



Subject: Parks Department Support for the Redmond Tourism Strategic Plan

Dear Redmond City Council,

I am writing to express the Parks and Recreation Department support for the Tourism Strategic Plan. As the Parks Director, I recognize the invaluable role that tourism plays in promoting our region's natural beauty, unique arts, and cultural heritage. Therefore, we are committed to endorsing the strategic direction and initiatives outlined within this plan that will help foster sustainable growth in our tourism sector.

I applaud the comprehensive approach taken in developing this plan, which considers the diverse needs and interests of both visitors and residents. The Parks and Recreation Department was involved in the stakeholder engagement process and will continue to be a part of the conversations related to our departments intertwined interest in making Redmond a wonderful place for all to come and be welcomed.

We are eager to see the impacts of the extensive stakeholder and strategic plan support for our signature winter event, Redmond Lights, as it offers opportunities for people to visit and explore the artistic and cultural traditions that make Redmond unique.

We also understand that this plan envisions using Lodging Tax funds for tourism-generating activities. City Council has heard from the Lodging Tax Advisory Committee that while Derby Days is a beloved community event, it offers fewer tourism opportunities. Parks staff recommend maintaining Derby Days' Redmond community focus and are preparing a budget enhancement proposal for 2025-26 to ensure continuity in that event.

In conclusion, I endorse the Tourism Strategic Plan and pledge my support of the implementation. I am confident that this plan will serve as a blueprint for realizing our shared vision of a thriving Redmond that celebrates our community traditions and enriches the lives of all who visit and call Redmond home.

Sincerely,

Loreen Hamilton
Parks and Recreation Director

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