



Memorandum

Date: 2/28/2023

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

File No. CM 23-086

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 |
|-------|-----------------|--------------|

DEPARTMENT STAFF:

| | | |
|-------|----------------|---------------------------------|
| Parks | Zach Houvener | Recreation Business Manager |
| Parks | Brittany Pratt | Events and Marketing Supervisor |

TITLE:

Redmond Lights 2022 Recap

OVERVIEW STATEMENT:

Redmond Lights is a celebration of art and light that reflects the diverse cultural traditions of the Redmond community. This event continued in 2022 as a month-long installation in Downtown Park with three additional in-person celebration nights. From December 1 - January 4, Redmond community members enjoyed art and light installations at Downtown Park. Friday Night Celebrations featured diverse live entertainment, a kid's light promenade, and booths from local businesses and community organizations. The community was also invited to participate in the business window decorating contest, blinker stops, kids coloring contest, and home lighting contests.

☐ **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:**
This is a recap of the 2022 Redmond Lights events experience to PES.

OUTCOMES:

Traditionally, Redmond Lights brings the community together on the municipal campus to celebrate diverse winter traditions through lights, art, performances, and a luminary walk. Starting in 2020, the event was reimagined to allow for COVID-19 safety protocols and to relocate the event for planned construction at the event site. Construction continues to impact the event site into 2022 and beyond, and the event was again held as a month-long installation of art and light at Downtown Park with the additional three in-person, live event nights.

Event elements included:

- Art and light installations at Downtown Park December 1 - January 4
- Friday Night Celebrations on Dec. 2, 9, and 16 in Downtown Park with live entertainment and activities
- Blinker distribution through collaboration with local businesses adjacent to Downtown Park
- Participatory community experience including Kids Coloring Contest and Home Lighting Contests
- Collaboration with local businesses for Business Window Decorating Contest
- Collaboration with Redmond Town Center through the lighting of Cleveland and 164th, window decorating, blinker stops, kids' coloring contest, and Santa
- People's choice voting for Business Window Decorating Contest and Home Lighting Contest
- Kids Light Promenade through Downtown Park on first Friday Night Celebration
- 7 live performances at three Friday Night Celebrations
- 45 interactive booths at Friday Night Celebrations

The following outcomes were achieved:

- 17 temporary art installations at Downtown Park
- 34 days of lighting at Downtown Park and along Cleveland and 164th to Redmond Town Center
- 45 interactive booths at Friday Night Celebrations
- 7 live performances at Friday Night Celebrations
- 400+ participants in the first Kids Light Promenade
- 54 volunteers at Friday Night Celebrations
- 11 Sponsors
- 10,000 blinkers distributed through collaboration with 19 local businesses and organizations
- 13 local business entrees into the Business Window Decorating Contest (up 30% over 2021)
- 822 entries into the Kids' Coloring Contest (30% increase over 2021)
- 27,000+ visits to www.redmond.gov/RedmondLights
- 5,800+ approximate Friday Night Celebrations attendees

COMMUNITY/STAKEHOLDER OUTREACH AND INVOLVEMENT:

- **Timeline (previous or planned):**
 - Outreach to local businesses, sponsors, and community organizations: Aug. 2022 - Nov. 2022
 - News Release: Nov. 1, 2022
 - Launch of social media campaign: Oct. 13, 2022
 - Event Start: Dec. 1, 2022
 - Event Tear Down: Jan. 5, 2023
- **Outreach Methods and Results:**

- Business Outreach
 - 3+ in-person visits to all businesses in Downtown Park area by Parks staff
 - 3+ email blasts to all Downtown Park-area businesses
 - 5,000 postcard notifications to downtown businesses and residents
 - Utility bill inserts to Redmond businesses and residents
 - 10+ social media posts and email newsletter posts
- Community Outreach
 - Emails to 40+ religious/community organizations
 - 15+ stories in Parks email newsletter and City email newsletter
 - Utility bill inserts October - December
 - 30+ social media posts with expansion to new Instagram platform
 - Dedicated Redmond Lights website with 27,000+ page views
 - Community survey in-person at event and online
 - Banners at community centers and Bear Creek intersection
 - Posters delivered to Redmond Town Center, Downtown, and Bella Bottega businesses
 - Ads in local arts periodical
- **Feedback Summary:**

Feedback from the community survey, customer service channels, and social media reflects support for the lighting and art installations in Downtown Park, with a particular interest and support for the Kids Light Promenade. Participants indicated approval for a return to in-person elements; however, in future years, many desire a return to the luminary walk once construction schedules allow. Several comments expressed concern regarding the sustainability of the blinker program.

BUDGET IMPACT:**Total Cost:**

\$166,000

Offset by Revenue: \$50,000 LTAC for Community Events, \$6,100 event fees, \$85,000 sponsorship, \$7,500 4Culture Grant, \$42,500 LTAC for Arts = \$191,000

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):

- Arts Activity Fund (011)
 - LTAC Grant - \$42,500
 - 4Culture Grant - \$7,500
- Events Activity Fund (013)

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- Staffing costs
- Sponsorships - \$85,000
- Event Fees - \$6,100
- LTAC Grant - \$50,000

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:

N/A