



May 26, 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!**

✂ NEW DEVELOPMENT □

### CONSTRUCTION STARTS ON CITY CENTRE REVITALIZATION



Construction started on May 16th on Phase 1 of the City Centre Area Redevelopment Plan (CCARP). This phase involves the rehabilitation of underground utilities and streetscape improvements for McLeod Avenue between King Street and Queen Street, as well as Main Street between First Avenue and Church Road.



Construction will be staged over 2 years and will involve partial street closures throughout the period and full closure of the McLeod Avenue and Main Street intersection for approximately 4 weeks starting in May. Drivers and pedestrians are

asked to watch for signs and detours in the immediate area.

Construction has also resumed at Columbus Park, which will be completed this summer. This includes a temporary lane closure on the east side of the park. The lane will be replaced with a decorative concrete surface that will tie in with the overall redevelopment of the park.

The implementation of the City Centre Area Redevelopment Plan is intended to revitalize the area and make it a destination where people of all ages come to shop, dine, work, reside and connect as a community in the heart of the City.

If you would like to receive the most current information on construction in the City Centre, you are invited to subscribe for updates at [SpruceGrove.org/CCARP](http://SpruceGrove.org/CCARP).

## □ ON THE EDGE YEG - TOURISM WEBSITE LAUNCHED □



New adventures are being discovered On-the-Edge! [On-the-Edge YEG](#) is a partnership between the City of Spruce Grove and the Town of Stony Plain aimed at growing local tourism. It is your one-stop-shop for information on local shopping, day trips, weekend getaways, recreation, and more!

## □ 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. [Spruce Grove Recovers](#) is a video series that demonstrates the resiliency of our business community.

## Welcome, new Spruce Grove businesses!



[Gigi's Ice Cream](#) at 96 Campsite Road #60 is an ice cream shop inspired by cheesecake. They offer various fun



[Hypnotic Bloom](#) at 1 Hawthorne Gate is an independent flower shop constantly pushing the boundaries of floral artistry.

flavors in different sizes, as well as banana splits, cereal balls, chocolate cookie dough bowls, and pup cups. □

They can bring your creative ideas to life made personally for you or for that special someone during any occasion. □

### Thank you to our existing businesses!



Vita Sana Naturopathic Wellness Clinic relocated to 110-5 Spruce Village Way, and is a trusted Naturopathic Clinic offering Naturopathy, I.V. therapy, acupuncture, massage, dietary and weight loss coaching, EPT therapy and more. □  
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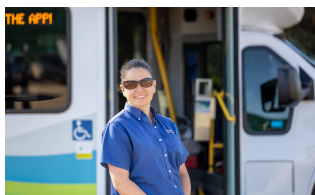
Paradise Games and Customs at 4 Spruce Ridge Drive is a local game store offering an assortment of table top gaming, board games, custom 3D print orders and game accessories, tumblers, and more. They also host interactive game nights. □

### □ CALL FOR NOMINATIONS - COMMUNITY SPIRIT AWARD □

#### **The 2022 Community Spirit Award - [nominate a deserving business today!](#)**

The award recognizes local businesses for their support to community groups and charitable causes. The award is presented at the Greater Parkland Regional Chamber of Commerce's Annual Business Awards of Distinction Gala in the fall.

### □ EXPANDED SERVICE AREA FOR ON-DEMAND LOCAL TRANSIT □



Since May 2nd, 71 bus stop locations south of the railroad tracks are now active, providing on-demand transit service to the industrial area of the city.

As a reminder, trips can be booked using the Pick-Up On-Demand app, over the phone, or online for right away or up to 1 week in advance for travel between any 2 bus stops in Spruce Grove. Learn more at [sprucegrove.org/ondemandtransit](https://sprucegrove.org/ondemandtransit).

### □ FREE DIGITAL PROGRAMS FOR SPRUCE GROVE BUSINESSES □

Four digital assistance programs for businesses are available. If you have questions about how these programs can help your business, contact [invest@sprucegrove.org](mailto:invest@sprucegrove.org).



Spruce Grove businesses can register for the [Digital Economy Program](#) to access FREE support towards the following:

- Google My Business
- Social media
- Website & SEO
- Branding & logos
- Photography & videography
- E-commerce



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

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



Digital Main Street's [ShopHERE program](#) helps businesses:

- Create and configure online store
- Go live and market the store
- Training to manage the store

Other benefits include free 1:1 support, advertising credits for Facebook, domain registration, and more.



[CyberSecure Canada](#) is a certification program for businesses. Getting certified will help your business to:

- Limit impacts of a cyber incident
- Enhance competitive advantage
- Protect customer and investor information
- Improve your cybersecurity knowledge

## □ EVENTS □



Spruce Grove's [Canada Day Celebration](#) is returning to Jubilee Park on July 1st. The event has activities for all ages, local and professional entertainment, fireworks, and more! This is a fantastic opportunity to get ready to shop while experiencing some great vendors.

The [1st Annual Tri-Region Mayors' Golf Classic](#) takes place on July 7th at The Ranch Golf and Country Club in Acheson. Businesses from all three regions will be showcased in support of the Parkland Food Bank and the WEE Community Food Bank.



The Spruce Grove City Centre Business Association is working with the Rotary Club of Spruce Grove to bring an outdoor market to [Ribfest](#) at Central Park on July 23rd from 11:00 AM to 7:00 PM! This event is a great way to support local vendors and businesses.

The [Public Market](#) returns to the Pioneer Centre and City Hall parking lot on August 14th and will feature vendor booths, amazing local Artisans, fresh produce, food trucks, live entertainment, and free kids activities all in the heart of Spruce Grove's City Centre.

## □ COVID-19 SUPPORT PROGRAMS □

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



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

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

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



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

### [Canada Work-Sharing Program](#)

### [Alberta Jobs Now Program](#)



A \$370M program to help private and non-profit businesses to apply for funding to help reduce the cost of hiring and training Albertans for new jobs. The third intake of this program will be announced at a later date.

### [Canada Emergency Business Account \(CEBA\)](#)



A training program where eligible employers are able to receive funding from the government to help employees and unemployed Albertans access training opportunities.



A program that helps employers and employees avoid layoffs, when there is a temporary decrease in the normal level of business activity that is beyond the control of the employer.



The repayment deadline for CEBA loans to qualify for partial loan forgiveness is being extended to December 31, 2023 for eligible borrowers 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:

