



Memorandum

Date: 10/28/2025

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

File No. CM 25-567

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	Laurel Williams	Events Program Coordinator
Parks	Lindsey Tusing	Marketing and Events Supervisor
Parks	Brittany Pratt	Recreation Business Manager
Parks	Zach Houvener	Deputy Director

TITLE:

Redmond Lights 2025 Program Plan

OVERVIEW STATEMENT:

Redmond Lights is an annual winter celebration of art and light. It features holiday lights and public art installations at Downtown Park (and for the first time this year), Esterra Park from Saturday, Dec. 6 to Monday, Jan. 5. There will be a kick-off event on the first night that will include live performances, a luminary trail, and other free activities.

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

REQUESTED ACTION:

☒ **Receive Information**

☐ **Provide Direction**

☐ **Approve**

REQUEST RATIONALE:

- **Relevant Plans/Policies:**
PARCC Plan
- **Required:**
N/A
- **Council Request:**
N/A
- **Other Key Facts:**
N/A

OUTCOMES:

Residents and tourists alike will benefit from this free, community event. The City of Redmond and partnering organizations will build lasting connections that continue beyond the event.

COMMUNITY/STAKEHOLDER OUTREACH AND INVOLVEMENT:

- **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:**

- 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:

☒ 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):

- Community Events Fund (013) - staffing costs

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- Sponsorships - \$60,000
- 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