

COPPR | CULTURAL OFFICE OF THE PIKES PEAK REGION

2016 Annual Report to the Community

The Cultural Office is the designated local arts agency for El Paso and Teller counties.

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

In August 2016, we celebrated our 10th Anniversary!

Growing Audiences: Arts Month

Our third annual campaign continues to gain traction across sectors of the community, with increased participation from diverse groups, a well-attended kickoff event, and new outreach strategies.



- Over 1,000 attendees at the Artini kickoff event, showcasing 10 local acts.
- Last Minute Deals Text Club filled 71 seats **NEW*
- Community Theater Challenge promoted 22 plays **NEW*
- Arts Month landing page redesigned **NEW*
- Annual Peak Radar Pages directory released during Arts Month **NEW*
- Increased participation from community groups, including coordination of over \$10,000 in cooperative advertising in the Colorado Springs Independent

Survey: Did you have one new arts & cultural experience during October? YES: 75%

Growing Audiences: PeakRadar.com

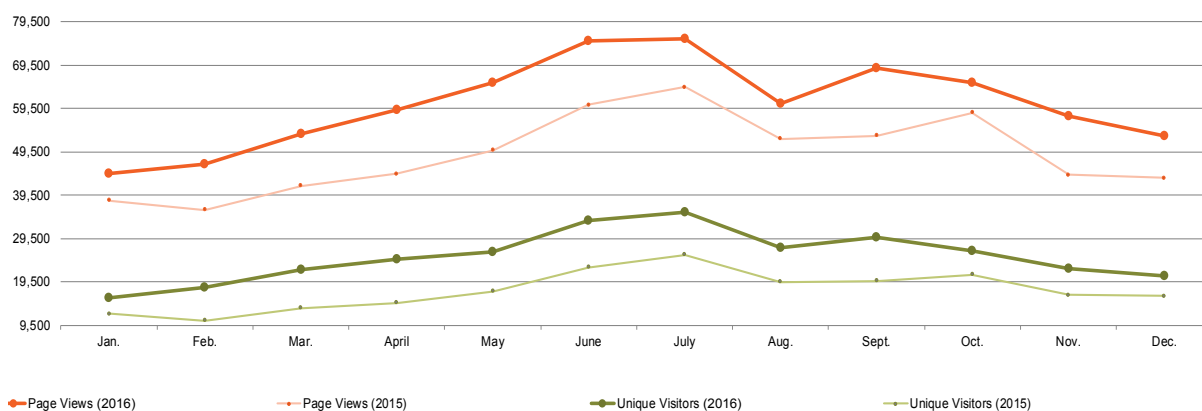


The cultural calendar of the Pikes Peak region had its biggest year of growth, thanks to a major redesign and numerous upgrades, expanding community partnerships, and deepening quality and voice.

peakradar.com

- Unique Visitors: 304,253 ▲45%
- Page Views: 726,155 ▲24%
- Events Listed: 3,445 ▲8%
- Peak Radar Picks Subscribers: 14,335 ▲7%
(Open Rate 19%, Click Through Rate: 18%)

Site Visitors & Views



Research: Arts & Economic Prosperity 5

During 2016, the Cultural Office lead the local research for the national Arts & Economic Prosperity Study 5, in coordination with Americans for the Arts and many local partners.



- 84 arts nonprofits completed organizational surveys (up 65% from the previous study in 2011.)
- 908 local arts patrons completed audience surveys (14% over the goal set by AFTA.)
- The results of the AEP5 Study will be released in June 2017. Randy Cohen, Vice President of Research & Policy for Americans for the Arts, will visit Colorado Springs on July 12, 2017 to make a formal presentation of the study results to our community.

Advocacy for the Arts

Cultural Office staff and board represent the arts community on a variety of influential local and national committees or initiatives, and empower others to do the same.

- During Arts Month 2016, the Cultural Office engaged with over 40 elected officials from 9 local municipalities and was supported with 9 official proclamations.
- The Cultural Office is represented in critical leadership positions in regional and national organizations, including the United States Urban Arts Federation Executive Committee, the Board of the Colorado Springs CVB, and the Regional Leadership Forum, and many others.
- Outreach efforts connected the Cultural Office to critical community organizations and programs such as Colorado Business Committee for the Arts, Leadership Pikes Peak, the Latino Community Luncheon, Rotary Club of Colorado Springs, El Pomar Fellowship, Pikes Peak Club, City of Colorado Springs Olympic City USA, the Colorado Springs Leadership Institute, and the Ent Center for the Arts.
- During the summer of 2016, 19 volunteer Arts Advocates were trained to represent the arts during our Summer Outreach Program and in their circles of influence across the region.

Partnerships & Cross-Sector Outreach

The Cultural Office continually cultivates relationships beyond the creative sector to forge new partnerships and increased awareness for the value of the arts in our community.

- The Cultural Office continued or established new partnerships with: Colorado Springs CVB, the Chambers of Commerce of Colorado Springs, Tri-Lakes, and Manitou Springs, Colorado Springs Leadership Institute, Leadership Pikes Peak, Regional Leaders Forum, *Colorado Springs Business Journal*, *Colorado Springs Independent*, KCME, KRCC, Pikes Peak Country Attractions, Pikes Peak International Raceway, Pikes Peak Library District, Pikes Peak Workforce Center, Pikes Peak YMCA, School Districts 2, 11 & 14, The Sports Corp, University of Colorado - Colorado Springs, Colorado College, *Springs Magazine*, and many more.
- We continue to work with TRG Arts, an international consulting firm based in Colorado Springs, to grow local participation in the Front Range Data Center network. As an online donor/patron data sharing platform, Data Center will allow us to leverage the power of shared data for increased fundraising, audience development, and statistical analysis of local arts audiences.

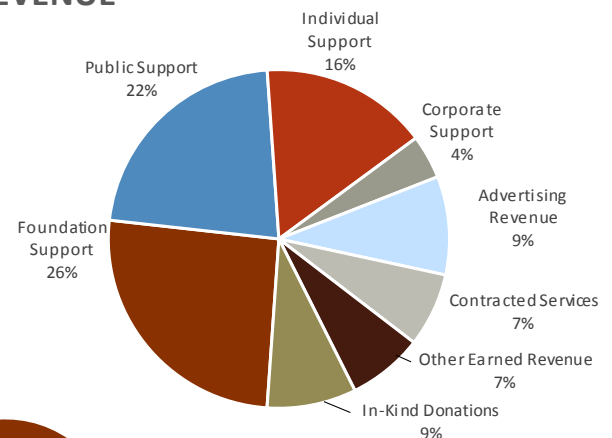
2016 Financials

| REVENUE | TOTAL |
|----------------------|------------------|
| Foundation Support | \$72,765 |
| Public Support | \$62,750 |
| Individual Support | \$45,198 |
| Corporate Support | \$11,850 |
| Advertising Revenue | \$26,650 |
| Contracted Services | \$20,000 |
| Other Earned Revenue | \$20,347 |
| In-Kind Donations | \$24,000 |
| Total Revenue | \$283,560 |

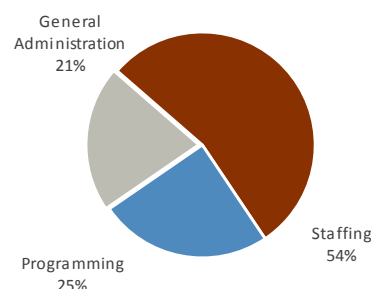
| EXPENSES | TOTAL |
|------------------------|------------------|
| Staffing | \$145,849 |
| Programming | \$66,805 |
| General Administration | \$56,406 |
| Total Expenses | \$269,060 |

| | |
|--|------------------|
| Total Assets & Liabilities as of 12/31/2016 | \$211,898 |
|--|------------------|

REVENUE



EXPENSES



COPPER | CULTURAL OFFICE OF THE PIKES PEAK REGION

2016 Board of Directors

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

Andrea Barker
Randy Doersch
Andrew Hershberger
Christine Lowenberg

Deb Mahan
Drew Martorella
Martha Marzolf
Nathan Newbrough

Jill Robinson
David Siegel

Staff

Andy Vick - Executive Director
Angela Seals - Director of Community Partnerships
Jonathan Toman - Peak Radar Manager (10/1 - present)
Brittney McDonald-Lantzer - Peak Radar Manager (1/1 - 9/30)
Natalie Shishido - Colorado College PIFP Fellow (6/1 - 8/10)

Contact Us

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Our Thanks To ...

The COPPER Guild 12/31/2016

Nasit Ari & Libby Rittenberg
Gary & Kelly Bain
Brian Blankenship & Victoria Selfridge
Al & Leigh Buettner
Susie Burghart & Rich Tosches
Judy Casey
Susan Edmondson
Tony and Mary Fagnant
Ben and Kate Faricy
Michael and Susan Grace
Sam and Kathy Guadagnoli
Kyle and Sally Hybl

Phil and Meg Kendall
Steve Kern and Nancy Henjum
Kevin and Jamie Kratt
Phil and Anita Lane
Lee and Pam Lehmkuhl
Kathy Loo and Jim Raughton
Scott and Christine Lowenberg
Deb Mahan
Martha Marzolf
Christina McGarry
Mike and Robin McGrath

Joe and Hope Mena
C.J. Moore
Edward and Mary Osborne
Drew and Jill Robinson
Wayne and Betz Smisek
Brenda Speer and Greg Ward
Jean Tiemens and Herb Comet
Herman and Tang-Lin Tiemens
Lois Vick
Josh and Melissa Waymire
Welkin Sciences (Dennis Wagner)



The Anschutz Foundation

