



# United by creativity

## 2014 Annual Report to the Community

**COPPR**

CULTURAL OFFICE  
OF THE PIKES PEAK REGION

# 2014 Annual Report to the Community



Dear Friends of Arts, Culture and Creativity,

As the Executive Director of the Cultural Office of the Pikes Peak Region (COPPeR), I'm honored to be at the helm of a nonprofit organization that is working to enhance the visibility and vitality of our local creative community. Some of our many programming highlights from 2014 include the continued growth of PeakRadar.com as our community's premier online calendar of events, the development and successful execution of a new Arts month initiative, the redesign of our festival outreach booth, and the delivery of our first AIR Shift Workshop. Thanks in large part to COPPeR's leadership, the creative sector in the Pikes Peak region is earning a real "seat at the table." We are working intentionally and effectively to build genuine cross-sector partnerships that engage new audiences and help us to weave arts & culture into the broader fabric of our community. I'm proud of our

past work in 2014, and I'm truly excited about the direction that COPPeR and our entire creative sector are heading. I offer my personal thanks to all of those individuals, organizations, patrons, sponsors, and community partners who are inspiring COPPeR to continue to work diligently at "connecting residents and visitors with arts to enrich the Pikes Peak region."

A handwritten signature in black ink, appearing to read "Andy Vick".

Andy Vick  
Executive Director

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COPPeR takes a strategic view of the Pikes Peak region to ensure that cultural services reach all people and that the arts are used to positively address issues of education, tourism, regional branding, economic development and civic life. We provide an umbrella service encompassing areas such as marketing and communication, broad-based data gathering, strategic programming, and advocacy for the arts industry in its entirety.

## Mission:

Connecting residents and visitors with arts and culture to enrich the Pikes Peak region

## Vision:

A community united by creativity

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## Connect with Us

### By Mail:

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Colorado Springs, CO 80901

**Office:** 121 South Tejon St., Suite 111

**Phone:** 719.634.2204

**Email:** [info@coppercolo.org](mailto:info@coppercolo.org)

[www.coppercolo.org](http://www.coppercolo.org)

[www.PeakRadar.com](http://www.PeakRadar.com)

+ Facebook and Twitter, too!





At COPPeR, we invite residents and visitors to experience local arts & culture through a variety of channels: PeakRadar.com, social media, the Peak Radar Picks weekly e-blast, Peak Radar Guides, easily accessible resources at our Walk-In Arts Information Space, and festival outreach booths. We know that arts and culture make our community an exciting place to live, work, play, and visit.

Peak Radar Audience Development: [PeakRadar.com](#) • [E-Blasts](#) • [Printed Guides](#) • [Outreach](#)

## Highlights from 2014:

- **PeakRadar.com:** COPPeR continued to manage our area's most comprehensive online calendar of events. This signature audience development program supported the work of more than 300 local organizations and has been a vital tool for increasing attendance and cultural participation throughout the community.
- **PeakRadar Pages:** COPPeR once again printed 5,000 copies of our annual directory of cultural organizations in the Pikes Peak region. For the first time in 2014/2015, the publication included paid advertising, as well as a map of our two-county service area. By the end of the calendar year, almost all of the copies had been distributed through partner locations throughout the community.
- **PeakRadar Guide to Art Galleries of the Pikes Peak Region:** At the request of local gallery owners, COPPeR produced a new guide that featured over 60 local galleries throughout El Paso and Teller Counties, and information about community art walks. 1,000 of the free gallery guides were printed and distributed throughout the community.
- **Information Dissemination:** COPPeR produced a number of free publications (including the Peak Radar Pages, the Guide to Art Galleries of the Pikes Peak Region, and the Guide to Free Outdoor Summer Concerts) that support the local creative community, encourage audience engagement, and facilitate the growth of cultural tourism.



- **Festival Outreach Booths:** COPPeR completely redesigned our festival outreach booth in 2014 and subsequently participated in nine community festivals/events throughout the region, including the Rocky Mountain PBS Kids FunFest, Pikes Peak Art and Music Festival, Monument Art Hop, Commonwheel Art Festival, Blues Under the Bridge, Sky Sox Charity Spotlight and the Downtown Farmer’s Market. The new booth design, which featured a wheel of fortune game with ticket giveaways as prizes, helped us to register over 1,000 new subscribers to our monthly e-newsletter and weekly Peak Radar Picks e-blasts.



## Educate



At COPPeR, we educate and advocate for our local artists and arts organizations in a variety of ways: professional development workshops, trainings about national best practices, research on the economic impact of the area’s cultural sector, and relationships with elected officials and civic leaders. We know that a strong, well-informed, and unified voice will help to ensure a healthy creative community.

[Trainings for the Arts Community and Beyond](#) • [Research](#) • [Regional Presentations](#)

### Highlights from 2014:

- **Arts Advocacy:** COPPeR worked closely with our elected officials and community leaders to build meaningful relationships that elevated the visibility and importance of the creative sector. COPPeR worked with The Citizen’s Project to ensure that this year’s Candidate Survey Voter Guide included candidate questions that focused attention on the significance of a vibrant cultural community.
- **Community Arts Advocates Training:** About 20 members of the local community attended our annual training event where they learned more about COPPeR, and volunteered to work our festival outreach booth at various events across the region.



- **Professional Development:** COPPeR has been committed to strengthening our arts community by helping artists and arts organizations to become more successful through innovative learning experiences. Our newest offering was the recent AIR Shift Workshop, presented in cooperation with the Arts Incubator of the Rockies this past October.

# Connect

At COPPeR, we connect people and resources across sectors using a number of strategies: the stewardship of our region's 10-Year Cultural Plan, Arts Month initiative, Business & Arts Lunch, Coffee with COPPeR summits, and leadership on diverse community boards and committees. We know creativity and engagement are a catalyst for regional innovation, growth, and economic vitality



Arts Month • Business Outreach including annual Business & Arts Lunch • Cultural Plan

## Highlights from 2014:

- **Arts Month** COPPeR spearheaded our community's first local Arts Month initiative. Timed to coincide with National Arts & Humanities Month in October, this inaugural Arts Month campaign proved to be a highly effective and engaging way to showcase the quality, diversity and value of arts & culture throughout the Pikes Peak region.
- **Connecting the Business and Arts Communities** COPPeR collaborated with the Colorado Springs Regional Business Alliance to host the 7th Annual Business & Arts Lunch, which honored local businesses and business owners that support the arts through philanthropy, leadership, and the integration of creativity into the workplace. The event set a new record for attendance, attracting almost 400 people.
- **Coffee with COPPeR** In 2014, we hosted two Coffee with COPPeR events, one to highlight the exciting cultural developments on the north end of town, and the other to introduce the community to our initial plans for Arts Month. Both events were well attended, and offered an excellent opportunity for networking and the exchange of important information



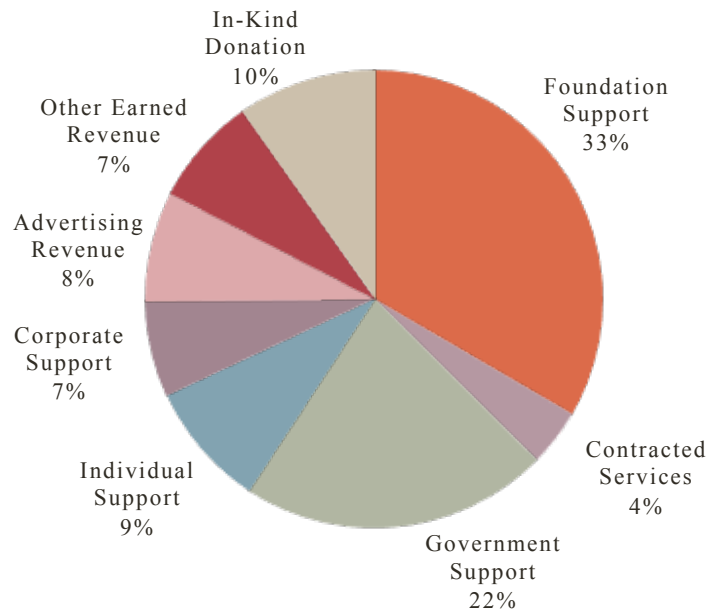
# 2014 Financial Summary

## ASSETS & LIABILITIES

Assets & Liabilities \$201,949

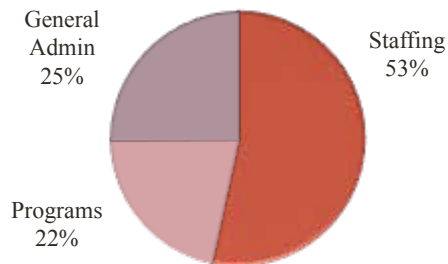
## REVENUE

Foundation Support	\$82,650
Government Support	\$54,000
Individual Support	\$21,865
Corporate Support	\$16,700
Advertising Revenue	\$19,350
Contracted Services	\$10,000
Other Earned Revenue	\$18,920
In-Kind Donation	\$24,000
<b>TOTAL:</b>	<b>\$247,485</b>



## EXPENSES

Staffing	\$126,438
Programming	\$51,031
General Administration	\$59,479
<b>TOTAL:</b>	<b>\$236,948</b>



# Looking Forward

In 2015, COPPeR has ambitious plans to expand our reach, deepen our base of support, position ourselves for sustainable growth, and continue to build on the successes of our past. Here are just a few of the highlights we look forward to sharing about in next year's Annual Report:

- **Cross-Sector Partnerships:** COPPeR plans to forge new partnerships beyond the creative sector to better connect the creative community with other segments of our diverse region. New partners will help to grow arts audiences and continue to give COPPeR a “seat at the table” in conversations about the future of our region and allow us to leverage our dynamic arts resources to advance the economic growth and quality of life of the Pikes Peak region.
- **Growing PeakRadar.com:** Increasing the market share of PeakRadar.com as the region's go-to calendar for leisure activities is critical to COPPeR's mission and sustainability. Growing unique users, page views and other key metrics of reach will increase the value of PeakRadar.com for the cultural organizations we serve and the residents and visitors who look to us for connection with the creative life of their community. Growth will also support advertising revenues for COPPeR from the PeakRadar.com platforms.
- **2nd Annual Arts Month:** COPPeR will again lead a regionwide campaign to increase the value and visibility of the arts during October, National Arts and Humanities Month. In its second year, COPPeR will work to expand funding and increase grassroots participation among cultural groups to continue to build momentum for this critical audience development program.
- **Arts & Economic Prosperity Study V:** COPPeR is again partnering with Americans for the Arts to conduct a study of the economic impact of the creative sector in the Pikes Peak region. Work will begin in 2015 for the next study, which will be released to the public in 2017.
- **Sustainable Support:** As COPPeR approaches its 10th anniversary in 2016, it is focusing on diversifying income streams to support future growth and sustainability. COPPeR's Board of Directors and staff are exploring ways to increase individual giving, corporate support and earned revenue streams to help COPPeR continue to grow and deliver on its mission.
- **Strategic Planning:** In 2015, COPPeR's Board of Directors will undertake the creation of a new 5-year strategic plan to guide COPPeR's work in the years ahead. Produced with the support of a professional facilitator and broad community input, the new strategic plan will be released during Arts Month in October.



# Major Supporters



## 2014 Board of Directors

Jenny Stafford - Board Chair  
Herman Tiemens - Vice Chair  
Deb Muehleisen - Treasurer  
Brenda Speer - Secretary  
Gary Bain  
Andrea Barker  
Lara Garritano  
Andrew Hershberger  
Sally Hybl

Kevin Johnson  
Martha Marzolf  
Nathan Newbrough  
Cyndi Parr  
Mike Selix  
David Siegel  
Amy Triandiflou  
Joshua Waymire

## Staff

Andy Vick, Executive Director  
Angela Seals, Director of Community Partnerships  
Brittney McDonald-Lantzer, Peak Radar Manager  
Fiona Horner, Colorado College Public Interest Fellow  
Katie Smith, Bee Vradenburg Fellow

## Join us!

At COPPeR, we believe that a vibrant and dynamic creative sector builds a strong and prosperous community. When individuals and communities embrace the intrinsic value and transformational power of the arts and cultural sector, we can encourage innovation and creativity, grow commerce, beautify our streets, revitalize our neighborhoods, promote civic engagement, and enhance quality of life for everyone. That's why an investment in COPPeR is really a strategic investment in the future of the Pikes Peak region.

Be part of our vision for "a community united by creativity!"

Visit [www.coppercolo.org/donate](http://www.coppercolo.org/donate) to make an online donation today!  
Or, mail your tax-deductible check payable to Cultural Office of the Pikes Peak Region to P.O. Box 190, Colorado Springs, CO 80901.

