



September 28, 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 □

### DEER PARK CROSSING DEVELOPMENT UNDERWAY



Spruce Grove's new [Deer Park Crossing](#) located on 2.45 acres of commercial land at Dalton Link and Jennifer Heil Way is well underway! This new commercial development will be completed in 2 phases.

Phase 1 is projected to be complete by mid-February 2023 with businesses opening in March and April 2023. Situated on 2 acres, anchor tenants include Co-Op Gas Bar and Convenience Store, and Co-Op Liquor Store, as well as a Tim Hortons. The cost of this initial phase is approximately \$7M and will offer 9,250 SF of lease space.

Phase 2 will commence spring 2023 and is projected to open to the public by end of

September 2023. At an additional cost of \$1.3M, the second phase will be situated on the remaining half acre with a 4,300 SF building that can accommodate 3 additional commercial tenants.

Owned by Deer Park 2020 Projects Ltd. and with Dalon Equities Ltd. as the lead developer, when complete, the Deer Park Crossing project will offer a total of 13,500 SF of new, commercial space.

On the 10 acre parcel located just east of this commercial development, Makena Developments and Alquinn Homes, together with the land owner are developing 73 duplex units. Phase 1 will consist of 33 units with construction to start this fall, and the remaining units will be built out in two phases starting 2023.

*"Jennifer Heil Way is a busy corridor and Deer Park crossing is nicely positioned to be convenient for daily traffic commuting between Spruce Grove and points east and west along Hwy 16." - David Longpre, Dalon Equities Ltd.*

## □ SPRUCE GROVE'S CITY CENTRE IS OPEN FOR BUSINESS □



Shop local and support Spruce Grove City Centre businesses by visiting [CityCentreOpenForYou.ca](https://www.citycentreopenforyou.ca)! This new website provides the following:

- An interactive map to find businesses, parking in the area, and road closures
- How to access businesses - restaurants, retail, and services & experiences
- Full project details, including FAQs, [construction updates](#), and more
- A City Centre business directory and newsletter sign-up option

## □ SUPPORT LOCAL □

### Welcome, new Spruce Grove businesses!



[Thai Venue Restaurant](#) at #100, 105 King Street offers Thai appetizers, salads, soups, curries, noodle dishes, fried rice dishes, stir fry dishes, desserts, beverages, and other authentic meals of excellent



[Canadian Pies & Kurry Knights](#) at #213, 10 Westwind Drive offers high-quality authentic pizzas with fresh in-house dough made on a daily basis, as well as shawarmas, donairs, and other authentic

quality to their customers. □

Indian cuisine. □



The Zen Den at #17A, 100 King Street is an all breed dog and cat groomer that offers top quality trims, cuts, washes, and grooming with experienced groomers and a relaxing environment without the high stress for your pet. □



MVMT + Yoga Collective at 20 Westwind Drive is Spruce Grove's newest yoga and fitness studio. They are passionate about helping individuals reach their physical, mental, emotional, and spiritual goals. □♀

□ ON-DEMAND TRANSIT NOW SERVING OUR INDUSTRIAL AREA □

### 3 WAYS TO BOOK A RIDE

(anywhere in Spruce Grove)



DOWNLOAD THE **Transit PICK-UP On-Demand** app



BOOK ONLINE  
[book.pickup.rideco.com](http://book.pickup.rideco.com)



CALL **780-962-8747**

Need a ride to work? With 200+ pick-up/drop-off locations (including 71 in our industrial area), getting to work has never been easier. Spruce Grove's on-demand local transit can get you there for \$3/ride.



□ SPRUCE GROVE'S HERE WE GROW PROFILES □

**Community!**

## Work-Life Balance Solved!

**BIG CITY AMENITIES! SMALL TOWN FEEL!**

- Endless leisure opportunities
- All-season fun indoors and out
- Exceptional schools and sports
- Stream faster with fibre

**Swim. Kick. Skate. Flip. And Frolic???**  
Tri Leisure Village + Jubilee Park

**Freedom's Just a Pedal Away**  
Nature knocking at your door

**Channel Your Inner Picasso**  
Spruce Grove Public Library and Art Gallery

ANNUAL GROWTH: 4.2%  
POPULATION CENTRE: 39,348 AND GROWING!

[sprucegrove.org](http://sprucegrove.org)

**Commercial!**

## Centre of Attention

**Overflowing opportunities for business & entrepreneurs**

- Unique retail & commercial districts
- Connect to clients faster with fibre
- Biggest draw west of Edmonton

**Young Educated Growing**  
Young population, skilled labour force, growing community

**50,000 eyeballs every day**  
Get seen from the Yellowhead!

**Over \$2.1 billion sold**  
Join a rapidly growing retail market

POPULATION: 150K  
POPULATION CENTRE: 39,348 AND GROWING!

[sprucegrove.org](http://sprucegrove.org)

**Industrial!**

## On the right track!

**WHEREVER YOU WANT TO GO - HOWEVER YOU WANT TO GET THERE!**

**Labour, Land and LOCATION, LOCATION, LOCATION**

- Young, educated and skilled workforce
- 650 acres development ready, zoned industrial lands
- All highways lead to Spruce Grove

**Shipping has never been easier!**  
Direct access to highways, rail and air transport

**Solid, diverse industrial base**  
Collaborate and cooperate with different industries in close proximity

**Fast internet, faster access**  
Faster commutes on-site, off-site and online!

ANNUAL GROWTH: 4.2% AV. LAST 10 YEARS  
POPULATION CENTRE: 39,348 AND GROWING!

[sprucegrove.org](http://sprucegrove.org)

Spruce Grove's [2022 Here We Grow Profiles](#) are available! Learn more about Spruce Grove's community, and commercial and industrial sectors.

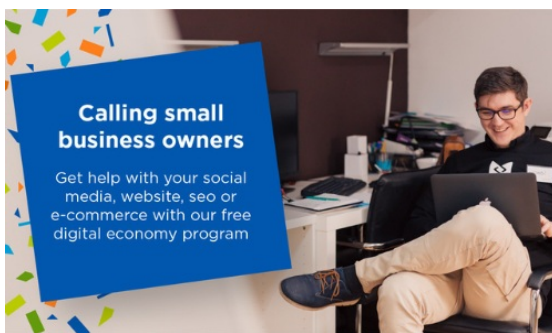
## □ TRI-REGION MAYORS' GOLF CLASSIC □

The City of Spruce Grove, the Town of Stony Plain, and Parkland County partnered for the inaugural Tri-Region Mayors' Golf Classic on July 7. The tournament was hosted at The Ranch Golf & Country Club, where the event [raised \\$26,000](#) for the Parkland Food Bank Society. The 2023 tournament will be hosted by Spruce Grove at The Links at Spruce Grove.



## □ FREE DIGITAL PROGRAMS FOR SPRUCE GROVE BUSINESSES □

If you have questions about the following programs, 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 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

## □ EVENTS □



The City Centre Business Association's [Scarecrow Decorating Contest](#) takes place from October 7-20. Businesses throughout the City Centre will be putting their creative skills to use as they create beautiful and fun scarecrows within the theme of "beloved kids book characters" with amazing prizes to be won.

The City Centre Business Association's [Fall Fest in Grove Plaza](#) takes place Saturday, October 22 from 11:00 AM to 2:00 PM. Enjoy a family-friendly day filled with activities, including live music and performances, Princess Elsa, free face painting and pumpkin painting, food, fire pits, and a first ever truck-o-treat!



The Greater Parkland Regional Chamber of Commerce's [Small Business Week Celebration](#) is taking place on Tuesday, October 18 - Thursday, October 20. They are hosting several events to celebrate and recognize small businesses across the region, such as First Aid Training with CPR and AED, KAIROS Indigenous Blanket Ceremony, Workforce Trends & Employment Recruiting, and more.

The Greater Parkland Regional Chamber of Commerce is celebrating their [2022 Business Awards of Distinction](#) event on Monday, November 3 at Spruce Grove Hall in Heritage Park. This event will congratulate the business community and local entrepreneurs, recognize exceptional businesses and individuals, and honor all nominees and award winners.

## □ BUSINESS SUPPORT PRORAMS □

### [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.

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



The repayment deadline for CEBA loans to be eligible for partial loan forgiveness has been extended to December 31, 2023.

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

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

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



Eligible employers can receive funding to help employees and unemployed Albertans access training.



Helps employers and employees avoid layoffs during a decrease in business activity.



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

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## SIGN UP FOR OUR NEWSLETTER!

To learn more about economic and business development in Spruce Grove, visit [InvestSpruceGrove.ca](http://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,  
*Dave, Karla, Jamielinn, & Anika*

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## SHARE OUR NEWSLETTER THROUGH SOCIAL MEDIA:

