



April 29, 2022

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 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!

✂ NEW DEVELOPMENT □

COUNTRY STONE DISTILLERY & INTENSITY VR



Country Stone Distillery

Located at #138, 485 South Avenue, [Country Stone Distillery](#) is Spruce Grove's first local distiller. Using a sugar cane base and locally sourced ingredients, owner Dwayne

Bizeau and his business partners Yuya and Anna Inaba have crafted their own recipes.

Products include Red Barn pure and garlic vodkas, Country Stone white, spiced, and chai ruhms, and Top of the Morning coffee liquor. The sampling room allows guests to taste before they buy. Products can be purchased from Country Stone, and will soon be on liquor store shelves.

Intensity VR

In addition to the distillery, Dwayne and his wife Shelley MacDonald expanded [On Par Golf](#) to include Intensity VR, opening soon at #144, 485 South Avenue. This family-friendly, licensed gaming centre occupies 3,500 SF and offers a full menu, multi-purpose party room, and plenty of parking.

Intensity VR, a virtual reality gaming space, will offer individual rooms equipped with Valve Index headsets and a free roam space equipped with Oculus Quest 2 headsets. Virtual escape rooms add even more family fun and entertainment. On Par Golf features simulated golf courses from around the world, with one offering hockey, soccer, bowling, laser shooting and more.

"With Spruce Grove growing so quickly it is a natural place to start doing business and we are grateful for all of the support from the citizens."

- Dwayne Bizeau, Owner

□ 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. [Spruce Grove Recovers](#) is a video series that demonstrates the resiliency of our business community.

Welcome, new Spruce Grove businesses!



[Madge 'n Makers](#) at 56-96 Campsite Road is a gift & décor store filled with amazing local items such as natural food wrap, tumblers, custom-designed pens, pearls in oysters, pet toys, socks, candles, soaps, cotton candy, and more! □



Opening soon - [Chop Shop Physiques](#) at 280 Pioneer Road is a 24 hour physical fitness center and gym that offers memberships, personal training, group classes, and other activity sessions as customers strive to reach their goals. □

Thank you to our existing businesses!



[BZ Bodys Dance & Athletic Wear Inc.](#) relocated to 119-226 McLeod Avenue. They are a retail store catering to dance, gymnastics, and figure skating communities. They sell outfits, shoes, costumes, bags, and accessories. □



[Crave Beauty + Wellness Lab](#) at 222-20 Westwind Drive offers customized treatment plans to achieve client goals using medical aesthetic services, laser, botox/dysport, and clinical skin treatments. □

□ CALL FOR NOMINATIONS - COMMUNITY SPIRIT AWARD □

The 2022 Community Spirit Award - [nominate a deserving business today!](#)

The award recognizes local businesses for their support to community groups and charitable causes. The award is presented at the Greater Parkland Regional Chamber of Commerce's Annual Business Awards of Distinction Gala in the fall.

□ SPRUCE GROVE'S HERE WE GROW BROCHURES □



Spruce Grove's [Here We Grow Community Profile](#) and [Commercial Profile](#) are now available online. Find out why people love living in Spruce Grove and learn about the many exciting commercial investment opportunities.

The Industrial Profile will be available soon.

□ CITY CENTRE REDEVELOPMENT OPEN HOUSE □

The [City Centre Redevelopment Open House](#) takes place on May 4th from 5:00 PM to 8:00 PM at the Pioneer Centre. Drop in to learn more about the upcoming streetscape redevelopment project for McLeod Avenue and Main Street in the City Centre, as well as timelines and construction information.



EXPANDED SERVICE AREA FOR ON-DEMAND LOCAL TRANSIT



Starting on May 2nd, 71 bus stop locations south of the railroad tracks will be active, providing on-demand transit service to the industrial area of the city.

As a reminder, trips can be booked using the Pick-Up On-Demand app, over the phone, or online for right away or up to 1 week in advance for travel between any 2 bus stops in Spruce Grove. Learn more at sprucegrove.org/ondemandtransit.

FREE DIGITAL PROGRAMS FOR SPRUCE GROVE BUSINESSES

Four digital assistance programs for businesses are available. If you have questions about how these programs can help your business, contact invest@sprucegrove.org.



Spruce Grove businesses can register for the [Digital Economy Program](#) to access FREE support towards the following:

- Google My Business
- Social media
- Website & SEO
- Branding & logos
- Photography & videography
- E-commerce

Digital Main Street's [ShopHERE program](#) helps businesses:

- Create and configure online store
- Go live and market the store
- Training to manage the store

Other benefits include free 1:1 support, advertising credits for Facebook, domain registration, and more.



Apply for the [Canada Digital Adoption Program](#) for the following 2 streams:



[CyberSecure Canada](#) is a certification program for businesses. Getting certified will help your business to:

1) Grow Your Business Online: A micro-grant and access e-commerce advisors to help you go digital

2) Boost Your Business Technology: A grant and support for businesses who want to adopt new digital technologies

- Limit impacts of a cyber incident
- Enhance competitive advantage
- Protect customer and investor information
- Improve your cybersecurity knowledge

□ EVENTS □



The GPRCC is hosting the 2022 Tri-Expo & Marketplace on May 14th and 15th at Heritage Park in Stony Plain. This event hosts a wide array of goods and services from over 70 vendors throughout the region along with local food vendors and a Show & Shine event.



Spruce Grove's Canada Day Celebration is returning to Jubilee Park on July 1st. The event has activities for all ages, local and professional entertainment, fireworks, and more! This is a fantastic opportunity for local organizations to sell and promote their products.



The Tri-Region Mayors' Golf Classic takes place on July 7th at The Ranch Golf and Country Club in Acheson. Businesses from all three regions will be showcased in support of the Parkland Food Bank and the WEE Community Food Bank.



The Spruce Grove City Centre Business Association is working with the Rotary Club of Spruce Grove to bring an outdoor market to Ribfest at Central Park on July 23rd from 11:00 AM to 7:00 PM! This event is a great way to support local vendors and businesses.

□ 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.

Tourism & Hospitality Recovery Program



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

Hardest-Hit Business Recovery Program



The Government of Canada is providing support for businesses and organizations 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%.

Canada Local Lockdown Program



Wage and rent support extended for businesses and includes employers subject to capacity-limiting restrictions of 50% or more and reduce current-month revenue decline threshold requirements to 25%. Available from October 24, 2021, to May 7, 2022.

Canada Worker Lockdown Benefit



This benefit includes workers in regions where provincial or territorial governments have introduced capacity-limiting restrictions of 50% or more. This benefit is available from October 24, 2021, to May 7, 2022.

Canada Jobs and Growth Fund (JGF)



A \$700M program that supports regional job creation and positions local economies for long-term growth, including \$70M towards businesses and organizations created after January 2020 for those that meet the eligibility criteria.

Canada Tourism Relief Fund (TRF)



Funding to help tourism, not-for-profit, and Indigenous businesses adapt their operations to meet public health requirements while investing in products and services to facilitate their future growth.

Alberta Jobs Now Program



Private and non profit businesses can apply for funding to offset the cost of hiring and training

Canada-AB Job Grant & Work Sharing Program



The Canada Alberta Job Grant offers funding for training opportunities. The Work Sharing Program

Canada Emergency Business Account (CEBA)



The repayment deadline for Canada Emergency Business Account loans to

unemployed or underemployed Albertans. The third intake will be announced at a later date.

provides EI benefits for employees who share work while their employer recovers.

qualify for partial loan forgiveness is being extended to December 31, 2023 for eligible borrowers in good standing.

SIGN UP FOR OUR NEWSLETTER!

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

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