



July 26, 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 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!

□ FEATURED DEVELOPMENTS □

Featured developments in Spruce Grove will be showcased in each newsletter.

□ [SILENT ICE SPORTS & ENTERTAINMENT](#) □





With business expanding and the organization outgrowing their space within the Spruce Grove Agrena, [Silent Ice Sports & Entertainment](#) recently added a new facility to their fold with the purchase of 430 Saskatchewan Avenue in Spruce Grove. This new, 9,000 SF state-of-art Deering-constructed building, situated on a 2-acre lot, provides Silent Ice Sports & Entertainment the space they need as they continue to expand operations.

Silent Ice Sports & Entertainment is an innovative market leader in the development of sports and entertainment properties, with a focus on vertical integration of athlete, teams, leagues and media. Properties include the Western Hockey League's Seattle Thunderbirds, the Senior AAA Stony Plain Eagles, the Alberta Junior Hockey League's Spruce Grove Junior "A" Saints, the 1700+ athlete Hockey Super League, the Saints Pro Hockey Academy and Silent Rides Charter Bus Company. 4Vengeance Media develops, produces, licenses and distributes sport & entertainment content that integrates brands and sponsors into the growing direct to fan media market.

One of Silent Ice's properties, Silent Rides Charter Bus Company, is one of Alberta's leading specialty charter companies. With a fleet of luxury motor coach travel, Silent Rides plans to expand their fleet to include specialty limousine van/bus service in the future. Silent Rides is the preferred carrier of many sports teams, tour groups, corporations, and schools across Western Canada.

Silent Ice Sports & Entertainment employs approximately 20 people, including Executive and Administrative Staff, Coaches, and Luxury Coach Operators. The Spruce Grove Saints Hockey Operations will continue to operate out of the Agrena, a building that has served as a foundation to both the team and the community for many years.

"All of us at Silent Ice Sports & Entertainment are beyond excited with our new building on Saskatchewan Avenue and are thrilled to be right in the heart of the Spruce Grove business community. This move allows us to continue to expand all of our properties and bring our Silent Ice family together under one roof."

- J.J. Hebert, Vice-President of Business Development
Silent Ice Sports & Entertainment

Congratulations, Silent Ice Sports & Entertainment on your continued success!



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

Spruce Grove Recovers

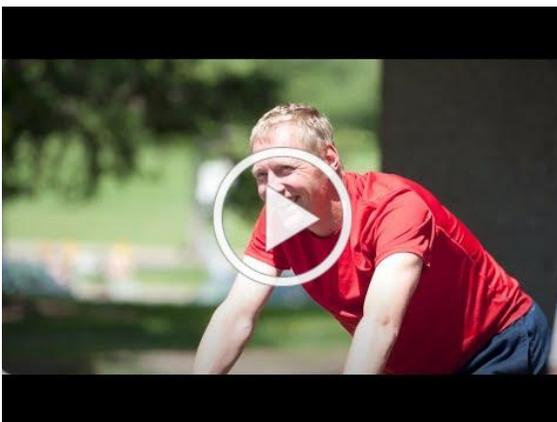
Over the past year, we saw incredible examples of resiliency and recovery within our community. We are proud to share some of these stories through a video series called “[Spruce Grove Recovers](#)” Following are the latest videos in a series of 10.



[Porta Romana Restaurant](#) reinvented itself to switch to a purely takeout model, where they were able to keep the community fed and happy. □



[Ward School of Dance](#) kept the spirit of dance alive through virtual lessons and recitals, keeping kids moving and dancing. □



[Change Health Alberta](#) shifted their programming to continue to provide life skill lessons and maintain meaningful social connections in the community. □



[Gifts and Gadgets](#) doubled down on its commitment to customer service sending customers pictures and videos of items for both curbside pickup and delivery. □
□

Thank you to our featured businesses!



[Bedard Lee and Associates LLP, CPA's](#) is a new business, which has located into revamped offices at 115 Main Street in the heart of the City Centre. They are dedicated to client satisfaction and offer accounting and tax related services to new and existing clients. ☐



Tirecraft located at 140 Century Crossing has undergone a name change and is now called [Trail Tire Auto Centers](#). They continue to offer passenger, car, truck, and SUV tires from brands such as Michelin, Bridgestone, Firestone, Cooper, and others! ☐

Thank you to our existing businesses!



[Legit Kicks](#), a sneaker and streetwear boutique in Grove Plaza, offers footwear, clothing, and accessories from some of the best brands. This is your one stop shop for everything VANS! ☐



[True Balance Medical Spa](#) on Westwind Drive offers a variety of aesthetic, wellness, and spa services to help you look and feel your best from the inside-out. ☐

☐ COVID-19 SUPPORT PROGRAMS ☐

[Federal Budget](#) extends several key COVID-19 support programs to Fall 2021.

[NEW: Canada Digital Adoption Program](#)



Grow Your Business Online is the first stream and non-profits can apply for microgrants to help support their digital

[NEW: Alberta Jobs Now Program](#)



Private and not-for-profit businesses can apply for funding to offset the cost of hiring and training unemployed or

[Canada Emergency Rent Subsidy \(CERS\)](#)



This program provides commercial rent and mortgage support to organizations. Applications will remain open until

transformation to fuel economic recovery.

underemployed Albertans.

September 25, 2021.

Alberta's Innovation Employment Grant



Provides up to a 20% tax credit towards R&D. The grant will be phased out for firms with \$10M to \$50M in taxable capital and will provide benefits up to \$4M in annual R&D spending. Delivered through the corporate tax system.

Canada HASCAP Program



Highly Affected Sectors Credit Availability Program provides businesses access to low-interest loans of \$25,000 to \$1,000,000 to cover cash flow needs. Applications will remain open until December 30, 2021.

Canada Emergency Wage Subsidy (CEWS)



An employer who has seen a drop in revenue may apply for a subsidy to cover part of employee wages. Changes allow a top-up of 35% and a subsidy amount of \$595 for employees on leave with pay. Apply before September 25, 2021.

Employment Insurance Program (EI)



CERB transitioned to EI. The number of weeks of EI benefits is increased to a maximum of 50 weeks for claims made between September 27, 2020 and September 25, 2021.

Canada Recovery Benefit (CRB)



Those not eligible for EI can apply through CRB. This allows recipients to apply for a total of 25 periods (50 weeks) between September 27, 2020 and September 25, 2021.

Canada-AB Job Grant & Work Sharing Program



CAJG offers funding for training opportunities. The Work Sharing Program provides EI benefits for employees who share work while their employer recovers.

□ UPCOMING EVENTS □

Tri-Expo & Marketplace



When: August 27 - 29
Where: Heritage Park in Stony Plain

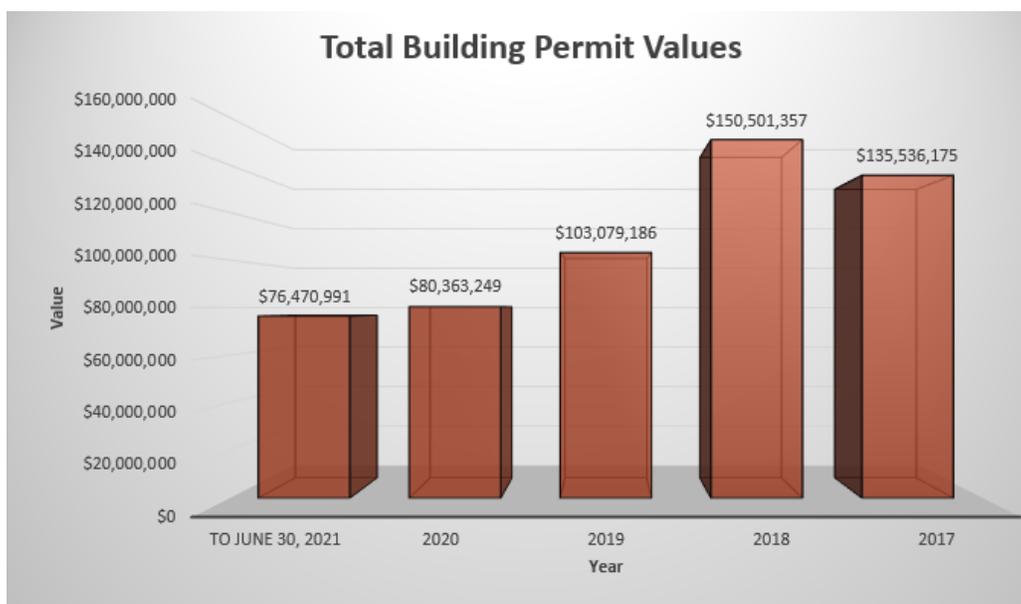
On August 27-29, the *Greater Parkland Regional Chamber of Commerce* is hosting the Tri-Expo & Marketplace at Heritage Park in Stony Plain.



The Expo on Sunday at 10:00 AM will feature the Chamber's first Show & Shine event for car enthusiasts to register and bring their cars to the show. Click [here](#) to learn more.

□ OTHER NEWS □

Total Building Permit Values - In the first 6 months of 2021, Spruce Grove has recorded total building permit values almost equal to all of 2020.



\$1.3B Dollar Net-Zero Hydrogen Energy Complex



The Edmonton region is about to become the world's largest net-zero hydrogen network! Air Products \$1.3B investment will radically transform Alberta's economy and dramatically decarbonize Western Canada.

Spruce Grove Permit Activity Reports

Edmonton Global's Global Growth Program (GGP)



The Global Growth Program (GGP) will help various businesses within the Edmonton Metropolitan Region accelerate their entry into international markets through the export of their products and services.

Edmonton Trade Accelerator Program

Edmonton Region Hydrogen HUB



As hydrogen is a vital component of our clean energy system, Canada launched the Edmonton Region Hydrogen HUB, an initiative to build Canada's very first low-carbon hydrogen economy in our region.

Energy Savings for Business Program



Spruce Grove released its permit activity reports for June 2021. These indicate building and development permit values, population growth, trends, the cost for providing infrastructure, and more.

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.

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.

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

SHARE OUR NEWSLETTER THROUGH SOCIAL MEDIA:

