

Jagger, Carolyn

From: Corsette, Kelly
Sent: Friday, March 01, 2019 12:55 PM
To: City Council
Cc: Thompson, Jim; Washburn, Bruce; Scott, Sherry; Bladine, Janis; Jagger, Carolyn; Walker, Sharron; Nichols, Jeff; Stockwell, Brent
Subject: March 5 City Flag Discussion
Attachments: City Council Memo - March 5 flag discussion.pdf

To ensure compliance with the Open Meeting Law, recipients of this message should not forward it to other members of the public body. Members of the public body may reply to this message, but they should not send a copy of the reply to other members.

Honorable mayor and City Council members:

No staff presentation is planned for the Tuesday March 5 City Council discussion of the Scottsdale city flag.

In light of the negative response toward the new flag (much of which was based on the misunderstanding that it was replacing our iconic horse and rider logo), the attached memo and supporting documents provide a wider picture of public sentiment and comments about the different flag designs along with a summary of background and other information that may be helpful as you prepare for the discussion.

Staff remains confident that with sustained communication about the new design and how it represents Scottsdale, the majority of residents would feel positive about the flag as a new element of our civic imagery, working alongside the city symbol and seal.

Thank you,

Kelly Corsette | Communications & Public Affairs Director

City of Scottsdale | Office of Communication
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Date: March 1, 2019
To: Scottsdale Mayor and City Council
From: Kelly Corsette, communications and public affairs director
Subject: **March 5 Scottsdale city flag discussion**

Honorable mayor and City Council members:

No staff presentation is planned for the Tuesday March 5 City Council discussion of the Scottsdale city flag. This memo provides a summary of background and other information that may be helpful as you prepare to reconsider the city flag decision.

Public reaction to the decision

After the City Council adopted the new flag Feb. 19, the Office of Communication was in the very early stages of a program to help residents learn about the new design and its meaning when the City Council decided to revisit the decision. Communications about the new flag ceased and people were informed about the scheduled March 5 discussion.

Several dozen emails to the City Council and a similar number of comments to new graphics shared on the city's Facebook and Twitter accounts appeared to share the misunderstanding that this flag was replacing the iconic horse and rider. When learning that the city seal and logo would remain unchanged, some people were less opposed to the new design, while some remained against changing the flag.

It is completely understandable that many residents are hostile to the idea of abandoning our iconic horse and rider as the city's logo – and that was never suggested or contemplated.

The city is piloting a system that helps quantify public sentiment in cases like this. The ZenCity platform analyzed public discourse online and shows that reactions are mixed, but with more positive sentiment toward the topic than negative (47 percent positive, 38 percent neutral, and 15 percent negative). Like with other online polls, feedback and emails, this should not be considered statistically valid, but is an indication of the nature of the public reaction online. (See attachment 1 – ZenCity sentiment report.)

Staff feels that with sustained communication about the new design and how it represents Scottsdale, the majority of residents would feel positive about the flag as a new element of our civic imagery, working alongside the city symbol and seal.

Scottsdale's seal and symbol

The city seal, featuring the iconic horse and rider symbol and the city's official nickname "The West's Most Western Town" was adopted in 1951, designed by local artist Gene Pennington.

To reserve the city seal for official documents and other formal business, a city symbol (logo) featuring a simpler, modernized illustration of the horse and rider was subsequently developed for general day-to-

day use. The city symbol has been slightly adjusted over the years as reproduction methods and primary display means (print versus digital) evolved.

The current versions of the city seal and city symbol are provided below:



City seal



City symbol

Scottsdale's city flag

Records are unclear, but it appears the first city flag was ordered in 1954. However, a 1968 Scottsdale Progress article claims to reveal the city flag for the first time – a white field with the city seal at its center (see attachment 2 – July 10, 1968, Scottsdale Progress clipping).

At an unknown point, the appearance of the seal on the flag was modified – the typeface was changed and black text was placed over a dark blue background. This flag (pictured below) was the subject of the Scottsdale resident's email to the Mayor and City Council that inspired the flag redesign effort.



Additional background: public response to the top 4 designs

The Neighborhood Advisory Commission was asked to narrow the top four designs as identified by online public feedback to a top two for City Council consideration. With the current discourse seeming to revolve around whether the horse and rider should be the only symbol for Scottsdale, it may be helpful to consider what the public said about the top four designs -- two of which featured a silhouette of "the Scottsdale cowboy."

From a strictly graphical perspective, the concern with these particular designs is that when the horse and rider icon is used in silhouette, it is difficult to decode at distance.

The top four designs are below at a size that simulates the normal viewing distance of a standard sized flag (the first two shown here reflect modifications requested by the NAC).



Reviewing public comments specific to these designs supports the fact that much of the community identifies strongly with Scottsdale's city symbol and its central role in identifying "The West's Most Western Town."

That review also shows that many people also support a flag that encompasses other facets of Scottsdale's character which are not conveyed via a single icon. (See attachment 3 – public feedback on the top four designs.)

How could a new flag work as part of Scottsdale's civic imagery?

Scottsdale's horse and rider will remain the primary element of the city's civic imagery, regardless of what is decided concerning the city flag.

In cities where seals, symbols and flags are different, they work alongside each other to represent the government in different ways. Places like Chicago and Washington, D.C. have widely recognizable and embraced city flags whose elements advance the visibility and recognizability of the city and the larger communities they serve.

A single graphic or logo can become an immediately recognizable symbol of a place, particularly to those who live there – Scottsdale's horse and rider is a fine example of that.

A flag can amplify that community connection without replacing other symbols. Because it flies high on a pole and is usually seen from a distance, however, a flag's design and symbology must work differently. That can also be an advantage once one understands the layers of meaning and symbology at work.

Americans are not born knowing what the symbols and colors on Old Glory represent, but once they are learned, these simple symbols connect Americans to our flag and to each other more strongly than in most countries around the world.

Graphic designer Steve Kodis, who is leading a grassroots flag redesign in Milwaukee, Wisconsin, put the challenge and potential payoff of introducing a new flag to his community like this:

"Design is a game of persuasion sometimes. People say, well, it doesn't say anything about Milwaukee. It doesn't say Milwaukee on it, but it's not supposed to. It asks a little bit more of you to understand the symbolism, but once you understand the symbolism, you'll never forget it."

The process and communication

As directed by the City Council the process and supporting communication that led to the Feb. 19 City Council decision was substantial, and outlined here:

- After a suggestion from a local resident and high school student, the City Council initiated the Scottsdale Flag Challenge in September, 2017
 - See attachment 4 – Sept. 12, 2017, City Council Action Report
- The challenge sought design concepts from the community through December 2017
 - See attachment 5 – Oct. 3, 2017, news release; the challenge was also announced via social media and newsletters
- 260 design concepts were received

- The Neighborhood Advisory Commission was asked to narrow those submissions; they met in January, 2018, and selected 6 designs to move forward in the process
- Staff selected an additional four designs for a total of ten that were subsequently opened to the public for their feedback, an online process that ran through the end of February, 2018.
 - See attachment 6 – Feb. 1, 2018, news release; online feedback was also announced via social media and newsletters
 - See attachment 7 – Scottsdale Flag Designs Public Polling Results
- Staff returned to the Neighborhood Advisory Commission in May, 2018, with the top four as identified through the online process, and asked the commission to narrow them to a final two for City Council consideration (as part of that, the NAC asked each finalist to adjust aspects of their designs).
 - See attachment 8 – May 23, 2018, Neighborhood Advisory Commission minutes
- Due to competing priorities within staff and City Council agendas, the recommendation and possible adoption by City Council was not scheduled until February 19, 2019.

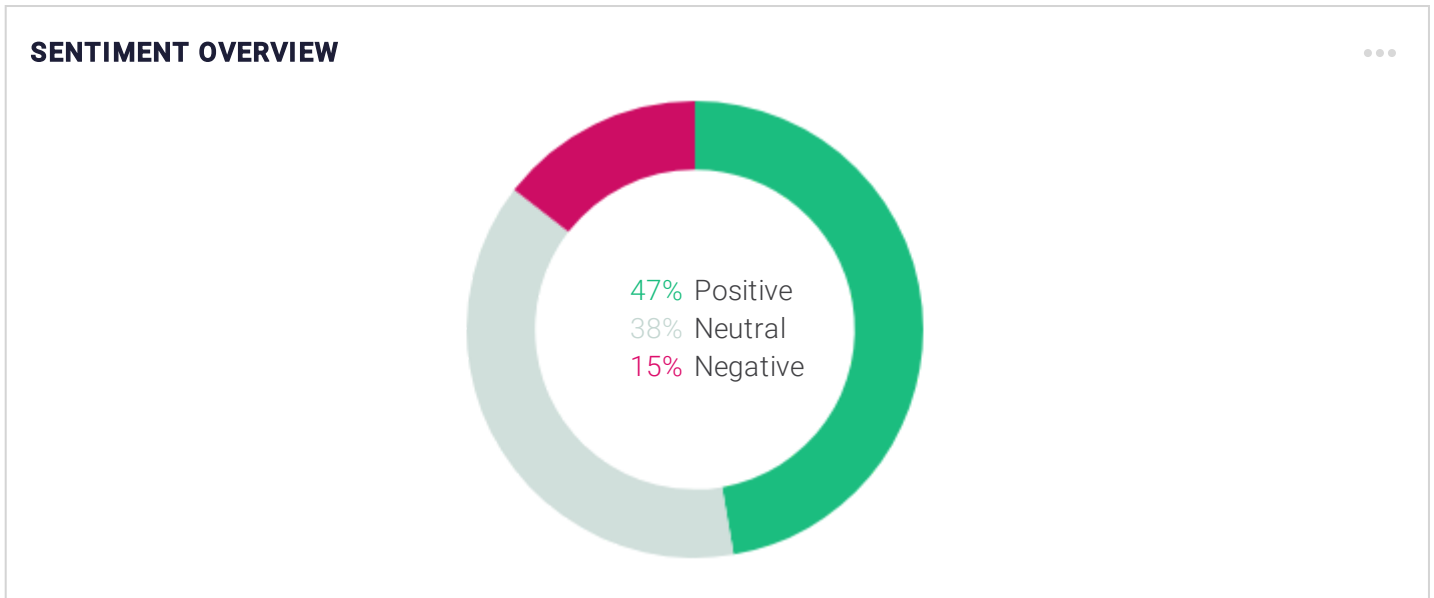
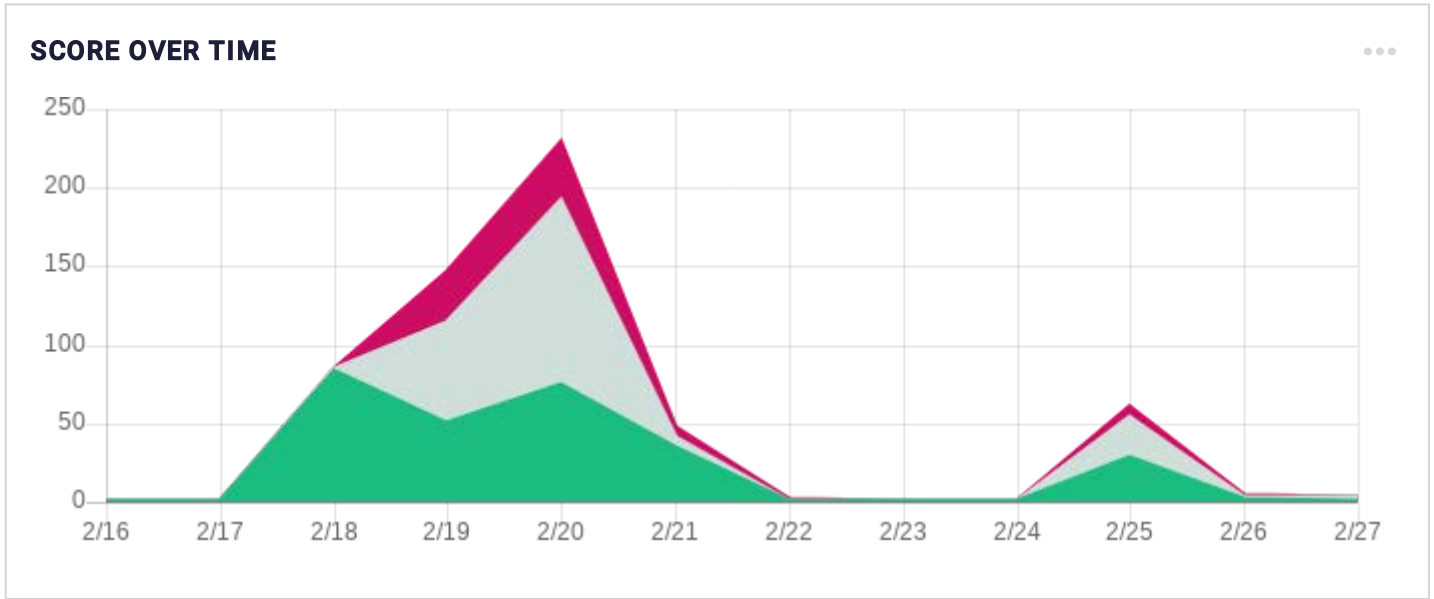


City Overview

02/16/2019 - 02/27/2019



Scottsdale City Flag



TRENDING TOPICS: ...

Political Affairs 98% (Negative 15% Neutral 38% Positive 48%)



Planning and Development 1% (Negative 20% Neutral 60% Positive 20%)



Human Relations and Services 1% (Negative 0% Neutral 25% Positive 75%)



Local Economy 0% (Negative 0% Neutral 100% Positive 0%)



POPULAR WORDS ...



INTERACTION COUNT ...

564

Social Media interactions

7

Local Media interactions

0

City Hotline interactions

Scottsdale Daily Progress

YOUR AWARD WINNING HOMETOWN NEWSPAPER

30c Per Week — 10c Per Copy

SCOTTSDALE, ARIZONA, WEDNESDAY, JULY 10, 1968

Vol. VII, No. 119



City's banner

For the first time in its history Scottsdale has an official flag. The flag will be hoisted when the new city hall is dedicated in October. Two pretty city employees, Mrs. Pat Martin, left, and Mrs. Phyllis

Andersen, displayed the city banner today shortly after it arrived from the manufacturer. The mayor and city council will see it for the first time in this Progress picture.

Progress Photo

Scottsdale Flag Challenge

Comments on the top four designs as identified via online public feedback during February 2018



“Saguaro Blossom”

1. The circle represents community. The flower shape inside represents beauty. The 2 colors represent day and night. I'm glad it doesn't have a cactus or a cowboy...Scottsdale is more than that.
2. This one seems to be the most dignified and has "classic" good looks that will never go out of style. The others look either a bit too childish, corporate, or old fashion. Note: I submitted a design for the competition, and while I'm sorry mine was not selected for the final 10, I think this one is a winner.
3. It shows our heritage& modern energy
4. It captures all that's great and important about Scottsdale and Arizona!
5. The vibrant colors and the choice of design is simple yet captures the spirit of Arizona.
6. It's majestic
7. Subtle, simple, not too flashy
8. Simple, yet elegant, much like Scottsdale.
9. It reflects a western theme without being kitschy. Would prefer it to be a little brighter if I had my druthers.
10. The themes mentioned in the description all resonated with me.
11. Classic design - clean colors - great symbolism.
12. love it
13. Beautiful and simple
14. I like the representation of Scottsdale wild west heritage as well as the color scheme
15. Elegant and clean
16. It's classic, not trendy. Trendy is fleeting. Classic endures.
17. I appreciate the symbolism of the design and the colors are a good choice for branding purposes
18. The use of symbols here far outweigh the competition. It's a very considerate and modern view. Scottsdale is moving in new directions and this supports that nicely.
19. Balance of beautiful skies and desert.
20. CLASSY
21. Love the simplicity of this one. It is the best option.
22. It's classic, unified and has a bright sun.
23. Best Design- the other's are too cliché
24. Super cool!
25. it's by far the best design
26. The blue and gold represents the beauty of the sand and sky and the sun in the middle is a perfect interpretation of beauty amongst Scottsdale
27. The colors speak deeply to their personality
28. This flag is very professional looking and has multiple features embedded into it that resonate with Scottsdale history and symbolism
29. **It's unique**
30. It represents my support for a brother
31. I love the sunburst blossom
32. It's classy like Scottsdale
33. Simple, warm, and resembles the heritage
34. beauty
35. Happy
36. It is simple yet memorable. The center design is also very eye catching.
37. **It's simplistic and beautiful.**
38. **It's bold, simple, and identifiable along with representing the flower as it's main focus as if it's rising from the desert itself.**
39. It shouts freedom
40. **It's bold, it's welcoming and it's sunny**

Scottsdale Flag Challenge

Comments on the top four designs as identified via online public feedback during February 2018

41. Simplistic Beauty
42. This flag highlights many of the awesome features Scottsdale has to offer!
43. The representation of blue and tan and the explanation behind it. Plus the flag looks classic.
44. Sweet
45. The colors and the pattern
46. I like the colors, inspired by the desert and the sky
47. It's perfect!!!
48. It just does
49. The sun is the focal point
50. It feels like it captures the city perfectly
51. Appropriate symbolism and colors. Very distinguished.
52. **It's representation** is unsurpassed
53. **It's simple, Sophisticated and timeless!**
54. The sunniness of Scottsdale and the homage to its Southwest heretage
55. **I like that it's a little abstract and feels like it represents everyone!**
56. I find the color and design to be strong and pleasant at the same time. A very good representation of Scottsdale.
57. Great design, bold and beautiful
58. Scottsdale is like a desert flower
59. Combines land, sky, history, and nature.
60. I like the symmetry, the rope representing the western lifestyle, and the floral sunburst in the center. It also is the most sophisticated of all of the designs :))
61. I love the colors and the design of this flag to represent the city
62. I like how the artist captures the blue skies and the landscape in its simplest beauty.
63. It's symbolism is perfect.
64. **It's got everything! Beautiful, tasteful, simple.**
65. Makes me think of Scottsdale as I remember it from three different visits.
66. Pure beauty!
67. 👍
68. Represents everything Scottsdale is!
69. Simple yet elegant just like Scottsdale
70. Simplistic beautiful and welcoming
71. Simple, yet bold and official
72. **Of all the options this is the most professional looking flag that doesn't look cartoonish and actually meets all the guidelines of flag design. It also has a lot of meaning and symbolism of Scottsdale's rich history and heritage.**
73. The Colors and the design seem to best represent the area to me. It's a strong iconic image with great symbolism
74. **It's** a simple and beautifully designed flag. It is calmly symmetrical. It nicely represents the climate and landscape, while the flower and rope symbols add the life and the human side to it.
75. The tan bottom and blue top
76. Extremely contemporary
77. I think it encapsulated much of the history and lifestyle. Everything from the landscape, to the wild west heritage, and links to the broader state. I think it's all encompassing vs some of the others that only cover bits and pieces.
78. the color use!
79. Perfect
80. **It's the best**
81. It represents our flower and the landscape all rolled into one, something to be proud of.
82. Sun, colors
83. Understated but full of heritage. Most of the others make me think I'm going to fry. I like the coloring the best good looking and classy.
84. The symbolism really resonates with me, and the simplicity does not sacrifice the impact of **the flag's imagery. It's perfect!**
85. Nice colors. Simple. Rustic

Scottsdale Flag Challenge

Comments on the top four designs as identified via online public feedback during February 2018

86. Each piece to this flag symbolizes our state and Scottsdale.
87. Dignified and cool
88. It is simple, yet detailed, with distinctive colors and design that are uniquely Scottsdale.
89. **It embodies what you're looking for in a flag. It's simple but yet shows the spirit of Scottsdale. It's the clearest and crispest one. It just feels right, I like** the sun, dessert yet beauty of the sky and flower represented.
90. Simple, beautiful, meaningful.
91. It is the only flag that does not literally represent the properties of Scottsdale but instead does so intelligently.
92. The colors and symbolism are perfect!
93. Great flag! Love the flower and the colors
94. The simplicity of color scheme and design along with the state flower blossom stand out. Definitely a winner.
95. Simple and Elegant just like Scottsdale!
96. **It's clean and beautiful just like the city itself**
97. BEST
98. Bold and beautiful
99. Keep a close tightcircle of communities just like scottsdale
100. I love how the colors move in the wind and how it looks. Represents Scottsdale as laid back but firm.
101. Simple, but elegant.
102. Colors represent it well
103. Boom!
104. The symbolism expressed by the artist is spot on!
105. I see the representation of pride and beauty in Scottsdale
106. It is simple but yet full of all the right historical and geographical information.
107. The color pallet is bold but not loud. The design seems to me to have the longest lasting appeal.
108. Great representation of city and state.
109. It's classic with a great representation of our city.
110. This flag is truly elegant and unique.
111. It stands out and is simple
112. It looks nice
113. I love the flower incorporation
114. This flag is perfect. I love how simple it is but still shows the beautiful catcus!
115. I like the simplicity and story behind the design
116. Simple yet effective
117. Noble, austere, symbolically beautiful.
118. Very professional look. Blue skies and gold terrain. Love it
119. Clear and sophisticated.
120. Beautiful
121. Blue sky and dessert
122. This is the best flag
123. The sun and the state cactus flower represent the beauty of Scottsdale.
124. This is exactly what a city flag should look like. Love the saguaro blossom, and the color scheme. Flag is simplistic, yet still very different from other city flags.
125. Like the simple pattern, it's different from the rest. I see the sand and the blue sky.
126. Simple but beautiful.
127. Bold and easily recognized colors; sun and stars
128. **It's beautiful yet elegant!**
129. The symbolism of the state flower and the history behind Scottsdale
130. Love the fact that the dessert is represented and blue skies
131. Very colorful.
132. happy feeling! sunny
133. The powerful yet minimalist symbolism of the West, the desert, the sky, and the sun evoke the spirit of Scottsdale in a way no bucking bronco can!
134. The colors represent the landscape

Scottsdale Flag Challenge

Comments on the top four designs as identified via online public feedback during February 2018

135. The flag is unique and incorporates all the things I love about Arizona.
136. The sun, the beauty of the desert and the abundant outdoor life are represented with the deep blue of the sky and the warmth of the land in the shade of brown.
137. Looks great waving plus the colors and representation of the explanation of the state flower.
138. Beauty, dessert, blue skies, cowboy heritage
139. The representation of the clear sky, the sand base, plus the bright star, Scottsdale shines. In one glance the viewer knows what to expect.
140. **It's classy! Has a nod to the history, horticulture and beautiful horizon!**
141. It is so simple, that it touches ones heart!
142. Clean, vibrant, simple
143. valley of the sun
144. All that the designer intended
145. Like the color!
146. Blue skies and desert brown.
147. It's perfect
148. it is centered on the natural setting of Scottsdale.
149. Love the floral center of the city.
150. Flag is very welcoming.
151. Spot on!
152. It is bold.
153. Elegant!
154. Combines history with current concepts of beauty. Speaks to the place and is aesthetically appealing.
155. It is exactly as the description portrayed the flag! Lovely! Definitely the best representation of Scottsdale!
156. I liked the blue sky with the tan desert combo along with the rope to represent the wild west. And it is different than the rest. Well thought out design.
157. Great color and style.
158. I like the simple colors. I like the explanation of sand and sky.
159. Simple...
160. Bold, proud, simple and represents the past, present and future!
161. Elegant, beautiful, easily recognizable
162. It just says clean smart Scottsdale
163. Enjoy the colors and connection to the flower.
164. Clean cut & beautiful colors.
165. It symbolizes all the fine features that Scottsdale represents
166. Love the colours and the spur/sun Incorporation. Very smart.
167. **It's eye catching and elegant!**
168. Strong self reliant
169. Just a classy look for Scottsdale. Love it
170. Because I know the creator knows Scottsdale and I trust his judgement.
171. the sun, state flower, desert, sky...perfect combination!
172. It looks best...
173. The best clean crisp sand rope flower
174. **It's perfect**
175. Use of the state flower
176. Exemplifies or state
177. The color palette captures the vibe of old town Scottsdale, and ties in the western culture well with the flower and rope, without being obnoxious.
178. Home to the desert and saguaro flowers yet cosmopolitan as well. Seems like the classiest choice.
179. classic, western and timeless
180. It's the most stately of the options presented
181. Classic, pleasant, happy, blue skies and desert, not trendy but rather a city who is, always has been, and always will be, a class act.

Scottsdale Flag Challenge

Comments on the top four designs as identified via online public feedback during February 2018

182. the saguaro cactus reminds me that we are in part of the Sonoran Desert. the only place these naturally grow. the blue and tan colors are the real colors of the desert
183. Sunny and classy
184. **It pays homage to our City's history and environment in an aesthetic way**
185. Represents native saguaros and cowboy heritage
186. It combines the western feel of the rope, the natural beauty in the cactus flower and a modern vibe in the color choice and clean lines. I do think the blue could feel younger in a brighter hue.
187. **Although I like the simplicity of the "Clasped Hands", I feel that the sun burst, flower, and rope flag incorporates many more symbolic items that represent the City of Scottsdale.** I also believe that it will allow more marketing opportunities by have multiple symbols to choose from. If I were to change one thing, it would be to make the entire flag blue and the rope brown matching the flower.
188. Color and design show class. Unique and different from the rest.
189. Represents the City with the details in the flag.
190. It symbolizes some of the historic characteristics of Scottsdale.....and I like the colors
191. This design has class and style.
192. The colors and design represent Scottsdale the best.
193. I love how they tied in everything that AZ has to offer scenic wise, into the design. It connects well with me being a Native.
194. It's classic and refined, with a southwestern flair
195. I like the symbolism of the saguaro, wild west, and sun without being too literal. The colors stand out from the Arizona flag, too.
196. Western heritage, and cactus flower is a great representation of Scottsdale. Amazing designs.
197. It is stylish and elegant, like Scottsdale and has key elements that convey our western heritage without over-doing it.
198. I like how the circle represents the circular center of Old Town Scottsdale and the rings symbolize the growth around it.
199. The flag is majestic in its simplicity and. Tasteful display of western heritage. It doesnt brag like a hehaw resort or an over modern metro. It tactfully showcases its roots in the west, and glory with its use of earth tones and the sunburst design. It stands apart, it doesnt stand on the state, or the stereotype or even the cactus but its own values as a hot blooded all american, Western city.
200. I feel like this since it displays a circle it represents unity as a community.
201. I like this one!
202. It looks a little like the Old West meets the future. I love it!
203. UNIFIED
204. Symbolic
205. blue skies :)
206. I love the flowers!
207. I love it.
208. It captures the peacefulness and beauty of Scottsdale.
209. the unending circle on the flag represents to me continuity and unbroken support
210. The Flower and the rope is great symbolism.
211. The rope has that western feel which is a lot of old towns decor. The colors represent the city well, I agree with what the designer said. The blue represents the skies and tan for the desert.
212. Just like how it looks
213. It seems to represent natural beauty, our western heritage, with a clean design.
214. The colors are very strong and regal, and the rope around the center ties everything together with a modern west feel. I love it!
215. SHOWS THE DESERT COLORS AND CONNECTS WITH THE FAVORITES AROUND
216. Very vibrant and striking. Really stands out
217. It has the bright sun shining on what looks like the ropes used in our wild west. Very nostalgic to me
218. Geography and sunshine

Scottsdale Flag Challenge

Comments on the top four designs as identified via online public feedback during February 2018

219. Incorporates key elements of Scottsdale's heritage and beauty in a contemporary way.
220. I love the symbolic description : blue skies, desert, etc
221. I imagine the spirit of the Sun.
222. I like the symbolism of the Wild West and the desert
223. beautiful saguaro blossom, rope represents rodeo and Parada and Arizona "always" blue skies
224. **It doesn't, but it's better than the other ones, which** are almost uniformly terrible.
225. Start over. I've been in graphic design for 30 years. These are all terrible.
226. Colors and symbols represent wonderful things here.
227. I like the use of the rope symbol. It goes back to the heritage side of Scottsdale. Not in love with the current look of the Saguaro blossom. Had to read about it to know what it was. May (flower) need softened or a color change. Not quite sure.
228. Circular, inclusive, balanced
229. Simple and pure!
230. The blue sky, the desert ground and the Saguaro blossom really speak to all I love about Scottsdale and Arizona. The flag is symbolic of our great natural beauty but also very professional in the layout and detailing. This reflects the soul of this community.
231. **It looks sophisticated. It's colors represent the sky and the desert. It has a cactus flower** showing our natural beauty.
232. Yes
233. The colors and symbols look nice
234. Clean, design with cactus and western reference. Most of the others are too similar and obvious. They look like the board of ed logo or the state license plate.
235. Symmetry of design with a balanced use of use of earth tones.
236. It has a full representation of all of the different elements that make Scottsdale great - the desert landscape, the wild west, the blue sky. It's the perfect representation of our great city!
237. I like the way it looks
238. It's the most professional looking one. It symbolizes desert, sun, western, and blue skies.
239. It includes everything Scottsdale has to offer displayed in a bold yet classic flag.
240. Scottsdale is a unique place to live. The city is embracing current times and looking forward to the future while keeping the Old West heritage alive.
241. nice
242. Representative of other state and local colors
243. Very simple, but also symbolically important!
244. The simplicity of the flag is indicative of the subtleties that make Scottsdale distinctly beautiful. Like our city, this flag has a charm and visual appeal that is not seen anywhere else in the country.
245. Desert and Sky and the West
246. Some are shaped by our landscape while others shape the landscape. The flag represents a balance of human dominant and human mutual relationships with our natural environment.
247. Sand and sun
248. Ties heritage and geography together with attractive symmetry and colors.
249. simple and clean, not cartoon-y or overstated.
250. It's a flag that everyone would STAND and support. #MAGA
251. Make America Great Again! Dilly Dilly.
252. it has a modern look but acknowledges the southwest beauty via the saguaro flower
253. The navy and gold colors represent the sandy soli of the desert and the navy is for the wide blue sky.
254. Multicultural with colors that represent the desert
255. It is a great representation of our community, people, and area
256. **The braid around the circle of the star ties all the different people that "work together" to** make Scottsdale a community.
257. I like the consistency of flag similarities--it sends a consistent message/identity
258. The land and the sky
259. It is classy and timeless, Scottsdale is a fabulous place to live and to visit. As our second home it represents unity and an unconditional welcome.

Scottsdale Flag Challenge

Comments on the top four designs as identified via online public feedback during February 2018

260. The sand/sky with the Saguaro blossom seems very Scottsdale to me, and of all the choices it feels the most "flag-like" to me. It looks great.
261. Scottsdale is hot!! The sunburst should be on the flag!
262. It represents a large group of people, not just one culture
263. As this is the only **one that doesn't look or feel like some corporate logo, the concentric circles** of our state flower and rope both represent the beauty and hard work that fueled the growth of the community. This one feels most personal overall, as every inch represents the community as a whole, including the desert land and the beautiful skies year round.
264. **It's elegant, beautiful, reflective of the warmth and welcoming nature of the community, and iconic.** Great flag design!
265. sophisticated sun motif
266. By far the best design.
267. a luxury diverse, colorful environment
268. There only a few options that look like a flag and not a clip-art picture. This is my favorite - **it's classy, meets flag design standards and represents a variety of groups in the city.**
269. I love the colors and saguaro blossom flowers
270. **It's simple, yet meaningful with its symbols that tie in the** history of our city with a modern feel. What Scottsdale is now, but keeping our background.
271. **It's not lame like the other choices**
272. This flag represents our rugged yet refined city, this is the one!
273. Western without trying to be Wyoming
274. The design is elegant and classic while still being unique. The use of the rope and saguaro blossom is a clever nod to our western heritage and desert landscape without using common imagery.
275. Everything in this flag represents something great about Scottsdale without being obvious. The details make it unique. It looks good from afar. The use of white rope and white Giant **Saguaro blossom are clever nods to Scottsdale's western heritage** without using typical imagery. The symbolism reflects Scottsdale heritage and culture. **It's also a nice marriage of a** lot of different symbols.
276. Idk
277. The artist's statement is thoughtful about Scottsdale's history and culture without using literal symbols. Using a cicle of rope is a clever way to nod to our western heritage. Using a saguaro cactus flower instead of a cactus is great design.
278. This is an unique and elegant design that is distinctive using a unique way to display **Scottsdale's western** and desert heritage and culture yet still following the Vexillogical standards of flag design.
279. I love the nod to our western heritage and desert environment, but still looks elegant and rich.
280. I think this design is modern and clean. I feel it combines the feel of a modernized Scottsdale, while still embracing our western roots. I can see this on something high-end or a casual denim cowboy shirt!



"Mountains and Sky"

1. The golden rays and dark mountains, a beautiful contrast and with a saguaro to represent our unique native landscape.
2. Sunrise and mountains
3. Our beautiful sunsets and mountain peaks. I love the cactus approach.
4. captures the real landscape of our city
5. It shows a camelback like mt. I symbol of scottsdale tourism

Scottsdale Flag Challenge

Comments on the top four designs as identified via online public feedback during February 2018

6. it has a bit of everything
7. Reminds me of looking out at McDowell's Mountains as the sun rises, and captures the inherent beauty of Scottsdale.
8. BRIGHT AND SUNNY
9. The mountains!
10. I love the representation of the sunshine, saguaro cactus and mountains.
11. Brite, sunny, cactus
12. **The sun, the mountains, the saguaro. It's perfect, the colors. Perfect for our fine city. We are no longer a rodeo town, we are a destination.**
13. Elegance. Mountains, sun, and cactus that defines area.
14. It depicts what the city truly represents.
15. Open spaces and beautiful sunsets
16. everything about this flag reminds me of Arizona
17.
The brightness of Scottsdale is captured beautifully in this flag along with the gorgeous western cactus as its heart. Immediately you can see & feel the warmth of this city.
18. It combines Arizona specific icons and evokes a calm sunset.
19. The mountains and the saguaro
20. It represents the beauty of the Scottsdale desert and surrounding mountains, along with the beautiful sunrises and sunsets of Scottsdale and Arizona.
21. Representative of the Desert and blue skies.
22. The yellow of the almost always present sun with the mountains and the unique to Sonoran desert cactus.
23. The cowboy town that has nearly disappeared and the Arizona sun.
24. McDowell Sunrise
25.
It brings together the Mountain Preserve land, the rising sun and the iconic saguaro cactus.
26. I like it better than the other choices
27. Bright optimistic and futurist
28. beautiful sunrises and cactus are best represented in Scottsdale!
29. Sunshine
30. Because this signifies the beauty in nature.
31. The beautiful desert that we live in
32. Beautiful and clean
33. Simply and modern
34. the right colors and tone, makes me feel like Scottsdale
35. Represents the beautiful sunsets of Arizona
36. Captures unique, contrasting character **of town's natural environmental beauty.**
37. Over all perfect
38. The beautiful Western sunset and desert landscape.
39. The gorgeous Sunset, the beautiful Landscape!
40. Beautiful design
41.
It captures the importance of the desert while maintaining clean, elegant look and feel.
42. The iconic Sun rays, mountain vistas and cactus speak to everything AZ and very elegantly represent the spirit of Scottsdale.
43. Love the representation of our glorious sunsets and the backdrop they create for our majestic saguaro.
44. Outdoor mountains, warmth Arizona sunset, saguaro iconic symbol
45. It's obviously Arizona based, the mountains look like the mountains that are Scottsdale's backdrop, and the saguaro cactus is classic desert SouthWest.
46. sunshine,cactus,mountains... classy place to live or visit!
47. Looks like what the state stands for.
48. Simple, elegant, modern and blends the sunrays of the State flag well. The flag shows a **bright, new morning for City that is always "new".**
49. The "always sunny" image & the Sonoran Desert.

Scottsdale Flag Challenge

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50. the Desert nights ape is calm and cool, with the Power of the Scottsdale Sun quickly approaching to bring everything to life.
51. Optimistic and beautiful
52. Key colors if State of Arizona - **excellent use of McDowell's integrated into saguaro. Makes clear clean sense.**
53. Feels like a great flag for Scottsdale!
54. Simple and bright
55. looks clean
56. It incorporates the mountains, the cactus and the sun
57. Sense of energy with desert symbols
58. Sunsets
59. It looks like Scottsdale
60. Cactus and sun rays
61. Beauty of the desert.
62. It symbolizes all of the things that I like best about Scottsdale and the reason why I never get tired of being there.
63. The beauty of the AZ sun and landscape
64. Timeless
65. **Best representation of the beauty of Scottsdale's landscapes**
66. The warm sunshine and beauty of the desert.
67. Sun n cacti- **that's AZ to me!**
68. sunset and horizon
69. A good depiction of the weather and terrain which attracts both locals and visitors to our area
70. Mountains, sun, cactus
71. It's an elegant design depicting the landscape of the area
72. Land of sunshine surrounded by mountains with rare Saguaro in our beautiful Sonoran Desert.
73. I think it is the best representation of Scottsdale. Beautiful sunsets and a background you picture in your mind of when thinking of Scottsdale.
74. Hopeful Bright Promise of tomorrow
75. Just as the artist's statement does.
76. mountains, landscape and a combination of sunrise and sunset of which are beautiful here
77. Living here in Scottsdale for 45 years, this flag represents our majestic McDowell Mountains, our stately Saguaros and our stunning sunrises and sunsets!
78. desert living
79. Great sunsets and beautiful mountain desert
80. It shows in a simple way the natural beauty that characterizes Scottsdale.
81. Mountains and cacti in the state of Arizona represent a great destination to visit, explore and enjoy.
82. **It's the core beauty of the city.... the mountain ranges are beautiful, represent activity and bring peace... and an Arizona sunset would change anyone's life!**
83. Mountans, Catus, Sunshin, Blue Skies.
84. Sunny, looking back East over the McDowells, standing beside a saguaro. Reminds me of why I fell in love with AZ and Scottsdale when I first arrived in the Valley.
85. simple and represents the sun and mountains
86. It is a clean, well represented in colors that are appropriate for Scottsdale Arizona
87. Looks the best represents colors well.
88. **It speaks to me. I don't think it could be for any other city!**
89. Clean, sunny and happy city
90. This reminds me of being in the McDowell mountains.
91. Captures the vibe of the culture and the uniqueness of the environment.
92. Beautiful mountains, sunshine & saguaro cactus My home sweet home in Scottsdale Arizona!!
93. I love the cactus with the beautiful sunrise over the mountains 😊

Scottsdale Flag Challenge

Comments on the top four designs as identified via online public feedback during February 2018

94.

The mountains and saguaro are beautifully represented in this flag, and the sunrise is a nice tip of the cap to the state flag without mimicking it's color scheme for the rays.

95. Simple, beauty, serenity.

96. The Arizona sunset represents one of the most distinct features of the state and the desert expanse. Also, this design is well balanced and a beautiful balance of design elements and color.

97. Classy

98. simple, clean, and says AZ no questions about it. The horse designs are stupid. The abstract ones should never had made it to the finals.

99. Clean, elegant, and golden.

100 **It's classy looking. We are not the good old boy west anymore.**

101 Clean, bright and beautiful!

102 sunshine, mountains and saguaros

103

More so than the others. The cowboy is passe...reminds me of Cave Creek. Those with horizontal colored bars look like a South American country. The green saguaro is badly positioned in center suggesting an inappropriate hand gesture. The block S is a corporate logo. Love the sunsets and mountains here and the saguaro is a must.

104 Mountains, sun, cactus - presented in a contemporary manner.

105 When I think of Scottsdale, I think of the beautiful mountains and the beautiful sunsets. The flag itself it beautiful and represents the beauties of the AZ desert.

106 Beautiful skies, mountains and western heritage

107 Natural beauty

108 Beautiful sunsets and saguaro

109

Literally: Sun Cactus McDowell Mountain Interpretative: Outdoors Fresh air Sunshine bright, colorful and sophisticated

111 This flag speaks adventure, there is so much to do within Scottsdale, you are never more than an adventure away

112 It represents the unique terrain, (Saguaro cactus representing the Sonoran desert), the mountains and the sunny days and beautiful sunsets that make Scottsdale a destination city!

113 The sunshine, the mountains, the saguaro - synonymous with Scottsdale.

114 Big Sky

115

This flag represents the McDowell Mountains and shows the sun similar to the Arizona State flag. It is a great combination and best details the Scottsdale way of life.

116 Bright sunshine state. I wish I knew about this I would have designed one! I was born in Scottsdale in 1963! The only drawback to this particular one is the way the cactus arm on the left looks. But nice

117 The environment we sit in

118 Cactus, State flag sunset, McDowell mountains

119 It compliments AZ State flag with the rays of the sun + symbols of saguaro & mountains represents the unique & beautiful Sonoran desert.

120 Sun, mountains and cactus!

121 Desert. Pretty.

122

Desert, sun I like the rodeo cowboy, but it isn't representative of current Scottsdale

123 The cowBOY on the old flag is dated and is not inclusive of the diversity that is Scottsdale. Thus, this gorgeous design says Scottsdale: sun and blue sky and of course, our iconic saguaro cacti!

124 It is a beautiful flag! The colors of the sunset and the saguaro really say Scottsdale. The cowBOY is not inclusive to all genders and I feel should be retired.

125 Mountains and saguaro are Scottsdale.

126 Sun\cactus\mountains...Perfect

127 McDowell preserve, sunshine, & desert

Scottsdale Flag Challenge

Comments on the top four designs as identified via online public feedback during February 2018

128

The reason I moved to Scottsdale 11 years ago was because of the endless sun. I always loved the silhouette of the mountains against the sky. Cacti are native to the Americas, which makes the saguaro a perfect symbol for the uniqueness and beauty of our city.

129 It represents everything I love about Scottsdale.

130 It's colorful without being gaudy says it all with the mountains, sun rays and cacti -- loved this one, nice job. Kristyn

131

INCLUDES ALL THE THINGS I LOVE ABOUT LIVING IN SCOTTSDALE IN A CLASSY WAY.

132 Nature and sunshine. Great colors!

133 Cactus but simple

134 Sun, mountains and saghuaro - our beautiful environment.

135 The mcdowell mtns, the sun/sunsets and the saguaro says it all since I only think of the cowboy when I think of downtown Scottsdale when we moved here 30 years ago. Scottsdale is more than that.

136 Beauty, diversity and transcendent.

137 Mountains and sunshine. The horse and rider represent Old town, not the entirety of Scottsdale. "The west's most western town" is outdated.

138 beautiful scenery & sunny skies

139 Mountains, saguaro and sunshine!

140 Saguaro cactus stands tall representing the strength and tenacity of our city and its people. Our beautiful mountains have been home to wide diversity of plants, animals and humans for hundreds of years. Our city encourages similar diversity today. Our sunsets are memorable and comforting. They assure us tomorrow will be another beautiful day in Scottsdale, AZ.

141 Has SW feel, but doesn't overdo it like some of the others

142 Born at St Joe's, have lived in Scottsdale all my life - 58yrs - one constant is the beautiful sunrises and sunsets, stately Saguaro cacti and wonderful desert mountains. This is what this flag reminds me of.

143 This an iconic scene in Scottsdale both in form and color.

144 a simple symbol of the desert

145 It highlights our sunshine, mountains and desert (in the depiction of the saguaro) which together form the natural essence of Scottsdale.

146 The sun, mountains, and a saguaro. Says it all.

147

Best of a bunch of bad ones . Sorry I think our current flag is better than all of them.

148 Radiant sun, blue mountains (purple at sunset), and saguaro for dessert setting.

149 Saguaros, sunshine and sunsets are what I fondly remember the most when thinking of home.

150 Represents Scottsdale's beautiful landscape & sunsets. You can tell it is Arizona at it's best.

151 It has the great scenery you see all over Scottsdale and still relates to the Arizona flag with the gold and yellow interchanging.

152 The beautiful sunrises and sunsets in the unique Sonoran desert.

153 clean, attractive, sunny

154 Valley of the Sun is always full of sunshine, and we are the "West's most Western Town" so I love the bull riding cowboy!

155 Sunshine, McDowell Mountains, Saguaro Cactus - says it all in describing Scottsdale. Beautiful city in a beautiful setting.

156 Sun, cactus, mountains

157 Always nice to have a cactus and sunset in Scottsdale.

158 The McDowell Mountains and saguaro cactus showcase our beautiful piece of the Sonoran Desert. The sky represented in colors of our magnificent sun rises and sunsets mimics the Arizona state flag and brings continuity.

159 The colors represent Scottsdale to me. The connection to the Arizona flag design really resonates to me.

160 SIMPLE, BEAUTIFUL!!!! ARTISTIC BEST

Scottsdale Flag Challenge

Comments on the top four designs as identified via online public feedback during February 2018

- 161 desert landscape - sunrises and sunsets, mountains and cactus - and the crisp blue and golds representing the positive energy/tension of the city, supporting both creative and restful pursuits
- 162 It is similar to our state flag and I believe people will relate to the cactus more than the cowboy.
- 163
It's got mountains, sun, and cactus. That's we keep wanting other people to think of Scottsdale so I guess that's what Scottsdale is supposed to represent (though, to paint a more complete picture, there should be tall buildings and corporate tax breaks alongside the nature stuff). Also, all the other choices were, um, not super exciting. Especially the petroglyph one which just can't look like anything other than a Swastika.
- 164 Our sun and beautiful surroundings.
- 165 It represents our magnificent sunsets.
- 166 The sun. Mountains @ 🌵
- 167 It beautifully represents our beautiful desert view without pretending that we are in any way still a cowboy town.
- 168 The cactus is the icon most identified with our state by visitors and residents alike. We are typically bathed in sunshine (the yellow) as well as being a nod to our state flag. Our mountains are an integral part of our outdoor appeal (desert/hiking) which are often silhouetted by our sunrises/sunsets.
- 169 I think that this one absolutely represents Scottsdale! The balance of the mountain preserve and the iconic saguaro with our long standing city blue! I love the happiness that this flag brings out with the rays of beautiful sunshine! Yay!
- 170 McDowell mountains, Arizona, valley of the Sun, represents Scottsdale..
- 171 It says to me: Welcome to Scottsdale Arizona's Gateway to the Treasures of the West. The West's most Western City.
- 172 I feel like it matches the criteria the best while still being unique and represents key characteristics of the city
- 173 The references to the state flag and a deliberate eschewing of the cowboy logo.
- 174 this flag represents Arizona's profile
- 175 Simple and clean.
- 176
Scottsdale reminds me of sun. Never-ending sun. And the cactus is fitting for the desert.
- 177 Perfect color scheme & symbolism of our great city.
- 178 The beautiful sun and its rays are representative of our daily skies
- 179 The mountains, the sun and cacti.
- 180 Crisp, happy. I love the cactus and the mountains, plus the sunbeams are a nod to Arizona's state flag and that is perfect.
- 181 colors and suagro
- 182 Colors remind me of AZ colors
- 183 The beautiful sunshine, the beautiful landscape, the beautiful plant life. Perfect summary of beautiful Scottsdale
- 184 Saguaros and McDowell Mountains, endless sunshine.
- 185 Iconic and timeless...
- 186 Bright, inviting and uniquely the desert!
- 187 The cowboys days for Scottsdale is long gone. I like that it pulls from the State flag with the sun rays and the colors will not look dated 100 years from now.
- 188 **Represents that we're a western town** and like how it incorporates the sun rays of the state flag.
- 189 This is just a great flag. Wonderful colors and desert images. It was hard to choose just one though!
- 190 Great colors, classic design, mountains and cactus plus honoring the state flag
- 191
It has the bright yellow of the sun ... which Scottsdale has... it has our beautiful mountains **in a color that feels cool.. we aren't always HOT... the saguaro cactus represents what we are...** the Sonoran **Desert. It also has some of the state flag's colors!!**

Scottsdale Flag Challenge

Comments on the top four designs as identified via online public feedback during February 2018

- 192 It draws one in with the bold colors and reminds me of what we enjoy everyday of our lives living in Scottsdale.
- 193 Reflects sunshine, mountains and desert.
- 194 It has our sun and cacti which is associated with our beautiful city. The one with the cowboy could be any western state and the others are unremarkable.
- 195 sun and cactus
- 196 Reminds me of our beautiful weather and of course our cactus
- 197 Desert sun rays in the valley of the sun!
- 198 I like the mountains & sunshine. I DON'T like a cowboy abusing cattle or symbolism that can't be readily identifiable.
- 199 Cactuses, sunsets, natural beauty
- 200 Cool and warm colors picks the elements of the traditional flag with a contemporary portrayal of the landscape of the desert, mountains and cactus that I feel represent my feelings toward Scottsdale.
- 201 Sunshine, Cactus and Mountains, ahhhh! Beautiful!
- 202 McDowell mountain preserve, Sonoran desert, bold colors for a bold city.
- 203 The Ray's if sunshine, and the original cowboys that settled here. It really draws and speaks in the original arizona
- 204 hiking
- 205 Mountains, cactus, sky and sun. This is graphic enough to represent the art world here, **without being too far "out there!" The colors are pleasing to me, and the design is similar to the designs I came up with (but didn't submit!)**
- 206 The sunset seen from the Preserve.
- 207
Scottsdale has beautiful mountains, saguaros and sunrises/sunsets. I've lived in Scottsdale for over 35 yrs and don't see it as a cowboy/western town anymore. (its there but not prominent) The new flag should represent the beauty of Scottsdale and all it offers.
- 208 the sun, saguaro and mountains. It dovetails the state flag with the sunburst.
- 209 The Saguaro and the sky and the mountains
- 210 It represents the beautiful sunrise and sunset we experience in Scottsdale along with the mountains and the cacti that surround . It says it all.
- 211 Newness & Oldness - combined at last. Also a cactus.
- 212 Blue mountains and sunny sky
- 213 the sunny open desert of Arizona, with famous cactus
- 214 sunshine, mountains & saguaro
- 215 open views and the beauty of the sky at dawn and dusk
- 216 MSP
- 217
The flag shows the desert plant and the warm sunshine of the rising or setting sun.
- 218
There aren't that many cowboys left in Scottsdale. The one I picked has a nod to the AZ state flag, mountains and saguaros - which represent the state and the city.
- 219 great sunsets and desert
- 220 Captures both the landscape and the colors of the valley.
- 221 The silhouette of the mountains and the saguaro capture the beauty of Scottsdale and its surrounding skyline. The dark blue mountain and saguaro stand out clearly against the bright yellow sky. It's perfect.
- 222
Timeless, simple, and classy. Easy to recognize. A choice that all Scottsdalians can love.
- 223 beautiful and lovely sunsets.
- 224 mountains, gorgeous sky and cactus
- 225 sunny, mountains and cactus
- 226 Cacti, mountains, sun. Says it all!
- 227
Sun, mountains, saguaro cactus within the state of Arizona (connection to the sunburst).
- 228 I just like it better than the rest.

Scottsdale Flag Challenge

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229

Mountains and cactus.. perfect for Scottsdale vs palm trees in other cities I.e Gilbert

230 Features the Sun and a saguaro.

231 the golden sun on the top, the beautiful cactus in the night sky highlighted by the mountains and plans in darkness

232 The yellow represents vitality and blue the tradition.

233 Part of az

234 Feels like scottsdale.

235 scenic and iconic

236 Simple, nice colors, saguaro cactus

237

Perfect! Western, mountains, sunset and perfectly coordinates with the Arizona flag.

238 Desert, AZ flag sun beams, and northeastern valley mountains.

239 Sun, Saguaro & McDowell Mountains. Perfect!

240 The sun, the mountains and the desert landscape.

241 Need the rodeo guy in it

242 A beautiful city with amazing natural scenery.

243 Sun, mountains, cactus. Beautiful colors

244

The sun rays are a must, they are too iconic and unique to be left out. In my chosen flag, I would like the bottom of the Saguaro to show up, maybe with a gold outline.. The Blue/gray with the bronco is my 2nd choice, it's a close second. (However, the bronco maybe pays too much homage to the past--see below. which is great for Old Town, but maybe not the whole city) I didn't answer the question though so here we go: To me this flag is a better representation of Scottsdale's NOW and of course its bright, bright future. To many we are still sunshine, mountains and cactus. (Which we are! ..but We know that we are SOOO much more than that (and they do too)). This is the greatest place to live. To me this flag best represents a modern thriving Scottsdale with images that speak pride to the locals and will make all visitors want to come back again and again.

245 When I think of Scottsdale, I smile. I love it here. And that flag simply made me smile as it shows sunshine, mountains, and saguaros.

246 Strong Flag, sunsets, good weather, sunny days

247 Mountains, sun and cactus represent Arizona

248 Modern and sophisticated with a connection to the natural world

249 The sunsets, mountains, cacti, and natural beauty.

250

The icons of the cactus and the mountain range were chosen to represent the beautiful horizons and mountain ranges surrounding Scottsdale. Highlighted are the breathtaking, radiant sunsets, represented by the blaze of orange and yellow. The deep royal blue was chosen to create a visceral connection to the depth of elegance within Scottsdale.

251

I like this one the best, but wish that it has the color red included. It symbolizes the beauty of the desert landscape and abundant sunshine without being too western. While the western theme may be in Scottsdale's roots, the city is much more contemporary now and this flag better depicts all that Scottsdale has to offer.

252 The Mountains and the Saguaro look like Scottsdale

253 A more modern Scottsdale.

254 The outdoors along with sun similar to the state flag.

255 The Saguaro and the warm Sun are Scottsdale.

256 Strong link to our desert landscape and to the flag of Arizona

257 mountains, the desert and abundant sunshine

258 The mountains, sunsets and open desert are key elements of Scottsdale that I hope we continue to preserve.

259 The yellow for the wonderful sunshine, the fabulous saguaro cactus, and our surrounding mountains -- all says beautiful Scottsdale!

260 Beautiful sunrises and sunsets, saguaros, mountains

Scottsdale Flag Challenge

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- 261 Saguaros, sun, and desert. Only Scottsdale has that combination.
- 262 I like the connection to the Arizona flag in the sunrays. The saguaro and mountains are a great connection to the desert around us. The blue is an excellent connection to the state and national flags.
- 263 Sunny
- 264
I do not see the western horse theme working, but do like the sun rays & sahuaro.
- 265 When i think of Scottsdale I think of sunshine, mountains and saguaros. This flag invokes exactly just that.
- 266 Cactus, desert. Scottsdale has long given up its "western" feel.
- 267 Sunsets, beauty, desert
- 268 The rugged western landscape against the colorful skyline
- 269
Sunshine and desert well represented. The flag has a happy, welcoming, new day look.
- 270 Vibrant and part of Arizona
- 271 The sunsets are one of my favorite things about living here and this flag does the best job of showing the beauty of the sun behind the mountains, as well as he cactus breaking the horizon. and to me it says "Scottsdale" more than the others.
- 272 I like the sunburst rays and the representation of the mountains and cactus
- 273
The mountains and cactus rep Scottsdale. This is the best looking flag. Amazing colors
- 274 The mountains and the cactus
- 275
It has the best color scheme, original, yet simple. Embodies all ideas of Scottsdale.
- 276 The colors are Scottsdale's colors, the Saguaro cactus is all around us and the sunsets here are magnificent with the backdrop of our McDowell Mountains!
- 277 Scottsdale is no longer a horse friendly town. We are a shopping, spa, scenic vista's, town. Be honest. Be who you are.
- 278 Bright sun background-colors and the mountain and cactus
- 279 this is the best to show color and looks professional
- 280
The symbolism of the cactus and the sunrise and the connection to the Arizona flag.
- 281 The simplicity and contrast in colors are balanced. There is the lightness of the sun and the darkness of the royal blue. Not too busy and a great background for logos and test overlays.
- 282 I like the colors of the flag. It depicts a very relaxing vibe.
- 283 The flag has a cactus and a landscape. Scottsdale has those things.
- 284 The saguaro cactus, the mountains and the sunset are all Scottsdale to me.
- 285 Like the bright yellow sun against the blue sky and the representation of the saguaro shows the importance of preserving the sonoran deserts beauty
- 286 the sun/weather of scottsdale has changed my mood in such a positive way!
- 287 All designs are terrible. Stay with the current one. Save money!
- 288
Cactus, mountains, and sunshine. The colors would look good in gray scale as well.
- 289 Most representative of our geography.
- 290 The Wild Desert and Sun that shines so bright on our Great City!
- 291 Love the cactus, mountains, and sunset and the colors in general.
- 292
Beautiful skies, sunshine, and sunsets, along with open space and natural landscapes.
- 293 The colors stand out and the design is simple yet recognizable.
- 294 I like the original flag better, these are not as good. You need to at least put the name City of Scottsdale on it.
- 295 its bold Gold sunset/sunrise and blue desert landscape are visually pleasing to look at and encapsulate the idea of "The west's most western town"
- 296 The icon is minimalist in nature, represents the color of the desert, ties in with the State of AZ flag, and contains all the symbols that living in the desert contain.
- 297 I feel that it represents our beautiful Sonoran desert.

Scottsdale Flag Challenge

Comments on the top four designs as identified via online public feedback during February 2018

- 298 best fit
- 299 Saguaro and the McDowell mountains encompassing the magnificent sunsets which is part of AZ
- 300 The mountains, the sun, the saguaro..what could be more Scottsdale than that? Beautiful design.
- 301 Classy and savvy
- 302 Sunshine, Mountains, and desert
- 303 The cactus, mountain range, and sun represents Scottsdale as a whole, and in a progressive manner.
- 304 The Mountains remind me of the preserve
- 305
The yellow represents the abundant sunshine, over the mountains, the blue color is very striking and sets this flag apart from others similar to how Scottsdale is striking and apart from anywhere else. The Saguaro cactus is very representative of a Sunny, Beautiful, Clean, Elegant, Sophisticated, yet friendly, fun and livable city in the desert.
- 306 Arizona's big skies and a cactus that is iconic.
- 307 Sun, mountains and desert flora
- 308 Clean, fresh and inviting.
- 309 It depicts a great view and inviting colors that stand out.
- 310 I don't know, I just like it.
- 311 Scottsdale is no longer a town based on its western heritage. This flag represents all physical aspects of our city.
- 312 It represents the new Scottsdale, modern colors and flair and no rodeos
- 313
Simple but elegant. Incorporates the stripes of the Arizona flag but in a different way.
- 314
The background is representative of the AZ state flag, and represents the gorgeous sunsets and mountains of our fair City--with our beloved Saguaro in the foreground.
- 315 It reminds me of the Sonoran Preserve and the beautiful sunrises that occur daily.
- 316 I like how it depicts the sunrise over the mountains and the cactus
- 317 When I think of Scottsdale I think of our beautiful desert landscape.
- 318 Sun, Mountains and Desert
- 319 The mountain silhouette, with the AZ sun rays similar to state flag.
- 320 Simple, subtle, open, to the point
- 321 Sun, mountains and cactus all representative of Scottsdale. Flag looks similar enough to the state flag that it is apparent that we live in Arizona as well
- 322 Mountain, sunsets, and cacti. Seems pretty good to me...
- 323 Represents our state as well as the natural beauty of Scottsdale
- 324 The Sahuaro is Scottsdale!
- 325 Sunset, mountains, saguaro. Colors need work, these are not right, the blue.
- 326 Elegance
- 327 Beautiful skies and cacti.
- 328 Sunshine, mountains, and desert scenery. Also, it sucks the least of all the entries.
- 329
brings the preserve, Arizona sun and the saguaro together in a simple yet effective way
- 330 Sunshine, beautiful desert
- 331
Simple, people come to Scottsdale whether to visit or live for the Sun, its elegance and beauty. Scottsdale is known nationwide as Arizona as is LA is known as California. The cactus represents AZ, the sun speaks for itself and the mountains incorporating the beauty.
- 332 The sunshine and the cactus represent the desert surrounding us.
- 333
While I like the one using the Old Town logo on AZ colors, I think this one demonstrates our natural beauty with a new forward-looking design, rather than focusing on the past.
- 334 Simple and beautiful sunset
- 335 The mountain, the sun rays, and the saguaro cactus are all part of what make Scottsdale so uniquely beautiful.

Scottsdale Flag Challenge

Comments on the top four designs as identified via online public feedback during February 2018

- 336 Nice and not offending
- 337 Combination of state flag and nature
- 338 Camelback mountain and the fabulous sunsets!
- 339 Simply Scottsdale and it means to us, what the Flag translates to visitors and tourists is really important too and plays a huge role. I like most of the designs, but this one is nice and simple.
- 340 Love the design and colors.
- 341 The one I picked looks the most like it belongs to a desert community.
- 342 The beautiful mountain views, the colors of the sunset and our precious saguaro cacti all say Scottsdale to me.
- 343 Simple and vibrant
- 344
Sunshine, mountain vistas and beautiful saguaros are all part of the Scottsdale experience.
- 345 Winning
- 346 It represents the landscape of the McDowell Mountains
- 347 The colors
- 348 Scottsdale at sunset.
- 349 It's a fancier version of the AZ state flag.
- 350 Sunsets, mountain view and saguaro.
- 351 Saguaro and sunshine
- 352 Blazing sun over majestic mountains.
- 353 Mountains, sun, cactus
- 354 This flag is vibrant, like our city.
- 355 It represents both the traditional and contemporary qualities of the city and the beauty of the natural landscape.
- 356 This is what I see when I think of Scottsdale
- 357 Love the colors and shapes that represent Scottsdale best
- 358 Sun cactus
- 359 **It's simple and to the point, I don't see scottsdale a cowboys so this one with the mountains and the cactus and the colors seems perfect**
- 360 It just does
- 361 Natural beauty, stunning sunrises and sunsets in a great place to live!
- 362 It symbolizes the iconic views of Scottsdale. The sunshine, mountains and Saguaros that are all around. I love the simple design and color scheme.
- 363
The sun, the mountains, the cactus etc. What could be more symbolic of our beautiful city?
- 364 Mountains, cactus, lots of sunshine
- 365 Cactus and sun.....says it all
- 366 It represents the the simple beauty of the city
- 367 The colors speak to me.
- 368
It represents the heritage of Scottsdale with a design that presents a look to the future
- 369 cactus, camelback, sun
- 370
It has the brilliant sun and the mountains and flora (cactus), all of which Scottsdale has.
- 371 Still has an Arizona feel but modernizes what Scottsdale represents, natural beauty with an elegant touch.
- 372 The colors, items depicted (saguaro, sun, mountains) and cleanness of the overall design represent the modern day Scottsdale.
- 373
The colors of this flag are also from the AZ flag. The flag represents the mountains surrounding Scottsdale and the cactus representing the Sonoran desert. The colors of the flag represent the warm weather and the rays the beautiful sunset.
- 374 Simple and beautiful
- 375 The bright yellow the beautifully slightly shadowed sky Mountains and cactus they nailed the colors
- 376 The total package

Scottsdale Flag Challenge

Comments on the top four designs as identified via online public feedback during February 2018

- 377 Love the simplicity and the colors.
- 378 this stands out from the others, the colors are great and modern which sums up Scottsdakle
- 379 Saguaro and sunset
- 380 It all about the sun and the mountains
- 381 I think these vibrant colors will show up the best demonstrating our lively Downtown with our spectacular landscaped vistas of our McDowell Mountains and showing the Saguaro cactus as a majestic symbol of strength reminding to all the need to keep Scottsdale special.
- 382 Iconic sunset over Camelback and Saguaro.
- 383 Represents the sunset and colors of the desert along the shadowed Arizona backdrop.
- 384 Feels like Scottsdale to me
- 385 Sun, mountains and color
- 386 The mountains, the saguaro, and incorporating the arizona flag colors and sunrays
- 387 Sun and mountain
- 388 Elegant skylines
- 389 The others either remind me of Wyoming, Puerto Rico, Brazil, or other places; except for the one's that prominently display a too-big cactus.
- 390 It represents our beautiful desert and Mountain Views. It relates to the AZ flag while retaining distinct Character. We are no longer a cowboy or horse town.
- 391 This is what I think of every time I drive on the 101 in Scottsdale, the beautiful mountains with the sun coming over them. Simple and perfect!
- 392 Desert spaciousness, especially at dusk and sunrise.
- 393 The colors and our mountains
- 394 Beautiful View
- 395 This still represents AZ, but Scottsdale I see as an art district. This flag, to me is the most artistic. It's unique, it makes you keep looking at it.
- 396 Arizona sunshine, the McDowell Mountains, and a saguaro cactus. Beautiful Scottsdale!
- 397 **It's ugly but not quite as** ugly as the others
- 398 Panoramic, saguaro is unique to the Sonoran desert, and color scheme reflects the true colors of the natural landscape.
- 399 Beaitiful skies. Unique flora
- 400 It reminds me of the beautiful desert, mountains and sunsets I love living in Scottsdale.
- 401 I like how it combines both City and state
- 402 Shows The mountains the sunsets and the cactus
- 403 Sunrises over the McDowell Mtns & Desert.
- 404 The mountains remind me of the skyline and the colors based on the Arizona flag seem well suited.
- 405 The desert beauty of Scottsdale.
- 406 The beautiful Arizona desert and sunny skies
- 407 The colors, imagery of the mountains and cactus, all represent Scottsdale to me.
- 408 Modern interpretation of the outdoor environment which is so important to us and our visitors. Bold, beautiful and clean like our city.
- 409 The beautiful mountains, sunsets and saguaros make Scottsdale special.
- 410 Colors and simplicity. Love the tie in with the AZ sun rays.
- 411 Simple. Highlights the surrounding vistas. The cowboy one is too reminiscent of Wyoming's license plate.
- 412 It provides the landscape of AZ with the mountains and Saguaros and has the beautiful sunsets we get regularly.
- 413 Southwest colors and symbolism
- 414 The beauty of the desert.
- 415 Living in a colorful desert.
- 416 Seems very arizona

Scottsdale Flag Challenge

Comments on the top four designs as identified via online public feedback during February 2018

- 417 The flag has an obvious connection to the state flag of Arizona and shows a saguaro cactus, which symbolizes the American Southwest.
- 418 It combines AZ state flag with mountains and saguaros— specifics of Scottsdale.
- 419 Cactus, mountains and beautiful sunrises - need I say more!!!
- 420 THE CACTUS FLOWER OF OUR SAGUARO, THE ORANGE AND YELLOW SUN AND SUNSETS, THE MOUNTAINS AND THEIR CHANGING COLORS AROUND ARIZONA.
- 421 Simple, elegant, colorful
- 422 sunshine, saguaro and mountains
- 423 Nothing beats the AZ sunsets and mountain vistas. Also I am drawn to these colors.
- 424 Mountains, cactus, sunsets that are breath-taking
- 425 Sunrays taken from state flag with Camelback type Mountain and the iconic Saguaro cactus
- 426 Mountains and cactus
- 427 Looks cool
- 428 The design is nice and the colors are okay.
- 429 It is similar to the AZ flag, but has its own flare. I like the saguaro and the mountains. Many people from outside AZ don't realize the saguaro's are only in certain parts of our state. Also, many don't realize that the valley has such beautiful mountain preserves.
- 430 The serenity of the desert and the radiance of the glorious sun.
- 431 The Natural Beauty of Scottsdale Sunshine and the abundant Cactus which grow across Our Unique State.
- 432 The sun...cactus...mountain view
- 433 It needs to represent our natural environment and the saguaro and mountains are our number one asset. Although I think the color combination should be improved. The bucking cowboy needs to go.
- 434 I love the sun rays combined with mountains and saguaro cactus.
- 435 The majestic mountain ranges, the Saguaro cactus, and the burst of golden sunlight are the very images I get in my own mind when I think of the city and community of Scottsdale Arizona.
- 436 I think it portrays the beauty of Scottsdale in terms of being in the Valley of the Sun and the desert.
- 437 This flag just screams Scottsdale
- 438 Golden Sunsets over mountain tops with silhouettes of Saguaro's are one of my favorite aspects of Scottsdale
- 439 The beautiful mountain and sunset vistas.
- 440 Saguaro and sunshine
- 441 **The silhouette of the saguaro and the mountains represent Scottsdale's natural beauty; the colors are elegant and suggest a higher standard of living.**
- 442 It represents the unique desert landscape, mountains and the sun which are the pinnacles of character that make Scottsdale an exceptional community.
- 443 Mountains and the cactus says Scottsdale to me. The colors are simple and classic
- 444 Mountains and cactus as a backdrop, the rays of the sun coming down, are the makings of a great vacation for our visitors. Whether they wish to relax at the resorts, hike, bike or explore the downtown. The flag says " Notice me"!
- 445 Best representation
- 446 The sun rays and cactus are reminiscent of as . The McDowell mountains are unmistakably Scottsdale.
- 447 Sun. Mountain. Light
- 448 Glorious sunshine, view of the mountains, and cactus throughout.
- 449 the colors are right, and represents the desert city but doesn't look too much like the AZ flag
- 450 Like the color choice
- 451 The great state of Arizona...

Scottsdale Flag Challenge

Comments on the top four designs as identified via online public feedback during February 2018

452 All the elements the city represents to me. The colors illustrate the brief time of the day we are fixed viewing our amazing sunsets that we hold in our memory and always try to share with others who don't live here.

453 Sunshine, cactus and mountains

454 The sun rising behind the mountains feels exactly right.

455 Artistic elements and the prevalence of the sunshine all speak to me

456 Love the cactus backdrop which is synonymous with the desert.

457 Invokes the feel of the town and has excellent design qualities.

458

This is my favorite flag but not for the reasons the artist gave. I have lived in Scottsdale over 25 years and have watched the sunrise over the McDowell Sonoran Preserve countless times. We don't have mountains that really set a backdrop for sunsets, we have mountains that set a backdrop for the sunrise. I don't like all the blues and whites. That reminds me of a ski community. We need a flag that represents the West.

459 Modern representation of sunshine and the beautiful majestic desert landscape in surrounding the city. Scottsdale may be the West's Most Western Town, however, Scottsdale is modern, with a highly educated population, and a destination for people from around the world. The flag ought to represent what the city is today, without cruel images of the past (rodeo).

460

it reminds me of the sunsets that makes Scottsdale so special to me and my family. You can almost feel the warmth and the power of the sun shining across the desert. I love it

461 The McDowell Mountain are a staple for Scottsdale. It reminds me on the sun rising over the McDowell's every morning.

462 A very nice representation of our beautiful, warm, sunny Arizona days and stunning sunsets into our cool evenings.

463 Merges a bright feeling with the heritage of the desert

464

Saguaro As flag Simple good design The cowboy is too much like Wyoming to me.

465 Mountains and cactus

466 Reality of the environment.

467 It's colorful just like its people and sunsets/rises

468 Mountains sunsets cactus

469 Reminds me of a beautiful sunrise in the desert.

470 i like the colors and graphics

471 Bright colors

472

It's simple, elegant, beautiful, and easy to recognize. That's about as Scottsdale as it gets!

473 Beautiful sunsets with rolling hills.

474 Simplicity and color design along with amazing symbolism.

475 I like the color.

476 The land, our desert and a vista sky

477 NA

478 My eyes like it. I wish I had something deep to say but that's it!!!

479 It represents the beauty and wonder of the desert scene.

480 The feeling of Arizona by the colors and mountains surrounding the city of Scottsdale before it started expanding into a larger city type life. To me remembrance of the simpler times where you could enjoy nature's scenery.

481 The Arizona symbol (the sun rays), the Saguaro, and the mountains. Beautiful

482 Scottsdale has become less about being "western", and more about the beauty of Arizona and the richness and elegance of lifestyle. I think this represents Scottsdale being the "most livable city".

483 it is just as described.

484 This flag is representative of Scottsdale, with the rays of the sun acting as a backdrop to the mountains and the mighty Saguaro.

485 Mountains, sun, and cactus

Scottsdale Flag Challenge

Comments on the top four designs as identified via online public feedback during February 2018

- 486 Brings together our mountains and cacti symbolizing our unique and inspiring environment and culture.
- 487 Classy colors, simple design.
- 488 the mountain preservation and parks, and year round sunshine are some of Scottsdale's most iconic attractions, and the Saguaro represents our home state. I am most attracted to the colors and balance of this flag, which are subtle and pleasing to the eye, and don't draw ones mind to other flags or causes, allowing them to better represent the city of Scottsdale.
- 489 Sunshine and cactus and mountains
- 490 AZ Sunset. Classy colors, look.
- 491
I love the mountains, the sunset and saguaro--all represent the beauty of our city.
- 492 **It's beautiful**
- 493 The colors represent the colors in the sky.
- 494
blend of az flag and saguaro. don't need cowboy on flag, keep it around town. flag has sun and desert and mountains. that's unchangeable about scottsdale. cowboys stretch from texas to nevada, and most americans think texas when they think cowboy.
- 495 This flag demonstrates the finer nuances of Scottsdale. The colors are perfect. The sunset and saguaro align visually with what an upscale, urban city of affluence is all about. I will say it's not about clip art of a cowboy... tragic.
- 496 The cactus
- 497 It's got the Arizona suguaro and sun. Perfect.
- 498 It speaks to the vibrancy of its community derived from its desert roots!
- 499 It has a number of elements that speak Scottsdale to me. Best Wishes
- 500 Sunny
- 501 The state's flag, the city's mountains, and the colors
- 502 Optimistic, bright and hopeful future,
- 503 The beautiful sunrises and sunsets seen through the mountains
- 504 the only one that truly shows the Scottsdale blue and the AZ sun
- 505 Beacon of AZ
- 506 **It's beautiful**
- 507 Looks best
- 508 The beautiful scenery
- 509 Cactus and sunset are perfect.
- 510 **It's amazing**
- 511 It has a cactus and mountains which are in Scottsdale.
- 512 colors of Scottsdale
- 513 I like the bright colors and it represents a sunrise in Scottsdale?
- 514 It is clean in design, and reflective of the city's beautiful landscape. I love the incorporation of the saguaro (nothing says "AZ" more than a saguaro) and the stark contrast of the colors. Scottsdale has a sophistication about it that I see reflected in this color palette. I also like the subtle visual tie-in to the state flag--a nice touch that has been beautifully executed.
- 515 The area is known for its natural beauty, including its gorgeous sunsets and scenic mountains.
- 516 The colors, the AZ flag reference, the cactus. In my opinion this is the classiest flag in the group. The cowboy flags seem more Wyoming than AZ.
- 517 It just FEELS like scottsdale
- 518 A wonderful representation of what Scottsdale looks like reduced to a basic form.
- 519 Beautiful scenery and sunny
- 520 The valley of the sun with is beautiful landscapes and botanicals.
- 521 It's contemporary, beauty in the desert, and classy.
- 522 Sun , mountains
- 523 Sunshine ☀
- 524 It conveys the rich history of desert living in a sophisticated way.
- 525 Strong Arizona roots

Scottsdale Flag Challenge

Comments on the top four designs as identified via online public feedback during February 2018

526

Incorporates the familiar sun rays into a unique design for Scottsdale. Best of the lot.

527 I see Scottsdale when I look at it

528 The colors and layout really stand out among the other choices.

529 its elegant

530 The colors and the design just are awesome. Swirl cactus is based in Arizona. The colors are bright. I think this is a good flag

531 The most contemporary design is what I would pick.

532 cacti and shit

533 It is clean, simple, and classic. It doesn't include stereotypes, and fits nicely with the state flag.

534 the clean lines and motif depict the beauty and elegance that defines both the landscape and the lifestyle

535 Southwestern **without being "too" cowboy**

536 Just does

537 Amazing

538 It has everything that represents Arizona

539 Beautiful colors and highlights the gorgeous desert which is Scottsdale.

540 Elegant simplicity

541 It represents the sunset seen from anywhere in Scottsdale

542

I like how clean it looks and the sun rays is what makes Scottsdale sunsets beautiful

543 The color choice just connects to me!

544 The gold to me symbolizes the rich culture of the people of Scottsdale, and the blue is a glance at our beautiful Arizona landscapes

545 Elegance, beauty

546 It looks like what I want to see when I look outside in AZ. Scottsdale is a great place to do that.

547 Elegant, simplistic, and Divine Beauty

548 The colors are pleasing and welcoming, and the silhouette of the mountain and cactus are very fitting for the beautiful town of Scottsdale

549 The pure beauty

550 Sun mountains cactus

551 classy!

552 Encompasses everything Arizona and the beautiful Scottsdale backdrop

553 Looks good without looking like a 3 year old did it or Wyoming

554 The Saguaro, Sun rays and color combination. Classic Scottsdale

555 The natural beauty of the landscape, even with the urban sprawl.

556 It embodies everything one thinks when they think of Scottsdale Arizona!

557 Beauty

558 The design is simple yet purposeful and the color palette perfectly symbolizes the warm sun and cool mountain shade.

559 The mountain and cactus

560 Arizona, classy, tourist, clean and bright

561 **It's a classy reboot of the AZ flag, with a touch of desert** - just like Scottsdale.

562 The vibrancy of colors partnered with simple elegance.

563 clean and straightforward

564 Beautiful!

565 Obviously the cactus, but the bleeding of the AZ flag is awesome.

566 Elegant, classic, and simple.

567 It not only beautifully represents Scottsdale, but all of Arizona.

568 Classy!

569 The beautiful mountains and sunshine, amazing sunsets and the cactus, which is soooo Arizona.

570 It represents all of Arizona to me, with the amazing sunsets to the endless saguaro roaming the desert.

571 Out of the best one

Scottsdale Flag Challenge

Comments on the top four designs as identified via online public feedback during February 2018

- 572 Then emotion and elegance of Scottsdale is best depicted with this design
573 Fit embodies Scottsdale in that it is simple, clean and elegant.
574 I love the elegance of it while highlighting the desert... scottsdale to a T!
575 The mountain, sunset, and cactus represents a modern view.
576 **It's the most appealing flag of the bunch and Scottsdale is an appealing city for many reasons.**
577 It represents the beauty and souls of the city
578 The colors, and the mountain describe it perfectly.
579 Its what I see when I wake up in the mornings and in the evenings! What more do you want!
580 This is my favorite one!
581 It looks awesome.
582 Beautiful Scottsdale sunset
583 Classy
584 **It's classy and beautiful such as Scottsdale.**
585 Its exactly how I see scottsdale. amazing sun and nice cactus
586 It doesn't get much more Scottsdale than that.
587 It speaks to me. Nice colors and representation of a fine city.
588 Reminds me of one of many mountain bike rides in North Scottsdale.
589
The color and imagery are a great representation of the city that the flag is representing.
590 It has everything - the beautiful rays in the sky draped behind the mountain range of our horizon.
591 Beautiful sunsets and gorgeous desert landscapes!
592 Beauty, simplicity, sophistication
593 Clean and easy to see from a distance
594 Love the multi color sky!
595 The sun looks nice over the mountains, and flows well with the cactus
596 Easily recognizable sun, and iconic vistas.
597 It has a purity and weight to it that simply shows the unique subtle beauties that Scottsdale is. I like how it has subtle hints of Arizona's own flag, but has it's own personality. The design itself feels more timeless than the rest.
598 Beautifully captures the sunrise/set and mountains.
599
the rays of the sun and the mountain range remind me of the skyline i see every day.
600 its traditional yet modern



Horse and rider – Arizona flag colors

1. The cowboy is iconic. It already says Scottsdale to me.
2. it just screams scottsdale
3. It encompasses everything Scottsdale should exhibit to the world.
4. The iconic cowboy symbol and mountains most represent Scottsdale to me, so this flag is perfect.
5.
It represents the nature of the state. The vibrant colors represent the weather, desert setting, and the nature of the people. The symbol in the middle reminds us of our past and that the people of Scottsdale are still on their journey in the Wild West.
6. It does.
7. its the least bad

Scottsdale Flag Challenge

Comments on the top four designs as identified via online public feedback during February 2018

8. The colors of Arizona and the Old West.
9. Just by looking at it. The color scheme, the mountains, and the centered symbol all composed together summarize Scottsdale well to me.
10. I prefer the grey, blue and black flag's design but the colors in the one I picked better represent Scottsdale sunsets and brightness.
11. I like the iconic person on the bucking horse. You see that and you immediately think, Scottsdale.
12. The cowboy image over the Southwestern colors will reflect our City's image as well as our long-traditioned Parada del Sol parade.
13. it has the beauty the arizona flag colors with the classic scottsdale cowboy
14. It shows the best parts of Scottsdale and greater Arizona
15. In every way.
16. It shows the Arizona colors and pride we have for the state, with the Scottsdale logo
17. I like the cowboy with mountains
18. Hat for Yellow, Red for Heat and Rodeo cowboy for old Town Scottsdale
19. i think this is the best option, combining the cowboy, mountains, sunshine, and SRP.
20. Arizona flag colors, and something that can be found in, and is identifiable with Scottsdale.
21. the mountain peaks and the rider
22. A colorful representation of our Scottsdale Western heritage....
23. It uses an iconic image that represents Scottsdale and has vibrant colors
24. logical images and colors. Many of the other flags look as if they could represent any southwestern town. The cowboy and the AZ flag colors are an easily recognizeable combination, immediately identifying Scottsdale, AZ
25. Love the colors mountains and coyboy!!
26. I like the use of the current City logo, and the symbolism of the background creates a flag that, to me, could only be Scottsdale.
27. The colors, design (horse an rider,
28. t
29. Shows what Scottsdale is with the mountains, sunsets, river and, of course, our cowboy!
30. **It brings in the colors of the Arizona flag and Scottsdale seal! It's a perfect representation.**
31. The salt River, the Mountains and the cowboy
32. heritage
33. good colors and has the bronco in great contrast
34. it is the best and doesnt look like anything else
35. I believe it represents Scottsdale in a lot of ways. The horse to me represents Old Town Scottsdale and the ranches in Scottsdale. The background supports that Scottsdale is in Arizona.
36. reflects both Arizona and the iconic scottsdale bucking bronco. Most identifiable with scottsdale's western heritage.
37. I like there exciting colors with the bucking horse and cowboy that depicts our western heritage.
38. Colors and subject projects Scottsdale's aura.
39. It has the logo that's on my library card.
40. This flags colors and symbol both reming me of Scottsdale.
41. Obviously the bucking bronco cowboy for the "not the West's most Western town anymore." Sorry that the art and recreational connection was not made on any of the flags. This flag is bright and easily recognized. I do like it!
42. A good connection of the western roots and the modernity of a growing city. Color identity with our state flag.
43. western=cowboy continued ID=used our current cowboy logo colors=AZ colors
44. colors, mountains and the Scottsdale seal

Scottsdale Flag Challenge

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45. It is reminiscent of the old west and at the same time modern
46. It brings out the beauty, history, and physical attributes/features of Scottsdale in such a simple yet beautifully and aesthetically pleasing flag.
47. 1. Simple 2. Arizona colors are represented 3. Scottsdale logo is easily distinguished 4. Background matches the background of Scottsdale: the McDowell mountains 5. Overall, beautiful design
48. **It combines Arizona flag colors with Scottsdale's western symbol...** looks the most like a city flag and not some foreign countries flag or a rest stop sign.
49. The abstraction of the McDowells in the background, the inclusion of the horse/rider in the seal, and the colors represent the colors of the sunsets. This all represents Scottsdale to me. It was a hard choice between this one and the one with the yellow rays.
50. This flag represents Scottsdale's past, present and future.
51. Clean and simple it showcases the city element while tying us in with the state.
52. This flag features symbols and colors I believe represent Scottsdale, in a simple and elegant design.
53. Strikes me as familiar and meaningful.
54. It represents Arizonas heritage along with our states colors!
55. Shows our heredity and values.
56. I like the color choice and the mountains in the background.
57. The flag must have the cowboy and I like the inclusion of the mountains and AZ state flag colors
58. The cowboy tradition and the colorful landscape
59. I recognize the horse and cowboy as Scottsdale. I like the colors and feel this flag is the best representation of the city.
60. The western theme with the horse and rider and the colors of the sun and mountains.
61. Bright, colorful, full of life
62. colors of AZ cowboy from seal
63. I like the colors (similar to the state flag) and the use of the city seal.
64. Beautiful scenery with a western flair.
65. Like this one the best
66. The colors represent Arizona, and the Scottsdale seal represents the city of Scottsdale.
67. The meaning that the artist described certainly depicts Scottsdale. The vibrant colors also represent the vibrant life Scottsdale offers to its citizens and visitors. This flag stands out fluttering in the breeze!
68. Bold colors and a retro throw back to our roots. Simple, yet powerful.
69. I like it
70. It exposes the wild west charm and shows the Arizona pride.
71. The vibrant colors with the iconic cowboy instill a feeling of beauty, history and outdoors.
72. The mountains represent the McDowells, the horse and rider represent the old west, the dark colors represent the rich colors of our desert.
73. Yes, it has all that Arizona and Scottsdale represents: ,Sunshine, Mountains, the Bronco in the middle as a symbol of our West heritage is very meaningful. I Love it and I think is the best one of them all!
74. I like keeping the bucking rider symbol since it has been established so long. I like the colorful background because it is beautiful, just like Scottsdale.
75. The West, the mountains, the sun
76. This choice represents Scottsdale. The colors are vibrant and energetic. The colors of the background represent the state of Arizona, and the shapes represent the sky/sunshine, mountains at sunset, and are grounded by the blue. The cowboy and horse are tipping their hat to the past and the future with energy, skill, and perseverance.
77. Sunshine, mountains, Salt River and Scottsdale cowboy symbol. I also like the tie-in with the colors in the state flag.

Scottsdale Flag Challenge

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78. A Bit of Arizona, A Bit of the Old West and a bit of Old Town Scottsdale
79. rugged western cowboy provides continuity with existing Scottsdale "brand", Mountains look like the Majestic McDowells.
80. City symbol and colors of AZ
81. enjoyment of the western lifestyle
82. It joins the old with the new. It would have an automatic recall with the bronco and its rider along with the new colors (Arizona colors) for a background.
83. Combines Scottsdale logo and State colors
84. I like the cowboy and the colors. They're colors and shapes that you often see in Scottsdale.
85. Brings the Arizona flag, Scottsdale mountains, and the culture together.
86. I like the colors and the connection to AZ's flag.
87. This flag shows the western heritage and natural beauty that is Scottsdale. The colors definitely represents Arizona. The flag stands out flapping in the breeze.
88. I love the colors and the western theme
89. Western and hot.
90. Says it all
91. its the cowboy way the most western town.
92. Reminds me of the "roots" of the city, showcases the desert southwest
93. perfect
94. represents both AZ and scottsdale
95. looks similar to az flag with cowboy like wild-wild west
96. deep roots in western culture and color scheme is likened to AZ state flag
97. cuz
98. Western cool with Arizona colors in the background!
99. The West! Love the warm colors. Bright, bold, beautiful Scottsdale
100. It has the Scottsdale Symbol on a simplified Arizona state flag.
101. I appreciate all the elements contained in this flag and the explanation for each of these elements. The colors are also very appropriate. Good job!
102. It is important, it is what we are.
103. The colors are important as is holding on to the traditional symbol of Scottsdale!!
104. The riding cowboy is iconic for old town which holds the western heart & history of Scottsdale.
105. Current city emblem and nice colors!
106.

I think the cowboy is very fitting to Scottsdale. I almost voted for the yellow/blue flag with the mountain and cactus, but feel like that is more Phoenix overall and not specific to Scottsdale. That icon is unique and the white makes it stand out. I think the design is clean but captures Arizona. It fits the infusion of the art that is around Old Town and in Scottsdale. The colors make sense but are also bold and stand out, like the city does. Scottsdale doesn't blend in and neither should it's flag.
107. I feel it's represents Old Scottsdale with Arizona's Flag colors.
108. Shows state colors along with cowboy and mountains
109. It respects the cowboy tradition of Scottsdale, yellow reminds us of our wonderful warm sunny weather and red and blue shows us as a part of the United States!
110. I like the sunset colors.
111. The mountains are important to feature prominently and I like the reference to Scottsdale's history.
112. Western history - colorful to recognize (loved the blue gold version, but it gets lost in the sky)
113. The City logo is important because it is representative of the Scottsdale Brand. The mountains and the sun are what it's all about. The yellow and red stand out against the sky and natural surroundings. It's by far the best.
114. Sunsets and the Western spirit
115. Cowboy is Scottsdale's cowboy Colors are Arizona's colors
116. The colors are appealing and Arizonian, the mountain silhouette represents beautiful Scottsdale views

Scottsdale Flag Challenge

Comments on the top four designs as identified via online public feedback during February 2018

- 117 Scottsdale has ongoing, strong ties to its Western roots, symbolized by the cowboy and bucking bronc. The outline of the mountains represents the timeless natural beauty of the city and surrounding area.
- 118 the color and image
- 119 The colors combined with the western theme fit Scottsdale perfectly!
- 120 The combination of the western-themed cowboy on the bronco, the mountains, perhaps the McDowells, and the Arizona colors represents Scottsdale as the west's most western town!
- 121 **It appears simple (but it isn't) and elegant with a touch of the old West—** just like Scottsdale.
- 122 The iconic colors of the Arizona flag and the city symbol are a perfect combination for our city.
- 123 I think it is so striking and beautiful
- 124 Love the combination of Arizona colors with the iconic Scottsdale cowboy logo.
- 125
To me this flag both represents the history of Scottsdale as well as it's landscape.
- 126 It uses the same colors as the Arizona flag, while also differentiating itself from it by focusing on Scottsdale specific items, such as the mountains in the back, and the horse bucking its rider.
- 127 Bright and bold
- 128 At first I liked the saguaro and mountain range flag, however, after seeing them like this, the cowboy is a true representation of the original city of the west.
- 129 That cowboy image is iconic to Scottsdale, the mountains are a nice touch in the background and the colors tie in to the state flag.
- 130 The Cowboy logo and rich colors maintains the Southwest feel.
- 131 It encompasses all that Scottsdale represents
- 132 similar colors to state flag and easily identifies the cowboy which is what people think of when they think Arizona.
- 133 It depicts our western heritage most effectively
- 134 Arizona and the Scottsdale cowboy
- 135 It portrays the great state of AZ and brings you closer to the Scottsdale way of life
- 136 Nice combination representing the West and mountains.
- 137
It works the best against the sky. I hope people can recognize what the silhouette is. I **know it because I've lived here 50+ years. But to someone else it may look like a blotch.**
- 138 Scottsdale rider and Arizona flag colors
- 139 Our western influences, the McDowells, and the state of AZ
- 140 Colors of the Arizona flag and the symbol for Scottsdale, the cowboy.
- 141 Cowboy and colors
- 142 The colors and the original rider on horseback
- 143 keeps some of the traditional, but updated, like the AZ flag colors
- 144 keeping old west history alive
- 145 I agree with the description you provided. I believe the bold colors will stand out more and look more vibrant as flags age. It ties in well with the AZ flag but utilizes the Scottsdale logo.
- 146 Western heritage, the mountain profile and AZ colors
- 147 It combines the best elements and symbolism of Scottsdale with the backdrop of our state. As a native of Scottsdale I connected with this flag the most.
- 148
The Wild West History. The Beauty of the surrounding Mountains. The Orange/Red Colors of the soil/rock and the Beautiful Sunsets!!! Very similar to the unique OLD World **Original Flag. That's what keeps Scottsdale old Western in culture and History. "Old Town Scottsdale" should Not be "Modernized". Keep with the Old Town culture and theme.**
- 149 The artist description is perfect representation of Scottsdale.
- 150 This flag brings to mind Parada Del Sol Parade encompassing the wild west, the Salt River, McDowell's, and awesome sunsets - it's perfect for Scottsdale.
- 151 The horse ridden by a human with the AZ state flag colors

Scottsdale Flag Challenge

Comments on the top four designs as identified via online public feedback during February 2018

- 152 **It's colorful and captures the western town theme.**
- 153 The cowboy on the horse ties in with the traditional Scottsdale emblem. Sunsets, mountains, the river represent some of the natural elements in the city that make it special.
- 154 I love the mountain horizon and the horse and rider. That represents Scottsdale to me. The sun rays the the lower half blue identifies with Arizona. Love it!
- 155 Arizona colors along with famous bucking bronco logo
- 156 Seems to have all the necessary characteristics
- 157
Scottsdale is the west most western town. It's important to keep the cowboy that has been part of this city for many years. I also like the Arizona colors on the flag
- 158 Remembrance of the good ole' days in downtown Scottsdale with rodeo in downtown, parada, etc.
- 159 Color, action, beauty, symmetry, vibrancy, western, unique, and home
- 160 It keeps the original cowboy but adds the vivid color our landscape is known for
- 161 Sunshine, mountains, Wild West.
- 162 With the symbol of the rider on a bucking horse and the colors of the Arizona flag.
- 163 Arizona colors
- 164
It looks like a city flag, the others look like logos for a company or a flag for a country.
- 165 The vibrancy of the colors is symbolic of the vibrancy of the town. The bronco and rider is a nod to our western heritage.
- 166 It creates a clear connection between Scottsdale and Arizona: the image contains simple images that do exemplify the beauty of this great city and the people in it
- 167 the colors each represent what I believe to be important for Scottsdale and the Cowboy is the iconic logo that every one know to be our City.
- 168 official seal present
- 169 Instantly reconizable as Scottsdale. Colors and horse symbol are perfect.
- 170 It represents our western roots, the red mountains at sunset, the sunny yellow for our great good weather and the blue for our blue skies and water resouces!
- 171 Most western with Arizona colors.
- 172 Cowboys and Arizona
- 173 I think it is instantly recognizable as "Scottsdale, AZ". The logo is obvious, and the colors tie in with the AZ flag. They are all fine candidates, but that one really seems to represent the city.
- 174 This flag encompasses the history of Scottsdale, plus the lovely contrast of our mountains and desert climate
- 175
Combines the colors of the state flag with the iconic image we associate with Scottsdale.
- 176 The Cowboy and State colors are clearly the Scottsdale identity.
- 177 Love the bucking bronco as a symbol or our western heritage and the colors are bright and stand out. Love the symbolism of the river, mountains and sun.
- 178 Colors from AZ state flag and Wild West Cowboy logo that represents Scottsdale plus mountain background. Very clean bright and colorful.
- 179 Old west
- 180
It's got all the right colors and no icon represents Scottsdale better than the bucking horse logo. Stay true to the colors and the logo. It's immediately identifiable!
- 181 Still uses AZ colors with Scottsdales western theme
- 182 cowboy & sunshine & four peaks
- 183 Random typing to fill mandated space
- 184 Western history via the cowboy and mountains. Good colors connected with AZ flag. Clean design.
- 185 Like the colors in it and closeness to the state flag. Also, like Having the cowboy logo which I think needs to stay in our scottsdale flag. I think many visitors relate to the cowboy and it is the "western town". Theme.....

Scottsdale Flag Challenge

Comments on the top four designs as identified via online public feedback during February 2018

- 186 Very tough choices. Ultimately, having been a Scottsdale resident for over 22 years, I cannot let go of the "western" lifestyle reflected by the bronc rider. The mountains and color scheme to portray the sunrise sealed the deal.
- 187 It just does.
- 188 The cowboy, the mountains, and the bright colors
- 189 This design links wonderfully with Scottsdale's history as the West's Most Western Town, our continuing culture and our ties with our state through color and symbolism in the design.
- 190 Colors of our state flag; Cowboy image consistent with Old Town theme; Requires very little interpretation; Does not look like a national flag. De-emphasizes desert image.
- 191 Vitality of our Western Culture
- 192 Blends the traditional AZ flag colors while maintaining the traditional Scottsdale logo without being too obvious.
- 193 Arizona/desert colors with the iconic Scottsdale cowboy.
- 194 colors represent the history of AZ and the cowboy represents the Pony Express.
- 195 Our western heritage, our mountains, and a sense of relaxation.
- 196 Horses running around all over the place.....
- 197 Arizona colors with western theme.
- 198 Colors very American. Bucking Bronco very Western. Our history is represented very well.
- 199 Scottsdale logo, colors match Arizona flag, McDowell Mountain peaks. Beautiful design, kudos to the artist.
- 200 Has colors of State Flag with City Logo
- 201 Please keep the West's most Western Town theme. Going back to the Rev. Scott to today. With colors looks like a flag.
- 202 Scottsdale cowboy, Arizona colors, mountains. Easily recognizable.
- 203 Represents the sunny background we usually always have and also the cowboy represents a big part of Scottsdale
- 204 Depicts a "Western" motif.
- 205 This flag still holds on to the traditional bronc rider. The colors of the background and their representations makes this flag my first choice. On another note - the flags that have a saguaro on them are the commercialized / artistic representation of a saguaro. This is not how the arms are typically placed on the plant.
- 206 Tradition, future, AZ beauty
- 207 It is colorful and represents the roots of the area,
- 208 Retains the bucking horse with cowboy while adding a modern look with sunset.
- 209 Colorfully reflects the traditional bucking bronco image against a mountain sky.
- 210 Mountains, colors and mountains
- 211 Preserves the western theme presently used.
- 212 Spirit of Scottsdale, Arizona, and the McDowell mountains. Great design.
- 213 I actually like the first design if it were red and yellow rather than blue and gray. They all seem ultra-modern to me!
- 214 It shares the same colors of our state flag
- 215 Colors and silhouette of rider
- 216 bright and colorful
- 217 This horse with cowboy symbol has always been a symbol for Old Town Scottsdale in my mind. The mountain range as a backdrop adds design flare to this flag. The colors used are timeless colors, not too trendy.
- 218 Cowboy Logo, Mountains, AZ colors
- 219 looks cool
- 220 **It's the most meaningful...**
- 221 Iconic cowboy and the colors of Arizona, we always associate the cowboy on the horse with Scottsdale and its western heritage.
- 222 It honors the cowboy and the historical roots of the city and uses the state flag to depict the state we live in. And the colors are AZ!

Scottsdale Flag Challenge

Comments on the top four designs as identified via online public feedback during February 2018

- 223 Keeping the WEATERN THEME And SOUTHERN COLORS.
- 224 Cowboy instantly recognizable as Scottsdale symbol and colors represent AZ
- 225 Wild. Tamed. Desert.
- 226 Includes an element of history and bright color
- 227 Reminds me of Old Town Scottsdale.
- 228 The colors and what they represent, the cowboy, and the mountains.
- 229 It has AZ's flag colors... and highlights our "West's most Western Town" feel and slogan.
- 230 The cowboy is iconic in Scottsdale and I appreciate the blue tribute for the Salt River.
- 231 traditional colors and symbol
- 232 The western cowboy captures the legacy of the desert and the beautiful mountains surrounding the valley. The red really makes the flag design pop like our beautiful sunsets.
- 233 Arizona flag colors with the iconic western bronco.
- 234 The cowboy represents the heart of Scottsdale and the colors of the Arizona flag lend recognition to the State.
- 235 western heritage, landscape, sunshine
- 236 Western history and state flag combined....what could be better?
- 237 Sun, blue sky (same color blue as US flag and cowboys
- 238 The cowboy and the mountains as well as the colors used mimic the state flag
- 239 Represents the horseback rider and the state of Arizona
- 240 **The design of the 'traditional' Scottsdale cowboy and the colors are beautiful. The** representatation of the colors pays homage to Scottsdale and Arozona as a whole.
- 241 It represents the history of the city.
- 242 The AZ flag colors with the cowboy
- 243 The west, mountains, beautiful sunsets, big skies
- 244 Horse and colors.
- 245 The uniqueness of Scottsdale, while still being part of Arizona
- 246 I like the vivid colors which tie into the state flag and the cowboy for the city's western theme.
- 247 The old west with our huge mountains and beautiful sunrises.
- 248 parada del sol, desert colors, mountain peak.
- 249 Arizona state colors and maintains the vibe of our real cowboy Scottsdale image! Love this design.
- 250 There were others I liked but the cowboy is important to represent the unique nature of **Scottsdale's wilder heritage and existing ranches. The colors are essential for impact with** meaning as are the geometric forms of our mountains
- 251 west, mountains, colors similar to AZ flag. Plus all the others are really ugly.
- 252 It has Arizona colors, and the scottsdale seal.
- 253 It has the Scottsdale seal and the Arizona colors.
- 254 horse and rider and flag color
- 255 **It's cool**
- 256 Retains rider image and great SW colors.
- 257 Colors and logo
- 258 The main focus is the Scottsdale cowboy in the center surrounded by the Arizona flag colors which also represent sunsets, mountains, and water features in Scottsdale.
- 259 Vibrant colors. Traditional emblem remains.
- 260 The Bronco rider representing our Western culture in conjunction with those great colors so common to our environment.
- 261 Classic historical cowboy against Arizona colors. #perfect
- 262 Magnificent Western scenery, cowboy--speaks to me of Scotsdale's present and its history.
- 263 Love the Cowboy, the colors that are AZ and the fact it retains the Western emphasis.

Scottsdale Flag Challenge

Comments on the top four designs as identified via online public feedback during February 2018

- 264 colors, south western feel
- 265 Western
- 266 Western Concept and cowboys
- 267 It represents the sunset with the wrangler
- 268 Colorful
- 269 Keeping the "West most Western town" the cowboy on the horse IS Scottsdale!
- 270 like the colors and motif.
- 271 It retains the western cowboy image.
- 272 I think of the West's Most Western City by the familiar Cowboy, the beautiful sunsets we enjoy with the yellow and red over the McDowell and other surrounding mountains. Finally, the blue for the wide open blue skies we enjoy almost all of the year.
- 273 Yes but I still think we could do better
- 274 Old town bucking bronc, the iconic McDowell Mtns and the sky is sunset yellow. That is Scottsdale. And I like the colors are from our state flag too.
- 275 The cowboy of old town, the McDowell mountains and the overall beauty of Scottsdale.
- 276 Colorful & western
- 277 The Wild West is represented by the bucking bronco, and the state flag colors make up the overall graphic design. Well done!
- 278 It goes nicely with the AZ state flag.
- 279 That Scottsdale is an important part of Arizona
- 280 The yellow for sunshine, the McDowell Mountains behind the cowboy representing our western town.
- 281 WILD WEST AND ARIZONA COLORS
- 282 Perfectly the Western Spirit The Glorious Sun the beautiful mountains and the life-giving water.
- 283 Vibrant colors, cowboy/western heritage.
- 284 i don't think it needs changing, but of the choices this is mine
- 285 It says Arizona with the colors and it keeps the western beginnings in with the cowboy
- 286 It use the well know town symbol of the Horse & Rider, the AZ States colors with the silhouette of the McDowell mountains all well blended in the flag
- 287 It's the most well-rounded of all of them, vibrant with a cowboy. I like #3 a lot too, but not sure what that shape represents in the blue part. if you put the cowboy/horse in the blue of #3, that's a winner!!!
- 288 I moved here when Old Scottsdale was the most western town in the West. This reminds me of those days which were awesome! Friendly! Pioneers!
- 289 I love how it connects to the state flag. It is simple and the cowboy is important to represent how Scottsdale was established and continues to thrive. I have lived in this city since I was 6 years old, other than attending the U of AZ. This has been considered my home for 32 years and I take great pride in Scottsdale and the state of AZ. This flag is bold and makes me feel proud!
- 290 Has the southwest feel, and Arizona colors
- 291 western, sun. mountains, bold colors
- 292 I would rather keep the one we have but of all the poor ones to choose from this is the least displeasing.
- 293 Having lived in Scottsdale for many years the cowboy is a very familiar symbol. I see the McDowells every day as well as the colors say we are part of the great state of Arizona.
- 294 colors, cowboy theme of the western town
- 295 I like the colors & the western look of the cowboy
- 296 Outstanding color catches the eye.
- 297 Represents past,present and the future. All were lovely symbolic flags. Very hard decision. Just kept waving the flags until nostalgia set in from memories.
- 298 Vibrant and southwest
- 299 what scottsdale is..... the old west, the mountains, the beauty!

Scottsdale Flag Challenge

Comments on the top four designs as identified via online public feedback during February 2018

- 300 The colors and the bucking cowboy
- 301 **The horse is "scottsdale". I like the colors that match the state flag**
- 302 Symbolizes the city at the foot of the McDowell's during sunrise.
- 303 The horse and his rider are the iconic symbol of Scottsdale against the bright background of Arizona colors.
- 304 western
- 305 Love it
- 306 Ties to the city logo - cowboy. Colors more representative of sunsets.
- 307 The horse and rider remind me of our western background the colors remind me of our Arizona sunsets and sunrises.
- 308
Traditional Scottsdale Cowboy with traditional State of AZ colors. Simple, solid, direct.
- 309 I like that the colors follow the AZ flag. And ever since first visiting in college, the cowboy and horse have always meant our western town to me.
- 310 The iconic cowboy astride a bronco and the deep rich colors
- 311
Although not a fan of any of the options, this one stands out from the rest by maintaining the historic cowboy logo with a nod to the State flag. Might be a good idea to add the current flag to the options. Many may say they prefer the current style
- 312 The cowboy is Scottsdale. Very unique. The non-cowboy flags look like run of the mill non-distinctive generic corporate logos, or flags of some third world country.
- 313 Our western history, our McDowell Mtn. Sonoran Preserve, located in AZ
- 314 The colors and design just appeals to me.
- 315
The McDowell mountains and cowboy are both iconic to Scottsdale and represent the best of our history and our current livability. The symbols would be easily recognizable in this flag, both to residents and visitors. I would be proud to display this flag.
- 316 It reflects Scottsdale history in the state of Arizona.theharleyriders@h
- 317 Keeps the bucking horse, adds AZ colors, doesn't look like WY use of the flag. That one flag looks like a swastika IMO
- 318 Looks like a logical connection between Scottsdale and Arizona
- 319 Arizona and Scottsdale heritage.
- 320 The City's western history and modern easy living place!
- 321 Western influence and desert topography.
- 322 Colour of state flag for Arizona is incorporated.
- 323 Western cowboy town, pony express stop.
- 324 A Western city in Arizona
- 325 Arizona colors and Western Scottsdale buckin bronc.
- 326 AZ colors and a western heritage (get back to the heritage)
- 327 AZ colors, horse. Best one!
- 328 Mountains, river, sunset. Plus, of course a cowboy on a horse!
- 329 Az, the McDowell mountains and the west
- 330
Represents the colors of Arizona flag. Also has original, iconic Scottsdale cowboy image.
- 331 The southwest flair.
- 332 **The cowboy represents Old Scottsdale and it's beginnings. The colors are vibrant, like the abundant sunshine and colorful sunsets.**
- 333 tribute to state flag colors and western culture
- 334 The mountains, the wild west heritage and the sun.
- 335 The cowboy reflects the west's most western town, the McDowell mountains, and the beautiful colors of our sunsets.
- 336 Keeps western theme - AZ flag colors - simple and eye catching!
- 337 The palette reflects the AZ sunset and the design captures our signature mountains. The Bronc ties a modern design to an historical icon.
- 338 Western town; Arizona colors
- 339 The color and the theme with the cowboy and bucking horse represents Scottsdale better than the others.

Scottsdale Flag Challenge

Comments on the top four designs as identified via online public feedback during February 2018

- 340 It preserves the City's connection to it's western roots and heritage.
- 341 Mountains - sun - water - logo
- 342 Bright & creative
- 343 The cowboy/horse should be tied in with the City of Scottsdale logo and the colors are similar to the Arizona flag
- 344 West most Western City
- 345 The rodeo rider designs made me think of Scottsdale the most, but without the AZ state flag colors, it could've been Scottsdale, WY.
- 346 **Scottsdale needs to keep its "cowboy" western vibe. We are unique that way and while we offer the best food, shopping and weather our heritage and what makes us stand out is our western vibe!**♡♡
- 347 Represents the beauty of the mountains with the traditional qualities of the cowboy and the colors of the desert.
- 348 It has the hashknife cowboy as well as the AZ flag colors which stand out against the sky. 2nd was the hashknife cowboy against the blue
- 349 Best design and colors.
- 350 Vibrant
- 351 Iconic figure and AZ colors
- 352 In everyway
- 353 nicely integrates people and the land
- 354
The cowboy to me is an iconic representation of Scottsdale. The colors immediately remind me of Arizona. Together they represent the city that is now my hometown.
- 355 Same colors as the AZ flag, but brings in the iconic Old town Scottsdale sign.
- 356 Ties in with our state flag. Has the cowboy.
- 357 Colors similar to Arizona state flag which I like and the western heritage is retained by the cowboy. It's the most memorable of all the designs.
- 358 Western heritage, mountains, sun.
- 359 The beauty of this flag has everything on it that represents Scottsdale.
- 360 western style, beautiful mountains and sunshine !
- 361 It has the Arizona colors.
- 362 The rodeo bronco-buster says it all -that image is iconic! I like the state colors as landscape in the background compared to the other selections. However, the COS seal should be incorporated into any of the flags.
- 363 City symbol, mountains, colors
- 364 Scottsdale landscape with Arizona colors
- 365 History of old Western town meets bold new colors of future Colors of copper and red sky. Awesome.
- 366 beautiful mountains, sunsets and the old wild west!
- 367 Iconic western theme and AZ colors also represented
- 368 I like the original cowboy theme with the Arizona colors.
- 369 The traditional horse and rider makes it recognizable and using the state colors for land, mountains and sky ties it to AZ.
- 370 mountains with the sun setting or rising
- 371 Arizona color scheme, thematic elements of Scottsdale and mostly the buckaroo.
- 372 **Scottsdale's icon shines through Arizona's colors to coalesce while being** both symbolically Arizona and uniquely Scottsdale.
- 373 The horse with rider is historic Scottsdale. The cactus and mountains are iconic.
- 374 The cowboy represents the history of city of Scottsdale
- 375 I like that it echoes the state flag, yet still has features unique to Scottsdale.
- 376 The mountains in the background,man riding a horse
- 377 Love the horse. The Horse IS Scottsdale. The colors are Arizona.
- 378
Has all the elements of Scottsdale and still is associated with the Arizona state flag!
- 379 Best of the old and new. Scottsdale that was, Scottsdale that is and is yet to be. Secure within the State of AZ. Lovely!
- 380 Art, history, culture, and the western spirit.

Scottsdale Flag Challenge

Comments on the top four designs as identified via online public feedback during February 2018

- 381 I believe that this flag would be easy for someone to identify Arizona with the colors and mountains and Scottsdale with the cowboy. Plus it looks the best flying on this page, great way to display these...
- 382 It reflects Scottsdale's vitality and service to its citizens and visitors in a proactive and dynamic way as a part of the Arizona community and environment.
- 383 Love the bucking bronco - already a symbol of Scottsdale.
- 384 beautiful colors, and a feel of the "old west"
- 385 simple and has az colors
- 386 State colors are very bright just like the future of Scottsdale
- 387 Keeps the classic western feel with bright colors
- 388 It's Scottsdale. It's Arizona. It's beautiful!
- 389 The horse and rider from the City Seal and the colors of the Arizona flag blend together to identify Scottsdale.
- 390 The bucking bronco and cowboy represent the west and the colors are vibrant, like Scottsdale.
- 391 It has the iconic cowboy, and the colors tie in to the state flag.
- 392
- There are four points of interest; the blue representing the land, red mountains, golden sky and our recognized and beloved bronco rider. To me it represents the City.
- 393 Looks like Scottsdale.
- 394 It incorporates Az state colors with Scottsdales timeless logo and theme of the west's most western town.
- 395
- I like the 3 colors and what they represent. It's closest to the AZ Flag. Logo is appropriate.
- 396 Horse and rider is a recognizable symbol
- 397
- The traditional cowboy on the horse logo and the sun rising over the McDowell Mtn's
- 398
- The horse/cowboy is a common picture/theme in Scottsdale. Nice colors and design.
- 399 ?
- 400 It carries the horse and rider symbol of Scottsdale with the mountain backdrop and the colors of the Arizona flag. Excellent design.
- 401 The mountains, the sunset and of course the bronco rider.
- 402 the Arizona flag colors and the cowboy on the horse. That's Scottsdale!!
- 403 The colors place Scottsdale within AZ, but the bucking horse and rider are iconic to Scottsdale. I love the simplified representation of the mountains of the preserve sandwiched by sunset and water.
- 404 The horse/cowboy and bold southwestern colors I feel best match the Scottsdale.
- 405 It captures the Arizona colors but points to Scottsdale through the rider
- 406 This one is the best.
- 407 The bucking horse has always been a part of Scottsdale history and it would be very sad if it were not on the new flag design - the mountains represent the hiking paths I walk on at the gateway trailhead.
- 408
- It keeps the cowboy insignia that makes Scottsdale unique, and stays true to the defining color scheme associated with Arizona, and doesn't resemble other Phoenix suburb flags
- 409 I love the reference to the mountains in Scottsdale, and the color co-ordination to the Arizona flag. Using the Scottsdale seal emblem ties it all together
- 410 It's awesome.
- 411 Cowboy and the bright color for a bright future
- 412 It is visually stunning, just like the city of Scottsdale. The rider on the bucking bronco is central to this city's history and it's immediately recognizable from a distance, just like Scottsdale.
- 413 balance of AZ flag, McDowell mountains and COS logo
- 414 Prominent colors of the area and the horse and rider. That's Scottsdale.
- 415 THE MAN AND THE HORSE IS SCOTTSDALE AND ALWAYS WILL BE, THE AZ STATE FLAG ENOUGH SAID...LOVE IT

Scottsdale Flag Challenge

Comments on the top four designs as identified via online public feedback during February 2018

416

It still keeps the horse & rider keeping our true values in place with an updated photo.

417 Symbolizes both old West heritage and modern day mountain preservation

418 It keeps the iconic cowboy image, but freshens it up with color, and signifies the vibrancy of Scottsdale.

419 It represents the spirit of Scottsdale, and it's geographic location.

420

It has colors of Arizona flag in addition to the recognizable City of Scottsdale Cowboy. The flag w/the graphic S is a logo used for another company in Phoenix metro area

421

I think it's important to include the silhouette of Gerbacio Noriega on the bucking horse, the mountains representing the McDowell Sonoran Preserve, and the blue water for SRP. I think utilizing the colors from our state flag brings a nice solidarity as well.

422

I like the fact that it has the Scottsdale cowboy and the colors of the AZ flag. Perfect blend!

423

Combination of present Scottsdale symbol and Arizona flag colors. Easy to recognize!!

424 Horses and mountains says it all!

425 The Scottsdale logo and the colors of the AZ flag.

426 The colors and cowboy graphic represents our valleys famous sunsets as well as our historic origins. The mountains could use a touch up (they seem too plain) but in all its a decent flag

427

The cowboy is our main representation of Scottsdale, already a known brand, and the mountains and colors not only tie in with Arizona but embody our city as a whole.

428 The cowboy is iconic to Scottsdale which shows our history (although sadly Scdl is moving away from the west's most western town.) The mountains are a huge part of Scottsdale's beautiful landscape. The color choice is excellent which ties it to the AZ state flag, the mountains, and sunset skies.

429

IT maintains our identity with the horse and rider and highlights the Sonoran desert

430 McDowell Mountains, Western Style and the colors of Arizona flag. This flag says : Scottsdale, AZ.

431 It has the horse and cowboy on it and the AZ flag colors

432 As described by the artist, it reflects all that Scottsdale represents to its community. Beautiful AZ sunsets, the colors of the AZ flag, the western rider clearly representing Scottsdale's most western town and it fly's beautifully!

433 Beautiful, peaceful, respectful with positive energy

434 The colors represent Arizona sunsets and have the cowboy on a horse logo on it. To me, the sunset provides peace and tranquility. It means that there is a new day coming. The yellow is calming, the red is bold and attractive while the blue represents strength in my eyes.

435 I think that this design represents Scottsdale the best because it's familiar & I like the colors of the state flag incorporated.

436 I love the combination of the mountains, with the colors of Arizona and the traditional horse and rider symbolizing Scottsdale.

437 The old and the present and the pride of our state

438 Arizona flag colors with the Scottsdale cowboy. Looks great!

439 Recognizable in both symbol and color.

440 must keep the cowboy and horse

441 I love what the colors represent and the logo, I think, is a must.

442 It carries on the cowboy as it is known for Scottsdale and puts it in the middle of the Arizona colors and design.

443 It doesn't look like another country's flag.

444

The colors match our state flag and when I see the cowboy, it represents Scottsdale.

Scottsdale Flag Challenge

Comments on the top four designs as identified via online public feedback during February 2018

- 445 It combines the colors of the Arizona state flag with the current western symbol of Scottsdale.
- 446 looks good
- 447 The colors and the cowboys as well as the mountains represent Scottsdale
- 448 The sunset, mountains, state colors and the western cowboy
- 449 It has a bit of Scottsdale tradition and some Arizona Flag elements
- 450 Yellow represents sunny Scottsdale, with the red mountains glowing at dusk and dawn. The three colors together link us to the state of Arizona quite nicely and the iconic cowboy is a must.
- 451 The cowboy reflects the West which Scottsdale is known for while the colors follow those of the State of Arizona where Scottsdale is.
- 452 The cowboy will always be Scottsdale's icon, and the blue, red and yellow (or copper, depending on your point of view) represent Arizona
- 453 Arizona colors, Cowboy and McDowells.
- 454 i like it the best.
- 455 Surrounding mountains with the iconic cowboy
- 456 Scottsdale heritage and landmarks
- 457 yes
- 458 The symbol of the cowboy
- 459 Love the horse and bold colors.
- 460
Has the cowboy logo (for Scottsdale) and the vibrant colors that represent Arizona.
- 461 Bold colors and iconic cowboy
- 462 Traditional yet updated! Arizona is the great old west! Don't lose that.
- 463 we like it.
- 464 the Arizona colors is a nice touch and the emblem is cool
- 465 AZ colors with Scottsdale Cowboy
- 466 The flag looks the best of all the choices and incorporates what is "Scottsdale" - the mountains, the cowboy on horseback, as well as the State flag colors.
- 467 The connection with the city seal and the state of Arizona colors.
- 468
We as a city are part of Arizona, and I think this is a perfect symbolic representation of that. It includes the city logo on the colors of the Arizona state flag. I like that.
- 469 Western roots, sun, mountains, and Salt River...beautiful!
- 470 The cowboy, colors, and professional design. It looks most like a flag and represents scottsdale as well
- 471 Sunset with the old town Scottsdale logo on it looks great.
- 472 The mountains and bucking horse.
- 473 THE CHOICE OF COLORS REALLY REPRESENTS HOW OUR SUNRISES ARE
- 474 It is striking and it incorporates many of the reasons I chose to live in Scottsdale (the western feel of old town and the view of the nearby mountains). Additionally, the color scheme makes ties it to the Arizona state flag in much the same way that our city is tied to the state.
- 475
Cowboy recognizes old west tradition. Background color links us with Arizona and is very noticeable and the Mtn peaks add local uniqueness to the Arizona colors.
- 476 The iconic cowboy represents Scottsdale's western heritage and I have always loved seeing the mountains around the valley.
- 477 Traditional bronco rider and state flag colors
- 478 Bright state (tri) colors with the riding cowboy represents Scottsdale. A close second is the Blue Flag with the brown riding cowboy..
- 479 The design simply embodies Scottsdale.
- 480 Clean design keeps the symbol most people recognize related to Scottsdale and it does not use the same concept as the state flag which can be confusing.
- 481 RECOGNIZABLE COLORS AND THE SYMBOL WE ALREADY LOVE.
- 482 It includes our horse and Arizona into one

Scottsdale Flag Challenge

Comments on the top four designs as identified via online public feedback during February 2018

- 483 The Scottsdale cowboy with the soft desert tones reflects Scottsdale's beauty and uniqueness
- 484 It looks wonderful, just like Scottsdale!
- 485 I grew up in Scottsdale. The colors, the mountains, and the cowboy logo all look like home to me.
- 486 The colors, the mountains and iconic rider
- 487 It has a similarity to the state flag, but adds the cowboy, a known Scottsdale symbol.
- 488 It seems very Scottsdale
- 489 I like the cowboy symbol and I like the colors in the background that remind me of the sunset.
- 490 old and new
- 491 I see our western heritage, the McDowells and Arizona-vibrant and a standout.
- 492 i like the cowboy and the colors
- 493 Colorful
- 494 Cowboy and Arizona colors
- 495 bronco
- 496 Sunsets & western history
- 497 It connects to the City's history and heritage with the cowboy, and also represents the setting of the community, including our preserve, with the mountains in the background.
- 498 It makes me feel at home.
- 499 Maintains the history, but with a modern twist.
- 500 The mascot is included and utilizes colors from our state flag, unifying us with Arizona.
- 501 It has our state flag colors within it, has the official Scottsdale logo in the middle and the outline of the red represents the McDowell Mountains that we see anytime we walk outside, when in Scottsdale.
- 502 Bucking bronco figures on Scottsdale's heritage. Colors follow with the state flag.
- 503 Mountains, cowboy, river
- 504 **Must have mountains, I like he cowboy as Scottsdale's icon and I like that the colors are similar to state flag**
- 505 Horse and colors
- 506 History and beautiful
- 507 It maintains the old west feel on the AZ colors.
- 508 I like that it includes the original Scottsdale symbol with the AZ flag in the background like mountains, I think it's perfect
- 509 It incorporates the Old Town cowboy, the mountain skyline.
- 510 This flag is instantly recognizable as Scottsdale because of the cowboy symbol, which represents the city's history and the Old Town district. The colors express both Arizona's flag colors and the warmth and vibrancy of desert living.
- 511 I like the aesthetic
- 512 The sunset colors and the mountains. Of course the cowboy!@!
- 513 Scottsdale is of major importance to the state of Arizona. The combination of the colors of our state flag with the bucking bronco of our previous city flag is a great motif!
- 514 Mountains, sunset & heritage.
- 515 The colors and imagery symbolize Scottsdale best to me.
- 516 It is reminiscent of the tried and true Scottsdale imagery, yet still brings to mind the AZ flag colors. The contrast between the bold colors and the white icon stand out more than the rest.
- 517 I grew up in Scottsdale and the horse & rider are a part of Scottsdale's history.
- 518 I like how the focus is on the city's western history, with a large portion of the background taken up by the beautiful McDowell Mountains. A plus is that the color scheme calls back to the state flag.
- 519 the mountains and the colors fit Scottsdale in my mind

Scottsdale Flag Challenge

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- 520 In addition to the creators description of the colors, I like how the colors tie to our state flag. The mountains and city bronco symbol are definitely Scottsdale!
- 521 Sun and fun in Scottsdale, Arizona
- 522 The cowboy is which representative of the slogan of the City combined with the State's colors makes the best choice.
- 523 Colorful, western, creative town
- 524 represents arizona flag which represents the state, and tje iconic cowboy on the horse that brings you to the West's most western town and old town scottsdale, as our symbol currently expresses.
- 525 Old town Western theme with AZ colors - represents everyone!
- 526 I like that it took the same color scheme as the AZ flag while keeping it unique with the straddling rider on there too. It seems like the most natural fit and I believe would be readily adopted by residents and recognizable to tourists.
- 527 Action, color, nature and the West
- 528 I love the vibrant color palate and the variation on traditional design.
- 529 Cowboys coupled with the Arizona colors
- 530 It is easily recognizable and embodies all the beautiful and unique aspects of Scottsdale while still representing the **state it's found in.**
- 531 The town of the west - old town
- 532 It represents the colors that I do frequently experience in the AZ sunsets.
- 533 It keeps the theme of "The West's Most Western Town", while at the same time incorporates our state colors in a vibrant flag.
- 534 Active, historic, scenic, Arizonan
- 535 The majestic colors of Arizona blended harmoniously with the alluring and most prominent symbols of Scottsdale.
- 536 The logo is prominent and the colors remind me of the AZ flag. It is also the best designed flag.
- 537 Colors and cowboy
- 538 Colors the mountains and old town
- 539 It incorporates the Old West feel with the original cowboy, surrounded by the colors of Arizona, along with the beautiful mountains that surrounds us. I just wish there was a cactus on it as well.
- 540
- This flag combines all the important elements that make the City of Scottsdale unique and special such as the iconic symbol of the cowboy and the horse (a symbol **of the city's** Western Heritage) the beautiful, vast and expansive Sonoran McDowell Mountain Preserve (a symbol of the close connection between residents and visitors to the desert and nature), and the memorable Arizona sunsets. All of these elements are beautifully tied to the design of the state flag of Arizona and the colors on the state flag which symbolizes to me the important value, recognition and strong partnership the city of Scottsdale places between city and state. We live in a unique and great city and a unique and great state and this flag recognizes, honors and celebrates both.
- 541 it has the scottsdale symbol and has the colors of arizona and the mountains
- 542 The iconic cowboy, state flag colors, and all the mountains!
- 543 looks most representative of Scottsdale and Arizona
- 544 western
- 545 It has the colors and it has a man on a horse
- 546 Celebrates Scottsdale's western history, the beautiful mountains and sunsets with Arizona colors.
- 547
- The colors represent the beautiful sun sets with the signature logo of old town Scottsdale.
- 548 Shows the natural beauty of our open spaces, mountains, and desert environment. Things that made Scottsdale what it is and that need appreciation and protection! Beautiful representation with a western feel.
- 549
- The color scheme is perfect. The design is elegant and simplistic, and is very classic.
- 550 It reflects the colors and western spirit of Scottsdales DNA

Scottsdale Flag Challenge

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- 551 I love the combination of colors, **the white logo stands out from the background, and it's strong, like Scottsdale's community**
- 552 I like it
- 553 Arizona colors with the perfect western icon. Most appealing to me!
- 554 The cowboy on horseback with colors of the Southwest.
- 555 Colorful and just works
- 556 Arizona colors plus the symbol popularly seen in Scottsdale.
- 557 It says Arizona and Scottsdale, a win win
- 558 Is perfectly represents the state through having the mountains, Arizona colors, and seal of Scottsdale!
- 559 iconic cowboy and AZ colors
- 560 The colors represent both Scottsdale and Arizona while incorporating the cowboy one of **Scottsdale's most recognizable symbols!**
- 561 familiar logo for city of Scottsdale but with a new twist on the desert background
- 562 The jackknifed horse should always remain on our flag - **it's very distinctive and the perfect** flag for Scottsdale
- 563 The colors of desert sunrises and sunsets and the taming of the West.
- 564 Blends Scottsdale and Arizona
- 565 West's Most Western Town. Lived here for over 50 years. Can we please not lose our history? Colors of the state flag to tie us together. We are way more than cactus, mountains, and high end homes and galleries.
- 566 This flag effectively illustrates the beauty and attractions of Scottsdale. I feel as if the mountains and old town scottsdale are truly shown in this flag.
- 567 The colors of the Arizona flag with the mountain and river references and Scottsdale's rider represent the West, AZ, and Scottsdale well.
- 568 Classic scottsdale horse/cowboy and AZ colors.
- 569 I think it is a good visual representation of the McDowells as well as tying in well with the themes of the Arizona state flag.
- 570 Represents Scottsdale's western image plus AZ flag colors
- 571 The color scheme and unique pattern: also, the description was beautiful and seemed to cater towards every aspect of Scottsdale.
- 572 It harkens back to the colors of the arizona flag as well as az sunsets, my favorite part of living in scottsdale. Additionally, the logo is very well recognized.
- 573 The rich colors are Scottsdale. The other one with similar coloring looks like a mishmash of the Cuban and Puerto Rican flags. The one with the iconic bull rider and the strong colors is the best.
- 574 The iconic cowboy on the horse is Scottsdale and the colors tie to our state flag, making this choice easily identifiable and recognizable.
- 575 Reminds me of the beautiful sunsets in our city!
- 576 Scottsdale heritage and Arizona colors
- 577 The bucking horse of Scottsdale. The Arizona flag colors and the shape of the mountains in Scottsdale
- 578 The flag represents Scottsdale as it ties together the McDowell Preserve, the Salt River, and old town Scottsdale. All integral parts or what makes the city so special.
- 579
It is symbolic of the heritage and beauty of Scottsdale. It is easily associated with Arizona by the colors and prominently displays the one recognizable symbol of Scottsdale.
- 580 The colors and mountains. Our heritage with the cowboy
- 581 colors are appropriate. cowboy is better than showing our traffic problem and high rise buildings
- 582 .
- 583 Blending Scottsdale and **Arizona in a recognizable way, this flag keeps live the "West's Most Western" identity.**
- 584 This flag represents Scottsdale because it incorporates our Arizonian pride with the colors, but represents the beauty of Scottsdale with the mountains and sunset in the background. It also has a good logo prominently in the center.

Scottsdale Flag Challenge

Comments on the top four designs as identified via online public feedback during February 2018

- 585 It incorporates the old flag with our beautiful Arizona scenery. I additionally enjoy the use of bold state-appropriate color choices.
- 586 Is parallels the state flag and has the city seal. The line between the sky and the mountains mimics the skyline I see everyday coming home to N. Scottsdale. The colors all together make me happy!
- 587 The colors represent the state, four peaks is what I see everyday, and the cowboy is what Scottsdale is all about. The Best Most Western Town in the Southwest. Proud to live here.
- 588 The colors and symbols represent Scottsdale well.
- 589 Colors of the AZ flag in the background and the cowboy on the bucking horse remind me of old town.
- 590 I am a Scottsdale Native, Scottsdale has changed. The flag I chose represents my hometown as I knew it
- 591 Old town and sunset
- 592 The West Most Western Town
- 593 Arizona colors, cowboys, and mountains.
- 594 The colors and scenery do a great job representing Scottsdale while simultaneously evoking the state flag of Arizona.
- 595 It has the cowboy, sun, mountains, and blue.
- 596 Hffhvffbbbugfb
- 597 Cowboy and colors
- 598 it looks the most like the AZ flag. Properly represents no only the luxury of the North, but the Western roots found in the South.
- 599 It looks the best of the choices
- 600 The four peaks!!!
- 601 I like the bright colors because Scottsdale is cheery and the cowboy on the horse is in keeping with tradition.
- 602 Portrays the symbol and uses the color of the Arizona flag with a twist to it. I love this one!
- 603 The horse is an essential part of our history and deserves to be remembered in today's growing business-centric city.
- 604 Because I'm a native of Scottsdale and a proud AZ resident.
- 605 AZ colors but I would like the cowboy to at least be outlined and shaded in a light color to blend.
- 606 It is colorful, beautiful and simple.
- 607 Traditional icon, mountains, sunshine, with the colors of the Arizona flag included
- 608 I love that it stayed with the colors of the Arizona state flag and it represents the true Wild West of our beautiful state
- 609 I feel this flag strongly portrays everything that I have come to learn about Scottsdale...the beautiful mountainous and majestic peaks, valleys, & desert and finally, the West...symbolized by the man on the bucking bronco.
- 610 This flag does a great job of incorporating Arizona's beautiful colors and scenery. The design is elegant and clear-cur as well.
- 611 The background colors tie into the AZ state flag and the horse/rider is already associated with Scottsdale so there is an immediate association. Good job on the presentations by the way - you made it easy to envision in real life!
- 612 The colors are symbolic of our state as a whole but with the Scottsdale bucking horse it is very representative of the city and is instantly recognizable.
- 613 This flag contains symbols and colors people already associate with the city and with Arizona. People won't have to stretch too far to know what city this flag represents. Those who don't know might people to puzzle it out because of the iconic cowboy and the state colors. It is clean and simple. I would prefer to have the sun and smaller mountain background (the larger mountains are first made me think Montana and the Rockies).
- 614 It's representing AZ with the colors & mtns, and Scottsdale with the iconic cowboy
- 615 The colors and the cowboy are symbolic of scottsdale.
- 616 it combines the natural elements and human spirit of Scottsdale

Scottsdale Flag Challenge

Comments on the top four designs as identified via online public feedback during February 2018

- 617 Color and city seal
- 618 Arizona flag colors and cowboy history in Scottsdale. Great combo b
- 619 The Arizona colors with the western theme show what Scottsdale is all about.
- 620 The western rider is in the city logo, the colors, and the McDowell Mountains
- 621 All the beautiful things that can be seen in Phoenix
- 622 Mountains in the background, cowboy in the foreground, on a field of the Arizona state colors.
- 623 **Mountains, sky, river & legacy " cowboy" logo**
- 624 This represents the flavor of Scottsdale
- 625 The cowboy riding the horse is an iconic symbol of Scottsdale, and the color scheme reminds me of the Arizona state flag.
- 626 It has the state colors, as well as our mountains which is something that we are known for! I think it incorporates everything while also looking very nice!
- 627 Arizona and cowboy
- 628 West most western town!
- 629 It looks most like the design I grew up with, having lived in Scottsdale since 1972 it is a real shame that it is changing.
- 630 The silhouette of the rodeo cowboy along against the vibrant background colors that mirror that of the state flag identify it as a strong and energetic southwestern town in Arizona which is one the major appeals of Scottsdale.
- 631 Arizona flag colors -tying us to the state and the brightness/contrast background it provides. The traditional bucking bronco that has been a logo of Scottsdale for over 50 years.
- 632 Sunset, mountains, river, official Scottsdale symbol, beauty. Love it!
- 633 Bears a close similarity to the wonderful AZ flag, but has a distinctive Scottsdale charm.
- 634 Distinctively Scottsdale while also representing the colors and spirit of Arizona.
- 635 The mountains immediately make me think of Scottsdale
- 636 It honors the western cowboy vibe, and honors the state of Arizona as a whole by using the state flag colors.
- 637 The colors ties in Arizona while the logo says Scottsdale. I think **it's the best of both worlds**
- 638 The colors and design capture what Scottsdale looks like to me
- 639 It reflects the land, heritage and people of the town really well
- 640 I like the yellow, red and blue colors, and the center image of the rodeo person is very western.
- 641 Best one
- 642 Reminiscent of the days when Herb Drinkwater was our leader!
- 643 I like it!
- 644 it looks right like Arizona flag
- 645 bright colors and the continuity of the western horse theme. You know it is SCOTTSDALE; not a foreign country.
- 646 Growing up in Arizona, our climate, our culture, and our people, are everything to our great city. I want to be defined by a representation of what the creator was trying to embody
- 647 **The connection to the Arizona flag is really great. It's simple yet very interesting. I also love the incorporation of the mountains!**
- 648 **THE ORIGINAL COWBOY IS THE SYMBOL OF SCOTTSDALE!**
- 649 **It goes with the AZ flag and depicts Scottsdale's western history.**
- 650 Our current and former history!
- 651 I really like the color scheme and the city of Scottsdale seal in the center.
- 652 Colors, mountains and cowboy
- 653 Love the horse and cowboy as always been part of Scottsdale identification, along with the Az flag makes it colorful and identifiable.
- 654 It represents the west most Western town
- 655 Beautiful use of current state flag colors. Love the mountains! The rider in the center symbolizes quintessential Scottsdale history.

Scottsdale Flag Challenge

Comments on the top four designs as identified via online public feedback during February 2018

- 656 **The colors are bright and correlate to Scottsdale's environment. Love that iconic Cowboy symbol!**
- 657 It includes the colors of the desert and the history of the old west
- 658 my friend joe did it.
- 659 The colors and simplicity
- 660 Colors and symbol.
- 661 sunsets, mtns., active, history yet modern
- 662 The iconic bucking bronco is historically linked to Scottsdale. It is surrounded by Arizona's mountain preserve.
- 663 **It's the best**
- 664 bold
- 665 Strong colors that are reminiscent of AZ and I like that it captures the "West's most Western Town" with the bronc rider.
- 666 The design includes everything I like about Scottsdale- the colors, the mountain, and cowboy!
- 667 **It's a great choice of colors and center image.** It portrays Scottsdale very well.
- 668 IT does a great job of combining the colors of the state flag with the individuality of the **West's most western town**
- 669 its dope
- 670 Arizona colors with Scottsdale highlights
- 671 I believe it takes the broader color themes representative of Arizona and focuses it with the mountain ranges and aspects that defines Scottsdale.
- 672 In spirit and color
- 673 The old west with the mountains as a back-drop is classic Scottsdale, to me.
- 674
- Inthink it carries the classic colors of the arizona flag while adding a scottsdale flare
- 675 Outdoors and sunsets
- 676 Very well
- 677 the colors are vibrant and the flag itself is very lively
- 678 Has the official seal and pays homage to Arizona with the choice of colors
- 679
- The thing that won me over was the unevenness of the mountains. Rather than being generic triangles, it shows the uniqueness of Scottsdale. Despite the highs and lows we face, we can unify to become one mountain-scale, once city. The colors pay homage to the Great State 48 and is a classic design that we can be proud to wave
- 680
- This flag embodies the spirit of Scottsdale and I feel it is something that will make every resident feel like they are home and every visitor with they could call this place home.
- 681 Reminds me of westworld, love the color scheme as well!
- 682 Symbol and colors are the main reason.
- 683 Warm southwestern beauty
- 684 It shows the symbol of Scottsdale in an aesthetically pleasing way.
- 685 The AZ Sunset Colors with peaks in the background, Old Town is represented well.
- 686 Incorporates colors of Arizona and q design that highlights the desert landscape as well as Scottsdale.
- 687 As a Scottsdale native, it blends my "most western town" and AZ state flag colors to celebrate Scottsdale's western beginnings. The cowboy is awesome!
- 688 It makes me feel at home.
- 689 The horse specifically represents Scottsdale ... the other flags could be any city within the state.
- 690 This flag is very well thought out as it is simple, yet symbolic. I especially enjoy how the artist utilized colors from our state flag to portray the bold surrounding geographies of Scottsdale. This really highlights the beauty of our city and simultaneously expresses an undertone of state pride. Very well done!
- 691 **It's just makes me think of Home when I see it**
- 692 .

Scottsdale Flag Challenge

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- 693 This flag represents the heart of Scottsdale and incorporates a color scheme representative of all AZ.
- 694 The flag has the cowboy on it and the colors nicely represent AZ/Scottsdale
- 695 i like it
- 696
- I like this flag because it ties in the first thing I think about in Scottsdale, Westworld and the culture of the cowboy, with the traditional Arizona State flag colors. This flag will be both visually appealing and unmistakable for both the city and state is from.
- 697 The colors are perfectly representative of Scottsdale and the bucking horse is an icon in my mind. Got to have it.
- 698 I love hiking in Scottsdale and it represents all of the recreational activities Scottsdale has to offer.
- 699 I really love the colors and it most accurately represents the life in scottsdale
- 700 The colors of Arizona witg the representation of Old Town
- 701
- These colors SHOW beautifully on this flag with our cities colors adding no confusion... The White Bronco shows brightly thru symbolically sharing out cities WESTERN taste ..from past thru our future...OUR STATES Treasure....Our most Western city!
- 702 It just looks like Scottsdale.
- 703 It represents arizona's routes while incorporating the colors of the flag
- 704 The colors similar to the State flag show that we are a part of AZ, while the horse has always been a symbol of Scottsdale. I love the combination of City and State representation
- 705 The colors and cowboy symbol embody all Scottsdale means in a simple but meaningful flag
- 706 I like the mountains and the horse and rider that has always been the City logo
- 707 It's western, keeps the history of our logo and shows the beauty of our natural environment.
- 708 Iconic horse and AZ flag colors.
- 709 The colors represent the warmth of the sun, the cowboy represents our western town's heritage and the flag shows our beautiful mountains. This flag says more about our city than the other choices.
- 710 It shows the western culture that Scottsdale was founded on and is still today, and it shows the Great State of Arizona.
- 711
- The cowboy and horse are important to our Scottsdale heritage. I also appreciate the colors representing our beautiful Scottsdale skies and majestic mountains.
- 712 Enforces current theme of best western town and the colors of the AZ state flag.
- 713 Excellent flag
- 714 I like the western theme
- 715
- I already associate the cowboy silhouette with the city, and then the colors and design behind the flag remind me about the mountains you can see and about the state.
- 716 western-y
- 717 Iconic symbol of Scottsdale
- 718 Scottsdale in the Southwest with Arizona colors.
- 719 Upscale and forward thinking! Love the design and choice of colors
- 720 bold compelling, AZ colors related to state flags
- 721 Vibrant, nod to western heritage as well as state flag colors.
- 722 The mountains, the sky and the land with the cowboy as the west most western town. The Cowboy is the signature of Scottsdale that makes it great.
- 723 I have always associated Scottsdale with the Wild West and horses. The colors represent AZ
- 724 **It incorporates Arizona's flag with the iconic bronco and the beautiful mountains of Scottsdale. Clean, beautiful design.**

Scottsdale Flag Challenge

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- 725 It contains the cowboy, the traditional icon suggesting the freedom of the west, against the suggested mountains, which characterize our interesting terrain. The bold colors suggest the joyful character of our citizens.
- 726 Colors in the flag, mountains and the iconic cowboy!
- 727 The west's most western town.
- 728 i like how it represents the colors of arizona
- 729 It is bold, patriotic, and accurate.
- 730 The colors are classic and the cowboy is iconic
- 731 traditional cowboy, Arizona colors, surrounding mountains
- 732 It represents the settler's, and the beautiful sunrises and sunsets, if it wasn't for the Western days we wouldn't be here today. I thank all the settler's, miners.
- 733 I believe this flag represents Arizona. Colors are unique
- 734
It has the bucking horse which retains the "West's most western town" theme which was the motto when I moved to Arizona in 1963, and utilizes the Arizona flag colors and also shows the mountains which surround the valley. Les T. Glendale, AZ
- 735 It shares familiarity with the remarkable and highly recognizable Arizona flag, and ties the new flag to the traditional horse logo while showing the four peaks. I saw all these features immediately.
- 736 It's history of cowboys and it's gorgeous mountains and sunsets.
- 737 Old western town in Arizona.
- 738 The cowboy is iconic to Scottsdale and the colors are from our state flag.
- 739 It signifies the cultural heritage of our city, while providing a pleasing aesthetic that all can enjoy! This flag provides the most wholesome representation of Scottsdale, and I would be proud to fly this flag anywhere in our great city.
- 740 It use the colors or Arizona and combines it with the symbol of Scottsdale.
- 741 Love it
- 742
Scottsdale is all about our great heritage. Nothing exemplifies this heritage like a cowboy. The colors of the Arizona flag just make it all "pop"! It's beautiful AND memorable!
- 743 The western and Arizona flag
- 744 The rider and horse represents Scottsdale to me. The inclusion of the three bands of color with the depiction of mountains included say Scottsdale to me most
- 745 Western and traditional but still modern and urban.
- 746 **It's a great design that incorporates lots** of features of scottsdale
- 747 Famous horse great background
- 748
I like the cowboy and horse logo with the mountains in the back. It embraces the western culture as well as the natural beauty. I would out more details in the mountain though. I like the color scheme also deep in heritage. I like the sun rays in the others though.
- 749 Old West, specifically Arizona
- 750 Keeps the cowboy and shows AZ beautiful sunset colors
- 751 Mixing tradition with majestic and beautiful landscape.
- 752 Ties in with the state flag and City seal
- 753 ties scottsdale to az and to its past
- 754 The bright colors and bucking horse and rider really represent **Scottsdale's history and future**
- 755 Sunsets. Mountains. And the glimpses of horses in town - with or without cowboys - from Gary The Singing Cowboy, the Arabian horse show, driving by neighborhood horses, **Macdonald's ranch, and the Westworld Rodeo, to the Parada del Sol.** Close second is the blue/gray sun rays with the cowboy.
- 756 amazing
- 757 Vibrant western
- 758
These are Arizona colors that I have come to love and the cowboy represents our city
- 759 Horse symbol associated with Scottsdale. Arizona colors.
- 760 Little bit of old with a new twist

Scottsdale Flag Challenge

Comments on the top four designs as identified via online public feedback during February 2018

- 761 As a born and raised Scottsdale Girl, I find that my flag choice is representative of **Scottsdale because it has a bucking bronco, which upholds Scottsdale's claim as the most western city**, while the colors tie in the colors of **the Arizona State flag and Scottsdale's beautiful mountainous terrain.**
- 762 The colors of Arizona are represented in this flag and when I think of Arizona I think of Scottsdale. The McDowell mountains are represented in this flag.
- 763 Little bit of old with a new twist
- 764 It reminds me of the beautiful Arizona sunset and western roots.
- 765 Yes
- 766 Bronco depicts the "Old West" theme Scottsdale is noted for, mountains surround the valley, and the colors in the AZ flag make this the perfect choice for Scottsdale.
- 767 Represents both Scottsdale and Arizona which makes it recognizable
- 768 Maintains the historical western icon but updates with the current times
- 769 Love the bronc and the colors.
- 770
It shows the classic Scottsdale Cowboy. It has all three colors on our state flag. I like how the copper represents are beautiful skies, and the red representing our red rock.
- 771 I think the colors are wonderful and remind me of the mountains and sunset and I think everyone knows the logo as Scottsdale
- 772 On target for all the criteria! Love it!
- 773 Cowboys & sunshine
- 774 Western heritage and Arizona sunset
- 775 The mountains and the horse!!!
- 776 colorful representing rodeo heritage. Love it.
- 777 A modern City respecting its Western Heritage
- 778 Embodies the Wild West spirit
- 779 The colors link it to the Arizona state flag and the cowboy and horse logo is classic to the identity of the city
- 780 The flag displays Arizona's beautiful sunsets and has the City of Scottsdale logo and the McDowell Mountains, which are signature to the Scottsdale area! I also really like the colors!
- 781 This represents the history of Scottsdale with the rider, weather that draws so many and the beauty with the mountains.
- 782
I am proud to call Scottsdale my hometown, living here since I was born in 1965. For the flag I selected, I feel it has visual interest and is appealing to the eye. It provides the best color contrast on the baby blue sky, and the flag's colors provide the clearest visibility of the symbolic Scottsdale bucking bronc (in white on red/blue). The 3 colors are strong, distinctly Arizona, and I think it will serve well as the city flag for Scottsdale.
- 783 Includes the tradition symbol and also Arizona colors
- 784 I like that it's complementary to the AZ state flag
- 785 State colors and city logo
- 786 The west's most western town!
- 787
Merges city seal image with bright, vibrant colors and a MODERN background design.
- 788 cowboy and colors
- 789 Horse and Rider with state flag color accents.
- 790 It was the best looking and also brings to mind the AZ state flag.
- 791 It has the Arizona Colors. The Cowboy on the galloping horse is the Scottsdale symbol. Together it represents Scottsdale perfectly.
- 792 Sun, mountains, cowboys and desert all in one flag.

Scottsdale Flag Challenge

Comments on the top four designs as identified via online public feedback during February 2018



Horse and rider – blue and gray colors

1. How important the cowboy is to AZ history.
2. Tradition meets contemporary
3. Simplistic yet defines Scottsdale.
4. It has the original symbol of the cowboy. Old school. It will match all the street signs in old town Scottsdale
5. western theme with cowboy reaching toward the beautiful blue sky. I love the updated colors that symbolize growth and tourism and of course the mountains that are everywhere.
6. I think the cowboy looks nice on the flag and the colors are perfect!
7. I like the colors
8. The color scheme along with the cowboy is a good representation for Scottsdale traditions.
9. Beautiful blue sky with a western theme
10. Beautiful colors are beautiful with cowboy representation!
11. It shows the western spirit of Scottsdale as the west most western town.
12. colors are beautiful cowboy represents city of Scottsdale!!
13. Nice
14. It is strong and bold.
15. **Overall it's the strongest**
16. Western town
17. none
18. Simple, memorable, links to state flag, colors are easy on the eyes.
19. It's History
20. the colors and symbol just says to me Scottsdale
21. The Scottsdale logo
22. Shows the western heritage
23. The mountains w/the cowboy is Scottsdale
24. The blue of the water and the cowboy
25. cowboy symbol and sunset
26. western with sunset
27. The horse with cowboy reminds me of the western side of Scottsdale, and the Scottsdale symbol I recognize. I also like the neutral color choice
28. Simple representation of western values and beautiful McDowell Mountain landscape
29. This flag choice exemplifies connectivity with the city and state, which is very important! With a lot of transplants within the Scottsdale area, people often forget that Scottsdale is within Arizona (home to all).
30. It really represents the western theme of Scottsdale.
31. The iconic bucking cowboy keeps it from being a generic Arizona town flag. I love the colors and the nod to the state flag.
32. Most Western city - simple but elegant.
33. The mountains and the rich cowboy history.
34. Fun and sophisticated... the definition of Old Town Scottsdale!
35. Traditional Scottsdale
36. Bucking horseman and use of Scottsdale blue in sun ray pattern very recognizable
37. The flag not only represents Old Town but also the State flag of Arizona.
38. It uses elements of the Arizona flag and the colors and symbol of the city of Scottsdale. I'm actually surprised this isn't already our flag.
39. Modern meets historic

Scottsdale Flag Challenge

Comments on the top four designs as identified via online public feedback during February 2018

40. has old and new elements, without the very cliché cactus that is in the others.
41. I like simpler designs.
42. West most western town symbolism, nature/sunset element and all inclusive symbolism by incorporating AZ state flag sun rays
43. The rider and his horse with an Arizona sunburst in a Scottsdale palette and McDowell Mountain outlines are the most efficient and comprehensible of the flag choices.
44. Cowboy and horse
45. I like the connection to the state flag
46. I believe it represents Scottsdale.
47. Mountains, sun and the wild west!
48. Don't really like any of them.
49. The cowboy represents our past and mentality. The background ties us to our state and the colors are relaxing, which is what we want everyone to feel when they visit our city.
50. The colors and cowboy
51. This flag hits home for me the most out of them all. Love Everything About it!
52. Contemporary and old west meet.
53. The iconic cowboy, and a call to the Arizona state flag.
54. Blends both the sun and history of the Wild West. Plus 2 great colors.
55. symbolic of Arizona, with the Scottsdale cowboy logo, this or the yellow ,red , blue with cowboy I feel best represents old scottsdale
56. The horse and the colors.
57. This flag both combines the modern art style and colors with the classic cowboy showing that we are a blend of both modern and old cultures. This shows what Scottsdale really is: a blend of the old and the new.
58. This represents the importance of family from the colors and the rainbow spouting out of the flower. **As this flag bursts out it's glory opposing empire will tremble in awe. "WE ARE A DESTRUCTIVE FORCE NOT TO BE RECONQUERED WITH"** it cries. This flag inspires our citizens to empower themselves. Also I just like it because of the cowboy and the way it blends both modern and classic styles of Scottsdale really capturing the city as what it is a blend of both the old and the new.
59. evolution of current logo
60. cowboy and sun rays
61. It has the city's bucking horse symbol, and the sun rays are similar to the state flag.
62. I like the combined images of blue sky, sun's rays, and surrounding mountains overlaid by Scottsdale's bucking horse and rider logo. (I don't think Scottsdale's flag should mimic the Arizona state flag in color scheme. It would be too similar.)
63. It is Scottsdale. Keep the cowboy & buck'in bronc !
64. The cowboy is authentic and feels like it needs to still represent Scottsdale. The colors are up to date and subdued.
65. ties the old west (centered in Old Town) to the state flag.
66. It emphasizes our "western" heritage while incorporating a blue sky and mountains.
67. It combines a City symbol with a State symbol.
68. It best represents the city's slogan.
69. As a native Arizonan, I remember the "good ole" cowboy days. To me, Scottsdale will always be a town that represents the Old West.
70. **West's Most Western Town" symbol. New colors though I would prefer Green for our Green belt rather than the blue.**
71. The colors and the horse with the person on it represents old Scottsdale to me
72. It represents Scottsdale and Arizona in a nice, classy way.
73. Meshes city and state symbols
74. The cowboy image is already connected to Scottsdale and people will understand it. City vehicles, signs in Old Town and other places in Scottsdale all display it. The other flags could represent Arizona in general.

Scottsdale Flag Challenge

Comments on the top four designs as identified via online public feedback during February 2018

75. This flag keeps the history alive with the cowboy graphic and nod to the state flag, but modernizes it with a more up-to-date color palette.
76. Mountains (natural significance), Iconic cowboy logo (cultural/historical significance)
77. West most western town.
78. Continues the cowboy legacy. Though I would like to see the cowboy set against yellow for the sun instead of grey.
79. **I like this flag because it is similar to our state's flag, however it has the unique look because of the blues. The flag must contain the cowboy also because it is iconic in Scottsdale's history. Great job to all!**
80. The old west is where we came from and this looks like the west.
81. **It clearly embraces Scottsdale's "west's most western town" heritage and clearly acknowledges its relationship to our State of Arizona flag in a very modern, sleek and sophisticated way—which is also very Scottsdale! Thanks for including a public vote!**
Nancy Anderson, a proud 34 year Scottsdale resident 😊
82. Simple well represented the city of Scottsdale the sun rays strongly represented state of Arizona
83. I love the colors, the stripes, the symbol, it all looks like a flag I've already seen as part of Scottsdale.
84. Rising sun western flair
85. It combines the western nature of the town with the great outdoors
86. Represent strongly Western City in the State of Arizona. Graphic visual simplicity represent strongly the City Of Scottsdale.
87. The symbols of Arizona resembling AZ flag and the bucking horse with rider symbol of Scottsdale with the blue of our skies most days of the year.
88. Cowboy Town
89. Vibrant. Modern and old west
90. I love the ties between the Az state flag and the classic Scottsdale.
91. Traditional. But spiced up!
92. **Captures the essence of the west and the recognition of the cowboy to Scottsdale's heritage. It distinguishes itself from the AZ state flag yet feels so Arizona.**
93. Scottsdale is still the West's Most Western Town"
94. It shows the perfect mixture of the west and Scottsdale.
95. Prada parade
96. **I like all the symbolism's the flag represents.**
97. Arizona and city logo
98. The cowboy on a horse
99. Depicts our western heritage and ties into the state flag.
100. Combination of cowboys and outdoors
101. The identity tie in with Arizona is important. While maintaining an iconic image.
102. the rider on horse was a past symbol of the West's most western town. It really is not now but our past is OK
103. Epitomizes AZ and Scottsdale.
104. decades old symbol of Scottsdale integrated with Ariz. flag & mountain backdrop. Simple, Subtle, and recognizable.
105. The iconic cowboy
106. Iconic Scottsdale cowboy that mixes in the state flag sun beams
107. the rodeo, old town, state flag, mountains,
108. Makes me think of Scottsdale
109. Familiarity of days past and a simpler life.
110. Soothing colors reflect attitude and bronco historical origin, all tied in with AZ flag rays
111. City logo and state logo represented.
112. Just like this flag the best.
113. Classy

Scottsdale Flag Challenge

Comments on the top four designs as identified via online public feedback during February 2018

- 114 The rider represents our western heritage, the rays our climate and the mountain scape our beauty.
- 115 The cowboy is easily identifiable as Scottsdale, the sun rays connect it to Arizona, the blue and gray connect it to the city while distinguishing it from the state, and it looks unique and memorable
- 116 The western cowboy, the link to Arizona with the sun's rays.
- 117 Already answered
- 118 It's a happy flag and Scottsdale is a happy place
- 119 blends the old Scottsdale with a tip of the hat to the Arizona flag
- 120 #1 the closeness to the arizona flag with the sun burst. #2 the west most western by the cowboy. #3 the simplicity. Easy to see even in motion.
- 121 The cowboy image is already branded in people's mind as Scottsdale and I like the reference to the Arizona flag with the stripes.
- 122 The sunrays and the Cowboy really say Scottsdale to me, but it was a very close choice between this one and the red, yellow, and blue with the Cowboy with the sunrays, mountain and cactus nearly as close - Those 3 all due a really good job of representing Scottsdale to me.
- 123 The cowboy in old town
- 124 like
- 125 a symbol of the westernmost town in the state
- 126 Reflects history and character of Scottsdale since its incorporation
- 127 Bucking Bronco Rider of the Old West
- 128 i
- 129 That cowboy image is iconic to Scottsdale
- 130 Yes, it coincides with the logo and shows the iconography of Arizona's flag in the background.
- 131 Love the colors, the use of the horse and rider, and design of the AZ flag mixed in.
- 132 NA
- 133 It reminds me of my favorite place 'Old Town' Scottsdale, where I live.
- 134 Very clean with bronc rider
- 135 Heritage
- 136 State and horse
- 137 It shows our roots as a western town.
- 138 Keeps the western theme!
- 139 A flag should stand on its own and not need a written explanation. They all look like bad 1970s posters.
- 140 Traditional city logo. Heritage of city
- 141
It keeps the tradition of Scottsdale and the west most western town while tying in the connection the State. With Scottsdale being a destination place in Arizona it make sense.
- 142 Our western heritage and a fun laid back attitude
- 143 The blue and grey show the beauty of Scottsdale the cowboy shows the western side of the town.
- 144 I keeps with the Cities current colors, maintains the cowboy symbol many have come to recognize for Scottsdale. Also the mountains and sunset and perfectly represented in a subtle way. The flag exudes class.
- 145 Logo and landscape
- 146 I like everything about it.
- 147 one look you know it Scottsdale
- 148 The cowboy goes with The west's most western city theme
- 149 **West's most western town and our amazing sunrises.**
- 150 It closely resembles the state flag and incorporates Scottsdale into it with the logo
- 151 **The article written about the flag and if's Meaning touched me.**
- 152 Everything that was stated about it I agree with.
- 153 Has the cowboy, the mountains, and the Arizona sun rays
- 154 It showcases the sun, the McDowell mountain range, and the staple of Scottsdale which is a cowboy with his arm extended as to say welcome.

Scottsdale Flag Challenge

Comments on the top four designs as identified via online public feedback during February 2018

- 155 the right blend of Scottsdale (old and new) and Arizona colors
- 156 The color blue, reminds me of Arizona's diversity. The sunburst reminds me of the Sun, and that is why people flock to Arizona. The horse is absolutely Scottsdale, and is a vital part of Scottsdale's history.
- 157
The iconic cowboy and color scheme remind me more of Scottsdale than any of the others.
- 158 I like the mirroring of the state flag with the use of the present city logo design
- 159 It keeps our symbolic symbol and is different than the AZ State Flag colors.
- 160 wild wild west
- 161 The traditional cowboy on a bucking bronco is instantly recognizable as a symbol of the City.
- 162 The horse is an iconic symbol to Scottsdale
- 163 Iconic Scottsdale
- 164 It still has the Scottsdale cowboy with horse and the colors stand out from other cities in the valley
- 165 It has our iconic Jackknife against rays of sunshine. This salutes both Scottsdale history and our place in the Valley of the Sun.
- 166 Best looking flag
- 167 I like the colors and designs
- 168 contains the current cowboy
- 169
It reminds me of Arizona's flag and the cowboy symbol is a traditional Scottsdale symbol.
- 170 its the best looking one
- 171 Cross between the AZ state flag and Scottsdale City logo, its perfect
- 172 mountain background, which runs along the city bronco implements history of the city & western touch sun rays tie in our beautiful weather and the state
- 173 Colors Scottsdale now uses for most logos are present. Still uses the cowboy which is associated and recognized as Scottsdale. Sun rays from the AZ flag.
- 174 I like it the best
- 175 Minimalist design with all elements readily identifiable as being related to Scottsdale and Arizona.
- 176 The cowboy has always represented Scottsdale, the mountain ridge represents the most prominent and beautiful feature in Scottsdale and the sun rays tie Scottsdale to Arizona and our glorious sun.
- 177 The symbol of the rider on the horse has always meant "Scottsdale" to me. Especially as an employee of almost a quarter of a century. I chose the background of the mountains and stripes because when I think of Scottsdale, I think of exactly that...the scenic beauty of Scottsdale, Arizona.
- 178 I feel it shows and represent the true meaning of scottsdale
- 179 easy.
- 180 Immediately recognizable as city of Scottsdale by symbol.
- 181 The horse and rider are clearly the reason this flag stands out as "Scottsdale." The mountain range signifies Scottsdale's beautiful McDowell's while the colors stay consistent with what Scottsdale has been using for so many years.
- 182 Iconic symbol of the West's Most Western Town.
- 183 Traditional cowboy symbol incorporated in a classy and classic blue and silver background with the mountains and sunrays.
- 184 An intertwined beauty of old west and modern era.
- 185 The cowboy on the horse is iconic and immediately says Scottsdale!
- 186 the western history
- 187 It ties in the mountains with Old Town.
- 188
It is simple and yet represents Scottsdale with the logo, the colors and the design.
- 189 This matches our existing logo and color scheme to some extent. People tend to like uniformity and consistency.

Scottsdale Flag Challenge

Comments on the top four designs as identified via online public feedback during February 2018

190

I like the similarity with the AZ flag and the representation of the West wild horse. It is clean and great symbol of the beautiful sights and year round sunny days.

191 the western theme of Scottsdale, the ray of sunshine and the beautiful mountains

192 great design and color

193 It reminds one of the horses that used to be here.

194 combines Scottsdale tradition and includes the State of Arizona .Very Nice

195 Clean, Fresh, Tradition

196 Arizona's State Flag & Traditions With The Bronco

197 The flag is appealing, has our city logo visibly on it while attaching itself to the Arizona flag theme. The colors are also very appropriate for our city.

198 clean, crisp and classy

199 It represents Scottsdale's roots as a rodeo town and most Western city. It also honors our beautiful state of Arizona.

200

The cowboy IS Scottsdale and I love the visual connection it has to the Arizona State flag! history with a modern touch. it is the cowboy from prior the same one that is on fire and police patches

202 Its a clean design with the Scottsdale horse for the heritage. I like the blue color because it looks clean and represents our beautiful blue sky.

203 The city symbol and the sunrays represent AZ

204 The blue color is important to keep because that has been a signature color for a long time! Keeping the cowboy is also historic as well.

205 Has the City logo and it has a blue and white blend to represent the beautiful landscape of Scottsdale.

206 The cowboy and horse are iconic to Scottsdale. the blue and grey rays show an association to our state flag and the mountains are a nod to our desert habitat.

207

It is the nicest representation of our current seal/emblem - the west's most western town.

208 It is clean and really represents Scottsdale with the cowboy and the AZ flag reference. The other entries look like some banana republic countries flag. I would be proud to be represented by the blue flag, the others appear childish and would look dumb on city entities.

209 IT MAINTAINS THE EMBLEM WITH GOOD COLORS

210 It ties the past together with the future.

211 BLUE FOR PD, HORSE FOR SCDL

212 The bronco and the sun rays that relate to one of the five "Cs" climate.

213

The cowboy on the bucking horse is a symbol of the southwest and I instantly recognize that it is Scottsdale city seal. It also mimics the artwork throughout the City.

214 cowboy ,

215 Beautiful colors for a beautiful city.

216 It is the best one

217 I feel this flag better represents Scottsdale.

218 I feel this flag represents Scottsdale more than the other flags.

219 because it looks like what scottsdale stands for

220 this is a nice connection between old and new be nice if they could work some yellow into it

221 Encompasses Arizona unity with the traditional Scottsdale bucking bronco into 1

222 Beautiful blue Tone with white representing sky and resembling AZ flag

223

I love both the Scottsdale rider logo and the sunrise design found on the AZ state flag.

224 Western with colors that blend with the sky

225 I like the desert colors and the cowboy

226 The bucking bronco symbol is most representative of our town. With th blue rays representing our clear skies and support of community.

Scottsdale Flag Challenge

Comments on the top four designs as identified via online public feedback during February 2018

- 227 **It has the current logo, McDowell's, sunsets**, it is modern and tastefully done with the blue/gray/Black.
- 228 Traditional logo with sun rays of Arizona
- 229
It is clean and modern reflecting what Scottsdale is while playing on Scottsdale's West's most western town with the cowboy. Blends the old and new together well.
- 230
It keeps the symbol of the man on the horse that is currently a part of the Scottsdale logo.
- 231 It's elegant with a significant flash of adventure and romanticism.
- 232 The design symbolizes the vibrancy of what the City provides to its citizens. The colors and symbol say it all!
- 233 This flag to me, just screams City of Scottsdale. I love the color choice and the design. When people see the cowboy logo, they know that's the City of Scottsdale and then you add the mountain design along with the Arizona state flag stripes and it brings everything together.
- 234 Rays echo AZ flag and cowboy is iconic
- 235 Looks like AZ state flag, Scottsdale colors, and "our" cowboy!!!
- 236 I love that this flag maintains the Scottsdale symbol, indicating the western town history. The colors are nice and the az sun in the background is a must.
- 237 The cowboy represents what i think Scottsdale is I love the colors together
- 238 The cowboy and the sun rays.
- 239 Best design of them all hands down
- 240 The design is classic but with a modern twist. Appealing colors
- 241 The cowboy on horseback is quintessential Scottsdale and instantly recognizable around the world. The blue and gray allow the symbol to "pop" and I love the idea to borrow the sun rays from the Arizona flag. It is a nice nod to the state.
- 242 cowboy, colors, mountains and rays. perfect for Scottsdale!
- 243 flag Should have city logo on it
- 244 Man horse
- 245 Love the AZ flag connection and the cowboy
- 246 I liked the connection to state and the Wild West motif.
- 247 Traditional and modern
- 248 Captures the beauty and serenity of Scottsdale
- 249 ..
- 250 Awesome
- 251 It represents Scottsdale overall
- 252
This design captures the unique serenity and lifestyles our great city offers to residents and **visitors alike. A welcoming symbol of being the world's most livable City.**
- 253 Everything about it
- 254 It keeps the Scottsdale Bucking Bronco - Blue sky and Sun rays. Clean Look!
- 255 Cowboy
- 256 Our iconic bronc riding cowboy is key to our legend! Keep him riding. I live at the foot of the McDowell Mountain Range. The clear blue skies and rays of sunshine greet me on a daily walk. I am a 72 year old native Arizonian and have lived in Scottsdale more than 60 years. This flag IS my Scottsdale!
- 257 Modern design with original as backbone
- 258
Combination of the McDowell mountains and Preserve, a signature of Scottsdale, the bronco symbol of Scottsdale's western heritage and large horse community, and the rays symbol of our weather and sunrises and sunsets. Had more than any of the others.
- 259 The old school west the colors
- 260 The cowboy represents the old town and the sun rays represent the weather and mountains represents the landscape
- 261 Simple. Iconic cowboy. Blue skies.
- 262 yes
- 263 Its makes a proud statement when looking qt it

Scottsdale Flag Challenge

Comments on the top four designs as identified via online public feedback during February 2018

- 264 I love the design
- 265 it reminds me of the state flag, great colors
- 266 Wild and beautiful.
- 267 **It's stunning. Both classic and contemporary, I would buy that flag and proudly fly it. It's just gorgeous and light years ahead of the others. I urge you to select this flag. It's the only one that truly captures our past, present and future. Thx**
- 268 This flag represents the classic elegant lifestyle in Scottsdale. It is warm an inviting like the city.
- 269 It's the bomb ass flag
- 270 Iconic logos and cool modern colors.
- 271 This design represents the natural beauty and desirableness of Scottsdale's geography and desert climate
- 272 Simplicity, beautiful, friendly!
- 273 The three tones are appealing. The sunset and mountains in the background reminds me of Scottsdale
- 274 Blue skies and bountiful mountains
- 275 Dope
- 276 makes a great connection between city and state... love the colors!
- 277 Wide open spaces
- 278 Very classy, clean looking.
- 279 Scottsdale was always known for its horses and it should continue.
- 280 Love the tie in between the cowboy and McDowell mountains
- 281 Scottsdale's iconic rider with a slight variation Arizona flag is great combination
- 282 Easily identifiable with scottsdale.
- 283 West's most western town.
- 284 resembles AZ flag but keeps the Scottsdale Blue
- 285 Love the blue sky and the cowboy riding off into his dreams
- 286 I love the bucking horse which has always represented Scottsdale. The simple sun rays are not too complicated to still see and understand when the flag is waving in the wind. The other designs are interesting but I want to smooth them out flat to see just what they are. The other 2 horses are close seconds.
- 287 The sun coming over the mountains is a beautiful representation
- 288 Love the colors and design!!
- 289 It brings together the things I like from Scottsdale and the State flag.
- 290 scottsdale logo, sunburst background
- 291 Country
- 292 western town history, classy colors, az flag differentiates from looking like Wyoming
- 293 Simple but elegant!
- 294 I have lived in Scottsdale a long time and the cowboy has long played into the history or our great city. Love the blue background and what it represents.
- 295 Our western heritage
- 296 better then the rest
- 297 Beautiful
- 298 the McDowells, the colors, the cowboy - they say Scottsdale to me
- 299 , historical yet bold and crisp
- 300 The iconic cowboy and the gray and blue colors are already in line with the current city logos.
- 301 Wild west
- 302 I recognize the cowboy so having a similar logo on the flag connects me to it.
- 303 Traditional and subtle colors keeping the old town symbol.
- 304 The "old west" stands out as a theme
- 305 I like the vibe
- 306 Love this flag! Clean and a great symbol for Scottsdale.
- 307 Love how clean it is...
- 308 It includes all of my favorite landmarks and history. Love the colors.

Scottsdale Flag Challenge

Comments on the top four designs as identified via online public feedback during February 2018

309

I like that it incorporates a similar design feature from our state flag, and of course the cowboy on the bucking bronc is what Arizona and Scottsdale is all about.....it's our history

310 The sun, mountains and cowboy all represent the Arizona experience.

311 I like the cowboy on the horse. It has been a symbol of Scottsdale as long as I can remember.

312 The beauty

313 The horse & rider reflect the city logo. I like the cohesiveness.

314 Colors are meaningful with the pict

315 Classic & upscale while still honoring the wild cowboy inside us all!!!

316

I like that it has the cowboy but also the state flag design in the background but in blue.

317 I like that it still has the logo and like the mountains and coloring with Az Flag

318 I love the iconic cowboy overlaying the McDowell mountains. Great flag!

319 Not wild about any of them, but this is best of the choices. The cowboy provides a tiny bit of continuity but the blue sun rays are pretty odd.

320 Arizona culture

321 Simple yet captures the historic rustic feel of Scottsdale as well as the more contemporary elements it currently had

322 Great

323 Colors of the desert, ties the city to the state, includes the old town feel

324 The cowboy represents the culture of Scottsdale founding and the blue represents the mood of the city

325 Classic and professional, yet represents the West.

326 It represents a broader scale than the current flag while preserving a familiar symbol that is easily recognizable

327 Beauty

328 It has the iconic cowboy in the center and I love that the sun's rays are representative of the AZ state flag

329

Its natural beauty flying in the air and I love how closely aligned it is to the AZ flag.

330 Everything, logo of course and I love the tie to the Arizona State Flag as well.

331 Good look, classic.

332 Beautiful design

333 I would love to see that flying by as I drive around Scottsdale.

334 It looks like Scottsdale with a nod to the az flag. Love it.

335 It reminds me of old town scottsdale

336 The colors and simple design with connecting elements.

337 I like the colors

338 It fits in with the color scheme of the city, is modern, but honors the past and the landscape

339 Cowboy and sun rise from Az state flag

340

This flag clearly displays the iconic cowboy. He should always be part of us. He made us.

And usually sunny with blue sky's is our beautiful weathers motto. This is bliss!

341 Past and future

342 I grew up in Scottsdale and the cowboy represents that for me completely. It is the symbol for Old Town. I like how this goes into the Arizona flag but the colors also grab my attention.

343 Modern with respect to history

344 Colors, the mountains, AZ sun rays.

345 The history of the city.

346 Bucking cowboy and mountain views. Gorgeous bright color like how Scottsdale looks nearly every day.

347 Has the seal and blue stripes for az

348 Old west - rising sun like the Arizona flag - it all works

349 Combines old and new just like the city

Scottsdale Flag Challenge

Comments on the top four designs as identified via online public feedback during February 2018

- 350 still keeps the classic old town logo
- 351 I love how it looks simple but powerful
- 352 Symbol and colors
- 353
I've grown up on Scottsdale. The bucking horse is iconic Scottsdale. It must be preserved
- 354 The image chosen on the flag represents Scottsdale. It makes me think of downtown Scottsdales. The colors are beautiful.
- 355
Being an ole time Arizonian this flag just screams Scottsdale to me. If I hadn't know this contest was for Scottsdale I would have picked it for Scottsdale. LOVE the color selection unlike the other similar one with blue ground. One or two look very nautical to me and the cactus is very Arizona but not Scottsdale specific. I like the clasping hands but again for another application like an Indian site or museum.
- 356 Old Town with a. Modern flare.
- 357 I like it
- 358 **Blends the City's past and future.**
- 359 Very scottsdale
- 360 Blend of the tradinal and the new, just like the city itself.
- 361
Updated design but still recognizable historic logo. Doesn't require instructions to figure out what it is supposed to represent. Colored sun rays like state flag would be better.
- 362 i like the flag
- 363 Iconic cowboy with Arizona flag background
- 364 Reminds me of city of Scottsdale in the West with sun rays and the color is nice
- 365 Historical and cultural
- 366 It still has the man riding the horse which keeps some of the original one. The other flags look more like the AZ State flag, not a city flag. This implies he's riding off into the sunset, through Old Town Scottsdale.
- 367 Lively Living!
- 368 The western aspect of arizona is captured , and the colors are a nice change.
- 369
The horse represents the west's most western town and the rays represent Arizona
- 370 The cowboy
- 371 Simplicity, and not losing the equestrian culture
- 372
Our beautiful McDowell Mountains, beautiful saguaros and, of course, our desert sun.
- 373 The background reminds me of Arizona, it's sunrises and sunsets, mountains and possibilities. The rider, of course IS Scottsdale.
- 374 I like the blend of AZ state flag features, City of Scottsdale logo and mountain backdrop. Not difficult to discern symbolism either; terrific design concept!
- 375 It is the most asthetically pleasing.
- 376 The cowboy riding is pure Scottsdale branding. It should be included.
- 377 The colors tie closely with our logo, the iconic cowboy symbol should definitely be represented and the McDowell Mountains are beautiful. This flag represents Scottsdale the best.
- 378 history, sunshine, and the land
- 379 Home
- 380 Legible and clearly western in the valley of the Sun
- 381 This is the best flag out of the options available.
- 382 Captures the heritage and present day of the City.
- 383 Consistency with the current cowboy image plus tie in with the Arizona sun rays.
- 384 Represents Scottsdale's Western roots with correlation to the Arizona State flag.
- 385 Mountains, sun rays, old town cowboy

CITY COUNCIL REPORT



Meeting Date: September 12, 2017
 General Plan Element: *Community Involvement*
 General Plan Goal: *Seek community-wide representation on issues*

ACTION

Approve Resolution No. 10902 adopting a process for soliciting and evaluating new design ideas for the Scottsdale city flag.

BACKGROUND

On June 16, 2017, Mayor Lane and City Council received an email from citizen Connor Heron regarding the current city of Scottsdale flag. The official city flag is the city seal on a white background. The seal was adopted in 1951, the same year as incorporation, and a December 14, 1954 Council action authorized "the purchase a flag for town hall", however, no official action was found regarding the design of the flag. Mr. Heron stated that not only did he feel the flag was not representative of Scottsdale but that the North American Vexillological Association ranks our flag low on its scale of design principles. Mr. Heron's email prompted a June 27, 2017 unanimous decision by City Council to ask staff to bring back "a process for review that will engage Scottsdale citizens in a discussion about a possible new or redesign of the city flag".

ANALYSIS & ASSESSMENT

Recent Staff Action

Staff from the Mayor's Office, Information Technologies and the City Attorney's Office collaborated to determine a strategy for recommendation to City Council. Staff researched processes in other cities that have recently redesigned their flags. Those other efforts ranged from a very public process similar to what is proposed with this action to an internal design process ultimately adopted by Council. In many communities, a public design submittal process solicited a large number of designs (for example, Milwaukee-1,000; Orlando-950; Pocatello-700). In some cities local historians or existing standing committees narrowed down the submissions for a Council vote and in some cities the City Council narrowed them for a public vote. Staff's recommendation considers the best way for the community to be involved while leaving the decision to the City Council.

Community Involvement

The Scottsdale City Council was explicit in their request to have a process that engaged citizens. After careful consideration, these are staff's recommended steps:

Action Taken APPROVED ON CONSENT

1. Staff will design a digital process whereby citizens can electronically submit flag designs to the city.
2. The Office of Communications will solicit designs from citizens through various communication tools.
3. Staff will seek public input on submitted designs.
4. The Neighborhood Advisory Commission will review public input and recommend a narrowed list to Council.
5. The City Council will decide if they would like to choose one of these designs or keep the current city of Scottsdale flag.

RESOURCE IMPACTS

Staffing, Workload Impact

Additional staff is not required and current communications and IT staff state this process will not be overly burdensome on their workload. Additionally, the Mayor's Office was contacted by a potential intern interested in helping with this process who would be part of Community Service's inaugural teen intern program recently approved by City Council.

Future Budget Implications

This Council action has no budgetary implications. Should Council choose to replace the existing design; a detailing of budget impacts will be included with that action.

OPTIONS & STAFF RECOMMENDATION

Recommended Approach

Approve Resolution No. 10902 adopting a process for soliciting and evaluating new design ideas for the Scottsdale city flag.

RESPONSIBLE DEPARTMENT(S)

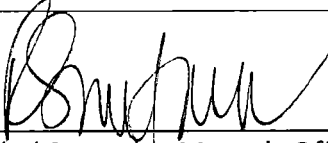
Mayor's Office and Office of Communications

STAFF CONTACTS (S)

Rachel Smetana, Mayor's Chief of Staff, rsmetana@scottsdaleaz.gov

Kelly Corsette, Communications and Public Affairs Director, kcorsette@scottsdaleaz.gov

APPROVED BY



Rachel Smetana, Mayor's Office

480-312-2466, rsmetana@scottsdaleaz.gov

8-29-17

Date

ATTACHMENTS

1. Resolution 10902

RESOLUTION NO. 10902

A RESOLUTION OF THE COUNCIL OF THE CITY OF SCOTTSDALE, MARICOPA COUNTY, ARIZONA, ADOPTING A PROCESS FOR SOLICITING AND EVALUATING NEW DESIGN IDEAS FOR THE SCOTTSDALE CITY FLAG.

WHEREAS, the current Scottsdale City flag was created in about 1954, not long after adoption of a City seal;

WHEREAS, after receiving a citizen's inquiry, the Council voted to place on a future agenda, a process to engage Scottsdale citizens in a possible new or redesigned City flag; and

WHEREAS, after researching public engagement options for City flag designs, staff developed the attached recommended procedure;

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Scottsdale, Maricopa County, Arizona, as follows:

Section 1. The City Council hereby adopts the process described in Exhibit 1 to this Resolution as the City's procedure for considering a possible new City flag design.

PASSED AND ADOPTED by the Council of the City of Scottsdale, Maricopa County, Arizona this 12th day of September, 2017.


CITY OF SCOTTSDALE, an Arizona
municipal corporation

ATTEST:

Carolyn Jagger, City Clerk

W.J. "Jim" Lane, Mayor

APPROVED AS TO FORM:



Bruce Washburn, City Attorney

By Janis L. Bladine, Senior Assistant City Attorney

New Flag Design Consideration Process

1. Staff will design a digital process whereby citizens can electronically submit flag designs to the City.
2. The Office of Communications will solicit designs from citizens through various communication tools.
3. Staff will seek public input on submitted designs.
4. The Neighborhood Advisory Commission will review public input and recommend a narrowed list to Council.
5. The City Council will decide if they would like to choose one of these designs or keep the current City of Scottsdale flag.

City of Scottsdale

NEWS RELEASE

Oct. 3, 2017

Contact: Kelly Corsette, communications & public affairs director, Office: 480-312-2336, Mobile: 602-359-5965

A call to the community: design Scottsdale's city flag

The city of Scottsdale is seeking design concepts for a new city flag through an open design challenge that will run through Oct. 27.

Scottsdale hopes a new flag will become an immediately recognizable symbol of the proud and accomplished desert community known around the world for its blend of western heritage, natural beauty and modern art and culture.

Designs may be submitted [via the city's website](#) or during business hours at any [Scottsdale Public Library](#) through 6 p.m. Friday, Oct. 27.

Once the submission period closes, the city's Neighborhood Advisory Commission will evaluate the designs and select a number of worthy concepts to move forward to online public input that will result in a handful of finalists for the City Council to consider.

Why a new flag?

The importance of a well-designed flag as a community rallying point has been elevated in recent years, fueled by [a popular TED talk](#) and successful flag redesigns in cities like [Pocatello, Idaho](#) and [Peoria, Arizona](#).

Scottsdale's current city flag is simple: the city seal on a white background. Never designed as a flag at all, this layout runs afoul of [design standards published by the North American Vexillological Association](#), "flag experts of the United States and Canada."

This fact was expressed by Scottsdale high school student Connor Heron, who contacted the Mayor and City Council and suggested the city design a new flag. His email struck a chord, and the City Council

subsequently directed staff to conduct a community design challenge to bring forth concepts for possible approval as the new city flag.

Should a new design be selected by the council, it is expected to be revealed to the community early in 2018.

City of Scottsdale

NEWS RELEASE

Feb. 1, 2018

Contact: Kelly Corsette, communications & public affairs director, Office: 480-312-2336, Mobile: 602-359-5965

Scottsdale reveals flag design finalists – which is your favorite?

Several months after an open call for design ideas, 10 finalists are in the running to be the city's official flag. The public is asked to choose their favorite to help the City Council decide whether one of the designs will be selected.

[Review the design concepts and choose your favorite at ScottsdaleAZ.gov, search "flag challenge."](#)

When the challenge opened last October, the goal was to find a new design that would become an easily recognized symbol of Scottsdale and its blend of western heritage, natural beauty and modern art and culture.

More than 260 design concepts were submitted. The city's Neighborhood Advisory Commission helped narrow that group down, selecting six of the finalists. In a similar process, a city staff team selected four finalists, resulting in the final 10 that the public can now weigh in on.

Online public feedback will close Feb. 28. After that, the City Council is expected to consider public feedback, plus commission and staff input before deciding whether to select one of the designs as the new Scottsdale city flag.

Why a new flag?

The importance of a well-designed flag as a community rallying point is described by [a popular TED talk](#) and fueled by successful flag redesigns in cities like [Pocatello, Idaho](#) and [Peoria, Arizona](#).

Scottsdale's current city flag is simple: the city seal on a white background. Never designed as a flag at all, this layout runs afoul of [design standards published by the North American Vexillological Association](#), "flag experts of the United States and Canada."

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SCOTTSDALE FLAG DESIGNS - PUBLIC POLLING RESULTS



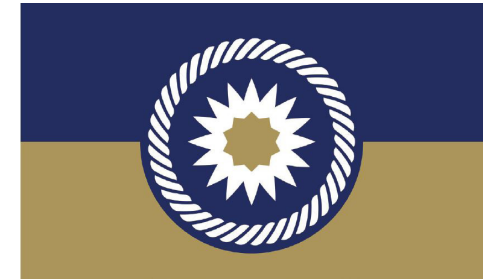
SUBMISSION #: 6592595153
PAGE #: 74 - 28.4% of Responses
Nominated by NAC



SUBMISSION #: 6602301181
PAGE #: 107 - 21.5% of Responses
Nominated by NAC



SUBMISSION #: 6445100611
PAGE #: 4 - 13.8% of Responses
Nominated by NAC



SUBMISSION #: 6604080272
PAGE #: 99 - 10.5% of Responses
Nominated by COS Graphic Designer



SUBMISSION #: 6481755847
PAGE #: 55 - 8.3% of Responses
Nominated by NAC



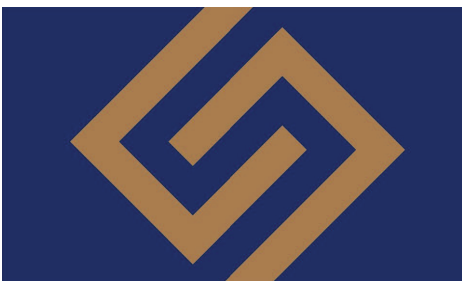
SUBMISSION #: 6479796743
PAGE #: 40 - 5.9% of Responses
Nominated by NAC



SUBMISSION #: 6607493921
PAGE #: 82 - 3.6% of Responses
Nominated by NAC



SUBMISSION #: 6514689558
PAGE #: 67 - 2.9% of Responses
Nominated by COS Communications Director



SUBMISSION #: 6607068036
PAGE #: 91 - 3.0% of Responses
Nominated by COS Graphic Designer



SUBMISSION #: 6590006586
PAGE #: 74 - 2.1% of Responses
Nominated by COS Communications Director

2,787 Total Public Polls
(February 1 - February 28, 2018)



**SUBMISSION #: 6592595153, PAGE #: 74 - 28.4% of Responses
Nominated by NAC**

Artist's Statement: The Scottsdale flag consists of 4 red mountain peaks representing the McDowell Mountains with the Saddleback Mountain in the middle and the highest peak in the east (far left side of flag). The McDowell Mountain preserve is central to Scottsdale wildlife and resident activities. The weld-yellow sky is symbolic of Arizona's beautiful sunsets. The blue at the bottom of the flag represents the Salt-River which runs through the southern border of Scottsdale. In the center is Scottsdale's official city seal, a rider astride a bucking horse, which symbolizes the deep roots in the old west and western activities. The Scottsdale flag resembles the Arizona flag in color scheme which allows it to be more easily recognized by Arizona residents or people visiting from out of state.



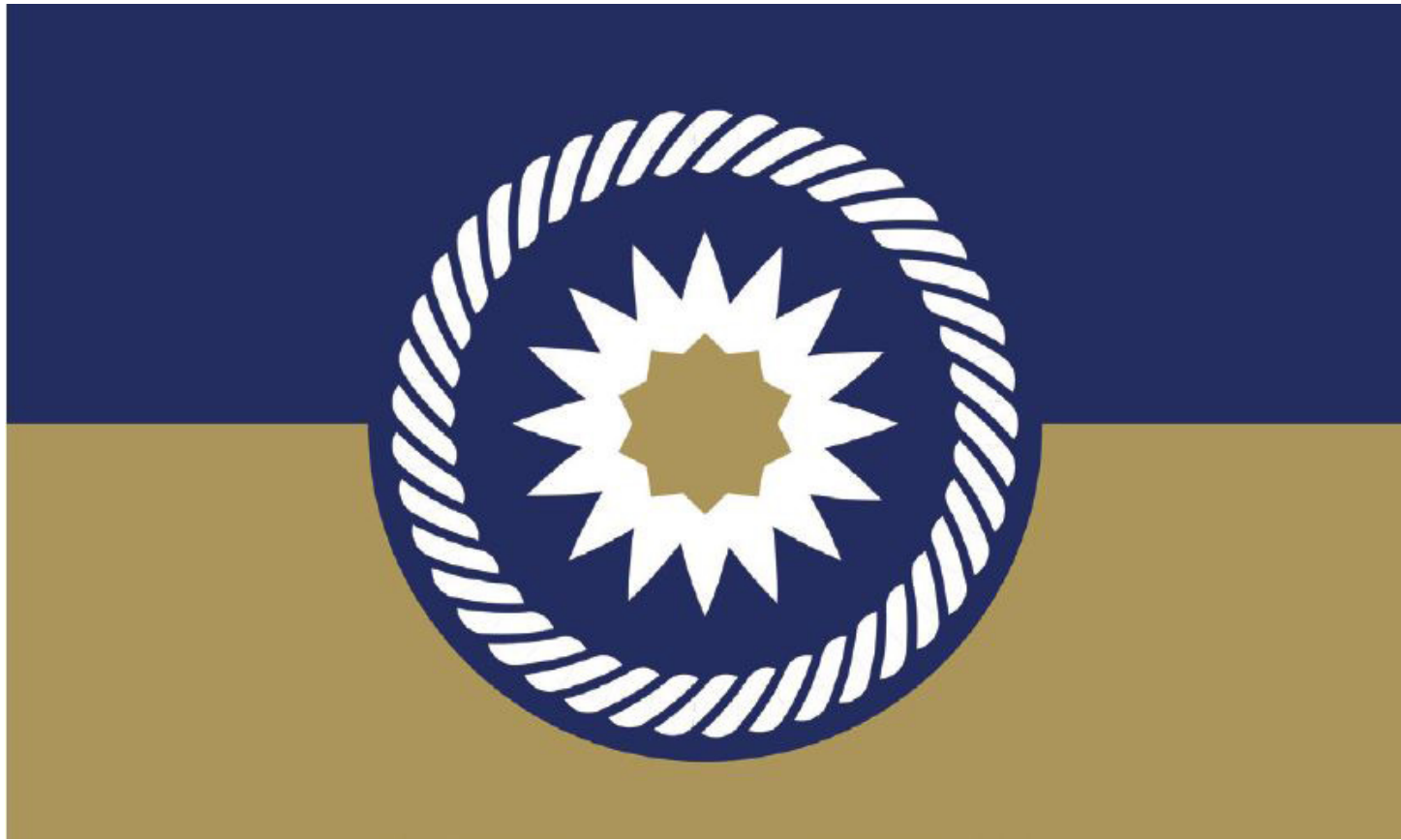
**SUBMISSION #: 6602301181, PAGE #: 107 - 21.5% of Responses
Nominated by NAC**

Artist's Statement: The icons of the cactus and the mountain range were chosen to represent the beautiful horizons and mountain ranges surrounding Scottsdale. Highlighted are the breathtaking, radiant sunsets, represented by the blaze of orange and yellow. The deep royal blue was chosen to create a visceral connection to the depth of elegance within Scottsdale.



SUBMISSION #: 6445100611, PAGE #: 4 - 13.8% of Responses
Nominated by NAC

Artist's Statement: This design represents the natural beauty and desirableness of Scottsdale's geography and desert climate. The flag depicts the sun rising over the mountains of the McDowell Sonoran Preserve. Old Town is represented with the iconic cowboy logo which is also utilized in the City's logo, seal and current flag. The blue and gray are traditional colors that are prominent in the City's logo. The "sun-ray" design is borrowed from the Arizona state flag to provide a logical connection between state and city.



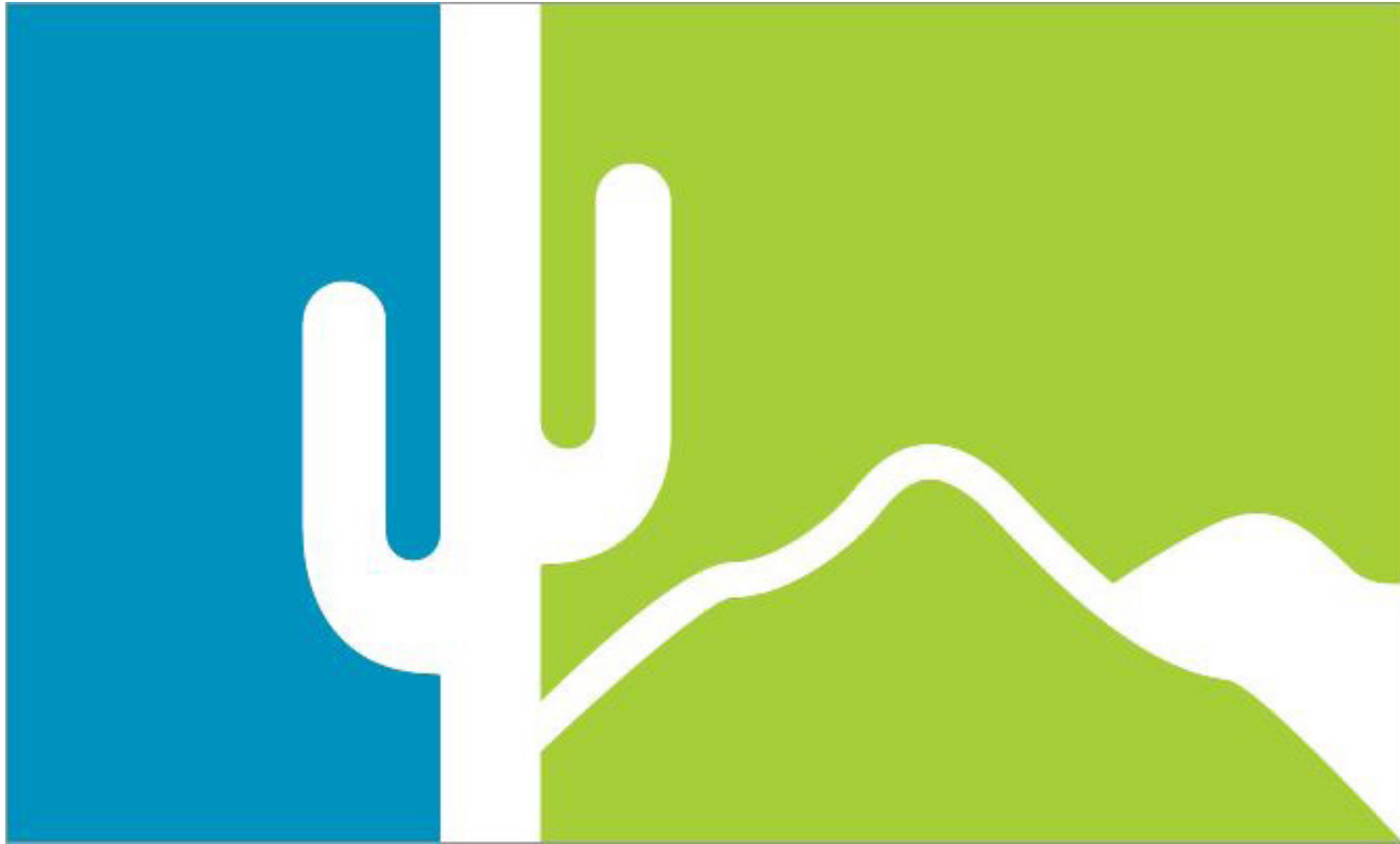
SUBMISSION #: 6604080272, PAGE #: 99 - 10.5% of Responses
Nominated by COS Graphic Designer

Artist's Statement: The middle of the flag features a sunburst in the middle of a pure white Giant Saguaro blossom, our state flower and a favorite of Scottsdale. Around the white flower blossom is a circle of bold deep blue and white rope representing our wild west heritage and lifestyle. The background is split horizontally with a golden tan on the bottom representing our arid desert landscape and a deep blue representing our year round beautiful skies. The blue is similar to our state, county, and country flags.



**SUBMISSION #: 6481755847, PAGE #: 55 – 8.3% of Responses
Nominated by NAC**

Artist's Statement: Having fallen in love with Scottsdale and moved here 3 years ago, these elements are why my husband and I are now permanent residents: the glorious sun, the stark blue sky, the undulating mountains and the magnificent flora. With an average of 314 days of sunshine, who wouldn't want to live here?! Sunshine makes people happy and should be a key element on our flag. In 1994, the first parcel of land was dedicated as the McDowell Sonoran Preserve. This vast treasure, taking up just over 25% of Scottsdale, is a draw for locals and visitors alike as the largest urban park in the U.S. From the spring wildflowers to the ever towering saguaros, the stunning beauty of our flora is unmatched. These 4 elements together make up Scottsdale's new flag.



SUBMISSION #: 6479796743, PAGE #: 40 - 5.9% of Responses
Nominated by NAC

Artist's Statement: Our stark blue sky creates a bold backdrop for our 48-square mile Preserve, making up more than 25% of the city limits. The outline of the mountain is meant to represent a portion of our 181 miles of trails. It's only fitting to have a majestic saguaro on "West's Most Western Town" city flag. Incorporated just in 1951, so many of the saguaro's we see today were here well before then, thus becoming one of our city's most loved icons.



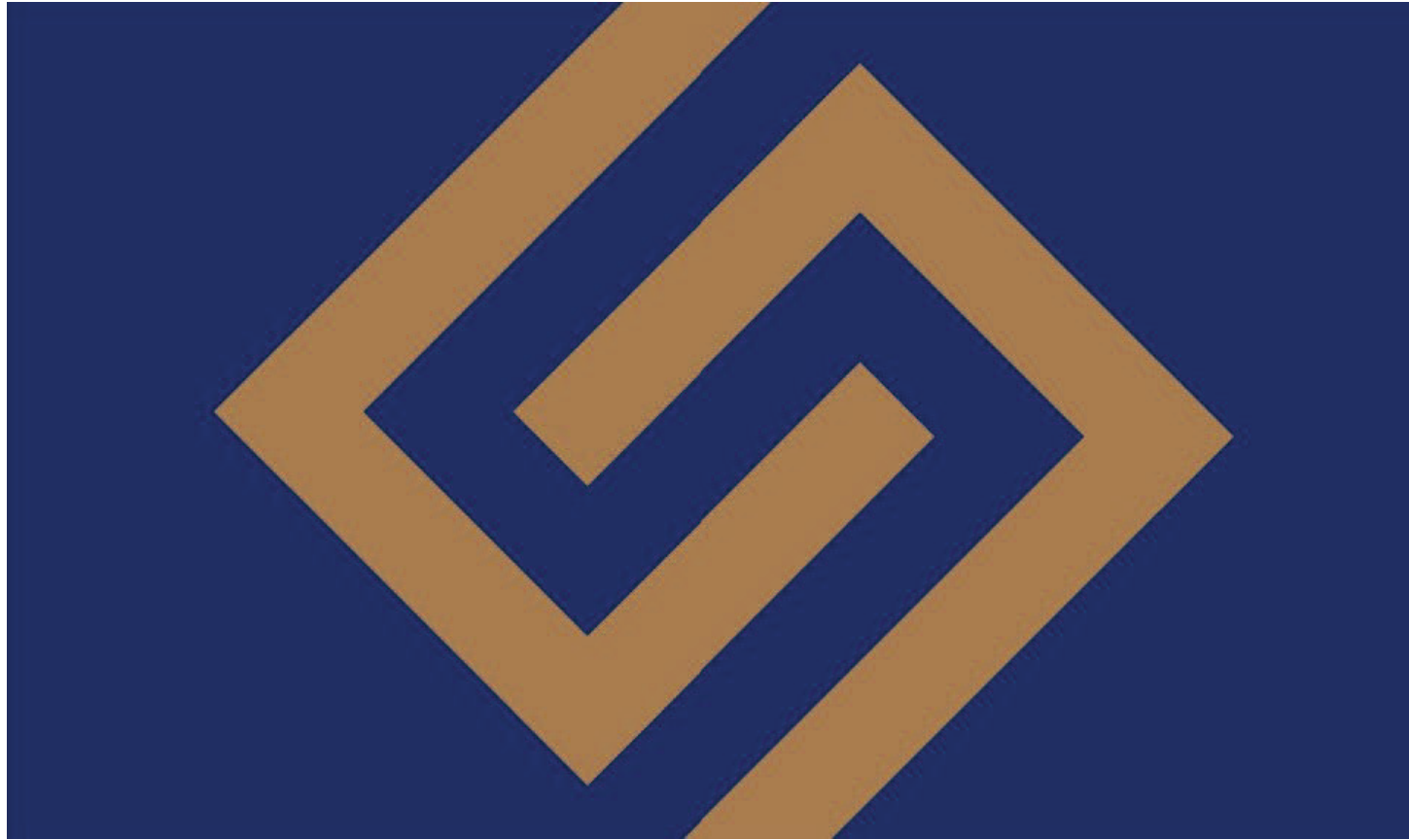
**SUBMISSION #: 6607493921, PAGE #: 82 – 3.6% of Responses
Nominated by NAC**

Artist's Statement: This flag design option portrays a version of the most prominent symbol of Scottsdale, in a simple but powerful form of the Cowboy and Horse. The blue represents the blue skies typical of Scottsdale and city color of blue. The copper gradient represents the southwest, copper state, and the iconic sunsets. This version includes a light silhouette that accentuates the cowboy and horse against the background.



SUBMISSION #: 6514689558, PAGE #: 67 - 2.9% of Responses
Nominated by COS Communications Director

Artist's Statement: Scottsdale, "The West's Most Western Town", is synonymous with relaxation, open spaces, natural beauty, blue skies, sunshine, luxury, amazing events, and warm, welcoming people. This flag design reflects this. The American-flag/Arizona-flag blue at the top represents the 300+ days of clear blue skies stretching from horizon to horizon. There is a luxurious gold strip horizontally across the middle. The luscious green at the bottom represents our verdant spring desert, the preserve and the mountains that surround our dale. The white symbol at the center is a simplified version of the city seal, and is both a cowboy's spur and a sun. It has ten points to spell out the name SCOTTSDALE.



SUBMISSION #: 6607068036, PAGE #: 91 – 3.0% of Responses
Nominated by COS Graphic Designer

Artist’s Statement: This City of Scottsdale flag design is based on a petroglyph originally found on the west side of the McDowell Mountains near DC Ranch. In 1937, Frank Lloyd Wright relocated the boulder to Taliesin West, inspiring its symbol. It reflects the artistry of Scottsdale residents, ancient and modern. The clasping hands symbolize the collaborative spirit that has taken place in Scottsdale through the years resulting in such community amenities as the Indian Bend Wash and the Scottsdale McDowell Sonoran Preserve. The blue background is the same as in the Arizona and United States flags and reflects the municipal connection to the state and federal governments. The brown represents the color of the Sonoran Desert and the McDowell Mountains. The blue lines also symbolize the canals and washes, and the brown lines symbolize the mountains that surround the community. The negative space between the clasping hands creates an “S” for Scottsdale.



SUBMISSION #: 6590006586, PAGE #: 74 - 2.1% of Responses
Nominated by COS Communications Director

Artist's Statement: The blue triangle represents the McDowell Mountains as seen from a distance. The compass rose represents the travel industry, which makes up a large part of Scottsdale's economy. Its white color symbolizes the cleanliness of the city. The three stripes are arranged to represent a sunset. The red stripe represents the beauty of Scottsdale and the surrounding desert. The orange stripe pays homage to Scottsdale's original name, Orangedale, and to the citrus trees planted upon its founding. The yellow stripe represents the abundant sunshine. The yellow and blue were borrowed from the coat of arms of the city's founder, Winfield Scott. All colors but orange and white are the same shades used on the Arizona state flag.

Approved June 27, 2018



**CITY OF SCOTTSDALE
NEIGHBORHOOD ADVISORY COMMISSION
REGULAR MEETING
MINUTES**

WEDNESDAY, May 23, 2018

**COMMUNITY DESIGN STUDIO
7506 E. INDIAN SCHOOL ROAD
SCOTTSDALE, AZ 85251**

PRESENT: Jennifer Fabiano, Chair
Carol Miraldi, Vice Chair
Rachel Putman, Commissioner
William James, Commissioner (arrived at 5:06 p.m.)
William Lichtsinn, Commissioner
Joe Chair Meli, Commissioner

STAFF: Adam Yaron, Project Coordination Liaison
Kelly Corsette, Communications Director
Brandon McMahon, Associate Planner
Luis Santaella, Senior Assistant City Attorney

GUESTS: Andrew Armstrong
Rachel Smetana
Michelle Holmes, Operation Fix-It Program Manager

Call to Order/Roll Call

The meeting of the Neighborhood Advisory Commission was called to order at 5:04 p.m. A formal roll call was conducted, confirming members present as stated above.

Public Comment

There were no members of the public who wished to speak.

1. Approve Draft Summary Meeting Minutes: March 28, 2018

COMMISSIONER LICHTSINN MOVED TO APPROVE THE MINUTES OF THE MARCH 28, 2018 MEETING AS PRESENTED. VICE CHAIR MIRALDI SECONDED THE MOTION, WHICH CARRIED BY A VOTE OF FIVE (5) TO ZERO (0). COMMISSIONER JAMES HAD NOT YET ARRIVED.

2. Scottsdale City Flag Initiative

Adam Yaron, Project Coordination Liaison, noted that Chair Fabiano has a conflict and will not be participating in this agenda item. He reviewed that the Commission is providing a recommendation to City Council on the new City flag design. The public input period ran from February 1st to February 28th, and approximately 2,700 individuals provided input. A special meeting of the Neighborhood Advisory Commission was held on January 17th, at which time the NAC narrowed a list of flag designs down to six. In addition to the nominated designs from the NAC, both the City's graphic designer and communications director provided two additional nominations each, for a total of ten flag designs, which were forwarded for public consideration.

Kelly Corsette, Communications Director, listed the flag design principles from the North American Vexillological Association:

- Keep it simple
- Use meaningful symbolism
- Use two to three basic colors
- No lettering or seals
- Be distinctive or be related to other connections in the City

He reviewed the top four designs identified through the online public feedback process:

Flag design 5:

- Mountain shape representing the McDowells, yellow sky for sunsets, blue for the Salt River
- Staff's perspective (pros): Has familiar and meaningful elements in color and design, reference to Scottsdale's history with City logo
- Staff's perspective (cons): Three of the four colors are duplicated from the Arizona flag. Horse/rider silhouette loses fidelity at a distance. People unfamiliar with the design may not be able to discern the outline. It is not a simple design (should be simple enough for a child to draw).
- There were several public comments regarding the gender-specific use of a cowboy to represent the City.

Flag design 1:

- Colors and graphics illustrate breathtaking sunsets and mountains. The artist indicates that the deep blue represents the depth of elegance of Scottsdale.

- Staff's perspective (pros): Unique design. Delivers on reminiscence of sunrise and sunny skies, represents the desert nicely. Depicts attraction to weather and terrain, distinctive design.
- Staff's perspective (cons): Cactus and mountains blend awkwardly. It may not look like a cactus from a distance. May be too complex. More of a graphic design than flag design. Yellow and orange colors in the sky do not show much contrast. Symbolism is a more direct, literal interpretation.

Flag design 10:

- Depicts sunset and mountains. The artists says the sun ray is borrowed directly from the Arizona flag. Colors are taken from Scottsdale City logo.
- Staff's perspective (pros): Familiar and meaningful, combination of natural environment, terrain, Western history, blend of old with horse and rider depiction along with new colors from the City logo.
- Staff's perspective (cons): Colors do not symbolize or represent anything in particular. Overall design is very similar to the Arizona State flag. More literal than symbolic. Colors may not contrast well.

Flag design 2:

- According to the artist, the shapes symbolize a sunburst and a giant saguaro blossom. The rope is a nod to Scottsdale's western heritage. The colors are golden tan for desert, blue for the sky. According to the artist, the blue is a nod to the Arizona State flag and the U.S. flag.
- Staff's perspective (pros): Sophisticated and bold; seems like an official flag. Design uses new symbols not used in Scottsdale before to recognize Western heritage and desert landscape. Colors have good contrast and are symbolic to Scottsdale and to Arizona. Unique and distinctive. Design can be drawn from memory.
- Staff's perspective (cons): Symbolism may be too subtle. Flags depicting shades and symbols not immediately recognizable do require some explanation.
- This design garnered staff's recommendation for consideration by City Council as the next City of Scottsdale flag.

Mr. Yaron reviewed NAC's options:

- Recommend one or more designs be considered as a new City flag
- Recommend that staff develop a City flag design for City Council consideration that would incorporate design elements from the top ten designs into a new flag proposal
- Recommend that the City retain the current City of Scottsdale flag design

Vice Chair Miraldi stated that commissioners had similar feelings regarding the gender-specific cowboy; perhaps this factor should eliminate the two designs depicting the cowboy. She suggested brightening the green color in Design No. 2 and have the center become yellow.

Commissioner Putman agreed with the recommendation to avoid cowboy depictions. She prefers Design No. 1, which evokes the feeling of everything wonderful about living in Scottsdale. Commissioner Meli stated that it depicts the universal experience of anyone who lives in or visits Scottsdale. Commissioner Lichtsinn commented that it looks odd flying on the flagstaff, appearing weighted too far toward the outside edge. There is also no continuity at the left-hand arm of the saguaro with no horizon continuity. Vice Chair Miraldi said she liked the design until she saw it draping. The cactus does look odd.

Commissioner James pointed out that nearly 50 percent of the votes went to flags that included the cowboy depiction. While he understands the gender-specific nature of the design, he questioned whether there is then also an intent to redesign the City's seal. Mr. Corsette said that the selections were posted online for feedback purposes and not necessarily for voting.

Commissioner Meli recommended that Commissioners eliminate the designs they definitely do not wish to recommend to City Council. After discussion, there was general consensus to keep Designs 1 and 2 and eliminate the designs which included the cowboy depiction. Discussion ensued regarding recommendations for making design adjustments to the remaining flags.

Luis Santaella, Senior Assistant City, stated that the NAC is an advisory body to City Council. The NAC is to review public input and recommend a narrowed list to City Council. Council is then free to choose one of the designs or keep the current flag. The resolution is very narrowly tailored and does not give the NAC the authority to redesign the flags. There is room for minor changes. Commissioner Meli surmised that it falls within the NAC's purview to recommend changes to designs. Mr. Santaella clarified that they are free to recommend a particular flag with specific recommended changes.

Commissioner James read from the directive, which was to direct staff to develop a rendering for City Council consideration, which would incorporate design elements for public input. This seems to indicate it is permissible to recommend to City staff to incorporate design elements. Mr. Santaella stated that it contradicts what the resolution authorized. Agenda Item 2 indicates that NAC is to provide a recommendation to City Council in accordance with Resolution No. 10902. Commissioner Meli surmised that NAC's recommendation are not incongruent with the direction indicated. Mr. Santaella stated that within context of the resolution commissioners may state they like Flag No. 2, but with changes recommended.

COMMISSIONER MELI MOVED TO SUBMIT FLAG DESIGN NO. 1 WITH THE SAGUARO CACTUS MOVED TO THE LEFT, MOUNTAINS MORE PRONOUNCED AND THE SUN RAYS REVERSED; AND DESIGN NO. 2 WITH THE DESERT TAN REPLACED WITH A BRIGHT GREEN AND THE CENTER CACTUS FLOWER COLORED YELLOW. COMMISSIONER PUTMAN SECONDED THE MOTION, WHICH CARRIED BY A VOTE OF FIVE (5) TO ZERO (0). CHAIR FABIANO RECUSED HERSELF.

3. Responses to the Spirit of Scottsdale Program to Date for 2018

Brandon McMahon, Associate Planner, recapped that during NAC's January 24th meeting, they determined that this year's program would consist of four categories and that all nominees should fall within the Southern Scottsdale border and inclusive of the Downtown area. City staff has completed its outreach, utilizing web, social media and print media to notify residents of the program. As of the April 15th closing date, there were seven submissions: one single family, zero multifamily, two nonresidential and four in the Spirit of Scottsdale. Based on the low number of submissions, there are three options for NAC consideration:

- Extend the award nomination time frame through the summer with submissions closing on September 1st, 2018
- Maintain the originally established awards time frame
- Due to the lack of total submissions this year and years prior, agendaize a future discussion regarding what the NAC would like to do with the program moving forward

Vice Chair Miraldi recommended option one, extending the deadline in order to collect more submissions. Commissioner Putman agreed and suggested the possibility of an information table to educate residents about the program during City events.

Commissioner Meli suggested that the Commission consider discussing the scope of the program at an upcoming meeting. Commissioner Lichtsinn proposed opening the program up to the entire City.

There was discussion regarding the prohibition of Commissioners being able to vote on a nomination they make themselves. Mr. Santaella stated that the Commission could possibly change the rules to allow them to vote. There is no conflict of interest in terms of a monetary stake.

Chair Fabiano acknowledged the member of the public who wished to speak on this topic. Rachel Smetana suggested that one or more NAC members attend a City Council meeting and fill out a public comment card. It would be helpful for attendees to hear about the program as described by an NAC member. Chair Fabiano agreed that this was a great idea. Commissioner James suggested meeting with specific organizations in the community who would have a specific interest in the program. Commissioner Meli commented that this approach may take from the organic nature (from the public) of what the Spirit Awards represents. The process should remain at a level playing field, rather than weighting it towards those with the most lobbying power.

Commissioner James commented that perhaps the general population is not interested and it makes sense to put it out there to groups who will be more actively interested. He recalled that when he first joined the NAC, there were discussions regarding a southern Scottsdale organization. Mr. Yaron said this is referring to the southern Scottsdale Gateway Alliance. There was a presentation from long range planning staff relating to the McDowell Road Corridor and

partnership with the Alliance to be a communication arm of activities in the McDowell Road Corridor. The Alliance has evolved into a PR-type approach.

Commissioner Meli commented that the issue of scope is likely the most responsible in terms of encouraging participation. There should be a future NAC discussion in terms of opening the program up to the whole City. Mr. Yaron said that the best thing to do would be to extend the deadline for more nominations this year. It is probably not advisable to establish new criteria with the program already in process for this season, however, discussion for developing new parameters could be discussed at a future meeting.

COMMISSIONER MELI MOVED TO EXTEND THE AWARD NOMINATION TIME FRAME THROUGH THE SUMMER AND AGENDIZE A FUTURE DISCUSSION TO DETERMINE WHAT THE COMMISSION WOULD LIKE TO DO WITH THE PROGRAM GOING FORWARD. VICE CHAIR MIRALDI SECONDED THE MOTION, WHICH CARRIED BY A VOTE OF FIVE (5) TO ONE (1). COMMISSIONER PUTMAN DISSENTED.

Commissioner Putman said she thinks of the spirit of the NAC as a revitalization of south Scottsdale, which is the intent of the award program. Comparing a single family home in south Scottsdale to a single family home in north Scottsdale is a challenging prospect. Commissioner Meli agreed that that the original intent was to raise awareness for south Scottsdale. However, more notice could be achieved for south Scottsdale by extending the program into the entire City. There could also be a division of nominations by region. Mr. Yaron recommended bringing the item back for discussion after completion of this year's program, so that the discussion can include summary results, pros and cons.

4. Neighborhood Enhancement Grant Program

Mr. Yaron reviewed that Neighborhood Ordinance Amendment 4331 was enacted earlier this year, which struck previous efforts of neighborhood enhancement programming out and left somewhat general language available for the Commission to consider in developing a new program. He read from the Ordinance: *"The Commission shall establish criteria for determining how Neighborhood Enhancement Grant Funds are allocated. Required applications shall be filed with the City. The City shall approve or deny Neighborhood Enhancement Grant Program applications pursuant to the application procedure and established criteria."*

Previous efforts of the Neighborhood Enhancement Partnership Program came into conflict with the City charter and the State's gift clause, which outlines that: *The City shall not give or loan its credit in aid of nor make any donation, grant or payment of any public funds or subsidy or otherwise to any individual, association or corporation, except where there is a clearly identified public purpose and that the City either receives direct consideration substantially equal to its expenditure or provides direct assistance to those in need."*

Staff recommends that the program and its funding be included in the City's right-of-way, which is defined in Section of 47-2 of the City Code. This could include street, highway, alley, City utility, trail, path or sidewalk purposes. This would be implemented through direct neighborhood impact through Section 47-2 except as authorized in writing by the City. A property owner adjacent to right-of-way shall maintain right-of-way from the back of the curb, edge or pavement with the City maintaining dirt, road or shoulder. The property owner has an obligation to maintain all the way to the edge of the street. The City considers where impacts to those code requirements would be most impactful with the program with primary and secondary criteria:

- Improvements will be visually accessible to the pedestrian realm
- Provided in a non-homeowner association single family neighborhoods, where funds would otherwise be difficult to collect for exterior improvements
- Be visually significant roadways, as designated by the General Plan or with visibility from primary arterials in other areas of the City
- Be a minor collector or greater, based on the City's street classification
- Additional consideration for adjacency to a canal, park or public school
- Other considerations include general need, code enforcement history, existing conditions of a property, scope of work, linear feet of plan improvements, length of time in residence, traffic count of an adjacent public right-of-way, existence of an established neighborhood organization, whether the application qualifies for Operation Fix-It, sustainability of proposal.

Eligible types of proposals that staff would consider include:

- Landscape maintenance, enhancement
- Perimeter wall maintenance
- Alley improvements
- Limited neighborhood signage opportunities

There are 1,650 properties eligible in Scottsdale that are non-HOA single family homes which front to a minor collector or greater. Examples of eligible streets include Thomas, Indian School, Miller and Hayden.

In terms of a metric-based, decision making programming, staff looked at the last two years of activity related to code enforcement violations related to right-of-way maintenance, particularly in southern Scottsdale for properties that front the street classifications. There were 847 violations issued to property owners who may be eligible for this program. The greatest number of violations occurred along Chaparral between Pima and Granite Reef and on Oak from Granite Reef to Hayden. For the calendar year 17-18, the same hotspots exist along Chaparral as well as Oak with 1,269 violations issued to 594 property owners, who could also be eligible for the program.

In terms of programming implementation, the goal was to develop an application that would be easy for a resident to apply for. Application requirements:

- Describe the project, goals and detail
- Define the project purpose and history of the site
- Discuss why grant funding is necessary to achieve its sought enhancements
- List the needs the project will fulfill
- Provide statistics on how many properties and people will directly benefit, how success will be measured, how the project/benefits created by the project will be continued and how outreach will be conducted to involve other members of the neighborhood

Staff developed primarily marketing materials. There will be a communications plan as well as a program website. The program will be implemented by right-of-way staff or assigned by existing City contracts funded by the NAC. This resident-friendly program does not involve anything more than an application and for the applicant to appear before the NAC and appeal for assistance.

The Commission is being asked to direct staff with the following options:

- Move forward with the Neighborhood Enhancement Grant Program as proposed by staff (which would allow for staff and legal to develop additional application material that may be needed)
- Modify the proposed Neighborhood Enhancement Grant Program with input from the Commission
- Direct staff to explore alternative neighborhood initiatives to implement the purpose, powers and duties of the NAC

Chair Fabiano inquired as to the budget for the program. Mr. Yaron stated that it is a Council-budgeted item of \$30,000 for the fiscal year, which begins in July. In response to a question from Commissioner Meli, Mr. Yaron stated that the Commission is free to provide guidance in terms of individual monetary grant limits. Commissioner Meli said it might make sense for staff to provide guidance on recommended grant levels. Mr. Yaron stated that staff can bring back some recommendations.

Commissioner James asked whether staff has an estimate of what it would cost to mitigate the 847 violations in terms of cost. Mr. Yaron said that his department can confer with Code Enforcement staff in terms of general areas of concern. Commissioner James asked whether it is possible to have a member of staff review and categorize the types of violations. Michelle Holmes, Operation Fix-It Program Manager, stated that the majority of issues Code Enforcement addresses typically in areas of right-of-way are usually blight (high grass and weeds) and exposed dirt. This is a good opportunity for the program to come in and make subtle improvements. Commissioner Meli agreed with Commissioner James that it would be helpful to categorize the types of grants, as a homeowner may wish to apply for the program, but not have a clear understanding of what they are actually asking for. Chair Fabiano agreed, noting that for instances of neighborhood signage or permanent wall maintenance, these will require higher budgets. Mr. Yaron noted that the intent with wall maintenance is that it be limited to painting, similar to the Graffiti Abatement program.

Commissioner Lichtsinn requested to agendaize a discussion on a limit or hard cap on the amount of grants given to a private homeowner. His concern is that some will apply for the grant when they have not attempted to take care of the problem in the first place.

Chair Fabiano asked how it will be known whether or not a resident is eligible for Operation Fix-It, as that option should kick in prior to the award of a grant. Mr. Yaron noted that this would be covered in the application material and on the program website.

Discussion ensued regarding rights-of-way parameters on individual property. Mr. Yaron stated that at an upcoming meeting, staff will provide photographs of representative examples.

CHAIR FABIANO MOVED TO DIRECT STAFF TO MODIFY THE NEIGHBORHOOD ENHANCEMENT GRANT PROGRAM BASED ON THE COMMISSION'S INPUT, INCLUDING BUDGET CAPS. COMMISSIONER MELI SECONDED THE MOTION, WHICH CARRIED BY A UNANIMOUS VOTE OF SIX (6) TO ZERO (0).

5. Staff Updates

Mr. Yaron addressed the mural initiative of Vista del Camino. Vice Chair Miraldi and he met with Greg Bestgen, Human Services Director and staff to listen in on a program with key staff and community members in March regarding the Penjamo Yaqui mural. Staff are working on continued discussions with key community members to advance the proposal as one that is inclusive of all community members before advancing program discussions with the NAC.

Commissioner Michael Gonzalez' term expiration took place yesterday, after completing six years of service. Staff will send Commissioner Gonzalez a formal recognition of appreciation of his service. Nominations for Commissioner Gonzalez' vacancy will take place on June 12th with interviews and appointments on July 3rd. Commissioner Gonzalez was appointed to the City's Board of Adjustment last night.

The NAC sunset review has been completed by the Audit Committee. The Audit Committee has recommended that the NAC be continued without modification. This recommendation will go to the City Council on the June 19th consent agenda.

Upcoming meetings for the NAC are June 27th, 2018, July 25th, 2018 and August 22nd, 2018.

ADJOURNMENT

With no further business to discuss, being duly moved and seconded, the meeting adjourned at 6:46 p.m.

SUBMITTED BY:

eScribers, LLC

Item 17

TOO MUCH LIKE OTHER FLAGS?



Seal



Seal



Seal



Seal & Flag



Seal & Flag

March 6, 2019

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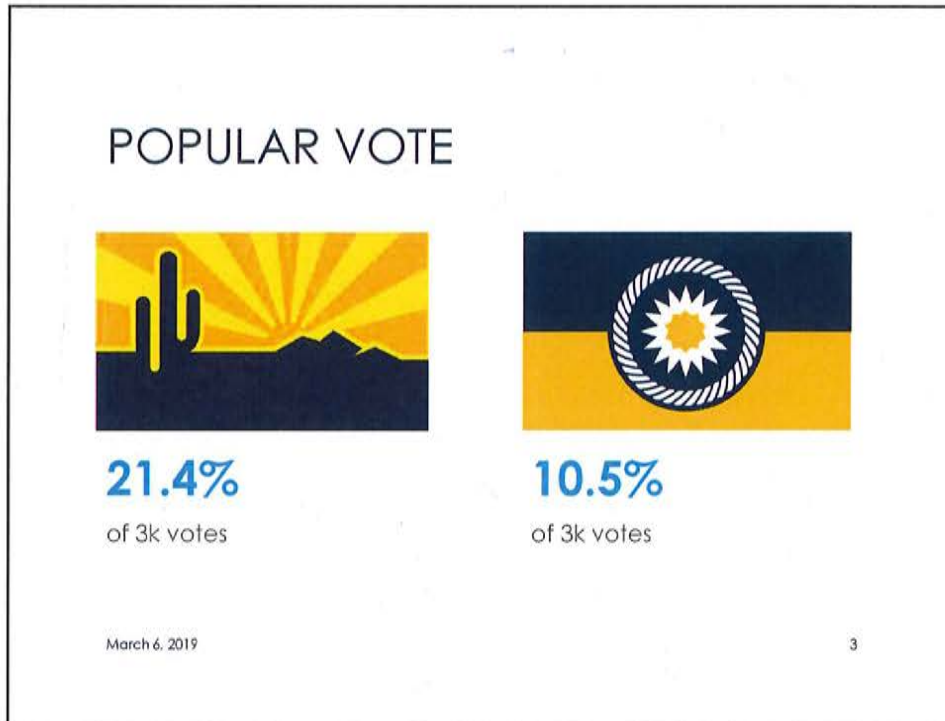
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