



SALE OF CITY OF SANTA CLARA FLAGS

POLICY

City flags may be purchased by individuals/businesses to use for display purposes, with the clarification that the City flag may not be used to endorse a product or imply official/unofficial City of Santa Clara support. City flags will be ordered by the Purchasing Division and placed in stock for sale to the public. The flags are 4' by 6', custom-screened, single construction (one-sided) cotton flags. They may be purchased from the stock on hand, at the City's cost.

City flags other than the type purchased by the City, for example those made of nylon, appliqued or screened, double construction, or varying sizes, may be ordered from flag manufacturers by the requesting individual/business. The Purchasing Division will provide the required letter of authorization to the company asked to manufacture the flag.

PROCEDURE

1. An individual requesting a City flag is referred to the cashiers' window in the Finance Department/Municipal Services Division. Three flags will be kept in stock at this location. (When a flag is sold, the cashier will notify the Purchasing Division to provide another flag so that the on-hand supply of three is maintained.)
2. If the individual wishes to purchase a City flag, the cashier will collect payment for the purchase. (The cost for each flag will be provided by the Purchasing Division.) The cashier will also give the purchaser an informational sheet (sample attached), which specifies City flag protocol and restrictions on the use of the City flag.
3. If the individual wishes to purchase a City flag of a different type than the City flag available at the cashiers' window, he or she may be referred to the Purchasing Division to request a letter of authorization for use of the City flag, which would be provided to the company that will manufacture the flag.

Reference:

City Council-approved policy 7/20/93



SALE OF CITY OF SANTA CLARA FLAGS (cont.)

CITY FLAG PROTOCOL & USE RESTRICTIONS

Protocol

National, state and city flags are customarily displayed outdoors, only in good weather, between sunrise and sunset. Flags may be flown at night on special occasions, such as parades.

When displayed with the national and state flags on grouped staffs, the city flag is usually displayed at the viewer's right, with the national flag at the center and highest point and the state flag at the viewer's left. When displayed with the national flag only, the city flag is placed at the viewer's right, with the national flag at the left.

On the same halyard, the city flag is hung underneath the national flag. If a state flag is also hung, the order is national flag at the top, then the state and then the city flag.

For additional flag protocol and information, the City Library Reference Division may be consulted.

Proper Use of the City Flag

The City of Santa Clara flag may be purchased and displayed by individuals and businesses as a demonstration of community pride. Flag protocol should be observed, ensuring that the flag will be treated with respect.

The City flag may not, under any circumstances, be used to endorse a product or to imply official/unofficial City of Santa Clara support.