



## Memorandum

**Date:** 5/23/2023

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

**File No.** CM 23-243

**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	Brittany Pratt	Events and Marketing Supervisor
Parks	Zach Houvener	Deputy Director

**TITLE:**

2023 Derby Days Overview

**OVERVIEW STATEMENT:**

Derby Days is Redmond's signature historic town festival. Rooted in the spirit of friendly competition, Derby Days started in 1940 as a bike derby and parade for the community and continues each year as an opportunity to bring together Redmond's diverse community in celebration. This year's event takes place July 14 & 15 on City Hall's municipal campus and features parades, bike races, a 5K community walk/run, carnival rides, live music, food, drone light show, and more.

**Event Elements:**

- Carnival
- Main Stage
- Food Booths and Trucks
- Beer and Wine Garden
- Business and Community Booths
- Craft Market
- Kids Bike Parade
- Derby Days Grand Parade
- Bike Races at the Jerry Baker Memorial Velodrome
- Drone Light Show

**Sponsors & Partners:**

- Key partnerships include King County Library System, Ben Franklin, Unisea, Nelson Legacy Group, Overlake Christian Church, Urban Craft Uprising, Artist Home, Jerry Baker Memorial Velodrome, Hopelink, Redmond Bar & Grill, and VALA Eastside.
- Sponsors include Amazon, Microsoft, Bright Horizons, Puget Sound Energy, Cascade Water Alliance, Meta, Nicole Lamphier State Farm Insurance, WM, BECU, Evergreen Healthcare, Smith Brothers Farms, Redmond-Kirkland Animal Hospital and Pet Urgent Care, and Homestreet Bank for a total of \$84,000.
- Emergency Management is creating an incident action plan for the safety of event participants.

**Businesses & Vendors:**

- 50+ local artisan and crafter booths in partnership with Urban Craft Uprising
- 10+ food booths and 3 food trucks
- 35+ business and community booths
- 20+ parade entries from local organizations

☐ Additional Background Information/Description of Proposal Attached

**REQUESTED ACTION:**

☒ Receive Information      ☐ Provide Direction      ☐ Approve

**REQUEST RATIONALE:**

- **Relevant Plans/Policies:**  
PARCC Plan; Community Strategic 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 for business involvement, sponsors, and vendors began February 2023 and continue through June 2023
  - Public outreach began March 2023 and ramps up May 2023
- **Outreach Methods and Results:**
  - Dedicated event website
  - Direct email outreach
  - Social media
  - Email newsletters
  - Posters and banners
  - Postcard distribution
  - Magazine ads
  - In-person business outreach
  - Press releases
- **Feedback Summary:**

N/A

**BUDGET IMPACT:**

**Total Cost:**  
\$178,000

**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):**  
013 Events Fund  
- \$50,000 from LTAC,  
- \$84,000 from sponsorships,  
- \$44,000 from event fees, leases, and other revenue

**Budget/Funding Constraints:**  
N/A

☐ Additional budget details attached

**COUNCIL REVIEW:**

**Previous Contact(s)**

Date	Meeting	Requested Action
	Item has not been presented to Council	N/A

**Proposed Upcoming Contact(s)**

Date	Meeting	Requested Action
	None proposed at this time	N/A

**Time Constraints:**  
N/A

**ANTICIPATED RESULT IF NOT APPROVED:**

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**ATTACHMENTS:**

N/A