



RedBomb adds sparkle to
Holiday Alley every year.
PHOTO: Liz Tran



2019

FINAL REPORT

Shirley Muir
Holiday Alley
204.771.7523
info@holidayalley.ca
holidayalley.ca





On Friday night many patrons moved indoors to enjoy free entertainment



Brandi F. won best adult Holiday Hat and won a Canadian Tire - Selkirk gift card.
PHOTO: Liz Tran



Local Evolution Dance students joined the outdoor stage in 2019. PHOTO: Liz Tran

About Holiday Alley

November 22 & 23, 2019
Selkirk, Manitoba

Holiday Alley 2019 was the third annual festival of art, light, sound and creativity in Old Downtown Selkirk, Manitoba.

The single greatest improvement was a redesign of the event schedule from a simple map that was used in 2017 and 2018 to an actual hour-by-hour and venue-by-venue schedule for 2019. As a result the Saturday activities saw an increase in traffic on the street because attendees could see "at a glance" what was happening in the hours they could attend with friends and family. The revamped event schedule was a centre spread in both of Selkirk's weekly newspapers, and hand-delivered to thousands of homes in Selkirk, daycares and downtown businesses.

Holiday Alley also focused on improving activities and events that seemed to be "winners" from the previous years and the results were more engagement with those activities, including the Manitoba Hydro sponsored Soup Cook-Off and the Canvasback Pet Supplies sponsored Pooch Parade.

While there appeared to be fewer people actually on the street on Friday night for the lighting ceremony, the downtown restaurants and bars were packed. It appeared people had come down but immediately got comfy for a night at their favourite coffee shop, restaurant or pub.

Over two days Holiday Alley welcomes an estimated 3,000-5,000 people each year to Selkirk's Old Downtown. It starts with Mayor Larry Johansson and CBC's meteorologist John Sauder throwing the switch on 40 businesses (one more than 2018) that light up with over 130,000 LED bulbs over five city blocks.

As we prepare for Holiday Alley 2020 we are hiring an event and communications planner to bring fresh new ideas and passion to help grow Holiday Alley and its parent tourism event, Homes for the Holidays.

We would love to hear your ideas on how we can do more to build community through art, light, sound and creativity in our region of Selkirk, St. Andrews and St. Clements. Your ideas, funding or volunteer hours will make next year even more amazing.

Join our email list by sending your contact details to info@holidayalley.ca

Holiday Alley by the numbers

2017 2018 2019

ART

Artists' work for sale	100	200	200
Art on Ice shacks auctioned	6	2	2
Sculptures auctioned	0	2	2
Highest art bid (on one piece of art)	\$1,225	\$3,300	\$1,000

LIGHT

LED bulbs installed	75,000	125,000	130,000
Strings of lights	3,000	5,000	5,060
Buildings lit	24	39	40
City blocks lit	1	5	5

SOUND

Groups of performers	25	30	39
Performances	75	77	62
Indoor and outdoor venues	7	10	7

CREATIVITY

Dark alleyways decorated	3	3	3
Interactive art Installations	0	4	4
Art demonstrations	1	4	0
Pooch Parade contestants	n/a	40	42

FAMILY PORTRAITS

Santa Clauses	2	2	1
Giant selfies	395	346	328
Green screen photos	244	330	n/a

FOODIE FUNCTIONS

Chili/Soup cook-off competitors	15	17	15
Chili/Soup tickets sold	170	206	250
High tea tickets sold	n/a	35	n/a
Beer/Scotch/Vodka/Wine tasters	170	160	186

DOWNTOWN TRAFFIC

Attendees (estimate)	3-4,000	4-5,000	3,500-4,000
----------------------	---------	---------	-------------

RECORD SALES

Businesses – from bars to gift shops – on Holiday Alley regularly report record sales on the Holiday Alley weekend, some as high as a 200% increase over a normal weekend. Surveys of visitors on Holiday Alley show that on average, a person spends \$50 to \$100 while in the community.



The 2nd annual Poetry Slam hosted at the Mighty Kiwi.
PHOTO: Liz Tran



Experimenting with video mapping on the historic Trader Bank Building
PHOTO: Liz Tran



The Manitoba Hydro Soup Cook-Off saw record sales in its 3rd year.
PHOTO: Liz Tran



PHOTO: Liz Tran

Holiday Alley by the numbers continued...

2017 2018 2019

FINANCIAL PARTNERS

Building owners invested in lights	22	36	37
Private business sponsors/donors	16	16	13
Non-profits/unions sponsors/donors	5	4	2
Government/Agencies	8	5	5
Volunteers & City of Selkirk Staff	100+	150+	150+

TELLING OUR STORY

TV news stories & hits	14	9	16
Newspaper stories	10	23	19
Online news stories	7	7	3
Magazine stories	6	1	1
Radio stories	3	3	3
Top event lists	2	4	1

*In 2019 Holiday Alley also helped get more profile for its Homes for the Holidays "parent" project. These numbers reflect some Homes for the Holidays coverage as well.

SOCIAL MEDIA

Facebook page likes/ follows	433	679	912
Instagram followers	348	745	927
Followers from outside RRN region	n/a	46%	69%



The lights, the sparklers, the music, the joy all make for a great family photo op.
PHOTO: Liz Tran

SAT, NOV 23						SAT, NOV 23					
TIME	INSIDE	OUTSIDE	ART IN A GRANT BOX	RONDED HEALTH MOBILITY	HOUSE OF ECONOMY	GARRY THEATRE	TIME	INSIDE	OUTSIDE	ART IN A GRANT BOX	RONDED HEALTH MOBILITY
10:00AM							10:00AM	HEAD START			
10:30AM							10:30AM	THE MIGHTY KIWI			
11:00AM							11:00AM	THE MERCHANT			
11:30AM							11:30AM	ON THE ROCKS!			
12:00PM							12:00PM	GORDON HOWARD CENTRE			
12:30PM	Barry Gefelter	Essex Wars	Build a Holiday Hat	Life: Sord Board Games	Nikki Komakutskasak	Documentary: The Making of Holiday Alley S2	12:30PM	THE MIGHTY KIWI			
1:00PM		Guided Museum Walk			Morgan Ginter		1:00PM	THE MERCHANT			
1:30PM	Stephen Tower				Barry Gefelter		1:30PM	ON THE ROCKS!			
2:00PM					JJNN		2:00PM	GORDON HOWARD CENTRE			
2:30PM	Cohen Sieg				Stephen Tower		2:30PM	THE MIGHTY KIWI			
3:00PM							3:00PM	ON THE ROCKS!			
3:30PM	JJNN						3:30PM	GORDON HOWARD CENTRE			

A newly designed event schedule helped increase Saturday attendance.



Homes for the Holidays tourists take time to fuel up at the Soup Cook-Off.

Art, Light, Sound & Creativity

New and Expanded in 2019!



The Holiday Hat art trailer was new in 2019.
PHOTO: Liz Tran

Amping Up Kids' Art

Based on the annual survey results, Holiday Alley amped up activities on the street for children and their families starting with a new Holiday Hat contest. Thanks to the Gaynor Family Fund at the Selkirk & District Community Foundation, over 130 families participated and got free Holiday Alley toques to decorate. Prizes were made possible by our generous friends at Canadian Tire.

Our Indigenous Roots

Dr. Elder Ruth Christie was joined by the FireHeart Women's Traditional Hand Drum Group and Men's Howling Wolves Large Drum Group on Holiday Alley. They were part of over 210 performers, artists and artisans who were stationed in several locations throughout Holiday Alley – performing in every nook and cranny from an art gallery, to a second-hand store, to a daycare to family-friendly bars. Indigenous performers were sponsored by our friends at Burden of Truth.



A local daycare became an Indigenous storytelling station. PHOTO: Liz Tran



Photo Op at Every Corner

Thousands of photos get taken on Holiday Alley every year – it's one giant photo op for families, teens, and hundreds of photos with Santa. Thanks to the pet friendly folks at Canvasback Pet Supplies the 2nd annual Pooch Parade – with an Art, Bark and Spark theme – brought out the art-loving dogs and their families. Over 40 dogs and their owners filled the street Saturday night putting lights on the move. First prize for best photo in the Don's Photo Contest went to this pooch's owner.

Making Art LIVE

Led by Gwen Fox Gallery members, citizens were pitted against each other on Easel Wars on the street. And what a coup to see the local Steelers hockey team players square off. Adults and children competed all day long and citizens walking by voted for the best public art, made on a public street.



Furs, bones and historic garb from Lower Fort Garry allowed kids to engage with our history. PHOTO: Liz Tran

Government Partners

For the first time all three levels of government – City of Selkirk, Province of Manitoba and Canada (through Canadian Heritage) supported Holiday Alley. It was especially great to see our neighbours from Lower Fort Garry bring their cultural lessons to the street.

Got Game

Parents and grandparents who asked for more activity for kids, got their wish this year when our friends at Youth for Christ filled the street with giant board games. Everything from table sized checkers, jenga, tug-of-war and a street wide Sorry game kept families busy all day.

"...building partnerships is what Holiday Alley is about. They, along with one of their many partners, Inclusion Selkirk, won the Interlake Tourism Partnership Award in 2018. Their nomination was then entered into the Travel Manitoba Provincial Awards where they finished in the top 3 in the province. A magnificent accomplishment for Volunteers, since they were competing against businesses with more money to invest."
- Gail McDonald, Manager, Interlake Tourism Association

Holiday Alley | Selkirk, Manitoba
Manitoba Ave. East | From Main St. to Eveline St.



Who says hockey and art don't mix?
Not the Selkirk Steelers!



All ages loved the giant board games that were new in 2019. PHOTO: Liz Tran

