



**Our Vision: A Community United by
Creativity**

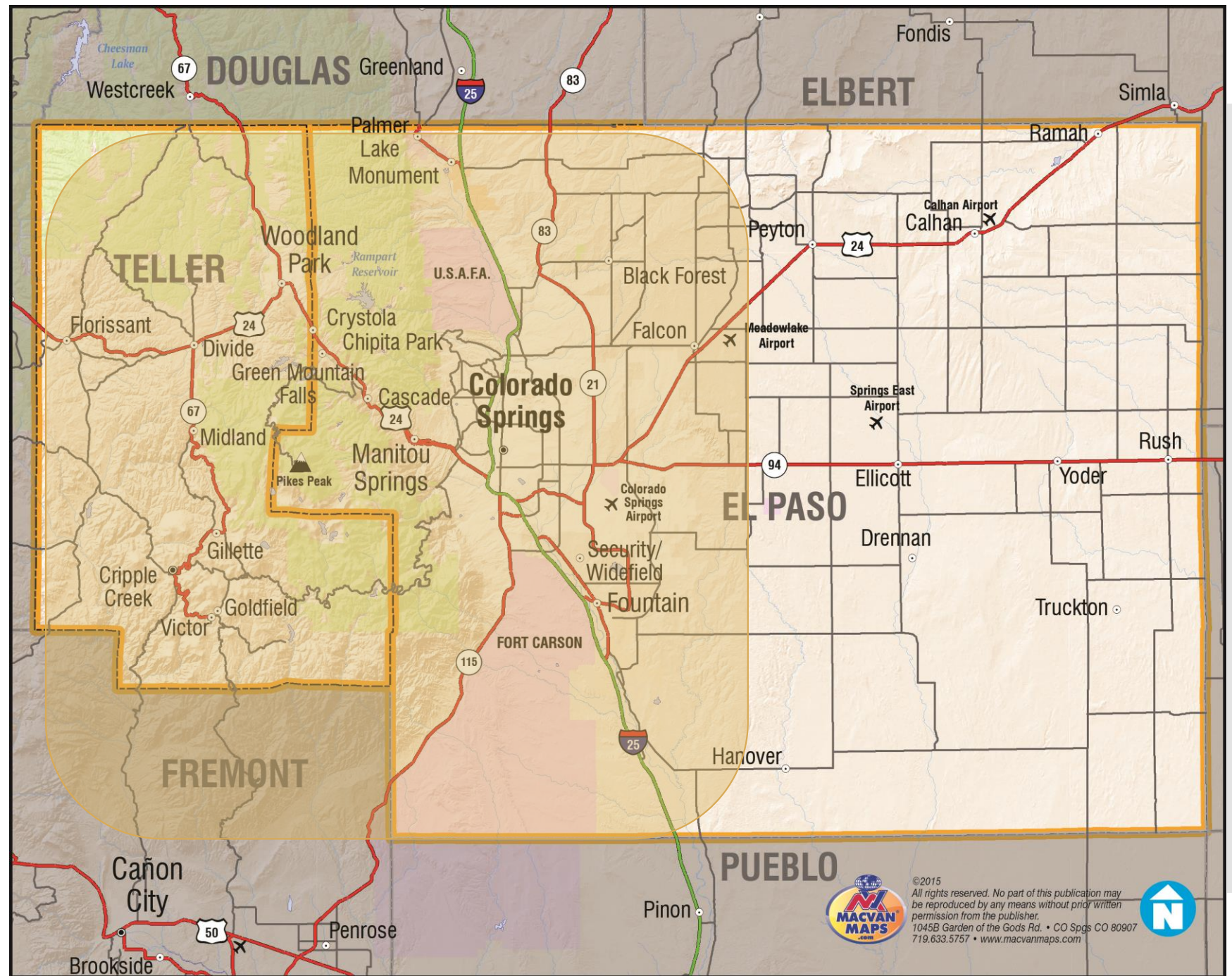


Mission

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.

Service Area: Colorado Springs, El Paso & Teller Counties

+ Visit COS members
in Fremont County
through Peak Radar



Cultural Office Staff



Angela Seals
Executive Director



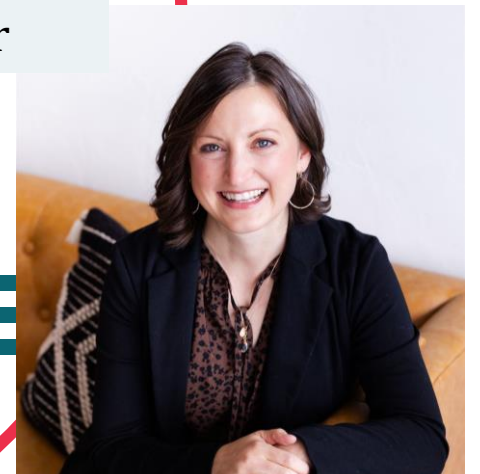
Kate Hertz
Engagement
Coordinator



Dylan Craddock
Program Manager
Creative Economy



Jonathan Toman
Program Manager
Cultural Promotion
& Tourism



Melissa O'Rear
Program Manager
Education

Our programs are focused into 3 arenas of impact:

**BUILDING CULTURAL
PROMOTION & TOURISM**



**IGNITING OUR CREATIVE
ECONOMY**



**STRENGTHENING
CREATIVE EDUCATION**



Majority of LART program funding

2023 Highlights

298,755 program engagements in 2023 (293,933 virtual, 4,822 in person)

19%↑ in-person engagements YOY

\$99,450 paid directly to creatives, arts orgs, and artists, through COPPR programs and administration

568,818 views of **2,892** local events on PeakRadar.com

15,939 clicks on “Buy Tickets” buttons on PeakRadar.com

77% users who discovered on PeakRadar.com a local event or group they hadn’t known about before

356 free art experiences for local active duty military members, veterans, and their families through Military Arts Connection

229%↑ engagement on social media for Arts Month over 2022

5.6 million media impressions for 10th annual Arts Month campaign (paid/earned/social)

4.5 COPPR staff positions



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 –



The Impact of Cultural Tourists

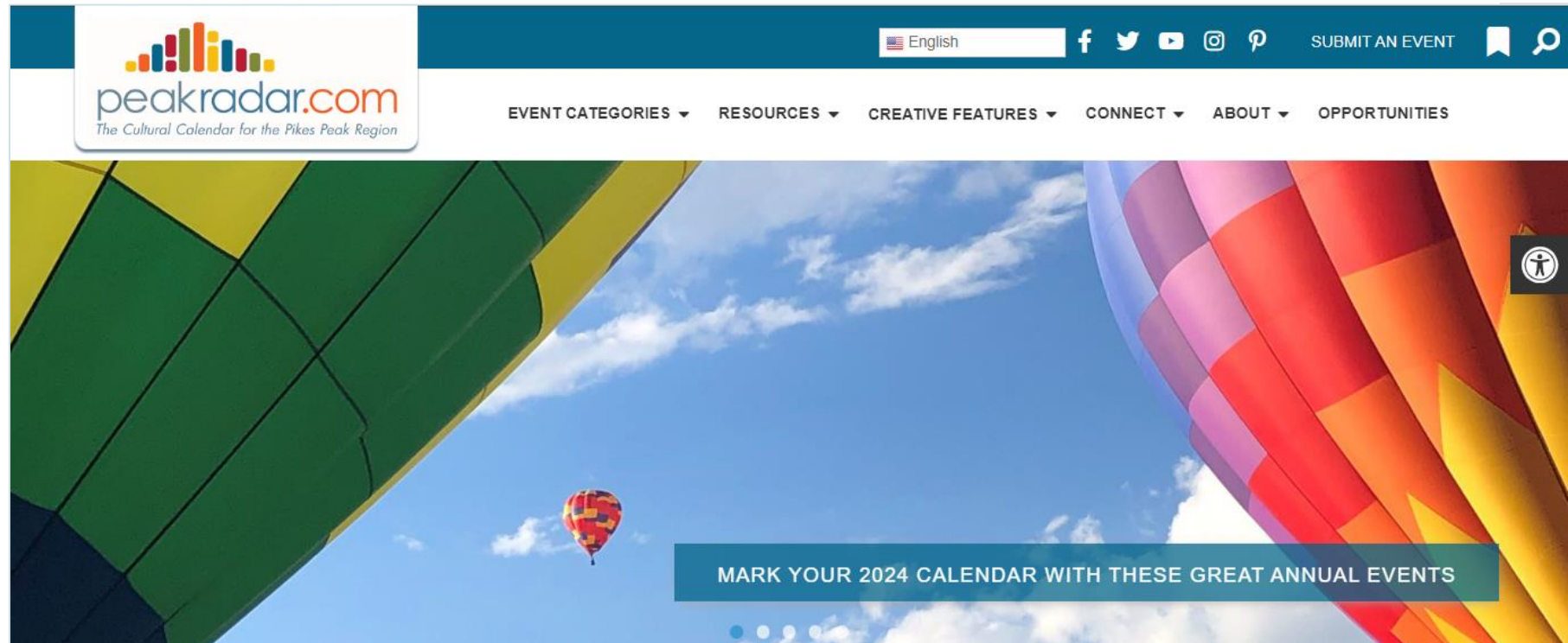
Event-Related Spending by Arts and Culture Audiences Totaled \$123.1 million

Attendance to Arts and Culture Events	Local ¹ Attendees	Nonlocal ¹ Attendees	All Attendees
Total Attendance to In-Person Events	2,277,371	486,429	2,763,800
Percentage of Total Attendance	82.4%	17.6%	100.0%
Average Per Person, Per Event Expenditure	\$38.85	\$71.24	\$44.55
Total Event-Related Expenditures	\$88,475,864	\$34,653,203	\$123,129,067

Tourists spend an average of \$71.24 while attending an arts event, not counting the price of admission. This event-related spending includes food and drink, hotels, parking, transportation, and more, for nearly double the economic impact compared to a local attendee. According to AEP6, they are currently under 18% of our nonprofit arts audiences. **Because of their higher spending, growing the percentage of tourists will exponentially boost the economic impact of the arts.**

Cultural festivals, performances, concerts and other arts events are also a reason that visitors to the Pikes Peak region for other reasons extend their trips, spending even more dollars here. The arts are part of the tourism ecosystem, driving tourism in “shoulder” seasons and lifting the positive perception of our community.

Cultural Promotion & Tourism KPIs



The Cultural Office builds cultural engagement and cultural tourism for Colorado Springs. The centerpiece of this work is PeakRadar.com, which serves local residents and tourists as the centralized regional website for local arts & entertainment information, event listings and guides. Peak Radar also serves local creative nonprofits & businesses as a collective marketing department, with expansive communications platforms to grow audiences and tourism engagement. Beyond Peak Radar, the Cultural Office's initiatives and partnerships will support growth in the region as a cultural destination.

Creative Economy KPIs



The Cultural Office actively supports the vitality of the local creative economy. Arts Month is an annual marketing campaign that takes place during October for National Arts & Humanities Month. The campaign raises awareness for our creative community, and encourages arts participation and art buying from local businesses and artists. Beyond Arts Month, the Cultural Office's initiatives and partnerships will support growth in the region's creative economy.

Special Community Initiatives KPIs



Special Community Initiatives allow the Cultural Office to innovate and respond to various needs within the creative community. New opportunities present themselves all the time, and this category of investment will enable the Cultural Office to remain nimble, proactive, and strategic in developing initiatives that have a positive impact in our creative community.

Fiscal Management and Accountability KPIs



Ensure that the Cultural Office's annual revenues meet or exceed annual expenses, together with an eye towards growing the operating budget and adding organizational capacity. Report year over year revenues and sources. Provide copies of financial statements with 6-month and annual reports.

Ongoing Advocacy KPIs



Ongoing advocacy is an essential part of the Cultural Office's work, and is a critical component in positioning of our organization as a leader for the creative sector across the two-county region.

Learn more
at
www.CulturalOffice.org

CONVENE

Bringing together the arts, cultural, and creative community to foster collaboration, networking, and innovation.

COPPR | CULTURAL OFFICE OF THE PIKES PEAK REGION

The Cultural Office of the Pikes Peak Region (COPPeR) is the local arts agency for the City of Colorado Springs and the Pikes Peak region (El Paso and Teller Counties) in Colorado. The Cultural Office works year-round, often behind the scenes, to achieve more than any one artist or cultural organization could do independently to ensure that the creative sector thrives and uplifts our entire region's life and economy. As an independent nonprofit, we are efficient, strategic, and passionate about this work.

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