



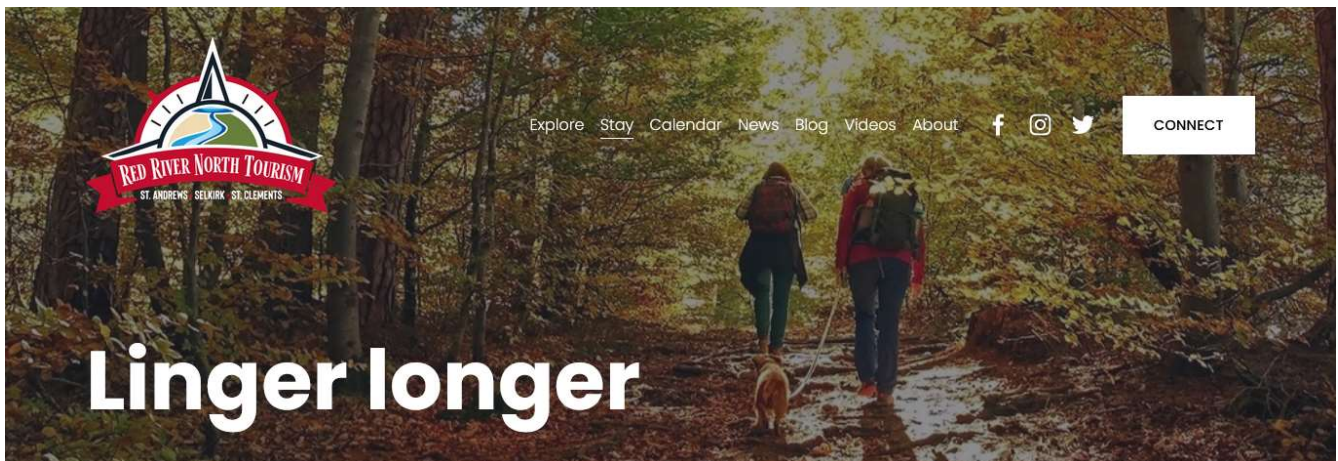
SYLLABUS OF ACTIONS

October 2021 – September 2022

The past two years have been a challenge, however, for Red River North Tourism, they have been the busiest and most productive in the organization's ten-year history. The 2022 tourism season has seen the most activity yet. This report reviews activities from October 2021 through September 2022.

VISUAL IDENTITY

Two of the more visible achievements of the year were the launch of the new website and the redesign of the Red River North Tourism logo. The new website is vibrant, delightfully easy to edit and maintain, and offers an e-commerce opportunity, not available on the old site. The new logo is engaging, capturing the essence of the region, and was awarded a silver medal at the 2022 Summit Creative Awards, the prestigious international design competition.



MANAGEMENT

Tourism Coordinator

The organization struck gold with the hiring of Meredith Boerchers as Tourism Coordinator in a job share with the RM of St Andrews at The Rectory/Heritage Centre. Meredith brought design and communications skills to the position, as well as considerable website and social media experience. Her expertise helped move the organization forward on several fronts and provided a foundation for future digital management. Meredith has moved to another position but has indicated a desire to continue her association with us as a volunteer. Belle Lourenco has been hired to coordinate our social media and assist with some other activities as well.

Summer Student

As in past summers RRNT has hired summer students through the Manitoba Métis Federation grant program. This year applicants to the program were few but one student stood out and Keenan Hosfield joined us in June to spend a busy twelve weeks with us.

Meetings

Beginning in March of 2020, in-person meetings were not possible. RRNT moved to the use of Zoom for all Board, Executive, Member, and Annual General meetings. Use of this virtual meeting tool will continue but where reasonable and appropriate, in-person gatherings will be held.

Constitution

A review of the Constitution was undertaken and in March a number of amendments were passed at a General Meeting of the Membership. These amendments largely centred around providing clarity regarding the not-for-profit status of the organization. Wording in the original document prevented eligibility for some grants and participation in other programs.

Partnerships

The strength of our programs and their success lie within the effective partnerships RRNT has established with our members but also other area businesses, tourism organizations, and not-for-profit groups throughout the region and beyond.

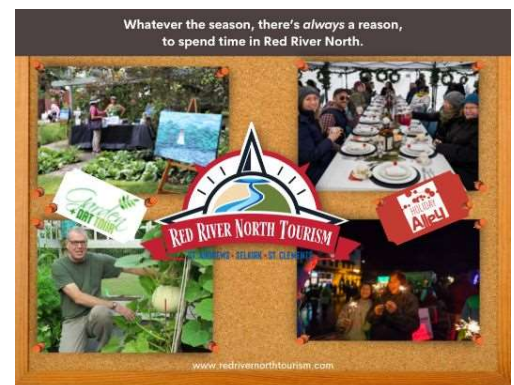
No program or project is absolute in its results – there are always corollary benefits to be considered as opportunities arise. For example, when RRNT offered a small-scale community fundraiser (rain barrel sales) with one of our partners (Inclusion Selkirk) it became an opportunity to build community. Two individuals that purchased barrels had recently moved to the Selkirk area and one of these individuals later applied at Inclusion Selkirk for a job. On another occasion, RRNT participation in an event hosted by a member organization provided the opportunity to connect with a tourism provider in Manitoba and discuss possibilities for future promotions and some ideas that had not been previously considered.

Partnership connections are all the more important when moving through challenges such as those of the past two years. They will continue to be critical to success as we navigate economic recovery.

PROGRAMS

Red River North Tourism is a marketing organization: our mandate is to promote the region as a premiere destination. Advertising is expensive and, with a limited budget, events and programs can be an effective and cost-efficient method of reaching target audiences. While the goal of all programs is to bring visitors into the region, RRNT recognizes that hometown tourists are also important. RRNT programs target both these audiences and fall within a few categories:

- *Signature Programs* are those annual events we present and manage with a focus to attracting visitors from outside the region. Our Signature Events include the ticketed events: Garden & Art Tour and Homes for the Holidays, and free events: Holiday Alley, and in 2020 and 2021, Holiday Yards of the Season.
- *Partner Programs* are those where we work directly with organizers of events and generally include RRNT sponsorship and promotion of activities and a presence at the events. While we assist with planning and promotion, the coordination of these events is undertaken by other groups. These events are targeted to attract visitors from outside the region.



- *Destination Selkirk* is the promotion of attractions and activities within the City of Selkirk. The city provides RRNT with a dedicated budget amount specifically for this promotion in addition to the shared contribution with the RMs of St Clements and St Andrews. Destination Selkirk programs target out-of-town visitors but also support hometown activities.
- *Other Events and Appearances* encompasses all the other opportunities that arise throughout the year where RRNT can assist with promotion, be present to share information, provide the mascot, or otherwise be visible – and there are a lot of them!

SIGNATURE PROGRAMS:

Garden & Art Tour – July 17th

As with all public programs, the Garden & Art Tour was suspended in 2020. A Virtual Tour was offered in 2021, and this year the Tour was back in full force presenting ten outstanding private and public garden spaces, in all three communities, and showcasing regional artists. Several major events were underway locally the weekend of the Garden & Art Tour, including the Selkirk Fair and Rodeo, the Selkirk Parade, and a gala dinner at the Marine Museum of Manitoba.



For the first time, Garden & Art Tour tickets sold on-line with two options available: a self-guided tour for \$30 and new this year, a limited number of VIP Bus Tour seats at \$60. The VIP Tour opportunity quickly filled to capacity and included a lunch voucher, a short mural tour, a stop at the Makers’ Market, cookies from Riverside Grill, and much-appreciated bottled water. Also new was the Makers’ Market held at The Half Moon Drive In with the craft products of 40 vendors.

Despite a blistering hot day, 250 people toured the gardens, over 85% of whom came from outside the region. Planning for the 2023 and 2024 Tours is underway and invitations to many properties have been distributed.

Holiday Alley – November 24th – 27th

More LIVE activities will be available in downtown Selkirk this year. Fête Jockey has been engaged as event coordinator and the program will return to a four-day format. This is primarily a free event with some ticketed components. While a wonderful diversion for local audiences, this event garners substantial media attention in Winnipeg and the surrounding area and in several international cities overseas.

This attention in the off-season is invaluable in attracting new visitors at a time when many smaller communities have ceased tourism promotion. Over the past five years more than 36,000 people have enjoyed Holiday Alley.



Homes for the Holidays

This unique event invites ticket holders into extraordinarily decorated private and public spaces over the course of a weekend. This popular event attracted a high number of visitors from outside the region. Public health restrictions prohibited the program from going forward in 2020 and following years. This program requires ten to twelve months of advance planning and the organizing committee is now considering program opportunities for December 2023.

Holiday Yards of the Season

In 2020 and 2021, Holiday Yards of the Season was offered as a safe diversion for families during the pandemic when public health measures restricted attendance at larger events. This program offered a contest and other family activities related to outdoor home decorating for the December/January celebration season. The program also included participation from the neighbouring East and West St Paul municipalities and required considerable coordination time. It will not be offered now that other programs are again available.

PARTNER PROGRAMS:

Red River Paddle Challenge – September 24th

This event leaves St Vital Park in Winnipeg and concludes 44 kilometres down river at The Half Moon Drive In. RRNT sponsors the Paddle Challenge and provides promotional and logistical support, collaborating with the RM of St Clements regarding presence at the event. The event registers up to 150 competitors and attracts all their families and friends into the region to cheer them at the finish line.



Winnipeg Ice Fishing Show – November 5th & 6th

Held at Red River Exhibition Place this weekend event attracts fishers from across the province and beyond. The RRNT canopy tent and volunteers are in attendance to promote fishing in the region. Information is offered regarding accommodations, boat launch facilities, ice fishing amenities, suppliers and outfitters. This year, RRNT is sponsoring a variety of education workshops and seminars focussed on sustainable fishing practices.

Mural Projects

The Interlake Art Board leads the initiative on mural projects and RRNT sponsors new murals as they are planned. Four new murals were added in Selkirk this year and the program has expanded into St Clements. Following the installation of the *World as a Ukrainian Pysanka Easter Egg* a multi-panel representation of dance: *The Beat Goes On*, was installed on the



north wall of Hart Flooring and includes First Nations, Ukrainian, Métis, and modern dancers. A mural promoting the protection of *Endangered Species* was installed on the north wall of the Big Dollar, and *Legacy*, a tribute to immigrants to St Clements now graces the west wall of the canteen building adjacent to the East Selkirk Arena. Two new murals are in production and will be unveiled soon. As new murals are installed, they are added to the mural tour on the Driftscape app and the website.

DESTINATION SELKIRK:

Marine Museum Anniversary Celebration Dinner – July 16th

RRNT was a sponsor of the 50th anniversary celebration of the Museum's founding and the 125th birthday of the SS Keenora – a formal dinner held aboard the ships. In addition to assisting with promotion, floral baskets were provided to decorate the walkway for the event. RRNT also prepared table gifts for each of the 83 dinner attendees.

55+ Manitoba Games – June 7th – 9th

Over 800 participants visited the Selkirk area for the 55+ Manitoba Games. RRNT was a gold sponsor of the Games, hosting a welcome table at the athlete registration centre with Chuck the Channel Cat greeting participants. RRNT provided an information package for each visitor and created a special 'Welcome to Selkirk' brochure highlighting area points of interest for the 800 packages. Chuck was also made available for photo opportunities at the Opening Ceremonies, various sporting venues throughout the area, and at some awards presentations.

Rack Card

RRNT produced a new rack card featuring the Marine Museum of Manitoba and the many amenities of Selkirk Park. It encourages summer visitation.

OTHER EVENTS AND APPEARANCES:

RRNT takes every opportunity to participate in activities or be present at events to share regional information. This requires the participation of our volunteers year-round as well as summer students in July and August. Many of these events and activities cater to local residents and it is important RRNT is visible on these occasions to underscore the important benefits of tourism to the community. It also encourages citizens to become more familiar with the region and to be true ambassadors for all the attractions and experiential opportunities the region offers.

Here is where we were active this year:

February Fishing Frenzy – Interlake Ice Fishing Tournament – February 1st – 28th

Interlake Tourism Association (ITA), in partnership with Angler's Atlas, collaborated to offer a region-wide app-based ice-fishing tournament in the month of February 2022. Open to local, provincial, national, and international anglers it focussed on Red River and Lake Winnipeg fishing zones. Several area businesses and some RM's supported the event financially and in-kind. RRNT provided promotional support through social media posts and the website calendar. The event will not be held again.



Selkirk & District Horticultural Society Plant Sale – May 27th

The Horticultural Society is an important program partner for the Garden & Art Tour. A well attended annual plant sale generally sells out within a few hours. RRNT provided social media promotion in the six weeks prior to the sale. RRNT postcards promoting the 2022 Garden & Art Tour were available at the sale.

St Andrews Open House – June 9th

This event was well-attended and provided an excellent opportunity to share the importance of tourism with local residents and for Chuck to show off new dance moves.

Lockport Strategic Planning Session – June 16th

A planning session facilitated by Travel Manitoba was attended by representatives of the RMs of St Clements and St Andrews, provincial parks staff, ITA, RRNT, and some Lockport area businesses. A report on the session is pending. A follow-up session to discuss areas for collaboration was to be announced.

Canada Day – July 1st

Selkirk Culture Days - Community Campfire Event – September 23rd

Due to construction on Eveline, these events were shifted to the grounds of the Selkirk Recreation Complex. The RRNT canopy and information table were active throughout the day and/or evening at both these events.

Selkirk Port Markets – Wednesdays July 20th – August 31st Night Market & Music on Manitoba Avenue – August 5th

The markets and other events were moved from the waterfront to the parking lot adjacent to Roxi's. The RRNT canopy was well positioned to meet and greet people and distribute information.

Kids Fish for a Cure – July 23rd

Despite poor weather, this event in Selkirk Park was well attended and Chuck made many new friends.

St Clements Open House – August 12th

Held at the East Selkirk Arena, this provided an opportunity to meet residents of St Clements and connect with other participating groups.

Old St Jude's Church Open House – August 20th

This event in Grand Marais was well attended and many people stopped by the RRNT canopy. A supply of brochures, tour self-guides, ITA travel guides and maps were also provided to the Reception Centre and Museum in Grand Marais.

Boreal Shores Art Tour – August 20th & 21st

Harvest Fest – August 20th

Selkirk Art Crawl – August 27th

RRNT provided promotional assistance with up to six weeks of social media posts and inclusion on the website events calendar.

Inclusion Selkirk Golf Tournament – August 25th

While providing brochures and other area information at this event, RRNT was excited to share space and establish a connection with another tourism group, Frontiers North Adventures.

Ribbon Cutting – South St Clements Activity Centre & Park – September 6th

A ribbon cutting ceremony for the new park on Donald Road in South St Clements (Narol) was held in early September. Development of this park will continue for some time and RRNT has added this location to the regular promotion of recreation spaces through social media and on the website. An article on Bob's Blog has recently been posted.



MARKETING INITIATIVES

Social Media

RRNT was fortunate to have our Tourism Coordinator, Meredith Boerchers, focus her skills and attention on social media and establish regular use of Facebook and Instagram. These platforms are the most effective way of growing audiences and communicating with them quickly. An online presence must be cultivated and continually tended. Meredith's priority was to develop an online brand image and create sharable content to drive audiences to the RRNT website and other accounts. As an example, within a remarkably short space of time, she had increased our Instagram reach by +1090% with a 387% increase in the number of accounts engaged. Facebook reach increased 208%.

Content centres on local events and attractions and engaging action on the part of followers through contests and other offerings. With a distinctive look, *Red River North Recommendations* provides information on local attractions, historic sites, and RRNT member businesses, and other programs of interest to visitors. This consistency in messaging and frequency have ensured those figures continued to grow.

Print Collateral

A number of print items were produced this year:

- Three history based self-guide tour booklets were updated and printed: *On the Road*, *On the Water*, and *Historic Grand Marais*. The booklets range from 36 to 48 pages with maps, illustrations, and historic photographs accompanying a brief history of each location.
- Marine Museum/Selkirk Park rack card
- Welcome brochure for the 55+ Manitoba Games
- Promotional postcards for the Garden & Art Tour (2 versions)

Bob's Blog

Bob Turner regularly posts blogs on the RRNT website. His reflections invite exploration of the region and he has highlighted regional trails, bird watching, the abundance of points of interest, historic sites and buildings, parks, and other topics to take the adventurer off the beaten trail. His most recent musings have included the new park development in Narol and the Red River Paddle Challenge.

Advertising placements:

Travel Manitoba:

- *Manitoba Road Trip Guide – winter edition*. This colourful guide offers advertising opportunities in a more narrative style. RRNT placed a full-page promotion for regional winter activities.
- *Listicle*. Listicle is a content marketing opportunity. RRNT participated in the June event for the Garden & Art Tour
- *10 Things to Do in Manitoba*. Another content marketing opportunity in which RRNT participated in June to promote the Garden & Art Tour



- *Facebook Boosted Post*
This marketing opportunity included the Garden & Art Tour, mural tours, and other Red River Region activities in July.

As a result of engaging in these marketing opportunities RRN was featured by a Travel MB content writer in September as a Top Five place to visit.

Travel Manitoba provides analytics from each marketing venture at year-end.

Interlake Tourism Association

- *Interlake Travel Guide*
RRNT placed a full-page advertisement in this 94-page full colour guide to attractions throughout the Interlake. The guide offered two-page features on the Red River Parkway; the municipalities of St Andrews, St Clements and Selkirk; attractions along Highway 59 to the Beaches of 59; and attractions along Highway 9 to the lake. Detailed information is provided in sections about regional restaurants, trails, snowmobiling, accommodations, camping, beaches, and much more. The guide also reproduced the Interlake and Red River North Maps.
- *Interlake/Red River North Map*
This map has always been one of the more valuable pieces distributed through our events and brochure racks. The large fold-out map features all of the Interlake on one side and Red River North on the other, with an inset for Selkirk streets.
- *driftscape*
This travel app provides maps, tours, and information about attractions and regional features through internet and cellular data connections. Development and addition of points of interest, tours, and other information for each of the three municipalities continues. Content on the app is an annual expense.



Promotions:

Some initiatives are aimed at bringing new visitors to the area, others encourage participation of area residents in the expression of 'pride of place'. During the pandemic innovative options were offered wherever possible to keep morale high and counteract the lack of public gatherings.

- *Scarecrow Contest*
Red River North residents were encouraged to create a scarecrow and submit photos on social media. Participant names were entered to a draw and two winners received prize packages from Three 6 Tea in Selkirk.
- *Stay & Play*
As part of the Destination Selkirk program and in conjunction with Holiday Alley, RRNT piloted a weekend package deal in 2021. Two weekend packages for families of four were offered for purchase on the City of Selkirk website. The packages featured a stay at Canalta Selkirk, Transit passes, Steelers tickets, food vouchers for local restaurants, and gift items from local retailers. Holiday Alley event schedules encouraged visitors to join in those activities throughout the weekend. The packages sold quickly and there was some demand for more. Now that public health restrictions have been further eased this initiative will be reintroduced during Holiday Alley and again in early 2023.



- **Flash Mobs**
In conjunction with Holiday Alley’s program “Dancing in the Street (again)”, Red River North Tourism hosted a series of three flash mobs, inviting the community to learn the dance step tutorial and join us at Chuck the Channel Cat, Lower Fort Garry, and the Marine Museum. The fun was recorded using a drone and the video can be found on the RRNT YouTube channel. Clips were also used in the Holiday Alley compilation video circulated worldwide.
- **Pilot Stay & Play Partnership Program**
In another test program, RRNT partnered with a local business (Hook & Tassel Airbnb) in the printing of a series of eight themed rack cards. The cards carried visitor information about the community and included the RRNT logo. The nominal investment provided increased visibility for RRNT and based on the success of the pilot similar support will be available to other tourism related businesses.
- **Photo Contests**
Three photo contests have been offered, encouraging area photographers to send in their recent shots for use on the RRNT website and in social media and other promotions. Response has been growing and the photo library is the richer for it, as is illustrated by this stunning photo by Dan Noordman. Small prizes are awarded to winners in each contest category.



Promotional items:

Always mindful of the budget, the Marketing Committee has prioritized targeted advertising and a modest approach to print collateral.

- **Shopping Bags**
This year, the launch of the new logo provided the opportunity to branch out and sturdy red shopping bags were produced bearing the new design.
- **Contact cards**
A series of business cards was produced with the new logo. Three versions of cards were made: those with direct contact information for some members of the Executive, a generic card for broader use, and a ‘compliments of’ tag, suitable for accompanying prizes and donated materials. These have proven to be very useful.

FUNDRAISING

Rain Barrel Fundraiser – June 24th

In conjunction with Inclusion Selkirk, RRNT launched a rain barrel fundraiser through RainBarrel.ca, an organization that reclaims food grade barrels and repurposes them as rain barrels for sale through non-profit groups. RRNT coordinated and promoted the sale, Inclusion Selkirk provided the pick-up location, and the two organizations shared the proceeds. As with all fundraising endeavors, for a project to be truly fruitful the effort, time, expenses, and use of

volunteers must balance the anticipated income. This fundraiser was sufficiently successful that it is likely the event will be held again in future.

Works of Art

Local metal artist, *Jan Dornian* of *Steel Your Art Away* offered to create a sculptural metal piece specifically for sale by RRNT as a fundraising item. The pelican was selected as the appropriate image and Jan produced these for sale in two sizes: a mantle or table size and a small hanging tree decoration. These very appealing items sold quickly just by word of mouth but will be offered on the RRNT website soon.



Similarly, *Gordon Boyd*, of *Lake Winnipeg Glassworks*, crafted a series of witch balls in colours reflective of the Manitoba crocus. These also were produced in two sizes. Available for purchase through *wishme*, Inclusion Selkirk's gift shop, they quickly sold.

Future collaborations will continue with these and other artists to produce unique items reflective of Red River North.

Instant Wine Cellar Raffle

In conjunction with Holiday Alley in 2020, RRNT coordinated a wine cellar raffle with proceeds to support the refurbishment of Kennedy House. This successfully raised awareness and just under \$6000, including some additional donations, in support of Kennedy House efforts. In November 2021, the raffle was run again, raising just over \$4700. This time, \$2500 went to support the restoration of Old St Jude's Church in Grand Marais with the remainder earmarked for RRNT programs.

Grants

Several grant applications met with a positive response and funding for various projects was received.

- *Selkirk Community Renewal Corporation – Small Grant*
This grant provided \$2500 to aid in the production of the *Virtual Garden & Art Tour* (video).
- *Digital Manitoba Initiative Funding*
This grant, administered by the Manitoba Chamber of Commerce, provided \$5000 towards the development and launch of the new website. This paid for the majority of those costs.
- *Cambrian Credit Union Community Engagement Program*
Through this program, Cambrian Credit Union extended \$3000 in support of the return to an in-person *Garden & Art Tour* in July of this year.

ADVOCACY

Kennedy House Renewal

Our continuing dialogue with Ministers, local MLAs, and other political leaders has brought attention to the state of Kennedy House after six years of closure. In December 2021, the province allocated \$380,00 towards phase I repairs to the residence.

The Kennedy House Renewal Committee, a standing committee of RRNT, now has regular meetings with senior provincial staff in Manitoba Conservation and Parks. Installation of a new septic tank and connection to the sewer line was completed earlier in the summer. In August,

structural repairs were undertaken. This phase of work is expected to conclude soon. The next phase is a safety plan to address accessibility issues and fire safety upgrades. An update meeting with the Province is scheduled mid-October.

Kennedy House Tours – August 3 through 31

Summer student Keenan Hosfield researched the life and family of Captain William Kennedy and compiled a significant amount of information, some from the pen of Kennedy himself. He used this information to greet participants on the Kennedy House property and led them



through a tour of the grounds recounting the life story and contributions of Captain Kennedy.

The free tours were offered five times per week: 7:30pm Wednesdays and Thursdays and 1:00, 2:00, and 3:00pm Sundays throughout the month of August. Tours were primarily promoted on social media however, in response to our media release, a considerable amount of public attention was garnered: the Selkirk Record, Winnipeg Free Press, CTV, and CBC Radio each covered the story. In the 3½ weeks they were offered over 60 visitors enjoyed personal tours of the property, a number of those visitors were from other areas of Canada.

Lake Winnipeg Regional Trails Strategy

RRNT was approached to provide advice for the development of trails and active transportation plan. The Red River North region is identified as a key component of the plan. Several discussions sessions were held with regional partners and the municipalities and comment on a project proposal was invited. An Overview Paper on the project is available and it is hoped many of the possible trail connections outlined in the project will be established in the future.

THE MONTHS AHEAD

Annual Reporting to Councils

Meetings with Councils are traditionally held in October and November. As this is an election year that schedule will require some adjustment. Additional orientation information will be compiled for new Councillors.

Mural Information Update

Comprehensive information about all area murals is being collected, updated, and compiled in a consistent format for reference and other possible uses in both digital and print formats. Several new murals are in progress and these will be added.

Printed Materials Review

An inventory of brochures and other print collateral is underway and will act as a base for decisions regarding the need for printed information items in the coming year or two.

Print materials were not distributed during the pandemic and racks remain empty as attractions determine what print materials are needed. Replenishing stock may take some time. As much as the world moves towards digital information there is still a requirement to provide information in print. It is clear that the public is not yet prepared to read or research everything on a phone or computer. RRNT recognizes that the availability of printed items aids in engaging the public in conversation but from an expense perspective, the tactile need of people to collect material must be balanced through conversation to ensure print items don't just end up in the bin.

Program partners and regional attractions will be canvassed as to the availability of print materials for distribution. RRNT intends to engage Inclusion Selkirk again to regularly monitor and fill the RRNT brochure racks provided to almost 40 locations throughout the region.

The three tour self-guides have been printed in a quantity expected to last a minimum of two years. Under consideration is an update of the popular *Let's Go Fishing* brochure. There are a number of outfitters and suppliers who may be interested in partnering in the production of this brochure. Other print pieces will be given full consideration and suitable opportunities sought for partnerships.

driftscape Updates

Annual renewal of points on the *driftscape* app will be required soon. A full expense list of all features will be developed. Additions to the app continue, and as with the website, *driftscape* requires regular attention and updating.

Kennedy House Refurbishment

The next phase of work is the fire safety plan which addresses accessibility issues and fire safety upgrades to the kitchen area. It has not been determined when that work may begin.

The Province continues to maintain the gardens but they are not well publicized. Many assume that as the building is shuttered, the gardens are no longer tended. RRNT may have a future role in promoting the gardens and we continue to discuss interpretive opportunities throughout the year with the staff.

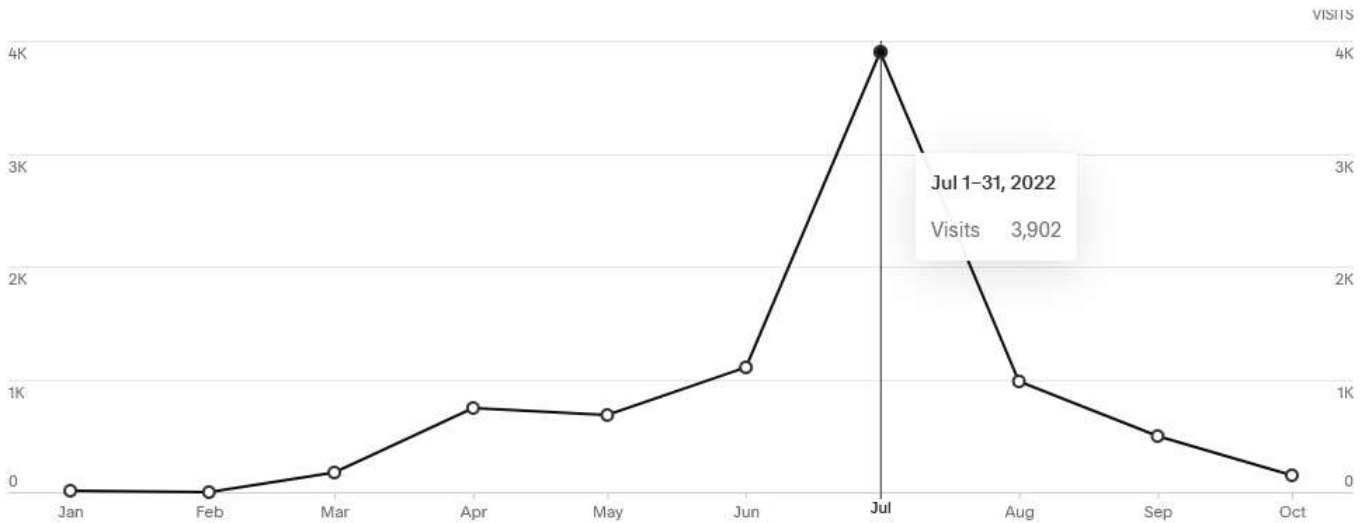
At this time there is no assurance that the Kennedy House Renewal Committee's proposal will be accepted as the successful lessee of the property. We are not aware if there has been any further consideration by the Province that the property be operated and maintained in a partnership manner similar to that of The Rectory with Parks Canada. RRNT maintains contact with St Andrews Council and the MLA in an effort to keep the project top of mind.

RESULTS

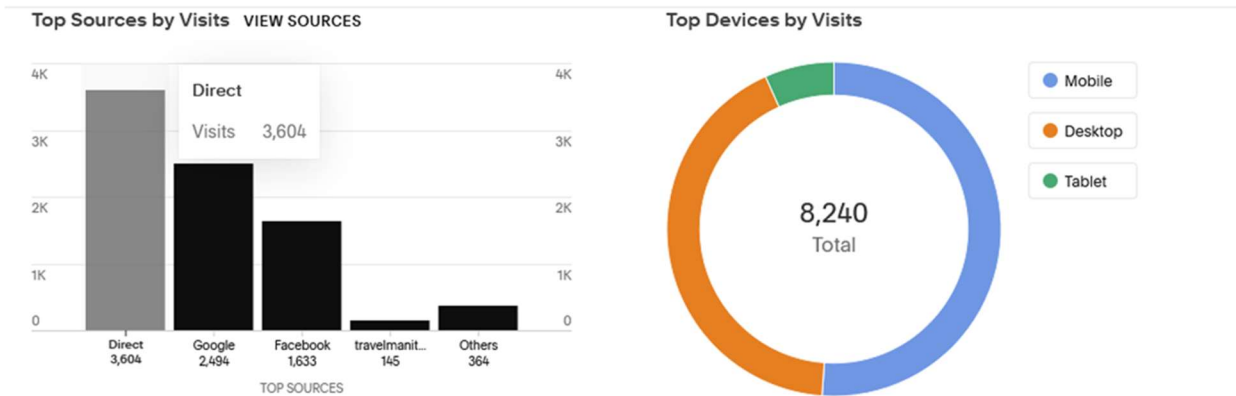
WEBSITE TRAFFIC, YEAR TO DATE



Jan 1–Oct 9, 2022 • 8,240 Total +100% yr/yr



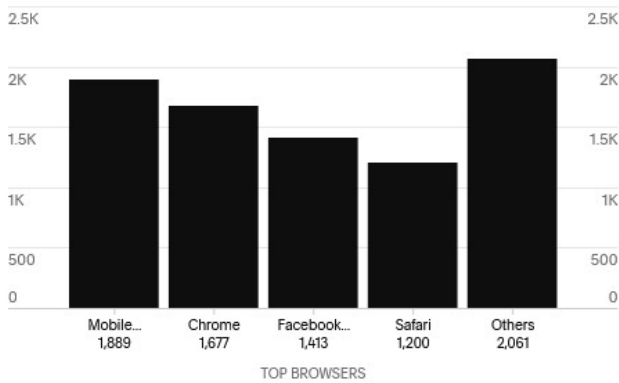
Website traffic built slowly from March to June with a **sharp spike in July of 3,902 visitors**. **Total visits year to date is 8,240**. This is estimated to be five times the number of visits to the old website in a similar eight-month period.



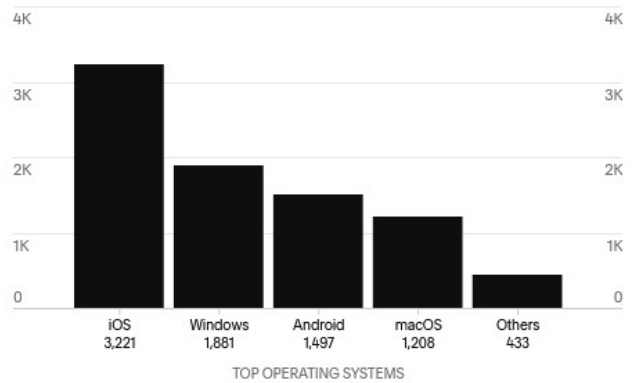
The bulk of website visits are direct (3,604) meaning visitors are typing in the address and/or have it bookmarked for frequent visits. This number is followed by Google search results (2,494) and Facebook redirects (1,633). Travel Manitoba accounted for 145 visits to our site.

More than half of site visitors (4,214) are accessing the site through mobile phones, underscoring the importance of a website that is mobile friendly. Desktop users account for 42% of the total (3,473) and the remaining 553 visitors are tablet users (7%).

Top Browsers by Visits



Top Operating Systems by Visits



Website analytics also track use by browsers, important should web advertising be planned in the future, and by system. Interestingly iOS users (3,221) account for just under half of users, followed by Windows, Android and mac.

Analytics provided by the new website also offers traffic details regarding visits by country, province/state, and city. For example, of the 379 Canadian site visitors in the month of September, 274 were from Manitoba. Those Manitobans hailed from Winnipeg (147) Lac du Bonnet (38) St Theresa Point (2) and Woodridge (1) among those from another 16 towns and communities in the province. Similar detailed data is available for all other countries. These analytics are invaluable in the planning of targeted audience marketing.

GARDEN & ART TOUR

For the first time, Garden & Art Tour tickets sold on-line with two options available: a self-guided tour for \$30 and a limited number of VIP Bus Tour seats at \$60. The VIP ticket included a lunch voucher, a short mural tour, a stop at the Makers’ Market, cookies from Riverside Grill, and some much-appreciated bottled water to counteract the heat.

Of the 193 self guided tickets 85% were purchased by those living outside the region. Similarly, of the 47 VIP tickets sold 87% were purchased by those from outside Red River North. Ticket revenue totaled \$8,610. Sponsorships and in-kind contributions, coupled with few expenses, meant this event not only met target audience goals but was an important revenue source. In addition, exit surveys revealed that over \$3100 in other purchases were made in the area while attending the Tour. 82% of VIP tourists completed the exit survey while only 29% of regular tickets holders responded.

AXIS TITLE		Category	Value 1	Value 2	Category	Value 1	Value 2	Category	Value 1	Value 2	
			0	0							
		Art & Book Purchases	\$665	\$905							
		Restaurants	\$171	\$515							
		Gas	\$0	\$295							
		Groceries	\$30	\$0							
		Garden Centres	\$49	\$96							
		Shopping	\$165	\$249							
		Other	\$0	\$33							
		Total	\$1,080	\$2,093							
Purchases			0	\$665	\$171	\$0	\$30	\$49	\$165	\$0	\$1,080
			0	\$905	\$515	\$295	\$0	\$96	\$249	\$33	\$2,093

SOCIAL MEDIA

Audience numbers continue to grow on social media platforms with frequent posts and a consistent visual image keeping followers interested.

Instagram – last 90 days

Accounts Reached: 1,102 (+4.1%)

Accounts Engaged: 164 (+3.1%)

Total Followers: +5.2% (+47 followers)

Posts: 63

Stories: 42

HOLIDAY ALLEY

Following is a synopsis of some of the economic and tourism benefits to the community resulting from the Holiday Alley program.

- The craft market attracted over 550 shoppers each Saturday. Crafters were surveyed and 70% claimed they sold as much or more product than at any other market they attended in 2021.
- A Holiday Alley favourite the Wine and Beer tasting hosted by a local restaurant and bar reported they had higher attendance than in the past.

The City of Selkirk Economic Development office crunches Holiday Alley statistics. The estimated economic return approaches \$200,000. The commercial return – what attendees/guests report they spent while at Holiday Alley – is valued over \$150,000. The City of Selkirk provides services in-kind to the festival and the statistics confirm a 600% ROI on that contribution.

The total attendance for the 2021 festival topped 4000 at a time when the public was still cautious about large events. These participants engaged in a menu of some 40 activities ranging from an on-line Holiday Wellness Workshop with the Canadian Mental Health Association, to kids crafting in the Community Canopy, to live music and jigging lessons to Indigenous drum teachings.

In addition, there were 14,800 views of the 12 videos created for Holiday Alley.