

2017 Annual Report

Our Vision:

A thriving community united by creativity

Our Mission:

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

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



The Cultural Office of the Pikes Peak Region is the designated local arts agency for El Paso and Teller counties, and the City of Colorado Springs.

COPPR

CULTURAL OFFICE
OF THE PIKES PEAK REGION

Our nonprofit arts & cultural sector generates

\$153.3 million in economic activity each year.

Learn more
at tinyurl.com/AEP5Report

Building Arts Engagement

Arts Month

Our fourth annual campaign in October had a fresh look and widespread support, making it the most successful yet.

- Supported by a \$10,000 NEA grant
- **\$102,000+** marketing campaign in partnership with American Advertising Federation of Colorado Springs
- **36,665 users** on PeakRadar.com (↑43% over 2016) and **154,610 users** on social media
- **20 ArtPOP events** co-presented by the Cultural Office & Pikes Peak Arts Council
- Debuted the region's first **Art-o-Mat®** machine



First Friday Shuttle Bus

We launched a free First Friday Shuttle Bus service to connect art walks in Downtown Colorado Springs and Old Colorado City.

- Over **500 riders** hopped aboard during the pilot period from July-October
- **Local artists** were paid to host each bus, offering local information and insight
- Local residents & tourists enjoyed **easier access** to area galleries and nearby restaurants and entertainment
- The bus route will **return in 2018 and expand** to include the Manitou Springs Creative District



Peak Radar

Peak Radar effectively operates as a free marketing service for over 430 local arts groups, across digital, print, and in-person platforms. In 2017, Peak Radar's reach grew faster than ever before, thanks to vibrant cross-sector partnerships and a marketing campaign in partnership with American Advertising Federation of Colorado Springs.

- Peak Radar's multi-platform program **reached 486,218 people** in 2017. The website, PeakRadar.com, served 29% more unique users resulting in 15% more page views this year over the previous year
- Over **4,000 events** were listed on PeakRadar.com in 2017
- Our new "Peak Radar Live" series featured **50 broadcasts** on Facebook
- The *Peak Radar Pages* print directory of 438 local arts groups **reached 70,000 people** through a new printing and distribution partnership with *The Gazette*
- Our Peak Radar arts outreach booth engaged **over 670** residents & tourists at 11 summer events throughout the community



Connecting Arts & Community

Research

In July, we released the results of the Arts & Economic Prosperity 5 study, orchestrated locally by the Cultural Office in cooperation with Americans for the Arts.

- The study provides evidence that the local nonprofit arts and cultural sector is a significant industry in the Pikes Peak region - one that generates **\$153.3 million** in annual economic activity
- We hosted Randy Cohen of Americans for the Arts as part of the release event
- We delivered summaries of the results to local leaders and elected officials



Advocacy

We know that creativity is a catalyst for regional innovation, growth, and economic vitality, and we advocate for the value of arts & culture throughout the year.

- Advocacy with City of Colorado Springs leadership resulted in a significant increase in our 2017 **LART funding**
- **Presented to elected officials** and secured Arts Month proclamations from 8 local municipalities and the State
- **Speaking engagements** with numerous community organizations, and service on diverse boards and regional initiatives



“Absolutely love working with the team at the Cultural Office. I think their mission is of absolute importance in the region. Keep up the great work!” - Brian McDonald, Motivate Creative

Financials

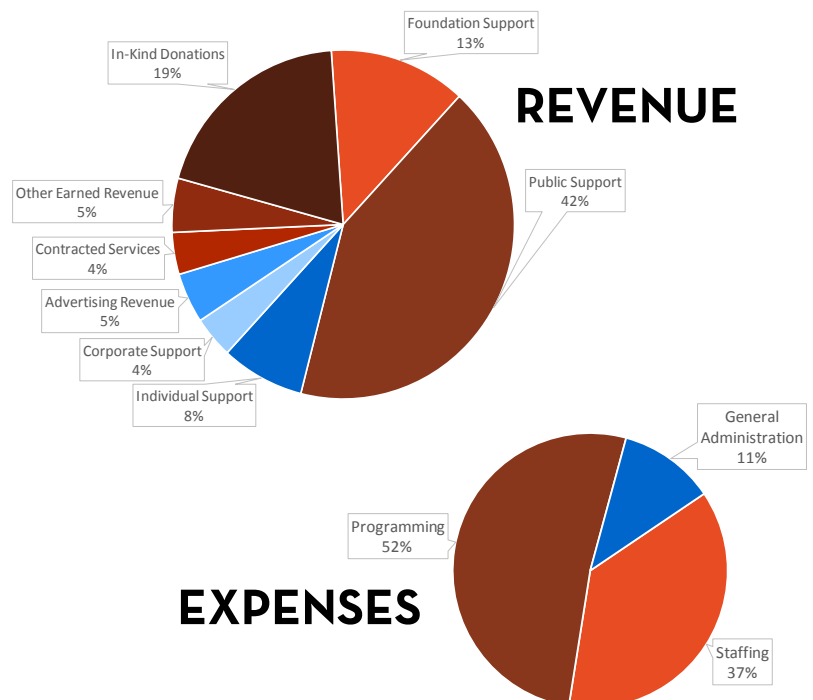
REVENUE

	TOTAL
Foundation Support	\$68,813
Public Support	\$223,511
Individual Support	\$41,750
Corporate Support	\$20,550
Advertising Revenue	\$24,710
Contracted Services Revenue	\$20,650
Other Earned Revenue	\$26,567
In-Kind Donations	\$104,000
Total Revenue	\$530,551

EXPENSES

	TOTAL
Staffing	\$182,471
Programming	\$255,423
General Administration	\$55,998
Total Expenses	\$493,891

Total Assets as of 12/31/2017 **\$266,733**





COPPER | CULTURAL OFFICE OF THE PIKES PEAK REGION

Staff

Andy Vick - Executive Director
 Angela Seals - Deputy Director
 Jonathan Toman - Peak Radar Manager
 Alyssa Karpa - Peak Radar Coordinator

Contact Us

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The COPPeR Guild (as of 12/31/2017)

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 Herman and Tang-Lin Tiemens
 Lois Vick
 Welkin Sciences (Dennis Wagner)

Our Supporters

Photography in this report is by Mike Pach and Cultural Office staff.

