



COUNTY OF SANTA CRUZ

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NEWS RELEASE



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COMMEMORATING 40th ANNIVERSARY OF DEDICATION, COUNTY FLAG FLIES OVER COUNTY BUILDING

To commemorate the 40th anniversary of the County flag, the County of Santa Cruz is pleased to announce the County flag will fly over the County Governmental Center on July 4.

In 1980, the Santa Cruz County Board of Supervisors initiated the process of adopting a County flag, which were not in widespread use among California counties at the time. Based on this direction, the County's Parks Department initiated a design process through the County Arts Commission. The Arts Commission set up a community process, which established a panel of local residents that included journalist Bruce Bratton, historian Sandy Lydon and others.

The committee explored many designs, including asking local schoolchildren to come up with ideas. The committee later opted to returned to the Board, which extended the deadline for submittals and eventually authorized the County Administrative Officer to execute a design contract for a new flag. Local graphic designer and painter Ed Penniman was chosen to design a flag.

Penniman was an experienced designer who also designed the Pebble Beach "Lone Cypress" graphic for the Pebble Beach Company. Penniman sought to reference nature on the County flag, coming up with the evergreen tree seen today. He also came up with the idea of using five stripes to represent each of the five supervisorial districts. Although sometimes mistaken for a pride flag (a version of which was first flown during the 1978 San Francisco Gay Freedom Day celebration), the Santa Cruz County stripes represent political geography.

The Board of Supervisors later established July 4, 1983 as the official dedication date of the County flag, and a ceremony was held at the Santa Cruz County Courthouse with many local officials and dignitaries. This 4th of July holiday represents the 40th anniversary of that dedication. Numerous flags were printed and distributed throughout the community, and the flag remains visible in the chambers of the Santa Cruz County Board of Supervisors today.