
Profile

Pk _____ Mcpherson _____
First Name Last Name

Email Address

Are you a resident of the City of Colorado Springs?

Yes No

In what City Council District do you reside? *

District 5

Use the following link to determine if you live inside City limits and to find your City Council District:

<https://coloradosprings.gov/city-clerk/page/city-council-districts>

Street Address

City

Suite or Apt

State

Postal Code

Primary Phone

Pikes Peak Country _____ Executive Director _____
Attractions Association Employer Job Title

Which Boards would you like to apply for?

Lodgers and Automobile Rental Tax Citizen Advisory Committee: Submitted

Introduction

Briefly introduce yourself and state your interest in serving on a specific Board, Commission, or Committee

I was born and raised in Colorado Springs, like my parents and grandparents before me. Colorado isn't just my home; it's part of the legacy I am helping to create for my children. I do not measure the success of Colorado Springs by a quarter or a visitor season, but by generations. That long view is what drew me to tourism and what keeps me committed to it. When lodging tax dollars fund an experience, a capital improvement, or a marketing program, I ask not just whether it performs this year, but whether it strengthens the destination we are passing forward. Few people have a longer personal stake in Colorado Springs than a fourth-generation resident — and I want to keep bringing that perspective to this work.

Relevant Experience and Community Involvement

Pk K Mcpherson

Highlight any volunteer work, previous service on boards or committees, and community involvement that demonstrates your commitment to public service and the community.

I served on the LART Citizens Advisory Committee from 2016 to 2024, including as Chair and Co-Chair — a period that included navigating COVID-era funding decisions with significant consequences for the regional visitor economy. That tenure has given me a deep working knowledge of how lodging tax investment translates into community impact. My day-to-day professional work reinforces that same commitment. As Executive Director of Pikes Peak Region Attractions, a 501(c)(6) nonprofit representing 26 member attractions, I have spent more than 17 years in tourism and 15 in marketing — work that is entirely oriented around the public good of making this region a destination worth visiting and living in. PPRA's programs, including a YouTube travel channel now ranked among the top travel channels globally, exist to serve both our members and the broader Colorado Springs community. Beyond PPRA, my investment in this community is personal. I have advocated for state legislation affecting Colorado tourism funding, presented during COVID-era variance proceedings to protect the visitor economy, and championed the Cog Railway rebuild as a generational asset for the region. Public service, for me, is not separate from my professional work — it is the same instinct applied in different rooms.

Supplemental Materials (if applicable)

PK_McPherson_Resume.pdf

Include any additional materials that may strengthen your application, such as a resume or examples of your work in the community.

Patricia “PK” McPherson

EXECUTIVE PROFILE

Mission-driven nonprofit executive with 10+ years of leadership growing and stewarding a regional organization in the Colorado Springs community. As Executive Director of Pikes Peak Region Attractions, tripled the annual budget from \$330,000 to \$1.4 million, and built sustained organizational growth rooted in cross-sector collaboration, civic advocacy, and community investment. A trusted regional voice with deep relationships across the tourism, government, and nonprofit sectors — including nearly a decade of service on the City of Colorado Springs LART Citizens Advisory Committee, five years as Chair and Co-Chair, and a consistent record of showing up for this community in moments that matter: from COVID relief advocacy to fighting for the Cog Railway’s rebuild. Recently completed a Master of Arts in Organizational Leadership with expertise in sustainability, program evaluation, and organizational change.

CORE COMPETENCIES

▶ Philanthropic & Nonprofit Leadership	▶ Grant Writing & Fundraising	▶ Donor & Sponsor Relations
▶ Community Convening & Collaboration	▶ Civic Engagement & Legislative Advocacy	▶ Organizational Development
▶ Budget Growth & Financial Stewardship	▶ Program Evaluation	▶ Strategic Partnerships
▶ Cross-Sector Relationship Building	▶ Sustainability Planning	▶ Public Speaking & Representation

PROFESSIONAL EXPERIENCE

Executive Director

Pikes Peak Region Attractions (PPRA) — Colorado Springs, CO

December 2015 – Present

- **Tripled the organization’s annual budget from \$330,000 to \$1.4 million** over 10 years — representing 3x the budget growth achieved across PPRA’s prior 42-year history — through disciplined financial stewardship, new revenue development, and sustained donor and sponsor cultivation.
- **Secured \$725,000 in grants** for PPRA through researching, writing, and managing a sustained portfolio of successful grant applications across public and private funding sources.
- **Secured \$400,000 in cash and in-kind sponsorships** for community-focused events and programs, building long-term partner relationships across the regional business and civic community.
- **Grew membership from 24 to 29 member attractions** and introduced new “Community Member” opportunities, expanding organizational reach and consistently demonstrating ROI to a diverse stakeholder base.
- **Championed regional attractions at every level of civic and legislative engagement**, including writing and presenting a **COVID variance before El Paso County Commissioners**; advocating during the **Manitou Springs Ballot Issue 2A**; supporting the **Cog Railway rebuild**; and playing an instrumental role in shaping the evolution of the **LART Citizens Advisory Committee**.
- Invited to speak at regional and statewide tourism industry events, representing PPRA and the Pikes Peak region as a voice for community-based tourism and destination development.
- Scaled the organization from 2 to 4 staff members, building operational systems, employee handbooks, and HR infrastructure to sustain growth.
- Grew PPRA’s YouTube channel to **10+ million subscribers** — the **#7 travel channel in the world** — transforming a regional nonprofit into a globally recognized platform for community and destination storytelling.
- Launched digital marketing co-op programs, including Meta advertising and YouTube sponsorships, creating new revenue streams and measurable value for member organizations.
- Developed and implemented a sustainability plan aligned with Triple Bottom Line frameworks, reflecting a long-term commitment to community and environmental stewardship.

Marketing Director

Garden of the Gods Trading Post — Colorado Springs, CO

March 2015 – December 2015

- Developed and executed marketing strategies for one of Colorado’s most iconic visitor destinations, increasing brand visibility and driving community and tourist engagement.

- Managed digital and traditional marketing channels to support retail and tourism operations at the historic Garden of the Gods Trading Post.

Partner & Director of Operations

Helium Marketing Agency — Colorado Springs, CO

June 2011 – March 2015

- Co-owned and operated a full-service marketing agency, overseeing operations, client relationships, and service delivery across a diverse community and regional client portfolio.
- Directed staffing, budgeting, project management, and business development, building systems that supported consistent agency growth and high-quality client outcomes.

CIVIC LEADERSHIP & ADVISORY ROLES

Chair / Co-Chair (2020–2025) & Committee Member (2016–2025)

Colorado Springs Lodging and Auto Rental Tax (LART) Citizens Advisory Committee

Served nearly a decade advising the City of Colorado Springs on the strategic allocation of lodging and auto rental tax funds across community programs, tourism infrastructure, and regional initiatives. Played an instrumental role in shaping the committee's evolving structure and mission. As Chair and Co-Chair from 2020–2025, guided investment decisions during post-pandemic recovery that shaped the economic and cultural vitality of the Pikes Peak region. Built deep collaborative relationships with city officials, nonprofit leaders, and community stakeholders — experience directly parallel to the community investment and philanthropic leadership work central to a community foundation CEO.

AWARDS & RECOGNITION

Visit Colorado Springs — Tourism Leadership Award (2022)

Recognized for exceptional leadership and contributions to the Colorado Springs community and tourism industry.

Visit Colorado Springs — Team Collaboration Award (2025)

Honored for outstanding partnership and collaborative impact across the regional community.

American Advertising Federation, Rocky Mountain Region — Gold ADDY Awards (2017, 2023)

Regional recognition for excellence in marketing and communications.

Hermes Creative Awards — Gold (2024)

Presented by the Association of Marketing & Communication Professionals for outstanding creative work.

Viddy Awards — 3 Gold, 1 Platinum (2024)

International recognition for excellence in digital content production.

YouTube Play Buttons — Silver (2023), Gold (2024), Diamond 2026)

Milestone awards recognizing extraordinary audience growth; fewer than 1,000 channels worldwide hold a Diamond Play Button.

EDUCATION

Master of Arts in Organizational Leadership (MAOL)

Baker University

Bachelor of Arts in English

University of Colorado Colorado Springs