addition to numerous pre-Broadway tryouts. In the field of music, Coral Gables-based Miami Philharmonic Orchestra concerts are increasingly popular, and Dade County's Opera Guild, with stars from the Met, La Scala, and Paris opera is sold out far in advance each season. Coral Gables' Joe and Emily Lowe Art Gallery is the home of priceless masterpieces. The Dade County Museum, Vizcaya, is unique, incredibly beautiful, and holds art treasures in abundance.



The 3,766 business firms operating in Coral Gables today represent activity in nearly every U.S. standard industrial classification.

The following table gives the number of businesses in each category :

Construction, and related	1,301
Retailers	424
Insurance agencies and branches	385
Selected services	384
Finance, banking & related	377
Medical, dental professions	348
Business, offices, general	288
Wholesalers	84
Technical business offices n.e.c.*	76
Manufacturers	68
Medical laboratories	24
Utility companies	7
Total	3,766

*Not elsewhere classified

In 1964 construction in Coral Gables reached its highest peak since 1925, the year of the city's founding, and more than doubled that of 1963. Some of the larger recent projects are the David William Apartment Hotel, a luxurious 13-floor structure with roof gar-

THE CORAL GABLES BUSINESS SCENE

den, cabanas and swimming pool, and gourmet restaurant; and a 7-story office building for International Petroleum Company. The recent boom in construction undoubtedly accounts for the large number of construction firms in the city.

Activities in the insurance field are unusually prevalent for a city of 43,000. Many insurance firms have located in Coral Gables to take advantage of the city's geographic position and prestige factors. Direct company branches make up 286 of the 385 insurance firms. One company recently completed construction of two large modern buildings to house its operations.

Many professional people have found Coral Gables to be an ideal place for the establishment of an office. Although it has the advantage of location in and near heavily populated areas, Coral



Gables office rentals generally average one dollar per square foot less than comparable locations in downtown Miami. Also, the higher income of Gables citizens makes the practice of such professions as medicine, dentistry, law, and engineering highly profitable.

Corporations—Typical of international corporations who have recently moved to Coral Gables is Chicago Bridge and Iron Company, Ltd. From its headquarters here this company coordinates the work of approximately 1500 employees engaged in the fabrication and erection of large steel plate structures in Central and South America and the islands of the Western Hemisphere.

Mr. C. E. Grubbs, Vice-President and General Manager of Chicago Bridge and Iron Company, Ltd., says his company's move to Coral Gables has resulted in better service to customers, especially those who also have

their Latin American headquarters here. Advantages of the move include:

More efficient communications with the company's Latin American offices by telephone, cable, and air mail.

Greatly improved air travel, due to the frequency of flights from the Miami International Airport to company areas of operations.

Geographical location which makes it possible for company officials to meet and entertain Latin American customers, who are frequent visitors to the area.

"Most of our administrative personnel who transferred to Coral Gables have spent many years overseas," says Mr. Grubbs. "They are now enjoying the advantages of this area's excellent schools,

medical and dental care, recreational facilities, and climate. Because of these factors we have a waiting list of personnel employed by our Parent Company in northern cities who are eager to make the change."

Other prominent corporations which recently have chosen Coral Gables as operational headquarters include Dow Chemical International and Esso Chemical Inter-America, Inc. From its office building in "the City Beautiful," Dow administers operations in San Juan, Mexico City, Bogota, Sao Paulo, Rio de Janeiro, Buenos Aires, Lima, San Salvador, Caracas, and Santiago. Esso's Coral Gables-based firm coordinates and manages chemical manufacture and marketing in-

terests in the Caribbean, Mexico, and Central and South America.

International Petroleum Co., Ltd., a gigantic Canadian corporation almost wholly owned by the Standard Oil Company of New Jersey, has had Coral Gables headquarters since the early 1950's. All operations of the company are in South America. Mr. H. C. Kauffman, Jr., International's President, says, "We sell absolutely nothing here—we take no income from the local economy—we have nothing to advertise. The reverse flow is far different. We have over 300 local employees associated with the work of the executive office, predominantly at the management, professional, and technical level.

"Our reason for locating here is simple—convenience. I might add that for those of us who work for International, living and working here is a most happy situation."

Gulf Oil Corporation, the Borden Company, and Coca-Cola Inter-American also have Latin American offices in Coral Gables.

Financial Institutions—Stable financial institutions are another reason given by many businessmen for locating in Coral Gables. Two savings and loan associations and four commercial banks offer sound financing for business and home loans. Assets in 1965 for these institutions were as follows:

Coral Gables Federal Savings and Loan Association	\$182,592,123.13
University Federal Savings and Loan Association of Coral Gables	23,926,319.45
Coral Gables First National Bank	41,771,423.14
Florida National Bank at Coral Gables	24,830,765.89
City National Bank of Coral Gables	19,998,572.82
University National Bank of Coral Gables	8,194,225.08

Coral Gables Federal showed an increase in assets from 1964 of \$167,039,615.51. With \$29,404,288 in mortgage loans in 1965, it was the highest in this category of any institution in the State of Florida.

Community Leadership—The unique atmosphere of Coral Gables as a prestige city provides impetus for a strongly knit community spirit found in all levels of the citizenry.

Leadership for community unity is provided by government officials, and the Chamber of Commerce and all of the very active business, professional and civic groups found in the city. Many of the outstanding leaders of South Florida reside in Coral Gables.

AVAILABLE BUSINESS SITES



Although Coral Gables is growing rapidly as a center of business and industry, there are many choice sites still available. Whether the new businessman plans to build his own plant, purchase an existing building, or rent, he has a wide variety of sites to choose from.

Office space, including air conditioning, heat, and full maintenance, rents from \$3.50 to \$5.50 per square foot, approximately \$1.00 per square foot less than in more congested areas. Many attractive, modern buildings have office space available to meet your specific and most exacting requirements.

Coral Gables real estate brokers have complete listings of all available sites and will be glad to help the prospective businessman find the right location.

STABLE GOVERNMENT

City Government — The City Manager form of government employed by the City of Coral Gables, although now forty years old, is still the most modern and efficient for a city of this size. The City Manager is in charge of all administrative functions and is appointed by the City Commission. One of the five members of the City Commission is Mayor. Elected public officials are paid a nominal salary and accept nomination as a public service.

Dade County Government — Nearly ten years ago, Dade County adopted the metropolitan form of government, popularly known here as "Metro." Its outstanding feature is that it combines, jurisdictionally, the various municipalities within its boundaries, which, of course, makes for uniformity in law enforcement, etc. Metro operates with home rule, a county commission, and a county manager.

Taxes—That taxes are lower, and level of service performed is higher in Coral Gables than in surrounding similar cities was proved by a recent survey of the Coral Gables Finance Department.

Many people are surprised to discover that taxes are lower in Coral Gables than in other surrounding communities. The tax cost is less even though the city is widely known as a prestige community and has received wide acclaim for the high level of public service which it performs.

An April, 1965, tax comparison brought this to light and indicated that property of similar value would provide a savings of from 8 per cent to as high as 23 per cent if located in the Gables.



COMPARISON OF RESIDENTIAL TAXES AND FEES FOR 1965

(Based on a Home Costing \$22,000 to Construct in 1961)

1961 COST	CORAL GABLES	MIAMI
LAND.....	\$ 8,000	\$ 8,000
BUILDING.....	22,000	22,000
PERSONAL PROPERTY.....	\$30,000	\$30,000

1965 ASSESSMENT BASIS

LAND.....	50% OF 1961 MARKET	65% OF CURRENT MARKET
BUILDING.....	60% OF 1961 COST	65% OF CURRENT MARKET
PERSONAL PROPERTY.....	10% OF BUILDING	10% OF BUILDING

1965 ASSESSED VALUE EXCLUDING EXEMPTIONS

LAND.....	\$ 4,000	\$ 5,200
BUILDING.....	13,200	14,300
PERSONAL PROPERTY.....	1,320	1,430

MILLAGE RATES 1965 PER \$1,000 VALUE

LEVIED ON EXCESS OVER HOMESTEAD EXEMPTION.....	\$ 12.03	\$ 18.24
LEVIED ON FULL VALUE (OLD DEBT-HURRICANE).....	2.17	—0—
TOTAL.....	\$ 14.20	\$ 18.24

1965 TAX AMOUNT WITH HOMESTEAD EXEMPTION

REAL ESTATE.....	\$184.09	\$ 264.48
PERSONAL PROPERTY (\$1,000 EX.).....	4.54	7.84
TOTAL.....	\$188.63	\$272.32

OTHER ANNUAL TAXES AND FEES

WASTE & TRASH COLLECTION.....	\$ 35.00	—0—
UTILITY TAX ON ELECTRIC, PHONE, GAS, WATER ON \$25 MONTHLY BILLS (MIAMI—NONE ON WATER)....	30.00	\$ 28.56
SEWER CHARGE—MINIMUM.....	*18.00	15.00
TOTAL COMPARATIVE ANNUAL TAXES & FEES..	\$271.63	\$315.88

On property of the same market value Coral Gables total of taxes and fees is 14% lower than the Miami total of taxes and fees.

*(Including sewer charges paid by only 1/3 of Coral Gables residents —without sewers the Coral Gables property pays \$253.63 or 19.7% lower than in Miami.)

High level of service is readily observed in the continuous display of competence of all city activities. An unusual level of performance is found in the field of public service in maintenance of all parkways and plazas within the city. Included in the parkways and plazas are 65,000 trees which have been meticulously planted and are carefully maintained by the city.

Zoning laws were rigidly established in 1925 and have been continuously maintained to insure that the private investor's rights would be carefully protected. Many attacks have been made toward tearing down these zoning regulations. However, the basic qualities have been maintained, and there is no indication that future plans will drastically depart from the high level of the original ones.



DEPENDABLE UTILITIES



Electric Power — The entire area is served by the Florida Power and Light Company, largest supplier of power in the State of Florida.

Dependable electric power in any required quantity can be made immediately available anywhere in Coral Gables. Ten major power plants, interconnected by 2,090 miles of high voltage transmission lines, serve the Metropolitan Miami area. The transmission system consists of separate, but parallel and cross-connected, hi-lines supplementing each other in most of the company's service territory. This paralleling and cross connection of transmission lines increases many times the dependability of power supply.

Although normally self-sufficient, Florida Power and Light Company has emergency connections with neighboring systems. In the event of an emergency, the manpower, materials and supplies of the entire system can be concentrated quickly in the disturbed area.

Despite continuing improvement of facilities, the cost of electric service is steadily decreasing. Florida Power and Light has made nine major reductions in the last nine years, the latest in early 1966. The company invites inquiries and will gladly furnish rate schedules applicable to a particular industry or company.

Of major importance to industry is the construction by Florida Power and Light Company of a nuclear power plant in Dade County. The plant, which will have a gross capacity of 760,000 kilowatts, is scheduled for completion in 1970.



Water — Due to a vast natural underground reservoir called the Biscayne Aquifer, Dade County has an abundance of clean, fresh water which far exceeds any future needs. Competent technical assistance and legal authority insure the prompt handling of any possible future threat to this supply. South Florida draws 100% of its water from wells served by the Biscayne Aquifer.

The Federal project for the Control of Floods in Central and Southern Florida includes works which will greatly increase the natural capacity in certain parts of the Everglades. Much of the water from the increased storage will be directly available for the recharge of the Biscayne Aquifer.

Consumers Water Company, which is supplied by the City of Miami Water Department, serves Coral Gables. The water department, which already has an 80



million gallon capacity plant in Hialeah and a 100 million gallon capacity plant in South Miami, is adding a 60 million gallon capacity plant just north of and adjacent to the Hialeah plant. This new plant is scheduled for completion in 1967.

Minimum industrial charge by Consumers Water Company is \$1.50 per month. This is for 500 cubic feet of water.

The City of Miami Water Department will, upon request, furnish depth analysis studies for a particular industry.

Telephone—Coral Gables has its own central office of Southern Bell Telephone and Telegraph Company. Telephone service is fast, efficient and reasonably priced. Direct dialing for long distance calls is now in effect. Service is immediately available in all parts of Coral Gables.

Gas — Metropolitan Miami maintains unusually large stocks of gas for industrial needs.

Natural gas, delivered by pipe lines throughout most of the area, is plentiful. Tropigas, Inc., has its main office in Coral Gables, and several other companies serve the entire Greater Miami area.

Liquefied Petroleum (bottled gas) is also widely used throughout the area. The majority of suppliers provide a propane gas, but butane is also available.

Oil — Fuel Oil, as most petroleum products, is brought in to the seaports of Miami and Port Everglades. Miami's seaport maintains complete bunkering facilities for marine traffic. Oil storage facilities are also located in the Miami waterfront and industrial areas.

Coal — Carbonaceous solids, such as anthracite and bituminous coal, although not widely used in the area, are shipped to Miami through the Atlantic Intracoastal Waterway.





THE CITY OF CORAL GABLES

COMMUNITY DEVELOPMENT
DEPARTMENT
PHONE 444-7767



405 BILTMORE WAY
P. O. DRAWER 1549
CORAL GABLES, FLORIDA 33134

Dear Forward-Looking Businessman:

Entering the Gateway to Profit—opening headquarters for your company in beautiful Coral Gables—is, of course, a major decision for you. We hope this brochure has covered many of your questions concerning the opportunity for your firm here.

For thoroughly detailed information relating to your particular business, please do not hesitate to call us. We will study every facet of the situation, then provide you with a personalized analysis.

Please let me know your specific questions now.

Jack D. Suiter
Jack D. Suiter



Prepared by Coral Gables Community Development Department
and Samuel B. Crispin & Associates
Designed by The Brothers Bogusky Inc.
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