



COPPR | CULTURAL OFFICE
OF THE PIKES PEAK REGION

2021

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. The Cultural Office takes a strategic view of Colorado’s Pikes Peak region (including the City of Colorado Springs and all of El Paso and Teller Counties) 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.



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

STAFF

Andy Vick, Executive Director

Angela Seals, Deputy Director

Jonathan Toman, Peak Radar Manager

Rebekah Hire-Santoro, Program Coordinator



2021 BOARD OF DIRECTORS

Peter Maiurro, President

Jeff Mohrmann, Vice President

Erin Hannan, Secretary

Holly Flores, Treasurer

Chris Alvarez

Betsy Brown

Hunter Chambers

Krithika Prashant

John Romero

Mundi Ross (partial year)

John Spears

Kathy Stults

Danielle Summerville

Beth Taylor

Laurie Wilson

THE COPPeR GUILD As of 12/31/21

Betsy & Vance Brown

Al and Leigh Buettner

Nard Claar and
Sheary Clough Suiter

Nechie and Patrick Faricy

Holly and Tony Flores

Michael and Susan Grace

Erin Hannan and Jon Csakany

Robert Howsam and
Sara Ware Howsam

Kyle and Sally Hybl

Phil and Meg Kendall

Kevin and Jamie Kratt

Brenda Lammers

Lawrence Dryhurst Gallery
(Wayne and Betz Smisek)

Christina McGarry

Robin and Mike McGrath

Jeff Mohrmann and Tilah Larson

C.J. Moore

Karen Pfeifer

Krithika Prashant and
Prashant Krishnan

Kathleen Ricker

Jill and Drew Robinson

John Romero

Pam Shockley-Zalabak

John Spears

Brenda Speer and Greg Ward

Michele Strub-Heer and
Jordan Strub

Kathryn Stults

Danielle Summerville

Herman and Tang-Lin Tiemens

Jean Tiemens and Herb Comet

Lois Vick

George Vradenburg

Welkin Sciences, LLC
(Dennis Wagner)

Steve Weed and Laurie Wilson



Mike Sunjka plays guitar at Kreuser Gallery during First Friday. Photo by Abigail Kreuser

CONTACT INFO

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CulturalOffice.org (Official Website)

ArtsOctober.com

PeakRadar.com

MilitaryArtsConnection.org



ARTS MONTH



The Cultural Office has worked diligently for almost a decade to grow our annual Arts Month campaign into an impactful program that elevates the visibility of arts & culture in Colorado Springs and across the Pikes Peak region. Celebrated each October in conjunction with 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. Driven by an intentionality around diversity, equity and inclusion, Arts Month 2021 continued its trend of expanding program content, reaching new audiences, and elevating a wider variety of creative voices. By all accounts, our Arts Month 2021 campaign was a great success, involving more community partners than ever before, and generating overwhelmingly positive feedback from collaborators, program participants, and the general public.

According to Google Analytics and other metrics from our advertising contractors, Arts Month 2021 promotion and messaging reached thousands of people across the Pikes Peak region, and beyond. During the period from September 1 to October 31, the ArtsOctober.com website engaged 10,897 unique users (a 60% increase from 2020), and generated 26,183 page views (a 54% increase from 2020). This was also the second year of our “Highlights” program on the ArtsOctober.com website, and it has quickly become a key element of the annual campaign by leveraging the social media networks of other individuals and community organizations. In 2021, we more than doubled the number of Highlights partners to 50, and in doing so, the Cultural Office reinvested over \$25,000 back into the creative sector to help support Arts Month awareness and programming.

We also featured 31 local artists as part of the “Artist-of-the-Day” initiative, generated lots of positive publicity for the creative sector in the local media, and secured formal Arts Month Proclamations from our two county jurisdictions, the City of Colorado Springs, a number of regional municipalities, and several area school districts. As we look ahead to our 9th annual celebration in October 2022, Arts Month has grown into one of the largest and most recognizable cultural events in the region.

[Learn more at ArtsOctober.com](https://ArtsOctober.com)

“I had several people mention it was their first time visiting us and that they had heard about it through the Arts Month program.”



ART-O-MAT

Our 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. Our machine, entitled Carnival, is located in the main hallway within the recently renovated Ivywild School, just south of downtown Colorado Springs. Between locals and visitors to our community, the Ivywild School attracts lots of people throughout the year who evidently like handmade art, as we set a new sales record with a whopping 3,168 tiny art pieces sold from our machine in 2021! With an average of over 260 art sales per month, our Colorado Springs machine is one of the top-selling machines in the country.

[Learn more at CulturalOffice.org/programs/Art-o-Mat](https://CulturalOffice.org/programs/Art-o-Mat)



CURBSIDE CULTURE

Originally launched in 2020 as a response to the pandemic, the Curbside Culture program returned in 2021 to bring the performing arts back out into the community by facilitating small-scale live performances outside of private residences, during neighborhood gatherings, and at special community events. Participating artists operate as Independent Contractors, set their own pricing, and coordinate all of their own performance logistics. The Cultural Office maintains the online roster of performing artists, underwrites the occasional Curbside Culture gig out in the community (thanks to sponsorship from the Tiemens Foundation), and markets the program to the general public.

Over the course of the past year, 22 local performing artists—from musicians, to dancers, to aerialists—have been featured on the Curbside Culture roster, and 54 gigs were generated through the program. The opportunity to get paid work through Curbside Culture has been especially meaningful (both financially and emotionally) to local performers whose normal schedules have been

disrupted by the pandemic. The Curbside Culture roster has also become a primary resource for sourcing local talent when the Cultural Office has its own internal programming needs, and when we are asked to make performer recommendations for gigs that are produced by other organizations.

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

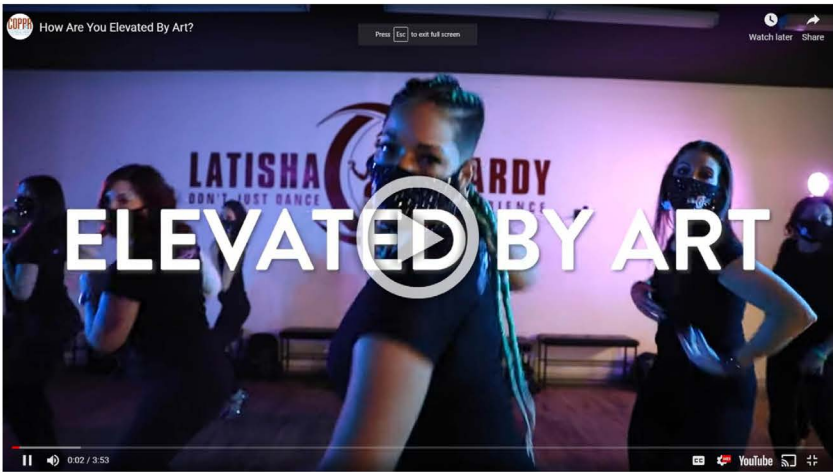


We are so grateful for these opportunities and your efforts to help the musical community.”

Christina Van Camp, *Mélange Band*

#ELEVATEDBYART

The #ElevatedByArt advocacy campaign launched during Arts Month 2020 and ran through spring 2021 to honor the relevance of the arts during times of personal or collective crisis. The campaign produced 8 compelling, original video shorts about local artists and organizations that were distributed digitally, on social media, and at ElevatedByArt.com, where the community was invited to share their own stories of being #ElevatedbyArt. The campaign received over 1.5 million impressions and won the MOSAIC Award for Inclusion from the American Advertising Federation-COS.



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 oversee the Military Arts Connection (MAC) program throughout 2021. 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. Since launching in mid-2019, the MAC program has trained 90 local Artist Facilitators and established partnerships with 27 Military and Veteran Service Organizations. Cumulatively, as of December 31, 2021, the MAC website had processed 634 orders for creative Experiences on behalf of active duty service members, veterans, and their families. During the most recent calendar year, the MAC program paid out just over \$20,000 to local Artist Facilitators for their services. Thanks to generous funding partners like the Colorado Springs Health Foundation, Arts in Society, and El Pomar's Ackerman Fund, nearly \$60,000 has been paid out to participating Artist Facilitators since the start of the program. Most importantly, the MAC program continues to facilitate important cross-sector connections between the arts and the military, and has supported mental health, resiliency, and emotional well-being for hundreds of community members.



Photo by Abe Stopani

“We had a great time and really enjoyed the project we each made. Thank you for giving us the opportunity to take part [in] this great program.”

Jerome Young (and family)

PEAK RADAR



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 flagship program of the Cultural Office and cultural calendar for the region, the program operates as a free marketing department for local arts, culture, and fun - serving hundreds of under-resourced arts & cultural groups across El Paso and Teller counties.

In 2021, Peak Radar participated in community recovery by promoting 2,300 local events, an increase of 46% over 2020 (though still about 36% lower than pre-pandemic levels). The main website and its partner platforms fed the renewed public desire for events and entertainment as people rejoined common life. Peak Radar content received over 1,751,000 page views, the most in the program's history, an increase of 38% over 2020 and 11% over

PEAK NUMBERS	9	cultural guides
	10	TV appearances on Fox21's "Living Local"
	15	Peak Radar Live videos
	60	radio appearances
	2,300	event listings
	12,765	@PeakRadar social media followers
	19,594	Peak Radar Picks email subscribers
	1.75 million	page views of PeakRadar.com content

2019 – the previous record year. The program also saw the best individual month ever, as June recorded over 36,000 users and 85,000 page views. Peak Radar also continued to offer pandemic-era additions by promoting virtual events, supporting local art sales as a partner of First Friday, producing the Peak Radar Live online show and podcast about local arts & entertainment, and more. The “Buy Ticket” button on event listings was clicked 12,197 times—127% more than in 2020, demonstrating how Peak Radar funnels public interest into economic impact for our creative sector.

Beyond the website, the Peak Radar team launched a new marketing campaign called Neverland, maintained partnerships with dozens of local organizations, and continued to market the arts community's activities year-round on radio, television, and social media.



Peak Radar Live studio tour with Karen Mossbacher

Dazzling ARTWORK
Stunning THEATRICALS
Electrifying MELODIES
Exquisite CUISINE

Greetings from
NEVERLAND

SEE THE **CREATIVITY OF**
THE PIKES PEAK REGION
LIKE NEVER BEFORE...

THROUGH THE *Breathtaking* Lens OF

peakradar.com
The Cultural Calendar for the Pikes Peak Region

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
- Colorado Springs Chamber of Commerce & EDC
- Pikes Peak Poet Laureate Committee
- Regional Leadership Forum
- Rotary Club of Colorado Springs
- AdAmAn Alley 100th Anniversary Project Committee
- Plus, ongoing interactions with elected officials and other community leaders.

ARTS VISION 2030

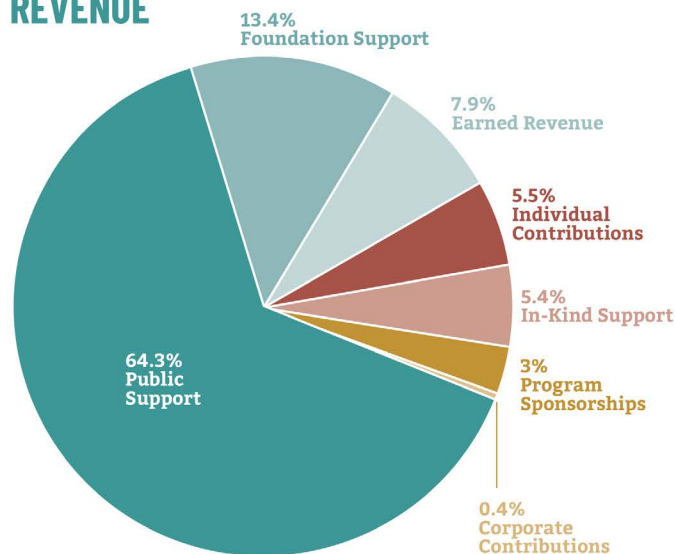
The new 10-year cultural plan for the Pikes Peak region was developed by, of, and for the community, under the stewardship of the Cultural Office, the Bee Vradenburg Foundation, and a diverse steering committee of 24 local creative leaders, with expert guidance from ThereSquared, LLC and Stillwell Cultural Consulting. The process touched 4,500 people and 664 made direct contributions to the plan. It is a bold statement from the creative sector, crafted in a historic time, and presents a living framework to guide collaboration, strategy, investment, and vision. We encourage the regional arts and cultural community, along with cross-sector partners and local leaders, to consider their role in making it happen!



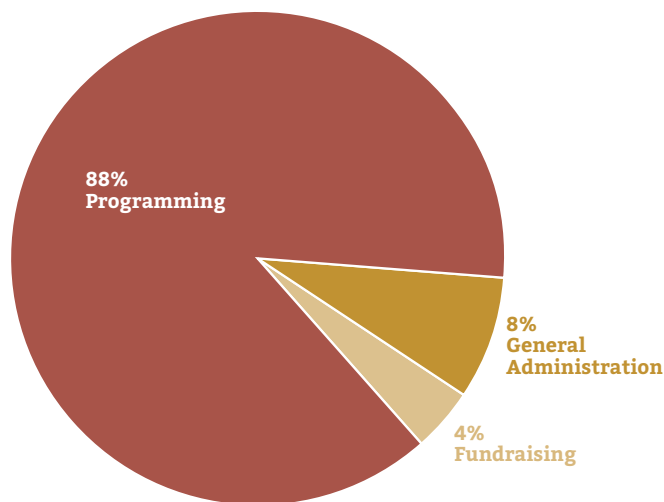
Learn more at CulturalOffice.org/ArtsVision2030

2021 FINANCIALS

REVENUE



EXPENSES



REVENUE	
Public Support (includes SBA-PPP funding)	\$424,010
Foundation Support	\$88,181
Earned Revenue	\$52,336
Individual Contributions	\$36,377
In-Kind Support	\$35,750
Program Sponsorships	\$19,706
Corporate Contributions	\$2,789
TOTAL REVENUE	\$659,151

EXPENSES	
Programming	\$531,986
General Admission	\$51,445
Fundraising	\$23,215
TOTAL EXPENSES	\$606,646