

COPPR | CULTURAL OFFICE OF THE PIKES PEAK REGION

2015 Annual Report to the Community

Our Mission:

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

Our Vision:

A thriving community united by creativity

Our Goals:

1. **Cultivate** robust **participation** in arts & cultural experiences throughout the region
2. **Advocate** for **investment** in the region's cultural vitality
3. **Leverage** arts & cultural assets to help **brand** our community as an innovative and vibrant destination
4. **Foster collaboration** and cross-sector partnerships



Highlights:

- We developed our new **2016-2020 Strategic Plan** with input from over 600 community members.
- Coordinated by the Cultural Office, the **City for Champions Forum on the Arts** in February inspired a standing-room-only crowd at Studio Bee.
- The second annual **Arts Month** reached more people, including over 600 Artini kickoff event revelers and 26,813 users visiting PeakRadar.com.
- We formed **new cross-sector partnerships** with The Sports Corp, Springs Media, Pikes Peak Library District, Pillar, and Young Champion Ambassadors, expanding our outreach to grow arts audiences.
- **The COPPeR Guild** was founded as our first formal giving circle to honor and grow our donor base.

Growing Audiences - PeakRadar.com:



- 2015 Total Visitors: 219,865
- Page Views: 677,471 ↑8%
- Page Views via Partners: ↑173%
- Events Listed on PeakRadar.com: 4,146 ↑50%
- PeakRadar Picks Eblast Subscribers: 13,868 ↑22%
- PeakRadar Social Media Followers: 5,668 ↑114%
- Organizations listed in Peak Radar Pages: 392 ↑12%
- Galleries listed in Peak Radar Gallery Guide: 70 ↑16%

"By working with PeakRadar.com we have been able to expand our market within the Pike Peak region, helping us set new box office records in 2014 and making it our best season ever!"

- Chris Armbrister, Thin Air Theatre Company, Cripple Creek

"I appreciate everyone at COPPeR for making the Peak Radar 'Guide to Art Galleries of the Pikes Peak Region' happen! It really helps put all the galleries in the area on more people's radars."

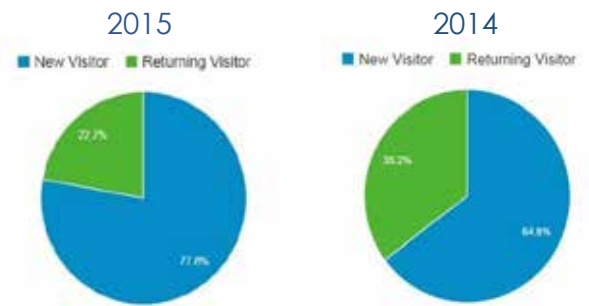
- Gundega Spons, G44 Gallery, Colorado Springs

Growing Audiences - Arts Month:

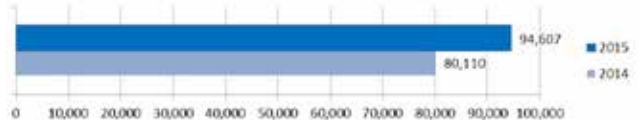
All data reflects Arts Month campaign from Sept. 1- Oct. 31 in 2015 vs. 2014



Users, PeakRadar.com: 26,813 ↑7%
New Users, PeakRadar.com: ↑20%



Page Views, PeakRadar.com: ↑15%



Total Users, Local vs. Tourist:

Of the 31,491 Total Users during Arts Month on PeakRadar.com in 2015, **45% were from outside of our region.** Cultural tourists!

"We absolutely loved the energy surrounding Arts Month in this community. For us, the inspiration created new programming and partnerships that will live well beyond the month of October. Big thanks to COPPeR for their work in bringing us all together. Countdown to Arts Month 2016!"

- Dori Mitchell, Colorado Springs Fine Arts Center



Advocacy for the Arts:

In 2015, our Executive Director, Andy Vick, engaged with **35 elected officials from 8 local municipalities** within our service area. These visits inspired and educated elected leaders about our creative sector and its contributions to our economy, tourism, and quality of life. Proclamations for Arts Month were obtained from 8 local municipalities and the State of Colorado.



In May, **18 volunteer Art Advocates** were trained to speak knowledgeably about the arts in their circles of influence and at our Peak Radar summer outreach booth at various community events.

Cultural Planning:

In February, COPPeR **coordinated with the City for Champions initiative and 25 local arts organizations** to present a Forum with the Arts, exploring how these four historic tourism developments in our region could integrate with the cultural sector. The public turnout filled Studio Bee at the Pikes Peak Center to capacity.



"So very pleased and proud of the unified effort at our City for Champions Forum with the Arts ... you made a significant impact and the "buzz" was felt by far more than those in attendance."

- Laura Neumann, City for Champions

Cross-Sector Partnerships & Business Outreach:

In 2015, COPPeR forged new, supportive partnerships on behalf of the arts with:



On October 15, COPPeR co-presented the 8th Annual Business & Arts Lunch with the Colorado Springs Regional Business Alliance. Attendance topped 350, and the event featured over 20 local artists and performers from across the region.



Dirk Draper of the Colorado Springs Regional Business Alliance, Colorado Springs Mayor John Suthers, Andy Vick of COPPeR

"This is the best lunch event of the year, by far."

"This year projected an increased level of importance and appreciation within the business community."

- 2015 Lunch Attendees

Our Thanks To ...



2015 Financials

REVENUE

Foundation Support	\$75,522
Public Support	\$59,350
Individual Support	\$36,048
Corporate Support	\$12,550
Advertising Revenue	\$23,256
Contracted Services	\$15,500
Other Earned Revenue	\$16,664
In-Kind Donations	\$24,000
Total Revenue	\$262,890

EXPENSES*

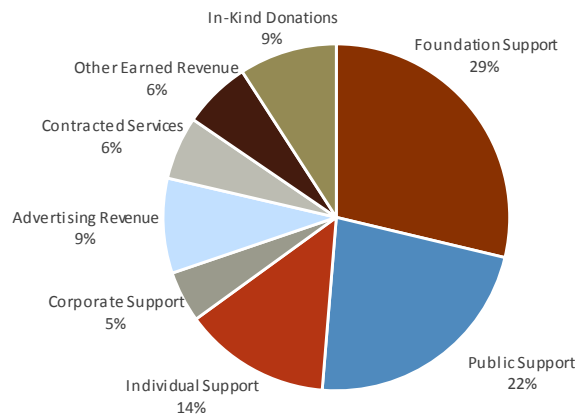
Staffing	\$128,723
Programming	\$76,012
General Administration	\$53,251
Total Expenses	\$257,986

*Strategic Planning costs of \$13,416 were paid from reserves, and are not included above.

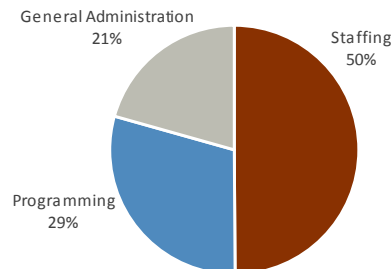
Total Assets

as of 12/31/2015 **\$189,865**

REVENUE



EXPENSES



COPPER | CULTURAL OFFICE OF THE PIKES PEAK REGION

2015 Board of Directors

Herman Tiemens - Chair
Amy Triandiflou - Vice Chair
Sally Hybl - Secretary
Brenda Speer - Treasurer

Gary Bain
Andrea Barker
Al Buettner
Randy Doersch
Lara Garritano

Andrew Hershberger
Christine Lowenberg
Deb Mahan
Martha Marzolf
Deb Muehleisen

Nathan Newbrough
Allie Romo
David Siegel

The COPPeR Guild as of 12/31/2015

Gary & Kelly Bain
Brian Blankenship & Victoria Selfridge
Al & Leigh Buettner
Susie Burghart & Rich Tosches
Judy Casey
Ben & Kate Faricy
Sam & Kathy Guadagnoli

Kyle & Sally Hybl
Phil & Meg Kendall
Kevin & Jamie Kratt
Phil & Anita Lane
Kathy Loo & Jim Raughton
Christine Lowenberg
Mike & Robin McGrath

Edward & Mary Osborne
Brenda Speer & Greg Ward
Herman & Tang-Lin Tiemens
Jean Tiemes & Herb Comet
Lois Vick
Josh and Melissa Waymire
Dennis Wagner

Cultural Office Staff

Andy Vick - Executive Director
Angela Seals - Director of Community Partnerships
Brittney McDonald-Lantzer - Peak Radar Manager
Kimiko Tanabe - Colorado College PIFP Fellow

Contact Us

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