



Memorandum

Date: 2/27/2024

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

File No. CM 24-073

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	Nicole McDonald	Marketing and Events Supervisor
Parks	Zach Houvener	Deputy Director

TITLE:

Redmond Lights Event Recap 2023

OVERVIEW STATEMENT:

Redmond Lights is a winter celebration of light and art. This year’s event featured temporary public art and light displays installed in Downtown Park from December 1 to January 3 and a kick-off celebration that included 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
- Fashion Light Show
- Luminary Trail
- Craft and recreation activities
- Community/cultural booths and performances
- Activity booths
- Food trucks
- Kids Coloring Contest
- Business Window Decorating Contest

Sponsors & Partners:

- Key partnerships: Redmond Town Center and Redmond Library
- Sponsors: Microsoft, Amazon, Redmond Town Center, BECU, Bright Horizons, Comcast, SJA Real Estate

Businesses & Community Group Involvement Opportunities:

- Window Decorating Contest

- 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:

The following outcomes were achieved:

- 10 temporary art installations at Downtown Park and 4 video art projections on Buoyant Pavilion
- 12 live performances during the Kick-Off Event
- 48 community booths
- 350+ participants in the Family Light Promenade
- 74 volunteers at Friday Night Celebrations
- 7 Sponsors
- 11 local business entrees into the Business Window Decorating Contest
- 20,000+ visits to www.redmond.gov/RedmondLights
- 10,000+ approximate Kick-Off Event attendees

COMMUNITY/STAKEHOLDER OUTREACH AND INVOLVEMENT:

- **Timeline (previous or planned):**
Outreach to local businesses and community - Aug. 2023 to Nov. 2023
Outreach for attendees - began late Oct. 2023
- **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 and culture groups
- Dedicated website
- Social media campaigns
- Email newsletters
- Posters and banners
- News release
- Kickoff Video
- Utility Bill Inserts
- Mailed postcards to affected area organizations and apartment complexes
- Ads in local publications

• **Feedback Summary:**

Feedback from the community survey, customer service channels, and social media reflects support for the lighting and art installations in Downtown Park, with a particular interest and support for the Family Light Promenade and the return of the Luminary Trail. There is a continued desire to see the event return to municipal campus once construction is complete.

BUDGET IMPACT:

Total Cost:

\$105,690.52

Approved in current biennial budget: Yes No N/A

Budget Offer Number:

0000036 - 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):

- Arts Activity Fund (011)
 - LTAC Grant - \$20,000
 - 4Culture Grant - \$5,000
- Events Activity Fund (013)
 - Staffing costs
 - 4Culture Grant - \$1,400
 - Sponsorships - \$64,500
 - Event Fees - \$6,020
 - LTAC Grant - \$50,000

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	None proposed at this time	N/A

Time Constraints:

N/A

ANTICIPATED RESULT IF NOT APPROVED:

N/A

ATTACHMENTS:

Attachment A: Redmond Lights Recap 2023