



Double The Trouble brought their Cree and Métis heritage to the Community Canopy stage and wowed the crowds with their mix of contemporary and classical Métis fiddling styles. 2021 (Credit Liz Tran)



by **IG** WEALTH  
MANAGEMENT

# 2021

## Final Report

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# 12 Days of Holiday Alley

November 19-30, 2021

Selkirk, Manitoba

In 2021, Holiday Alley by **IG Wealth Management** celebrated its 5<sup>th</sup> birthday and its second year operating during a pandemic.

Both milestones were seen as great opportunities to dig deeper, reach further and dream bigger.

While several other much larger and longer-established events, here and around the world, were still struggling with how to program during a pandemic, the Holiday Alley team already had the great success of a virtual event in 2020 as a foundation for 2021.

In 2021, Holiday Alley worked closely with its local public health authority and created a hybrid of safe live events and virtual activities. With over 40 activities and events, there was something for everyone over 12 days of Holiday Alley 2021 in Selkirk, Manitoba. The activities to celebrate art, light, sound, creativity and culture were grouped by:

- Join In Person
- Take Home
- Online
- Make Your Own Schedule

As well, the long-term vision to create a “Community Canopy” at Holiday Alley came to life. With the support of local sponsors and the City of Selkirk, Holiday Alley turned a community hall into a stage providing a “big tent” venue that delivered:

- 6 days of live entertainment
- 30 performances
- 45 fiddlers, jiggers, songsters, teachers & drummers
- 3 kids’ crafting workshops
- 2 yoga mornings
- 1 movie night
- 1 pooch parade

All the activities were free with the exceptions of few things that involved food and beverages.

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’s 5<sup>th</sup> Birthday, and the second winter of a pandemic, something everyone needed.





## Holiday Alley by the numbers

LIGHTS	5 -Year Total
LED Bulbs installed	130,000
Strings of lights	5,060
Buildings lit	40
City Blocks	5

SOUND & CULTURE	2021	5 -Year Total
Performers, singers, dancers, etc	150	270
Performances	26	277
Indoor & Outdoor venues	3	67

CREATIVITY	2021	5 -Year Total
Alleyways / Trees Lit	10	35
Art Installations	1	4
Art Demos / Craft Workshops	4	8
Pooch Parade Contestants	8	136

FAMILY PORTRAITS	2021	5 -Year Total
Santa Clauses	1	1
Giant Selfies	300	1,079

FOODIE FUNCTIONS	2021	5 -Year Total
Chili/Soup Cook-off Competitors	6	59
Chili/Soup Cook-Off Tickets Sold	180	1,006
Beer/Wine Tasting	95	649

ATTENDANCE	2021	5 -Year Total
In Person & Virtual	4,008	36,000

## BRAVO, BRAVO!

2021 Interlake Tourism Best Video Commercial - Holiday Alley 2020  
 2019 Travel Manitoba Partnership Finalist - Holiday Alley  
 2019 Interlake Tourism Partnership Award - Holiday Alley  
 2018 Interlake Tourism New Event Award - Holiday Alley  
 2014 Interlake Tourism New Event Award - Homes for the Holidays



The Bercier Family and drum teachings during Spirit Creations workshop. Credit Liz Tran.



For the 5<sup>th</sup> year, local fiddler Morgan Grace won the hearts at Holiday Alley. Credit Liz Tran.



Métis workshop facilitator, Edgar Desjarlais, crafting paper Red River sashes. Credit Liz Tran.



Volunteers contributed 600+ hours to h create a fun and safe festival. Credit Liz Tran.



## Holiday Alley by the numbers

FINANCIAL PARTNERS	2021	5 -Year Total
Buildings owners invested in lights	40	40
Private business sponsors/donors	18	78
Non-profits/unions/private donors	5	22
Government/Agencies	5	27

TELLING OUR STORY	2021	5 -Year Total
TV News stories & hits	8	58
Newspaper stories	15	81
Online news stories	5	46
Magazine stories	0	8
Radio Stories	2	17
Top event lists	2	11

**The Good News is that Holiday Alley has garnered over 220 good news stories in five years for art, artists and artisans!**

SOCIAL MEDIA & CONTENT	2021	5 -Year Total
Facebook Page followers	↑258	1,524
Instagram followers	↑ 250	1,474
Videos Produced	12	40
Minutes of Video Content	20	340
Video Views	14,797	50,997

Almost 300 people got a chance to have a drive-by photo with Santa, thanks to Sunova Credit Union and Royal LePage agent Brad Hirst. Credit Leif Norman (left) Liz Tran (right).



Lord Selkirk Education Centre student and her teachers re-created Selkirk's mascot that became a photo op all around town.



The Gwen Fox Gallery brought back, by popular demand, Easel Wars amongst family and friends.





### Community Canopy Comes Alive

Jesse Vogen of Stanley Electrical & Mechanical and Jack Park of the Manitoba Métis Federation became Holiday Alley's first Community Canopy sponsors, making it possible to create a large, safe place for performers to return to a live stage. Most performers said it was the first time in two years that they performed in front of a live audience. They loved it and the audiences loved them!

### More Partners = More Pancakes

Holiday Alley by IG Wealth Management is only possible because every activity has a community owner. This year, the Marine Museum of Manitoba and its volunteers joined Holiday Alley for the first time and created a Pancake Breakfast with Santa event. Inclusion Selkirk, another partner who owns the Riverside Grill, made its café available for the event. And dozens of families finally got an extra sweet moment with Santa.



### Support Local x 2 Wishme Makers' Market

The biggest impact of a pandemic on artisans has been the cancellation of craft markets. To support them, Holiday Alley expanded its usual one-day market to two days, over two weekends, for two different slates of crafters. In our exit survey, 90% of vendors said they would return and would recommend the market to other crafters. And 70% said they sold as much or more product than other larger Winnipeg craft sales. Yeah local!



## "Dancing on the Street, Again"

Holiday Alley – with help of Selkirk Dental Crossing and Manitoba Arts Council – commissioned a worldwide call to “dance in the street, again”. Selkirk singer Brenton David (Thorvaldson) and local choreographer and dancer Madison Bell re-created the 1950s Dancing in the Street song to give people permission to get up, get outside and dance, again. And of course, film it for Holiday Alley! Videographer PJ Jordan captured dancers from Selkirk, Manitoba to Selkirk, Scotland and launched the premiere on the final day of Holiday Alley.



*Credit PJ Jordan & BNB Studios*



*Credit Zoë Davies*

## Everyone has Talent

Hundreds of folks took advantage of several artistic moments on Holiday Alley to show off their talent. The Selkirk Steelers joined children in the Community Canopy to help guide craft making. The Gwen Fox Gallery hosted Easel Wars, the Mighty Kiwi Juice Bar & Eatery was home to two evenings of Paint Night led by local artist Bobbie Sinclair, and the Letter Peddler Press led block printing lessons and card creations.

## Everyone Wins

The annual Selkirk Animal Hospital Pooch Parade, Tree it Yourself competition, Cambrian Credit Union Soup Cook-Off, and the Holiday Alley Birthday Bake-Off allowed everyone from new pandemic pets to creative bakers to show off their talents and win honours as the best in town. And every citizen who completed the Street Scavenger Hunt was entered to win prizes from our friends at Canadian Tire, Packers Womens Fashions, Selkirk Biz, and Copper Penny Beauty Boutique.



*Credit Zoë Davies*

## A few fans share their thoughts...

*"The first night I went in there – the decorations, the stage – it was transformed. I called it the Holiday Alley Entertainment Centre by IG Wealth Management because it wasn't the Agriculture building anymore."*

**Larry Johannson, Mayor of Selkirk – on the creation of the Community Canopy**

*"Your crew did a great job at Holiday Alley. We appreciate being part of it."*

**Double Bourbon – Performers in the Community Canopy**

*"Favourite thing? Entertainment under the Community Canopy! Great Job Everyone! I hope I can be available next year to volunteer!"*

**Survey Participant**

*"I'm blown away by the support shown yesterday at Holiday Alley's Wishme Makers' Market. Thank You!! Can't wait to see you wearing a Delicately Hooked creation. XO Megan"*

**Delicately Hooked – Vendor/Maker**

*"I want to thank Holiday Alley for the wonderfully organized and fun Craft Market at the Gordon Howard yesterday. Looking forward to doing it again!"*

**Collection Sage – Vendor/Maker**

*"Becoming a parent really changes your perspectives. It made me realize how important community is. I think this project is a great way to honour and celebrate the place I am so proud to have always called home."*

**Madison Bell – Dance and choreographer for "Dancing in the Street, Again"**

*"What an absolutely awesome video - our ole town looks so great. This is on its way to my son in Australia."*

**Karen Hares – on "Dancing On The Street, Again"**

*"Such an incredible video, it was such a pleasure and I had so much fun! Thank you for all you do Holiday Alley ❤️ and all of the volunteers, you can bet now that my maternity leave is done – I'll be there to get INSPIRED all over again ❤️"*

**Marlena Muir – Volunteer / Community Member on "Dancing On The Street, Again"**

*"What an amazing project! Thank you for the opportunity to be included and for all of the work that went into this behind the scenes 💕"*

**Selkirk Dance Association – Contributor, Instagram Comment on "Dancing On The Street, Again"**

*"The Morning of Crafting for the kids. Well organized and fun for all! The soup contest was a hit last year for us and have participated again this year. Enjoyed it again! Thank you Holiday Alley! Hope to take more in next year!!"*

**Lauren Mclean – Holiday Alley Guest**



We couldn't have done it without you...



Selkirk Biz

Packers Womens Fashion

Three6Tea

Ellement Wine

Community  
Networks

All Star Portable  
Toilet Rentals

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