



Memorandum

Date: 10/25/2022

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

File No. CM 22-662

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	Austin Horner	Events Program Coordinator
Parks	Zach Houvener	Recreation Business Manager

TITLE:

Redmond Lights 2022 Program Plan

OVERVIEW STATEMENT:

Redmond Lights is a celebration of winter holiday traditions reflecting the cultures and faiths of the diverse Redmond community explored through light displays, art installations, and performances. This year’s event features temporary public art and light displays installed in Downtown Park from December 1 to January 4 and three Friday Night Celebrations on December 2, 9, and 16 from 6 p.m. to 9 p.m. that include live entertainment and activities.

Event Elements:

- Temporary public art throughout Downtown Park
- Light installations throughout Downtown Park
- Live entertainment on Buoyant Pavilion and the Moving Arts Center stages
- Kids Light Promenade
- Craft and recreation activities
- Community/cultural booths and performances
- Activity booths
- Food trucks
- Kids Coloring Contest
- Business Window Decorating Contest
- Resident Decorating Contest
- Redmond Lights 2022 Blinker Stops
- OneRedmond’s International Winter Market on Dec. 3

Sponsors & Partners:

- Key partnerships include: Redmond STEM Center, OneRedmond, Experience Redmond
- Sponsors include: Microsoft, Amazon, Redmond Town Center, BECU, Sotheby’s Realty, South West Plumbing, Stock Charts, iSmile Orthodontics for a total of \$81,000

Businesses & Community Group Involvement Opportunities:

- Blinker Stops
- Window Decorating Contest
- Activity booth hosting at Friday Night Celebrations
- Food Trucks
- Sponsorships
- Performances
- One Redmond’s International Winter Market vendors

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. 2022 to Nov. 2022
 - Outreach for attendees - begins late Oct. 2022
- **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

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- News release
- Kickoff Video
- Utility Bill Inserts
- Mailed postcards to affected area organizations and apartment complexes
- **Feedback Summary:**
N/A

BUDGET IMPACT:

Total Cost:

\$182,000

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
- Community Events Fund (013) - staffing costs
 - Sponsorships - \$81,000
 - LTAC Grant - \$50,000
- Event fees - \$1,000

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

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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