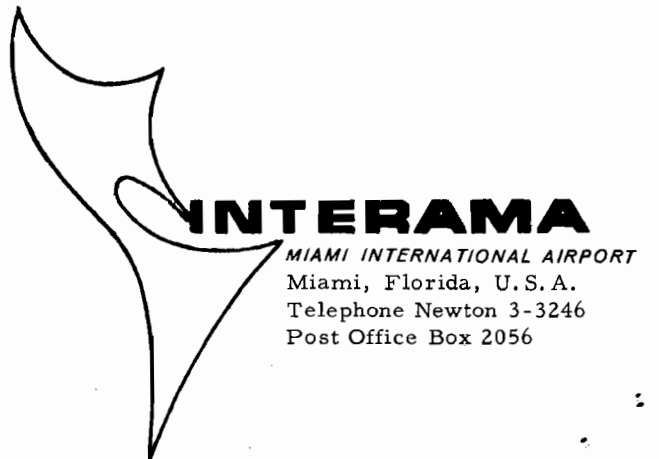


FACT SHEET



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(NOTE - THE ILLUSTRATIONS OF INTERAMA'S LOCATION MAP, SITE AND SITE PLAN FOLLOW PAGE 13. GLOSSY PRINTS ARE AVAILABLE TO EDITORS UPON REQUEST TO THE DEPARTMENT OF INFORMATION-RESEARCH, INTER-AMERICAN CENTER AUTHORITY, P. O. Box 2056, MIAMI INTERNATIONAL AIRPORT).

1. WHAT IS INTERAMA ?

INTERAMA will be the first permanent international living exposition. INTERAMA will contain the outstanding features of a world's fair and a trade fair, yet be entirely different by presenting new and unique features of its own. Unlike world fairs which are open for a definite but limited period, or trade fairs and state expositions which are seasonal or of short duration - INTERAMA will be open seven days a week on a year-round basis, and year after year.

2. WHAT IS INTERAMA'S THEME ?

INTERAMA will portray the AMERICAN WAY OF LIFE - PROGRESS WITH FREEDOM. INTERAMA will show what the Americas have achieved without the sacrifice of civil liberties and individual freedom - within the framework of democratic institutions. Through dynamic exhibits, events and live performances that are constantly revised and updated, INTERAMA will bring together, under freedom, the governments and industries of the Americas in a spirit of good will and understanding and provide a continuous exchange of cultures, ideas and peoples.

3. IS INTERAMA A STATE, NATIONAL OR INTERNATIONAL EXPOSITION ?

INTERAMA will be world-wide in scope, although special emphasis will be given to the pavilions and exhibits of the Western Hemisphere nations.

4. WHERE IS INTERAMA LOCATED ?

INTERAMA is located in Miami, Florida, the only subtropical area in continental United States. As the traditional host to visitors from all parts of the Western Hemisphere, the city is known as the "Gateway of the Americas." On the east INTERAMA overlooks the Intra-Coastal Waterway and the Atlantic Ocean. On the south INTERAMA is bordered by Biscayne Bay.

5. HOW LARGE IS INTERAMA ?

Pavilions, exhibits, concessions and other facilities will be built on 680 acres which have been cleared and filled and is

now ready for construction. About 120 acres of the site are laced with canals and lagoons as a picturesque setting for exhibits and pavilions, for boating, for water shows and water transportation. Including the 680 acre core site, INTERAMA owns 1,700 acres of land valued, after development, at \$50 to \$60 million dollars.

6. WHAT WILL INTERAMA COST?

When in full operation, it is estimated that expenditures for the project will total upwards of \$500 million. This amount includes the cost of land, roads, utilities, administrative buildings, facilities, pavilions, exhibits and concessions.

7. HOW IS INTERAMA PLANNED?

INTERAMA will be divided into four principal, separate, yet interwoven areas: the INTERNATIONAL AREA, the INDUSTRIAL AREA, the CULTURAL AREA, and the SPORTS AND LEISURE AREA. Each area will be of approximately equal size and will be permanent, yet composed of exhibits and concessions that will be constantly changing, up-dated and up-graded.

8. WHAT WILL VISITORS SEE IN INTERAMA'S FOUR AREAS?

The International Area

This is the common meeting grounds for the nations of the Americas, where peoples and ideas meet and products are exchanged. The pavilion and exhibits of each nation, in beauty and design, will reflect the individual history of PROGRESS WITH FREEDOM. The pavilions and the Club of the Americas will be surrounded by plazas, gardens, fountains and concourses fringed by picturesque sidewalk cafes and colorful shops. Students from all the nations, acting as guides, will teach about their own country while they learn about the other nations of the Hemisphere.

The Industrial Area

This is the meeting place for industries of the Western Hemisphere. Major industries, governments and service organi-

zations will construct buildings to house exhibits to tell the story of man and PROGRESS WITH FREEDOM - to tell the story of today's tremendous array of scientific and productive know-how that stems from the meeting of men's minds and men meeting to do business. Because of our system of free enterprise, these exhibits will show how the AMERICAN WAY OF LIFE has stimulated scientific and industrial accomplishments in transportation, communications, and the development of natural resources which has provided an abundance of the necessities and luxuries of life.

The Cultural Area

This is the meeting place of the Arts - the cultural classroom of the Americas. Native music and pageants will be presented on a floating stage while the audience views performances from an amphitheater. A museum will hold changing exhibits of every art form -- from the ancient Inca, Aztec and Toltec civilizations to the modern form of silver handicrafts, painting, and music. An Opera House will yield its stage to every famous company, work or artist. Other theatres will present Shakespearean and Greek classics or this year's prize play or musical. An enormous enclosed Arena will be used for such activities as rodeos, ice shows and major sports events.

The Sports and Leisure Area

This is the place where visitors will have the opportunity to be a spectator or participant in a broad range of sports and leisure activities for the entire family. A large stadium with a flexible seating capacity will be the heart of the area. It will have facilities to encompass the diverse requirements of the Pan American Games; summer Olympics; training and playing facilities for groups ranging from high school students to professionals. The products and activities of the leisure industry will also be demonstrated here. Boating, diving, skiing and other water events will take place in a large lagoon. A championship golf course, as well as a Par 3 course will be included. Artificial slopes will be built for skiing, tobogganing and bob-sledding. There will be nature trails and areas for bicycle and horseback riding as well as a field for playing polo. A Children's World will permit parents to leave young

children under the care of a staff of trained personnel with special facilities to entertain them. It will be a Children's World that brings to life their story-book heroes and legends - a world in which they can actually participate - a world of make-believe come true.

9. DOES INTERAMA HAVE A SPECIAL THEME SYMBOL?

The Tower of Freedom will be the physical theme symbol of INTERAMA. It is destined to take its place with the other great monuments of the world . . . physically and spiritually. Present plans call for the Tower of Freedom to spring from the waters of INTERAMA's man-made lagoon. At its base will be fountains of light, each representing one of the nations of the Hemisphere. Three reaching stems, symbolizing the three Americas, will merge in interdependence and soar 1,000 feet skyward. From the tower's base, visitors will be elevated to sightseeing levels and the Tower's International Restaurant. At the top. . . hundreds of feet in the air . . . visitors will view the vast expanse of the sub-tropical playground of the United States. When this conception is formalized, this theme symbol of INTERAMA will become an inspirational reality of hemispheric PROGRESS WITH FREEDOM.

10. WHAT IS INTERAMA'S CLUB OF THE AMERICAS?

This is a housing and meeting facility located in INTERAMA'S International Area to accommodate foreign dignitaries, special guests, performers, students and personnel..

11. WHEN WILL INTERAMA OPEN?

INTERAMA is scheduled to become an operating reality July 4, 1968.

12. WHO HAS SUPPORTED INTERAMA?

President Harry Truman
President Dwight Eisenhower
President John F. Kennedy
President Lyndon B. Johnson
The Congress of the United States
The Governors of the State of Florida
The Legislature of the State of Florida

The City of Miami, Dade County and the municipalities in the county

The Organization of American States

The American Municipal Association

The National Association of Counties

The Chamber of Commerce of the Americas

The Inter-American Council of Commerce and Production

13. HOW MANY PEOPLE ARE EXPECTED TO VISIT INTERAMA ?

According to authoritative surveys -- 75,000,000 people will visit INTERAMA in the first five years.

14. WHAT IS THE PRESENT STATUS OF CONSTRUCTION OF INTERAMA ?

Clearing and filling of the 680 acre INTERAMA site is completed. 5,800,000 cubic yards of material was moved to prepare the site. Plans have been completed for the building of roads which will be the first phase of construction. The Authority has negotiated and received commitments for the installation of electrical and telephone systems and water supply and sewage disposal systems. INTERAMA does not plan to design or construct any buildings other than its own administrative building and certain service facilities. Exhibitors and concessionaires will design and construct their own buildings and facilities.

15. WILL INTERAMA BUILD ITS OWN ROADS ?

INTERAMA'S road system will require 11 miles of internal roads and 8 miles of access roads. The funds to build these roads - estimated at \$8 to \$10 million - have been pledged by the State of Florida.

16. HAS INTERAMA BEEN ENDORSED BY THE LATIN AMERICAN NATIONS ?

INTERAMA has been endorsed by the nations of Latin America. The spirit and substance of INTERAMA'S goals parallel and support those of the ALLIANCE FOR PROGRESS.

17. WILL INTERAMA HAVE A FOREIGN TRADE ZONE ?

INTERAMA has been authorized by the State of Florida to apply for a foreign trade zone to the United States Government. If the need develops INTERAMA will make this request.

18. WHAT LEGISLATION HAS THERE BEEN IN SUPPORT OF INTERAMA ?

On September 27, 1950, a Joint Resolution of both houses of Congress supported the establishment of INTERAMA for the development of improved relations and increased trade with the republics of Latin America and called upon officials and agencies of the Federal Government to assist and cooperate with INTERAMA.

On May 15, 1951, the Inter-American Center Authority was created and constituted as a corporate agency of the State of Florida.

On January 30, 1952, the Inter-American Cultural and Trade Center (INTERAMA) was supported by Presidential Proclamation.

In 1964, the majority of the members of Congress signed a petition which was submitted to President Lyndon B. Johnson, supporting a government loan of \$22 million to INTERAMA for the construction of a United States pavilion and pavilions for the Latin American nations at INTERAMA to house their exhibits. On March 2, 1965, the U. S. Community Facilities Administration signed an agreement for the loan which will be used to build the pavilions.

19. WHO IS RESPONSIBLE FOR THE OPERATION OF INTERAMA ?

INTERAMA'S operating agency is the Inter-American Center Authority. The Authority is a State of Florida, non-profit, self-sustaining agency with corporate powers.

20. WHO ARE THE MEMBERS OF THE INTER-AMERICAN CENTER AUTHORITY ?

The Authority consists of eleven members. Florida Governor Haydon Burns is ex officio Chairman. The other ten members - as appointed by the Governor are:

Dr. Irving E. Muskat	Standing Chairman
Robert King High	Vice Chairman
David W. Walters	Secretary-Treasurer

Art Bruns	Member
Stephen P. Clark	Member
Harry Hood Bassett	Member
Frank Mackle, Jr.	Member
J. N. McArthur	Member
Joseph J. Orr	Member
Frank Smathers, Jr.	Member

W. H. Walker	Honorary Chairman
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21. IN ADDITION TO INTERAMA PERSONNEL, WHAT FIRMS, INSTITUTIONS AND CONSULTANTS HAVE DONE OR ARE DOING WORK FOR INTERAMA ?

Architectural Planning and Design

Robert Bradford Browne, Architect-in-Charge	Miami, Fla.
Milton C. Harry, Architect	Miami, Fla.
Edward D. Stone, Jr., Landscape Architect	Ft. Lauderdale, Fla.

Architects

Marcel Breuer	New York, N. Y.
Louis I. Kahn	Philadelphia, Pa.
Paul Rudolph	New York, N. Y.
Dean Jose Luis Sert	Cambridge, Mass.
Edward Durell Stone	New York, N. Y.
Harry M. Weese	Chicago, Ill.

Engineering

Rader and Associates	Miami, Fla.
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Traffic Engineering

Wilbur Smith & Associates	New Haven, Conn.
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Economic Research

Arthur D. Little & Co.	Boston, Mass.
Economic Research Associates	Los Angeles, Calif.
First Research Corporation	Miami, Fla.
Ebasco Services, Inc.	New York, N. Y.

Bond Counsel

John Mitchell of Caldwell, Trimble
& Mitchell New York, N. Y.

Underwriters

Goodbody & Company New York, N. Y.

Trustee and Paying Agents

Florida National Bank & Trust
Company of Miami Miami, Fla.

Chemical Bank New York Trust
Company New York, N. Y.

Auditors

Touche, Ross, Bailey & Smart New York, N. Y.
Morgan, Altemus & Barrs Miami, Fla.

22. HOW IS INTERAMA FINANCED?

INTERAMA is financed by the Inter-American Center Authority. A \$21,000,000 bond issue (underwritten by Goodbody & Co.) has been validated by the Circuit Court of Dade County and affirmed by the Florida Supreme Court. Eight million dollars (\$8,000,000) has been issued. \$3.5 million has been spent for the preparation of INTERAMA'S site and the remainder is being used for administrative purposes. In the near future, \$13 million in bonds will be sold to complete the total bond validation authorized.

23. HAS THERE BEEN SIGNIFICANT COOPERATION FROM THE STATE OF FLORIDA AND LOCAL GOVERNMENTS?

The Florida State Administration has pledged the design and construction of access and interior roads estimated to cost \$8 - \$10 million.

Also, the City of Miami has contributed, on a deferred payment basis, 1,700 acres of land valued after development, at \$50 to \$60 million. Dade County made \$500,000 available, of which approximately \$325,000 was used for the preliminary study, design and engineering data necessary to determine the scope and cost of the INTERAMA program prior to floating a bond issue.

24. TO WHAT EXTENT WILL THE U.S. PARTICIPATE IN INTERAMA ?

The Inter-American Center Authority has signed an agreement for a loan of \$22 million from the Community Facilities Administration. These funds will be used to construct a Pavilion of the United States of America, and pavilions for the Latin American nations to house their exhibits. On February 19, 1966 President Johnson signed a bill passed by the U. S. Congress which authorized the expenditure of up to \$7.5 million for a Federal exhibit in the U. S. Pavilion, and \$1 million dollars annually for a two year period to operate and maintain the pavilion and exhibit.

25. WHAT FACILITIES WILL THE LATIN AMERICAN NATIONS HAVE ?

Each country will have a National House with reception space, an information center, library, reading room, a salon for public gatherings, and living quarters for a resident commissioner. Dormitories will be provided for student guides for each nation. Exhibit areas and auditoriums will provide flexible facilities for a single country or a group of nations - to handle special and conventional exhibits. The Inter-American area will have a Ceremonial Plaza, a Parliamentary Meeting Center, a Special Projection Theatre, an International Bazaar, and an Automated Audio-Visual Library which may be used by all participating nations. There will be no charge for the Latin American facilities. However, each nation will design, construct and maintain its own exhibits.

26. WHAT ECONOMIC IMPACT WOULD CONSTRUCTION OF INTERAMA HAVE ON SOUTH FLORIDA ?

It is conservatively estimated that INTERAMA will create 54,000 jobs spread over a three-year construction period.

27. WHO WILL BE EXHIBITORS AND CONCESSIONAIRES AT INTERAMA ?

Governments; trade, business and professional associations; cultural and fraternal organizations and the "Who's Who of U. S. and Latin American Industry" will be invited to exhibit at INTERAMA. Exhibitors and concessionaires will come from all over the world. However, there will be special emphasis on the participation of the Latin American nations.

28. WILL EXHIBITORS BE REQUIRED TO CONFORM TO A SPECIAL STYLE OF ARCHITECTURE ?

INTERAMA'S building code has been specifically designed to permit the widest range for creative design in order to gain the maximum benefit from its beautiful, park-like setting. The tropical green of South Florida's foliage will be the predominating color as a fitting back-drop for INTERAMA'S buildings and exhibits. The effect will be that of a lush, sub-tropical park separating the principal exhibit center, so that the architectural design of exhibit and pavilion structures will complement and blend with each other.

29. WILL INTERAMA PLACE RESTRICTIONS ON EXHIBITS ?

INTERAMA welcomes cooperative industry exhibits, exhibits from individual companies, governments, or groups of governments or industries that fit into its basic theme -- THE AMERICAN WAY OF LIFE -- PROGRESS WITH FREEDOM.

30. WILL VISITORS PAY TO SEE EACH EXHIBIT AT INTERAMA ?

A small fee will be charged at a toll gate. Then the regular admission fee will be paid at INTERAMA'S Orientation Centers. No further charges will be made to see the exhibits at INTERAMA. However, there will be a charge by concessions and for certain special events and facilities.

31. HOW WILL VISITORS TRAVEL THROUGH INTERAMA'S GROUNDS ?

Unlike ordinary fairs and expositions, automobiles will be permitted to enter INTERAMA'S grounds after paying a small fee at a toll gate. No charge will be made for parking. Visitors can approach any of its four principal areas by automobile and explore them on foot, by boat or sky cable car. There will be parking areas throughout INTERAMA'S complex.

32. WILL PRODUCTS OR SERVICES BE SOLD BY INTERAMA EXHIBITORS ?

INTERAMA'S present plans call for exhibitors not to sell merchandise or services in their exhibits. However, they may

take orders for outside delivery. Only the International Bazaar located in the International Area will be permitted to sell merchandise on the premises. This market place will offer the visitor a select and personal contact with the regional atmosphere of the participating Latin American nations which will support the institutional message of the national exhibits.

33. WILL VISITORS BE ABLE TO SEE INTERAMA IN A SINGLE DAY?

INTERAMA will have so many different and constantly changing exhibits, attractions, exciting events and special programs that seeing INTERAMA in one day would be virtually impossible. Even if it were possible, most visitors, influenced by INTERAMA's unhurried, sub-tropical atmosphere would be inclined to relax. Unlike other projects of a similar nature, INTERAMA offers the right of "choice" to visitors. They can visit the pavilion of one of the nations - take a ride in a sky cable car - participate in the activities in the Sports and Leisure Area, see an industrial exhibit, visit a rocket launching pad, dine in the International Restaurant high up in the Tower of Freedom, or picnic under shade trees on the grounds of one of INTERAMA's many beautiful park areas.

INTERAMA will be a center of activity day and night so that visitors of all ages and interests can select the activities of their choice and set their own pace. With INTERAMA's exhibits and programs constantly changing each new visit will offer new and stimulating events and experiences.

34. WHAT ARE INTERAMA'S PARKING FACILITIES?

There will be approximately 130 acres for parking located with convenient accessibility to each area as follows:

International Area	25 acres of parking
Industrial Area	25 acres of parking
Cultural Area	50 acres of parking
Sports and Leisure Area	30 acres of parking

35. HOW WILL VISITORS REACH INTERAMA?

By Air: By commercial airlines to Miami International Airport, Palm Beach and Broward International Airports

and by private plane to the Tamiami and Opa-Locka Airports. Miami International Airport with 113 domestic and foreign air carriers is one of the largest airports in the hemisphere and connects Miami with all parts of the world.

By Sea: Miami's new Dodge Island deepwater port in Biscayne Bay and Fort Lauderdale's Port Everglades offers harbor to major cruise ships from all over the world. Small boats can navigate the Intra-coastal Waterway, which provides a safe inland waterway route from Maine to Florida and can berth at INTERAMA's marina, or at many other marinas in the metropolitan area.

By Highway: Eight major highways radiate from INTERAMA and the metropolitan area - United States Federal Highways No. 1, No. A1A, No. 27, No. 41, No. 441 - Interstate Highway No. 95, Florida State Road No. 4 and Florida's Sunshine State Parkway.

By Rail: The Florida East Coast Railway, Atlantic Coast Line Railroad and the Seaboard Air Line Railroad provide major rail links to Miami.

By Bus: Both Greyhound and Trailways bus systems serve the area.

36. WILL THERE BE SUFFICIENT ACCOMMODATIONS TO HOUSE INTERAMA VISITORS?

In the tri-county area including Dade, Broward and Palm Beach counties, there are living accommodations of every size or type. 59,036 hotel rooms . . . 28,212 motel rooms . . . 27,369 rooming units . . . 110,661 apartments cater to any length of stay or desired rate. In addition, excellent facilities are available for thousands of tourist-house trailers.

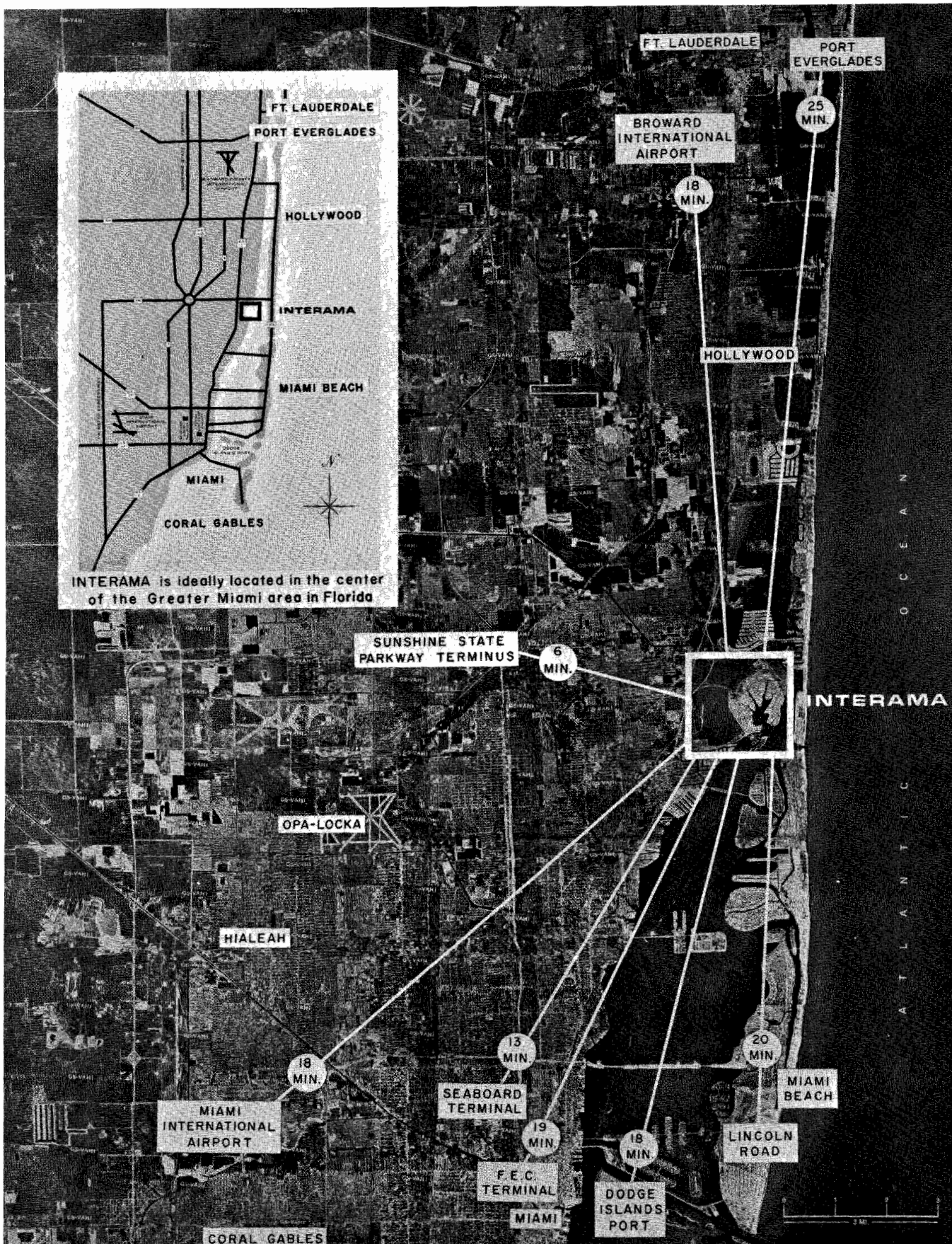
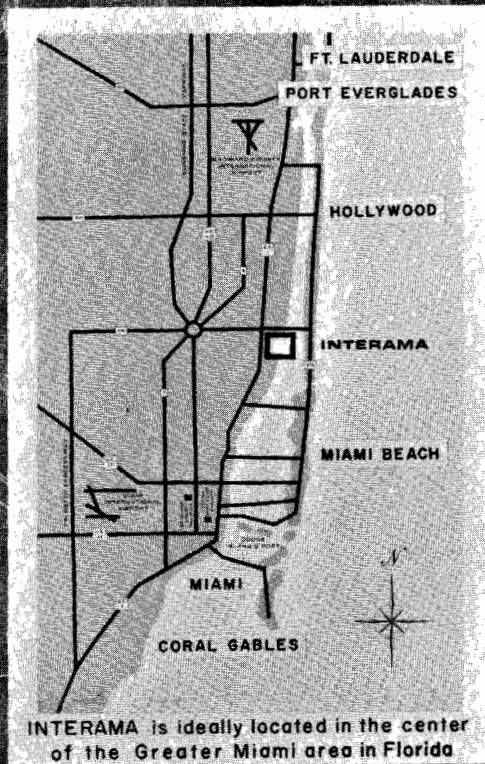
37. WILL THERE BE SUFFICIENT DINING ACCOMMODATIONS FOR VISITORS?

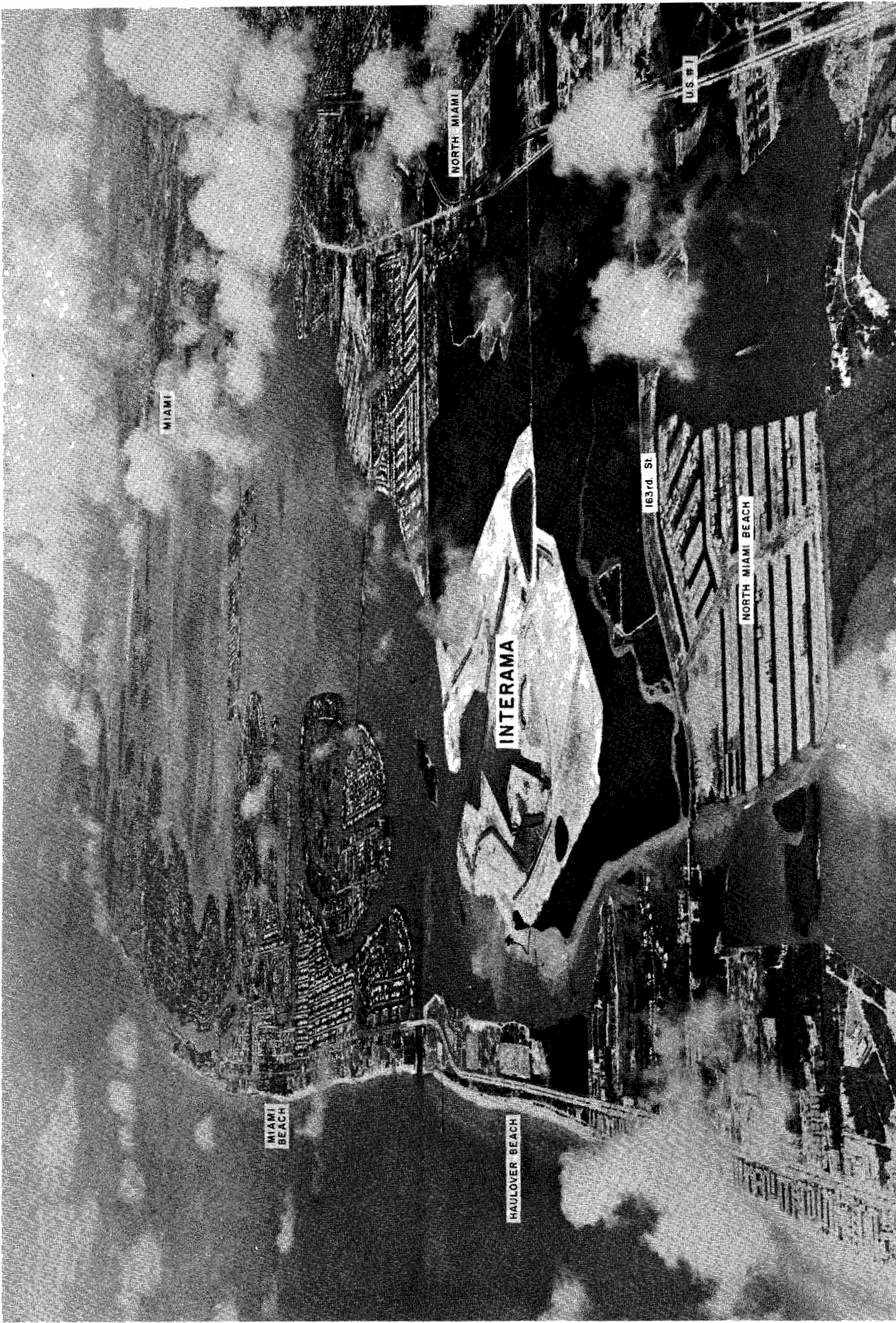
In addition to INTERAMA's gourmet restaurants, representing the nations of the hemisphere, Metropolitan Miami has more than four thousand eating places.

38. WHERE ARE INTERAMA'S HEADQUARTERS LOCATED?

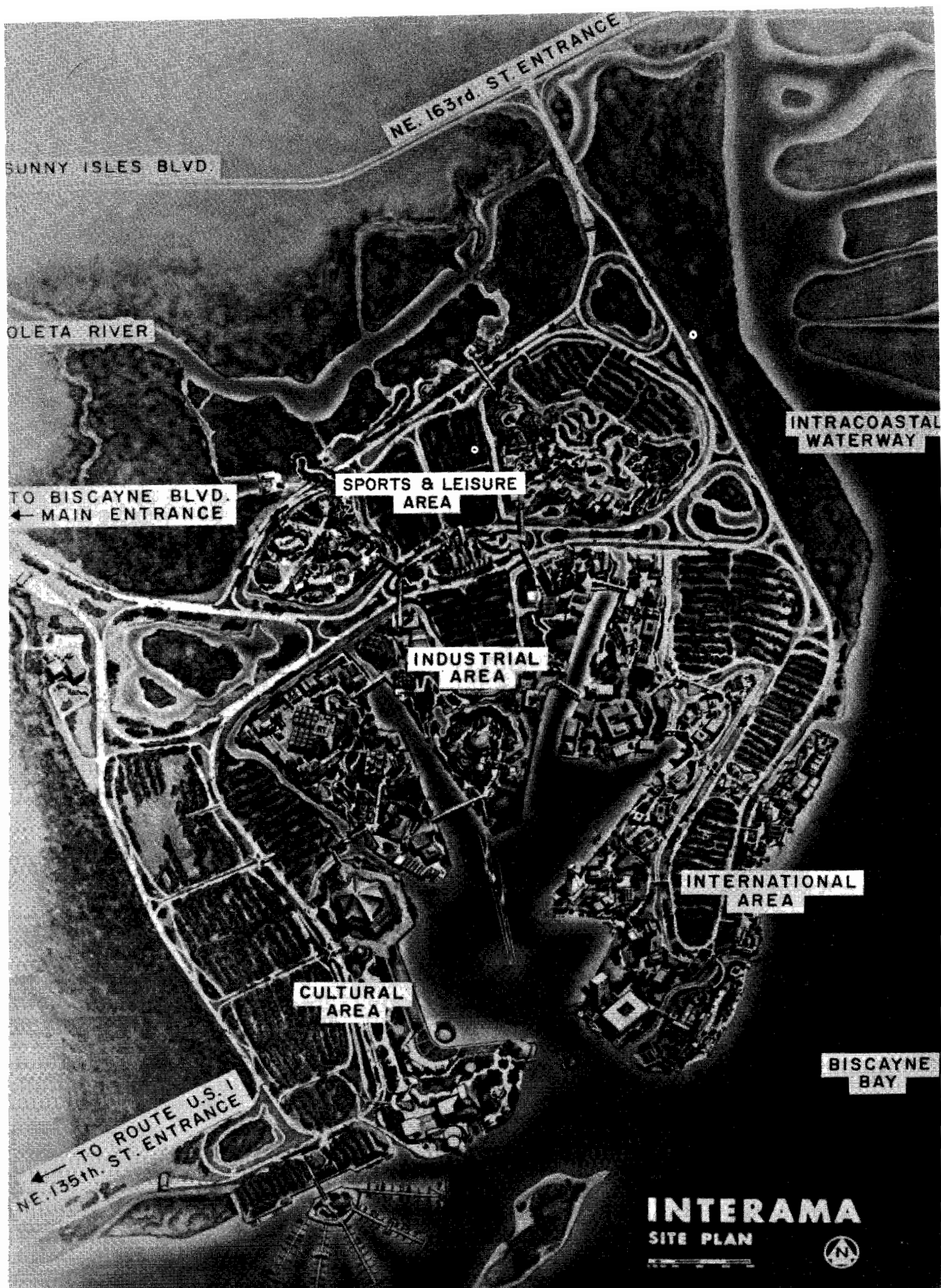
Until its Administration Building is completed on the INTERAMA grounds, INTERAMA headquarters will continue to be located in the Terminal Building, Miami International Airport, Miami, Florida.

No. 7 March 1966





TODAY - INTERAMA's 680 acre Site Takes Shape - 5,800,000 cubic yards of material has been moved to clear and fill the site. Biscayne Bay, Miami and Miami Beach are in the background.



INTERAMA - Site plan shows location of the four principal areas on INTERAMA's 680 acres. Shown are the International Area, the Industrial Area, the Cultural Area and the Sports and Leisure Area. Three entrances from the north, south and west will provide access to INTERAMA. There will also be a marine entrance for boats entering the lagoon from Biscayne Bay between the Cultural and International Areas.