

Action Swift Current receives national award

Action Swift Current has again been recognized for its excellence in encouraging development.

The organization is the recipient of the Economic Developers Association of Canada's/Royal Bank Economic Development Achievement of the Year Award.

This award is given to one community in Canada that has implemented the most successful community driven economic development project.

"The award is saying we have the best community initiative in the entire country. At the end of the day, if you're going to grow your community, you do have to have your community working all together with positive feelings and with confidence that your economy is going to grow. With that comes investment and we're seeing that daily," said the City of Swift Current's director of business development Marty Salberg.

Salberg accepted the award on behalf of Action Swift Current on Oct. 19 at the Economic Developers Association of Canada's (EDAC) 36th annual Professional Development Conference in Sydney, Nova Scotia.

The criteria used in determining the winner includes the creativity or innovation of the project, the effectiveness in delivering it and community involvement.

Action Swift Current chairperson Chuck Thomson said the award is a reflection of the hard work and energy of all those involved in the group.

"It once again shows that to move a community forward in a progressive manner, it takes the cooperation and strength of not only our City Council, but the business community, economic development agencies and other community leaders," Thomson said.

"I think it is fair to say that people in Swift Current believe that we are in a growth

mode, businesses have confidence in our economy and the results are speaking for themselves."

Action Swift Current began about two-and-a-half years ago with more than 200 community leaders and volunteers getting together to implement a business retention and expansion initiative.

It was determined that there must be a positive business environment in Swift Current, an environment that encouraged existing businesses to remain in the community and ultimately expand.

Through policy recommendations, such as tax incentives, coupled with supporting the concept of growth and creating a positive attitude amongst the local businesses, not only has there been a tremendous number of local businesses expanding, it has led to investment attraction, Thomson said.

Thomson attributed the emphasis on a collaborative approach to Action Swift Current's success.

"We've involved everybody. There's no one group. There's no particular agenda. As a matter of fact, when we brought organizations together the one main rule is you can't bring an agenda in," he said.

In addition to this most recent honour, previous recognition for Action Swift Current includes the Saskatchewan Economic Developers Initiative of the Year Award and the Business Retention and Expansion International Initiative of the Year Award.

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