



February 25, 2022

## 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!**

### □ MYSHAK METRO BALLPARK □



Gold Sports and Entertainment announced on February 17th the Myshak Group as the official Naming Rights Sponsor for the [Myshak Metro Ballpark](#) under development in Spruce Grove. The event held at The Links also recognized 33 additional corporate sponsors that are working to help build the sport of baseball in our region.

### □ CHAMBER'S BUSINESS AWARDS OF DISTINCTION □

The Greater Parkland Regional Chamber of Commerce hosted its [2021 Business Awards of Distinction](#) at the Heritage Pavilion in Stony Plain on January 27th, 2022.

Congratulations to [Golden Spike Lumber](#) on receiving the **2021 Community Spirit Award** from the City of Spruce Grove! Shannon and Bernie Strei have provided amazing support towards the Community Garden's 3rd phase buildout. Their generous donation of lumber and supplies made it possible for the final 16 boxes to be built. Their generosity will be enjoyed

by gardeners and all members of the community for years to come!



Other winners include:

- **Business of the Year 36+ Employees:** [Leading Edge Physiotherapy](#)
- **Cultural Diversity Award of Distinction:** [Dani + Madi & Dóchas Psychological Services Inc.](#)
- **New Business of the Year Award of Distinction:** [Parlour 1919 Speakeasy & Talking Dog Brewing](#)
- **Outstanding Customer Service Award of Distinction:** [Romantic Notions](#)
- **Young Entrepreneur Award of Distinction:** Alana Tollenaar from [Backyard Birds Nature Shop](#) & Karley Guse from [The Grove Optometry](#)

**Congratulations!**

## □ SIGN UP FOR THE DIGITAL ECONOMY PROGRAM □



Through a partnership involving the City of Spruce Grove, University of Alberta, Business Link, and Digital Main Street, the Digital Economy Program is designed to support small businesses as they integrate or upgrade their online operations.

Delivered at no cost, this program will allow businesses build their online presence, add eCommerce, create a social media plan, and other digital practices to help their business thrive.

**Applications are now open. There are a limited number of spots that are being filled on a first-come first-served basis.**

**CLICK HERE TO REGISTER YOUR BUSINESS!**

## □ SUPPORT LOCAL □

[Spruce Grove's Support Local Campaign](#)



The City of Spruce Grove's [Support Local campaign](#) encourages individuals to help businesses during this time of recovery. We are proud to share some incredible examples of resiliency and recovery within our community through a video series called "[Spruce Grove Recovers](#)".

### Welcome, new Spruce Grove businesses!



[Mint Therapeutics](#) at 10 - 420 King Street offers holistic approaches to health and wellness by offering acupuncture services, massage therapy, and manual osteopathic therapy (MOT). □



[Tri-Municipal Veterinary Clinic](#) has moved to a beautiful new location at 150 Century Crossing. They are dedicated to providing progressive and compassionate care to your beloved pets. □

### Thank you to our existing businesses!



[Pretty Little Flowers](#) at 2 - 20 McLeod Avenue is a family-operated florist that sells a large variety of fresh-cut flowers for any event, while offering same-day deliveries to Spruce Grove, Stony Plain, Acheson, and Parkland County. □



[The Parlour](#) relocated to 2 Deer Park Drive and offers trained stylists that competed around the world to provide you with inspired haircuts, creative styles, blow-drying and styling treatments, coloring, and bridal services. □ ♀

### □ OTHER NEWS □

[Spruce Grove Finding Success Brochure](#)

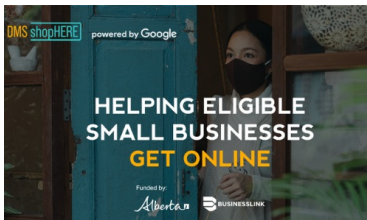
[Edmonton Global Video Series](#)

[Spruce Grove 2022 City Maps](#)



Discover just a few of Spruce Grove's many successful companies! Meet the people, learn about their journeys to success, and why they chose Spruce Grove. The [2022 Finding Success brochure](#) is now available.

[Digital Main Street's ShopHERE Program](#)



This program helps businesses create their online store, provides training and support to go live, and helps with marketing. [Sign up here](#) to receive free 1:1 assistance.

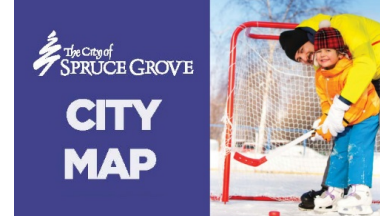


Together with CTV, Edmonton Global has produced a [series of videos](#) highlighting local businesses working in key sectors investment opportunities within the Edmonton Metropolitan Region.

[Spruce Grove's Invest in Alberta Ad](#)



Check out our advertisement in the Economic Developers Alberta (EDA) Invest in Alberta magazine to learn more about Spruce Grove's investment in fibre-optics.



Spruce Grove's 2022 City Maps are now available! Printed copies can be picked up at City Hall, the [Spruce Grove Public Library](#), or the [Chamber's Visitor Information Centres](#). An online version can be found [here](#).

[Spruce Grove Permit Activity Reports](#)



Building and development permit activity reports for 2021 are now available. These are broken out by building categories for residential, commercial, industrial, and institutional.

□ PUBLIC HEALTH RESTRICTIONS □

For complete information on current public health measures, please visit [alberta.ca/covid19](http://alberta.ca/covid19). For more information about the City's response to COVID-19, please visit [sprucegrove.org/covid19](http://sprucegrove.org/covid19).

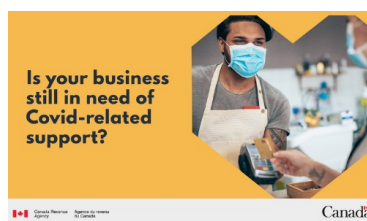
□ COVID-19 SUPPORT PROGRAMS □

[Tourism & Hospitality Recovery Program](#)



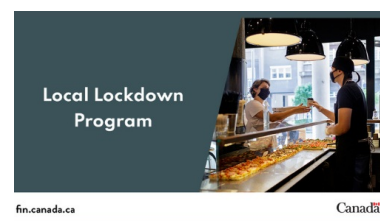
The Government of Canada is providing support to businesses in the tourism

[Hardest-Hit Business Recovery Program](#)



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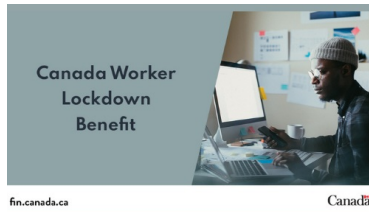
[Canada Local Lockdown Program](#)



Wage and rent support extended for businesses in effect for claim periods 24

and hospitality industry through the wage and rent subsidy programs, including hotels, travel agencies, restaurants, and others with a subsidy rate of up to 75%.

### Canada Worker Lockdown Benefit



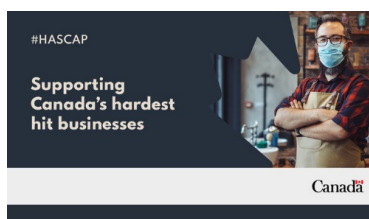
This benefit includes workers in regions where provincial or territorial governments have introduced capacity-limiting restrictions of 50% or more. You may apply for any weeks your region is eligible between October 24, 2021 and May 7, 2022.

### Canada Digital Adoption Program



*Grow Your Business Online* is the first stream where non-profit organizations are eligible to apply for microgrants that will help support their digital transformation to fuel economic recovery.

### Canada HASCAP Program



organizations that are not in the tourism and hospitality industry, this recovery program provides support for businesses that have faced deep losses, with a subsidy rate of up to 50%.

### Canada Jobs and Growth Fund (JGF)



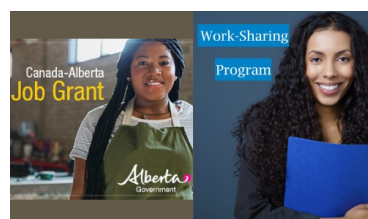
A \$700 million program that supports regional job creation and positions local economies for long-term growth, including \$70 million towards businesses and organizations created after January 2020 for those that meet the eligibility criteria.

### Alberta Jobs Now Program



Private and non profit businesses can apply for funding to offset the cost of hiring and training unemployed or underemployed Albertans. The third intake will be announced at a later date.

### Canada-AB Job Grant & Work Sharing Program



and 25 until March 12, 2022. Includes employers subject to capacity-limiting restrictions of 50% or more and reduce current-month revenue decline threshold requirements to 25%.

### Canada Tourism Relief Fund (TRF)



Funding to help tourism businesses, not-for-profit organizations, and Indigenous businesses adapt their operations to meet public health requirements while investing in products and services to facilitate their future growth.

### Alberta's Innovation Employment Grant



Up to a 20% tax credit towards Research and Development phased out for firms with \$10M to \$50M in taxable capital, while providing benefits of up to \$4M in annual R&D spending.

### Canada Emergency Business Account (CEBA)

The Highly Affected Sectors Credit Availability Program (HASCAP) provides businesses access to low-interest loans of \$25,000 to \$1,000,000 to cover cash flow needs. Applications will remain open until March 31, 2022.

The Canada Alberta Job Grant offers funding for training opportunities. The Work Sharing Program provides Employment Insurance benefits for employees who share work while their employer recovers.



The repayment deadline for Canada Emergency Business Account (CEBA) loans to qualify for partial loan forgiveness is being extended to December 31, 2023, for all eligible borrowers that are in good standing.

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## SIGN UP FOR OUR NEWSLETTER!

To learn more about economic and business development in Spruce Grove, visit [InvestSpruceGrove.ca](https://InvestSpruceGrove.ca). If you have any questions, please 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, Jamielinn, & Anika*

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## SHARE OUR NEWSLETTER THROUGH SOCIAL MEDIA:

