

SAN FRANCISCO . . .

EXECUTIVE HEADQUARTERS CITY

Attesting to San Francisco's growth as the nation's western capital, over 84 corporations, each with assets exceeding \$10 million, are headquartered here; and over three million square feet of new office space have been added in its Central Business District since 1955. Four major hotel expansions, recently completed or now underway, plus development of Civic Center convention facilities, make San Francisco one of the world's most desirable cities to visit, or do business in. The nation's twelfth largest city is (1) embarking on a large-scale rejuvenation of blighted areas, (2) building large, conveniently located parking facilities, and (3) planning a billion-dollar rapid transit system for the Bay Area.



San Francisco's location on one of the world's most beautiful bays creates an ideal year-round "air-conditioned" climate unequalled by any other large city in the world — the daily mean maximum temperature is 62.6 degrees, the daily mean minimum 50.4 degrees. A mecca for visitors, who last year exceeded one and a half million, the area is unique in recreational facilities.

Business Activity . . .

has shown consistent year-to-year gains in the last decade, from a 1947-49 average index of 100, to a 1960 average of 178.6. Index is based on bank deposits, department store sales, electric energy sales, and freight carloadings. Gain over 1959 was 6.5%.

Population . . .

of the co-extensive City and County of San Francisco was 740,316 in the 1960 Census. The San Francisco Bay Area (including) eight other counties showed a net gain of nearly one million people, or 35.7% since 1950, an average monthly increase of 7980 persons over the ten year period. San Francisco is the core city for this 6,990 square mile Bay Area with its 3,810,100 population.

Income . . .

remaining after taxes (effective buying income), reached higher and higher. According to Sales Management's 1961 Survey of Buying Power, 1960 per capita income for San Franciscans stood at \$3253—highest of any county or major city in the country. This was a 28.7% increase over the \$2530 shown for 1950. Per household income for San Francisco in 1960 was estimated at \$9177, second among major US cities. The SF-Bay Area metropolitan area ranked 2nd in all metro areas with a per capita income of \$2728, and ranked 10th in per household income \$8370.

Industrial Growth . . .

in The 13-county San Francisco Bay Region totaled \$2.5 billion in new plants and expansions since 1950, of which about \$140 million was in San Francisco. Manufacturing employment in 1960 averaged about 292,500 in the 9-county Bay Area, of which about one-fourth was in San Francisco. Unemployment averaged about 4.7% of the labor force in 1960.

Construction . . .

authorized by building permits reached a new high in San Francisco, with nearly \$130 million worth of new buildings, alterations or additions in 1960. Residential construction amounted to over one-half of the total, or \$67 million; most of this was in multi-unit, high-rise apartment buildings.

In the 9-county Bay Area, total value of permits topped \$800 million for the second year in a row, with over \$570 million of this in residential construction. 1960 was the second best year for the construction industry in the Bay Area.

Retail Trade . . .

accounted for \$1.7 billion worth of business in the city, and \$5.7 billion for the Bay Area in 1960, as measured by taxable transactions. For the city itself, this represents a 36.3% gain over 10 years, and an even greater gain for the surrounding area. Department store sales in SF are 33% above the 1947-49 average.

Seven major market week showings held semi-annually attracts tens of thousands of buyers. The Western Merchandise Mart, largest complete home goods wholesale market center on the Pacific Coast over 3,100 lines of merchandise represented, draws more than 100,000 buyer-registration annually. San Francisco sells almost twice the amount of goods at wholesale per capita than any other major city in California—and more than any other large city in the West. 1,600 branch offices of national and regional firms make it one of the largest branch office centers in the West.

World Trade . . .

through the San Francisco Customs District exceeded \$1.2 billion in 1960, the highest total since the reporting service began in 1951, and 73.1% above that year. This district accounts for 29.4% of all imports into the 5 Pacific Coast States (including Hawaii and Alaska) and 28.8% of all exports. Total Volume of foreign, coastwise, intercoastal and inland shipping in 1960 through the Port of San Francisco was 5.6 million revenue tons.

San Francisco has a \$120 million investment in its magnificent water front facilities, and the Port Authority has expended \$25 million in the past decade on modernization. An additional \$50 million program is under way. More than 250 air and marine lines maintain offices or agencies in the city.

San Francisco International Airport . . .

located 15 minutes away from downtown, in San Mateo County, represents an investment of over \$95 million in facilities. Continuous expansion is under way to meet the needs of ever increasing passenger and air cargo activity. A new international terminal is now under construction, and a third major terminal is planned for 1963.