



April 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 our City. 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!

□ COVID-19 IMPACT SURVEY - NOW AVAILABLE! □



GREATER
PARKLAND
REGIONAL
CHAMBER

SURVEY

- ✓ IDENTIFY BUSINESS COMMUNITY NEEDS
- ✓ MEASURE EFFECTS OF THE COVID-19 CRISIS ON BUSINESSES
- ✓ GUAGE PROGRESS OF THE BUSINESS COMMUNITY



The *Greater Parkland Regional Chamber of Commerce* has launched their [2021 Regional Business Impact & 3rd Wave Restrictions Survey](#). We encourage business owners to participate in this survey, as it will help us assess the implications of COVID-19 on the local business community. [Take the survey!](#)

□ NEW DEVELOPMENTS □

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

[RAVENWOLF BREWING CO. LTD.](#)



[RavenWolf Brewing Co.](#), Spruce Grove's newest micro-brewery and taproom, is officially open! Located at 45C South Ave, this husband and wife operated team specializes in bold, smooth, and finely crafted beers serviced with a menu of tasty snacks that are inspired with a "Caribbean" flair.

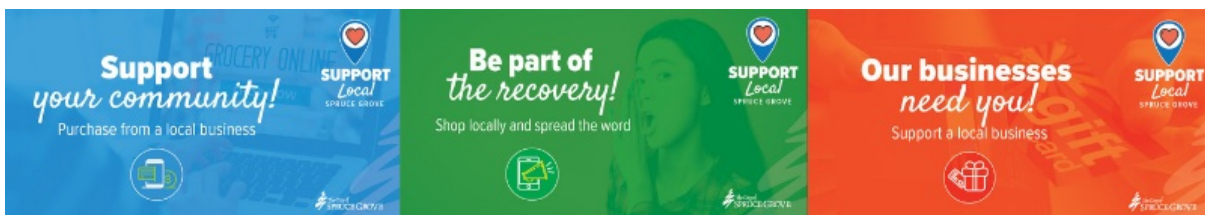
Owners, Jan and Randal Gillett, spent the last few decades brewing hundreds of batches, while refining their recipes multiple times to perfection.

Their symbol, the raven (also known as the "wolf-bird"), symbolizes curiosity, mysteriousness, and inspiration. The wolf symbolizes loyalty and passion for family connections. Their vision is to live in a community where they can share their daily lives, care for one another, and form valuable friendships.

"The brewery and taproom is truly FROM, IN, and FOR our local community. Committing both times and resources, we have always had a heart for the Tri-Region and are known for extending warm and open hospitality." - The Gilletts

The Gilletts focus on quality, connections, and inspire you to - "Craft Your Life". Congratulations, Jan and Randal, and welcome to Spruce Grove!

□ SUPPORT LOCAL □



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.

Welcome, new Spruce Grove businesses!



[Liberty Donairs](#) on Jennifer Heil Way offers mouth-watering donairs, freshly wrapped pitas, unique poutines, and flavorful milkshakes. ☐



[Modern Trend Studio](#) on King Street is a family-owned salon with a passion for haircuts, precision color, foils, and ombre/balayage! ✂

Thank you to our existing businesses!



[All Precious Jewellers](#) on McLeod Avenue continues to offer a stunning range of rings, necklaces, watches, snow globes, statues, and many more! ☐



[Cake Affair](#) on Alberta Avenue is a licensed cakery that offers delicious custom designed cakes, cake pops, cookies, and pies for any event. ☐

☐ **PUBLIC HEALTH RESTRICTIONS** ☐

For complete information on current public health measures, please visit alberta.ca/covid19.

For detailed information on the application of COVID-19 restrictions and protocols for businesses, please visit alberta.ca/bizconnect.

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

[COVID-19 Resources](#)



[Regulations for Outdoor/Sidewalk Patios](#)



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](#).

In efforts to encourage economic recovery, restaurants in Spruce Grove can provide outdoor/sidewalk patio seating to customers, while following all provincial health protocols and meeting the City's criteria.

□ COVID-19 SUPPORT PROGRAMS □

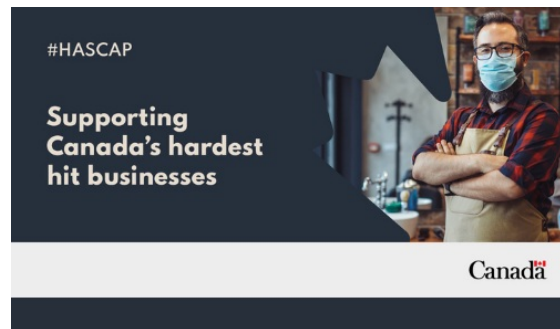
Federal Budget extends several key COVID-19 support programs to Fall 2021.

EXPANDED: Small and Medium Enterprise Relaunch Grant



Businesses operating since February 29, 2020 and those that began between March 1, 2020 - March 31, 2021 can apply for up to \$10,000. Hotels, taxis, and ride-share services can now apply. Applications will be open until May 31.

NEW: Highly Affected Sectors Credit Availability Program (HASCAP)



This program provides businesses heavily impacted by the COVID-19 pandemic to access low-interest loans of \$25,000 to \$1,000,000 to cover cash flow needs. Applications will remain open until June 30, 2021.

NEW: Canada Emergency Rent Subsidy (CERS)



Commercial rent and mortgage support to organizations. Lockdown Support provides an additional 25% of support or 90% to businesses greatly impacted. Renters and owners can receive payment without participation of landlords. Applications for period 7 (March 14 to April 10) are open. Deadline extended to September 25, 2021.

NEW: Alberta's Innovation Employment Grant



To promote investment and diversification, this grant provides up to a 20% tax credit towards Research and Development. 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. This grant is delivered through the corporate tax system.

EXPANDED: Regional Relief and Recovery Fund (RRRF)



Regional Relief and Recovery Fund (RRRF)

Find out if your business qualifies for an additional \$20,000 in RRRF funding (up to \$60,000 from \$40,000)

Canada

Western Economic Diversification Canada / Diversification de l'économie de l'ouest Canada

The RRRF has expanded and now offers up to an additional \$20,000 for eligible small and medium-sized enterprises (SMEs) needing continued financial support. Deadline extended to June 30, 2021.

EXPANDED: Employment Insurance Program (EI)



Financial Assistance for Canadians

canada.ca/economic-response-plan

Canada

The CERB program has transitioned to EI to provide support to those who qualify for EI benefits, but are unable to work. The number of weeks of regular EI benefits is proposed to be increased to a maximum of 50 weeks for claims made between September 27 and September 25.

EXPANDED: Canada Emergency Business Account (CEBA)



CANADA EMERGENCY BUSINESS ACCOUNT
SUPPORT FOR YOUR BUSINESS

Canada

Government of Canada / Gouvernement du Canada

In addition to the \$40,000 interest-free

EXPANDED: Canada-Alberta Job Grant



Canada-Alberta Job Grant

Alberta Government

Funding for employers to help employees and for unemployed Albertans to access training opportunities. Employers are required to contribute 1/3 of training costs and government contributes 2/3 to a maximum of \$10,000 per trainee per year.

EXPANDED: Canada Recovery Benefit (CRB)

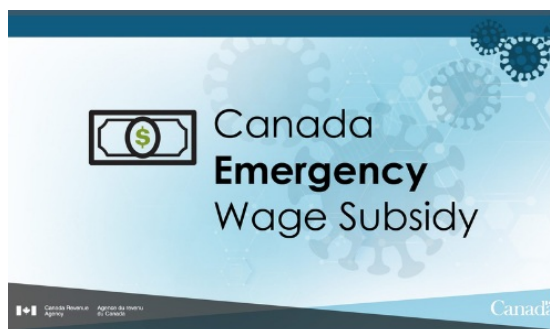


Canada Recovery Benefit

Learn More
Canada.ca/coronavirus

Individuals not eligible for EI can apply through CRB. A proposed extension to the time eligibility period will allow recipients to apply for 19 periods (38 weeks) between September 27, 2020 and September 25, 2021. Applications for period 15 (April 11 to April 24) are open.

EXPANDED: Canada Emergency Wage Subsidy (CEWS)



Canada Emergency Wage Subsidy

Canada

Canada Revenue Agency / Agence des Revenus du Canada

An employer who has seen a drop in

loan, eligible businesses, such as hard-hit small businesses and non-profit organizations impacted by the COVID-19 pandemic will now be able to access an additional interest-free loan of up to \$20,000. Applicants now have until June 30, 2021 to apply for the \$60,000 loan or the \$20,000 expansion.

revenue may be eligible 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. The base revenue remains at 40%. Applications for period 14 (March 14 to April 10) are open. Deadline extended to September 25, 2021.

EXPANDED: Canada's Work Sharing Program

EXTENDED: Several Federal COVID-19 Programs



PROGRAM	CURRENT EXPIRY
CANADA EMERGENCY WAGE SUBSIDY (CEWS)	September 25, 2021
CANADA EMERGENCY RENT SUBSIDY (CERS)	September 25, 2021
CANADA EMERGENCY BUSINESS ACCOUNT (CEBA)	June 30, 2021
REGIONAL RELIEF AND RECOVERY FUND (RRRF)	June 30, 2021

Extended from 38 to 76 weeks, eligible employers may immediately enter into a new agreement. Eligibility has expanded to include businesses who have been in business for 1 year and essential staff.

The Federal Budget 2021 extends the following COVID-19 programs to help get the economy through the final stages of the pandemic: CEWS, CERS and Lockdown Support, CEBA, and RRRF.

□ UPCOMING EVENTS □

Chamber's Second Annual 2021 Golf Tournament



The *Greater Parkland Regional Chamber of Commerce* is hosting their 2nd annual golf tournament on August 12, 2021. [Register here](#) to experience great golf, great networking, and great times, while supporting the *Parkland Pregnancy Support Centre*, an organization that provides support and resources to pregnant women, new mothers, and families with toddlers.

Chamber's Tri-Expo & Marketplace



On August 27-29, the *Greater Parkland Regional Chamber of Commerce* hopes to host the Tri-Expo & Marketplace at Heritage Park in Stony Plain. This family-friendly

event will now feature local food vendors on-site. They are hopeful that come Summer, they will be able to host this event. Click [here](#) to learn more.

□ WELCOME, BRENDA BUCHKO! ☺



The newest Executive Assistant for the [City Centre Business Association \(CCBA\)](#), Brenda Buchko, has officially started her first day on April 8, 2021.

Brenda relocated to the Spruce Grove area in December 2016 from Fort McMurray with her family. She has been an active part in the community as a Board Member for the TransAlta Tri Leisure Centre as well as volunteering with local organizations.

Brenda completed her Bachelor of Arts in Recreation and Health Education as well as her Bachelor of Science in Kinesiology at the University of Victoria and went on to work as a Manager at MacDonal Island Park and Shell Place in Fort McMurray.

In this role, she hosted numerous events such as the Edmonton Eskimos Northern Kickoff, the 2015 Western Canadian Summer Games, the 2015 Grand Slam of Curling, and numerous concerts including Arrowsmith and KISS. She currently owns a consulting and architecture firm with her husband and spends her days enjoying her acreage with her 3 children and 3 dogs.



Welcome to the City Centre Business Association, Brenda!

□ OTHER NEWS □

[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 first low-carbon hydrogen economy in our region.

[Edmonton Trade Accelerator Program](#)

[Permit Activity Reports](#)



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

[Energy Savings for Business Program](#)



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 open.

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, Jamie-Lynn, & Anika

SHARE OUR NEWSLETTER THROUGH SOCIAL MEDIA:

