



## CITY MANAGER'S OFFICE

CITY HALL  
10300 TORRE AVENUE • CUPERTINO, CA 95014-3255  
TELEPHONE: (408) 777-3212  
CUPERTINO.GOV

### CITY COUNCIL STAFF REPORT

Date: April 21, 2026

#### Subject

Approval of Pride Flag Raising as a City Sponsored Special Event in June 2026 for Pride Month

#### Recommended Action

Approve Pride Flag Raising as a City Sponsored Special Event in June 2026 for Pride Month

#### Reasons for Recommendation and Available Options

On April 7, 2026, the City Council approved Resolution No. 26-034 to establish a policy on flags on City property (Attachment A). The adopted policy requires City Council approval for any commemorative flags, thereby ensuring consistency, transparency, and adherence to standards in all flag-related practices.

June has been officially designated as LGBTQ+ Pride Month both at the federal and state level with the federal government recognizing it first in 1999. The City has observed Pride Month with an annual commemorative flag raising event since 2019. It honors Cupertino's support of the LGBTQ+ community and highlights the importance of diversity and uplifting the community. This event is hosted and organized by the City and the following resource partners are invited to table at the event: the Cupertino Library, Santa Clara County LGBTQ Affairs, Q Corner, LGBTQ Youth Space, Rainbow Chamber Silicon Valley, and Silicon Valley Pride. Each year, the event occurs in early June, and the flag remains raised for the entire month at the Cupertino Civic Center.

Regarding the cost to the City, staff time is generally used to provide logistical and technical support, including setting up tables and chairs, marketing the event on social media, managing the Eventbrite, and providing video and audio support. In 2025, staff estimates that the total time spent supporting this event was 40 hours. Additionally, in 2025, the City spent a total of \$31.12 on one-time purchases that most likely will not need to be purchased in 2026. Expense details are included in the fiscal impact section below.

#### *Next steps*

If approved, the City will notify the resource partners and work with them to prepare the 2026 flag raising similar to how it was done in 2025. If not approved, the City will notify the resource partners and may consider proposing this again for 2027.

Sustainability Impact

No sustainability impact.

Fiscal Impact

In 2025, staff spent a total of 40 hours on this event, which results in some costs to the City. Additionally, the city spent a total of \$31.12 on this event. A breakdown is included as follows:

3 ft. x 5 ft. Pride Flag for Flag-Raising Ceremony	\$ 9.32
<u>50-pack Miniature Pride Flags for Giveaways</u>	<u>\$21.80</u>
<b>TOTAL</b>	<b>\$31.12</b>

City Work Program (CWP) Item/Description

None

Council Goal

Public Engagement and Transparency

California Environmental Quality Act

No California Environmental Quality Act impact.

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Prepared by: Astrid Robles, Senior Management Analyst  
Samantha LoCurto, Communications and Marketing Coordinator

Reviewed by: Kirsten Squarcia, Deputy City Manager  
Floy Andrews, Interim City Attorney

Approved for Submission by: Tina Kapoor, City Manager

Attachments:

A – Adopted Flag Policy