

# Your Thoughts Matter



Please send your alderperson comments about the proposed new city flag – [flagcomments@milwaukee.gov](mailto:flagcomments@milwaukee.gov) – be sure to include your name and address.



## Current Official City Flag

- Adopted in 1955 after being designed by former Alderman Fred Steffan who was also a member of the City Art Commission.
- The design was a compilation of several entries to a city-wide competition. It is a snapshot of Milwaukee in the 1950's and much of the imagery is no longer relevant or culturally appropriate.

### SYMBOLISM IN THE FLAG

- City Hall is featured in the center, the seat of local government and one of Milwaukee's most prized architectural feats.
- Four quadrants represent the City's Indigenous origin, libraries and culture, military service, and manufacturing.
- To the right, three buildings that represent Milwaukee's churches, homes, and schools.
- The date 1846 commemorates the merger of Kilbourntown and Juneautown and our incorporation as a city.
- To the left, barley represents our best known industry.
- Next to the barley is County Stadium, which was home to the Milwaukee Braves, Brewers, and Green Bay Packers until 2001 when the stadium was demolished.
- Settled between County Stadium and City Hall is the UWM Panther Arena which was state-of-the-art at the time.



## Proposed New Official City Flag

- In 2001, an effort to design a new City flag did not result in a winning proposal.
- In 2018, the Milwaukee Arts Board declared that a new City flag design was needed.
- After being ranked 147 out of 150 city flags in North America by the North American Vexillological Association, a group that specializes in flags, work for a new flag began.
- Steve Kodis, a local graphic designer, partnered with Greater Together to receive entries for a new design and received over 1,000 entries.
- A panel made up of four Milwaukeeans who work in design and one vexillologist selected five finalists that went to an online vote.
- Over 6,000 people voted and “Sunrise Over the Lake” by Bay View resident Robert Lenz received the highest rating.
- The Common Council declined to vote on the flag design in 2018, and in the six years since it has been organically adopted and is widely used on homes, businesses, and local products in every ZIP Code and neighborhood.
- The design is timeless and will endure and remain relevant for generations to come.
- If approved by the Common Council of the City of Milwaukee this fall, “Sunrise Over the Lake” shall be adopted as the official flag of the City of Milwaukee on January 31, 2025, the City’s 179th birthday.

### SYMBOLISM IN THE FLAG

- Gold represents Milwaukee’s rich brewing history.
  - The rising sun over Lake Michigan represents a new dawn for our City, hope, and unity, and to future growth.
  - Three stripes in the sun’s reflection represents the three settlements that merged to become Milwaukee, and the blue also represents the three rivers in Milwaukee.
  - Navy at the bottom symbolizes Lake Michigan and the commerce that comes by water.
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