



MEMO TO: Parks and Human Services Committee of the Whole

FROM: Loreen Hamilton, Events and Marketing Administrator

DATE: February 4, 2020

SUBJECT: 2019 Redmond Lights Recap

I. PURPOSE ☒ For Info Only ☐ Potential Agenda Item ☐ Scheduled for Council Action

II. RECOMMENDATION

Brief the City Council on the 2019 Redmond Lights and Performance Measures

III. DEPARTMENT CONTACTS

Carrie Hite, Parks & Recreation Director	425-556-2341
Rachel Van Winkle, Parks & Recreation Deputy Director	425-556-2334
Loreen Hamilton, Events & Marketing Administrator	425-556-2336

IV. DESCRIPTION/BACKGROUND

On December 7th and 8th, 2019, the City hosted the 20th annual Redmond Lights signature event. This community celebration of our diverse winter traditions, cultures and faiths is explored through light and art. The event brings community together to experience unique art programming including artistic light displays, live performances, and activities that celebrate the magic of the winter season and Redmond's cultural diversity.

The two-night format began with Saturday being the livelier evening and Sunday being a more peaceful experience, with fewer activities. The following is a summary of the highlights.

Saturday, December 7, 4:00 to 8:00 PM: "A Joyful Celebration"

- Blinkers – approximately 13,000 blinkers were distributed.
- Burn barrels and marshmallows at Municipal Campus and NE 161st Street.
- The return of the hot air balloons and the lantern exhibit in the field in front of the balloon.
- A well programmed Municipal Campus and more strategic placement of performers along the trail, reduced congestion on the trail. Thousands of people were still on the trail at 8:00 PM, which delayed event break down.
- Temporary illuminated art exhibits and performance groups along the luminary walk.
- Food trucks, music, vendors and two art installations at Downtown Park.

- Cultural and religious group booths, a main stage, Santa and a skating rink at Redmond Town Center.

Sunday, December 8, 5:00 to 8:00 PM “A Peaceful Interlude”

- City Hall was activated with beautifully illuminated trees, burn barrels, two visual art installations, some vendors, and holiday music.
- The luminary walk included several artistic light installations.
- Downtown Park and NE 161st Street was activated with burn barrels, food trucks, vendors, and two art installations.

The estimated number of participants on Saturday night is 12,675 and approximately 5,225 people attended on Sunday night for a total of 16,900. These estimates are conservative and don’t consider people that may have stayed at Redmond Town Center. Participants really enjoyed the luminary walk, kid’s activities and the tree lighting. More than 96 percent of attendees said they would return to Redmond Lights in the future. Most people learned about the event through social media, word of mouth, email and signage.

Analysis

The Community Events and Cultural Arts Team are beginning the planning process for all three citywide community events. Redmond Lights may be impacted by the Lake Hills Trunk Line trail closures and parks and planning staff are coordinating closely on timelines and options for re-routing the event.

V. TIME CONSTRAINTS

None, this briefing is intended to provide the City Council and community with highlights of the 2019 Redmond Lights.

VI. LIST OF ATTACHMENTS

Attachment A— Presentation