



March 4, 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!

□ UPCOMING EVENTS □

[Selling your Services to the World: How to Find New Markets](#)



On March 11th, EDC is hosting a webinar on how to sell services and identify new markets to help businesses take advantage of global expansion opportunities. Register today!

[Chamber's State of the Region 2021 Event](#)



On March 11th, watch the Chamber's free Facebook Live event at 6:00 PM to recognize the region's accomplishments, share priorities for the future, and acknowledge their challenges.

□ NEW DEVELOPMENTS □

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

[**WAUKESHA PEARCE INDUSTRIES CANADA \(WPI\)**](#)



Waukesha Pearce Industries (WPI), a pioneer in engine technology with nearly 100 years in business, has landed its Canadian head office in Spruce Grove. With 17 US locations and 3 locations in Canada—Nisku, Grande Prairie and Fort St. John—the Texas-born company is extending its reach across North America.

Located at 441 South Avenue, WPI is touted as Canada’s one-stop-shop for everything natural gas engine-related. They offer certified remanufacturing of natural gas engines and compressors, the world’s largest inventory of Waukesha and Ariel engine parts, and a vast inventory of remanufactured engines for all major equipment lines.

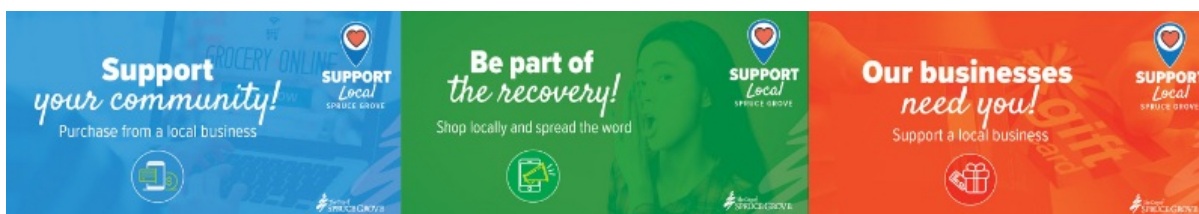
WPI’s roots in Spruce Grove begin with Toni Moretto, who moved his company, Trittech Compression Inc., to Spruce Grove in 2005, where he invested in Canada’s first natural gas engine test cell. In 2009, the business was purchased by Hoerbiger Holding AG, a global player in compression, automation, and drive technology. When Hoerbiger shifted its operations in 2020, WPI took the opportunity to partner with Toni and expand WPI Canada.

Now Director of Operations for WPI Canada, Toni oversees work at the 40,000 square-foot facility situated on a 6 acre site. The facility features Canada’s only natural gas dynamometer, with capabilities of up to 4,000 horsepower and 4 to 24-hour diagnostic test run options.

“It’s a great community. We are well supported by the City, we have great access where we are, and our staff are happy to live in Spruce Grove. It’s a diverse, growing, and vibrant community.” - Toni Moretto

WPI has approximately 60 employees in Canada, with 20 in Spruce Grove – a number that is expected to double in the near future. Locating in Spruce Grove has been instrumental in the evolution of the business.

□ 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!



The new [Solei's Bistro & Café](#) on McLeod Avenue offers homemade soups, gourmet sandwiches, and many more options for most dietary restrictions. ☕



[MNR Beauty Boutique](#) is a new boutique on McLeod Avenue that carries natural and cruelty-free skincare, haircare, body care, apparel, and accessories. ☐

Thank you to our existing businesses!



[Suzanne's](#) is a Canadian owned women's retail store, inspiring women to look and feel beautiful. Visit them at Campsite Road to shop their apparel! ☐



[Knighton Men's Wear Fashions](#) is a clothing store on McLeod Avenue that helps men suit up for the right occasion, while looking sharp head to toe. ☐

☐ ✦ ALBERTA'S RELAUNCH STRATEGY: STAGE 2 ☐ ✦

[BEND THE CURVE](#)

The *Government of Alberta* has released a new 4-step plan to ease public health restrictions based on hospitalization benchmarks.

Effective March 1, additional health measures were eased for indoor fitness facilities to include low-intensity activities and for libraries to reopen, with restrictions.

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 ☐

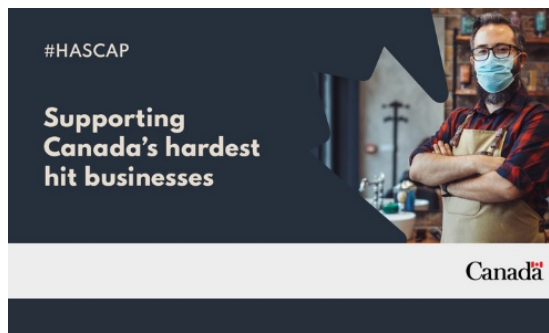
Our business community has been significantly impacted by the most recent measures implemented by the Province of Alberta. The *City of Spruce Grove* has compiled [relevant information](#) as well as [COVID-19 FAQs for businesses](#).

UPCOMING: Enhanced COVID-19 Business Benefit



Up to \$30,000 in support for businesses affected by the pandemic. Additional funds of \$10,000 can be used to offset costs such as PPE, bills, or hiring staff. This program will launch in April 2021.

NEW: Highly Affected Sectors Credit Availability Program (HASCAP)



This program will provide businesses heavily impacted by COVID-19 with the ability to access guaranteed, low-interest loans of \$25,000 to \$1 million to cover operational cash flow needs.

NEW: Canada Emergency Rent Subsidy (CERS)



Provides commercial rent and mortgage support to organizations affected by the pandemic. Lockdown Support allows organizations affected by the public health order to receive an additional 25% of support. Renters and property owners can receive payment without the participation of landlords. Applications for claim period 5 (January 17 to February 13, 2021) are now open.

NEW: Alberta's Innovation Employment Grant



To promote investment and diversification, Alberta launched this grant where companies can receive up to a 20% tax credit towards 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. This grant is delivered through the corporate tax system.

EXPANDED: Employment Insurance Program (EI)

EXPANDED: Canada Recovery Benefit

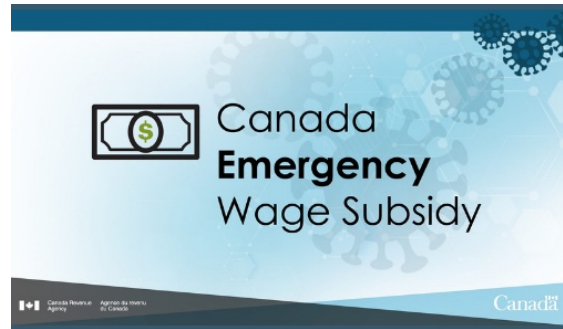
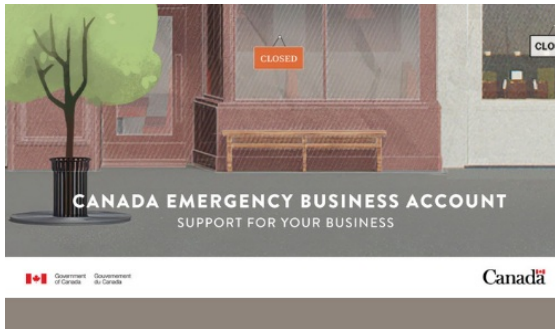


The CERB program has transitioned to EI to provide support to those who qualify for EI benefits, but are unable to work. The number of weeks of regular EI benefits is proposed to be increased to a maximum of 50 weeks for claims made between September 27, 2020 and September 25, 2021.

Individuals not eligible for EI can apply for income support through the CRB program. A proposed extension to the time eligibility period limits will allow eligible recipients to apply for a total of 19 periods (38 weeks) between September 27, 2020 and September 25, 2021.

EXPANDED: Canada Emergency Business Account (CEBA)

EXPANDED: Canada Emergency Wage Subsidy (CEWS)



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.

An employer who has seen a drop in revenue may be eligible for a subsidy to cover part of employee wages. Changes allow a maximum top-up of 35% and a maximum subsidy amount of \$595 for employees on leave with pay. The base revenue rate of 40% will remain in place.

EXPANDED: Canada's Work Sharing Program

EXPANDED: Regional Relief and Recovery Fund (RRRF)



Extended from 38 to 76 weeks, eligible employers may immediately enter into a

The Regional Relief and Recovery Fund (RRRF) has expanded and now offers up

new agreement. Eligibility has expanded to include businesses who have been in business for 1 year and essential staff.

[EXPANDED: Alberta Small and Medium Enterprise Relaunch Grant](#)



This program provides up to a maximum of \$20,000 for businesses, cooperatives, and non-profit organizations that experienced a revenue reduction of at least 30%. Businesses that started operations between March 1 and October 31, 2020 can now apply. Applications are open until March 31, 2021.

to an additional \$20,000 for eligible small and medium sized businesses needing continued financial support.

[EXPANDED: Canada-Alberta Job Grant](#)



As part of Alberta's recovery efforts, employers can apply for funding to help employees and unemployed Albertans access training opportunities. Employers are required to contribute 1/3 of the training costs and government contributes 2/3 to a maximum of \$10,000 per trainee per year.

□ OTHER NEWS □

[Edmonton Trade Accelerator 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.

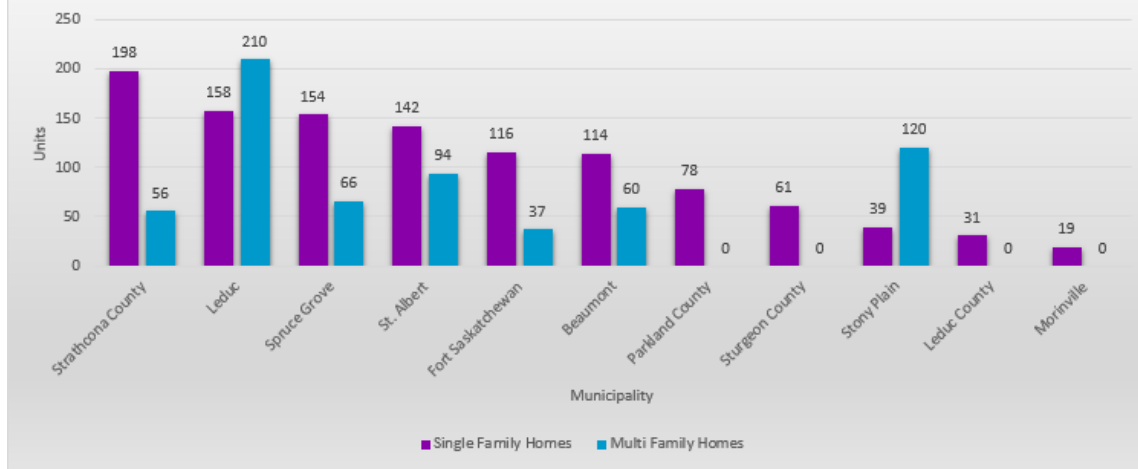
[Energy Savings for Business Program](#)



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.

→ [Total CHBA Housing Starts Edmonton Metro Region 2020 - Comparison](#)

Total CHBA Housing Starts Metro 2020 Single Family & Multi-Family



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:

