



March 31, 2023

## 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!**

□ NEW DEVELOPMENT □

### HEAVY METAL EQUIPMENT & RENTALS EXPANDS



[Heavy Metal Equipment & Rentals](#) is expanding their Spruce Grove facility! Heavy Metal Equipment Rentals is one of the region's only heavy equipment rental companies that supplies products and rental services to all four earthmoving industry sectors - mining, forestry, pipeline, and construction. In addition to the Spruce Grove facility, Heavy Metal's head office is located in Camrose and with operations in Fort McKay, Red Deer, and Elko, Nevada.

Heavy Metal arrived in Spruce Grove in 2019 when they purchased 301 Tamarack Drive, a 9-acre industrial site equipped with approximately 27,000 SF of shop and office space.

To accommodate their growing workforce, Heavy Metal is expanding their current 2,000 SF office building by an additional 16,000 SF, a project valued at just over \$4 million. Construction is well underway with the structure in place and an expected completion date by July 2023.

Out of their Spruce Grove location, Heavy Metal employs approximately 55 office professionals and 40 technicians and they continue to seek valuable team members to support their expanding operations.

## □ SUPPORT LOCAL □

### Welcome, new businesses!



[Los Molcajetes](#) at 125 McLeod Avenue is a family-owned business that offers Mexican products, fast food for take-out, and ready-to-go frozen meals such as tacos, tamales, pupusas, tortas, tostadas, pozole, birria, menudo, and more. □



[True Movement](#) at #3A, 420 King Street is a studio that specializes in enhancing performance, restoring posture, and increasing mobility. Use promo code SpruceSave for \$100 off of their Ten Pass towards any of their Platform classes. □

### Thank you to our existing businesses!



[Retail Revolt](#) at 45B South Avenue is a family-owned and operated liquidator that offers a variety of overstock, returned, and floor model merchandise at discounted and wholesale pricing for customers. □



[HUB Legal](#) has relocated to #122, 20 Westwind Drive. This law firm provides real estate, estate planning, estate administration, and corporate services. They are a proud supporter of community events. 🍀

## □ COMING SOON □

### □ CITY CENTRE STOREFRONT IMPROVEMENT PROGRAM □

As part of the City Centre revitalization initiative, the City will be launching a Storefront Improvement Program in April 2023, which will provide a financial



incentive for property and business owners in the City Centre to make exterior improvements to their storefronts. Further details will be announced shortly.



## □ CITY CENTRE CONSTRUCTION - SET TO RESUME □



Construction in the City Centre is scheduled to resume in April. Near the end of March, weather permitting, materials, and workers will begin arriving on site. Subscribe for updates at [www.sprucegrove.org/CCARP](http://www.sprucegrove.org/CCARP).

Residents are also reminded to continue supporting City Centre businesses by shopping local. Visit [CityCentreOpenForYou.ca](http://CityCentreOpenForYou.ca) for a business directory and interactive map to find businesses and parking in the area.

## □ EVENTS □



The City of Spruce Grove's [Eye Spy With My Little Eye](#) is coming to McLeod Avenue (Calahoo Road intersection to King Street intersection) from April 1-30. Download the [game card](#), walk the boundary area, and snap photos of each item listed on the game card for a chance to win one of five \$100 gift cards to a local business located within the area.



The Greater Parkland Regional Chamber of Commerce is hosting the [2023 Tri-Expo & MARKETPLACE](#) on May 6 from 10:00 AM to 6:00 PM & May 7 from 10:00 AM to 4:00 PM at Heritage Park in Stony Plain. The event hosts a wide array of goods and services from over 70 vendors throughout the region. A Job Fair will also be hosted at this event.



The City of Spruce Grove, the Town of Stony Plain, and Parkland County are partnering together for the 2nd Annual [Tri-Region Mayors' Golf Classic](#) on Thursday, July 13. The tournament will be hosted by Spruce Grove at [The Links at Spruce Grove](#). Become a sponsor or register to play in the tournament by visiting [triregiongolfclassic.ca](#).



The Spruce Grove City Centre Business Association will be hosting 3 [City Centre Markets](#) this summer at the Pioneer Centre and City Hall Parking Lot at 301 Jespersen Avenue on July 30, August 13, & August 27. This family-friendly event will feature vendor booths, amazing local Artisans, fresh produce, food trucks, live entertainment, and free kids activities.

## □ OTHER NEWS □



Edmonton Global and Mount Royal University partnered up to bring "[The Hydrogen Innovation Accelerator](#)" program to Alberta businesses. This exclusive program is designed to teach your team a repeatable and scalable innovation process that will help you capture new value and revenue streams from the emerging hydrogen economy in Western Canada.



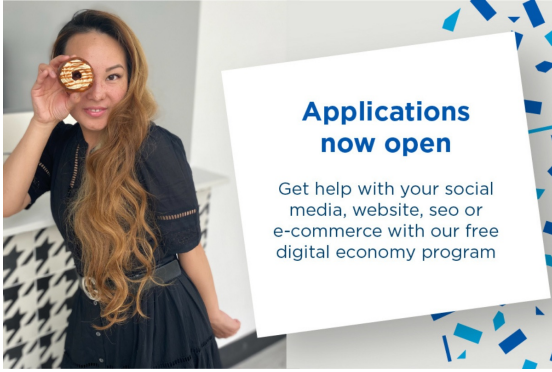
The Government of Canada recently announced \$80.5 million in funding to support the [Canadian Critical Drug Initiative \(CCDI\)](#), significantly growing drug manufacturing capacity in the Edmonton region. This initiative will close Canada's drug manufacturing gap, while attracting investment into the region, allowing it to become a pharmaceutical hub.

## □ FREE DIGITAL PROGRAMS FOR SPRUCE GROVE BUSINESSES □

If you have questions about the following programs, contact [Invest@SpruceGrove.org](mailto:Invest@SpruceGrove.org).

[Digital Economy Program](#)

[Canada Digital Adoption Program](#)



Over 107 businesses in Spruce Grove have signed up for the [Digital Economy Program](#) to become the next success story by accessing these FREE services:

- Google My Business
- Social media, website & SEO
- Branding & logos
- Photography & videography

Apply for the [Canada Digital Adoption Program](#) for the following 2 streams:

- 1) [Grow Your Business Online](#): A micro-grant and access to e-commerce advisors
- 2) [Boost Your Business Technology](#): A grant and support for businesses who want to adopt new digital technologies

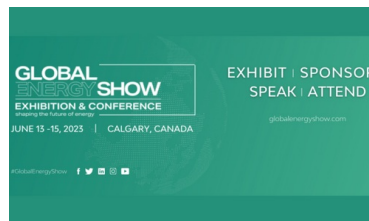
## □ BUSINESS SUPPORT PROGRAMS AND CONFERENCES □

### [The Canadian Hydrogen Convention](#)



This convention takes place on April 25-27, 2023 at the Edmonton Convention Centre, where they will showcase Canada's leadership in hydrogen, where representatives, leaders, and sector professionals will collaborate.

### [Global Energy Show Exhibition & Conference](#)



This show takes place in Calgary on June 13-15, 2023 and engages with industry buyers, sellers, stakeholders, partners, CEOs, and young professionals together to share knowledge and fuel innovation in the ever-changing energy landscape.

### [CyberSecure Canada Certification Program](#)



CyberSecure Canada is the nation's cybersecurity certification program for small and medium-sized organizations to help businesses limit cyber incidences, enhance competitive advantage, attract new business, and protect information.

## 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, 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,

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