



SYRACUSE FLAG REDESIGN FACT SHEET



Adapt CNY is organizing a flag re-design initiative to propose a new flag to the City of Syracuse. We are excited to join cities around the country in leading a citizen-driven design process, with the end goal of a flag that represents Syracuse as a diverse city of opportunity for all.

Why are we doing this?

There has been a growing movement to improve city flags. A 2015 TED Talk by radio host Roman Mars highlighted some poor flag designs all over the country, and his list included Syracuse's as an example on how not to make a flag. Other cities that have recently redesigned their flags include Tulsa, Milwaukee, and Pocatello, Idaho. Google "Syracuse Flag" and see how many orange and blue ones with Otto show up... Our community deserves a well-designed flag that represents the city as a whole. Our current flag breaks a lot of good design rules.



So we have a flag.. why should we change it?

We do! The current flag was originally designed (by a contest!) in 1915 and placed the City's seal on a background of blue and white. While the seal incorporates important parts of our City's history - like the Erie Canal, the railroads, and salt sheds - good flag design tends to be more subtle. Instead of overt imagery, a new, redesigned flag can incorporate symbols and colors to show where Syracuse has been, where it is, and where it will be.

Is the City spending money on this?

No - this is a volunteer effort led by Adapt CNY and done in coordination with the City of Syracuse.

Can I submit a design?

Yes! We want submissions from people all over the city, and you **don't** need to be a city resident to submit. You can submit a design by going to syracuseflag.com or simply scanning the QR code to the right. Additionally, paper submission forms are available at libraries, community centers, and local businesses all around Syracuse.

SUBMIT HERE!



How long are you accepting submissions? When will this be decided?

We are accepting design submissions until **February 17, 2023**. After an extensive review and public input process, the final flag should be proposed in June.

How are you picking the new flag design? Can I vote on this?

The Syracuse Flag Redesign Committee, a group of volunteers who applied and were selected to lead the process, will be the judges. The committee members come from all walks of life and represent all parts of Syracuse. Once the design submission window closes, there will be a public input process and several community workshops where you can voice your opinions on the submitted flags. The committee will be narrowing the submissions down to 3-5 finalists, and ultimately, a single recommendation.

Is there a prize for my flag design being selected?

There will be a prize of \$250 for each of the finalists selected, with an additional prize for the final recommended flag.

Who will have the final say on whether a new flag is approved?

The Syracuse Common Council will vote on the recommended flag in summer 2023.

Who will own the new flag?

The new flag design will be in the public domain and licensed under [Creative Commons Zero](https://creativecommons.org/licenses/by/4.0/). This means you can copy, modify, distribute and use the flag for free, even for commercial use, all without asking permission. We want to see the future flag displayed not only on poles but on t-shirts, coffee mugs, murals, and more!

FOR MORE
INFORMATION:

VISIT OUR WEBSITE!
www.syracuseflag.com



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