



Memorandum

Date: 10/22/2024

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

File No. CM 24-500

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	Laurel Williams	Events Program Coordinator
Parks	Nicole McDonald	Marketing and Events Supervisor
Parks	Zach Houvener	Deputy Director
Parks	Brittany Pratt	Recreation Business Manager

TITLE:

Redmond Lights 2024 Program Plan

OVERVIEW STATEMENT:

Redmond Lights is an annual winter celebration of light and art. This year's event features temporary public art and light displays installed in Downtown Park from December 7, 2024, to January 6, 2025, and a Kick-off Event from 4 - 8 p.m. on Dec. 7 that includes live entertainment, a luminary trail, family light promenade, and other activities.

Event Elements:

- Temporary public art throughout Downtown Park
- Light installations throughout Downtown Park
- Live entertainment on the Buoyant Pavilion, the Moving Arts Center, along the Redmond Central Connector, and at Redmond Town Center
- Family Light Promenade
- Kids Fashion Light Show with King County Library
- Luminary Trail
- Craft and recreation activities
- Community/cultural booths and performances
- Activity booths
- Food trucks
- Kids Coloring Contest

Sponsors & Partners:

- Key partnerships include: Redmond Town Center, King County Library Services
- Sponsors include: Microsoft, Redmond Town Center, Leafguard of Seattle, BMW, Knit Studios, BECU, Nicole Lamphier State Farm Insurance, Puget Sound Energy

Businesses & Community Group Involvement Opportunities:

- Host activity during kick-off event
- Food Trucks and Booths
- Sponsorships
- Performances

☐ **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 - Sept. 2024 to Nov. 2024
 - Outreach for attendees - begins late Oct. 2024
- **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, culture, and community groups
 - Dedicated website
 - Social media campaigns
 - Email newsletters
 - Posters and banners
 - News release
 - Kickoff Video
 - Utility Bill Inserts

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- Mailed postcards to affected area organizations and apartment complexes

- **Feedback Summary:**

N/A

BUDGET IMPACT:

Total Cost:

\$94,190 not including art and installation of art

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):

- Community Events Fund (013) - staffing costs
 - Sponsorships - \$39,500 as of 10/4/2024
 - LTAC Grant - \$50,000
- Event fees - \$7,000

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	N/A	N/A

Time Constraints:

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ANTICIPATED RESULT IF NOT APPROVED:

N/A

ATTACHMENTS:

N/A