



## **COMMUNITY & CORPORATE SERVICES – AGENDA REPORT**

**Meeting Date:** 26 November 2024

**Subject:** Inspire Service Delivery Plan

**Directorate:** Community Services

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### **Issue:**

The Community and Corporate Services Standing Committee is being presented with the Inspire Multi-Use Facility Service Delivery Plan.

### **Policy / Council Direction:**

In 2021 Council approved the project plan for the Inspire Multi-Use Facility and Library. The key objectives of the completed project are:

- A Facility that is a Catalyst
- The project is a driver for a Multi-Use Facility
- Meets and exceeds the needs of the Community
- The facility is a Hub for Community Development

The multi-use spaces will promote art-centered development and will increase community connections and gathering.

### **Background:**

With the recent naming of Inspire, it signals an exciting project milestone and the public anticipation of the facility opening in fall 2025. To be ready for the opening, staff is bringing forward to Standing Committee, the Inspire Service Delivery Plan. The Plan provides a high-level overview of how the City operationalizes the Multi-Use Facility post construction. The Culture, Heritage and Events Branch will be the prime operator of the facility. With Airdrie Public Library (APL) as a major partner, it is critical that the customer experience is enjoyable and seamless while respecting APL's autonomy to deliver programs and services under the Libraries Act.

### **Inspire Service Delivery Plan**

The Plan has Four major sections:

1. Inspire – Programs
2. Inspire – Community Rentals
3. Inspire – Opening, Community Awareness and Animation
4. Operating Framework

### Inspire – Programs

The program offerings have been carefully selected based on activities and initiatives that would attract people to the downtown and make the facility a community hub. Using a learning development model, residents of all ages and backgrounds can participate in arts and culture programs and activities. In collaboration with APL, the Library will offer one-time visual arts workshops while the City will offer an array of registered programs as a continuation of their artistic journey.

- Visual arts fundamental programs will be offered to residents of all ages, and summer camps for kids.
- “Inspire Inquisitive Minds” is a Speaker Series of full-length and short presentations from local and regional speakers on innovation, arts, culture and life experiences worth sharing to the public.
- Art in Public Places Program (AiPP) provides an opportunity for residents to be exposed to art. As a public service, access to the Rotating Art Exhibit and Temporary Art Projects is free. AiPP is differentiated from the Art in the Library in that artists exhibiting their work must meet a professional standard, juried by their peers and curated for formal exhibitions.

### Inspire – Community Rentals

Community Facility Rentals provide opportunities for the community to rent spaces to celebrate and connect whether for personal, business or educational purposes.

- The presenter space is flexible and reconfigurable for presentations, panel discussions, banquets, galas, training, corporate meetings, rehearsals, music recitals, streaming, electoral debates, and town halls.
- A variety of Multi-Purpose Rooms (MPRs) ranging from the large dividable room the size of the Rotary Room to a conference room, circular and small meeting rooms are quipped to suit the needs of a diverse group of people and businesses.
- The Creative Studios are designed for entrepreneurs and youtubers to produce their online events, webinars, digital courses and more in a space designed to support audio and video production.
- When not being used for programming, the visual Arts Studios could provide opportunities for artists to book on an hourly basis as their workshop.
- Pop-up artisan markets will be an opportunity for art market organizers to bring artists and artisans to sell and promote their one-of-a-kind handmade products in

the atrium of Inspire. Opportunities to go to locally made artisan markets was a key desire, expressed by residents.

### Inspire Opening, Community Awareness and Animation

Our research shows lack of awareness prevents residents from participating in their community. For residents, community groups and visitors to know about the opportunities available in the facility, marketing Inspire Multi-Use Facility is going to be critical.

- Soft Launch – Inspire is targeted to open mid-September. A soft launch will test the building's capabilities and adjust any deficiencies. It is an opportunity to preview the facility with select audiences prior to being announced to the public to gather data and feedback.
- Guided tours will be organized for local businesses and surrounding neighbourhoods to appreciate their support and patience during construction, and to showcase the spaces.
- A gala event provides Council and guests an opportunity to see the space firsthand prior to public opening and invite guests involved in funding/sponsoring, planning and construction of the project.
- Community Celebration & Opening – Public invitation for a celebration day will be communicated to residents. This fun-filled celebration will allow residents to experience all the different offerings in the facility.

It is critical to animate and market the spaces continuously to increase foot traffic and show the community the different types of rental, program and community opportunities at the Inspire Multi-Use Facility. Staff are working with APL to ensure a coordinated approach to facility opening and animation is seamless.

### Operating Framework

The foundation of the Plan is rooted in collaborative decision-making, clear accountabilities and customer-focused approach to service to meet the intent of the facility as defined in the project objectives.

- The Culture, Heritage and Event Division will be the prime operator of Inspire.
- Bookings of Inspire meeting rooms and other rental spaces will be done through Centralized Bookings. The Culture, Heritage and Events Division will manage client needs, set-up and take-down.
- Building operations and maintenance will be centralized through the City for the entire building with the exception of program and IT equipment under the management of APL.
- Programs and service offerings will be coordinated with APL to ensure seamless transition from the library space to the multi-use spaces and ensure duplication of offerings are prevented.

**Administration Recommendation:**

That the Community and Corporate Standing Committee accepts this report for information.

**Alternatives/Implications:**

N/A

**Budget Implications:**

The budget to operate the new Inspire Multi-Use Facility and Library has been included in the 2025 Budget for Council's consideration.

**Communications and Engagement:**

Information about Inspire Programs, Rentals and Animation will be released in 1<sup>st</sup> Quarter of 2025. Calls for professional artists to exhibit their work, artisan market vendors will be made at the same time.

Details about the Community Celebration Opening, program registrations and rental bookings will be made available in the summer of 2025.

**Recommendation:**

That the Community and Corporate Standing Committee accepts this report for information.

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Clay Aragon  
Manager Culture, Heritage and Events

Staff Presenter:	Clay Aragon, Daunia Del Ben, Steve Ward, Michael McAllister
External Presenter:	N/A
Department:	Culture, Heritage and Events Division
Reviewed by:	
Attachments:	#1: N/A