



**MEDIA RELEASE
FOR IMMEDIATE RELEASE**

June 3, 2021

Feedback sought for retail market analysis, survey closes June 16

Smiths Falls – The Town of Smiths Falls is seeking input from members of the public as well as business and property owners for a retail market analysis survey for Smiths Falls.

“The Town of Smiths Falls is focused on attracting businesses, investors, tourists and residents to encourage economic growth and diversity in Smiths Falls,” said Becky Allen, Economic Development & Tourism Coordinator. “The Retail Market Analysis will give us direction as we move forward into the recovery period from COVID-19 and this survey plays an important role in that.”

The survey will collect information on consumer shopping habits, gaps in the current retail market and will highlight retail business potential. The survey is intended to collect and analyze data to inform retail attraction strategies and assist with the economic recovery efforts following the COVID-19 pandemic.

The results of this survey and the retail market analysis study as a whole will provide the Town and its partners with data to better understand the town’s retail industry and identify potential retail needs and opportunities.

The survey will be available for input beginning Wednesday, June 2, 2021 and will close on Wednesday, June 16, 2021 at 4:30 p.m.

The survey may be completed by following this link:
https://urbanmetrics.ca1.qualtrics.com/jfe/form/SV_0J4OjNwVYEnw2NM.

The Town of Smiths Falls thanks all those who choose to participate in this survey process. Your feedback is appreciated.

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For further information, please contact:

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