Legislation Details (With Text)

File #:	CM 20-305		
Type:	Committee Memo	**Status:**	Presented
File created:	10/30/2020	**In control:**	Committee of the Whole - Parks and Human Services
On agenda:	11/2/2020	**Final action:**	11/2/2020
Title:	Redmond Lights 2020		
Sponsors:			
Indexes:			
Code sections:			
Attachments:	1. Agenda Memo, 2. Attachment A: Layout of Downtown Park Installations, 3. Attachment B: Redmond Lights Poster		

Date	Ver.	Action By	Action	Result
11/2/2020	1	Committee of the Whole - Parks and Human Services	presented	

TO: Committee of the Whole - Parks and Human Services
FROM: Mayor Angela Birney
DEPARTMENT DIRECTOR CONTACT(S):

Parks	Carrie Hite	425-556-2326

DEPARTMENT STAFF:

Parks	Loreen Hamilton	Events & Marketing Administrator
Parks	Bethany Kennedy	Engagement Manager

TITLE:
Redmond Lights 2020

OVERVIEW STATEMENT:
Redmond Lights 2020 has been reimagined to provide an experience of holiday tradition, peace and joy. This will be centered in Downtown Park from December 4-January 3 as an installation of lights and art. Cleveland Street and 164th will be lit to lead to Redmond Town Center. Community engagement opportunities will be created and emphasized virtually and in collaboration with local businesses. City Council is invited to be involved through a short video greeting for the kick off video (to be published on December 4, 2020) and to help judge the Business Window Decorating Contest.

☒ **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:**
  Sharing an update with PHS about the plans for Redmond Lights with significant changes due to COVID-19.

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. The planned event this year will seek to accomplish the following outcomes:

- Downtown Park being illuminated with arts and light for the month of December to allow the community to enjoy the installations over an extended period and avoid any excessive crowding;
- Streets leading to Redmond Town Center will be lit (sponsored by Redmond Town Center) to be enjoyed by car or on foot;
- Increased collaboration and engagement with local businesses through the distribution of the Redmond Lights blinkers and window decorating contests;
- Community engagement opportunities such as house decorating contests, social media competitions, and a coloring contest for kids;
- Maintaining sponsorships with longtime businesses and partners with renewed opportunities for partnership and participation. Secured sponsors are currently Microsoft, Evergreen Healthcare, BECU, Redmond Town Center, Minute Man Press Redmond, and Experience Redmond.

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
- **Outreach Methods and Results:**
  Starting 10/20/2020 - Phone calls and in person visits to local businesses - secure partnerships with local businesses for distribution of blinkers, window decorating contest and participation in coloring contest for residents
- **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 will use a significantly smaller portion of the budget due to COVID-19 budget changes. Total budget will be $52,500 (original budget was $101,127). Blinkers were purchased by Experience Redmond as a direct sponsorship of $18,728. All expenses are covered by confirmed sponsorships and a small LTAC transfer (no more than $11,000).

☐ **Additional budget details attached**

COUNCIL REVIEW:

Previous Contact(s)

Date	Meeting	Requested Action
N/A	Item has not been presented to Council	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 - PDF showing layout of Downtown Park installations
Attachment B - Redmond Lights Poster Creative