

# Civic and Community Engagement

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**Jurisdiction: City of Elko  
New Market**

**City/County  
Manager:  
Thomas Terry**

Address: **601 Main St**

Phone:  
**952.461.2777**

City, State, Zip: **Elko New  
Market, MN, 55054**

Email:

**Project Leader(s):** Mark Nagel (Assistant City Administrator) and Sandra Green (City Clerk)

Phone:

Email:  
**mnagel@ci.enm.mn.us**

## CASE STUDY TOPICS ADDRESSED

Select the relevant categories for this Case Study

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- Transportation

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## **IDEA/PROGRAM/PROJECT DETAILS**

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### **Intent of the idea/program/project:**

The establishment of a Community and Civic Events Committee (CCEC) was created with the purpose of advising the City Council "...on the development, promotion, expansion and maintenance of community and civic events" (Resolution Establishing a Community and Civic Events Committee, 2012).

### **Innovative Characteristics:**

- Has brought together 13 community members. This includes a councilmember, the parks commissioner, and representatives from the Chamber of Commerce, American Legion, N.E.W. Lions, community education, Knights of Columbus, Boy Scouts, Fire Relief Association, church groups, and an animal rescue group. The Community and Civic Event Committee is seeking to gain more members as well.
- Successful collaboration between local non-profit organizations.
- Community member spending city funds.

### **Resources Committed, if any:**

- Current Budget of \$6,000 annually provided by the city.
- Great deal of resources provided by the community as well.  
Ex. New Prague Community Education worked with a special needs home to assist with volunteer efforts.

### **Organizational Savings, if any:**

- No longer duplicating efforts/events among various community members.
- Representatives from each major civic group allow for seamless knowledge transfer.

### **Anticipated Outcomes:**

- Expansion of the number of community events throughout the year (Holiday event and a Health Fair).
- Self-sufficiency of the program and elimination of the current budget of \$6,000.

### **Actual Outcomes:**

- Current remaining budget is \$3500 of \$6000.
- 2013: CCEC was \$4500 under budget.
- Successful creation of events including an Easter Egg Hunt, Halloween celebration and a Fire Rescue event.
- Most recent Easter Egg Hunt cost \$7.67 and increased from 85 participants the previous year to 146 participants.
- Most recent Halloween celebration made money and increased from 150 participants the previous year to 350 participants.

### **Obstacles Encountered:**

- Previous obstacles and difficulties in getting various community members to work together initially prevented implementation.
- Confusion over logistics of the CCEC.

**Lessons Learned:**

- Strong need to create an environment where people want to work together.
- Learning the values of networking among community members.
- Value of leveraging current community resources.

**Organizational Impacts/Improvements:**

- Improved efficiency in creation, promotion and implementation of community events.
- Greater efficiency in expending city funds dedicated to community events.

**Recommendations for Application in Other Communities:**

- Seek out what resources are currently in place and build upon those.
- Focus on citizen engagement.

**Was a Private Consultant Used?**

- No.