



June 29, 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.

Stay in the 'know' - Sign-up below!

✂ NEW DEVELOPMENT □

KNIGHTON & CO. EXPANDS

**KNIGHTON
& CO.**
A New Shopping Sensation!
Women's Wear Home Decor
Men's Wear Gift Ware
Footwear Café
Expansion Opening July 18, 2022



A new fashion centre is coming into Spruce Grove's City Centre! [Knighton & Co.](#), which is a rebranding of Knighton Men's Wear Fashions at 314 McLeod Avenue is expanding to accommodate men's and women's wear, shoes, and accessories.

The owner, Braven Blackwell, is redeveloping the entire first floor of the Triton Business Centre to bring these new offerings to Spruce Grove. The expanded format will increase from 2,000 square feet to 7,000 square feet to create a new shopping

experience. A large emphasis will be placed upon ladies wear, which will include dresses, skirts, pants, and shirts. Accessories such as hats, scarves, purses, wallets, and jewelry items will also be found on shelves.

Unique giftware and home décor will also be a part of the new development, along with a new café that will feature beverages, lunch items, baked goods, and a salad bar. The café will be located at the north-west part of the building, which will provide a view of the new and redesigned Columbus Park. There will also be a patio available during the warmer seasons.

"Knighton & Co. will serve as a full experience for families, friends, and tourists within the Tri-Region. We look forward to continuing to provide the best quality of products and customer service."

- Braven Blackwell, Owner

This new development will be hosting a grand opening to the public on Monday, July 18th. Knighton & Co. is a catalyst project that will inspire new investment and continue to bring people into the City Centre.

□ SUPPORT LOCAL □

Welcome, new Spruce Grove businesses!



[Our Dentist](#) at 318, 280 Pioneer Road offers checkups, cleaning, teeth whitening, braces, root canal therapy, Botox, Invisalign treatment, wisdom teeth extraction, iTero scanner, dental implants, dentures, and more services. □



[Simplicity Car Care](#) at 347 Saskatchewan Avenue is an auto body and repair shop that provides residents and corporate fleet with top quality collision repair and automotive services that get customers back on the road safely and faster. □

Thank you to our existing businesses!



[The Big Greenhouse](#) at 27117 Parkland Highway is a greenhouse and a garden



[Parkland Modular](#) at 30 Alberta Avenue is a local, family-owned business that

center that offers annuals, succulents, hanging baskets, vegetables, fruit trees, perennials, ceramic pottery, shrubs, fertilizers, décor, and more. ☐

offers solutions towards offices, dorms, drill camps, kitchen diners, lavatory and wash cars, workforce camps, recreation units, portable classrooms, and more. ☐
☐♂

☐ CITY LAUNCHES BUSINESS SURVEY ☐



The City of Spruce Grove will be conducting a [telephone survey](#) between June 28 and July 22, 2022 to better understand the needs of our local businesses. Deloitte LLP was retained to assist with the project. Results will be used to plan future economic development activities focused on priorities of local businesses.

☐ ANNUAL BUILDER & DEVELOPER LUNCHEON ☐



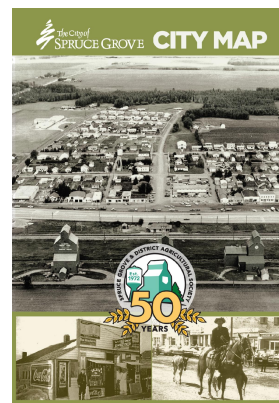
The Annual Builder & Developer Luncheon event took place on June 16th at The Links At Spruce Grove. [Mayor Jeff Acker](#) provided an overview of the City's Economic Outlook and Strategic Plan and guest speaker, [Angus Watt](#), provided an economic update entitled Building Alberta. Thank you to all of our builders and developers for attending and your contribution to building Spruce Grove.

☐ UPDATED CITY MAPS AVAILABLE ☐

Spruce Grove's 2022 City Maps are now available! Printed copies can be picked up at these locations:

- City Hall - 315 Jespersen Avenue
- [Spruce Grove Public Library](#)
- [Regional Chamber Visitor Information Centre](#)

An online version can be found [here](#).



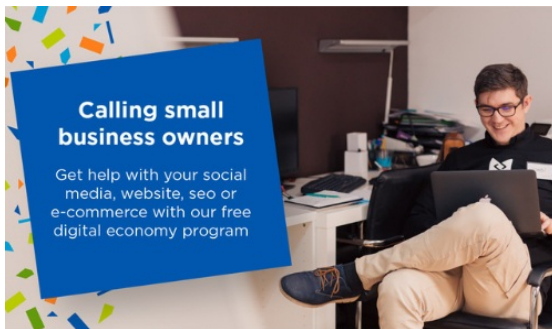
☐ ON THE EDGE YEG TOURISM WEBSITE LAUNCHED ☐



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!

□ 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.



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



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

□ 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.



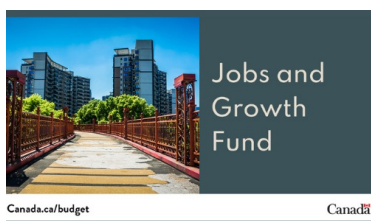
The Spruce Grove City Centre Business Association is working with the Rotary Club of Spruce Grove to bring an outdoor market to [Ribfest](#) at Central Park on July 23rd from 11:00 AM to 7:00 PM! This event is a great way to support local vendors and businesses.



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.

□ BUSINESS SUPPORT PRORAMS □

Canada Jobs and Growth Fund (JGF)



A \$700M program that

Canada Tourism Relief Fund (TRF)



Funding to help tourism,

Alberta Jobs Now Program



A \$370M program to help

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.

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.

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 is now open and will close when all funds are allocated.

Canada-Alberta Job Grant



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

Canada Work-Sharing Program



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.

Canada Emergency Business Account (CEBA)



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.

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, Jamielinn, & Anika

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