



February 10, 2021

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

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

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

ALBERTA'S RELAUNCH STRATEGY: STAGE 2 **BEND THE CURVE**

The *Government of Alberta* has released a new 4-step plan to ease public health restrictions based on hospitalization benchmarks.

Effective February 8, additional health measures were eased for indoor and outdoor children's sport and performance activities, indoor fitness, and restaurants, cafes, and pubs.

For more detailed information on the application of Alberta COVID-19 protocols for businesses, this can be found at alberta.ca/bizconnect. More information can be found at www.alberta.ca/enhanced-public-health-measures.aspx.

□ THE CITY OF SPRUCE GROVE'S RESPONSE TO COVID-19 □

Our business community has been significantly impacted by the most recent measures implemented by the Province of Alberta. The *City of Spruce Grove* has compiled [relevant information](#) as well as [COVID-19 FAQs for businesses](#).

NEW DEVELOPMENTS

New developments in Spruce Grove will be featured in each newsletter.

□ THE FORMER ATCO LANDS □



There are some exciting developments happening at the former ATCO lands! Herb Horn, a local Spruce Grove businessman, recently purchased the former ATCO lands located at 30 – 60 Alberta Avenue. These lands consist of four adjoining lots, two of which have existing buildings. After improvements were made to these lands, two businesses have located to the site and two lots remain for lease or redevelopment.

Spruce Grove's [Xcalibre Crane & Rigging](#), along with their new division Matrix Heavy Haul & Transport, moved to [30 Alberta Avenue](#) and is operating out of the existing 79,000 SF facility on an 8.29 AC lot (Site A). Xcalibre provides customers innovative and cost effective hoisting solutions while Matrix specializes in oversized/overweight loads across a variety of industries in Alberta, Western Canada and the USA.

Calnash Trucking is located at [40 Alberta Avenue](#) and is operating out of the existing 7,500 SF facility on a 5.73 AC lot (Sites B/C). With branches in Lac La Biche and Ponoka Alberta, Calnash is an independent, aboriginal family-owned company with a fleet of over 100 trucks and 200 trailer units and who specialize in moving drilling rigs and oilfield related equipment across Alberta.

Together, Xcalibre, Matrix, and Calnash currently employ over 50 people who operate out of their Spruce Grove facilities.

[COVID-19 SUPPORT PROGRAMS](#)

→ **[NEW: Highly Affected Sectors Credit Availability Program \(HASCAP\)](#)** - This program will provide businesses heavily impacted by COVID-19 with the ability to access guaranteed, low-interest loans of \$25,000 to \$1 million to cover operational cash flow needs.

→ **[NEW: Canada Emergency Rent Subsidy \(CERS\)](#)** - Provides commercial rent and mortgage support to qualifying organizations affected by the pandemic. The lockdown support allows organizations affected by the mandatory public health order to receive an additional 25% of support. Qualifying renters and property owners will receive payment without requiring the participation of landlords. Applications for claim period 4 (December 20, 2020 to January 16, 2021) are now open. The last day you can apply for this claim period is Thursday, July 15, 2021.

→ **[NEW: Innovation Employment Grant](#)** - To promote investment and diversification, Alberta launched this grant as part of Alberta's Recovery Plan. Companies can receive up to a 20% tax credit towards qualifying research and

development expenditures. The grant will be phased out for firms with \$10M-\$50M in taxable capital and will provide benefits up to \$4M in annual R&D spending. This grant is delivered through the corporate tax system.

→ **Changes to the Canada Emergency Response Benefit (CERB)** - The application process is closed. Eligible individuals will transition to one of the following:

- **Employment Insurance (EI)** - Individuals have transitioned from CERB to EI to provide support to those who remain unable to work while introducing a new suite of temporary and taxable recovery benefits.
- **Canada Recovery Benefit (CRB)** - Individuals not eligible for EI, can apply for income support through the CRB program. Individuals can receive \$1,000 for a 2-week period and may apply up to 13 periods between September 27, 2020 - September 25, 2021. Applications for claim period 9 are open.

→ **EXPANDED: Canada Emergency Business Account (CEBA)** - In addition to the \$40,000 interest-free loan, businesses and non-profits impacted by COVID-19 will now be able to access an additional interest-free loan of up to \$20,000. Applicants have until March 31, 2021 to apply for the \$60,000 loan or the \$20,000 expansion.

→ **EXPANDED: Canada Emergency Wage Subsidy (CEWS)** - An employer who has seen a drop in revenue due to COVID-19 may be eligible for a subsidy to cover part of employee wages, retroactive to March 15. Applications for claim period 11 are now open. Changes to CEWS as of January 6, 2021 involve claim periods 11-13 (December 20, 2020 to March 13, 2021) having a maximum top-up subsidy rate of 35% and a maximum subsidy amount of \$595 for employees on leave with pay. The base revenue rate of 40% will remain in place.

→ **EXTENDED: Work Sharing Program** - This program has been extended from 38 weeks to 76 weeks for employers. The mandatory cooling off period has been waived, and eligible employers may immediately enter into a new agreement. Eligibility has been expanded to include businesses who have been in business for 1 year and staff who are essential to recovery.

→ **EXPANDED: Regional Relief and Recovery Fund (RRRF)** - The RRRF has expanded and now offers up to an additional \$20,000 for eligible small businesses needing continued financial support.

→ **EXPANDED: Alberta Small and Medium Enterprise Relaunch Grant** - This grant allows up to a maximum of \$20,000 for businesses, cooperatives, and non-profit organizations that experienced a revenue reduction of at least 30% due to COVID-19. Applications will remain open until March 31, 2021. As of February 4, 2021, businesses that started operations between March 1 and October 31, 2020 can now apply. New businesses impacted by public health orders may receive a payment that is 15% of their monthly revenue, for a maximum of \$15,000 in funding.

SUPPORT LOCAL



The City of Spruce Grove's [Support Local campaign](#) continues to encourage individuals to help businesses during this time of recovery, where all COVID-19 safety protocols and public health orders will be followed.

Welcome to our new Spruce Grove businesses!



Visit the new [Broadway & Grand](#) location on St. Matthews Avenue. Place a take-out order to try their gourmet appetizers, sandwiches, or burgers. □



[Oh! My Nails](#) offers manicure and pedicure services. Book an appointment to visit them on McLeod Avenue for the ultimate pampering experience! □

Thank you to our existing businesses!



[Bloom Therapy](#) offers a multidisciplinary approach to your wellness journey by incorporating Acupuncture, Chiropractic, Physiotherapy, Massage, and FST. □



[Thairific Thai Restaurant](#) offers authentic Thai cuisine. Stop by King Street to pick-up their famous Pad Thai dish made with home-made Tamarind sauce! □

OTHER NEWS

[Chamber's February Frenzy Shop Local Social Media Contest](#)



Consumers are encouraged to share their local hauls on social media using the #FebruaryFrenzyGPRC hashtag for a chance to win a gift card prize pack.

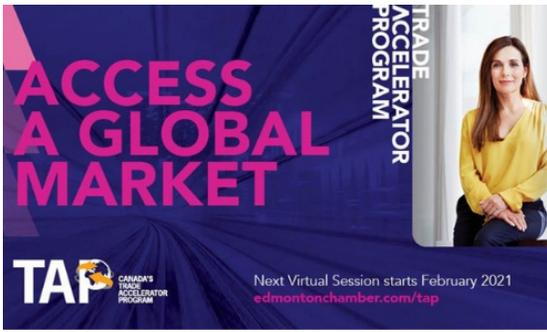
[Edmonton Trade Accelerator](#)

[Chamber's Regional Business Impact and Recovery Survey](#)



Businesses are encouraged to complete this survey on how they are dealing with COVID-19. You do not need to be a member in order to complete the survey.

[Energy Savings for](#)



This program helps businesses reach their global potential by providing access to industry experts to develop and execute a personalized market-entry export plan. Companies from Spruce Grove are encouraged to apply.

This program provides up to \$55 million for businesses to improve efficiency, reduce emissions, and decrease operating costs, while creating skilled jobs and boosting economic recovery. Applications are now open.

→ [Spruce Grove Building Permit Summaries Year to Date](#) - The City of Spruce Grove has released its latest permit activity reports for January 2021.

SIGN UP FOR OUR NEWSLETTER!

To learn more about economic and business development in Spruce Grove, visit our website at InvestSpruceGrove.ca. If you have any questions, please email a team member 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, Jamie-Lynn, & Anika

SHARE OUR NEWSLETTER THROUGH SOCIAL MEDIA:

