

Mandate

The mandate of the Smiths Falls DBA shall be to oversee the improvement, beautification and maintenance of municipally owned land, buildings and structures in the area beyond that provided at the expense of the municipality; and, to promote the area as a business and shopping area.

Vision

Downtown Smiths Falls will be a vibrant business and shopping district attracting people to shop, dine, work, live and gather.

Mission

The Smiths Falls DBA is committed to providing effective leadership in the ongoing development of the membership area as a vibrant and sustainable business and shopping district.

Goals

- To promote our downtown core as a vibrant business and shopping district through the promotion of special events and attractions that draw people to the downtown.
- To ensure a clean, safe, attractive and competitive downtown.
- To make the DBA area an enjoyable experience for each person who visits.
- To develop and strengthen the business community to be a unified body.
- To be the voice of DBA and communicate matters of concern from our members to government officials and to the public.
- To maintain and increase awareness of the DBA to DBA members and to the public.
- To work with downtown business and property owners, the Town of Smiths Falls, the Police Department and social groups to make Downtown Smiths Falls a safe and vibrant place to work, visit, live and shop.
- To assist with the recruitment and attraction of new businesses and development to the downtown; and assist with the retention of the existing businesses.

Smiths Falls Downtown Business Association Mandate, Vision, Mission, & Goals

Approved by Board of Directors on January 20, 2010

Confirmed by membership on February 3, 2010