

Downtown Business Pulling Together

Swift Current's Downtown Business Association continues to build momentum behind their desire to resurrect the downtown area.

The DBA hosted a Fall Social last Friday, and 40 people attended the gathering.

DBA President Dave Doepker said it was a positive start to their plans.

"We seem to have a bit of a groundswell with Action Swift Current growing, and it seems to be moving into the downtown as well, so it would be nice to take that momentum and really try and build something in downtown Swift Current," Doepker said.

While Action Swift Current is aiming to grow the entire community, the spinoffs for downtown revitalization are important.

"I think it's going to be one of the Action Swift Current initiatives, but I think the downtown businesses need to be involved with it as well. We really need to take the bull by the horns and take some action."

Admittedly, he said it is an exciting time to be involved in business downtown.

"The turnout we had tonight was incredible...I think it's a great start.

Former Moose Jaw Mayor Ray Boughen was the guest speaker for the evening. He shared some of his thoughts on how Moose Jaw made the major changes they have seen in the past decade.

"As soon as the spa opened, there were tons of nay sayers, it was an even split with as many for or against, and nay guys were saying it'll die in the first year of operation. Well it didn't die, in fact within the first 11 months the first expansion was planned. As soon as people saw that happening, and then the year after that the second expansion was planned, the city just kind of bloomed, and you had people saying

well if it works for these guys lets us do something. Lets look at our operation, and then attract out of town."

The snowball effect on the community has been overwhelming. They were able to attract Superstore, Walmart, Doepker Industries, and other businesses.

"You just kind of champion each event as it occurs and other people see what's happening, and they say 'maybe it's for us too' and away you go," Boughen said.

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