



Memorandum

Date: 5/27/2025

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

File No. CM 25-317

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	Alex Clark	Special Event Program Assistant
Parks	Lindsey Tusing	Events and Marketing Supervisor
Parks	Brittany Pratt	Parks Manager
Parks	Zach Houvener	Deputy Director

TITLE:

Special Event Permit Improvements for 2025

OVERVIEW STATEMENT:

Improvements to the 2025 special event permitting process focused on creating a more accessible and streamlined application process. These changes were informed through feedback from internal and external stakeholders.

Additional Background Information/Description of Proposal Attached

REQUESTED ACTION:

Receive Information       Provide Direction       Approve

REQUEST RATIONALE:

- **Relevant Plans/Policies:**  
Redmond 2050, Cost of Service, PARCC Plan
- **Required:**  
N/A
- **Council Request:**  
N/A
- **Other Key Facts:**  
N/A

OUTCOMES:

- **Created online application via DocuSign to replace 17-page fillable PDF**
  - Walks applicants through the questions and provides instant feedback.
  - Greater accessibility and translation capabilities.
  - Application can easily be completed on a mobile device.
- **Streamlining application processes and invoices for additional permits**
  - Master Event Business License can be obtained with the single Special Event Permit application, removing a redundant application process.
- **Transformed PDF “event guide” into web page content for Special Event and Miscellaneous Park Use.**
  - Allows for more visible callouts, alerts, important “can’t miss” info in each section.
  - Streamlines permit movement through 14 committee members representing departments across the city.
- **Facilitated robust feedback opportunities for event producers.**
  - Increases transparency of the process (more details in Community Outreach section)
  - Shifts process design focus to the end-user’s satisfaction

**COMMUNITY/STAKEHOLDER OUTREACH AND INVOLVEMENT:**

- **Timeline (previous or planned):**
  - Required post-event wrap-up questionnaire and meetings for event producers and event committee
  - End-of-season questionnaire for event producers, and debrief meetings with permit committee
  - Year-round dedicated email and q-alert ticketing for questions and inquiries
  - Monthly open office hours starting May 2025
- **Outreach Methods and Results:**
  - Require digital post-event questionnaire for event producer
  - Virtual/in-person meetings for event producers and open-house at close of event season
  - Let’s Connect Questionnaire for event producers, Q-Alert and dedicated email for inquiries and questions throughout permitting process
  - Website section added to create transparency on all feedback and contact opportunities
- **Feedback Summary:**
  - Event producers have stated the new process is faster and easier to understand.
  - Event producers appreciate having the Master Business License application combined.

**BUDGET IMPACT:**

**Total Cost:**

N/A

**Approved in current biennial budget:**

Yes

No

N/A

**Budget Offer Number:**

0000308 - Arts & 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 Events Fund

**Budget/Funding Constraints:**

N/A

Additional budget details attached

**COUNCIL REVIEW:**

**Previous Contact(s)**

Date	Meeting	Requested Action
Click and select a date, or click and press delete if none.	Item has not been presented to Council	N/A

**Proposed Upcoming Contact(s)**

Date	Meeting	Requested Action
5/27/2025	Committee of the Whole - Parks and Environmental Sustainability	Receive Information

**Time Constraints:**

N/A

**ANTICIPATED RESULT IF NOT APPROVED:**

---

**Date:** 5/27/2025

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

**File No.** CM 25-317

**Type:** Committee Memo

---

N/A

**ATTACHMENTS:**

Attachment A: Special Event Permit Improvements