



April 29, 2024

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

Our [Economic & Business Development](#) newsletter keeps you informed about new development, business, and interesting happenings in the business community.

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

### FEATURED DEVELOPMENT

#### **WesTower Communications opens Head Office in Spruce Grove!**



**WesTower Communications Ltd.** provides comprehensive engineering and design, fabrication, site construction, project management, and ongoing maintenance for the telecommunications industry. Operating since 1990, WesTower has grown to become the largest turn-key telecommunications contractor in Canada.

WesTower recently moved into their newly constructed 20,000 SF head office at 385 Saskatchewan Avenue in Spruce Grove. Situated on a 5-acre parcel, this \$10 million facility is the new home to over 75 employees.

WesTower operates three fabrication facilities in Canada that produce a wide range of steel products for wireless towers and telecommunications infrastructure. With 19

locations, WesTower currently handles over 4000 projects annually for more than 200 clients across Canada and the United States.

*“When looking for a new location to amalgamate two of our Alberta facilities, Spruce Grove was the best fit. We were able to find the right size of land to accommodate a build-to-suit facility with the perfect balance of office, warehouse, and yard”*

*Nathan Schauerte, President & CEO.*

## □ SUPPORT LOCAL □

### Welcome, new businesses!



**Culichi Snacks** located at 309 McLeod Avenue, brings delicious Mexican snacks to the City Centre with their wide menu featuring mouth watering items such as El Guacamole, Los Cacahuates, El Duro and so much more.

### Thank you to our existing businesses!



**Cera-Tech Dental Lab** located at #26, 314 McLeod Avenue, provides quality fixed prosthetics using registered technologists, state-of-the-art digital equipment, advanced technologies and materials to provide dentists, denturists and patients easy access to quality care.



**The Big Greenhouse** located at 27117 Highway 16A, consists of a greenhouse and garden centre offering perennials, annuals, vegetables plants, hanging baskets, roses, shrubs, trees, garden decor, seeds, pesticides/herbicides, concrete statuary, and so much more.

## □□ Exciting Naming Rights and other Sponsorship Opportunities Alert! □□

The City of Spruce Grove is seeking naming rights and other sponsorships for our new Civic Centre! Sponsorship



opportunities include the overall naming of the Civic Centre, naming of the main centre lobby/atrium, black box theatre, art gallery, branch location of the Spruce Grove Public Library, and presenting rights for the community arena. Learn how to get involved in our [Expression of Interest \(EOI\)](#).

## □ EVENTS □

### CCBA 2024 Summer Market Events

**SUMMER**  
*at the Centre*

IN COOPERATION WITH: PRESENTED BY:

**CALL FOR VENDORS & SPONSORS**

11AM-4PM • SAT <b>JUNE 1</b> <i>June Jamboree</i>	11AM-4PM • SAT <b>JULY 6</b> <b>CIRCUS CARNIVAL</b> & MARKET MERRIMENT	4PM-9PM • SAT <b>JULY 27</b> <i>Summer Nights Festival</i>	11AM-4PM • SAT <b>AUG 10</b> <i>Summer Sizzle DANCE-OFF</i>
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For more information, please visit [www.sprucegrovecitycentre.org/events](http://www.sprucegrovecitycentre.org/events)

Join the [Spruce Grove City Centre Business Association](#) (CCBA) for 4 UNIQUE Summer Market Events in the City Centre!

Get ready and mark your calendars for four family-friendly summer experiences! Calling all home-based businesses! This is your time to showcase your business at the [vendor](#) market and reach a wider audience. With up to 2500 to 5000 people per event, don't miss out on the chance to showcase your offerings to our thriving community.

Join the CCBA in their efforts to promote and activate a vibrant city centre for our community. Reach out today to become a [sponsor](#).

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**Spruce Up Spruce Grove** invites all community members to join their annual spring clean-up, aiming to remove garbage from parks, trails, and school yards while fostering connections and pride in our green spaces. Registration using the [online form](#) to pick a date, time and location.



Golfing spots are now sold out for the **2024 Tri-Region Mayors' Golf Classic** on July 22! The only way to golf is to purchase a sponsorship that includes golf spots (there are only 11 spots left through sponsorship). Check out the [tournament site](#) to sponsor or register to play.

## APPLY FOR THE CITY CENTRE

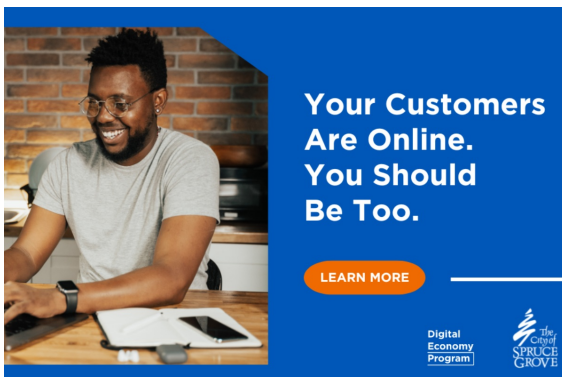
### □ STOREFRONT IMPROVEMENT PROGRAM □



Applications for the 2024 Spruce Grove [City Centre Storefront Improvement Program](#) are now open. This program supports property and business owners the City Centre who want to make improvements to their storefronts. The City will provide a 50% matching grant up to \$7,500 per storefront or \$10,000 for a street corner where improvements are made to two facades.

**Need Ideas? [Setup a meeting today!](#)**

### □ DIGITAL ECONOMY PROGRAM □



Need a boost with your marketing efforts? Don't miss out on the [Digital Economy Program](#) offering FREE support for social media, website & SEO, branding, and more. This program is the solution for those marketing projects you've been putting off due to time constraints or lack of expertise. It's time to take action and see your business grow.

SMEs can access funding to expand international trade in Alberta via the [Alberta Export Expansion Program](#) (AEEP). This program supports small to medium-sized enterprises, industry associations, and Indigenous and economic development organizations by financing international travel to trade events. Contact a [program advisor](#) to discuss your AEEP application today.



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**SIGN UP FOR OUR NEWSLETTER!**

To learn more about economic and business development in Spruce Grove, visit [InvestSpruceGrove.ca](http://InvestSpruceGrove.ca). If you have any questions, email us at [Invest@SpruceGrove.org](mailto: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, Jodi, & Anika*

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**FOLLOW US ON SOCIAL MEDIA:**

