



Preparing for Holiday Alley TV 2020  
Selkirk, Manitoba (Photo: Liz Tran)



# 2020

# FINAL REPORT

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# 12ish Days of Holiday Alley

Dec. 4 - 18, 2020

## Selkirk, Manitoba

The 4th Annual Holiday Alley had three choices in the face of COVID rules. It could Shrink?

Stop?

Stretch?

Holiday Alley 2020 chose to **STRETCH.**

While several much larger and longer established Manitoba events went from multi-day activities to just a few hours of video online, Holiday Alley chose to expand during the pandemic while following the health guidelines.

It went....

- From 2 days to 12ish\* Days
- From a one-block stage to an international stage
- From producing and airing 3 videos to 20 videos
- From engaging Selkirk, MB to towns named Selkirk around the world
- From lighting up 5 city blocks to helping to light entire neighbourhoods
- From engaging 3,500 people on the street to 21,500 viewers on social media.

Every Holiday Alley Signature Event that could pivot, did pivot.

- Musicians moved from the public stage to video performances for Holiday Alley TV
- A street pooch parade became an online video to vote for the best-dressed pets
- A walk-about soup cook-off competition became a take-home meal for four
- A 2-day artisan market became a 60-day online market
- Street games became an online City of Selkirk Quiz Night

All of this – and more – was made possible by deepening Holiday Alley's relationships with its community partners. Holiday Alley's friends, supporters and funders marched along with the volunteers, making Holiday Alley 2020 a bigger, better and more impactful event... just when people needed it most.

Thank you for the role you played. It was incredible!

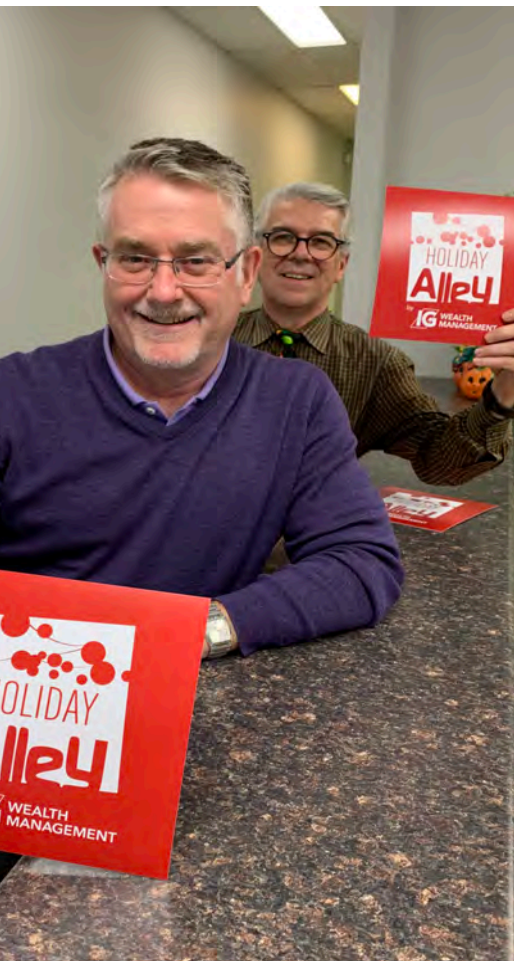
*\*We became "12ish" days because who knows what day it is anymore!*





# Everything is possible with the right partners!

One of Holiday Alley's goals is community engagement. Every project is moved forward when a community member or organization steps up to own an idea.... to advance art, light, sound, culture and creativity.



## 1st Lead Sponsor

Holiday Alley has been looking for a Title Sponsor for four years. Who knew it would happen during a global pandemic! Michael Buhr and Ron Knight of IG Wealth Management stepped up to say they also believed in Holiday Alley and what it meant to the community during a pandemic. They ALSO donated to our Homes for All Fund at the Selkirk & District Community Foundation. Bravo!

## Engaging Businesses

More than a dozen local businesses stepped up to "own" a piece of old downtown Selkirk, adopting empty planter boxes and filling them with decorated trees as part of a street decor contest. The Tree It Yourself (TIY) contest also created an opportunity for family bubbles to get outside for a walk and vote for their favourite tree online. This was community engagement and downtown revitalization at its best.



TIY first prize went to the Interlake-Eastern Regional Health Authority, 2nd prize to The Gypsy Traders and 3rd to Victoria's Flowers and Gifts. (Photo: Liz Tran)



## Tales and Trails

The Selkirk Friendship Centre and Frontier College approached Holiday Alley to say they wanted to create a storybook trail, posting large pages of a children's winter story in downtown windows. We said, "brilliant idea". The activity allowed families to take a walk, read a story together and enter a draw for free children's books. It also provided some exposure for businesses to help encourage "shop local" efforts.

# Holiday Alley by the numbers

	Average year	2020	4-year Total
<b>ART</b>			
Artists' work for sale	150	79	529
Art on Ice shacks auctioned	3.5	0	10
Sculptures auctioned	1.5	0	4
Highest art bid (on one piece of art)	\$1,380	\$0	\$5,525
<b>LIGHT</b>			
LED bulbs installed	110,000	130,000	130,000
Strings of lights	5,000	5,060	5,060
Buildings lit	34	40	40
City blocks lit	3	5	5
<b>SOUND</b>			
Groups of performers	21	37	131
Performances	75	37	251
Indoor and outdoor venues	8	40	64
<b>CREATIVITY</b>			
Dark alleyways / trees	3	16	25
Decorated art installations	3	0	9
Art demonstrations	3	0	4
Pooch Parade contestants	57	14	128
<b>FAMILY PORTRAITS</b>			
Santa Clauses	1	1	1
Giant selfies	259	0	779
Green screen photos	200	0	574
<b>FOODIE FUNCTIONS</b>			
Chili/Soup cook-off competitors	15	6	53
Chili/Soup tickets sold	208	200	826
Beer/Scotch/Vodka/Wine tasters	185	0	554
<b>Attendance</b> (in person & virtual)	3,500	21,500	32,000

## BRAVO, BRAVO!

2019 Travel Manitoba Partnership Finalist - Holiday Alley

2019 Interlake Tourism Partnership Award - Holiday Alley

2018 Interlake Tourism New Event of the Year Award - Holiday Alley

2014 Interlake Tourism New Event Award - Homes for the Holidays



Julie Stevenson  
Poetry Slam Curator

The 3rd Annual Poetry Slam went virtual on  
Holiday Alley TV



The Ivan Flett Memorial Dancers moved  
seamlessly from the live stage to Holiday  
Alley TV



Morgan and Keith Gunter, a regular duo on  
Holiday Alley live, joined virtually this year for  
the two-hour Holiday Alley TV BIG SHOW.





In 2020, N4 Construction provided funding to animate the Healing Path mural in downtown Selkirk. (Photo: Liz Tran)

## Holiday Alley by the numbers

	Average year	2020	4-year Total
<b>FINANCIAL PARTNERS</b>			
Building owners invested in lights	31	40	40
Private business sponsors/donors	15	15	60
Non-profits/unions sponsors/donors	3.5	6	17
Government/Agencies	6	4	22
Volunteers & City of Selkirk staff	125	140	515
<b>TELLING OUR STORY</b>			
TV news stories & hits	13	11	50
Newspaper stories	18	10	66
Online news stories	6	23	41
Magazine stories	3	0	8
Radio stories	3	3	15
Top event lists	2	2	9

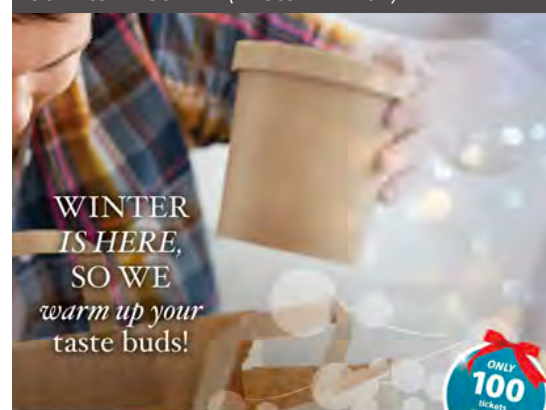
**GOOD NEWS!** In just four years Holiday Alley has garnered almost 190 positive news hits for art, artists, artisans, performers, pooches and the City of Selkirk.

<b>SOCIAL MEDIA</b>			
Facebook page follows	675	1266	1266
Instagram followers	600	1224	1224
Followers outside RRN region	57%	63%	60%
Videos produced	3	20	28
Minutes of video content	30	230	320
Social media views	4,900	21,480	36,200

### FAR AND WIDE

In 2020 media coverage reached to Selkirk, Ontario and Selkirk, Scotland.

The move to more virtual events in 2020 meant increasing the number of Holiday Alley original videos by 300% and attracting 480% more viewers from Selkirk, from Manitoba and from around the world.



### THE GAYNOR FAMILY TAKE-HOME SOUP COOK-OFF

Tickets: \$40 | 6 whole cups of 6 different soups from 6 local restaurants!

- 1 Buy your ticket at: Wishme | by phone 204.785.2984 or in person 377 Eveline St., Selkirk, MB
- 2 Pick up your soup pack on: Sat, Dec 5 | 12 NOON-4:00PM | at Riverside Grill, 386 Eveline St., Selkirk, MB

Your delicious soup is ready for pick up! Your whole family is excited to sit down and enjoy this cozy meal. The tasting is easy, and before you know it, you hear the last slurp. With everyone's spoons down, the real debate begins... which soup will get your vote?

VOTE for your favourite soup at [holidayalley.ca](https://holidayalley.ca)  
One vote per ticket

@holidayalley  
#holidayalley

The Soup Cook-Off became a take-home meal for a family in 2020.



Red Holiday Alley masks were all the rage.



## Inclusive Inclusion Selkirk

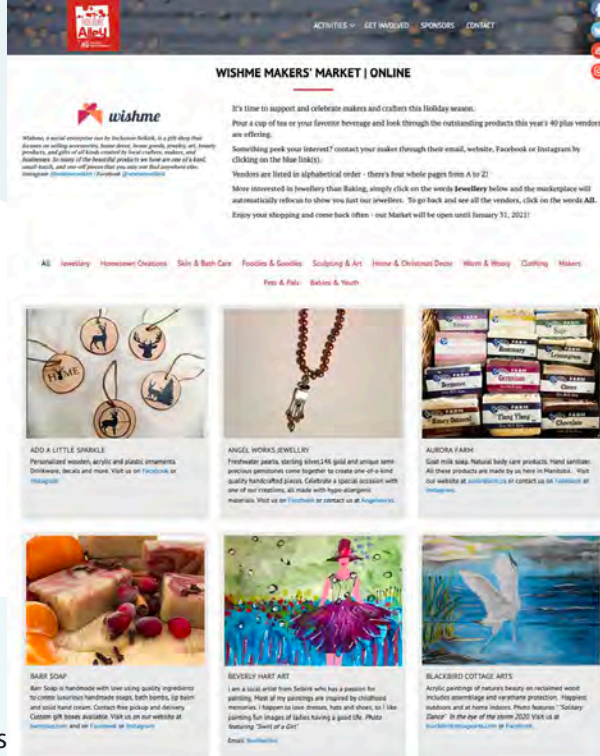
The City of Selkirk proudly boasts that this community is inclusive. And the standard bearer is Inclusion Selkirk, which has been an unwavering partner of Holiday Alley from the beginning. In addition to running the Soup Cook-Off out of its Riverside Grill for the 4th year, Inclusion Selkirk's gift store Wishme was the sponsor of the online craft market. The Wishme Holiday Alley Makers' Market allowed 45 artisans to get much needed exposure and sales, at a time when they really need it.



Fifty homeowners added new or extra lights to their Eveline Street properties.

## "Get the whole town lit up"

In 2017 when volunteer citizens were preparing thousands of lights to string up on the first of 40 buildings in old downtown Selkirk, Mayor Larry Johannson said to them, "maybe one year we'll get the whole town lit up." In 2020 Canadian Tire Selkirk partnered with Holiday Alley to help make that dream come true and provided thousands of dollars to homeowners on the residential blocks of Eveline Street, that led out of downtown Selkirk.



The craft market stretched from its normal one day to 60 days online.

## Selkirk Sing-A-Long

Twenty new videos – including a 2-hour talent night – were made possible with funding from Holiday Alley's partners Canadian Heritage, Manitoba Provincial Festivals Grant, Selkirk & District Community Foundation and the Selkirk Community Renewal Corporation who stood by Holiday Alley while it shifted from a live festival to a virtual one. Our friends at Eagle Vision, producers of Burden of Truth, made it possible to support and celebrate Indigenous performers.



Singers from Scotland, New York, France, Ontario and BC joined Manitobans in the 12ish Days of Holiday Alley sing-a-long.





# Holiday Alley 2020 program at a glance

## 1 Holiday Alley TV

Three Holiday Alley shows! See page 1 for show dates and times.

## 2 The Gaynor Family Take-Home Soup Cook-Off

With the help of the Gaynor Family and through the organizing efforts of Inclusion Selkirk, we're bringing Holiday Alley's annual Soup Cook-Off home to you! Taste soups from six local restaurants and vote for your favourite soup online! **Tickets:** \$40 (6 whole cups of 6 different soups). **Tickets available at:** Wishme, 377 Eveline St., Selkirk **Reserve your ticket today** ▶ 204.785.2984 or [wishme@inclusion.selkirk.ca](mailto:wishme@inclusion.selkirk.ca) **Pick up your soup package** ▶ Sat, Dec 5, 12 NOON - 4:00PM, Riverside Grill, 386 Eveline St., Selkirk

## 3 Wishme Makers' Market

Need to start (or finish) that holiday shopping? Find our curated list of makers, crafters, and local hand-made connoisseurs on [holidayalley.ca](http://holidayalley.ca)! Shop local, support small, and give a gift you can't find anywhere else. **Our online marketplace is open** ▶ Dec 1 - Jan 31

## 4 Selkirk Animal Hospital Pooch (& Pals) Parade

These pets are lighting up their Ho-ho-homes for the Holidays, this year's theme for our annual pooch parade! Catch all the dressed up pets on Holiday Alley TV Friday, Dec 18 and be sure to place your vote for best decorated furry, fuzzy or feathery pals. **Deadline to send in your pooch video to** [elf@holidayalley.ca](mailto:elf@holidayalley.ca) ▶ Dec 10

## 5 Make Your Own Mural

Have you ever wanted to see your artwork turn into a mural? Now is your chance! Send in a photo of your drawings, paintings, and crafts and see it projected outside during Red River North Tourism's Holiday Yards of the Season community driving tour on Sat, Dec 19. **Deadline to send your artwork to** [elf@holidayalley.ca](mailto:elf@holidayalley.ca) ▶ Dec 10

## 6 Poetry Slam

With this year's theme, "alone together," we ask you for an original poem, sonnet, haiku, or performance about how the Holiday season feels this year, how it's affecting people, and how to try and make it better. Aiming to make people feel less alone while we're apart. **Deadline to send your poetry video to** [elf@holidayalley.ca](mailto:elf@holidayalley.ca) ▶ Dec 10

## 7 Instant Win(e) Cellar

We've got a stocking stuffer fit for that wine lover in your life. Get your tickets for Red River North Tourism's Instant Win(e) Cellar, a fundraiser to restore and revive the Captain Kennedy House in St. Andrews. **Tickets** ▶ \$20 plus a donation of a bottle of wine. The more tickets you buy, the more wine you donate, the bigger the wine prize grows! **Adults, book your tickets** ▶ 204.485.4881 **Draw date** ▶ Dec 30

## 8 TIY (Tree IT Yourself)

Out for some fresh air with the kids or dog? Check out the TIY (Tree it Yourself) trees on Manitoba Ave. between Main St. and Eveline St. decorated by local businesses and organizations. **Make a note of your favourite decorated tree and vote on** [holidayalley.ca](http://holidayalley.ca) ▶ Dec 5 - Dec 19.

## 9 Holiday Tales & Trails

The Selkirk Friendship Centre and Frontier College are excited to bring you Holiday Tales & Trails, a walking literacy program for families! Enjoy a walk down Manitoba Ave. in your tiny bubble and have a cohorted family outdoor storytime following the pages from window to window. **Walk and read** ▶ Dec 4 - Jan 7

## 10 The Healing Path Mural Mapping

Enjoy the re-animation of The Healing Path mural by artist Reality Craig throughout our 12ish Days of Holiday Alley, supported by Métis N4 Construction. See it on Holiday Alley TV from the comfort of your home ▶ Dec 18 or drive by during Red River North Tourism's Holiday Yards of the Season ▶ Dec 19

## 11 Community Sing-Along of "12ish Days of Holiday Alley"

Whether that voice is old or young, squeaky or baritone, sing along to our new version of "12 Days of Christmas" rewritten to 12ish Days of Holiday Alley! See lyrics on the last page. **Send in your video** ▶ by Dec 10. **We slice and dice it together and premiere it during Holiday Alley TV** ▶ Fri, Dec 18. **Email us for directions on how to submit your video** ▶ [elf@holidayalley.ca](mailto:elf@holidayalley.ca)

## 12 Lights, Lights & More Lights...

Join the Red River North Tourism's Holiday Yards of the Season drive-around light tour. It goes from downtown Selkirk to East and West St. Paul. Pack a snack or order local take-out. **On Dec 19, print the map and take the tour** ▶ [redrivernorthtourism.com](http://redrivernorthtourism.com)





# Dear Holiday Alley 2020

A quick snapshot of what some people have been saying about Holiday Alley.

## From near...

*"Holiday Alley 2020 highlighted the ideals of inclusion and belonging in a thriving community... first class. And there was heartfelt pride of being part of this community. Amazing!"*

**Michael Buhr, Selkirk, IG Wealth Management**

*"Holiday Alley is working together as a collective through music and culture which resonates with the Métis.... and this is also really what Friendship Centres are all about."*

**April Hourie, Selkirk, Selkirk Friendship Centre and Manitoba Métis Federation**

*"Wow! What fabulous events! The greetings from the other Selkirks were inspired! Graphics, interviews, singing and dancing were a credit to the City and the organizers."*

**Rob and Laurel Sarginson, Selkirk**

*"My three-year-old said 'Mommy, that's the beautiful lights where we live.'"*

**Kat Marsh, Selkirk, while watching Holiday Alley's BIG SHOW with her family**

*"I saw the Holiday Alley BIG SHOW and it made me want to drive directly to Selkirk. Really impressive."*

**Lee Malcolmson, Winnipeg**

*"When I watched Holiday Alley TV it sent chills down my spine. The energy, talent and commitment to the place we live, work and play has been unshakable. Such a positive expression of history, activities, places and most importantly the people of our very fine home town."*

**Brett Mitchell, Selkirk**

*"I literally have goosebumps watching this and the pride I see in all those involved."*

**Brad Hirst, Selkirk, REALTOR®, watching Down on Main Street documentary**

*"We were pleased to have been invited to participate in Holiday Alley from the start. We are delighted that in this difficult time the planners were able to pivot to 'virtual' and create a program that generated great community involvement and brought great positive attention to the city and the region."*

**Jim & Betty Anne Gaynor, Winnipeg, Philanthropists,**

*"What great content and an excellent program presentation in a difficult time for everyone. Job well done!"*

**Ron Knight, Selkirk, IG Wealth Management**

## ... and far!

*"I am part of the Selkirk (Scotland) Business Improvement District board... so happy that some of our musical theatre group from here could help out. We are really keen to create stronger links to all of the Selkirks over the world."*

**Stuart Davidson, Scotland, Selkirk Business Improvement District Board**

*"Selkirk – an example for Portage la Prairie?"*

**Allen Brown, Portage la Prairie, Meanwhile in Portage Facebook page**

*"... this mural and light installation, and other things in my hometown lately... wow... these are things you see in a big city but the difference is that it still has that charming community vibe. Really well done!"*

**Linda, Montreal, Holiday Alley's Instagram Post**

*"Merry Christmas from Selkirk, New York."*

**Fire Department, Selkirk, New York, Holiday Alley TV BIG SHOW**