



SMITHS FALLS



OPEN  
FOR  
BUSINESS

NEW BUSINESS  
WELCOME GUIDE





# Welcome to Smiths Falls!

Through more than a century of economic cycles, small businesses have remained the steadfast foundation of our local economy. While headlines often focus on the prominent large businesses that have shaped our community for over 150 years, it is our small business community that truly serves not only as the backbone, employing countless members of our community - but also as the heartbeat of our vibrant town.

Today, this reality holds as true as it did a hundred years ago. Despite the incredible upheaval and competition that the retail world has experienced over the past decade, we are continually inspired by visionary entrepreneurs who fearlessly pursue their dreams and open their storefronts. Our dining options continue to flourish, with a diverse array of culinary experiences gracing our community, and we are thrilled to witness new and innovative businesses offering an ever-expanding range of services to the people of Smiths Falls and its surrounding areas.

Here in the Town of Smiths Falls, we have always been actively involved in supporting start-up businesses. Our business licensing process is designed to be accessible and streamlined, ensuring that aspiring entrepreneurs can navigate the necessary steps with ease. Moreover, our dedicated team is always ready to provide guidance, resources, and assistance to help you turn your business dreams into a thriving reality. We firmly believe that the success of our local businesses is the success of our entire community. We understand the challenges and risks involved in starting and running a small business, and we are committed to helping you every step of the way.

In addition to our business licensing support, we work together with our business partners who offer a range of resources and programs tailored specifically to the needs of small businesses. These workshops and seminars cover various topics such as marketing strategies, financial planning, and customer engagement, providing valuable insights and practical advice. We also foster a supportive network of local entrepreneurs through networking events and collaborative initiatives, creating opportunities for knowledge sharing, partnerships, and community building.

Furthermore, we recognize the vital role that small businesses play in driving local economic growth and fostering a sense of belonging within our community. That's why we actively promote and celebrate our small business community through events, campaigns, and social media platforms. We encourage residents and visitors alike to shop local and support the unique offerings of our small business owners.

Whether you're an aspiring entrepreneur with a groundbreaking idea or an established small business looking to expand, the Town of Smiths Falls is here to champion your success. Together, we can continue to cultivate a thriving environment for small businesses, ensuring a prosperous future for our community. Thank you for choosing Smiths Falls!



Sincerely,

*Mayor Shawn Pankow*

## SMITHS FALLS BY THE NUMBERS

**Population:**  
**9,500**

**Average Age:**  
**45**

**Average Household Income:**  
**\$72,100**

**Average Home Value:**  
**\$305,527**



# NEW BUSINESS CHECKLIST

**Don't know where to start or have additional questions?  
The Town's Economic Development Office can help!**

## Getting your Business Started

- Determine your Business Model (Home-based, Online, Store front)
- Learn about local Business Services & Supports
- Do your business/sector research
- Talk to service professionals (lawyer/accountant)
- Attend business training at the Small Business Advisory Centre
- Develop a business plan
- Determine your brand and develop a marketing plan
- Register your business name with Service Ontario
- Obtain your HST# with Revenue Canada
- Set up a business bank account
- Secure start up financing (Contact Valley Heartland CFDC)

## Setting up your place of Business

- Ensure all required permits and approvals needed to operate your business have been obtained
- Investigate Point of Sale systems (ie: Square, Moneris etc.)
- Search for your perfect location
  - Ensure the location/operation meets zoning (planning dept.)
  - Get inspections - ensure no structural issues, and determine cost to "fit up" new space
  - Review & negotiate lease terms/lease hold improvements
  - Apply for Building Permits (if required)
- Acquire a Smiths Falls Business License (required for all businesses)
- Confirm suppliers and place your orders
- Set up your storefront or home business
  - Learn about garbage/recycling pickup services & schedules
  - Set up Utilities
  - Apply for a Sign Permit
  - Apply for Town Community Improvement Grants
- Set up your social media accounts and website (start marketing)
- Meet your fellow business owners and make connections
- Hire staff (if needed)
- Determine opening date
- Schedule your Grand Opening with Mayor & Council (storefront only)
- Meet your fellow business owners

## Get Involved in My Community

- Subscribe to Town news and information (EcDev newsletter)
- Subscribe to the events calendar on the Town website
- Consider sponsoring a local sports or local event
- Explore/Join a local Service Club or Business Organization (Chamber of Commerce, Downtown Business Association)
- Consider joining a local board or committee



## Important Numbers

**Town Hall 613-283-4124**

**Economic Development** ..... x 1107  
**Building Department** ..... x 1132  
**Planning Department** ..... x 1136  
**By-Law/Parking** ..... x 1106  
**Public Works** ..... x 3302  
**Taxes** ..... x 1118  
**Water Billing** ..... x 1149

**Fire Department** ..... 613-283-5869  
**Police Department** ..... 613-283-0357  
(\*Non-Emergency Lines)

[www.smithsfalls.ca](http://www.smithsfalls.ca)





**Julia Crowder,**  
Manager of Economic  
Development & Tourism



**Leslie Richardson,**  
Executive Director  
Chamber of Commerce



**Joanne Watson & Shannon Scott**  
Job Developers  
ontrac Smiths Falls

The Economic Development and Tourism Team is here to help. We can provide assistance to help you start or grow your business by providing a variety of programs and services to meet your needs. Our Department is responsible for creating and implementing programs, policies and activities that improve the economic well-being and quality of life for our community and oversee programs and services including:

- Business Retention & Expansion
- Business Attraction & Investment Development
- Workforce and Resident Attraction and Retention
- Placemaking & Revitalization
- Culture and Heritage Services including Heritage House Museum
- Tourism Asset Development
- Destination Marketing and Visitor Information and Services

**For information or assistance please call  
613-283-4124 x 1107 or [jcrowder@smithsfalls.ca](mailto:jcrowder@smithsfalls.ca)**

Our vast network of already established businesses include leaders in construction, industrial engineering, and food processing. During Covid-19 we experienced immense growth with the addition of 15+ new retail and dining locations. The recent changes in our downtown core have modernized and revitalized our shopping and dining district

We invite you to visit Smiths Falls and encourage you to consider Smiths Falls as your home for doing business. Whether you are starting a new business, looking for a second location or relocating, we have the infrastructure and resources to help you. Our local partnering agencies can play a vital role in ensuring you have access to the tools and resources you need to start, grow and expand your business.

To find out more about joining the Chamber, please visit us at  
[smithsfallschamber.com/join/](https://smithsfallschamber.com/join/)  
[info@smithsfallschamber.ca](mailto:info@smithsfallschamber.ca)

ontrac Employment Resource Services has been supporting employers and businesses in the Smiths Falls community since 2002. Funded in part by the Government of Canada and the Government of Ontario, ontrac delivers Employment Ontario programs to local employers to assist with their hiring and training needs. The programs and services aim to support individuals obtain quality, sustainable employment, and help employers find employees for the jobs they are trying to fill. Recruitment assistance includes job matching, resume screening, financial incentives, job posting, job fairs, retention supports and more. There is also financial support available to employers looking to provide training to their existing employees and new hires. For more information or to see how ontrac can support your business please call, email or drop in to see us!

**613-283-6978 [smithsfalls@getontrac.ca](mailto:smithsfalls@getontrac.ca)  
[www.getontrac.ca](http://www.getontrac.ca)**

Are you thinking about starting a small business, need help with questions on your existing business? Are you starting a business in the Lanark County, Smiths Falls, or the north portion of Leeds and Grenville (Merrickville, Rideau Lakes, Westport or upper Elizabethtown-Kitley)? If so, the SBAC is here to support you, the entrepreneur! Getting a small business started or growing it, can be very challenging, but can also be very rewarding.

Our office provides free confidential business advisory services to small business start-ups, as well as on-going support for existing small businesses. The Small Business Advisory Centre is a free business information source designed to point entrepreneurs in the right direction whether they are just starting out or growing their business. We are one of 54 centres across Ontario, funded in part by the Ontario Government, County of Lanark, the Town of Smiths Falls and the United Counties of Leeds and Grenville.

**Contact us at 613-283-0062 or  
cjames@smallbizcentre.ca**

The Downtown Smiths Falls Business Association (DSFBA) is a local Board of the municipality, primarily managed by business owners and operators just like you! Our mission is to promote and develop the downtown core to foster a vibrant business, residential and entertainment centre that attracts people to shop, work, live and gather.

Downtown Smiths Falls is home to a growing community of dedicated entrepreneurs, merchants and services providers. The DSFBA provides the funding and personnel needed to actively support our evolving business district and ensure the downtown is an attractive destination for residents and visitors. Have a question? Let's chat!

**613.283.4124 ext. 1114 or dba@smithsfalls.ca**  
**Facebook & Instagram: DowntownSmithsFalls**  
**downtownsmithsfalls.com**

Valley Heartland CFDC is not your average business centre. We stand out by providing flexible financing solutions to Lanark County and North Leeds entrepreneurs. Our investment funds are exclusively available to the local business community, with loans of up to \$300,000 available at fixed interest rates and flexible terms. In addition, we offer free business advisory services to help entrepreneurs start and grow their businesses. Our knowledgeable staff provides a fresh perspective and shares resources to shorten the learning curve. But our commitment goes beyond financing and advice. We support entrepreneurs at all stages of their business journey, from starting up to succession planning. At Valley Heartland, we're a partner in your success.

**613-283-7002 x 103 tina.stevens@valleycfdc.com**  
**valleycfdc.com**



**Cindy James,**  
**Manager**  
**Small Business Advisory Center**



**Nora Schlathau,**  
**Coordinator, Smiths Falls**  
**Downtown Business Association**



**Tina Stevens,**  
**General Manager**  
**Valley Heartland**

# BUSINESS LICENCES

All Businesses, including home based business in the Town of Smiths Falls need a business licence. Business Licencing assists the Town in identifying new businesses or those that have moved or changed ownership and ensures spaces of business operations meet health and safety requirements. The Licencing process is regulated through the Town's Business Licencing By-Law 2008.

The licencing process is FREE and easy and staff are here to assist you though the process.

## Business Licence Application:

Depending on the type of business you may be required to include additional information or confirmation of approvals such as health unit approvals, AGCO Licences, Fire Inspections, etc.

For more information and to submit your application form please contact Sandra Watters in the Building Department at [building@smithsfalls.ca](mailto:building@smithsfalls.ca) or 613-283-4124 x 1132

## New Business?

For additional information about Starting a Business in Smiths Falls please visit [smithsfalls.ca/businessresources](http://smithsfalls.ca/businessresources) or contact

Julia Crowder, Manager of Economic Development and Tourism at :

[jcrowder@smithsfalls.ca](mailto:jcrowder@smithsfalls.ca)  
(613) 283-4124 x1107



ACCESS THESE FORMS ONLINE

TO VIEW FORMS VISIT :

[smithsfalls.ca/applications-licences-permits](http://smithsfalls.ca/applications-licences-permits)

TO VIEW BY-LAW INFORMATION VISIT:

[smithsfalls.ca/bylaws](http://smithsfalls.ca/bylaws)



BUILDING PERMITS

What needs a Permit? Structural, Plumbing & Electrical modifications, Pool installations must be approved by the Town. Approved plans must comply with the Ontario Building Code, local zoning by-laws and other applicable laws and regulations.

## BY-LAWS

- 1 Business Licencing By-Law**

In addition to the municipal permits required and depending on your type of business, other regulatory bodies such as the local [Health Unit](#), [AGCO](#), or [Fire Department](#) may need to complete inspections before you may begin operations.
- 2 Parking By-Law**

Various parking by-laws are in place for municipal parking lots and parking permits. Businesses should be aware of these by-laws as it might affect parking availability near your business location.
- 3 Sign By-Law**

For residents and business owners. If you operate a business at a physical location within the Town, please ensure you are aware of this by-law and what is allowed & what is not.



## SHOP LOCAL PROGRAMS

The **PICNIC** program was created in 2020 to assist local restaurants during Covid-19 lock downs. Restaurants chose their PICNIC menu and the Town provided the packaging and an iconic Smiths Falls mug for each PICNIC meal purchased, along with promoting the participating businesses. These were take out / pick up only. It was such a hit that we've continued the program, which has become a summer favourite.

[smithsfalls.ca/picnic](https://smithsfalls.ca/picnic)

**Merry + Bright** is a popular Christmas retail gift box program from our local shops and boutiques. Participating businesses curate their gift box with popular items from their store and the town provides the gift boxes, promotions and a Smiths Falls Christmas ornament to include in each box. Gift giving made easy, and a great way to support local.

[smithsfalls.ca/merryandbright](https://smithsfalls.ca/merryandbright)

**Downtown Dollars** are a great way to support our local downtown businesses, and allow the recipient to choose where to spend them! They are purchased through the Downtown Business Association office at Town Hall.

[smithsfalls.ca/dtdollars](https://smithsfalls.ca/dtdollars)



### PLANNING APPLICATIONS

Ensure zoning and change of use meet the required specifications. It is recommended to consult with the Town's Planning department prior to submitting an application. Please view the Town's website to find more resources.

#### LEARN MORE!

Visit our website for additional by-laws



### SIGN PERMITS

The Town of Smiths Falls requires businesses to fill out a sign permit application if they need one as there is a By-Law in place for signage. Please consult the Town's website to download a sign permit application.

#### 4 Patio By-Law

All commercial patios, whether public or private are subject to an application process. Please carefully review the Outdoor Patios By-Law for compliance.

#### 5 Noise By-Law

To ensure noise is kept to a minimum and acceptable for residents. Businesses should be aware of what is acceptable and what is not.

#### 6 Littering By-Law

For residents and business owners. If you operate a business at a physical location within the Town, please ensure you are aware of this by-law and what is allowed & what is not.

## GRANTS & FUNDING

For information on business grants in Ontario, check out [ontariobusinessgrants.com](https://ontariobusinessgrants.com), the largest directory of government grants for Ontario businesses. In addition to grants for businesses, the site contains detailed information on loans, tax credits & more resources for Ontario businesses. Along with a public and searchable directory of grants, the site also has articles summarizing the best grants for many demographic groups, industries and more.

## LOCAL FUNDING OPPORTUNITIES

### *Small Business Advisory Centre*

While providing excellent workshops and learning tools, the SBAC also has grant and funding opportunities through government programs to assist with business start up and expansion. To learn more visit: [smallbizcentre.ca](https://smallbizcentre.ca)

### *Valley Heartland*

At Valley Heartland, they put local entrepreneurs first. They understand the effort that goes into running your business. Behind all the numbers is a hard-working entrepreneur contributing to our community.

They offer local businesses flexible financing solutions. Valley Heartland loans are exclusively available to entrepreneurs in Lanark County + North Leeds and all funding decisions are made locally. For more detailed information you can visit: [valleycfdc.ca/financing](https://valleycfdc.ca/financing)

### *Community Improvement Plan (CIP)*

The CIP provides funding to eligible property owners, business owners & tenants to reduce the cost of projects that improve accessibility, create attainable rental units, reuse empty buildings and properties and improve the street face of buildings in Town.

For more info please go to [smithsfalls.ca/cip](https://smithsfalls.ca/cip)



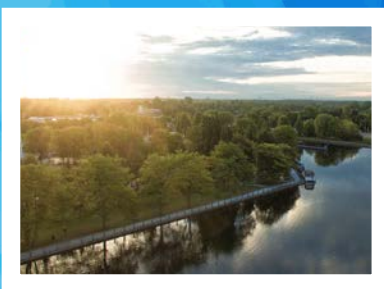
Bowie's new front facade, funded by the CIP



## ANNUAL BUSINESS SURVEY

The Business Information and Connections Program was established in 2021 by the Economic Development and Tourism Department and aims to engage local businesses to collect vital business climate data and build and maintain these important relationships. Insights gained from the annual business survey identifies and tracks local challenges and successes of the business community, and informs the departments work plan and program development.

[smithsfalls.ca/2022BusinessReport](https://smithsfalls.ca/2022BusinessReport)



## AVAILABLE LANDS AND BUILDINGS

Are you looking for the perfect location to build or grow your business? There are a number of options to suit your needs whether you're looking to rent or purchase a building.

Visit the Available Lands page [availablelands.smithsfalls.ca](https://availablelands.smithsfalls.ca)



# BE COMMUNITY FRIENDLY

**GET SOCIAL!** Make sure to follow these accounts for the most most current information on events & workshops

**Town of Smiths Falls** - Facebook & Instagram

**Experience Smiths Falls** - Facebook

**SmallBizCentre** - Facebook

**Smiths Falls & District Chamber of Commerce** - Facebook

**Smiths Falls Chamber** - Instagram

**Downtown Smiths Falls** - Facebook & Instagram

**Valley Heartland CFDC** - Facebook

**ontrack Employment Resource Services** - Facebook

**ontrack Smiths Falls Job Postings, Workshops and Events**  
- Facebook Group

## Participate in **PET FRIENDLY** Smiths Falls!

Join the Pet Friendly Smiths Falls project! The Town will provide you with a Pet Friendly decal to place on your window or door, identifying you as a Pet Friendly location, and will provide bandanas to hand out with each purchase made by a customer accompanied by their furry pet! For more information on how a Pet Friendly designation can benefit your business please visit



visit [smithsfalls.ca/PetFriendly](http://smithsfalls.ca/PetFriendly)

# WINTERIZE YOUR BUSINESS

This isn't necessarily about sidewalk salt and shovels! Set yourself up for success in the slower by planning attractive sales and events. January, through March is the perfect time to make room for spring stock - plan to host a big sale early in the year when business is slower. Reach out to surrounding businesses to see if they are interested joining you by hosting a sale of their own to attract more people to the area.

# EVENTS & OTHER INFO

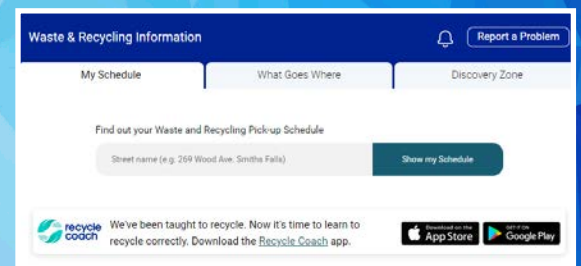
Be sure to check out the Events Calendar on the Town website, and while you're there, subscribe to the calendar so you always know what's happening in Smiths Falls. If you are hosting an event be sure to post it on the calendar so others will know about it. **To schedule a Grand Opening** for your business contact 613-283-4124 x 1107 once you've secured your business license. [smithsfalls.ca/businesslicenses](http://smithsfalls.ca/businesslicenses)



## RECYCLING

You can download the free **Recycle Coach App** on your mobile device through the **Apple App Store** or **Google Play Store**.

The "What goes Where" search tool is a search engine that gives instant results so you can sort your waste confidently and correctly.



## GARBAGE COLLECTION

**Downtown Businesses (located in the downtown core) can set out two complimentary garbage bags per week without garbage tags. Garbage must be set out by 7:00 a.m. on your scheduled collection day. Additional bags require one garbage tag per bag, and must be affixed to the bag.**

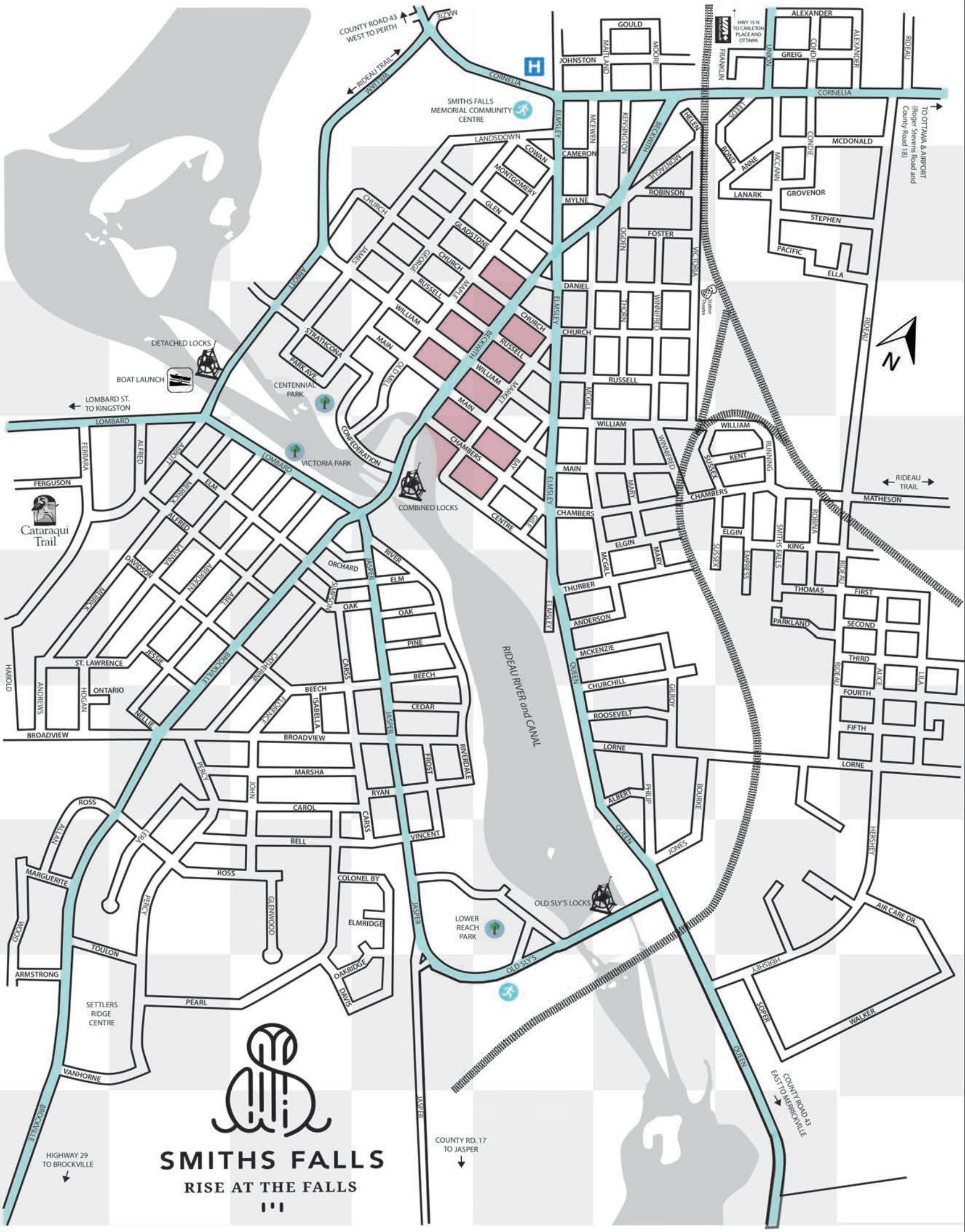
**Garbage tags are \$3.00 each and can be purchased at the Town Hall or at the Customer Service counter at Andress' Your Independent Grocer. (25 Ferrara Drive, Smiths Falls, ON K7A 5K6)**

**Non-downtown core businesses are responsible for their own garbage disposal.**

# 10 TIPS FOR SETTling INTO YOUR NEW BUSINESS

Opening a business is stressful, whether you're relocating or starting from scratch. Here are several helpful strategies and reminders to make settling in to your new location and business community a bit smoother.

- 1** Get in touch with the Economic Development department at Town Hall. They are an excellent resource and can help you to navigate the challenges of starting and growing your business. Contact Julia Crowder at [613-283-4124](tel:613-283-4124) x 1107
- 2** Be sure to obtain the proper insurance for your business. If you are moving an existing business to Smiths Falls, review your insurance policies and confirm the change of address. Make sure you are adequately covered.
- 3** Say Hello! Meet your neighbours and build a good rapport with the folks who own businesses in your community and support them. It's all about building relationships.
- 4** Contact the Planning Department at Town Hall regarding required permits for Signs, Building / Renovations, Facade improvements, Grants under the Community Improvement Plan or CIP for short.
- 5** Be a recycling rockstar! If you haven't inherited the previous owner's recycling bins ( or they're broken ) come into Town Hall to pick up new bins. Be sure to pick up a community calendar while you're there, these have the garbage & recycling pick up schedules noted every week.
- 6** Spend time in your new business locating the fuse box, water main, heating and cooling systems and automatic sprinkler controls if applicable. Take time to learn the basic operation of each.
- 7** Check or install smoke and carbon monoxide detectors. Make sure each has working batteries and is operational. If you would like some training on operating your fire extinguisher, contact Lieutenant Jason Smith at [613-283-5869](tel:613-283-5869) x 3
- 8** If your business is located Downtown the DSFBA provides the funding and personnel needed to advance a vibrant and resilient business district. Contact the Downtown Smiths Falls Business Association to take advantage of their services at [dba@smithsfalls.ca](mailto:dba@smithsfalls.ca)
- 9** Connect with the Chamber of Commerce . Whether you are starting a new business, looking for a second location or relocating, they have the infrastructure and resources to help you. Contact the Chamber at [info@smithsfallschamber.ca](mailto:info@smithsfallschamber.ca)
- 10** Relax and be a tourist for a day! Take a walk around downtown and get to know your local business owners. Find your favourite park and walking path. There are so many hidden gems in Smiths Falls, enjoy discovering them!



COUNTY ROAD 43  
WEST TO PERTH

TO OTTAWA & AIRPORT  
Roger Stevens Road and  
County Road 18



Cataract Trail

HIGHWAY 29  
TO BROCKVILLE

COUNTY RD. 17  
TO JASPER

COUNTY ROAD 43  
EAST TO MERRICKVILLE

  
**SMITHS FALLS**  
RISE AT THE FALLS  
|||



SMITHS FALLS

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OPEN  
FOR  
BUSINESS

NEW BUSINESS  
WELCOME GUIDE

*Thank you for your Business!*