

Attachment to Fiscal Note for Common Council File Number 240407

The fiscal impact of a resolution adopting a new official City flag will depend on the assumptions used when authorizing expenditures.

In 2018, the Milwaukee Arts Board estimated that there were approximately 100 flags throughout City locations. Information recently provided by the Department of Public Works, the Police Department, the Fire Department and the Library indicate a much smaller inventory. Departments have identified 13 locations where the flag is currently flown. (see table below) **If each flag was replaced with a similarly sized flag, the estimated cost would be \$793** without considering quantity discounts that may be available.

Current Flag Locations

Department	Number	Size	Location
Police	7	3'x5'	749 W State St (PAB/ D1) 245 W Lincoln Ave (2nd District) 2333 N 49th St (Data Comm/ D3) 6929 W. Silver Spring Drive (D4) 2920 N Vel R. Phillips (D5) 3006 S 27th St (D6) 3626 W. Fond Du Lac Ave (D7)
DPW	5	3'x5'	DPW Field Headquarters (35 th & Capitol) Safety Academy (6680 N. Teutonia Avenue) ZMB Market Street Lobby Council Chambers Committee Room B
Mayor	1	3'x5"	Mayor's Office
Library			Milwaukee Public Library currently does not fly the City flag at Central Library or its branch locations.
Fire			MFD does not currently fly the City flag, but would be open to using to at its headquarters.
Total	13		

If a new flag design is chosen, departments may choose to continue displaying the flag at all current locations, or they could increase or decrease the number of locations where the flag is flown or displayed. These decisions would affect the total expenditure for new flags. To give an estimate of the potential range of costs, the table below shows costing scenarios for

purchasing the current City flag and the “People’s flag” in quantities of 13 and 25 flags in various sizes.

Flag Pricing

Design/Size	2024 Unit Price*	Units	Cost	Units	Cost
Steffan Flag					
3’x5’	\$105	13	\$1,365	25	\$2,625
4’x6’	\$136	13	\$1,768	25	\$3,400
Sunrise Over the Lake Flag					
3’x5’	\$61	13	\$793	25	\$1,525
4’x6’	\$93	13	\$1,209	25	\$2,325

*from the Flag Center in Wauwatosa

The Department of Public Works has incorporated the Steffan flag design into the DPW seal. This seal appears on many vehicles in the City’s fleet. According to the Milwaukee Arts Board *Findings and Recommendations Regarding the Official City Flag*, the replacement of logos on DPW vehicles would be optional.

“Although the current flag is part of the DPW symbol, given the variety of symbols used by City departments, it may not be necessary to rebrand all vehicle at one time. Logo replacement could occur as new vehicles come onboard at no additional cost.”

Unless directed otherwise by the Common Council, the decision regarding the replacement of decals on current DPW vehicles would be made by the Commissioner. If the decals which incorporate the Steffan design are phased out as equipment is retired, there would be no additional cost associated with new decals. DPW’s most recent cost estimate for the mass replacement of decals on existing equipment is shown in the table below.

DPW Logo Replacement Costs in 2024

Item	Unit Cost	Units	Extended Cost
Labor/Vehicle	\$75	2,650	\$198,750
Decals (2 per unit)	\$50	5,300	\$265,000
Total			\$463,750