

# 2024 Redmond Lights Programming

## Overview

Redmond Lights is a winter celebration showcasing public art and light displays in Downtown Park from December 7, 2024, to January 6, 2025. The festivities begin on December 7 from 4 p.m. to 8 p.m. at the Kick-off Event featuring performances, a luminary trail, foam snow, and various activities.

## Business & Community Group Involvement

Local businesses and community organizations will bring the Kick-off Event to life by hosting activity booths, selling food, and providing live performances. This event is made possible by sponsors (Microsoft, Redmond Town Center, Leafguard of Seattle, and more) as well as key partners, the King County Library and Redmond Town Center.

## Outreach & Budget Impact

Outreach began in September and will continue into November. Several channels have been activated to inform local businesses and community organizations about Redmond Lights, how they may be impacted and how they can get involved. Outreach for attendees will begin in late October. The cost of the event is estimated at \$94,190. Funding sources include sponsorships (\$39,500 as of 10/4) and the LTAC Grant (\$50,000).

