



## Memorandum

**Date:** 5/24/2022

**Meeting of:** Committee of the Whole - Parks and Environmental Sustainability

**File No.** CM 22-382

**Type:** Committee Memo

**TO:** Committee of the Whole - Parks and Environmental Sustainability

**FROM:** Mayor Angela Birney

**DEPARTMENT DIRECTOR CONTACT(S):**

Parks	Loreen Hamilton	425-556-2336
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**DEPARTMENT STAFF:**

Parks	Amanda Deml	Interim Deputy Director
Parks	Brittany Pratt	Interim Recreation Business Manager

**TITLE:**

Derby Days 2022 Programming Plan

**OVERVIEW STATEMENT:**

Derby Days is Redmond's signature historic town festival. Rooted in the spirit of friendly competition, Derby Days started in 1940 as a bike derby and parade for the community and continues each year as an opportunity to bring together Redmond's diverse community in celebration. This year's event takes place July 8 & 9 on City Hall's municipal campus and features parades, bike races, a 5K community walk/run, carnival rides, live music, food, and more.

**Event Elements:**

- Carnival
- Main Stage Entertainment
- Kids Zone and Stage
- Food Booths and Trucks
- Beer and Wine Garden
- Business & Community Booths
- Dedicated Craft Market
- Kids Bike Parade
- Derby Days Grand Parade
- Bike Races in partnership with the Jerry Baker Memorial Velodrome Association
- Drone Show

**Sponsors & Partners:**

- Key partnerships include King County Library System, Ben Franklin, Urban Craft Uprising, Artist Home, and Jerry Baker Memorial Velodrome
- Sponsors include Microsoft, Amazon, Sound Transit, WM, BECU, Cascade Water Alliance, Sotheby's Realty, Nicole Lamphier State Farm, and South West Plumbing for a total of \$64,500

**Businesses & Vendors:**

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- 70+ local artisan and crafter booths in partnership with Urban Craft Uprising
- 10+ food booths and 3 food trucks
- 70+ business and community booths
- 25+ parade entries from local organizations

☐ **Additional Background Information/Description of Proposal Attached**

**REQUESTED ACTION:**

☒ **Receive Information**

☐ **Provide Direction**

☐ **Approve**

**REQUEST RATIONALE:**

- **Relevant Plans/Policies:**  
PARCC Plan; Community Strategic Plan; Cost of Service
- **Required:**  
N/A
- **Council Request:**  
N/A
- **Other Key Facts:**  
N/A

**OUTCOMES:**

N/A

**COMMUNITY/STAKEHOLDER OUTREACH AND INVOLVEMENT:**

- **Timeline (previous or planned):**
  - Outreach for business booths, food vendors, and parade entry applications - in progress through May and June 2022
  - Public outreach began March 2022 and ramps up May 2022
- **Outreach Methods and Results:**
  - Dedicated website
  - Social media
  - Email newsletters
  - Posters and banners
  - Business in-person outreach
  - Press release
- **Feedback Summary:**  
N/A

**BUDGET IMPACT:**

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**Total Cost:**

\$209,000

Approved in current biennial budget:

☒ Yes

☐ No

☐ N/A

**Budget Offer Number:**

000249 - Arts & Community Events

**Budget Priority:**

Vibrant & Connected

Other budget impacts or additional costs:

☐ Yes

☐ No

☒ N/A

*If yes, explain:*

N/A

**Funding source(s):**

Events Fund (013); Sponsorships

**Budget/Funding Constraints:**

N/A

☐ Additional budget details attached

**COUNCIL REVIEW:**

**Previous Contact(s)**

Date	Meeting	Requested Action
3/22/2022	Committee of the Whole - Parks and Environmental Sustainability	Receive Information

**Proposed Upcoming Contact(s)**

Date	Meeting	Requested Action
N/A	None proposed at this time	N/A

**Time Constraints:**

N/A

**ANTICIPATED RESULT IF NOT APPROVED:**

N/A

**ATTACHMENTS:**

Attachment A: Derby Days 2022 Map

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