

What's In It For YOU?

NEW VENUES
NEW ARTS EDUCATION
NEW RESOURCES
NEW NEIGHBORHOOD ART

a UNIFIED VISION for ARTS and CULTURE in
EL PASO and TELLER COUNTIES of COLORADO

CULTURAL PLAN

FOR THE PIKES PEAK REGION

How can I get a piece of this plan?

The complete cultural plan presents a clear picture of the region and the cultural ecosystem and identifies specific actions recommended to achieve these goals.

We need YOU for the plan to be successful. Get involved and learn more!

In order to move this plan forward, our community will work with:

- existing municipal government arts and cultural programs
- partnerships with non-profit arts organizations
- creative individuals making great work

Does a goal tickle your fancy? Join the implementation team!

Can you or your organization provide in-kind services like assistance in marketing or promotion of cultural activities?

Do you or your organization have existing assets and properties that could operate as facilities for cultural organizations and activities?

To get involved or learn more, contact COPPeR, info@coppercolo.org, 719.634.2204, www.coppercolo.org/culturalplan

COPPeR
CULTURAL
OFFICE OF THE
PIKES PEAK
REGION

Acknowledgements The Cultural Plan for the Pikes Peak Region is a community document produced by COPPeR, the Cultural Office of the Pikes Peak Region. COPPeR is a 501c3 nonprofit organization with a mission to connect residents and visitors with arts and culture to enrich the Pikes Peak region.

Special Thanks to the Cultural Plan Team: Janine Alfano Musholtz, Susan Edmondson, Nancy Johnson, Todd Liming, Jan Martin, Amanda Mountain, Kimberley

Sherwood, Dave Talbot, Deborah Thornton and Thomas Wilson. Thanks also to Steve Seifert, Maryo Ewell and Katie Ferguson. Photos courtesy of Allison Daniell and the Colorado Springs Pioneers Museum.

Support for this plan was provided in part by Arts for Colorado, Colorado Council on the Arts, Inasmuch Foundation, Bee Vradenburg Foundation and the Colorado College Public Interest Fellowship Program.

WHY A PLAN?

For decades, successful communities have used cultural plans as a way to galvanize their cultural sectors and identify priorities.

- The Pikes Peak Region (El Paso and Teller counties) is home to more than 200 nonprofit organizations that produce an annual economic impact of nearly \$100 million.
- Thousands of individual artists call this region home.
- Colorado Springs also ranks in the top 15 percent of 276 metropolitan areas nationwide in number of arts businesses per capita, proving that creative industries are a major force in the economy.

A cultural plan is a **community document**, intended to guide and focus the efforts of citizens who care about arts and culture. The plan states goals and objectives to advocate for, to support financially, and to integrate the work of creative individuals and organizations for the betterment of the Pikes Peak region. The plan was developed through an open, inclusive process using the input of thousands of citizens, and the plan will be implemented with the same spirit.

It is a plan **for** and **by** the community, and as such is **owned** by the **community**.

WHAT WE KNOW TO BE TRUE

When we say “art” we mean arts, culture, history and heritage. We know that the arts...

- foster vibrant neighborhoods and urban revitalization.
- are a magnet attracting young professionals and a skilled, innovative and creative workforce.
- shape a “destination city,” luring cultural tourists, who stay longer and spend more money than other travelers.
- are the cornerstone of a well-rounded education, proven to teach children complex forms of problem-solving, encourage risk-taking and new approaches, and develop critical-thinking skills.
- create a positive, unique and authentic brand for our community.
- bridge ethnic and cultural divides, helping us to better understand people of different backgrounds and viewpoints.
- build community identity, inclusion and pride.

THE BIG PICTURE

Our cultural plan has a vision. This plan aims to develop, enliven, enhance and promote the arts. Technically, the plan promotes and elevates arts, culture and creative industries—and these industries benefit everyone from visitors to natives, educators to businesspeople, young and old alike.

We know our arts scene is vibrant – and we want to see even more of a good thing! This 10-year plan has identified the necessary goals, strategies and recommended action steps for supporting the growth, diversity and sustainability of cultural activities in the Pikes Peak region. The plan identifies methods in which the arts can strengthen all sectors of the community. After all, the arts are an intricate ecosystem composed of individual artists, nonprofit organizations, and creative industries like film, design and architecture. In order for our region to be hip, exciting and attractive we all need to be on the same page, with a similar vision for the future built on shared values.

This plan presents a unified vision for our sector among its many players, and in order for that ecosystem to flourish, we require a unified vision for our sector among its many players, including individual artists, the nonprofit sector, creative industries and a wide range of cultural consumers and arts participants. This diversity will serve as a source of strength and inspiration for creative individuals and arts organizations and will not only advance the creative sector but will enhance the economic vitality of the entire region, developing a reputation for our region as a cultural destination.



ABOUT THE PROCESS

The arts and cultural sector in the Pikes Peak region has expanded in the past two decades, and arts leaders identified a pronounced need for a comprehensive strategy to strengthen the sector in order to enhance the overall community.

An earlier attempt to create a cultural plan in the early 2000’s led, in part, to the formation of COPPeR, the Cultural Office of the Pikes Peak Region, the first professionally staffed cultural office for the region.

The plan was born through an open, inclusive process using the input of thousands of citizens through surveys, summits, focus groups and the Dream City: Vision 2020 project. The plan will be implemented with this same spirit of openness and inclusivity.



GOALS AND OBJECTIVES FOR THE PLAN

1

Increase engagement, access and participation in the cultural life of the region

Expand community and neighborhood cultural development
Improve marketing for cultural activities
Eliminate barriers to access for all citizens
Measure and track public participation in cultural programs

2

Integrate the arts into the social, economic and political fabric of the community

Develop affordable and accessible venues and facilities
Define the arts and cultural sector as an economic driver and grow creative industries
Affirm culture, identity and heritage

3

Strengthen and expand arts learning

Strengthen K-12 Arts curriculum
Enhance Higher Education and Adult Education

4

Foster thriving arts organizations

Enhance the sustainability of existing cultural organizations
Create sustainable funding for cultural organizations

5

Support creative individuals and advance arts leadership

Recognize and support creative individuals
Advance leadership in the arts



The Cultural Plan full document (available online) identifies recommended action steps to achieve community partnerships and collaborations which will be critical to accomplish the goals and objectives identified in this plan. www.coppercolo.org/culturalplan