

# The Big Thing delivers key message

Big things can happen in Swift Current if the community can capture the momentum of The Big Thing.

The Chamber of Commerce sponsored partnership evening showcased the overwhelming number of events occurring in the community, the opportunity the community has if it can pull their efforts in one direction.

Entitled The Big Thing, Wednesday's meeting drew a number of groups together to point out the direction they are taking, and how by working together bigger and better things can be done.

The evening featured presentations from The Chamber of Commerce, Action Swift Current, the City of Swift Current, the Downtown Business Association, the Allied Arts Council, the RM of Swift Current, and the Swift Current Ag and Ex.

"One of the main reasons why we're doing this is because the Chamber believes in building relationships," explained Viviane Barber, President of the Swift Current Chamber of Commerce. "Our community is great. It's terrific. We all love living here. But it could be better than it is if we all get together, and if we have events together and help each other and support each other."

The main theme of the evening was partnerships, and the benefits of having a common vision of taking the community forward.

"We know that we all can't do it all by ourselves so we've got a lot of groups here tonight that are going to tell us what their plans are and how the rest of us can tag onto that, and help them out and be volunteers and support their efforts so that Swift Current has a lot of events and a lot of buzz happening this next year."

The presentations showed that Swift Current is already taking some major steps

forward, and are poised on the brink of larger positive highlights.

The existing infrastructure of groups doing positive things in the community is extensive. Included in the highlights from Wednesday's meeting were:

- The Action Swift Current initiative continues to win awards for their successful start, and they continue to expand their projects and plans.
- The Ag and Ex has a number of tourist drawing events, but Frontier Days remains their flagship event at a time when many other communities struggle to keep their fairs vibrant.
- The Allied Arts Council is enjoying a banner year with increased ticket sales and performance attendance.

Karen Bonesky from Tourism Swift Current said the opportunity for growth is already closer than we think.

"Tourism is the fastest growing industry in this province. We've got huge traffic passing us by on the highway. What an opportunity to capture some of that traffic."

Other Big Thing meetings are being planned for the future.

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