

January 12, 2022

## The City of Spruce Grove in partnership with the University of Alberta School of Business launches digital support for small businesses!

When over 95% of businesses in Alberta are small businesses, supporting them in a competitive world is critical. That's why the City of Spruce Grove has joined the **Digital Economy Program**, to help our small businesses win and grow our local economy.

Though our commitment to the small business community, the Digital Economy Program will offer digital transformation support for **FREE**. Together we help businesses grow and thrive, and our community flourishes in the process.

The Digital Economy Program is a free program. It was created in partnership with the City of Spruce Grove, the University of Alberta School of Business, Business Link, and Digital Main Street.



The service is open to small businesses with less than 50 employees who would like to undergo a digital transformation. Perhaps they need help with ecommerce or their web presence, social media strategy or perhaps analytics.

“Spruce Grove is proud to help support small businesses increase their digital presence,” said Mayor Jeff Acker. “With so many aspects of our lives being managed online, it makes sense to help our business community find ways to interact with and support their customers, clients, and even potential employees in this environment.”

To get started—small businesses complete an application form, and are then paired up with a Digital Service Squad who will look at a needs assessment and put together a work plan. Then the magic happens.

### To be eligible:

- Businesses need to be registered in Alberta (Indigenous owned businesses

that are not registered in Alberta may still be eligible, please contact the Digital Economy Program Program Coordinator directly)

- Businesses have between 0–49 employees

There are a limited number of spots that are being filled on a first–come first–served basis.

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