



INTERIM REPORT
TO
MEMBERS AND
MUNICIPAL SHAREHOLDERS

OCTOBER 2020



October 2020

On behalf of the Board of Directors of Red River North Tourism (RRNT), it is my privilege to offer a synopsis of the activities and achievements of the first three quarters of 2020 and outline plans for the remaining quarter to year end.

This interim document provides an overview of the initiatives that have been undertaken on your behalf within the Red River North region to date in 2020, highlighting current programs, and summarizing new initiatives and items under consideration for future implementation.

A full reporting for the 2020 fiscal period will be provided at the Annual General Meeting in March 2021.

Respectfully submitted,

Lois Wales
President
Red River North Tourism

RED RIVER NORTH TOURISM

Board of Directors 2020

Executive:

Lois Wales, Community Volunteer, Selkirk; *Chair*
Marlena Muir, Community Volunteer, Selkirk; *Vice President; Chair, Product and Service Development Committee*
Merilee Mollard, Community Volunteer, Selkirk; *Treasurer*
Laurel Sarginson, Owner, Evergreen Gate B & B, St Andrews; *Past President*
Marilyn Williams, Community Volunteer, St Andrews; *Secretary*

Directors:

Ken Kuryliw, Director Library Services, Gaynor Family Regional Library, Selkirk
Darlene McArdle, Community Volunteer, St Clements
Rob Sarginson, Liaison, Red River North Regional Heritage Group, St Andrews
Patti Tomko, Owner, Poplar Forest Lodge & Campground, St Clements
Robert Turner, Community Volunteer, St Andrews

Ex Officio:

Gail McDonald, Interlake Tourism Association, *Tourism Advisor*

Municipal Appointees:

Sandra Strang, Councillor, RM St Clements
Kristin Hoebee, Councillor, RM St Andrews

Municipal Staff:

Riley Aisman, Interim Marketing and Communications Co-ordinator, City of Selkirk
Teresa Howell, Recreation Director, RM St Andrews

2020 has been a year of unprecedented global challenge and change. Not since the 1940s has the world been so severely affected for a prolonged period. Tourism, however, is an industry built on presenting the positive and one benefit of massive disruption to world travel is the opportunity for people to rediscover the riches found in their own backyards.

Red River North Tourism continues to explore innovative ways to attract visitors to the region and encourage hometown tourism. While some programs and activities have been postponed indefinitely, others have been reimagined to reach audiences through electronic media, offering safe opportunities for families to explore, learn, and participate closer to home. And we continue to embark on new initiatives.

Beginning with the most significant changes in program activity, here's what's been happening in 2020:

- The trial, 8-week position filled by Heather Bailey that was initially offered as a part-time job-share with **RM St. Andrews**, proved so beneficial to RRNT that when the period ended RRNT hired Heather as our first **Tourism Coordinator**.

In addition to actively assisting with almost all the initiatives mentioned in this report, Heather supervised the work activity of **summer student** Hope Pochinko, has written or edited over a dozen promotional **articles**, produced almost two dozen **Vlogs (video blogs)** and prepared dozens of **showcases** for posting on **YouTube** and **Facebook**. She also coordinated: the creation of the site inventory; a comprehensive inventory of promotional print materials for the region; reviewed and updated the membership list; prepared new brochure copy; and has provided liaison with recreation staff at the three municipalities, St Andrews Rectory, ITA, as well as other program partners.

- Red River North Tourism has entered into a service agreement with the City of Selkirk to manage a new program: **Destination Selkirk**. Working in concert with regional tourism promotions, *Destination Selkirk* focuses specifically on increasing visitation to the urban centre, highlighting the **Marine Museum**, waterfront activities, heritage tours, and other attractions.

This year, **walking tour scripts** are being written highlighting various historic locations and architectural features in Selkirk. These scripts will be used for both **guided** and **on-line self guided tours**.

- We were unable to offer the popular **Garden & Art Tour** in July, however, a **virtual video tour** is in production. More than four hours of photographs, video, and interviews with artists and gardeners have been collected. Editing is underway and the completed tour will be available for purchase on DVD. Other segments will be posted on-line over the winter and spring to promote the *2021 Garden & Art Tour*. Both the *Selkirk and District Horticultural Society* and *Communities in Bloom* were key participants in this project spearheaded by RRNT Tourism Coordinator Heather Bailey.
- Red River North Tourism is playing a key role in securing the re-opening of **Kennedy House**. Five members of the RRNT Board and several other community volunteers formed a Renewal Committee in December of 2019. The *Kennedy House Renewal Committee* has received approval to act on behalf of the RM of St Andrews in

negotiations, and discussions have commenced with the Province regarding repairs to the building and the possible reopening to the public in the summer of 2021. Some modest public programming and access is intended at the outset of this multi-year refurbishment project. The Manitoba Métis Federation and Parks Canada have been approached regarding program partnerships, with positive response. The successful operation of The Rectory has been put forward as an example of a partnership management model.

- **Homes for the Holidays** and **Holiday Alley** are now under the management of RRNT. A full report and budget for these programs is appended.
- Advertising partnership with **Interlake Tourism Association** continues to allow RRNT participation in placement opportunities otherwise impossible within limited budgets. The publication of the **regional map** is a joint venture with ITA and this continues to be a popular information item with both visitors and local residents. In addition, RRNT participates in the **ITA Travel Guide** with advertising and the provision of photographs and information, as well as coordinating distribution throughout the RRN region.

This year, our partnership with ITA presented an opportunity for us to participate in Travel Manitoba's **digital reader board advertising**. Our ad appeared in four Winnipeg locations on a rotational basis over four weeks in August and September. Other co-op advertising with ITA included the *Travel Manitoba Inspiration Guide* and a full page in the *Asian Community Guide*.



- Distribution of brochures to visitor information racks throughout the region continues under contract with **Inclusion Selkirk**. While changes were required in some locations this arrangement continues to ensure RRNT information is consistently supplied throughout the region and meaningful work experience is provided to Inclusion Selkirk clients. In addition, they are participants in *Holiday Alley* and *Homes for the Holidays*.
- Red River North Tourism was the premiere sponsor of the **Red River Paddle Challenge** in September. Sixty-two participants paddled the 45km (28mi) course to The Half Moon Drive In at Lockport following a staggered start from St. Vital Park. Competitors were met at the finish line and welcomed to the RRN region by volunteers from RRNT. Every participant was presented with a Red River North



Tourism gift bag and a participation medal from Red River Paddle Challenge. Each RRNT backpack tote contained bottled water courtesy of Brent Hayluk at *WOW Water Selkirk*; *Barr Soap - Solid Hand Lotion* by Christina Barr; a sampling of RRNT's special blend of tea from Michelle Bloom at *Three6Tea*; a regional attractions map from *Interlake Tourism*

Association, along with other informational material. In addition, *WishME* (Inclusion Selkirk) provided several special gift items created by local artists and these were added to a random selection of the gift packages.

- RRNT had planned to again participate in the November **Winnipeg Ice Fishing Show** in conjunction with David Oberik of *The Fishing Journal*. Unfortunately, the event has been cancelled for this year so other opportunities to promote ice fishing are being considered.

- Visitor information was provided at the **Selkirk Waterfront** on market Wednesdays throughout the month of August and into September. Public enquiries at the booth underscored a heightened interest in exploring attractions close to home and the available supply of many information pieces was exhausted. Interest in availability of digital material was also high.



- A comprehensive **site inventory** of attractions, rental spaces, recreation facilities, parks, golf courses, and restaurants is underway. This information is being compiled so event planners considering the region can access all available facility and site information through RRNT as a central resource. Customized tours and welcome packages are also available and fees are dependent upon the services used.
- The **Gaynor Family Regional Library** continues to act as our central depot for tourism information materials. Covid restrictions have meant meeting space is not currently available but the Library remains an important partner in audience outreach and an active participant in decision-making.
- An inventory of all RRNT **print materials** used in the past several years was completed this summer. This has provided usage detail that will assist in determining which items require reprinting, which are suitable for digital application, what materials are lacking and which ones require redrafting or retiring. The inventory also provided information on usage by rack location. All of this information will assist in controlling print expenses and ensure all materials are targeted to audience needs. Some cost recovery is planned with certain items available for purchase through the web site.
- Information sharing through **social media** has increased and as more audience data is collected messages have become more targeted. An overview of statistics is included at the conclusion of this report. Posting of video shorts on the RRNT **YouTube** channel has also increased the number of viewers.
- Creation of an **audio Mural Tour** of some of Selkirk's many murals is underway and will continue through the winter. The audio tour will include narrative comment by the artists and interpreters. Ultimately all the murals may be covered as a series.
- A **regional audio (driving) tour** highlighting various locations of interest is in production. Area history, colourful characters, interesting facts and things to do will be featured. This will be available as an on-line download product and may provide an accompanying map.

- The ***Red River Reasons*** blog has remained a popular feature on the RRNT web site. A print media contest has been prepared to run in November that will encourage readers to search the blog spot for answers to questions about the region. Prizes will be offered and if the response is positive this could become a regular feature to increase local visitation to the web site for event and activity information.

LINKS TO ARTICLES:

[Duncan McRae](#)
[Women and Fishing; Courtlyn Suszko](#)
[Gardening Tips and Tricks](#)
[Canadian Birch Company](#)
[Poplar Forest Lodge & Campground](#)
[Pelicans; Our Large Friendly Neighbours](#)
[Gypsy Traders – It’s Worth the Trip!](#)
[Inclusion Selkirk](#)
[Bird Watching in the Red River North Region](#)
[Olive Lillie](#)
[Riverboat Restaurant and Lounge](#)
[Selkirk Canoe and Kayak Club](#)

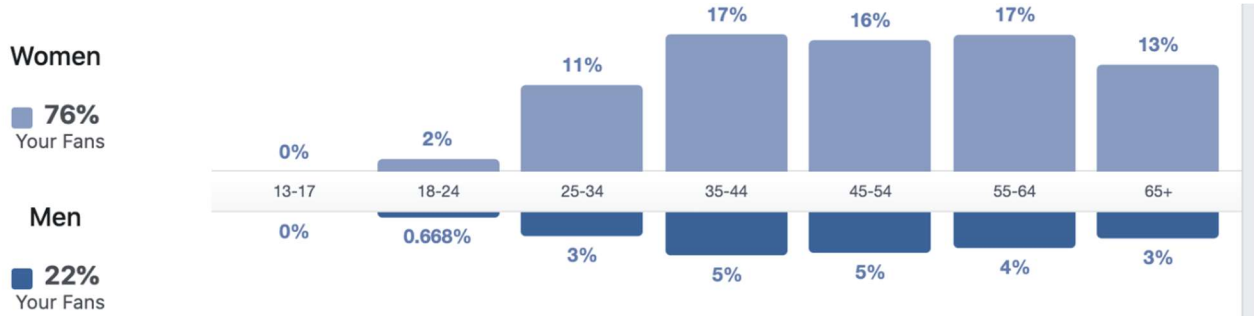
LINKS TO VIDEO SHORTS AND VLOGS:

[Garden & Art Tour 2018](#)
[Wetlands Interpretive Trail](#)
[Manitoba Hot Bite – Ice Fishing](#)
[Garden & Art Tour Revisited](#)
[Grandmother’s Teachings](#)
[Edge of Eaton](#)
[Butterfly Garden](#)
[Marine Museum](#)
[Prairie Originals](#)
[Pelicans; Our Large Friendly Neighbours](#)
[The Interlake](#)
[The Marine Museum Virtual Tour](#)
[St Peter Dynevor Church Video](#)
[Triple S Rodeo and Fair](#)
[Manitoba Marine Museum Gems](#)
[Wish Me](#)
[St Andrews Rectory Tour](#)
[Cloverdale Forge](#)

RED RIVER NORTH TOURISM FACEBOOK ANALYTICS

January 2020 – October 2020

OUR FANS + DEMOGRAPHICS



Country	Your Fans	City	Your Fans	Language	Your Fans
Canada	1,309	Winnipeg, MB, Canada	953	English (US)	1,223
United States of America	22	Selkirk, MB, Canada	209	English (UK)	114
India	5	Beauséjour, MB, Canada	16	Simplified Chinese (Chi...)	3
United Kingdom	5	Gimli, MB, Canada	14	French (France)	2
Bangladesh	1	Portage La Prairie, MB,...	10	Spanish	1
Liberia	1	Winnipeg Beach, MB, ...	5	French (Canada)	1
South Africa	1	Brandon, MB, Canada	5	Punjabi	1
Denmark	1	Steinbach, MB, Canada	5	Portuguese (Brazil)	1
Vietnam	1	Edmonton, AB, Canada	5	Vietnamese	1
Philippines	1	Regina, SK, Canada	5	Portuguese (Portugal)	1

PAGE LIKES

- January 1, 2020: 1237
- October 1, 2020: 1348
- An increase of 111 page likes

Total Page Likes: 1,348

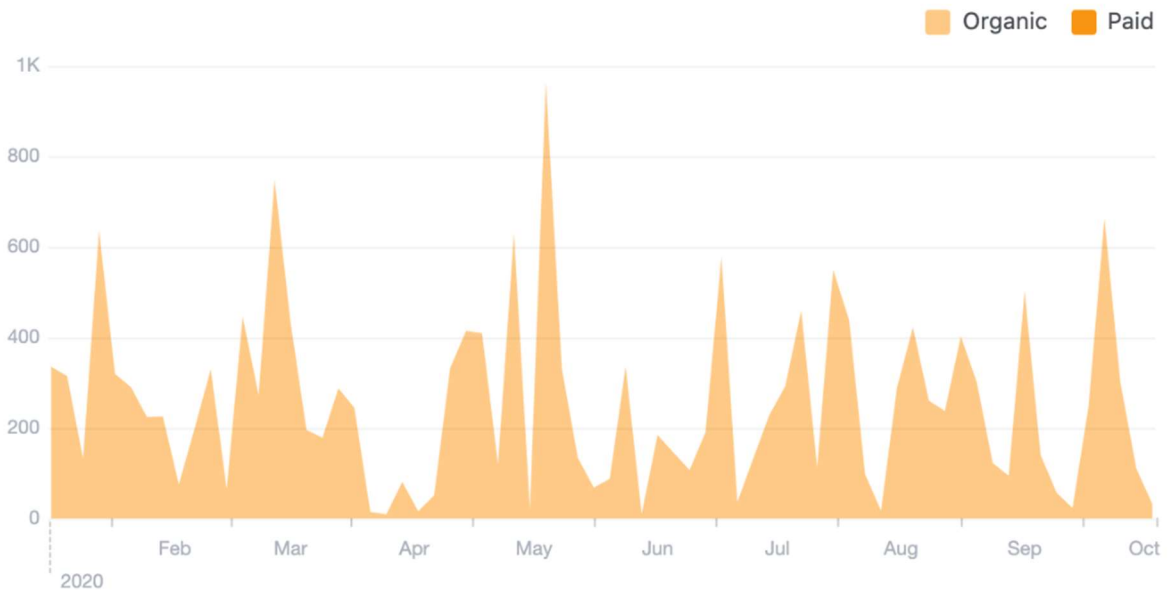


REACH

- Average reach per post: 410

Post Reach

The number of people who saw any of your posts at least once. This metric is estimated.



ENGAGEMENT

- Average reactions per post: 21
- Average comments per post: 2
- Average shares per post: 5

Likes, Comments, and Shares

These actions will help you reach more people.

