

City of Redmond

15670 NE 85th Street Redmond, WA

Memorandum

Date: 10/28/2025 Meeting of: Committee of the Who	le - Parks and Environmental S	File No. CM 25-56 ustainability Type: Committee I	
TO: Committee of the Whole - Park FROM: Mayor Angela Birney DEPARTMENT DIRECTOR CONTACT		pility	
Parks	Loreen Hamilton	425-556-2336	
DEPARTMENT STAFF:			
Parks	Laurel Williams	Events Program Coordinator	
Parks	Lindsey Tusing	Marketing and Events Supervisor	
Parks	Brittany Pratt	Recreation Business Manager	
Parks	Zach Houvener	Deputy Director	
_	t will include live performances	s, a luminary trail, and other free activities	
☑ Receive Information	☐ Provide Direction	☐ Approve	
 Relevant Plans/Policies: PARCC Plan Required: N/A Council Request: N/A 			
 Other Key Facts: N/A 			

Date: 10/28/2025 Meeting of: Committee	of the Who	ole - Parks and	d Environm	ental Sustaina	ability		File No. CM 25 Type: Commit		mo
OUTCOMES: Residents and tourists	الند ماناد	banafit fran	this from	aa ma ma u m i tu u	ovent	The City	of Dodmon	اممد ا	nartnarina

COMMUNITY/STAKEHOLDER OUTREACH AND INVOLVEMENT:

organizations will build lasting connections that continue beyond the event.

• Timeline (previous or planned):

Sept. 2025 to Nov. 2025 - Outreach to local businesses and community organizations Oct. 2025 to Dec. 2025 - Outreach to perspective attendees

- Outreach Methods and Results:
 - o In-person outreach to nearby businesses, organizations, and apartments
 - Print communications
 - Banners
 - Posters
 - Utility bill inserts
 - Postcards
 - Digital communications
 - Social media campaigns
 - Email newsletters
 - News release
 - Kick-off video
 - Dedicated website
- Feedback Summary:

As of Friday, Oct. 3, outreach efforts have prompted 25 applications to host an activity booth and 8 committed sponsors.

BUDGET IMPACT: Total Cost: \$135,000 not including public art installations Approved in current biennial budget: □ 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): Community Events Fund (013) - staffing costs

Date: 10/28/2025 File No. CM 25-567

Meeting of: Committee of the Whole - Parks and Environmental Sustainability Type: Committee Memo

- Sponsorships \$60,000
- o LTAC Grant \$50,000
- Event fees \$25,000

Budget/Funding Constraints:

N/A

☐ Additional budget details attached

COUNCIL REVIEW:

Previous Contact(s)

Date	Meeting	Requested Action
N/A	Item has not been presented to Council	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 - Redmond Lights Programming Plan 2025