



2019

F I N A L R E P O R T

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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 Johannson 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

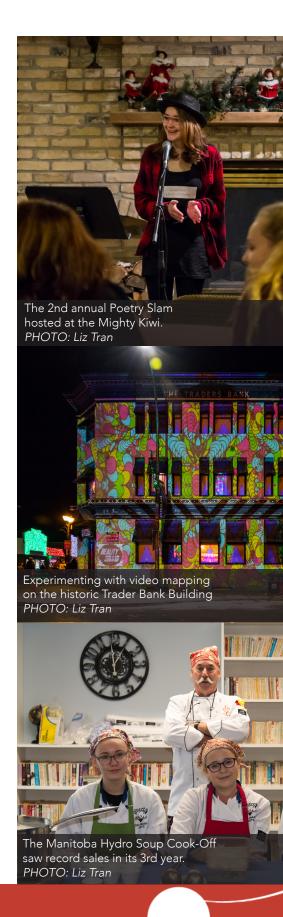
2017 2018

2019

ART			
Artists' work for sale	100	200	200
Art on Ice shacks auctioned	6	2	2
Sculptures auctioned Highest art bid	0 \$1,225	2 \$3,300	\$1,000
(on one piece of art)	71,223	75,500	\$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.







Holiday Alley by the numbers continued...

2017 2018 20	01	9
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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%

GWEN FOX GALLERY		N FOX GALLERY				HEAD START INDIGENOUS	THE	THE	ON THE ROCKS!	SAT, NOV 23						
ME	INSIDE	OUTSIDE	ART IN A GIANT BOX	HEALTH	MOBILITY itoba Ave	HOUSE OF ECONOMY 246 Manitoba Ave	GARRY THEATRE 225 Manitoba Ave	TIME	PERFORMERS STAGE 222 Manitoba Ave	MIGHTY KIWI 201 Manitoba Ave	MERCHANT 383 Eveline St	BAR 219 Manitoba Ave	HOWARE 384 Evi	CENTRE cline St		
MAI								10:00AM								
AM								10:30AM								
АМ								11:00AM	FireHeart Women's Traditional Hand Drummers							
MA							Documentary: The Making of Holiday Alley \$2	11:30AM	Howling Wolves Mens' Drum Group							
РМ						Nikki Komaksiutiksak		12:00PM	Elder Ruth Christie Storytelling	Morgan Ginther				Alzheim Educati		
PM	Barry Gefreiter	Easel Wars 11am-3om					Chainsaw Carving	Cohen Sieg		12:30PM		Harlequin Barbershop Quartet		Lloyd Thomas		
РМ		Guided Mural Walk	Guided	Build a Holiday	Life-Sized		Morgan Ginther		1:00PM	FireHeart Women's Traditional Hand Drummers	Nikki Komaksiutiksak		Back Pew Boys Men's Choir			
РМ	Stephen Tower	2pm-3pm	Hat	Board Games		Barry Gefreiter		1:30PM	Howling Wolves Mens' Drum Group	Jess Armenti with Special Guests		Harlequin Barbershop Quartet	SUNOVA Makers			
РМ						J3NN	Kids' Games	2:00PM	Elder Ruth Christie Storytelling	Morgan Ginther		Octavia Women's Choir	Craft Market			
M	Cohen Sieg					Stephen Tower	Kius vailles	2:30PM		Jess Armenti with Special Guests		LSRCSS				
MS								3:00PM	FireHeart Women's Traditional Hand Drummers	Framy		Jazz Combo				



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



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

Art, Light, Sound & Creativity New and Expanded in 2019!



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.



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.

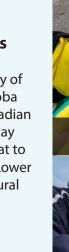
Making Art LIVE

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.



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

