



8TH ANNUAL

# Community Report Card

November 14-17, 2024 Selkirk, MB



## Always something new!

Every year the Holiday Alley team imagines... *“What if we could do something new this year to celebrate art, light, sound, culture and creativity in Selkirk’s historic downtown?”* And we did! We wove several new activities into 4-days and 50 non-stop events. And it was amazing!

**NEW!**



### FIRST ANNUAL BANNOCK COMPETITION

Everyone’s favourite food made it to Holiday Alley in the first, and hopefully annual, Bannock-making contest. Out of 24 entries first place went to Chelsea Grove and second place to Lorie Kohinski.

**NEW!**



### ONE TRUNK PUPPET THEATRE

An entire children’s play *The Adventures of Muffin Top and Nimbus* with live performers and shadow box puppetry entertained children and families for hours on Holiday Alley.

**NEW!**



### ORANGE UMBRELLA PROJECT

Teachers and students from École Selkirk Junior High installed their Orange Umbrella art project on Holiday Alley as part of their path of Truth and Reconciliation through art and education.

*“Education got us in this mess and education will get us out.”*

- The late Hon. Murray Sinclair, former Selkirk resident / 1951-2024.

**NEW!**



### SHINNY ON THE STREET

We don’t just host a hockey game on the street - we add bling! Hundreds of kids joined spontaneous shinny games on Holiday Alley.

**NEW!**



### POP-UP DANCE

We noticed that as soon as people heard music on Holiday Alley they broke into dance. So, we formalized it with a Pop-up Dance Party with some boot scootin’ boogie lessons by Selkirk Dance Association.

**NEW!**



### ACE BURPEE

Ace Burpee named a few Holiday Alley folks as the Top 100 Most Fascinating Manitobans in 2023, so we just had to invite him out. He even helped judge the Pooch Parade!

See if you can **find yourself** in the Holiday Alley super fun wrap-up video at [holidayalley.ca](http://holidayalley.ca)



[holidayalley.ca](http://holidayalley.ca)



[info@holidayalley.ca](mailto:info@holidayalley.ca)





## LIGHT

- 130,000 LED lights
- 40 buildings
- 5 city blocks
- 1 giant burning straw sculpture

## ART

	2024	8-year total
Artists, crafters, artisans' work for sale	60	737
Large art installations	5	37
Art demos, workshops, lessons	13	47

## SOUND

	2024	8-year total
Groups of singers, fiddlers, dancers, performers, poets	163	537
Performances delivered	30	406
Indoor & outdoor venues & stages	10	103

## CREATIVITY (where the wacky ideas live!)

	2024	8-year total
Pooch Parade contestants	11	177
Family photos with Santa	670	2149
Soup Cook Off competitors (+250 citizen judges)	10	91
Sheep Poetry entries (including 8 sheep)	300	425



## CULTURE

Every year Holiday Alley takes the pulse of our community and asks, "How can we celebrate our culture?" In April 2024 a new Selkirk resident Tope Omoniyi challenged us to consider an activity focused on newcomers like her. Over the course of the next few months Holiday Alley worked with Tope and other leaders in the refugee and immigrant community to deliver the first Newcomers' Storytelling Café where 50 people came out to share their stories about their journey to Canada. See what they had to tell us on our YouTube channel at [holidayalley.ca](https://www.holidayalley.ca)



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# Reaching our Goals

Holiday Alley has four main goals, and we carefully track how we do year over year.

### ✓ 1: Be a tourism magnet

- 51% of attendees live outside of Selkirk
- 63% of social media followers are from outside the region
- News hits: 49 in 2024; 357 in 8 years.

### ✓ 2: Support downtown businesses

- Increase in sales & transactions during Holiday Alley:
- 600% at gift store
  - 300% coffee shop
  - 250% collectibles shop
  - 240% eatery

*"Holiday Alley provides my shop with the best shopping weekend of the entire year!"*

*"Our store required three times the staff during peak hours just to keep pace."*

### ✓ 3: Connect community

- 8,200 unique visitors
- 1.6 average visits per visitor
- 13,200 total visits
- 100 volunteers
- 33 local corporate sponsors
- 8 local non-profit partners
- 8 government agencies, and crown corporation partners

### ✓ 4: Support local non-profits

- \$168,000 donated back to local non-profits in 12 years
- The **Homes for All Fund**, created by our volunteers at the Selkirk & District Community Foundation, helped fund a community garden at Hearthstone and a new outdoor courtyard at Betel Homes in 2023. In 2024, the **Homes for All Fund** supported Nova House Safe Shelter renovations of a new transition home.
- Partnered with non-profits like the Gwen Fox Gallery, Friendship Centre, Gordon Howard Centre and Interlake Art Board.

