



Memorandum

Date: 5/27/2025

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

File No. CM 25-316

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

TITLE:

2025 Derby Days Overview

OVERVIEW STATEMENT:

Derby Days is Redmond's annual summer festival, taking place on Municipal Campus and extending to three partnering locations: Hopelink Redmond Service Center, Redmond Town Center, and the Jerry Baker Memorial Velodrome. This year's event will feature a bubble party, biking, live music, parades, carnival rides, a drone show, food vendors, and much more.

Event Elements:

- Hopelink Neighborhood Fair at Hopelink Redmond Service Center
- Redmond Arts Festival at Redmond Town Center
- Bubble party
- Activity booths
- Cooling center
- Beer and Wine Garden
- Cornhole tournament
- Food vendors
- Carnival
- Live performances
- Friday Night Track Racing at Jerry Baker Memorial Velodrome
- Pancake Breakfast at Fire Station 11
- Kids Bike Parade
- Derby Days Grand Parade
- Craft market
- Food vendors
- Drone Light Show

☐ Additional Background Information/Description of Proposal Attached

REQUESTED ACTION:

☒ Receive Information

☐ Provide Direction

☐ Approve

REQUEST RATIONALE:

- **Relevant Plans/Policies:**
Redmond 2050, PARCC Plan, Cost of Service
- **Required:**
N/A
- **Council Request:**
N/A
- **Other Key Facts:**
N/A

OUTCOMES:

Derby Days 2025 aims to positively impact the City by contributing to the following PARCC Plan priorities:

- EXPAND ACCESS FOR ALL
 - Provide free activities for recreation and community building
 - Create a layout that improves accessibility for all ages and abilities
- BUILD STRONG COMMUNITIES
 - Bring residents, tourists, local businesses, and City officials together
 - Raise awareness for other City offerings related to community
 - Help people and organizations stay connected after the event
- PROTECT THE NATURAL ENVIRONMENT
 - Promote use of human, EV and RNG powered transportation in the Grand Parade
 - Incorporate a strategic waste management plan
 - Encourage reusable cups and compostable service ware

COMMUNITY/STAKEHOLDER OUTREACH AND INVOLVEMENT:

- **Timeline (previous or planned):**
 - Outreach for business involvement, sponsors, and vendors began in January 2025 and will continue through June 2025
 - Public outreach began in April 2025 and ramps up May 2025
- **Outreach Methods and Results:**
Methods
 - Event website
 - Direct email
 - Social media

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- Digital newsletters
- Posters and banners
- Postcard distribution
- Advertisements
- In-person business outreach
- Press releases

Results

- 77 volunteer slots filled (200+ expected to fill by event day)
- 14 confirmed food vendors (+2 from 2024)
- 70+ craft booths
- 42 activity booth applications from local businesses and community organizations (surpassed goal of 40 applications)
- 10 parade applications from local businesses and community organizations
- Confirmed partnerships: King County Library System, Ben Franklin, Jerry Baker Memorial Velodrome, Hopelink, Redmond Town Center, and VALA Eastside
- Confirmed sponsors: Amazon, Microsoft, Cascade Water Alliance, Cutco, Key Bank, Lake Washington Pediatric Dentistry, Leafguard, Puget Sound Energy, Roos Orthodontics, Full Circle Organic Farm, Eastside Ideal Health Redmond, Kaizen Academy Fencing
 - Current sponsorship dollars: \$91,000

• **Feedback Summary:**

N/A

BUDGET IMPACT:

Total Cost:

195,000

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

- LTAC - \$50,000
- Sponsorships - \$91,000
- Redmond Lights Revenue - \$31,891
- Event revenue - \$59,630

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Budget/Funding Constraints:

N/A

☐ Additional budget details attached

COUNCIL REVIEW:

Previous Contact(s)

Date	Meeting	Requested Action
Click and select a date, or click and press delete if none.	Item has not been presented to Council	N/A

Proposed Upcoming Contact(s)

Date	Meeting	Requested Action
5/27/2025	Committee of the Whole - Parks and Environmental Sustainability	Receive Information

Time Constraints:

N/A

ANTICIPATED RESULT IF NOT APPROVED:

N/A

ATTACHMENTS:

Attachment A: Derby Days 2025 Overview