



Memorandum

Date: 1/5/2021

Meeting of: Committee of the Whole - Parks and Human Services

File No. CM 21-005

Type: Committee Memo

TO: Committee of the Whole - Parks and Human Services

FROM: Mayor Angela Birney

DEPARTMENT DIRECTOR CONTACT(S):

Parks	Carrie Hite	425-556-2326
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DEPARTMENT STAFF:

Parks	Bethany Kennedy	Engagement Manager
Parks	Loreen Hamilton	Deputy Director, Parks and Recreation

TITLE:

Redmond Lights 2020 Recap

OVERVIEW STATEMENT:

Redmond Lights is a celebration of light, art, and culture. The event was reimagined in 2020 to allow for physical distancing and additional safety measures related to COVID-19. A message of hope, joy, and safety was emphasized through a month-long light and art experience at Downtown Park. Between December 4 - January 3, the community enjoyed light and art installations at Downtown Park. Visitors could follow the lights down Cleveland and 164th to Redmond Town Center, where the festivities continued with Santa, business window decorating contests, and blinker stops. The community could also participate in various activities, including a kid's coloring contest, a residential light display contest, and social media competitions.

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

REQUESTED ACTION:

☒ **Receive Information**

☐ **Provide Direction**

☐ **Approve**

REQUEST RATIONALE:

- **Relevant Plans/Policies:**
Community Engagement and Events
- **Required:**
N/A
- **Council Request:**
N/A
- **Other Key Facts:**
This is a recap of the 2020 Redmond Lights experience to PHS.

OUTCOMES:

Redmond Lights is traditionally an event that brings the community together around diverse winter traditions, experiences, lights and art. This year, due to COVID-19, physical gathering is not possible. Redmond Lights was reimagined as a meaningful experience that could be enjoyed safely, support local businesses, and allow for participatory experiences that celebrate the joy and hope of the season.

Event Elements included:

- Art and light installations at Downtown Park between December 3 - January 4
- Blinker distribution through collaboration with local businesses and blinker stops
- Launched the Pocketsights App to provide an interactive tour, with artist details
- Collaboration with local businesses to participate in a Business Window Decorating Contest
- Participatory experiences, such as a Kids Coloring Contest and Resident Light Display Contest
- Collaboration with Redmond Town Center through the lighting of Cleveland and 164th, window decorating, blinker stops and Santa
- Light Up Redmond community engagement project by Vala Eastside
- People's Choice voting on window decorating display and residential light display

The following outcomes were achieved:

- 19 art and light installations located at Downtown Park
- 11 art installations in total, with 9 new artist installations and 2 installations owned by the City.
- 1,398 tour views through the Pocketsights App
- 10 Blinker Stops
- 6 Sponsors (Microsoft, Redmond Town Center, Evergreen Healthcare, Minute Man Press Redmond, BECU, and Experience Redmond)
- 286 coloring contest submissions (as of 12/29/2020)
- 11 Residential Light Entries (community voting to be complete first week of January)
- 8 Business Window Light Entries (community voting to be complete first week of January)

COMMUNITY/STAKEHOLDER OUTREACH AND INVOLVEMENT:

- **Timeline (previous or planned):**
 - Launch of local business outreach - 10/20/2020
 - Press Release - 10/26/2020
 - Launch of Social Media Campaign - 10/26/2020
 - Event goes live - 12/4/2020
 - Event tear down - 1/4/2020
- **Outreach Methods and Results:**
 - Business Outreach-
 - Visited Downtown Businesses door-to-door by Parks staff
 - Redmond Town Center business notification
 - Business notification postcards
 - Community Notification strategies:
 - 6 feature stories in the Parks eNews, averaging 800 unique story clicks
 - Utility inserts in November

- Social media- 18 posts total, with the highest reach of 13,224 during the first night
- Website- dedicated Redmond Lights website
- **Feedback Summary:**
N/A

BUDGET IMPACT:

Total Cost:
\$52,500

Approved in current biennial budget: ☒ Yes ☐ No ☐ N/A

Budget Offer Number:
013.51802 - Events - Redmond Lights

Budget Priority:
Building community through arts and events.

Other budget impacts or additional costs: ☐ Yes ☐ No ☒ N/A

If yes, explain:
N/A

Funding source(s):
Events Fund

Budget/Funding Constraints:

This year's event used a significantly smaller portion of the budget due to COVID-19 budget changes. Total budget was \$52,500 (original budget was \$101,127). Blinkers were purchased by Experience Redmond as a direct sponsorship of \$18,728. All expenses were covered by confirmed sponsorships and a small LTAC transfer (no more than \$11,000).

☐ **Additional budget details attached**

COUNCIL REVIEW:

Previous Contact(s)

N/A		
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Proposed Upcoming Contact(s)

N/A		
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Time Constraints:
None

ANTICIPATED RESULT IF NOT APPROVED:
N/A

ATTACHMENTS:
N/A