



Memorandum

Date: 6/24/2025

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

File No. CM 25-370

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

TITLE:

Events Innovation Fund Overview

OVERVIEW STATEMENT:

The Events Innovation Fund is a new grant offering that seeks to increase the Redmond community's local access to enriching events. It is funded at \$25,000 per biennium and will be dispersed in \$250 - \$5,000 award amounts to qualified event producers through a grant call program. The grant call will be administered annually by Arts and Culture staff within Parks and Recreation.

Grant Eligibility (condensed)

- Active nonprofit organizations with an annual budget of less than \$250,000.
- The event must have elements that are free to the public and occur within Redmond city limits (98052).
- Applicant must substantiate expected attendance of at least 500 people for the associated event.
- The primary mission of the event must be related to building community, increasing quality of life, access to the arts, wellness, or cultural heritage.

Grant Allocation considerations (condensed)

- Once the annual application window closes, eligible applicants are sorted to prioritize small grant awards that will fund as many new events as possible
- Grant funds should not be restricted to cover only event permit fees, allowing producers to use the funds however is most impactful for their event
- Applicant may seek these grant funds for a stand-alone event their organization is hosting or for an element or attraction they are planning within a greater event hosted by the City of Redmond or another organization.

☐ **Additional Background Information/Description of Proposal Attached**

REQUESTED ACTION:

☒ Receive Information

☐ Provide Direction

☐ Approve

REQUEST RATIONALE:

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

OUTCOMES:

The Events Innovation Fund grant program aims to positively impact the City by contributing to the following PARCC Plan priorities:

- EXPAND ACCESS FOR ALL
 - Increase community access to free activities for recreation and community building
 - Reduce economic barriers to event producers who seek to host enriching events in Redmond
- BUILD STRONG COMMUNITIES
 - Bring residents, tourists, and local businesses together
 - Increase the diversity of event offerings to better reflect the whole of Redmond's vibrant community and visitors

COMMUNITY/STAKEHOLDER OUTREACH AND INVOLVEMENT:

- **Timeline (previous or planned):**
The first grant call would open in the fall of 2025 to receive and evaluate grant applications for events taking place in the 2026 calendar year.
- **Outreach Methods and Results:**
Methods of spreading awareness about this new grant opportunity will include:
 - Social media
 - Email newsletters
 - City website
 - Direct outreach to area non-profits and current/former event partners
- **Feedback Summary:**
N/A

BUDGET IMPACT:

Date: 6/24/2025

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Total Cost:

\$25,000 for the 2025-2026 biennium

Approved in current biennial budget:

☒ Yes

☐ No

☐ N/A

Budget Offer Number:

0000298

Budget Priority:

Strategic and Responsive

Other budget impacts or additional costs:

☐ Yes

☐ No

☒ N/A

If yes, explain:

N/A

Funding source(s):

One-Time Service Enhancement / General Fund Surplus

Budget/Funding Constraints:

N/A

☐ Additional budget details attached

COUNCIL REVIEW:

Previous Contact(s)

Date	Meeting	Requested Action
	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: Events Innovation Fund Overview