



INVESTSPRUCEGROVE.CA

December 23, 2021

The City of Spruce Grove ❄️
ECONOMIC & BUSINESS DEVELOPMENT NEWS
Keeping you informed!

Wishing everyone Happy Holidays and a prosperous and more normal New Year!

Our [Economic & Business Development Department's](#) newsletter keeps you informed about new development, new business, and other interesting happenings in the business community. We make every effort to update our [COVID-19 Resource for businesses page](#) to ensure that the information is current and relevant.

Stay in the 'know' - Sign-up below!

❄️ SPRUCE GROVE BUILDING PERMIT VALUES ❄️

Total Building Permit Values - As of November 2021, Spruce Grove has more than doubled its total building permit values compared to year-end 2020.



❑ UNDER CONSTRUCTION ❑

[Heritage Creek](#)

[Tri-Municipal Veterinary Clinic](#)



Construction has started on a 47-unit Active Adult (55 plus) apartment development at 50 Heatherglen Drive. This is part of the gated Heritage Creek community. Completion planned for June 2022 and includes a Pickle Ball Court, an amenity area in the building, and private clubhouse for the entire community.

Mr. Lube



A new Mr. Lube in Century Crossing is expected to open in the winter of 2021/22 on 700 McLeod Avenue, offering fast warranty-approved maintenance to help extend the life of your vehicle.



The Tri-Municipal Veterinary Clinic is expected to open at 140 Century Crossing later this year or early 2022. This veterinary clinic will provide compassionate and progressive veterinary care to small and large animals throughout the region.

115 First Ave



This 10,200 SF building on 115 First Ave is under construction and is a prime location for professional and medical services, retail use, wine/tapas bar, and food outlet.

□ ANNOUNCING THE DIGITAL ECONOMY PROGRAM □

Could your business benefit from adopting the right digital tools and technologies to help reach more customers and boost sales? Spruce Grove has signed on to the provincially-funded Digital Economy Program, which provides services and technical support to eligible small businesses at no cost.



The program establishes Digital Service Squads which work directly with small businesses to develop digital transformation plans and adopt digital technologies ranging from websites to Google business profiles, social media, e-commerce and more. Start-up is January 2022 and applications will be considered on a first-come first-serve basis. Applications are being accepted now.

To be contacted by your local squad once they are setup, create your account at digitalmainstreet.ca/business-account/registration. For more information, email

□ SUPPORT LOCAL □

[Spruce Grove's Support Local Campaign](#)



The City of Spruce Grove's [Support Local campaign](#) encourages individuals to help businesses during this time of recovery. We are proud to share some incredible examples of resiliency and recovery within our community through a video series called "[Spruce Grove Recovers](#)".

[Chamber's Shop Local Saturday](#)

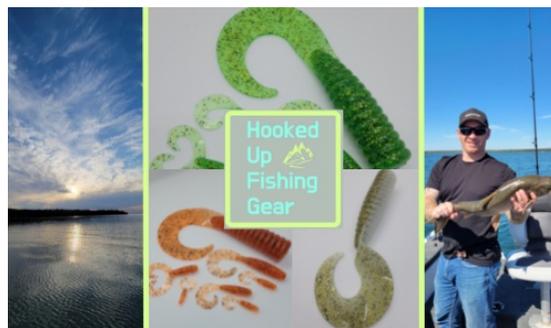


The Chamber's [Shop Local Saturday](#) will be comprised of 12 pre-recorded videos, released over 12 weeks beginning October 2. These videos will raise awareness about the great local businesses in our region and to promote shopping locally for the fall, Christmas season, and beyond!

Welcome, new Spruce Grove businesses!



[Little Stars Montessori Early Learning Center](#) at Pioneer Road is a daycare based on self-directed activity, hands on learning, and collaborative play, while encouraging children to make creative choices in their learning! □



[Hooked Up Fishing Gear](#) at Unit #108, 301 Saskatchewan Ave offers quality products and brands not commonly found in other retailers. Their 'Hooked Up' brand includes soft bait and jig heads in custom color options by request. □

Thank you to our existing businesses!



Vanity Collective Salon and Spa at Hawthorne Gate offers beauty services such as waxing, manicures, pedicures, men and women's haircuts, and coloring while using Aveda, Davines, and Oribe products. □

At the TRAX Public House on Westgrove Drive is a licensed restaurant that offers delicious meals using fresh high-quality ingredients. Play a game of pool while enjoying potato skins, salads, burgers, pastas, pizzas, flatbreads, and more. □

□ EVENTS □



GREATER PARKLAND
REGIONAL CHAMBER
2021 BUSINESS
AWARDS OF
DISTINCTION

The Greater Parkland Regional Chamber of Commerce will be hosting their Business Awards of Distinction event to celebrate the business community. They look forward to tentatively celebrating on Thursday, January 27th 2022.

□ PUBLIC HEALTH RESTRICTIONS □

For complete information on current public health measures, please visit alberta.ca/covid19. For more information about the City's response to COVID-19, please visit sprucegrove.org/covid19.

□ COVID-19 SUPPORT PROGRAMS □

NEW: Tourism & Hospitality Recovery Program



The Government of Canada is providing support to businesses in the tourism & hospitality industry through the wage and rent subsidy programs, including hotels, travel agencies, restaurants, and others with a subsidy rate of up to 75%.

NEW: Alberta REP Implementation Grant

NEW: Hardest-Hit Business Recovery Program



The Government of Canada is providing support for businesses that are not in the tourism and hospitality industry, this recovery program provides support for businesses that have faced deep losses, with a subsidy rate of up to 50%.

EXPANDED: Local Lockdown Program

NEW: Restrictions Exemption Safety Training Program



The Alberta Government will provide \$1M in grant funding to support frontline workers and help them access safety training to help them keep businesses open and their workers and patrons safe during the pandemic.

EXPANDED: Worker Lockdown Benefit



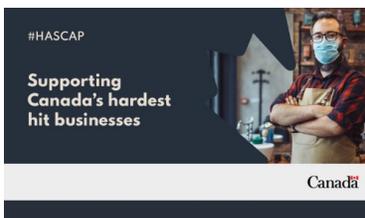
A one-time payment of \$2,000 to Alberta small and medium sized businesses that are eligible for and choose to implement the Restrictions Exemption Program (REP), requiring proof of vaccination, a negative test, or medical exemption.

[Canada Digital Adoption Program](#)



Grow Your Business Online is the first stream where non-profit organizations are eligible to apply for microgrants that will help support their digital transformation to fuel economic recovery.

[Canada HASCAP Program](#)



The Highly Affected Sectors Credit Availability Program (HASCAP) provides businesses access to low-interest loans of \$25,000 to \$1,000,000 to cover cash flow needs. Applications will remain open until March 31, 2022.



Effective December 19, 2021 to February 12, 2022, the Government of Canada expanded this program to include employers subject to capacity-limiting restrictions of 50% or more and reduce current-month revenue decline threshold requirements to 25%.

[Alberta Jobs Now Program](#)

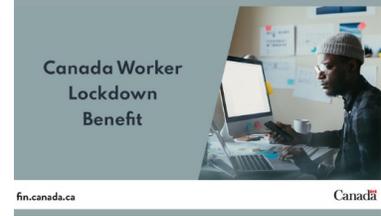


Private and non profit businesses can apply for funding to offset the cost of hiring and training unemployed or underemployed Albertans. The third intake will be announced at a later date.

[Canada-AB Job Grant & Work Sharing Program](#)



The Canada Alberta Job Grant offers funding for training opportunities. The Work Sharing Program provides Employment Insurance benefits for employees who share work while their employer recovers.



Effective December 19, 2021 to February 12, 2022, the Government of Canada expanded this benefit to include workers in regions where provincial or territorial governments have introduced capacity-limiting restrictions of 50% or more.

[Alberta's Innovation Employment Grant](#)



Up to a 20% tax credit towards Research and Development phased out for firms with \$10M to \$50M in taxable capital, while providing benefits of up to \$4M in annual R&D spending.

[Alberta Biz Connect & Business Resources](#)



The Government of Alberta continues to provide workplace guidance and supports to help businesses and non-profits affected by the COVID-19 pandemic to operate safely and support their recovery during challenging times.



Starting January 1, 2022, businesses will no longer be allowed to provide or use plastic checkout bags, polystyrene food serving ware, and plastic straws. The City developed [a toolkit](#) to support businesses throughout this transition to provide business owners with information, educational material, and advice on communicating with customers.

□ OTHER NEWS □

[Digital Main Street's ShopHERE Program](#)



This program helps businesses create their online store, provides training and support to go live, and helps with marketing. [Sign up here](#) to receive free 1:1 assistance.

[Spruce Grove's Fibre Optic Network](#)



Telus has started construction on a city-wide fibre-optic network for completion by 2023. This includes the fibre build-out in the industrial parks by Q1 2022.

[Spruce Grove Permit Activity Reports](#)



Permit activity reports for November 2021 are now available. These reports include building and development permit values, population growth, trends, and more.

[Edmonton Global's Global Growth Trade Service](#)



The Global Growth Trade Service connects businesses with a trade advisor who identifies and helps remove challenges and works with them to implement and activate their entry strategy to international markets.

[Edmonton Trade Accelerator Program](#)



This program helps small to medium-sized enterprises reach their global potential by providing them with access to industry experts to develop and execute a personalized market-entry export plan.

[Energy Savings for Business Program](#)



This program provides up to \$55M in funding for Alberta businesses to improve efficiency, reduce emissions, and decrease costs, while creating skilled jobs and boosting economic recovery.

To learn more about economic and business development in Spruce Grove, visit InvestSpruceGrove.ca. If you have any questions, please email us at Invest@SpruceGrove.org.

Thank you for your engagement.
Together, we play an important role in keeping our community healthy and safe.

From our team to yours,
Dave, Karla, Jamielinn, & Anika

SHARE OUR NEWSLETTER THROUGH SOCIAL MEDIA:

