



STATE STREET FLAG PROGRAM FACTS AND INFORMATION

- The State Street Flag Program (SSFP) was developed by a volunteer committee of merchants and others interested in State Street in the early 1990's. The program was under the auspices of the City of Santa Barbara Sign Committee, administered by the Downtown Organization and flew flags several times a year.
- Its current format of year round rotating community flags began approximately 10 years ago. In 2004 the Downtown Organization took over not only the administration of the program, but also the design review. In turn, the Downtown Organization took the opportunity to grow the program to include an additional 9 organizations that had been waiting to join the program.
- It is the goal of the Downtown Organization to schedule flags that recognize downtown community events and celebrations. Priority will be given to downtown "oriented" activities. Community service organizations and other appropriate institutions will be considered for the SSFP as calendar space allows.
- The Downtown Organization maintains a waiting list of prospective SSFP participants for any openings on the calendar. Because the cost of production for the flags is significant the current SSFP policy does not have a time limit for the number of years that an organization may fly their flags. As long as the flags are in a safe and aesthetically pleasing condition and are still relevant to the program and the community they will not be taken off the schedule.
- Wait listed groups are considered for openings on a weighted scale by the Downtown Organization's Flag Committee based on the following criteria: Dates requested, promotion of a downtown event or festival, Downtown Organization membership and/or partnership and Santa Barbara community involvement.

- The SSFP calendar is currently host to thirty two community groups, four American holidays/tributes and the Downtown Organization's own holiday decorations.
- SSFP participants are guaranteed a minimum run of 7 days and depending on the length of the event/festivals, holidays and the Downtown Organization calendar can run up to 11 days. Annual scheduling is at the discretion of Downtown Organization staff and overseen by the Flag Committee.
- Considering the intent of the SSFP is to display flags that recognize downtown community events and celebrations and is not intended to promote businesses or advocate political messages all chosen organization's are subject to a flag design review. The Downtown Organization will review flag applications and apply the standards for signage in El Pueblo Viejo district as articulated in the City's Sign Ordinance and Guidelines. Working together with the applicant and flag designer, the Downtown Organization will attempt to achieve a design that is graphically strong, without relying on text, and meets high aesthetic standards. Text that is proposed for flags will be limited to 3% and is not a guaranteed right of the flag applicant.
- All flags will be subject to review including design, size, color and materials.
- SSFP participants are responsible for producing a minimum of 125 flags. Community input with respect to having 'some' American flags flying on State Street at all times is still high, so the Downtown Organization continues to fly 12 American flags while our troops are in conflict overseas. Organizations currently fly 113 flags, but must be able to provide the 125 when and if the program returns to all 125 brackets. It is encouraged that organizations produce approximately 10% extra to provide for damaged or destroyed flags so that their flags will be viable for the greatest number of years
- Participants may have the approved flags produced with any manufacturer they so choose as long as they follow all design restrictions. A majority of SSFP participants use local manufacturer The Flag Factory in Carpinteria where their staff are familiar with the program and its requirements. Generally the cost of producing 125 flags runs between \$8,000 and \$10,000.
- In addition to designing and producing the flags, participants are required to provide annually: Proof of Liability Insurance (1 million), a Press Release and a \$700 administration fee.
- To put your organization's name on the SSFP waiting list please email info@sbdo.org and in the subject line write State Street Flag Program Wait List. In the email please include your organization's name, address and telephone number, as well as a contact name and email and any relevant dates for your organization. Any additional information about our festival, event or organization is welcome.