

# Special Events Recap

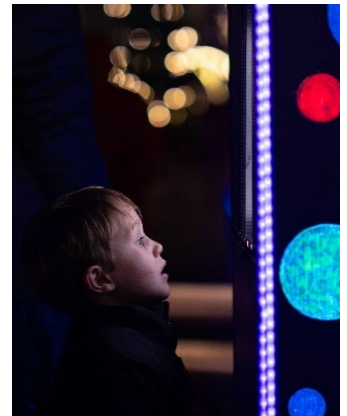
February 27, 2024

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Brittany Pratt, Recreation Business Manager

## Redmond Lights by the Numbers

Volunteers	74
Food, Community & Craft Booths	48
Light Fashion Show Entrees	28
Family Light Promenade Participants	350+
Live Music Performances	12
Website Visits	20K+
Sponsorships	\$64K+
Booth & Vendor Revenue	\$6K
Total Revenue	\$121K
Total Event Attendees	10K+



## Programming

- Transitioned back to one-night-only Kick-Off Event
- Brought back the Luminary Trail
- Redmond Town Center Partnership
  - Activities/Community Booths Footprint
- Redmond Library Partnership
  - Kid's Light Fashion Show
- Return of Family Light Promenade



## Looking forward

Kick-Off Event Dec. 7, 2024 4 – 8 p.m.

Light and Art Installations Dec. 7, 2024 – Jan. 7, 2025