



ADDENDUM

TO THE

2020 INTERIM REPORT

TO

MEMBERS AND

MUNICIPAL SHAREHOLDERS



March 2021

On behalf of the Board of Directors of Red River North Tourism (RRNT), it is my privilege to offer an Addendum to the previously shared Interim Report dated October 2020. This Document offers comment on the activities and achievements of the remaining quarter of 2020.

A full financial reporting for the 2020 fiscal period is provided separately in the Notes to Reader, prepared by Chad Sheppard.

Respectfully submitted,

A handwritten signature in cursive script that reads "Lois Wales".

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 (to October 31, 2020)*
Merilee Mollard, Community Volunteer, Selkirk; *Treasurer*
Laurel Sarginson, Community Volunteer, St Clements; *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, Community Volunteer, St Clements; *Liaison, Red River North Regional Heritage Group*
Patti Tomko, Owner, Poplar Forest Lodge & Campground, St Clements
Robert Turner, Community Volunteer, St Andrews
Brent Bayluk, Owner/Operator, World of Water, Selkirk (appointed December 2020)
Sean Johnston, Owner, Harvester Outdoors, Selkirk (appointed December 2020)

Municipal Appointees:

Sandra Strang, Councillor, RM St Clements
Kristin Hoebee, Councillor, RM St Andrews
Riley Aisman, Interim Marketing and Communications Co-ordinator, City of Selkirk

Ex Officio:

Gail McDonald, Interlake Tourism Association, *Tourism Advisor*
Teresa Howell, Recreation Director, RM St Andrews

FOURTH QUARTER RESULTS

Program focus throughout the remaining three months of the year was fixed on the transition from larger public gatherings to safely distanced activities that could be enjoyed by families and friends at their leisure. These programs included:

- Santa's Parade of Lights
- Homes for the Holidays
- Holiday Alley
- Holiday Yards of the Season
- Kennedy House

SANTA'S PARADE OF LIGHTS

The Santa Parade has been a fixture in Selkirk for two decades or more. The transition to an evening lit parade occurred soon after a similar change was made in Winnipeg, with the parade providing a "dress rehearsal" opportunity for many floats participating in the larger Winnipeg parade a weekend following the event in Selkirk. Local participation remained high.

Beginning in 2018, RRNT partnered with the Selkirk Biz (Selkirk and District Chamber of Commerce) in presenting the parade: providing volunteers to decorate floats, and submitting an entry.

The 2020 parade was scheduled to take place on December 4th, to coincide with Holiday Alley activities. In October, rather than encourage the public to gather along the street to watch the parade, Holiday Alley announced an alternate plan for a "drive-through" style event in Selkirk Park. In mid-November, the Chamber took the decision to cancel the parade.

HOMES FOR THE HOLIDAYS, HOUSE AND HERITAGE TOUR

In the interest of public health and safety, the *Homes for the Holidays* program was suspended in 2020 with an intent to return in 2021.

HOLIDAY ALLEY

Through strong community partnerships and a robust cadre of volunteers, this program successfully transitioned to meet the challenges imposed by the pandemic and became the *12ish Days of Holiday Alley*. With a continued commitment to community engagement and creativity, many new program elements were introduced and these ultimately invited and achieved outstanding participation in the festival by local audiences and others from around the world.

A full report on the 2020 program is available and provides full details on all results.

RED RIVER NORTH HOLIDAY YARDS OF THE SEASON

This new regional partnership program invited residents to decorate their homes and businesses with lights in friendly competition for small prizes. The program, running from December 19th through January 2nd, partnered the RMs of East and West St Paul with the three municipalities in Red River North, and Communities in Bloom.

Entry forms were available at various locations throughout the five municipalities. Print promotion was through The Selkirk Record, with electronic support on the RRNT and municipal web sites. Social media was heavily used as well. A Bingo Card/ Scavenger Hunt feature for families was also included in the program. An online map identified where to locate the homes participating in each community.

Many ideas considered for the program were abandoned due to Covid restrictions. As with any project, there is always an opportunity to look back on the event and explore opportunities for the next time.

KENNEDY HOUSE

As reported previously, RRNT continues to advocate for the reopening of Captain Kennedy House to the public with programs and activities intended to celebrate the rich Métis heritage of the building, its original owners, and the Red River region as a whole.

Regular discussions were being held with the designated staff in the provincial Conservation and Climate department. These staff were deployed to deal with issues related to the pandemic and further discussions have been postponed. The Province, however, did commission an updated building condition report from the engineering firm which did the original assessment leading to the building's closure in 2015.

In conjunction with Holiday Alley, a wine raffle fundraiser was conducted in December which resulted in just under \$7000 being raised for future programs on the property. It is clear that public interest in the home remains high and there is strong community support locally and throughout the capital region for ensuring the historic structure and property is adequately maintained and celebrated.

Red River North Tourism will continue to vigorously advocate for Kennedy House with the intent to manage the facility and operate programs there on behalf of the Province and the RM of St Andrews in the near future.