



December 21, 2020

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 Page](#) and ensure that the information is current and relevant.

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



ALBERTA'S RELAUNCH STRATEGY: STAGE 2 **BEND THE CURVE**

As a result of high case numbers, Alberta declared stronger public health measures in efforts to protect the health system from being overwhelmed and to slow the spread of COVID-19. It is expected these measures will be in effect until at least January 12, 2021. For more detailed information on the application of Alberta COVID-19 protocols for businesses, this can be found at alberta.ca/bizconnect. More information can be found at www.alberta.ca/enhanced-public-health-measures.aspx.

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

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](#).

NEW DEVELOPMENTS

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



The ground-breaking of 115 First Avenue has officially taken place! This is Spruce Grove's newest commercial building with modern architecture located in the heart of the City Centre redevelopment. This \$2.8M development is anticipated to be completed in June 2021.

The building is 6,300 SF on two floors, with an additional of 3,000 SF tenant storage in the basement. The space is intended for a combination of retail, office, and services. The space will be able to accommodate a take-out restaurant and tapas/wine bar.

[COVID-19 SUPPORT PROGRAMS](#)

- **[NEW: Canada Emergency Rent Subsidy \(CERS\)](#)** - This program provides commercial rent and mortgage support to qualifying organizations affected by the pandemic. The lockdown support allows organizations affected by the mandatory public health order to receive an additional 25% of support. Qualifying renters and property owners will receive payment without requiring the participation of landlords.
- **[UPCOMING: Innovation Employment Grant](#)** - To promote investment and diversification, Alberta is launching this grant on January 1, 2021 as part of Alberta's Recovery Plan. Companies can receive up to 20% towards qualifying research and development expenditures. The grant will be phased out for firms with \$10M-\$50M in taxable capital and will provide benefits up to \$4M in annual R&D spending.
- **[UPCOMING: Energy Savings for Business Program](#)** - *Emissions Reduction Alberta* is providing up to \$55 million for Alberta businesses to improve efficiency, reduce emissions, decrease operating costs, grow their operations and become more competitive, while creating skilled jobs and boosting economic recovery. This funding opportunity will launch in January 2021.
- **[Changes to the Canada Emergency Response Benefit \(CERB\)](#)** - The application process is closed. Eligible individuals will transition to one of the following:
 - **[Employment Insurance \(EI\)](#)** - Individuals have transitioned from CERB to EI to provide support to those who remain unable to work while introducing a new suite of temporary and taxable recovery benefits.
 - **[Canada Recovery Benefit \(CRB\)](#)** - Individuals not eligible for EI, can apply for income support through the CRB program. Individuals can receive \$1,000 for a 2-week period and may apply up to 13 periods between September 27, 2020 - September 25, 2021.

→ **EXPANDED: Canada Emergency Business Account (CEBA)** - In addition to the \$40,000 interest-free loan, businesses and non-profits impacted by COVID-19 will now be able to access an additional interest-free loan of up to \$20,000. Applicants have until March 31, 2021 to apply for the \$60,000 loan or the \$20,000 expansion.

→ **EXPANDED: Canada Emergency Wage Subsidy (CEWS)** - This program has been extended to June 2021. Applications for claim period 10 are now open, where the maximum subsidy rate remains at 65% (40% base rate + 25% top-up). Businesses can use the new top-up calculation or the previous 3-month average drop, depending on what works in their favor. The application deadline is January 31, 2021 or 180 days after the end of the claim period.

→ **EXTENDED: Work Sharing Program** - This program has been extended from 38 weeks to 76 weeks for employers. The mandatory cooling off period has been waived, and eligible employers may immediately enter into a new agreement. Eligibility has been expanded to include businesses who have been in business for 1 year and staff who are essential to recovery.

→ **EXPANDED: Regional Relief and Recovery Fund (RRRF)** - The RRRF has expanded to provide additional interest-free repayable funding of up to \$1,000,000 for more Western small and medium-sized businesses.

→ **EXPANDED: Alberta Small and Medium Enterprise Relaunch Grant** - This grant allows up to a maximum of \$20,000 for businesses, cooperatives, and non-profit organizations that experienced a revenue reduction of at least 30% due to COVID-19. Applications will be open until March 31, 2021, unless otherwise communicated.

SUPPORT LOCAL



The *Greater Parkland Regional Chamber of Commerce's* [25 Days of Sales](#) lists businesses that will be offering one day only sales from November 30 to December 24. All public health orders will be followed.

Welcome to our new Spruce Grove businesses!



LOVEPIZZA is a new, modern pizzeria! This family-owned business uses quality ingredients to craft their delicious meals. Visit them at Westwind Drive! ☐



Pet Foods Etc. offers quality foods, toys, and accessories for dogs and cats. Stop by Deer Park Drive to purchase a treat for your furry friend! ☐

Thank you to our existing businesses!



Unique Perceptions offers New Age & Holistic gifts and services. Visit them for stones, smudging supplies, incense, herbs, essential oils, and statues. □



Grove City Meats continues to craft Alberta-made beef, pork, and chicken products. Support local & try out their delicious range of jerky and sausages! □

SIGN UP FOR OUR NEWSLETTER!

To learn more about economic and business development in Spruce Grove, visit our website at InvestSpruceGrove.ca. If you have any questions, please email a team member 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



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