



Memorandum

Date: 10/24/2023

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

File No. CM 23-580

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	Nicole McDonald	Marketing and Events Manager
Parks	Zach Houvener	Deputy Director

TITLE:

Redmond Lights 2023 Program Plan

OVERVIEW STATEMENT:

Redmond Lights is a winter celebration of light and art. This year's event features temporary public art and light displays installed in Downtown Park from December 1 to January 3 and a kick-off celebration that includes live entertainment, a luminary trail, family light promenade, and other activities.

Event Elements:

- Temporary public art throughout Downtown Park
- Light installations throughout Downtown Park
- Live entertainment on the Buoyant Pavilion, the Moving Arts Center, and along the Redmond Central Connector
- Family Light Promenade
- Luminary Trail
- Craft and recreation activities
- Community/cultural booths and performances
- Activity booths
- Food trucks
- Kids Coloring Contest
- Business Window Decorating Contest

Sponsors & Partners:

- Key partnerships include: Redmond Town Center
- Sponsors include: Microsoft, Amazon, and Redmond Town Center as of Oct. 9, 2023

Businesses & Community Group Involvement Opportunities:

- Window Decorating Contest
- Host activity during kick-off event
- Food Trucks and Booths

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- Sponsorships
- Performances

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

REQUESTED ACTION:

☒ **Receive Information**

☐ **Provide Direction**

☐ **Approve**

REQUEST RATIONALE:

- **Relevant Plans/Policies:**
PARCC Plan, Cost of Service Methodology
- **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 to local businesses and community - Aug. 2023 to Nov. 2023
 - Outreach for attendees - begins late Oct. 2023
- **Outreach Methods and Results:**
 - In-person visits to all businesses, organizations, and apartment complexes adjacent to Downtown Park
 - Email outreach to all businesses, organizations, and apartment complexes adjacent to Downtown Park
 - Email outreach to Redmond faith and culture groups
 - Dedicated website
 - Social media campaigns
 - Email newsletters
 - Posters and banners
 - News release
 - Kickoff Video
 - Utility Bill Inserts
 - Mailed postcards to affected area organizations and apartment complexes
- **Feedback Summary:**
N/A

BUDGET IMPACT:

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Total Cost:

\$110,205

Approved in current biennial budget:

☒ Yes

☐ No

☐ N/A

Budget Offer Number:

0000036 - 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
 - Sponsorships - \$45,000 as of 10/9/2023
 - LTAC Grant - \$50,000
- Event fees - \$5,000
- Arts Activity Fund (011)
 - LTAC Grant - \$20,000
 - 4Culture Grant - \$5,000

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	N/A

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:

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