



2013 COMMUNITY EXCELLENCE AWARDS
Category Worksheet

PARTNERSHIPS

Name of Local Government: CLINTON

Project/Program Title:

Project Summary Paragraph

Please provide a summary of your project/program in 150 words or less.

The Village of Clinton is celebrating two anniversaries in 2013 with 150 years as officially named Clinton and 50 years as an incorporated community. Council agreed to create a 150/50 Anniversary Committee and involve the non-profit groups in the community to assist in the Celebrations. The Committee was formed with 14 members of the community, with two from Council and ten from the non-profit groups and at least two from First Nations. A Terms of Reference was created which directed the Committee to locate funding to enhance existing events, create new events, and advertise all events which were sanctioned by the Committee. As a result 59 events were identified and sponsorship funding was raised (approximately \$60,000.00) to carry out the obligations of the Committee.

Project Analysis

Please answer the question in 300 words or less in 11 pt Arial font (our judges value directness and brevity). If you experience difficulty answering a particular question, consider the aspects of your program that may relate to the question and show us how they are linked.

Remember to include measurable results whenever possible.

1. OBJECTIVE

Please explain the decision-making and thought process behind your decision to take on this initiative.

Clinton has experienced population and business decline over the past few years as a result of economic downturns in the forest industry and loss of government jobs. The anniversary celebrations created the catalyst to get the community working for a common goal. Council agreed to make the 150/50 Anniversary project a priority for the year. The main objective of the Committee was to foster an increased sense of community pride. This highly effective collaboration and cooperation resulted in a series of successful events which nurtured partnerships between non-profit groups. The second objective was to get the businesses to work together and create a positive mood for the many travelers going through our community every day.

2. CHALLENGES

Please provide examples of challenges you faced in taking on this program/project and how you overcame them.

The main challenge, due to a late start, was to find the necessary funding to meet the goals and objectives of the committee. The second challenge was to identify all of the events in the community and thirdly, "how to start the advertising and marketing of the events as they were identified". The Committee split into three major sub committees: a Finance Committee, Marketing Committee and an Events Committee. As most of the members of the committee were involved with most or all of the non-profit groups in the community, the events were quickly identified. With the assistance of Council, the Funding Committee was able to raise approximately \$60,000.00. The Marketing Committee agreed the best approach for our area was the newspapers, social media, and posters, etc to get the message out. Identifying the advertising agencies became their mission. Social Media use included the Village of Clinton Facebook page, the Village of Clinton website, and the Village of Clinton 150/50 Events Facebook page. Social media is utilized on a continual basis and has proved to be a most important and successful tool.

3. BENEFITS

Please provide examples of how this program/project benefited the community.

The main benefit of the project was the galvanizing of the community, including both First Nation groups. Identifying the number of events which normally take place in the community created an invaluable calendar. It was used to identify gaps in the year where other events could take place or how different groups could partner to create new events and improve awareness to community members.

The second major benefit was the awareness by the surrounding communities that Clinton exists and is a very busy, vibrant place. Based on previous year's figures, businesses have indicated they've seen an increase in business. The opportunity to work with First Nation groups in a collaborative environment goes a long way to gain trust in working together for the betterment of all communities.

4. INNOVATION

Tell us why you consider this project/program to be an innovative and/or creative initiative.

The project has created a calendar of events which has assisted the groups in the community to either work together or look for another date to have their event. The ability to take two major dates and create a year-long event assisted in the community working together for a long-term goal. It was also easier to obtain funding when the sponsors knew they would be advertised for a full year and not for two special one-time events. A Wagon Wheel was created to identify the sponsors and was mobile enough to move from event to event and also be on permanent display at the Village Office. The Village of Clinton assisted by offering free rental fees at facilities used for sanctioned events and provided administrative support for the project. The project created great bridging between the First Nation groups and the community.

5. GOALS

What did you set out to accomplish with the program/project? How effectively did you meet your goals?

The 150/50 Anniversary Committee feel they have met the goals of the project by having a strong committed working group of volunteers in the community. The event numbers for the majority of regular annual events increased substantially. The businesses all indicated they have seen an increase in their business. Several new events were created and appear to be long-term events for the future, and the existing events received some much needed publicity to ensure they can continue.

SUSTAINABILITY

What measures have you put in place to ensure the continued operation of this initiative? (e.g. staff time, resources, financial)

The project has created a few events which appear to be set for the long-term, such as the Stage Coach and Wagon Show. These will assist in drawing more people to the community. The Committee and Council are looking at the possibility of revitalizing the Recreation Commission to adopt the project on a reduced scale; such as monitoring the calendar and assisting the non-profit groups. A movement to work with the businesses to ensure they are of assistance to the non-profit groups and to participate in events as they grow.

6. TRANSFERABILITY

How is this program/project transferable to other local governments?

Other local governments could use the template created by the Village of Clinton to assist in getting non-profit groups to work together in a collaborative and beneficial way. Each of the non-profit groups did not lose their identity or ability to raise funds. In some cases, the groups were able to assist one another when manpower was low. The ability to raise funds for an annual event is a lot easier than for one event as the sponsors gain more advertising.

7. KNOWLEDGE SHARING

What helpful advice would you share with other communities looking to embark on a similar project?

The main advice would be to start your communications with the public for an event a lot earlier, especially for larger events, as funding opportunities are lost when the project starts so late. At least a year in advance would be a lot better.

8. TELL US MORE

Please share any other information you think may help us better understand your submission.

The success of the project depends on the Council's commitment to be part of the process and provide the support to the community groups when they need it. The ability to work with First Nations has been very rewarding and helpful in creating a better understanding of each other in a non confrontational way.

9. PARTNERS

a.) Please list all the partners involved in this initiative. (no word limit)

The partners for this project were as follows: Royal Canadian Legion 194, Legion Ladies Auxiliary, Clinton Health Auxiliary, RCMP, Clinton Literacy, Clinton Recreation Commission, David Stoddard School, Outdoor Sportsmen Association, Clinton Lions Club, Clinton Seniors, Clinton Economic Development Society, Community in Bloom Committee, Clinton Volunteer Fire Department, Ambulance Services, Clinton Community Churches, Whispering Pines/Clinton Band, High Bar First Nation, Clinton Arts Club, Clinton Cleavages, Mill Girl Follies, Clinton Annual Ball Committee, Clinton Rodeo Committee, Village of Clinton, Clinton Variety Club, several individuals who created or assisted in some new events.

b.) Why did you choose to work with this/these particular partner(s)?

The community groups form part of the heart and soul of any community and once they are supported and given a task the project gets completed. The groups already had their events planned and the project fed into what they were already doing. The opportunity to attempt to work with businesses also played a large part of choosing who Council wished to work with. The opportunity to create Civic Pride for all volunteers was of great benefit. Lastly, we included First Nations groups as we recognized this as an opportunity to improve our relationship with our native neighbours and work together on a common goal to benefit all people in our community.