

6th ANNUAL



by **IG** WEALTH MANAGEMENT

COMMUNITY REPORT CARD

Nov 24-27, 2022

STRONGER THAN EVER

Holiday Alley survived the pandemic in part because it continued to deliver programming in virtual and safe ways in 2020 and 2021. It kept supporting artists and culture without missing a beat. As Selkirk's annual signature festival, it just grew stronger – built on good old-fashioned prairie resilience.



Photo: Liz Tran

Selkirk fiddler Morgan Grace opens for Daniel Jordan for the Songs and Stories from the Inland Sea concert.

8
SHEEP

80
POEMS

NATIONAL
news
coverage



Photo: Shirley Muir

Citizens craft poems based on festive words painted on red cloaks worn by friendly sheep.

2 full days of Indigenous teachings

on drumming and tobacco ties | 300 students attend

New partner Festival du Voyageur

brings its "stage in a box" to downtown Selkirk

Sheep Poetry contest

inspires dozens of families to write poetry

Shorts film festival

features films shot around Selkirk | premieres at Gwen Fox Gallery

Live feature concert

with Daniel Jordan in honour of Elder Ruth Christie

Tipi raising

in downtown Selkirk with day-long Indigenous Elder teachings over 2 days

3 new venues

join as event hosts:

Christ Church | Selkirk Friendship Centre | Army, Navy & Airforce Veterans Club

FIRSTS
in
2022



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info@holidayalley.ca



HITTING OUR GOALS

1 Be a tourism magnate ✓

- **55%** of attendees live outside Selkirk
- **40%** live outside Red River North region
- **57%** of social media followers live outside the region
- **40%** of Soup Cook-Off ticket holders live outside the region
- **News stories** ▶ 51 in 2022 | 6-year total: 272



There are 5,000 strings of lights on Holiday Alley.

2 Support downtown businesses ✓

On Holiday Alley weekend

Increase in sales:

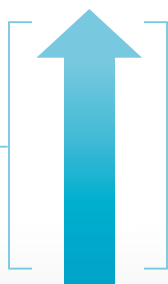
500% gift store

400% art shop

300% coffee shop

240% eatery

200% antique shop



Increase in traffic:
50% for local pub



Cloverdale Forge hosts Beer & Bending at The Merch.

3 Connect community ✓

- 5,000** attendees
- 100** volunteers
- 16** local corporate sponsors
- 8** local non-profit partners
- 8** government, agency, crown corporation partners



Kids and intertaional students make hats at Silly Hat Making with Angel.

4 Support local non-profits ✓

- \$145,000 donated back to local non-profits in 10 years
- Homes for All Fund created at the Selkirk & District Community Foundation
- Partner with non-profits – from art gallery to literacy group to senior centre – to deliver programming



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IT'S ALL ABOUT THE ART

Holiday Alley is a festival of light, art, sound and creativity hosted in downtown Selkirk, Manitoba, Canada. It is dedicated to launching winter and bringing extra energy to our darkest and coldest days.



LIGHT

40 buildings
130,000 LED light bulbs
90 days burning bright
5 city blocks



ART

	2022	6-year total
Artists', crafters', artisans' work for sale	87	616
Large art installations	7	25
Art demos, workshops, lessons	11	19



SOUND

	2022	6-year total
Singers, fiddlers, dancers, performers, Knowledge Keepers	79	232
Performances delivered	43	320
Indoor & outdoor venues & stages	10	77



CREATIVITY

	2022	6-year total
Pooch Parade contestants	10	146
Giant projected photos with Santa	200	1280
Soup Cook-Off competitors (+200 citizen judges)	12	71
Sheep Poetry entries (+8 sheep)	80	80



CULTURE

About 33% of Selkirk residents identify as Indigenous. Many early settlers from Scotland survived their first winters in the 1800s thanks to Indigenous communities.

"Selkirk is what reconciliation looks like..."

– MURRAY SINCLAIR,
FORMER SENATOR,
JUSTICE AND SELKIRKIAN

Holiday Alley, local educators, Elders and Knowledge Keepers worked together to:

- Host 300 students and teachers on school field trips to learn tobacco teachings and stories about the traditional drum
- Create an educators' toolkit and videos to support teachers throughout the year on Indigenous culture
- Raise a tipi in downtown Selkirk – a warm place to learn traditional stories



Indigenous Knowledge Keepers lead a drum making workshop.

Photo: Liz Tran



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IMPOSSIBLE WITHOUT YOU

About 200 citizen judges sampled a dozen soups before declaring Team Manitoba Hydro's entry the best soup (Thai, if you must know).



Team Manitoba Hydro wins the Soup Cook-Off.

Photo: Shirley Muir

BRAVA! BRAVO! BRAVI!



2014

Interlake Tourism
New Event Award:
Homes for the Holidays

2018

Interlake Tourism
Partnership Award
Interlake Tourism New
Event of the Year Award

2019

Travel Manitoba
Partnership
Finalist

2021

Interlake Tourism
Best Video
Commercial

2022

National news
with Sheep
Poetry

A GREAT IDEA
is just the start.

SPONSORS & FUNDERS
ARE THE WIND
at our back.

VOLUNTEERS
take us to the
FINISH LINE.

THANKS TO ALL.



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