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**DEPARTMENT OF PARKS
AND COMMUNITY SERVICES**

CITY OF SACRAMENTO
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RECREATION
ZOO

April 19, 1989

Budget and Finance Committee
Sacramento, Ca

Honorable Members In Session:

SUBJECT: Sesquicentennial City Flag Design

SUMMARY

This report provides information on the City flag design and selection process for the Sacramento Sesquicentennial Celebration. Further, this report recommends approval of the design process, procedures, and selection criteria.

BACKGROUND

On February 21, 1989 the City Council approved a resolution related to the 1989 Sacramento Sesquicentennial Celebration and allocated \$25,000 to support various celebration activities. Of that amount \$5,000 was earmarked for the design and fabrication of a new City flag by the Art Directors and Artists Club (ADAC) of Sacramento.

ADAC is a local nonprofit organization with over 1,000 local and national members from the creative community including graphic artists, photographers, art directors, artists, copy writers and illustrators. The primary purpose of ADAC is to promote excellence in visual communication through education and community interaction. Two nationally recognized conferences and a series of ten workshops are sponsored annually in Sacramento by ADAC. ADAC also participates in community projects such as career day fairs at local colleges and high schools and its members frequently serve as judges for design competitions. In addition, ADAC is a primary sponsor of the CAMMY Awards Program.

Given the short time frame to design and fabricate a flag for the Sesquicentennial, ADAC recommends that members from its Board of Directors, Vice Presidents and advisors serve as the design team for this project. Team members are: Lisa Bacchini, Lisa Bacchini Graphic Design and Illustrations; Frank Burris, Kramer Carton Co.; Kyp Griffin, Tackett-Barbaria Design; Laurie Lewis, Univ. of Calif. at Davis, Publications Dept.; and Mark Price, Trimline/3M and Graphic Design by Price. The design team is very excited by this project and will undertake it as a community service without compensation.

The following elements are the selection criteria for the design of the new city flag:

1. A timeless design
2. Reflect the city's heritage
3. Standard flag dimensions 80"w x 48"h with traditional flag fasteners
4. Durability (suitable for indoors and/or outdoors)

The flag will be used in a variety of ways, e.g. special events, parades, public displays, etc.

A subcommittee appointed by the Mayor will include the ADAC design team, two City Council representatives, one Arts Commission representative, and two community arts professionals. The subcommittee will meet on May 12, 1989 to review the design criteria and on May 30, 1989 ADAC will present to the subcommittee four to five design concepts for their review. At this meeting the subcommittee will select three flag designs for further development. In late June these three flag designs will be exhibited at the History Center for public viewing and comment. The subcommittee will select and recommend the final flag design to the City Council in early July and the flag design will be unveiled at the August 13th Sesquicentennial Celebration festivities. Final flag fabrication is expected to take approximately eight to ten weeks and completed by early September. See Exhibit A for the timeline.

Funds allocated for this project will be used for production costs for approximately four standard size flags and approximately 50 additional smaller commemorative flags. Actual quantities are difficult to determine at this time without the completed flag design on which to base a final quote by the flagmaker.

FINANCIAL DATA

The City Council approved a resolution on February 21, 1989 to allocate \$25,000 from the General Fund to support the Sacramento Sesquicentennial Celebration. Of this amount \$5,000 has been earmarked to ADAC for the fabrication of a City flag. ADAC will design and create camera ready artwork at no cost. No additional funds are required beyond those already allocated for this purpose.

POLICY MATTERS

None.

MBE/WBE

Every effort will be made to comply with the City's MBE/WBE goals.

RECOMMENDATION

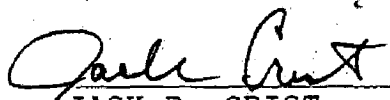
It is recommended that the Budget and Finance Committee review this report and refer it to the full City Council for approval of the design and selection process for a new city flag.

Respectfully submitted,



ROBERT P. THOMAS, Director
Parks and Community Services

Recommendation Approved:



JACK R. CRIST
Deputy City Manager

Contact person to
answer questions:

Wendy Ceccherelli
Director, Metro Arts Division

All Districts
May 2, 1989

Attachment

RESOLUTION No.

Adopted by The Sacramento City Council on date of

**RESOLUTION APPROVING THE DESIGN PROCESS,
PROCEDURES, AND SELECTION CRITERIA
FOR A NEW CITY FLAG**

BE IT RESOLVED BY THE COUNCIL OF THE CITY OF SACRAMENTO:

Hereby approves the design process, procedures, and
selection criteria for a new City flag.

MAYOR

ATTEST:

CITY CLERK

EXHIBIT A

TIMELINE

- 5/9/89 City Council approve design process, procedures selection criteria, and composition of subcommittee
- 5/12/89 Subcommittee meets with ADAC to review design criteria
- 5/30/89 Design team presents four to five design concepts to Subcommittee; Subcommittee selects three designs for further development
- 6/13/89 Subcommittee reviews three developed proposals and approves designs for public display
- 6/27/89 Three flag proposals on public display for viewing and comments at the History Center
- 7/11/89 Subcommittee selects and recommends final flag design to City Council for approval
- 7/25/89 Subcommittee meets to approve camera-ready artwork
- 8/13/89 Unveiling of flag design at Sesqui centennial Celebration
- 9/10/89 Completion of flag