



January 30, 2022

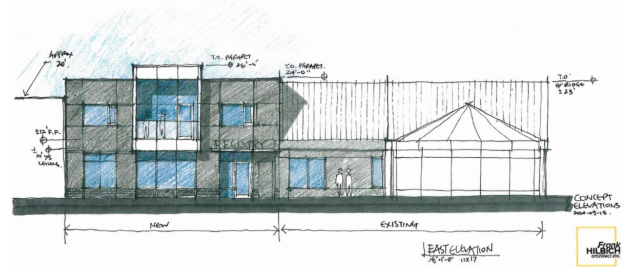
The City of Spruce Grove **ECONOMIC & BUSINESS DEVELOPMENT NEWS** *Keeping you informed!*

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 □

DRAYDEN INSURANCE EXPANDS



[Drayden Insurance](#) at 228 McLeod Avenue in Spruce Grove is undergoing an exciting expansion with approximately 3,300 SF of new space over 2 floors being added to the footprint.

Alberta Registries will expand to include the current registries space plus the full amount of the main floor that is being added, which will approximately double the size of the Registry space. Not to mention, the upstairs will add 6 additional offices for the Insurance operations.

The exterior of the current building will also be refreshed with new stucco and exterior features that will match the new space that will take place over the summer and into the fall depending on the accessibility of their building to their contractor with the renovations to McLeod Avenue transition from the north to the south side of the street.

"This expansion will allow us to continue providing our clients with support, while offering customized peace-of-mind insurance policies for home, car, business owners,

farmers, and individuals." - Brian Nielsen, President

Drayden Insurance anticipates having the new space completed by mid-April when they will then temporarily transition registries into the new space, while their current space is renovated with that being completed by mid-June 2023.

□ SUPPORT LOCAL □

Welcome, new Spruce Grove businesses!



[Hobby Tea](#) at #120, 700 McLeod Avenue is a bubble tea store that offers Vietnamese coffees, brown sugar pearl milk teas, foam teas, fruit teas, and smoothies with many flavors and toppings to choose from. □



[Atmosphere Beauty Lounge](#) at #307, 131 First Avenue is a salon and spa that offers services such as cutting, coloring, manicures, pedicures, and waxing. Come for the service, stay for the atmosphere and enjoy the food and bar menu. □♀

Thank you to our existing businesses!



[Creative Color](#) at 110 McLeod Avenue is a print shop that offers solutions towards products and printing services, as well as marketing solutions towards graphic designs, signage & decals, web design, promotional products, and more. □



[Elite Athlete Training Systems \(E.A.T.S\)](#) at 15 Alberta Avenue is not your average gym! Join their community of athletes committed to the daily pursuit of elite sport performance. Individuals, Small Group & Team Training options. □♂

□ CONSTRUCTION UPDATE - FENWYCK HEIGHTS □



St. Michael's Health Group continues work on [Fenwyck Heights](#), their new development on 260 Pioneer Road in Spruce Grove. This \$54 million project for a 170 suite, seniors independent living with support services facility will provide seniors in our community with a comfortable, affordable, and beautiful place to call home. As of now, 106 suites have been leased.

Currently, construction is at an 80% completion point, with exciting updates being made daily. The Fenwyck Heights sign was recently installed on Pioneer Road, and interior taping, priming, and painting is well underway in suites. Suites are beginning to look like homes with kitchen cabinets being installed as well.

St. Michael's Health Group also owns and operates St. Michael's Grove Manor in Spruce Grove, which provides homes to approximately 80 seniors in our community. In addition to providing much needed seniors' housing, the completion of Fenwyck Heights will also offer approximately 60 employment opportunities.

St. Michael's is thrilled with the progress on the build so far, and the build remains on schedule. Though an official opening date has not been set, they look forward to opening for residents to move in during the upcoming summer of 2023.

□ 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 February 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.



□ □ NEW CCBA POSITION APPOINTED □ □

The Spruce Grove [City Centre Business Association \(CCBA\)](#) is excited to announce they have filled their Executive Assistant position. Please join us in welcoming Janet Hanson to the team. Janet will be visiting businesses in the City Centre in the upcoming weeks and looks forward to meeting everyone.



□ CITY CENTRE IS OPEN FOR BUSINESS - CONSTRUCTION UPDATE □



There may be some minor disruptions to accommodate ongoing work. Construction will resume in spring 2023 with lane and sidewalk closures on the south side of McLeod Avenue and the east side of Main Street. This phase of the project will be completed by fall 2023. [Learn more.](#)

Continue to support our City Centre businesses by shopping local. More information is available at CityCentreOpenForYou.ca, which provides a City Centre business directory and an interactive map to find businesses and parking in the area.

□ EVENTS □



The Spruce Grove and District Agricultural Society is hosting their inaugural [Winter Blooms Gala](#) on Saturday, February 11, 2023 from 5:00 PM to 11:00 PM. This formal dinner and dance fundraising event will support an accessible pathway system at the Spruce Grove Community Garden to help



The Greater Parkland Regional Chamber of Commerce is hosting the 4th Annual [State of the Region Address](#) on Thursday, March 16, 2023 at River Cree Resort in Enoch Cree Nation. Municipal and Indigenous leaders will be the highlight of the evening and they will be sharing with the guests the future focused

community members with mobility issues to enjoy the beautiful space.

developments and plans that they have for the region.

□ FREE DIGITAL PROGRAMS FOR SPRUCE GROVE BUSINESSES □

If you have questions about the following programs, contact Invest@SpruceGrove.org.



Your Spruce Grove business can become the next success story by signing up for the [Digital Economy Program](#) to access 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 □

[Canada Jobs and Growth Fund \(JGF\)](#)



A \$700M program that supports regional job creation and positions local economies for long-term growth.

[Canada Tourism Relief Fund \(TRF\)](#)



Funding to help tourism, non-profit, and Indigenous businesses adapt operations to meet public health requirements.

[CyberSecure Canada Certification Program](#)



A certification program to limit cyber incidences, enhance competitive advantage, and protect information.

[Canada-Alberta Job Grant](#)



[Canada Work-Sharing Program](#)



[Canadian Hydrogen Convention](#)



This employer-driven program offers a grant that allows eligible employers to receive government funding in order to help both employees and unemployed Albertans access training opportunities.

This program helps employers and employees avoid layoffs during a temporary decrease in the normal level of business activity and in instances where the decrease is beyond the control of the employer.

This event takes place on April 25-27, 2023, where representatives, leaders, and sector professionals will collaborate and do business in the North America market, driving the hydrogen industry forward.

SIGN UP FOR OUR NEWSLETTER!

To learn more about economic and business development in Spruce Grove, visit InvestSpruceGrove.ca. If you have any questions, 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, Jamielinn, & Anika

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