



SEATTLE AQUARIUM

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July 1, 2011

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Honorable Sally Bagshaw
Chair, Parks and Seattle Center Committee
Seattle City Council, City Hall, Floor 2
600 Fourth Avenue
Seattle, WA 98104

RE: Seattle Aquarium Results for 2010 and Strategic Plan 2011-2030

Dear Councilmember Bagshaw:

The first year of the transition of Aquarium operations and management from the City to the Aquarium nonprofit agency has gone smoothly and I am pleased to be invited, along with Christopher Williams, to brief the Council Parks and Seattle Center Committee on July 7 about our 2010 results, and also to highlight the newly-approved Aquarium Strategic Plan for 2011-2030.

In the Operations and Management Agreement that the Seattle Aquarium Society negotiated with the City for the Aquarium's transition, we laid out a series of planning and reporting obligations. Section 16 of the Agreement calls for us to provide a briefing to the City Council Parks Committee on our Annual Report for the preceding fiscal year and also to prepare a Strategic Plan for the Superintendent to help guide investments in the physical development of the Aquarium.

I am pleased to enclose a response to the specific requirements in Section 16 of the Agreement for this Annual Report, as well as copies of our 2010 Seattle Aquarium Results, our 2010 Financial Statements, and our 2011-2030 Strategic Plan. The Aquarium's Board of Directors approved the Plan at its retreat May 16, 2011 and I have formally submitted it to Christopher Williams, Acting Superintendent of Parks and Recreation.

I look forward to presenting this information to the Committee in the context of our Mission: Inspiring Conservation of our Marine Environment, and our central role on the City's wonderful new Waterfront.

Sincerely,

Robert W. Davidson
Chief Executive Officer

Enclosures

cc: Councilmember Tom Rasmussen, Vice-Chair, Parks and Seattle Center Committee
Councilmember Bruce Harrell, Member, Parks and Seattle Center Committee
Councilmember Jean Godden, Alternate, Parks and Seattle Center Committee
Christopher Williams, Acting Superintendent, Seattle Parks and Recreation
Ted Ackerley, Chairman
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