



## 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!

### ● PROFESSIONAL DEVELOPMENT DAY FOR TEACHERS

About 200 teachers spent their professional development day at Holiday Alley learning about Indigenous teachings they can take back to the classroom.

"Education got us in this mess and education will get us out."

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

### ● MOCKTAIL WORKSHOPS

With a new business in downtown Selkirk - Nobūz Market - it was a perfect time to introduce a new culinary treat: mocktail-making workshops and a mocktail bar on the street.

### ● FIRE ON THE RED X 2

Teachers and students from the SPARK program in Selkirk designed and built their own straw sculpture. Mentored by Anvil Tree, the students designed a giant eye, which meant we had two giant art installations for Fire on the Red in 2025.

### ● SOUND BATH

There comes a time in every good party when you need to just relax and Glow Fitness provided that with a Sound Bath for the first time on Holiday Alley, where you could step out of the busyness and seriously chill.

### ● NEWCOMERS' STORYTELLING CAFÉ

Newcomers to the community spent weeks preparing to share their empowering stories of pivotal moments in their lives of struggle and fulfillment and the journey that led them to Manitoba.

### ● RIBBON SKIRT FASHION SHOW

Community members braved the November chill to bring a Ribbon Skirt Fashion Show to the street for the first time, sharing their culture and traditions.



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





## LIGHT

- 130,000 LED LIGHT BULBS
- 38 BUILDINGS
- 5 CITY BLOCKS
- 2 GIANT BURNING STRAW SCULPTURES

## ART

	2025	9-YEAR TOTAL
● Artists, crafters, artisans with work for sale	60	797
● Large art installations	7	30
● Art demos, workshops, lessons	13	57

## SOUND

	2025	9-YEAR TOTAL
● Groups of singers, fiddlers, dancers, performers, poets	165	702
● Performances delivered	45	451
● Indoor & outdoor venues & stages	4	107

## CULTURE

Holiday Alley is always looking for ways to tell the world about the good work that is happening in this community. This year a collaboration with local educators, Elders, Knowledge Keepers, and Cultural Carriers allowed us to deliver a professional development day for nearly 200 teachers who learned about Indigenous cultural teachings. The professional development day became a news story that ran across the country on English CBC radio and television and ICI (French CBC) radio and television.

## CREATIVITY

(Where the wacky ideas live!)

	2025	9-YEAR TOTAL
● Pooch Parade contestants	10	187
● Family photos with Santa	250	2,398
● Soup Cook-Off competitors (+250 citizen judges)	10	101
● Sheep Poetry entries (excluding 8 sheep)	80	505

**10TH ANNIVERSARY IN 2026!**  
What can you bring? Tell us.

# HITTING OUR GOALS

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

### 1: BE A TOURISM MAGNET

- 64% of attendees live outside of Selkirk
- 62% of Soup Cook-Off participants live outside of Selkirk
- 61% of social media followers are from outside the region
- 67 media hits in 2025 (424 over nine years)

### 2: SUPPORT DOWNTOWN BUSINESSES

**Increase in sales, traffic & transactions during Holiday Alley:**

- 500% at a gift store
- 300% at a coffee shop
- 240% at an eatery
- 200% at a collectibles shop

*"Saturday was our best Holiday Alley day ever for our store!"*

*"People often stop back the week after or even months later – saying they came during Holiday Alley."*

*"It is definitely the biggest sales event and weekend for us of the year!"*

### 3: CONNECT COMMUNITY

- 7,800 unique visitors
- 1.5 average visits per visitor
- 10,095 total visits
- 100 volunteers
- 15 local corporate sponsors
- 2 local non-profit partners
- 10 government, agency, crown corporation partners

### 4: SUPPORT LOCAL NON-PROFITS

\$171,000 donated back to local non-profits in nine years.

The Homes for All Fund at the Selkirk & District Community Foundation was created by our volunteers and this year it helped fund renovations of transitional housing at Nova House.

We partnered with non-profits like the Gwen Fox Gallery, Selkirk Friendship Centre, Gordon Howard Centre, several choirs and the Interlake Art Board.

