



COPPR | CULTURAL OFFICE
OF THE PIKES PEAK REGION

2022

ANNUAL REPORT



The Cultural Office and Arts Info Center in Downtown Colorado Springs

ABOUT THE CULTURAL OFFICE

The Cultural Office of the Pikes Peak Region (COPPeR) is the nonprofit local arts agency that serves the City of Colorado Springs and the greater Pikes Peak region (El Paso and Teller Counties). 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.

The Cultural Office takes a strategic view of Colorado’s Pikes Peak region to ensure that cultural services reach all people, and that the arts are leveraged to positively address issues of economic development, education, cultural tourism, and quality of life. We provide an umbrella service encompassing areas such as marketing and communication, broad-based data gathering, strategic planning and programming, and advocacy for our creative sector in its entirety.

STAFF

- Andy Vick**, Executive Director (through November)
- Angela Seals**, Deputy Director (January-April)
Interim Executive Director (December)
- Jonathan Toman**, Communications Director
- Rebekah Hire-Santoro**, Program Coordinator
- Kate Hertz**, Outreach Coordinator

2022 BOARD OF DIRECTORS

- Holly Flores**, President
- Krithika Prashant**, Vice President
- Erin Hannan**, Secretary
- Peter Maiurro**, Treasurer
- Chris Alvarez** (partial year)
- Rodney Gullatte, Jr.**
- Scott RC Levy**
- Jeff Mohrmann**
- John Romero** (partial year)
- John Spears** (partial year)
- Kathy Stults**
- Danielle Summerville**
- Beth Ann Taylor**
- Tara Sevanne Thomas**
- Sara Vaas**
- Laurie Wilson**

OUR MISSION

The Cultural Office of the Pikes Peak Region champions our diverse creative community as a vital part of the region’s identity and economy through service, connection, and advocacy.

OUR VISION

A thriving community united by creativity.

OUR GOALS

- ▶ **ADVOCATE...** serving as a respected and recognized leader in advocacy for our creative sector.
- ▶ **PROMOTE...** presenting our region as a vibrant cultural destination, and a hub for artists and creatives to live, work, and thrive.
- ▶ **CONVENE...** bringing together the arts, cultural, and creative community to foster collaboration, networking, and innovation.
- ▶ **LEAD...** growing our capacity as the local arts agency for the City of Colorado Springs and the Pikes Peak region.

2022 COPPeR GUILD MEMBERS As of 12/31/22

The COPPeR Guild is a group of arts patrons and community leaders who understand that a vibrant and dynamic creative sector requires the strong and effective leadership of a local arts agency, like the Cultural Office of the Pikes Peak Region.

- Betsy and Vance Brown
- Al and Leigh Buettner
- Nard Claar and Sheary Clough Suiter
- Nechie & Patrick Faricy
- Holly and Tony Flores
- Michael and Susan Grace
- Erin Hannan and Jon Csakany
- Robert and Sara Howsam
- Kyle and Sally Hybl
- Phil and Meg Kendall
- Kevin and Jamie Kratt
- Brenda Lammers
- Laura Lyman
- Christina McGarry
- Robin and Mike McGrath
- C.J. Moore
- Karen Pfeifer
- Prashant Krishnan and Krithika Prashant
- John Romero
- Pam Shockley-Zalabak
- Wayne and Betz Smisek
- John Spears
- Jordan Strub and Michele Strub-Heer
- Kathryn Stults
- Danielle Summerville
- Herman and Tang-Lin Tiemens
- Jean Tiemens and Herb Comet
- Lois Vick
- George Vradenburg
- Dennis Wagner
- Steve Weed and Laurie Wilson

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**
- **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 Citizen Advisory Committee
 - Olympic City USA Task Force
 - Panorama Park Public Art Expert Panel
- **Visit Colorado Springs**
 - Board of Directors
 - Marketing Committee
 - Diversity, Equity, Inclusion Committee
- **Colorado Springs Chamber & EDC**
 - Board of Governors
 - Connect Colorado Springs Concierge Program
- **Pikes Peak Poet Laureate Committee**
- **Regional Leadership Forum**
- **Rotary Club of Colorado Springs**

Plus, ongoing interactions with elected officials and community leaders.

ARTS VISION GRANTS

In the summer of 2022, Arts Vision Grants were offered for creative projects that bring to life the declarations and opportunities in Arts Vision 2030, the 10-year cultural plan for the Pikes Peak region. The grants are supported by the Pikes Peak Fund for the Arts at the Pikes Peak Community Foundation, and managed by the Cultural Office of the Pikes Peak Region with support from Relevant Project Studio. Learn more at CulturalOffice.org/arts-vision-grants.

Applications were invited from arts-focused nonprofits, arts-focused businesses, and individual artists based in El Paso and Teller counties of Colorado, for projects occurring between September 1, 2022 and August 31, 2023. Grantees included:

- **A.M. Lewis Films** for “All the Beautiful Things”
- **Ballet Folklórico de Barajas** for dance and enrichment programming
- **Colorado Springs Community Ventures** for “Art on the Streets Fellowship”
- **Ladyfingers Letterpress** for “Printmaking Free for All”
- **Lupita Carrasco** for “Expressions on Caring”
- **Poetry Heals** for “Write It Out After School”
- **Sophia Hanna** for “by the skin of my flesh”
- **That Cat Pluto** for “That Cat Pluto” children’s book series
- **UCCS Theatreworks** for “Cultivating Young Theatre Artists of Color”
- **Youth Documentary Academy** for Year 2 of the Youth Media Matters Film Festival and the “OUR TIME” PBS broadcast
- **zoneFIVE** for DIY archival matting, mounting & framing workshops



ART-O-MAT

Our whimsical Art-o-Mat machine is a retired cigarette vending machine that has been altered by North Carolina artist Clark Whittington to dispense small, handmade works of art by creatives from all across the country. Our machine, entitled *Carnival*, sits inside the main entrance of the Ivywild School, just south of Downtown Colorado Springs.

In 2022, our machine dispensed 3,644 art pieces, 15 percent more than we sold in 2021. With an average of over 300 art sales per month, the Colorado Springs machine is one of the top-selling machines in the country.

Learn more at CulturalOffice.org/programs/Art-o-Mat and visit the machine at Ivywild!



The Art-o-Mat machine is located at the main entrance to Ivywild School.

CREATIVE STAYS

Have you ever visited a new location with a trusted guide to show you the ins & outs and local favorites? Diverse creatives from the Colorado Springs arts community are here to do just that, through the Creative Stays multimedia series, created in partnership with Springs Media. Each Creative Stay is a curated exploration of their favorite hotels, community attractions, restaurants, entertainment, hidden hangouts, and not-to-miss cultural destinations through lively videos and accompanying articles. Funded by a grant from the Colorado Tourism Office, and with content creation by Springs Media and JasonFleming.com, Creative Stays will eventually feature a series of 13 weekend getaway itineraries. Creative Stays brings to life one of the specific opportunities in the Arts Vision 2030 Cultural Plan, building our region as a cultural destination.



Scan the QR code to watch Diego Arnedo and Adhya Spencer's Creative Stay – *Roll With It: Bicycles, Art & Culture!*

Learn more (and see every Creative Stay so far) at COSCreativeStays.com.



ARTS MONTH

Celebrated each October during National Arts & Humanities Month, our local Arts Month is all about showcasing artistic talent, providing opportunities for arts advocacy, supporting innovative cross-sector community collaborations, and creating new avenues for arts engagement and cultural enrichment. In its 9th year in 2022, Arts Month continued to elevate the visibility of arts & culture in Colorado Springs and across the Pikes Peak region.

Arts Month 2022 continued its trend of annually expanding programs, reaching new audiences, and elevating a wider variety of creative voices. The campaign delivered millions of impressions across the Pikes Peak region and beyond.

As we look ahead to our 10th annual celebration in October 2023, Arts Month has grown into one of the largest and most recognizable cultural events in the Pikes Peak region.

Learn more at ArtsOctober.com

PROGRAMMING HIGHLIGHTS INCLUDED:

"HIGHLIGHTS" ON ARTSOCTOBER.COM

In 2022, the Cultural Office reinvested over \$25,000 back into the creative sector with over 50 partners to help support Arts Month awareness and programming.

ARTIST OF THE DAY ON SOCIAL MEDIA

The Cultural Office featured 31 diverse local artists as "Artist-of-the-Day" on social media, with stories that featured original multimedia content.

ARTS MONTH PROCLAMATIONS

Secured formal proclamations from the El Paso County Board of Commissioners and the Colorado Springs City Council.

ARTS MONTH MIXER

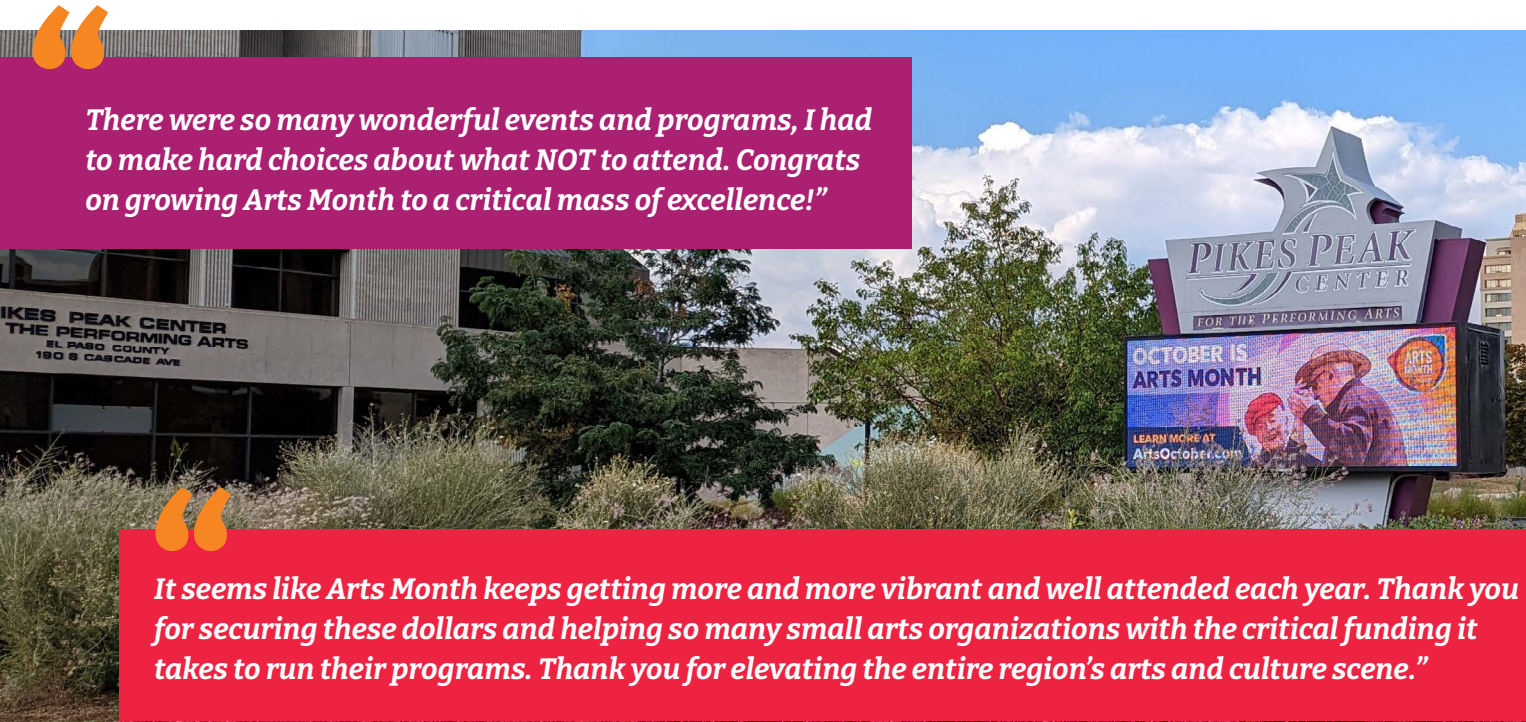
125 creatives joined Cultural Office staff at Kinship Landing for the Arts Month Mixer. With music from Meat & Potatoes and made-to-order poetry from Becoming Poetry, the evening generated new connections and important conversations in the field.

GUIDE TO ARTS MONTH IN PARTNERSHIP WITH THE GAZETTE

Over 37,000 print and digital copies of original content showcasing the events and personalities of Arts Month – as well as how to connect to local arts year-round – reached Gazette readers to kick off the month.

66%

of survey respondents said they had at least one new cultural experience with family or friends during Arts Month.





CURBSIDE CULTURE

Originally launched in 2020 as a response to the pandemic, the Curbside Culture program brought the performing arts out into the community by facilitating small-scale live performances outside of homes, neighborhood gatherings, and special community events. In 2022, the Curbside Culture roster continued to serve as a primary resource for booking local talent when the Cultural Office has its own internal programming needs, and when we are asked to make performer recommendations. It's a simple way that the Cultural Office continues to drive revenue and opportunity to individual artists.

Learn more at
PeakRadar.com/CurbsideCulture

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 the Military Arts Connection (MAC) program in 2022. The MAC program is about leveraging the power of the arts to help create stronger community connections, teach new skills, and enable our local military service members, veterans and their families to unleash their inner creativity. The program is also designed to generate new economic opportunities for participating artists and arts organizations.



This experience got me out of the house and talking to new people, which is something that I need help with."

Since launching in mid-2019, MAC has facilitated 710 creative Experiences between active duty service members, veterans, their families, and local Artist Facilitators. The MAC program has trained over 100 local Artist Facilitators in Military Cultural Competency, and established partnerships with 27 Military and Veteran Service Organizations. In the 2022 program year, the MAC program paid out nearly \$33,000 to local Artist Facilitators for their services for 171 Experiences.

Thanks to generous funding partners like the Colorado Springs Health Foundation, Arts in Society, and Colorado Creative Industries, the MAC program continues to facilitate important cross-sector connections between the arts and the local military, and has supported mental health, resiliency, and emotional well-being.

Learn more at
MilitaryArtsConnection.org



It gave me a couple of hours to focus on something other than my grief."

Learning metal working together. Image courtesy of the National Endowment for the Arts.

PEAK RADAR



The multi-faceted Peak Radar arts marketing program has connected locals and tourists to the vibrant arts & cultural community of the Pikes Peak region since 2007.

Peak Radar is a comprehensive arts & culture community events calendar that showcases everything from theater to sports, music to film, and poetry to outdoor recreation—serving over 400 arts & cultural groups across El Paso and Teller counties. Operating as a free marketing department for these groups, the Peak Radar team promotes events, creative opportunities, cultural attractions, and more across an array of communications platforms.

In 2022, the Peak Radar team continued to build cross-sector collaborations, with continued partnerships with organizations such as Sports Corp, Visit Colorado Springs, Pikes Peak Lodging Association, and more. Through Peak Radar ad buys and trades, the Cultural Office also invested in local events such as the MeadowGrass Music Festival, Commonwheel Art Festival, Pikes Peak Pride Fest, and Southern Colorado Juneteenth Festival.



A Peak Radar banner in the background alongside High Mountain Duet at the Commonwheel Art Festival.

Guides and theme pages such as the Free Outdoor Summer Concert Guide and Holiday Guide continue to drive PeakRadar.com website views while giving users inspiring packages of cultural info. The “Buy Tickets” link on every ticketed event listing, clicked over 14,000 times in 2022, demonstrates how Peak Radar funnels public interest into direct economic impact for local arts. Beyond the website, the Peak Radar team continued to market the arts community’s activities year-round on radio, television, and social media.

In 2023, make sure you explore the creativity of the Pikes Peak region like never before through the breathtaking lens of PeakRadar.com!

2022 PEAK NUMBERS

Percentages are compared to 2021 data.

+65%
3,802

local events listed to PeakRadar.com
(exceeding 2019 pre-pandemic total)

OVER
1.35M

pageviews of PeakRadar.com content, including views on partner websites
(2021 was the program record year)

+1%
290,428

PeakRadar.com users
(a new program record!)

+8%
637,644

PeakRadar.com pageviews

+3%
20,241

Peak Radar Picks e-blast subscribers

+17%
14,317

“Buy Tickets” button clicks

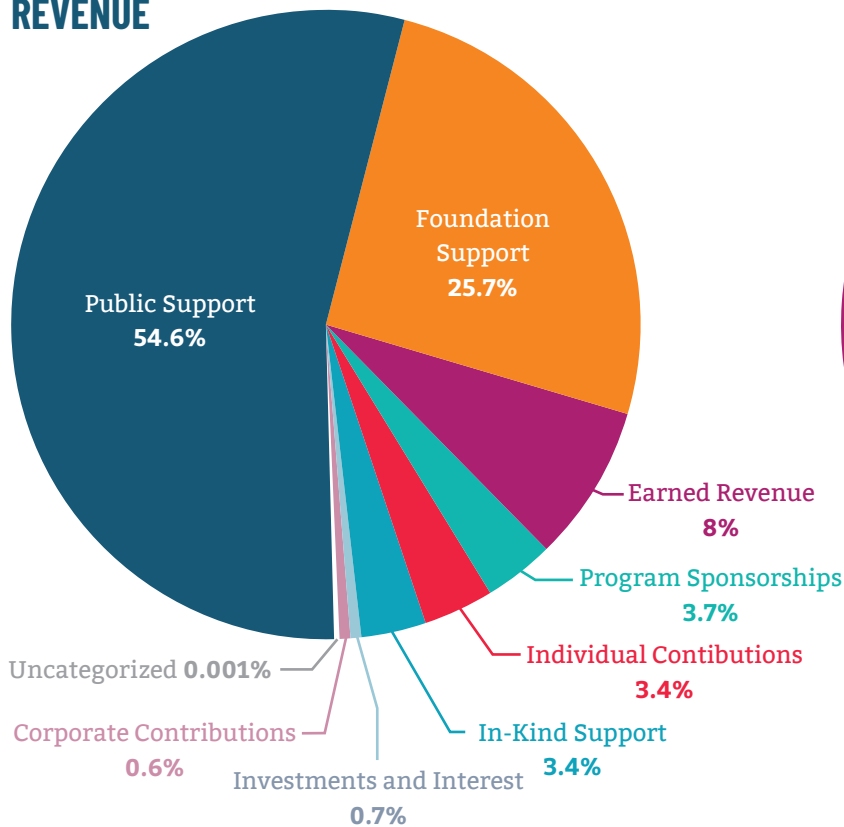
+7%
13,674

social media followers
(across five platforms)

59% of PeakRadar.com users came from outside El Paso and Teller Counties

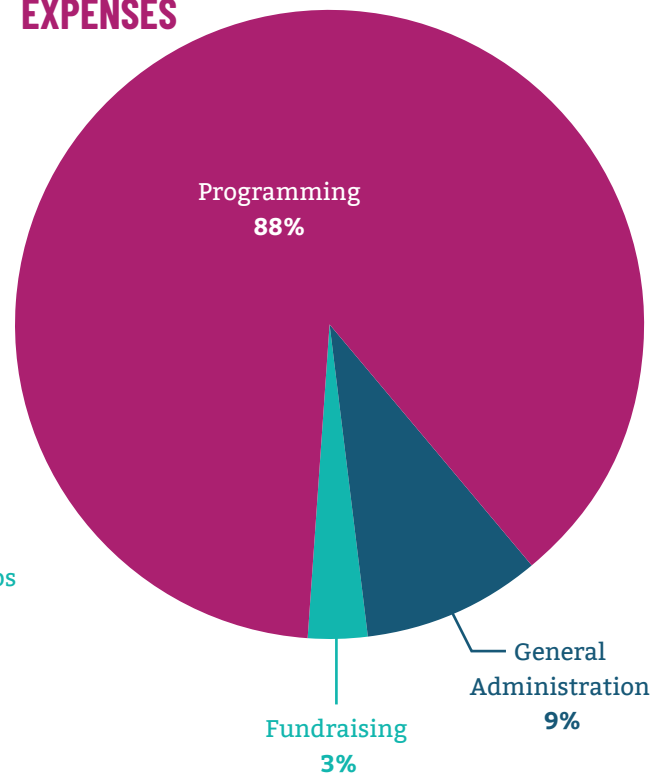
FINANCIALS

REVENUE



Public Support	\$389,000
Foundation Support	\$183,073
Earned Revenue	\$56,808
Program Sponsorships	\$26,175
Individual Contributions	\$24,457
In-Kind Support	\$24,000
Investments and Interest	\$4,820
Corporate Contributions	\$4,211
Uncategorized	\$75
TOTAL REVENUE	\$712,620

EXPENSES



Programming	\$615,075
General Admission	\$62,905
Fundraising	\$20,968
TOTAL EXPENSES	\$698,949

THANK YOU TO OUR SPONSORS



CONTACT INFO

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CulturalOffice.org (Official Website) • ArtsOctober.com • MilitaryArtsConnection.org • PeakRadar.com