



COMMUNITY & CORPORATE SERVICES – AGENDA REPORT

Meeting Date: 22 April 2025

Subject: Inspire Service Overview

Directorate: Community Services

Issue:

The Community and Corporate Services Standing Committee is being provided with an update on the planned services for Inspire.

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:

In fall 2024, Administration presented the high-level Service Delivery Plan to Standing Committee for information. As we near the construction completion of the Inspire facility, efforts are being planned for commissioning the building for occupancy. Commissioning is a systematic process that verifies and documents that a building and its systems are designed, installed, inspected, tested, operated, and managed as intended, ensuring optimal performance and meeting the owner's needs. In the meantime, staff have been diligent in creating the plan to communicate and market the City-led programs and services to the community so that residents are aware of Inspire's opening date and can register for programs and enjoy the amenities that Inspire has to offer.

The soft opening (see Table below) of the facility will be on September 18. A Ribbon Cutting Ceremony will mark this momentous occasion where Mayor and Council officially opens the facility. City staff will coordinate with the Mayor's Office regarding logistics for

the Ribbon Cutting Ceremony. A soft opening is meant to test the operations, gather feedback, and make adjustments to the building to ensure issues are addressed prior to inviting the general public. The plan is to run the soft opening for two weeks (September 18 to October 3). The public is more than welcome to visit but there may be amenities where work or fixes is still ongoing.

The Inspire Gala is a by invitation event. The gala is an opportunity for Council to celebrate with and appreciate the funders, sponsors, project team, APL Board, staff and guests in achieving the most important milestone of the project completion.

The Public Opening is a well-publicized invitation to the general public to come and see and experience what the facility has to offer. By this time, it is anticipated that most of the building deficiencies have been addressed. During the public opening, opportunities will be made for staff to tour guests who may be interested in learning about the different amenities.

The facility's opening hours are as follows:

Monday – Friday	9:00am – 9:30pm
Saturday	9:00am – 5:30pm
Sunday	10:00am – 5:30pm

City staff are working with APL to coordinate various library celebrations and initiatives pertaining to their opening and hours of operation.

After the Public Opening, planned programs and classes will start. Timelines for public awareness of Inspire amenities, registration for programs and classes, rental bookings and attendance to community activations are provided below.

Soft Opening	
Thursday, September 18, 2025	Ribbon Cutting Ceremony <ul style="list-style-type: none">• Soft opening to the public• Opportunity for Council to unveil Inspire to the public
Monday-Tuesday, September 22-23, 2025	Business Welcome and Community Connection <ul style="list-style-type: none">• Opportunity to showcase Inspire to surrounding businesses and neighbours.
Wednesday, October 01, 2025	Public Art Presentation and Tour <ul style="list-style-type: none">• Opportunity for the community to learn about the public art (indoor/outdoor) from the Artists.

Thursday, October 02, 2025	Inspire Gala (by Invite Only) <ul style="list-style-type: none"> • Opportunity for Council to appreciate the contributions of the project team, funders, Library Board and guests to achieve the final milestone and opening of Inspire
Public Opening	
Saturday, October 04, 2025	Community Celebration – Public Opening <ul style="list-style-type: none"> • Various free entertainment and activities will be offered to the public to learn and experience what Inspire has to offer.
Tuesday, October 07, 2025	Time Capsule Ceremony <ul style="list-style-type: none"> • A fun and historic moment to capture and preserve the momentous occasion of the opening of Inspire by bringing together objects for future generations to discover.
Community Activations	
November 3 - December 12, 2025	Community Activations <ul style="list-style-type: none"> • An ongoing marketing initiative to animate the spaces and entice residents to visit the facility and register for programs and classes or rent rooms. • Activities include concert evenings, open atelier for local artists to showcase their talents, parent social music nights, teen social music/performance nights, art celebrations, speaker series and more.

Awareness and Marketing Timelines

1. Spring Awareness (April)

- Provide high-level general information on what is coming for programs, classes, activities, amenities and spaces

2. Call for Rentals and Artisan Market Vendors (mid-April through May)

- Open call for bookings May 15
- Open call to host an artisan market or rent an individual vendor booth

3. Call for Artists to Display their work (May)

- Artists are invited to submit their art portfolio to be exhibited for four-month rotation at the Inspire Art Exhibition Hall. The selection process will be guided by the Public Art Policy.

4. Launch of Inspire Webpages on airdrie.ca

- Pages launched on March 31 to support high-level awareness marketing
- From May through to facility opening in September, further detailed information about visual arts programs, community performance opportunities, the Inspired Speaker Series, Public Art Exhibits, studios and room rentals will be made available.
- Visual art class schedules will be viewable July 13, 2025
- Inspired Speaker Series tickets and registration for classes will be open August 10, 2025. All transactions will be through Xplor Recreation.

Administration Recommendation:

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

Alternatives/Implications:

There are no alternatives for consideration currently.

Budget Implications:

Inspire has an approved operating budget for 2025 to fund the programs, services and operations of the facility. As this newly established facility becomes operational and expenses become clearer, any necessary budget amendments will be proposed.

Communications and Engagement:

Corporate Communications is using a variety of communications tactics including social media, website, road signs, e-newsletters, paid ads and organic social to reach a variety of different audiences. In April, general information about programs, calls for artists and rental opportunities will be launched at the Home and Lifestyle Show.

Recommendation:

That the Community and Corporate Services Standing Committee accepts the report entitled "Inspire Service Overview", for information.

Clay Aragon
Manager of Culture, Heritage and Event Services

Staff Presenter:	Clay Aragon
External Presenter:	None at this time
Department:	Community Services
Reviewed by:	Michelle Lock
Attachments:	None at this time