

FOUR HUNDRED THIRTY TWO

COPPR | CULTURAL OFFICE
OF THE PIKES PEAK REGION

2020

ANNUAL REPORT



ABOUT THE CULTURAL OFFICE

The Cultural Office of the Pikes Peak Region (COPPeR) is the designated local arts agency for the City of Colorado Springs and the surrounding two-county region. Governed by an engaged Board of Directors, and with the leadership and passion of a small but dedicated staff, our work at the Cultural Office is all about elevating the visibility, value and impact of the creative sector here in our community.

STAFF

Andy Vick, Executive Director

Angela Seals, Deputy Director

Jonathan Toman, Peak Radar Manager

Rebekah Hire, Cultural Office Assistant



2020 BOARD OF DIRECTORS

Jeff Mohrmann, President

Betsy Brown, co-Vice President

Beth Taylor, co-Vice President

Erin Hannan, Secretary

Holly Flores, Treasurer

Randy Doersch

Christine Lowenberg

Deb Mahan

Peter Maiurro

John Romero

Mundi Ross

John Spears

Kathy Stults

Danielle Summerville

Aisha Ahmad-Post (partial year)

Rosenna Bakari (partial year)

CONTACT INFO

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CulturalOffice.org (Official Website)

ArtsOctober.com

ElevatedByArt.com

MilitaryArtsConnection.org

PeakRadar.com

PeakArtsPrize.org



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 ▶ Cultivate robust **participation** in arts & cultural experiences throughout the Pikes Peak region

▶ Advocate for **investment** in the region's cultural vitality

▶ Leverage arts & cultural assets to help **brand** our community as an innovative and vibrant destination

▶ Foster **collaboration** and cross-sector partnerships

2020 COPPeR GUILD MEMBERS As of 12/31/20

Andrea Barker & Brian Hofflander

Betsy and Vance Brown

Al and Leigh Buettner

Nard Claar and Sheary Clough Suiter

Michael and Susan Grace

Nechie Hall

Erin Hannan and Jon Csakany

Robert and Sara Howsam

Kyle and Sally Hybl

Phil and Meg Kendall

Kevin and Jamie Kratt

Brenda Lammers

Lawrence Dryhurst Gallery (Wayne and Betz Smisek)

Kathy Loo and Jim Raughton

Christina McGarry

Robin and Mike McGrath

Jeff Mohrmann and Tilah Larson

C.J. Moore

Karen Pfeifer

Kathleen Ricker

Jill and Drew Robinson

John Romero

Pam Shockley-Zalabak

John Spears

Brenda Speer and Greg Ward

Jordan Strub and Michele Strub-Heer

Herman and Tang-Lin Tiemens

Jean Tiemens and Herb Comet

Lois Vick

Welkin Sciences, LLC (Dennis Wagner)

2020 SUPPORTERS & FUNDING PARTNERS



CRISIS RESPONSE IN 2020

The Cultural Office dramatically shifted its work in 2020 to meet the evolving needs of the regional creative sector. Cultural Office staff have served on COVID-19 pandemic response teams at the local, state, and national level, supported research on the effects of the pandemic in the arts community, promoted initiatives in arts advocacy and emergency funding, and spoken on behalf of the sector to local media, cross-sector business groups, and elected officials.



As the designated local arts agency for the region, we created an online COVID-19 Arts Response Resource Page and an online Cultural Participation Guide, which offers support for arts patrons in navigating shifting public health guidelines and directives. The Downtown Cultural Office & Arts Info Center has been closed since March, but the organization's virtual presence has grown.

ANNUAL PROGRAMS NOT HELD IN 2020

- X FIRST FRIDAY SHUTTLE BUS
- X ARTINI (ARTS MONTH KICKOFF)
- X BUSINESS + ARTS LUNCH

NEW PROGRAMS IN 2020



In July, the Cultural Office launched **Curbside Culture**, a new program delivering the performing arts out into the community by facilitating small-scale live performances – in appropriately social-distanced circumstances – outside of private residences, businesses, and gathering spots. Curbside Culture offers community members an enjoyable arts experience, and a meaningful way to support local performing artists during the pandemic. With 20 local performers on the Artist Roster, Curbside Culture generated over 60 live performances before the winter weather quieted the program. It will return in Spring 2021.

[Learn more at PeakRadar.com/CurbsideCulture](https://www.peakradar.com/CurbsideCulture)

As chair of a regional arts communications working group that formed during the pandemic, the Cultural Office leads the **#ElevatedByArt** advocacy campaign. #ElevatedByArt produces compelling, original video shorts that drive home the relevance of art in our community during crisis. The videos feature all local artists and arts organizations and are hosted digitally online and on social media, where people can share their own stories of how art has elevated them in difficult times using the hashtag. The campaign launched during Arts Month and continues through March 2021.

[Learn more at ElevatedByArt.com](https://www.elevatedbyart.com)



LEFT TO RIGHT
CLOCKWISE ▶

Courtesy of Dragonfly Aerial Co.
Video still of J&J Hip Hop Dance Co.
Ormao Dance Co. by Melanie & Tyler Photography

CRISIS RESPONSE IN 2020

NEW PROGRAMS IN 2020 (CONTINUED)

Peak Radar had to dramatically adapt to be relevant to the shifting cultural landscape in 2020. The program immediately unrolled **Peak Radar Virtual**, a specific portal for showcasing online performances. Promoting over 215 virtual events and series, Peak Radar Virtual led the way in adaptations within the Artsopolis network of websites in over 40 U.S. markets. In the second and fourth quarters of 2020, the First Friday Art Walks across 3 local business districts flipped to Virtual First Friday, and were hosted on PeakRadar.com.

Peak Radar Live began in 2016, but in late summer the Cultural Office amped-up production into an online show about local arts and culture. With interviews, performances, virtual tours, and more, Peak Radar Live produced 14 episodes, including weekly hour-long series during Arts Month, and will continue to grow in the coming year. It has aired on ArtsOctober.com, Facebook, YouTube, and SpringsTV Channel 18.

See past episodes at [YouTube.com/PeakRadar](https://www.youtube.com/PeakRadar)



The Cultural Office promoted, shared, and archived local artistic work inspired by the **Black Lives Matter** movement, participated in trainings and discussions on cultural equity in the arts, sponsored the Black Lives Create Fest, hosted “The Art of Social Justice” panel to kick off Arts Month, and continued to center diversity, equity, and inclusion in all of our work.



Launched early in the pandemic when arts groups were rushing to technologically adapt, the **Pro Tips for Creatives** video series featured accessible tech guidance from local experts in marketing, social media, and cybersecurity. In April and May, the series shared arts-targeted advice through videos and a skill-sharing virtual discussion that was viewed over 200 times.

BornesPro Media & Marketing
BRANDON BORNES

[BornesPro.com](https://www.bornespro.com) 007:36



TOP TO BOTTOM ▶ Audience by Melanie & Tyler Photography

Video still of Angela Seals and correspondent A.B. Lugo covering Black Lives Create Fest for Peak Radar Live

PROOF

ARTS MONTH



Despite the challenges created by the pandemic, our seventh annual Arts Month celebration was a great success this past October. Presented during National Arts & Humanities Month, Arts

Month elevates the visibility of arts and culture across El Paso and Teller Counties by showcasing local talent, providing opportunities for arts advocacy, supporting cross-sector collaborations, and creating new avenues for arts engagement and cultural enrichment. In 2020, the Cultural Office debuted a brand new online home for Arts Month at ArtsOctober.com, which helped to



increase web traffic by 40% over 2019. Paid media impressions were nearly 2.2 million during the

campaign, across television, radio, print, digital media and billboards, and a robust social media campaign increased impressions by 20% and engagements by 66%.

In response to COVID-19, Arts Month 2020 was specifically refocused to distribute even more campaign dollars directly into the arts community by contracting with local artists and arts leaders for virtual programming and content. As a result, over \$14,800 directly supported local arts organizations and area artists. A continued emphasis on diversity and inclusion inspired a new Arts Month 2020 kickoff event called “The Art of Social Justice,” which helped to support an even greater representation of artists of color across the campaign. Even with the distractions of a worsening pandemic and an upcoming presidential election, the Cultural Office was pleased to learn that 80% of survey respondents “had at least one new cultural experience during October,” the official call to action during Arts Month.

ARTS MONTH EVALUATION SURVEY

Did you have one new arts & cultural experience with family or friends during October?

80% ^Y_N



I thought Arts Month 2020 was surprisingly robust, creative, engaging, and community-building.



I'm incredibly impressed with all the offerings this year during a pandemic! And SOOOO impressed with all the extra work and support from the Cultural Office!!



Awesome and so essential to keep the vibrancy of our arts community alive during this crazy time.

ADVOCACY & COMMUNITY ENGAGEMENT

Cultural Office staff represented our creative sector as Board members and/or Committee members with the following national, state and local organizations:

- United States Urban Arts Federation
- Americans for the Arts Joint Councils Working Group
- Colorado Creative Industries
- Colorado Education and Cultural Facilities Authority
- Front Range Cultural Arts Partners
- Front Range Executive Directors of Local Arts Agencies
- City of Colorado Springs
 - LART Committee
 - Public Art Master Plan Committee
 - Olympic City USA Brand Activation Team
 - 2020 Census Complete Count Committee
- Visit Colorado Springs
 - Board of Directors
 - Marketing Committee
- Colorado Springs Chamber of Commerce & EDC
- Regional Leadership Forum
- USAFA Honorary Commanders Program
- Downtown Colorado Springs Rotary Club
- Ent Center for the Arts Advisory Committee
- AdAmAn Alley 100th Anniversary Project Committee
- Plus, ongoing interactions with elected officials and community leaders.



PEAK RADAR



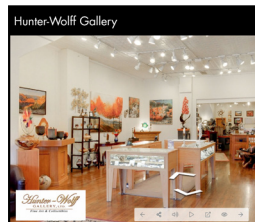
Operating as a free marketing department for local arts, culture, and fun, the multi-faceted Peak Radar program

has connected locals and tourists to events, opportunities, and attractions throughout the Pikes Peak region since 2007. As the cultural calendar for the region, and the flagship program of the Cultural Office, Peak Radar serves over 400 under-resourced arts and cultural groups across El Paso and Teller counties.

During the 2020 pandemic, Peak Radar staff managed a cascade of regional event cancellations and changes, and continually evolved to meet the shifting needs of the arts community. By strategically launching new pages such as Peak Radar Virtual, COVID Affected Events, Virtual First Friday, and Curbside Culture, and by producing original multimedia content, Peak Radar remained relevant and helpful to the community throughout the year.

The number of local event listings fell 56% year over year (from 3,604 in 2019 to 1,572 in 2020). However, the efforts of the Peak Radar staff helped prevent a similar drop in web traffic, which fell just 20%, so Peak Radar content was still viewed 1.2 million times during 2020. All Peak Radar social media programs grew their following in 2020, with a 26% increase on Instagram and 104% increase on YouTube.

Peak Radar is well-positioned to support renewed interest in public events once recovery begins, with plans already underway to launch a new marketing campaign at the start of the 2021 tourism season.



TOP TO BOTTOM ► Ryan Flores
Tony Exum Jr.
Nard Claar
Chamber Orchestra of the Springs
Hunter-Wolff Gallery
Ashtonz
J&J Hip Hop Dance Co.

PEAK NUMBERS

- 5 cultural guides
- 10 TV appearances on Fox21's "Living Local"
- 14 Peak Radar Live videos
- 60 radio appearances
- 1,572 event listings
- 16,250 social media followers
- 25,722 email subscribers
- 1.2 MILLION page views of PeakRadar.com content

ART-O-MAT

The whimsical Art-o-Mat machine is a retired cigarette vending machine that has been converted by North Carolina artist Clark Whittington to vend small \$5 works of handmade art from artists around the U.S. Its location within the Ivywild School in Colorado Springs was often closed during the pandemic. Nevertheless, the Art-o-Mat sold 520 tiny art pieces in 2020!

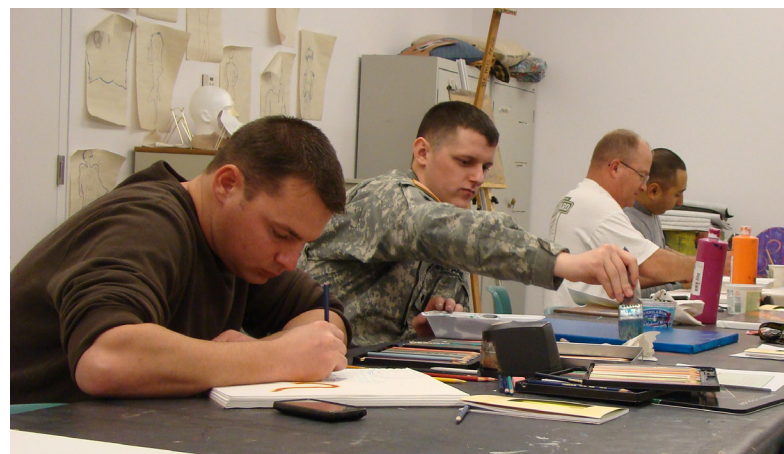


PEAK ARTS PRIZE



Peak Arts Prize is a local arts funding program of the Cultural Office, powered by The Fund for the Arts, a fund of the Pikes Peak Community Foundation. In its third year, it continued to fund projects that “amplify the arts” to new audiences. In 2020, the program grew to award larger grants and incorporate a new People’s Choice Prize. Four winning projects were awarded a total of \$22,000. One of the funded projects was able to launch during the pandemic and we eagerly await when the community can experience the other funded projects in the future.

[Learn more at PeakArtsPrize.org](https://www.peakartsprize.org)



MILITARY ARTS CONNECTION



In partnership with Creative Forces®: NEA Military Healing Arts Network, and Colorado Creative Industries (our State Arts Agency), the Cultural Office continued to successfully administer the Military Arts Connection (MAC) program throughout 2020. MAC leverages the power of the arts to help create stronger community connections, teach new skills, and unleash inner creativity by connecting active duty service members, veterans, and their families to a wide variety of local arts enrichment experiences. The program is free to military community members, and local artists are always compensated for their services. While the website has continued to process orders for new experiences, program activity slowed due to the impacts of COVID-19. Thanks to generous support from regional funders like the Colorado Springs Health Foundation, Arts in Society, and El Pomar’s Ackerman Fund, MAC remains on solid financial footing, and the program is poised for another year of positive community impact in 2021.

[Learn more at MilitaryArtsConnection.org](https://militaryartsconnection.org)



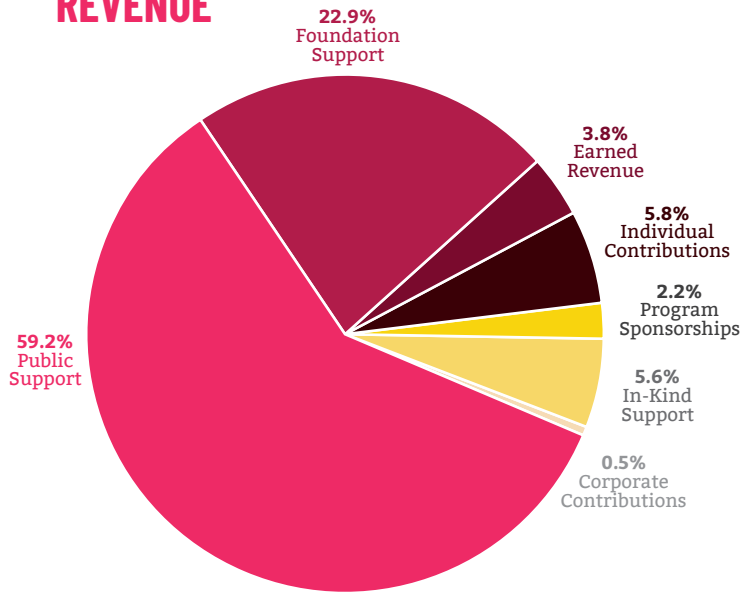
The Military Arts Connection program has been a valuable tool for connecting people to arts engagement opportunities in the Colorado Springs community. It bridges the gap between our clinic environment, and fosters a community connection that is both convenient and rewarding for the Participant.

Katie Sanders, Creative Forces Music Therapist
Warrior Recovery Center, Fort Carson



2020 FINANCIAL SUMMARY

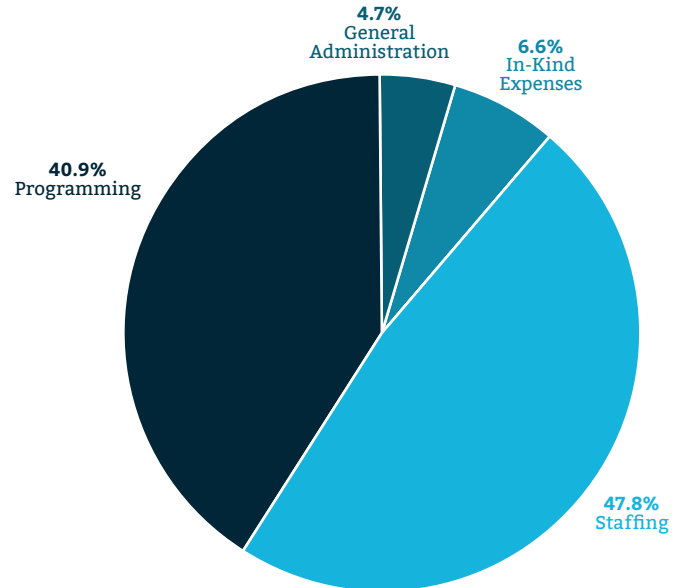
REVENUE



Public Support (includes CARES Act Funding)	\$362,450
Foundation Support	\$140,053
Earned Revenue	\$23,574
Individual Contributions	\$35,537
Program Sponsorships	\$13,650
In-Kind Support	\$34,350
Corporate Contributions	\$2,957

TOTAL REVENUE **\$612,571**

EXPENSES



Staffing	\$249,580
Programming	\$213,252
General Administration	\$24,713
In-Kind Expenses	\$34,350

TOTAL EXPENSES **\$521,895**

TOTAL ASSETS & LIABILITIES AS OF 12/31/20 **\$522,193**

