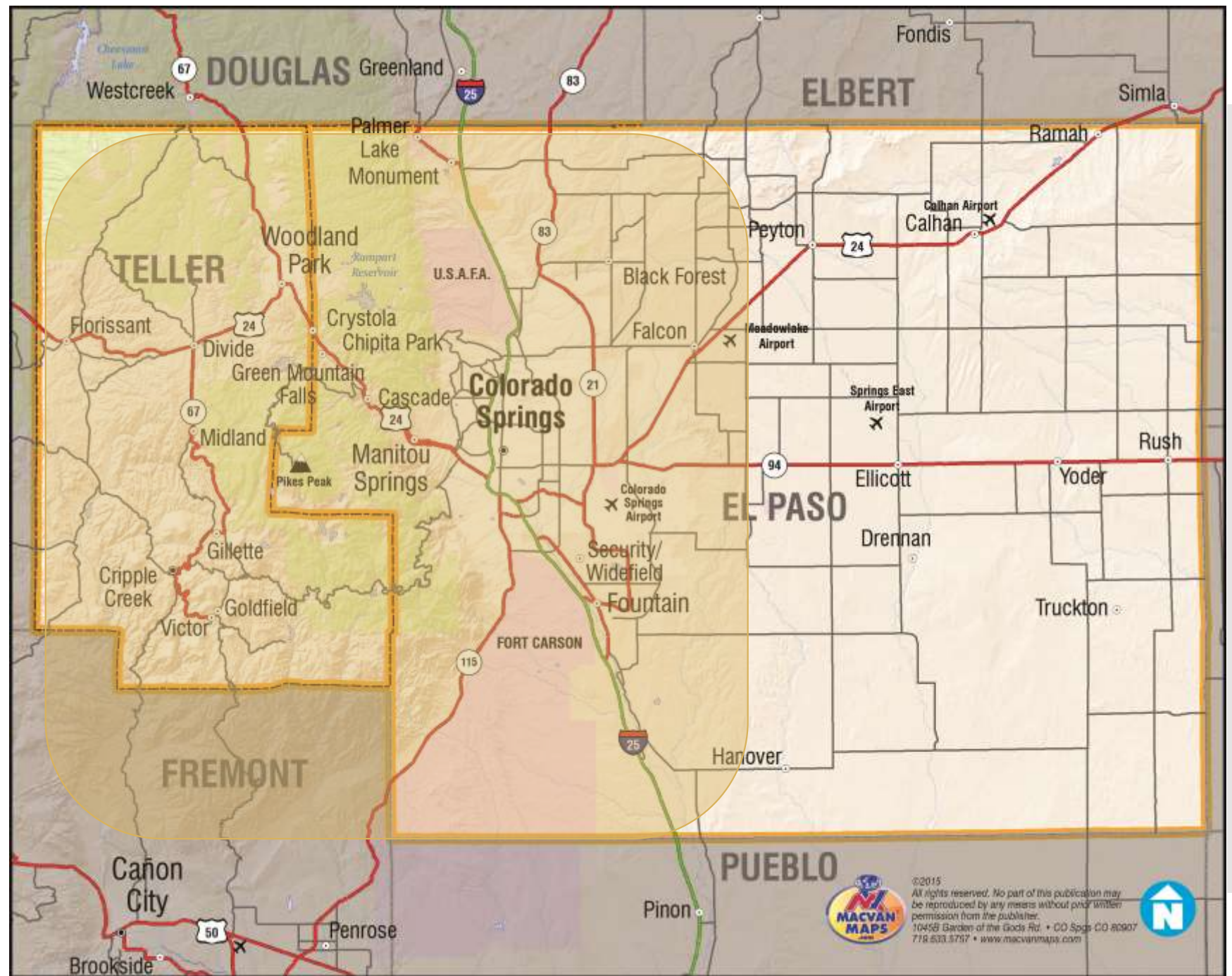


COPPR | CULTURAL OFFICE
OF THE PIKES PEAK REGION

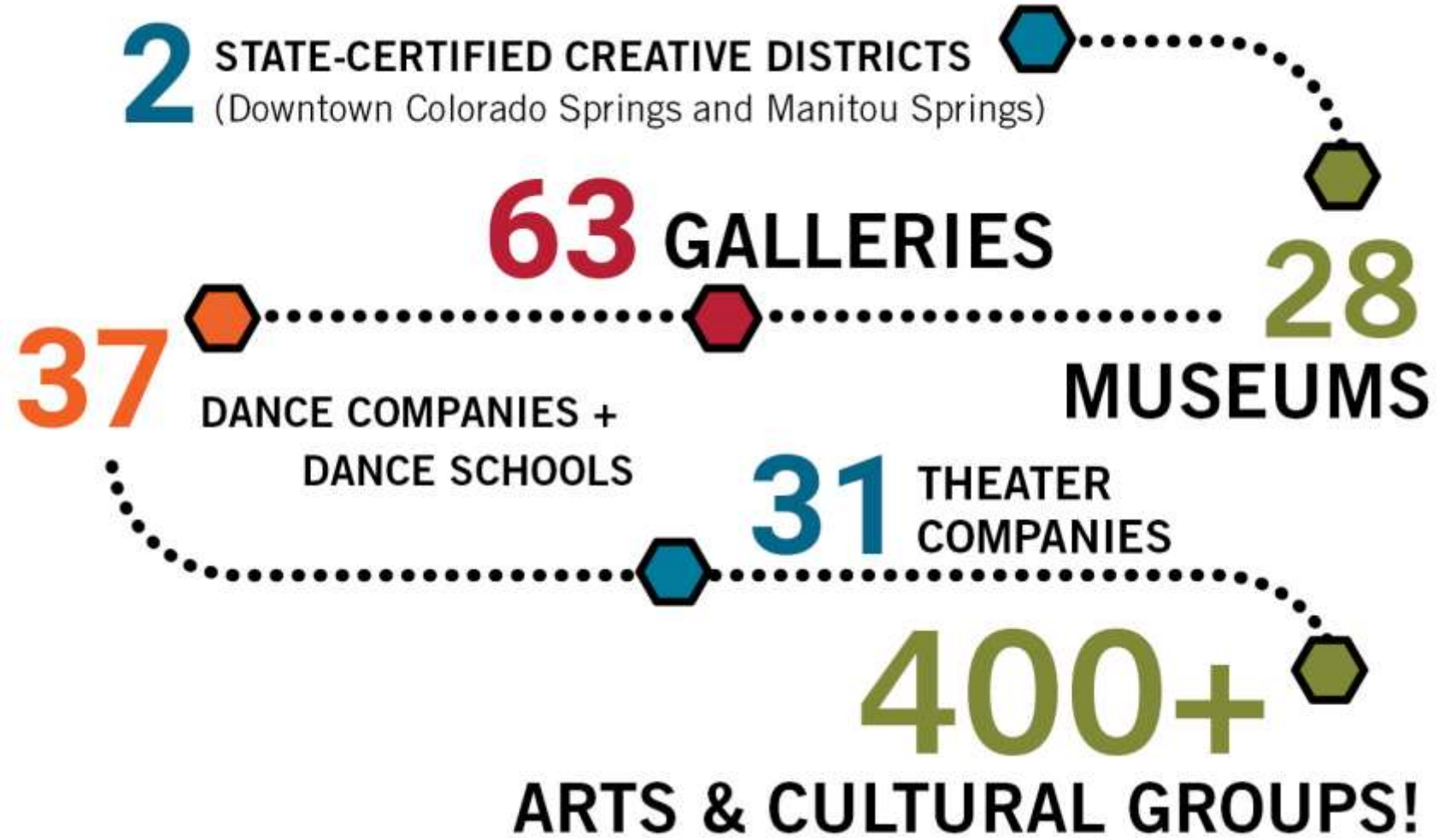
Working toward a Vision of Community United by Creativity

Service Area: Colorado Springs, El Paso & Teller Counties

+ Visit COS members
in Fremont County
through Peak Radar



Pikes Peak
Region's
Creative
Community

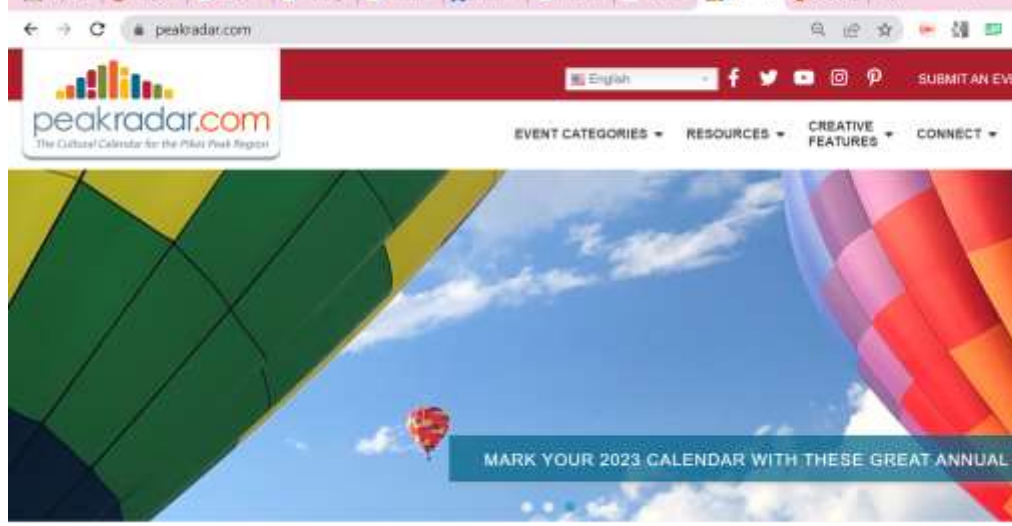




Mission:

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





New Staff Structure



Angela Seals
Executive Director



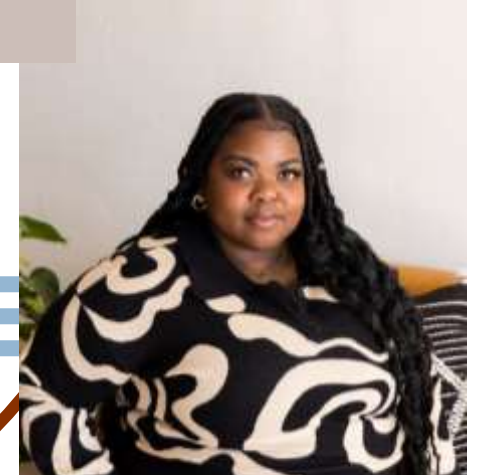
Kate Hertz
Engagement
Coordinator



Dylan Craddock
Program Manager
Creative Economy



Jonathan Toman
Program Manager
Cultural Promotion
& Tourism



Jeresneyka Rose
Program Manager
Education

Our programs are focused into 3 arenas of impact:

**BUILDING CULTURAL
PROMOTION & TOURISM**



**IGNITING OUR CREATIVE
ECONOMY**



**STRENGTHENING
CREATIVE EDUCATION**



allocation of LART program funding

Building an Arts Destination

Building the reputation as an arts destination – for tourists and for working artists – is in direct alignment with one of the goals of **Arts Vision 2030**, our region’s ten-year cultural plan. It states, “The arts are critical to our region’s identity and authenticity. We commit to promoting our region as an **ARTS DESTINATION** for both experiencing art and making art.” The cultural plan goes deeper, too, into concrete ideas and opportunities for building our arts destination –



Peak Radar.com

The screenshot shows the Peak Radar.com website in a browser window. The browser's address bar displays "peakradar.com". The website's header features the logo "peakradar.com" with the tagline "The Cultural Calendar for the Pikes Peak Region". To the right of the logo is a language dropdown menu set to "English", followed by social media icons for Facebook, Twitter, YouTube, Instagram, and Pinterest. A "SUBMIT AN EVENT" button is also present. Below the header is a navigation menu with the following items: "EVENT CATEGORIES", "RESOURCES", "CREATIVE FEATURES", "CONNECT", and "ABOUT".

The main content area features a large banner image of hot air balloons against a blue sky with clouds. A dark blue text box overlaid on the banner reads "MARK YOUR 2023 CALENDAR WITH THESE GREAT ANNUAL EVENTS". Below the banner is a search bar with the placeholder text "Search Events by Keyword". To the right of the search bar are two buttons: "Search Options" and "SEARCH".

The Windows taskbar at the bottom of the screen shows the Start button, a search bar, and several application icons including File Explorer, Microsoft Edge, Word, Excel, and Outlook. The system tray on the right shows the time as 10:00 AM on 3/3/2023.

Growth Beyond Website to Content Creation & Many Platforms



Performance Metrics

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

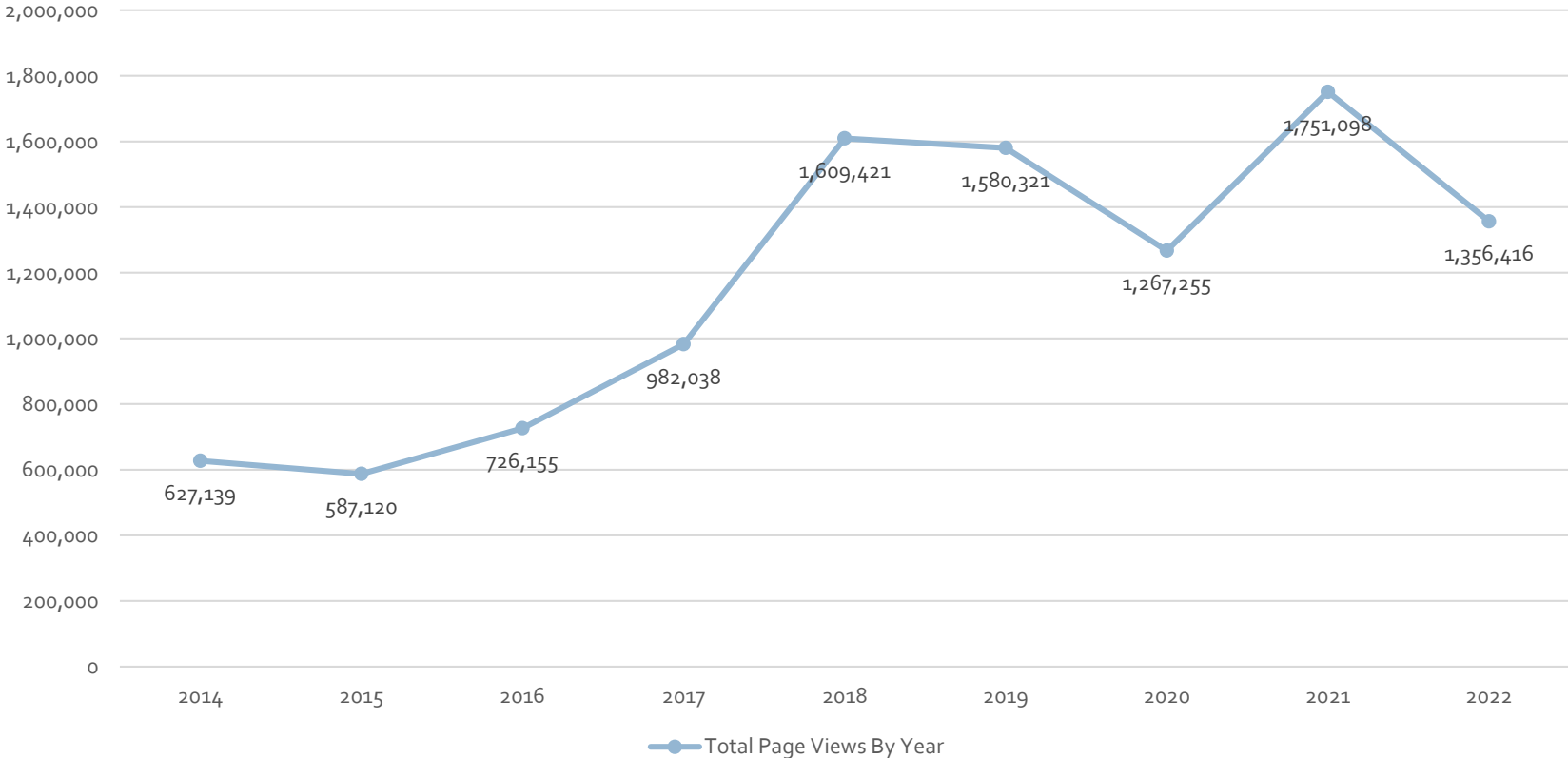
+17%
14,317
"Buy Tickets" button clicks

+7%
13,674
social media followers
(across five platforms)

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

Peak Radar Performance Metrics

Total Page Views By Year



Peak Radar KPIs

Service Category #1: Peak Radar Statistics		2022 Actual YTD (JUN 30)	2023 Actual YTD (JUN 30)
KPI Metric #1:	Grow quarter-to-quarter unique users to PeakRadar.com by at least 2.5%.		
	PeakRadar.com total page views	287,143	284,602
	Unique users to PeakRadar.com	128,317	122,021
	Percent increase in year-over-year unique users	----->	-5.0%
KPI Metric #2:	Each quarter, maintain a minimum of 45% tourist or potential tourist users to Peak.Radar.com.		
	Percent local users	39%	32%
	Percent tourist users (outside of El Paso & Teller Counties)	61%	68%
KPI Metric #3:	Continue to expand the reach and recognition of the PeakRadar.com brand through partnerships.		
	PeakRadar.com supports the following local websites with live data feeds: Visit COS, Downtown Partnership, Pikes Peak Region Attractions, Pikes Peak Outdoor Recreation Alliance, COS Chamber & EDC, Springs Magazine, North Magazine, six of the local Cumulus radio stations, CulturalOffice.org, and ArtsOctober.com. We are excited to share that we're finalizing a new partnership with IHeartRadio, which will include data feeds to five websites.		
KPI Metric #4:	Increase social media followers by at least 2% per quarter.		
	Total Social Media Followers	17,720	19,935
			+13%
	Additional Metric: Eblast Subscribers		
	Total Eblast Subscribers	19,379	19,936
	AVERAGE percent increase in year-over-year followers		+3%

10th Annual
Arts Month
Celebration
this October:
Data TBD



Special Community Initiatives

KPI Metric #1: Implement new programming in alignment with the Arts Vision 2030 cultural plan.

KPI Metric #2:	Capitalize on new opportunities that are consistent with the Cultural Office's strategic mission, and are supportive of cultural initiatives, efforts, or enterprises that benefit and strengthen our creative community. Provide information to the City summarizing each new initiative.									
Notes:	Colorado Ballet Society 25th Anniversary Performance					\$500				
	Meadowgrass Music Festival					\$500	Plus \$1,000 worth of advertising			
	Pikes Peak Pride					\$500	Plus \$250 worth of advertising			
	OneBody Ent - Juneteenth					\$2,500	Plus \$500 worth of advertising			
	Colorado Springs Fashion Week					\$500	Plus \$250 worth of advertising			
	Anthem Music Enterprises					\$2,500				
	Kuumba Cultural Collective of Southern CO Festival					\$1,500	Plus \$500 worth of advertising			
	Colorado Springs Pioneers Museum Gift of History					\$500	Plus \$1,000 worth of advertising			
	Jantzen Peake mural on 21st St. in Old Colorado City					\$500	Plus mentorship to develop a business plan			
	Blues on the Mesa					\$500	Plus \$500 worth of advertising			
	Mountain of the Sun Music Festival					\$1,000	Plus \$1,000 worth of advertising			
	Fiestas Patrias					\$1,500	Plus \$1,000 worth of advertising			
	Poetry 719 We Do Stuff Poetry Festival					\$1,000	Plus \$250 of advertising			
						\$13,500	\$6,250 of in-kind advertising vaue			

Community Advocacy



Community Advocacy

KPI Metric #1 – Each year, speak publicly in support of the arts & cultural sector at a minimum of 15 local meetings, events, and community forums. List each speech or address given with date, description and summary.

14 Speaking Engagements, + weekly & monthly radio spots

KPI Metric #2 – Provide effective representation for the City of Colorado Springs and the Pikes Peak region at a minimum of five (5) cultural gatherings at the regional, state and/or national levels. List all events attended and manner of representation.

5 non-local Representations in Q1-Q2

KPI Metric #3 – Maintain representation of the creative sector among key local stakeholder organizations, like the Chamber of Commerce & EDC, Visit COS, Regional Leadership Forum, etc., and regional and state boards and committees.

Service on 8 Committees, 40+ Events Attended

Questions?



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www.CulturalOffice.org