



Administrative Report

N.3., File # 25-1246

Meeting Date: 10/7/2025

To: MAYOR AND CITY COUNCIL
From: JANE CHUNG, ASSISTANT TO THE CITY MANAGER

TITLE

DISCUSSION AND POSSIBLE ACTION REGARDING UPDATING THE CITY FLAG WITH THE NEW LOGO AND INCORPORATING THE NEW LOGO ON OTHER CITY MAINTAINED FLAGS AND PENNANTS

EXECUTIVE SUMMARY

The City's Strategic Plan includes an item directing staff to prepare a report for the City Council to discuss the process and cost associated with updating the City flag with the new logo and also incorporating the logo on other City-maintained flags and pennants. This report provides an overview of the purchasing process and a breakdown of the associated costs.

BACKGROUND

The current Redondo Beach City Flag originated from a 1999 City Flag Contest. At the time, the City did not have an official flag. Councilmember Bob Pinzler introduced the contest, after noting that mayors across California were invited to participate in a flag-bearing procession at the annual League of California Cities' meeting in October 1999. The winning design was created by Redondo Union High School art student Vanessa Pons.

In addition to the "standing" City flag displayed in the Council Chambers, the City maintains 10 flagpoles located at Aviation Park, Perry Park, Veterans Park, Wilderness Park, the Pier, the North Branch Library, the Fire Stations and at the Civic Center in front of the main Police Station. The City also maintains 22 colored pennants along the International Boardwalk. Additionally, there are banners displayed throughout the City that are typically provided by local businesses associations, with the City supplying and maintaining the mounting hardware.

In July 2024, the City Council approved a new official City logo following a community logo design competition. The City received 199 submissions from 76 applicants, and ultimately selected a design submitted by Stellen Design, LLC. To determine the costs of updating the City flag and other City-maintained flags and pennants with the new logo, staff solicited cost estimates from two local vendors specializing in flag production. The table below provides a breakdown of associated costs for the lowest-priced vendor:

Item	Description	Cost	Estimated Cost
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Standing Flag (1)	5' x 3' Flag Double Sided with Liner	\$245 each x 1	\$245
	Replacement Pole (optional)	\$200 each x 1	\$200
Hoisted Flags (10)	5' x 3' Flag Double Sided with Liner	\$245 each x 10	\$2,450
Pier Pennants (22)	5' x 3' Flag Double Sided with Liner	\$245 each x 22	\$5,390
Total			\$8,285

The total estimated cost is \$8,285, which includes a new standing pole for the flag in the Council Chambers. During the FY 2025-26 Proposed Budget discussions, staff submitted a budget response report addressing the estimated cost to replace pennants at the International Boardwalk. The City Council approved an appropriation of \$10,000 for this purpose and directed staff to replace half of the pennants in the current fiscal year and the remaining half in the following year. Based on the competitively quoted price, all of the City flags and pennants can be replaced within the existing budget.

COORDINATION

The City Manager's Office coordinated with the Public Works Department to prepare this report.

FISCAL IMPACT

There are sufficient funds in the Public Works Department Fiscal Year 2025-26 Adopted Budget to support the \$8,285 purchase of new City flags and pennants. The ongoing cost to maintain the flags and pennants is estimated to be \$3,500 per year.

APPROVED BY:

Mike Witzansky, City Manager

ATTACHMENTS

- New Flag and Banner Design Mock-Ups