

NAVA Survey's Top 25 New City Flags in USA – Summary of Processes

1. Tulsa OK

- a. Input phase – what was a defining event in the history of Tulsa?
- b. Design phase – local designers create 400 designs
- c. Independent panel selects three candidates
- d. 8,000 people vote and majority flag winner selected

2. Reno, NV

- a. Arts and Culture Commission lead an effort to design a new flag for sesquicentennial.
- b. Open submission of designs from November 2017 to March 2018
- c. Reno Flag Committee (former Mayors, arts professionals, flag expert and community representatives) narrowed to 13 designs
- d. Public vote on thirteen designs
- e. Arts and Culture Commission selected three finalists
- f. Three finalists went to City Council for choice (Council chose top in public voting)
- g. <https://www.reno.gov/community/arts-culture/reno-flag-project#:~:text=The%20Reno%20flag%20was%20designed,is%20a%20proud%20part%20of.>
- h. Transparency of submissions available in the link above

3. Salem, OR

- a. Local enthusiast pushes for a flag design contest as part of his role as VP of City Planning Commission
- b. Dozens of entries received
- c. Narrowed to four finalists
- d. Council chose from among the four finalists *after* voting to retire old flag, adopt new
- e. <https://www.statesmanjournal.com/story/news/local/2021/12/20/salem-oregon-city-flag-design-contest-vote-poll-vexillology/8810985002/>

4. Norman, OK

- a. Local enthusiast leads effort
- b. Citizen-led flag committee made of up historians, former city officials, artists and designers
- c. 117 design submissions from 58 designers
- d. Public invited to vote on five flags
- e. Highest scoring flag recommended to City Council which chose winning design

5. Salt Lake City, UT

- a. Open call for submissions from City, led by Mayor

- b. Over 600 entries
 - c. Flag design committee (ten people) narrowed to eight flags for public to rate
 - d. Two designs that ended up being combined into one final design
 - e. <https://www.slc.gov/flag/>
- 6. West Plains, MO
 - a. City-led process
 - b. City formed committee of residents that picked a design from among submissions
 - c. <https://www.ozarkradionews.com/local-news/west-plains-flag-receives-a-grade-from-nava>
- 7. Wheeling, WV
 - a. 250th Anniversary Committee led process for new flag design
 - b. Three designers assisted in creating final design
 - c. Adopted by Mayor and Council
 - d. <https://weelunk.com/wheeling-city-flag-design/>
- 8. Lincoln, NE
 - a. Contest organized by American Marketing Association – Lincoln Chapter and Lincoln Young Professionals
 - b. One winning design chosen
 - c. Adopted by city with clear protocols and options to purchase flags and t-shirts
 - d. <https://www.lincoln.ne.gov/City/Mayor/City-Communications/City-Flag>
- 9. Kingman, KS
 - a. Contest to design flag (August) open to residents
 - b. Project board narrows submissions to a public vote
 - c. https://m.facebook.com/groups/kingmankshappenings/permalink/431236307605061/?_se_imp=0XMnS38KKGbkalp2N
 - d. Flag chosen (January)
- 10. Springfield, MO
 - a. Led by a citizen group (Springfield identity group) asking Council to adopt flag (2017)
 - b. Council and City led a public information and adoption process
 - c. Approved by ordinance in 2022
- 11. Pocatello, ID
 - a. 1.5 year effort led by citizen all volunteer committee, including vexillologist
 - b. Over 700 entries received by the city

- c. Public feedback on all designs
- d. Final six revised designs proposed by committee to public for vote
- e. <https://pocatello.gov/732/Pocatello-Flag>

12. Duluth, MN

- a. <https://duluthmn.gov/duluthflagproject/>
- b. City-led flag design process
- c. Nine volunteers appointed to city flag design committee.
- d. 195 submissions narrowed to 41
- e. Public opportunity to vote on designs

13. Sunnyvale, TX

- a. Led by a resident with one design.
- b. Council asked for two more designs
- c. Poll conducted via utility bills
- d. Favorite was design from originator and adopted by Council

14. Yorba Linda, CA

- a. <https://www.yorbalindaca.gov/826/City-Flag>
- b. City staff led flag design call for entries
- c. 31 designs received from Yorba Linda residents
- d. Panel of 7 judges with guidance from NAVA assembles to review designs
- e. Blind judging of all submissions with one recommendation forwarded to City

15. South Bend, IN

- a. <https://southbendin.gov/city-guides/city-flag/>
- b. City Council initiates process as part of sesquicentennial celebrations
- c. Council sets forth governing rules and regulations for flag design contest
- d. Over 200 submissions reviewed by flag design committee of professional designers, marketing professionals, a vexillologist, city officials, and SB150 representatives narrowed down all entries to three (3) designs.
- e. Public invited to comment with over 1000 comments received
- f. Committee commissioned one designer to produce a final design

16. Madison, WI

- a. Flag redesign a result of concern over Zia Pueblo sun symbol use
- b. New design adopted by Council
- c. <https://www.cityofmadison.com/council/councilmembers/resourceguide.cfm>

17. Topeka, KS

- a. <https://www.visittopeka.com/topeka-flag/process/>
- b. Strong branding and YP focus
- c. Topeka YP's initiated process with City backing for new flag, replacing flag from 1977
- d. Summer 2018 - 300 designs from Topekans
- e. Feedback committee to narrow to four designs
- f. Three final designs created for public voting
- g. 400 votes, then flag unveiled at State of the Community event in April 2019

18. Sioux Falls, SD

- a. Collaboration of AIGA South Dakota, Sioux Falls Design Center
- b. Collaboration led a call for designs – over 90 received
- c. Two-staged panel rating process with over 3000 votes from public
- d. The flag was an unofficial “people's flag” for about seven years before the Council officially adopted it.
- e. <https://www.argusleader.com/story/news/2018/06/13/sioux-falls-flag-city-council/696705002/>

19. St George, UT

- a. The State of Utah moving to a new flag, in part because of the TED Talk! A really well-done video which shows the importance of this:
<https://flag.utah.gov/>
- b. Note excellent resources at link above

20. Port Clinton, Ohio

- a. Modest process
- b. Design competition from Economic and Community Development Committee
- c. Competition announced and two opportunities for public feedback:
<https://www.portclintonnewsherald.com/story/news/2020/09/11/port-clinton-announces-community-flag-design-competition/3466678001/>
- d. 11 entries in competition. Design from 18 year old selected
- e. <https://www.thebeacon.net/port-clinton-debuts-city-flag-by-ben-lucas/>

21. Newton, KS

- a. Design competition in 2020
- b. Adopted a winning flag from a community native
- c. City guidance on website:
<https://www.newtonkansas.com/residents/newton-flag-project>

22. Cedar Rapids, IA

- a. A different approach to design: wide community input on themes and ideas, flag designs, etc.
- b. Collated into a designer packet that showed all of the community responses condensed into one packet.
- c. Then a volunteer team of graphic designers sorted through input and created designs.
- d. Community voted on four finalists
- e. Documentation of process and use guidelines:
https://www.cedar-rapids.org/discover_cedar_rapids/city_flag/index.php

23. Crystal, MN

- a. A suburban flag
- b. Quick video recap of flag and unveiling: <https://youtu.be/jTAvwvaEo50>
- c. Opportunity to purchase city flag and a bit of history: https://cdn5-hosted.civiclive.com/UserFiles/Servers/Server_10879634/File/Our%20City/Flag%20Order%20Form.pdf

24. Kennebunkport, ME

- a. Design competition for 200th anniversary, organized by City Manager's Office
- b. Call for entries with instructions, 35 received.
- c. Reviewed and selected by four judges: Selectman Alan Daggett, local historian Sharon Cummins, librarian Mary-Lou Boucouvalas and Tom Bradbury of Kennebunkport's Conservation Trust
- d. Designer (17, using Adobe Illustrator) receives merch with flag
- e. <https://www.pressherald.com/2021/07/05/a-grand-new-flag-for-kennebunkport/>

25. Riverside, CA

- a. Outgoing Mayor challenges new Mayor to design a new flag
- b. Council voted 6-1 first to retire the old flag
- c. They then adopted a single-source design for a new flag, hoping to be energized and to educate public
- d. <https://www.pressenterprise.com/2020/12/10/riverside-hopes-new-blue-and-gold-city-flag-will-bring-pride/>

compiled by Curtis Brown, City Manager's Office

City of Urbandale, Iowa