

LRB-FISCAL REVIEW SECTION ANALYSIS

JUNE 28, 2001 AGENDA

ITEM 3, FILE 001699

STEERING & RULES COMMITTEE

JAMES CARROLL

File #001699 is a substitute resolution relating to procedures for selection of a new city flag.

Background

1. The Common Council on behalf of the City of Milwaukee formally accepted the current flag on January 25, 1955. The Art Commission, after a design competition, recommended the flag's design to the Common Council.
2. Some of the images on the flag are outdated and do not provide an accurate representation of the City today (See Attached Post Card). In the center of the flag, City Hall is superimposed over a giant gear, representing the industrial nature of Milwaukee. The gear is divided into quadrants that bear symbols of the City's Indian origin, its culture and libraries, its military service and its manufacturing.

To the right of the factory, the outline of a ship riding the waves of Lake Michigan denotes the city's stature as a great port. The three buildings on the right of the ship are used to illustrate "Milwaukee's greatest treasures", those being homes, churches, and schools.

The date 1846 marks Milwaukee's incorporation as a city and on the left, a stylized stalk of barley is used to symbolize the city's brewing industry. Next to the stalk of grain, images of County Stadium and the Arena depict the City as the host of great sporting events, entertainment and conventions.

3. Section 320-12-4 of the Milwaukee Code states that before any municipal project is altered by the city, its design shall be submitted to the Art's Board for examination and report.

Discussion

This resolution establishes the following procedures for the redesign of the City's flag:

1. The Arts Board will receive entries for a citywide design contest with entries to be accepted from June 1, 2001 to July 31, 2001. Due to the delay in the approval process, the Art's Board may suggest changing the dates to allow for proper promotion of the contest.
2. The Arts Board will submit the top five designs to the Common Council no later than October 1, 2001.
3. The Arts Board will make a recommendation to the Common Council as to the ranking of the top 5 designs.
4. The Common Council will make the selection of the design for the new city flag from one of the top 5 designs.

5. A total of \$5,000 will be awarded for the top five designs. The winning design will receive \$3,000 and the remaining 4 designs will receive \$500.

Fiscal Impact

The resolution reserves \$5,000 in the Common Council's-City Clerk's Public Information Special Fund to be expended as prizes for the citywide design contest.

cc: Marianne Walsh
Michal Dawson
Jean Laskowski
Gary Petersen
Tom Croasdaile
Ald. Murphy
Ald. Pawlinski

Prepared by: James Carroll, X8679
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