

## Associate Membership Application

Business Name:

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Contact Name:

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Business Address:

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Business Phone Number:

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Business Fax Number:

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Business Email:

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Business Website:

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Annual Fee: Business \$200.00 or Non-Profit  
Organization \$100.00

Fee will be invoiced and due upon approval.

Mail to: Smiths Falls DBA, 77 Beckwith St. N.,  
Smiths Falls, ON K7A 2B8 or Fax: 613-283-4764

### Smiths Falls Downtown Business Association

**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

**(DBA)**



**77 Beckwith St. N.,  
Smiths Falls, ON K7A 2B8**

**ph: 613.283.4124 ext 1114**

**fax: 613.283.4764**

**email: dba@smithsfalls.ca**

**www.downtownsmithsfalls.ca**

## What is a DBA?

DBA is short for Downtown Business Association. The Smiths Falls Downtown Business Association was established in 1982 through a municipal bylaw.

The Smiths Falls DBA is a not-for-profit organization, under the direction of a volunteer board of management.

The Smiths Falls DBA enables a large group of independent businesses and property owners to work together for a positive future.

We have approximately 155 members including property owners and businesses.

As established within our constitution, every business within the DBA area is automatically included in the DBA membership and contributes to the DBA budget through a special levy (tax). The cost of a membership (tax levy) is based on the properties commercial assessment.

Our boundaries are basically from Elmsley St (North) to Chambers St/Centre St. (South) and from Market St. (East) to Maple St. (West) but there are many irregularities within the boundaries.

In 2010, the Board of Management approved a plan to add "Associate Members" to our membership for those businesses currently located outside our boundaries due to these irregularities but wish to benefit by being members of the DBA.

The DBA acts as a unifying body for its membership – working to make Downtown Smiths Falls "A Great Place to Be" not only for

its retailers and restaurants but for its professional and cultural assets as well.

Our efforts are dedicated to ensuring a healthy economic environment for our community and making Downtown Smiths Falls A Great Place to shop, dine, work, play, live or invest.

## What is an Associate Membership?

The Smiths Falls DBA Associate Memberships are being offered to a business for an annual fee (Jan - Dec). of \$200.00 or to a non-profit organization for \$100.00 annually (will be prorated if joining mid year).

Listed below are the benefits to businesses wishing to join the Smiths Falls DBA as an Associate Member.

- Listing in the DBA Business Directory and Website - each year the DBA puts together a business directory and a dining guide which includes a listing of all of the businesses, parking information and an outline of events. These directories are distributed to all downtown businesses, surrounding area hotels, the Town of Smiths Falls, the Smiths Falls and District Chamber of Commerce and other high traffic locales. A listing on our website enables your business to be listed with over 155 downtown DBA businesses.
- Downtown Smiths Falls Newsletter - As an associate member you will receive our newsletter which will keep you informed of what's happening downtown.
- Participation in Promotions and Advertising including subsidized/co-op

advertising opportunities and any bulk media buys including newspapers and radio. Most of our marketing initiatives and promotional events are subsidized by the DBA, reducing your cost to participate!

- Participation in Special Events sponsored by the DBA
- Notice/access to special offers and discounts under the DBA umbrella.
- Participation on Committees and be a non-voting member of the Downtown Business Association.
- Participation in member surveys.
- Advocacy and a Voice in Local Affairs - Lobbying to support the best interests of independent businesses in downtown is an important issue for the DBA. As an Associate Member you can benefit from a stronger voice when it comes to local affairs.
- Networking opportunities – AGM

Associate Members do not have voting rights and will not be able to participate in our beautification or maintenance programs.

All Associate Membership Applications are subject to approval by the Smiths Falls DBA Board of Management.

The Smiths Falls DBA reserves the right to refuse Associate Membership to any applicant and have the discretionary right to add or delete benefits received by "Associates Members".

Membership fee will be invoiced and due upon approval.