

7th ANNUAL



by IG WEALTH MANAGEMENT

COMMUNITY REPORT CARD

Nov 16-19, 2023

THE MORE THE MERRIER

More creative partners stepped up to invent their own special activity on Holiday Alley 2023, helping to grow the excitement and energy. They called Holiday Alley and said, "Hey, we want to bring something to Holiday Alley." And we said, "Right on!" Businesses, citizens, educators and non-profits stepped in with their time, talent, treasures and teachers to create more corners of artsy activity.



Lithuanian straw sculpture artist Vytautas Musteikis teaches Ecole Selkirk Junior High students the art of straw sculpting.

Photo: Liz Tran

BEST EVENT AWARD 2022!



Straw Sculpture Symposium

Sputnik Architecture & Anvil Tree

Ribbon Skirt Fashion Show

Selkirk Friendship Centre

Outdoor Movie

Total Look Spa & Boutique and Jeremy Feuer Law

Choral Concert

Interlake Choral Association

Tipi Village: Gidoojjaakominaan Onjii Dibaa Jimowinan

Jeannie White Bird, Jacqueline Bercier, Kat Marsch

Pop-up Art Gallery

Cloverdale Forge & Colcleugh House

Adult Crafternoon

Red River College Polytechnic: Interlake and Peguis – Fisher River Campus



Photo: Melanie Daniels

Selkirk Friendship Centre hosted the first Ribbon Skirt Fashion Show by local makers and models.



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HITTING OUR GOALS

1 Be a tourism magnate ✓

- **58%** of attendees live outside Selkirk
- **30%** live outside Red River North region
- **65%** of social media followers from outside the region
- **40%** of Soup Cook-Off ticket holders are from outside the region
- **News stories** ▶ 35 in 2023 | 7-year total: 308



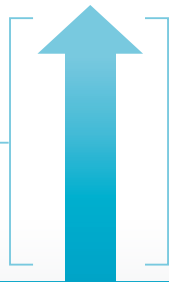
Grabbing your Soup Cook-Off tickets and hitting the soup trail is a must-do outing.

2 Support downtown businesses ✓

During Holiday Alley

Increase in sales/
transactions:

500% gift store
300% coffee shop
65% eatery



Increase in traffic:
60% for local gallery
50% for local pub



Matchy-matchy owners and pets impress the crowds at the annual Pooch Parade.

"December was busy thanks to people who saw things on Holiday Alley and returned."

- DOWNTOWN SHOP OWNER

3 Connect community ✓

- 5,000** attendees
- 100** volunteers
- 48** local corporate sponsors
- 9** local non-profit partners
- 7** government, agency, crown corporation partners



Holiday Alley lights up with flaming talent and the new Selkirk sign.

4 Support local non-profits ✓

- \$160,000 donated back to local non-profits in 11 years thanks to Homes for the Holidays & Holiday Alley
- Homes for All Fund created at the Selkirk & District Community Foundation
- Partner with non-profits from art gallery to Friendship Centre 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, culture 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

	2023	7-year total
Artists', crafters', artisans' work for sale	61	677
Large art installations	7	32
Art demos, workshops, lessons	15	26

SOUND

	2023	7-year total
Groups of singers, fiddlers, dancers, performers	142	374
Performances delivered	26	346
Indoor & outdoor venues & stages	16	93

CREATIVITY | Where the wacky ideas live

	2023	7-year total
Pooch Parade contestants	20	166
Giant projected photos with Santa	200	1,480
Soup Cook-Off competitors (+200 citizen judges)	10	81
Sheep Poetry entries (+8 sheep)	45	125

CULTURE

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

Holiday Alley, local educators, Elders and Knowledge Keepers expanded their commitment to culture and:

- Hosted 400 children and teachers on school field trips to learn stories about the traditional teachings
- Sent letters home to encourage parents to continue the journey at Holiday Alley to visit three tipis set up downtown where teachings continued for the public
- Created a video about the teachings to add to Holiday Alley's Indigenous teachings videos on YouTube



Jeannie White Bird leads tobacco teachings at Holiday Alley.

Photo: Liz Tran



EDUCATORS MAKE IT POSSIBLE

Every year Holiday Alley partners with amazing educators at Lord Selkirk School Division. This year they made it possible for students to learn, share, create and build. These students are Holiday Alley's future. Thank you LSSD and your staff!



Giant Lite-Brite created by Lord Selkirk Education Centre.

Photo: April Carandang

BRAVA! BRAVO! BRAVI!

2014	2018	2019	2021	2022	2023
Interlake Tourism New Event Award: <i>Homes for the Holidays Tours</i>	Interlake Tourism Partnership Award Interlake Tourism New Event of the Year Award	Travel Manitoba Partnership Finalist	Interlake Tourism Best Video Commercial	Travel Manitoba Event of the Year Interlake Tourism Event of the Year National news with Sheep Poetry	Featured at Canada's Winter Cities Conference Ace Burpee's 100 Most Fascinating Manitobans

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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