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.

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
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 for the Arts as part of the release event
- We delivered summaries of the results to local leaders and elected officials

“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

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

Financials

**REVENUE**

<table>
<thead>
<tr>
<th>Source</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foundation Support</td>
<td>$68,813</td>
</tr>
<tr>
<td>Public Support</td>
<td>$223,511</td>
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<tr>
<td>Individual Support</td>
<td>$41,750</td>
</tr>
<tr>
<td>Corporate Support</td>
<td>$20,550</td>
</tr>
<tr>
<td>Advertising Revenue</td>
<td>$24,710</td>
</tr>
<tr>
<td>Contracted Services</td>
<td>$20,650</td>
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<tr>
<td>Other Earned Revenue</td>
<td>$26,567</td>
</tr>
<tr>
<td>In-Kind Donations</td>
<td>$104,000</td>
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<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>$530,551</strong></td>
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</table>

**EXPENSES**

<table>
<thead>
<tr>
<th>Category</th>
<th>TOTAL</th>
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</thead>
<tbody>
<tr>
<td>Staffing</td>
<td>$182,471</td>
</tr>
<tr>
<td>Programming</td>
<td>$255,423</td>
</tr>
<tr>
<td>General Administration</td>
<td>$55,998</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$493,892</strong></td>
</tr>
</tbody>
</table>

Total Assets as of 12/31/2017 $266,733
COPPR | 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

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

2017 Board of Directors
Brenda Speer - President
Deb Mahan - Vice President
David Siegel - Secretary
Sally Hybl - Treasurer
Andrea Barker
Randi 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
Erie Hanan 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.