

# Seattle Aquarium Public Information Officer Records, 1987-1996

## Overview of the Collection

<b>Creator</b>	Seattle (Wash.). Dept. of Parks and Recreation
<b>Title</b>	Seattle Aquarium Public Information Officer Records
<b>Dates</b>	1987-1996 (inclusive) 1987 1996
<b>Quantity</b>	.4 cubic foot, (1 box)
<b>Collection Number</b>	5805-02
<b>Summary</b>	Public relations material regarding the Seattle Aquarium.
<b>Repository</b>	<a href="#">Seattle Municipal Archives</a> Seattle Municipal Archives Office of the City Clerk City of Seattle PO Box 94728 98124-4728 Seattle, WA Telephone: 206-233-7807 Fax: 206-386-9025 <a href="mailto:archives@seattle.gov">archives@seattle.gov</a>
<b>Access Restrictions</b>	Records are open to the public.
<b>Languages</b>	English
<b>Sponsor</b>	Funding for processing this record series was provided through a grant from the National Historical Publications and Records Commission.

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## Historical Note

The Department of Parks and Recreation maintains the City's parks, shorelines, and boulevards; and administers community centers, public golf courses, and other athletic and cultural facilities. Seattle's first park was established in 1884 after David Denny donated land to the City for that purpose. At that time, a three-member park committee, with limited authority, was created to manage the nascent park system. A Board of Parks Commissioners was established in 1890 with control over all public parks and authority to appoint a Parks Superintendent. In 1896, the City Charter created the position of Superintendent of Streets, Sewers and Parks. The Parks Department became a separate entity in 1904. In 1926, a City Charter amendment abolished the position of Superintendent, distributing its responsibilities between the Head Gardener and the Landscape Architect. A 1948 City Charter amendment required the Board of Park Commissioners to appoint a park superintendent to administer the department. In 1967, another City Charter Amendment reconstituted the Board as an advisory body to the Mayor and City Council, changed the agency name to Department of Parks and Recreation, and placed fiscal and operational administration under the superintendent. In 1902 the City hired the Olmsted Brothers, the country's premier landscape architectural firm, to design a parks and boulevards system. Although not all of the plan was implemented, the Olmsted legacy is evident in many of Seattle's parks and boulevards. The City acquired significant amounts of property for park purposes

following the turn of the 20th Century, but in 1926 further acquisition was limited by a City Charter amendment that stipulated only money in the Park Fund could be used for that purpose. However, in the 1970s the Forward Thrust Bond issue, along with federal grants and the Seattle Model City Program, supported the largest expansion of the Park system in Seattle history. These programs funded more than 70 new parks and park facilities. The Department manages over 6,000 acres of park land, over two dozen community centers, five municipal golf courses, the Aquarium, and many other recreational and athletic facilities.

## Content Description

Marketing plans, news releases, event planning files and photographs concerning public events at the Aquarium, including salmon homecoming celebrations, endangered species month and “Trick or Treat on the Waterfront.”

## Use of the Collection

### Preferred Citation

[Item and date], Seattle Aquarium Public Information Officer Records , Record Series 5805-02. Box [number], Folder [number]. Seattle Municipal Archives.

## Administrative Information

### Arrangement

Arranged alphabetically.

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## Detailed Description of the Collection

The following section contains a detailed listing of the materials in the collection.

### 5805-02: Aquarium Public Information Officer Records , 1987-1996

Container(s)	Description	Dates
Box/Folder		
1/1	Advertising, Stimpson-Clarke	1990-1991
1/2	City Game	1996
1/3	Endangered Species Month	1993
1/4	Endangered Species Month	1992-1993

<b>Container(s)</b>	<b>Description</b>	<b>Dates</b>
1/5	Endangered Species Month Proclamations	1992-1995
1/6	For the Sake of the Salmon	1995
1/7	KLSY / Gorton's Fish Promotion	1996
1/8	KTZZ Channel 22 (Kid's Club)	1996
1/9	Marketing Plan and Budget	1987
1/10	Marketing Plan	1989-1990
1/11	News Releases	1987-1996
1/12	Salmon Homecoming Celebration and Pow Wow	1994
1/13	Salmon Homecoming Celebration	1995
1/14	Salmon Homecoming Celebration	1995
1/15	Salmon Homecoming Celebration	1995
1/16	Salmon Homecoming Celebration	1995
1/17	Salmon Homecoming Celebration Fundraising Video	1995
1/18	Salmon Homecoming Celebration Photographs	1995
1/19	Salmon Homecoming Celebration Planning	1995
1/20	Salmon Homecoming Celebration Poster	1995
1/21	Salmon Homecoming Celebration Proclamation	1995
1/22	Salmon Homecoming Celebration Releases	1995
1/23	Salmon Homecoming Celebration - Sherman Alexie Bios	1994-1995
1/24	Salmon Homecoming Celebration - Speakers	1995
1/25	Salmon Homecoming Celebration - Sponsorship Packages	1995

Container(s)	Description	Dates
1/26	Trick or Treat on the Waterfront	1994-1995
1/27	Trick or Treat on the Waterfront Thank-Yous	1995
1/28	Trick or Treat on the Waterfront - Tickle Tune News Release	1995
1/29	Trick or Treat on the Waterfront	1996
1/30	Trick or Treat on the Waterfront - Photographs	-

## Names and Subjects

### Subject Terms :

Halloween--Washington (State)--Seattle

Native Americans--Washington (State)

Pacific Salmon--Washington (State)

Seattle Aquarium

### Corporate Names :

Seattle (Wash.). Dept. of Parks and Recreation

### Geographical Names :

Seattle (Wash.)

### Form or Genre Terms :

Photographs

Finding aid prepared by Janet Ness

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