



Memorandum

Date: 2/24/2026

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

File No. CM 26-111

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	Lindsey Tusing	Marketing and Events Supervisor
Parks	Brittany Pratt	Recreation Business Manager
Parks	Zach Houvener	Deputy Director

TITLE:

Redmond Lights Event Recap 2025

OVERVIEW STATEMENT:

Redmond Lights is an annual signature, month-long event celebrating art and light. This year’s festival showcased illuminated temporary public art and hundreds of holiday lights from December 6 to January 5. Historically held in one park, Redmond Lights expanded to include both Downtown Park and Esterra Park in 2025. The month-long celebration began with a Kick-Off Event on Saturday, December 6 at Downtown Park and Redmond Town Center.

Additional Background Information/Description of Proposal Attached

REQUESTED ACTION:

Receive Information

Provide Direction

Approve

REQUEST RATIONALE:

- **Relevant Plans/Policies:**
2023 PARCC Plan
- **Required:**
N/A
- **Council Request:**
N/A
- **Other Key Facts:**
N/A

OUTCOMES:

Redmond Lights 2025 supported the following PARCC Plan priorities: “EXPAND ACCESS FOR ALL,” “BUILD STRONG COMMUNITIES,” and “PROTECT THE NATURAL ENVIRONMENT.” By expanding to include a privately owned public space, Esterra Park, the event also contributed to goals around activating urban parks.

COMMUNITY/STAKEHOLDER OUTREACH AND INVOLVEMENT:

• **Timeline (previous or planned):**

Outreach to local businesses and community organizations - Sept. 2025 to Nov. 2025

Outreach to prospective attendees - Oct. 2025 to Dec. 2025

• **Outreach Methods and Results:**

- Email outreach
- Dedicated website
- Social media campaign
- E-News
- Posters and banners
- News release
- Our Stories video
- Utility bill inserts
- Postcards

• **Feedback Summary:**

Of the event attendees who completed the Redmond Lights questionnaire:

- 89% said they are likely or very likely to attend Redmond Lights again in the future

Participating businesses and community organizations completed a separate feedback survey:

- 100% said they had a positive return on investment
- 100% would participate again

BUDGET IMPACT:

Total Cost:

\$167,805.66

Approved in current biennial budget:

Yes

No

N/A

Budget Offer Number:

0000138 - 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)
 - Cultural Arts Activations LTAC Grant - \$50,000
 - Arts Activity Fund - \$57
- Events Activity Fund (013)
 - LTAC Grant - \$50,000
 - Sponsorships - \$70,250
- Event Fees (013)
 - Activity booth fees - \$4,800

Budget/Funding Constraints:

N/A

Additional budget details attached

COUNCIL REVIEW:

Previous Contact(s)

Date	Meeting	Requested Action
10/13/2025	Committee of the Whole - Parks and Environmental Sustainability	Receive Information

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:

Councilmembers may not have sufficient information to accurately evaluate the event’s impacts or provide informed guidance for future planning and improvements.

ATTACHMENTS:

Attachment A: Redmond Lights 2025 Recap