



## Memorandum

**Date:** 1/25/2022

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

**File No.** CM 22-034

**Type:** Committee Memo

**TO:** Committee of the Whole - Parks and Environmental Sustainability

**FROM:** Mayor Angela Birney

**DEPARTMENT DIRECTOR CONTACT(S):**

Parks	Carrie Hite	425-556-2326
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**DEPARTMENT STAFF:**

Parks	Zach Houvener	Recreation Business Manager
Parks	Loreen Hamilton	Parks & Recreation Deputy Director

**TITLE:**

Redmond Lights 2021 Recap

**OVERVIEW STATEMENT:**

Redmond Lights is a celebration of art and light that reflects the diverse cultural traditions of the Redmond community. The event was reimagined in 2020 (and continued in 2021) as a month-long installation in Downtown Park to allow for COVID-19 safety protocols and planned construction to the Sammamish River trail traditionally used during the event. From December 1 - January 5, Redmond community members enjoyed art and light installations at Downtown Park. Visitors could follow the lights down to Redmond Town Center, where festivities continued with Santa, business window decorating contests, and blinker stops. The community also participated virtually through a kid's coloring contest, a home lighting contest, and social media participation.

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

**REQUESTED ACTION:**

☒ **Receive Information**

☐ **Provide Direction**

☐ **Approve**

**REQUEST RATIONALE:**

- **Relevant Plans/Policies:**  
Community Engagement and Events, Cost of Service Plan
- **Required:**  
N/A
- **Council Request:**  
N/A
- **Other Key Facts:**

This is a recap of the 2021 Redmond Lights experience to PES.

### **OUTCOMES:**

Traditionally, Redmond Lights brings the community together on 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. These factors continued into 2021, and the event was again held as a month-long installation of art and light at Downtown Park that allowed the community to safely participate in a celebratory and joyful seasonal experience.

Event elements included:

- Art and light installations at Downtown Park December 1 - January 5
- Blinker distribution through collaboration with local businesses
- Digital tour of art installations through STQRY app with artist information and details
- Participatory community experience including Kids' Coloring Contest and Home Lighting Contest
- Collaboration with local businesses for Business Window Decorating Contest
- Collaboration with Redmond Town Center through the lighting of Cleveland and 164<sup>th</sup>, window decorating, blinker stops, kids' coloring contest, and Santa
- People's choice voting for Business Window Decorating Contest and Home Lighting Contest

The following outcomes were achieved:

- 16 art installations at Downtown Park
- 35 days of lighting at Downtown Park and along Cleveland and 164<sup>th</sup> to Redmond Town Center
- 1 commissioned metal sculpture centerpiece designed to evoke the spirit of the traditional tree lighting on municipal campus
- 12 Sponsors (Microsoft, Redmond Town Center, Experience Redmond, Amazon, BECU, Evergreen Health, Sound Transit, Cascade Water Alliance, Cirque du Soleil Alegria, Puget Sound Energy, Marketplace Sotheby's International Realty, and HomeLight)
- 3,500 blinkers distributed through collaboration with 12 local businesses and organizations
- 4,754 digital tours through the STQRY app (3.5x increase over 2020)
- 10 local business entries into the Business Window Decorating Contest with over 565 community votes on Facebook (14x increase in participation over 2020)
- 611 entries into the Kids' Coloring Contest (2x increase over 2020)
- 1,582 community votes on Facebook for 16 Home Lighting Contest entries

### **COMMUNITY/STAKEHOLDER OUTREACH AND INVOLVEMENT:**

- **Timeline (previous or planned):**  
Launch of local business outreach - 8/1/2021  
Press Release - 11/15/2021  
Launch of Social Media Campaign - 10/21/2021  
Event Start - 12/1/2021  
Event Tear Down - 1/6/2022
- **Outreach Methods and Results:**

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**Business Outreach**

- Downtown and Redmond Town Center businesses visited door-to-door by Parks staff
- Downtown and Redmond Town Center business notification postcards
- Redmond Town Center business engagement and notifications
- 6 social media and Park's email newsletter posts

**Community Outreach**

- 19 stories in Park's email newsletter, with 3,500 story clicks
- Utility bill inserts October - December
- 34 social media posts with the highest reach of 18k for the Home Decorating Contest
- Dedicated Redmond Lights website with 22,000+ page views
- Digital community survey sent through Park's email newsletter and social media channels

• **Feedback Summary:**

Feedback from the community survey, customer service channels, and social media reflect support for the lighting and art installations at Downtown Park, as well as a particular interest in the Home Lighting Contest element. Participants have indicated that a spread-out installation felt safe and accessible during this time; however, in future years, feedback also indicates a desire to return to the luminary walk and oak tree lighting, as construction schedules and safety measures allow.

**BUDGET IMPACT:**

**Total Cost:**

\$156,000

**Approved in current biennial budget:**

☒ **Yes**

☐ **No**

☐ **N/A**

**Budget Offer Number:**

000249 - Arts and Community Events

**Budget Priority:**

Vibrant and Connected

**Other budget impacts or additional costs:**

☐ **Yes**

☐ **No**

☒ **N/A**

***If yes, explain:***

N/A

**Funding source(s):**

013 - Community Events Fund; 011 - Arts Activity Fund

**Budget/Funding Constraints:**

N/A

☐ **Additional budget details attached**

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**COUNCIL REVIEW:**

**Previous Contact(s)**

Date	Meeting	Requested Action
10/5/2021	Committee of the Whole - Parks and Environmental Sustainability	Receive Information

**Proposed Upcoming Contact(s)**

Date	Meeting	Requested Action
N/A	None proposed at this time	N/A

**Time Constraints:**

None

**ANTICIPATED RESULT IF NOT APPROVED:**

N/A

**ATTACHMENTS:**

Attachment A - 2021 Redmond Lights Recap Presentation