

San Francisco History Center, San Francisco Public Library
<https://sfpl.org/sfhistory>
SFH 771, San Francisco Travel Association Records

Contact: sfhistory@sfpl.org

Box List

FILE NAME	NOTES
Box 1	
9/11/2001	
ADA/Disability Guides	
AT&T Oark (Oracle Park)	
Agnos, Art	
Alcatraz	
Alleys	
Angel Island	includes one sleeve of 35 mm slides
Anniversaries and Milestones	
Anza Trail	
Archaeology	
Architecture	
Archives	
Art Deco	
ASAE (American Society of Association Executives	
Awards and Honors (SFCVB)	two folders of material
Barbary Coast Trail	
Barbie™ I Left My Heart in San Francisco	collaboration with Sees' Candies
BART	
Bay (San Francisco)	
Bay Bridge	
Bay Trail	
Bayview/Hunters Point	

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Beach Blanket Babylon
Beat Generation/Beatniks
Bill Graham Civic Auditorium
Birds
Black History

two folders of material

Box 2

Boats
Boycotts
Bridges
Brown, Willie L.
Cable Car Centennial
Cable Cars
Cablegram

Caen, Herb
Caen, Herb Day
California
California Academy of Sciences
Candlestick Park
Cannabis
Carousels
Cartoons
Celebrities
Cemeteries
Central Freeway
Chase Center
Cheap Thrills
Chinatown
Chinese New Year Background

three folders of material

SFCVB weekly newsletter which was sent to all members of Bureau; May/June 1972 -
Spring/Summer 2009 (sampling)

citywide celebration of Herb Caen Day

story ideas for free things to do in San Francisco

four folders of material

SFCVB began promoting annual Chinese New Year celebration in 1963

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Chinese New Year - Customs

Chinese New Year - Dragons -
Backgrounders

Chinese New Year - Eight Immortals

Chinese New Year - Food

Chinese New Year - Lunar Horoscopes

SFCVB staff often interviewed local chefs to get recipes for classic Chinese dishes.

series of stories written by Marge Booker, SFCVB director of public relations. (There is a lot of whimsy and tongue-in-cheek sentences in the press releases which were widely picked up by national travel editors.)

Chinese New Year - Omens

two folders of material

Box 3

Chinese New Year - Souvenir Programs

programs were published by Chinese Chamber of Commerce (1990-2016 editions are in this folder - some years will be missing) Chinese Chamber of Commerce will have full set.

Churches

City Hall

City Planning

Civic Auditorium

Civic Center

two folders of material

Cliff House

Coit Tower

Comedy Clubs

Conde Nast Traveler - Best City

news coverage and promotion of "Best City in the World" honors by this top travel magazine.

Convention Calendars

December 1970 - July 2001: printed calendars which were provided to members of San Francisco Convention & Visitors Bureau usually twice per year (January and July); basic information would include name of group, contact for group, dates of meeting, headquarter hotel, number of attendees anticipated, whether exhibits were part of meeting, etc.

Court Houses

Cow Palace

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Crab Festival

three folders of material; this was a consumer event initiated by the San Francisco Convention & Visitors Bureau in 2003 to celebrate San Francisco's Dungeness crab

Crab Festival - Media Clips (2003)

Crab Festival - Misc. Collateral

Crime

Crissy Field

Cyberhood

Cycling

Día de los Muertos

Dine About Town

Diversity

Dogs

Driving Tours

Earthquake

Earthquake Centennial (2006)

Earthquake (Letters)

letters received from supporters of SFCVB and letters sent to clients, etc. by SFCVB staff in the aftermath of Loma Prieta earthquake in 1989

E. Clampus Vitus

East Bay

El Dia de Los Muertos

Embarcadero Center

Embarcadero Freeway

Emperor Norton

Energy

Exceptions to the Rule

compilation of unique aspects of San Francisco; the often quirky customs and habits of this diverse city. see also files labeled "*Firsts*"

Box 4

Exploratorium

Farmers Markets

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F-Line

Feinstein, Dianne

Ferry Building

Ferryboats

Fillmore

Film Festivals

Film Noir

Filming in San Francisco

Films

Firsts

two folders of material

three folders of material; compilation of inventions attributed to San Francisco residents, etc. see also "*Food - Firsts*" and "*Exceptions to the Rule.*"

Fisherman's Wharf

two folders of material

Fishing

511.org

Flora/Fauna

Flowerstands

Fog

Food

Food - Cocktails

Food - Coffee

Food - Chocolate and Sweets

Food - Crab - Louis

Food - Dungeness Crab

Food - Firsts

Food - High Tea

Food - Iron Chef

includes black and white photos of Compass Rose restaurant, Westin St. Francis

SFCVB was a sponsor of Ron Siegel of Charles Nob Hill for Japanese-based competition which he won in 1998. More than 22 million viewers watched competition on TV.

Food - Preferred Travel with Visa Essay Contest

Food - Recipes

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Food - Sourdough French Bread

Fort Mason Center

Fort Point

Forty-nine Mile Drive

circa 1987 (field checked 1990)

Gardens

Gay

Gay Guide

Geology

Getting Around

includes transit information

Ghirardelli Square

Gold Country

Box 5

Gold Rush

includes information on 150th anniversary celebrations

Gold Rush Background

Gold Rush Trail

Golden Gate Bridge

four folders of material - includes information on 50th and 75th anniversaries of Golden Gate Bridge

Golden Gate National Recreation Area
(GGNRA)

Golden Gate Park

two folders of material

Golden Gate Promenade

Golf

two folders of materials - includes programs from The Presidents Cup 2009

Grants for the Arts

two folders of materials

Green Forum

includes information on early adoption of green practices and industry events

Haight-Ashbury

Halloween

Hayes Valley

High Rise Buildings

High Speed Rail

Hills

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Historic Houses
Historic Ships

Box 6

History	two folders of materials
Homesteading	
Hotel Fairness (Proposition J)	
Hotel Tax	
Houseboats	
Iconography	
Image	
Irish	
Islands	
Itineraries	two folders of materials
Jackson Square	
Japanese Immigration	
Japantown	two folders of materials - includes information on Better Neighborhood Plan
Jazz	
Jazz District	
Jewish American Heritage	
Jordan, Frank	
Kidding Around	two folders of materials - includes information on activities for children.
Koreans in San Francisco	
Landmarks	
Leidesdorff, William	
Levi Strauss	two folders of material
Lincoln Highway	
Literary San Francisco	two folders of material
Lombard Street	
Lotta's Fountain	

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The Maltese Falcon

Marin County

Market Street

see also Mid-Market Street file

Market Street Renewal

see also Mid-Market Street file

Box 7

Memorials

Menus/Food Guides

Metreon

Mexican Museum

Mid-Market Street

Military

Mission Bay

Mission District

Mission Rock

Missions

MoAD (The Museum of the African
Diaspora)

Monterey/Carmel

Moscone Center

includes information on opening in December 1981; includes photos of Mayor Willie L. Brown Jr., Mayor Edwin M. Lee, London Breed, Mohammed Nuru, Naomi Kelly, and others at opening of The Moscone Center expansion (2019)

Moscone Center - Collateral

ads and floor plans

Moscone Center - Expansion Press

Moscone Center - Opening Celebration
E=MC² (1989)

includes information on groundbreaking for Esplanade Ballroom and Moscone North (1989)

Moscone Center - Proposition H

MPI-WEC

host city background materials on Meeting Professionals International - World Education Congress

Muir Woods

Muni

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Murals

Museums

two folders of materials

Music

two folders of materials

Music - "I Left My Heart in San Francisco"

includes typewritten remembrance by Suzy Strauss, longtime P.R. person for Fairmont Hotel), recalling introduction of "I Left My Heart in San Francisco"; see also Carl Nolte's tribute to her on her passing (2/19/2009) - online

Native American

Neighborhoods

three folders of material

Newsom, Gavin

Nightlife

Nob Hill

North Bay Fire (2017) Napa Valley

North Beach

Box 8

Oakland

Ocean Beach

Old Mint

Olympics

Open Space

Overseas Visitors

Palace of Fine Arts

Parking

Parks

PCMA

host city background materials on Professional Convention Management Association annual meeting

Performing Arts/Shows/Musicals

Performing Arts Center

two folders of material

Philippine American

Photo Ideas

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Picnics

PIER 39

Playland at the Beach

Poetry Readings

Polish in America

Political Conventions Held in San
Francisco

Polk Street

POPOS (Privately Owned Public Open
Spaces)

Population Data

Port of San Francisco

two folders of material

Portsmouth Square

Pow Wow (Now known as IPW)

three folders of material - host city background materials on Pow Wow (as leading inbound travel trade show, IPW connects U.S. travel exhibitors with travel buyers and media from around the world)

Powell Street

PPIE (Panama-Pacific International
Exposition)

Box 9

Presidio of San Francisco

three folders of material

Quotes

Races

Railroads (Big Four)

Redwoods

Richmond District

Rincon Hill

Rock'n'Roll

Romantic San Francisco

Running

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Sacramento Street	
Sailing	
Salesforce	
San Francisco Fire Department	
San Francisco Jazz Center	
San Francisco Symphony (100th)	
San Francisco Under Glass	research materials for enclosed malls (e.g., Crocker Galleria)
Sausalito	
Scripts	speeches from SFCVB staff & scripts for SFCVB films
Scripts - Old Bureau	
Seals	
Senior Citizens	
Setting the Record Straight	story ideas from SF Court of Historical Review and Appeals (e.g., "Who invented the fortune cookie?" "Did Mark Twain actually say 'The coldest winter I ever spent was a summer in San Francisco.'"
SF Made (Local Makers)	
sfarts.org	
SFO (San Francisco International Airport)	
Shopping	
Shopping Centers	
Sister Cities	
SOMA	
Sounds	
Specialized Facilities	information on private venues such as art galleries, One Kearny Club, etc.
Sports	
Stairways	
Stern Grove	
Story Proposals	
Street Banners	
Street Galleries	information on outdoor art, etc.

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Street Musicians
Street Names
Summer of Love
Sunset District

Box 10

Super Bowl 50
Superlatives
Sutro Heights
Sutter Street
Tall Ships
Telegraph Hill
Tenderloin
Theaters

Theme Ideas

theme ideas for special events, convention groups

Ticket Agencies

Transamerica Pyramid

Transbay Terminal

See also Salesforce file.

Treasure Island

Trivia

Union Square

UnionStreet

United Nations

two folders - includes information on 60th anniversary celebration

Vaillancourt Fountain

Van Ness Avenue

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VIC (Visitor Information Center)

six folders of material - includes information on first Visitor Information Center in 1963 at 476 Post St., a joint venture with Redwood Empire Association; opening in Hallidie Plaza in 1976 (opening day photos include Mayor George Moscone); promo photos of Nancy Henry, "the voice of 391-2000," a hotline for event information; celebrations of 2 millionth visitor and 30th anniversary; information was from a small counter behind receptionist at Fox Plaza, 1390 Market St. when SFCVB was headquartered there before moving to 201 Third St., Suite 900

Victorians

Vietnamese/Little Saigon

Views

Walking Tours

Waterfront

Weather

two folders of material

includes quaint tip sheets for each month of the year that were distributed to convention planners circa 1960s: "... visitors should be forewarned that, while beige and neutral shades are high fashion, white shoes are never worn. These are seen in surrounding suburbs, but not downtown."

Weddings

Whale Watching

Without Passport

Women

World Baseball Classic

articles on international aspects of SF architecture, neighborhoods

Box 11

Yerba Buena Gardens

Yosemite National Park

Zoo

Archival Box

two folders of material

includes Annual Program of Work: 1982 - 2019; Marketing Plans; Staff and Board Rosters for SFCVB and SF Travel Association

Only in SF Media Notebook (2004)

Box 12

Consumer Marketing Tear Sheets Dateline Ads and Counter Cards	four binders contain Consumer Marketing Tear Sheets from ad campaigns spanning 1964 - 2018 (incomplete record): 1964 - 1999, 2000 - 2018, FY 2007/2008, FY 2008/2009
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Box 13

Bids on Major Sporting Events Summary of Contents: America's Cup 2013 Bowl Games (Souvenir Programs)	includes Olympics, Rugby 7s, Super Bowls, and Political Conventions (e.g., DNC - 1984)
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Emerald Bowl Official Visitor Guide: 12/28/2007
Emerald Bowl Program and Media Guide: 12/27/2008
Emerald Bowl Program and Media Guide: 12/26/2009
Emerald Bowl 2009 DVD
Foster Farms Bowl: 12/26/15
Kraft Fight Hunger Bowl: 12/31/11
San Francisco Bowl Inaugural Diamond Walnut Program: 12/31/2002

DNC National Convention

DNC National Convention Proposal 1984

MPI WEC

MPI WEC 2015 - souvenir book capturing Meeting Professionals International World Education Congress

Olympics

BASOC (Bay Area Sports Organizing Committee) 1996 Bid Proposal To Host the Games of the XXVI Olympiad - 9/15/1987

Olympics: "The Bridge To the Future" - 2012 Olympic Games

Rugby 7s

drafts of bids and creative proposals from Teak (a San Francisco-based creative agency) - 2014-2017

Sports (Misc. Ephemera)

one folder

Super Bowl

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Big Game Bigger Impact: How the Bay Area Redefined the Super Bowl Experience by Pat Gallagher and Stephanie Martin (book)

Super Bowl By the Bay: Full Color Photo-History of Super Bowls I-XVIII (book)

Super Bowl 25 Bid

Super Bowl 33 Bid

Super Bowl 37 Bid

Super Bowl 50 - Host Committee Official Commemorative Magazine

Super Bowl 50 - newspaper inserts

Super Bowl 50 - VIP Turndown Gift

Box 14

Event Invitations (1976-2017)

includes misc. formal invitations to industry events to promote SF domestically & abroad (e.g., annual crab feasts in major convention feeder markets [DC, Chicago, & NY], holiday cards, etc.)
Some were in-house designs or commissioned designs by local designers.

Line Drawings

7 folders: b&w line drawings commissioned & used by permission (e.g., cable car line art from SFMTA; city scenes such as Alamo Square, Chinatown, Japantown, Union Square; Haas-Lilienthal house; "In the USA, Visit SF: Everybody's Favorite City;" Powell St. cable car; simple food icons that were used in various SFCVB/SF Travel guides)

Photo Contracts

Box 15

Model Releases

Photos

includes Farmer's Market - Jerry Lee Hayes (08/98)

The Anchorage

BART

B-Roll KRON (2005)

Bureau Stock

The Cannery

Carnaval 1989

Chefs

Cherry Blossom Festivals

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Chinese New Year
City Hall
Coit Tower and Tree
Ferry Building and Farmers Market
"Fireworks"
Food
Gay Pride - 25th Anniversary of Stonewall Riots
Historic
Hotels
"Only in San Francisco"
San Francisco Serenade
Trade Booths
Union Street
Visitor Information Center
Yosemite

Photos - Board of Directors

approx. 100 images of various Board members including Larry Baer, Shirley Fong-Torres, John Cope, Al Baccari, Carmen Policy, etc.

Photos - Bureau Chairs
Vano Photography
Vano Wells Fagliano

rights may be limited; shot on assignment circa 1987; b&w proofs and prints
rights may be limited - shot on assignment circa late 1960s-early 1970s: California Street cable cars, Chinatown, Civic Center, Cow Hollow, Golden Gate Bridge, misc. aerials, skylines (some skyline images were reshot after construction of Transamerica Pyramid), Union Square; Bureau stock photos

Slides

bureau stock & misc.

Box 16

Individual Photographers (rights will vary
by photographer)

Erik Almas
Richard Barnes
Tom Bross

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Craig Buchanan
Dave Bush
Sarah Lee Cassady
Scott Chernis
Phil Coblentz
Garrett Culhane
Megan Dixon
Bob Ecker
Gary Fiset
Rick Gerharter
Scott Goodman
Thomas Hawk
Jerry Lee Hayes
Jack Hollingsworth
Lloyd Hryciw
Kerrick James
Nader Khouri
Mami Miyata
Jeff Murphy
Jonathan Sprague
Burt Wolf Video Shoot

Marketing Briefs

May Fair Programs; annual member-to-member trade show (good resource for lists of major hospitality partners in the 1980s)

Membership and Partnership Sales

Multilingual Brochures

various brand reviews, ad campaign strategies (1986 - 2004)

Stationery

Books/Periodicals featuring SF

Cable Car Days in San Francisco
Chronicle of a Great City
Gourmet: The Magazine of Good Living

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Historic Civil Engineering Landmarks
The Redwoods of the Coast and Sierras
San Francisco
San Francisco Travel and Airbnb

See's Candies Barbie™ 'I Left My Heart in SF'

boxed Barbie™ signed by designer; release date: October 2001 (debut delayed due to 9/11); see Barbie™ file for more details

Box 17

SFCVC brochures and maps
SFCVB/SF Travel Annual Luncheon programs and Invites

archival box of samples (1960s - 2024)
archival box of samples of collateral (1977 - 2019)

Box 18

Periodicals featuring SF (oversized)

Bonanza
Holiday magazines
San Francisco: Our Summer of Love
San Francisco 1906 Earthquake - 100th Anniversary - *SF Chronicle* (2006)
San Francisco 1989 Earthquake - misc. newspaper coverage: *SF Chronicle*, *SF Examiner*, *Sacramento Bee*, *San Jose Mercury News*

Posters

"Don't Come to San Francisco NOW"
Fort Point, SF: California Bicentennial Series No. 27 (1969)
Summer of Love 50th Anniversary (2017): four different versions (three of each)

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ART FILES

Date	Category	Subject and/or Tag Line	Ad Agency	Notes
Box 19 Advertising--Various				
Pre-1939	Ad	Warm in Winter - Cool in Summer You can't get the whole picture in just a day or two. Ads featured a torn photo with copy - a half image of a major icon such as a cable car or the Golden Gate Bridge. Strategy to increase length of stay. Ad series (Johnson & Lewis) also included "Why to plan three days in San Francisco, etc.	Johnson & Lewis and D'Arcy Advertising	Illustrated ads which seemed to be promoting visits to San Francisco before the 1939-40 Golden Gate International Exposition on Treasure Island. Ad produced by San Francisco Convention & Tourist League. Address changes from 1375 Market St. to 1390 Market St.
1963-66	Ad	"Check into San Francisco" Series of black and white ads that ran in major publications such as "The New Yorker" which featured a mosaic of images often paired with a quote such as "East is East and West in San Francisco" - Jack London	Johnson & Lewis	
1966	Ad		D'Arcy Advertising	

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1970 Ad	Come to the City in ... calendar ads which featured monthly roundup of events in the city; ran in regional newspapers in drive market. Augmented by counter cards that were distributed to high traffic areas such as hotel front desks and visitor centers.	D'Arcy Advertising
1972 Ad	When You Make a Date in San Francisco - calendar page to promote convention coming to San Francisco	
1975 Ad	"Another great reason to hold your next convention in San Francisco" featuring illustration by Alex Stern	
1982-85 Ad	Come to Feel Good City	Grey Advertising
1983 Ad	Vatican Ad	Grey Advertising
1983 Ad	Wine glass with skyline	Grey Advertising
1984 Ad	Production files - See summary on envelope	Grey Advertising
1985 Ads	Series of black and white ads that were plays on words - Pop Up for the Weekend (wine cork); Stretch Your Legs by the Bay (crab); Come See Our Track Stars (Cable Car tracks); Try a Different Beach This Summer (North Beach); San Francisco (type only) and San Francisco for a \$1 (promoting visitor guide "The San Francisco Book). Ran in drive markets.	Grey Advertising
1987 Ad	Yours for a Song - Ad promoting Civic Auditorium	Grey Advertising

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1987 Ad	A Feast for the Senses - artwork using utensils	Grey Advertising
1989 Ad	Our Thanksgiving Came Early This Year - ad appeared post-Loma Prieta earthquake	BBDO
1990 Ad	San Francisco - You'll Never Meet Any Place Like It - Art included city skyline reflected in a wine glass or framed by a Victorian window, etc. This creative was a reprise of earlier ads that ran in 1983-84. "Whatever his differences with the President, he was in complete agreement with Tony Bennett" - ad showed Mikhail Gorbachev with Golden Gate Bridge in the background following his visit to San Francisco where he expressed his affection for the city. "It Looks Like Heaven But the Restaurants Are Better" - this ad series drew on Biblical references and actually stirred up some minor controversy in fundamentalist congregations.	BBDO
1992 Ad	Miscellaneous promotional materials for IPW (Pow Wow)	
1992 Collateral	Space Program - Used astronaut imagery to promote The Moscone Center expansion	
2000 Ad	San Francisco - Don't Rush It - co-op advertising program with American Express. CTA - Get free copy of "Local Time" guide	
Date?	Ad	

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2004 Ad	Only in San Francisco; results of a RFP for "pro bono" ad campaign. SFCVB paid for media costs; however, much of the creative agency time was donated.	Eleven
2017 Collateral	Summer of Love collateral celebrating 50th anniversary	TEAK

Box 20 Advertising--Event Bids

1968 Bid	Olympic Bid (19th Annual) Mayor George Christopher
1976 Bid	Olympic Bid Mayor Joseph Alioto
Artwork	Super Bowl 25 Artwork
Artwork	Super Bowl
Artwork	America's Cup Line Art

Box 21 Artwork

Artwork	Cable Car	Dailey & Associates
Artwork	Cable Car	
Artwork	Cable Car and Golden Gate Bridge	Megan Dixon - Use only with permission

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Box 22 Artwork Line Art, Cable Car posters, Loaf of Bread
photo, Wine Bottle

Box 23 Photographs

Box 24 Photographs