

# 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](http://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



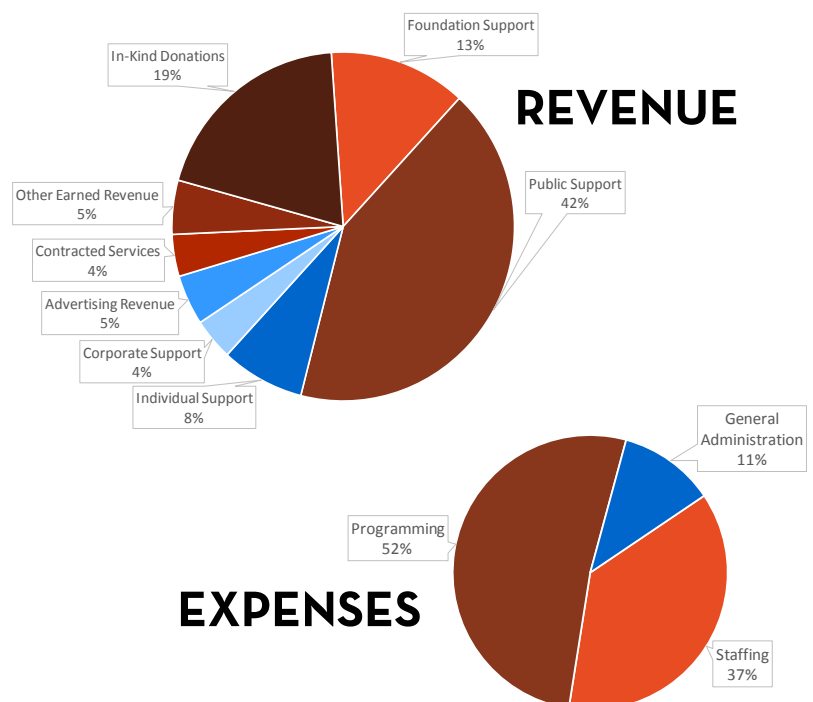
“Absolutely love working with the team at the Cultural Office. I think their mission is of absolute importance in the region. Keep up the great work!” - Brian McDonald, Motivate Creative

## 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 Support	\$104,000
<b>Total Revenue</b>	<b>\$530,551</b>

EXPENSES	TOTAL
Staffing	\$182,471
Programming	\$255,423
General Administration	\$55,998
<b>Total Expenses</b>	<b>\$493,891</b>

**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

P.O. Box 190  
 Colorado Springs, CO 80901  
 Office: 121 S. Tejon St., #111  
 719-634-2204

info@CulturalOffice.org  
 www.CulturalOffice.org  
 www.PeakRadar.com  
 www.PeakArtsPrize.org



## 2017 Board of Directors

Brenda Speer - President  
 Deb Mahan - Vice President  
 David Siegel - Secretary  
 Sally Hybl - Treasurer

Andrea Barker  
 Randy Doersch  
 Andrew Hershberger  
 Christine Lowenberg  
 Drew Martorella

Martha Marzolf  
 Yemi Mobolade  
 Jill Robinson  
 Steve Sanchez  
 John Spears

Kathy Stults  
 Herman Tiemens  
 Amy Triandiflou

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

Nasit Ari and Libby Rittenberg  
 Gary and Kelly Bain  
 Al and Leigh Buettner  
 Susie Burghart and Rich Tosches  
 Judy Casey  
 Tony and Mary Fagnant  
 Ben and Kate Faricy  
 Michael and Susan Grace  
 Erin Hannan and Jon Csakany  
 Kyle and Sally Hybl  
 Phil and Meg Kendall  
 Steve Kern and Nancy Henjum

Kevin and Jamie Kratt  
 Brenda Lammers  
 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

Tom and Susan Pattee  
 Drew and Jill Robinson  
 Wayne and Betz Smisek  
 John Spears  
 Brenda Speer and Greg Ward  
 Jordan Strub and Michele Strub-Heer  
 Jean Tiemens and Herb Comet  
 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.*

