

# Redmond Lights 2021 Recap

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Zach Houvener, Recreation Business Manager

Loreen Hamilton, Parks & Recreation Deputy Director





# Purpose

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Provide recap of  
Redmond Lights 2021







# Redmond Lights Background

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- Celebration of art and light
- Reflects diverse cultural traditions of the Redmond community
- Reimagined in 2020 for COVID-19 safety protocols and planned construction



# Redmond Lights 2021 Overview

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- Art and light installations in Downtown Park
- December 1 - January 5
- Digital art tour
- Kids' Coloring Contest
- Home Lighting Contest
- Business Window Display Contest
- Blinker stops
- Make a Night of It with Redmond Town Center





# Redmond Lights 2021 Outcomes

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- 16 art installations
- 1 commissioned sculptural centerpiece
- 35 days of art and light
- 12 sponsors
- 3,500 blinkers at 12 blinker stops
- 4,754 digital art tours
- 565 public votes on 10 Business Window entries
- 611 Kids' Coloring Contest entries
- 1,582 votes on 16 Home Lighting entries







# Community Outreach

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- Business Outreach began August 2021
- Community Outreach
  - Press release November 2021
  - Social media campaign began October 2021
  - Parks email newsletters with 3,500+ story clicks
  - Utility bill inserts
  - Redmond Lights website with 22,000+ views
  - Online community questionnaire with 76 responses



# Redmond Lights 2021 Feedback

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- Support for art and light installations at Downtown Park
- Popularity of Home Lighting Display Contest
- Preference for return to luminary walk and oak tree lighting as construction and safety allow







# Thank You

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Any Questions?

