

It's All About Growth

These four simple words are an excellent summation of the Action Swift Current initiative. Action Swift Current is much more than just creating a vision and a framework for growth of our city. It is about changing attitudes, our outlook on the future and what it may hold for our community.

In January 2002, Action Swift Current, a community partnership initiative, was launched to help set a direction towards economic growth for the City and R.M. of Swift Current. Action Swift Current's goal is to develop a comprehensive and integrated strategic plan for the future vitality of the city. This initiative will identify a number of opportunities, challenges and issues facing our community that need to be addressed and acted upon.

The size of Swift Current's private sector has been identified as a roadblock to developing a thriving, vibrant economy. Our community has a relatively small private sector, which represents a number of challenges in terms of economic growth and prosperity. Having a small private sector has resulted in a narrow tax base, which also stunts economic expansion, as fewer

businesses generate fewer new ideas, technologies or jobs.

The potential of our city's abundant resource and knowledge base has not been utilized to its full potential and it is up to all stakeholders in our community to accept and shoulder the responsibility for growth. Action Swift Current's objective is to introduce a number of concepts that will expand the private sector including: championing success, more leadership from business, creating a positive business climate, identifying champions and forward planning.

Through the Action Swift Current initiative, our community is laying the groundwork to make Swift Current a great place to live, work and invest. To learn more about the Action Swift Current initiative, contact us at 778-7887 or visit our website www.actionswiftcurrent.com.

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