

Action Swift Current a model of success

An informal meeting between Mayor Sandy Larson and council members was a perfect opportunity to discuss the initiatives of one of Swift Current's most ambitious and enthusiastic groups.

In lieu of their weekly council meetings, City Council has decided to hold two regular council meetings per month and two executive committee meetings. The latter will be a slightly less formal forum of discussion for important issues within the city, and hot topics that require a resolution will be forwarded to the next council meeting.

The first of these meetings on Tuesday included a presentation from Marty Salberg, Director of Business Development, on the progress of Action Swift Current.

Since the City awarded Action Swift Current \$50,000 last spring for their branding and logo initiative, the group has increased the money in its piggy bank to more than \$200,000 through grants from Western Economic Diversification and other organizations.

With these new funds, Action Swift Current has a couple of exciting projects on the go that are scheduled to be completed later this spring. In addition to their branding project that should wrap up by the end of April, the group has been developing a trade show booth and a promotional video showcasing some of the community's shining qualities. Both are scheduled to be completed by the middle of April, just in time for the Global Petroleum Show being held in Calgary in June.

"We'll try to give some visibility to Swift Current for oil and gas companies looking at the southwest corner of the province," Salberg said.

The trade-show booth will be the property of Action Swift Current, but other

companies interested in marketing themselves out of town at trade and recruitment shows will have access to it.

The three-minute promotional video will be used by both the city and other businesses and agencies. Salberg said it highlights the positive aspects of Swift Current, but because of its length cannot possibly cover everything.

"It will speak more to the emotion of the city," he explained. "But it will be created in what we call modular form so that we can add onto it in the future for specific information targeted at specific trade shows."

As Action Swift Current grows both its bank account and its spotless reputation, members of council are hoping that they will receive even more updates on the organization's activities.

"This is an exciting time for Action Swift Current and they should be commended for their hard work," said city councillor Tim Keene. "As a member of the City Council I have to become more aware of what our constituents are doing... It's time for them to really share the information so I can be as aware as the next person of all the exciting things they are doing."

Keene said he fields questions all the time about Action Swift Current and their initiatives as their impact on the city becomes more and more noticeable. Salberg agreed, saying that he or another link between the City and the organization will keep them updated with written reports.

In addition to the branding initiative, the trade-show booth and the promotional video, Action Swift Current has put aside \$60,000 of their funds for marketing materials.

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