



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

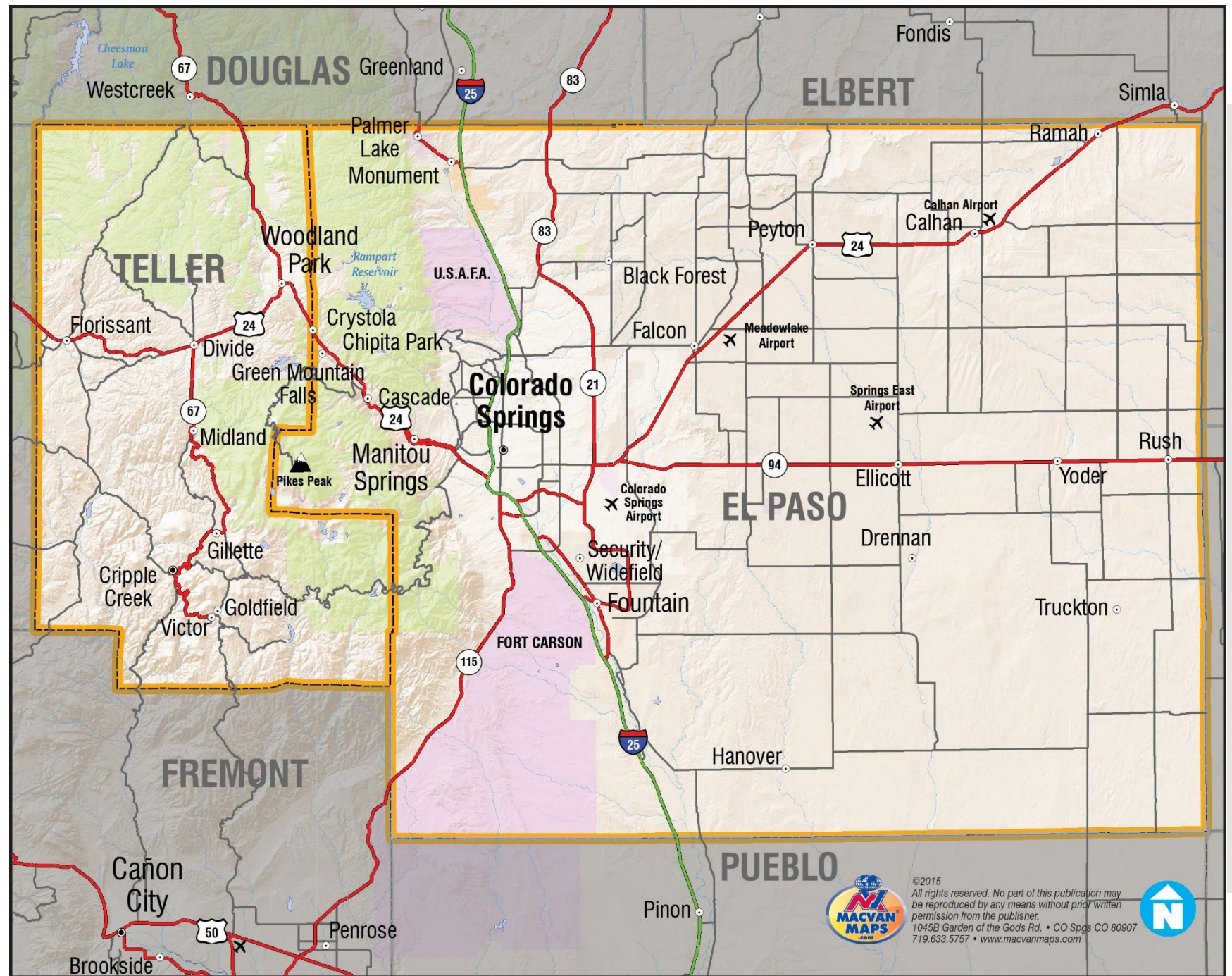


## Mission

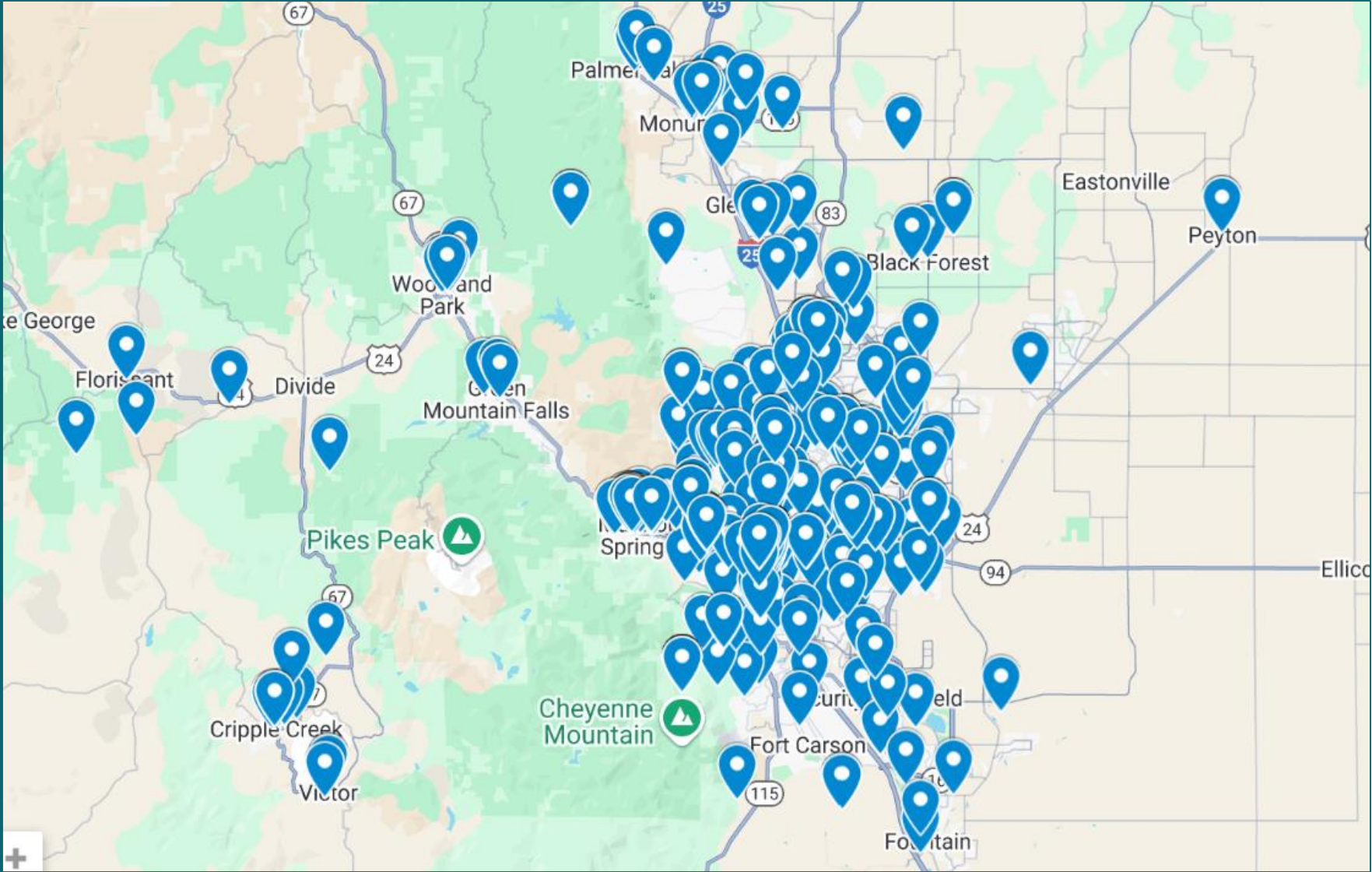
The Cultural Office of the Pikes Peak Region champions our diverse creative community as a vital part of the region's identity and economy through service, connection, and advocacy.

# Service Area: Colorado Springs, El Paso & Teller Counties

+ Fremont County  
through Peak Radar



# 550 Arts, Culture & Entertainment Groups



**Beyond the Cultural Office's regional leadership & advocacy,  
our programs focus on:**

**CULTURAL PROMOTION &  
TOURISM**



**CREATIVE ECONOMY**

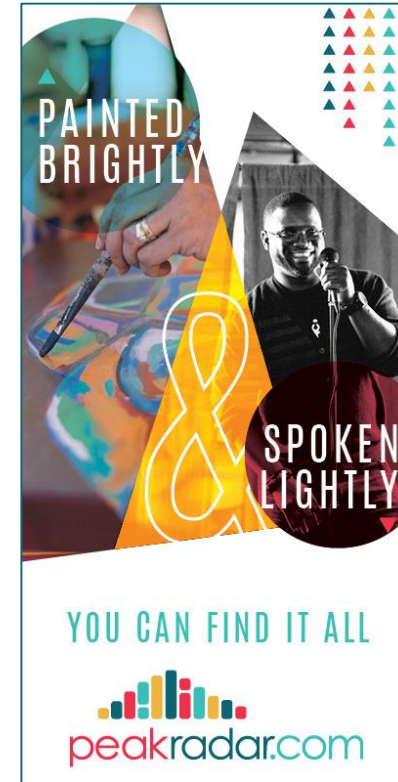


**ARTS EDUCATION**



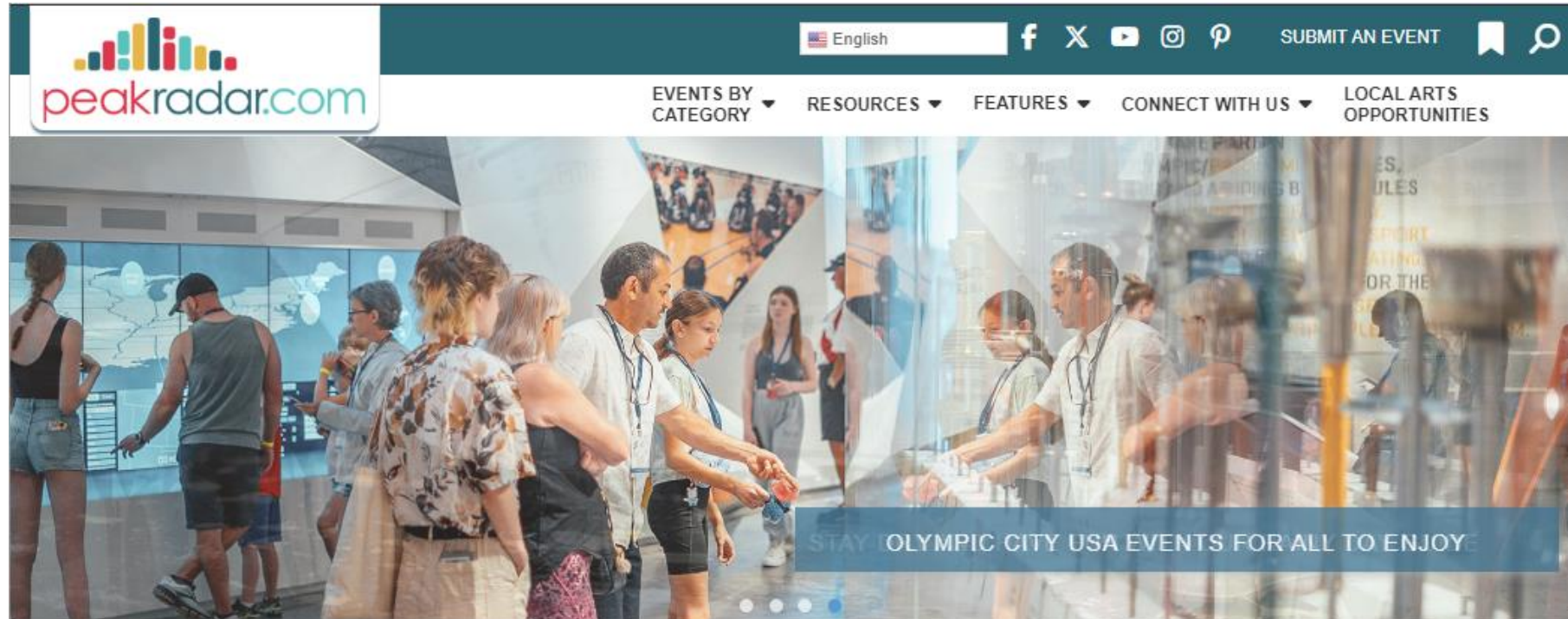
*Majority of LART contract funding*

# LART Contract



Cultural Office has *always met or exceeded* the expectations of its contract with the City through LART. Our KPIs are comprehensive, ensuring that we are a strong local arts agency for the City. The Cultural Office received \$450k in 2024. In response to LART leadership's clarifying goals, we have been greatly expanding our work in cultural tourism since 2022. **In 2024, we report 10 initiatives that go beyond our KPIs to strengthen cultural tourism and our cultural destination through the creative sector.**

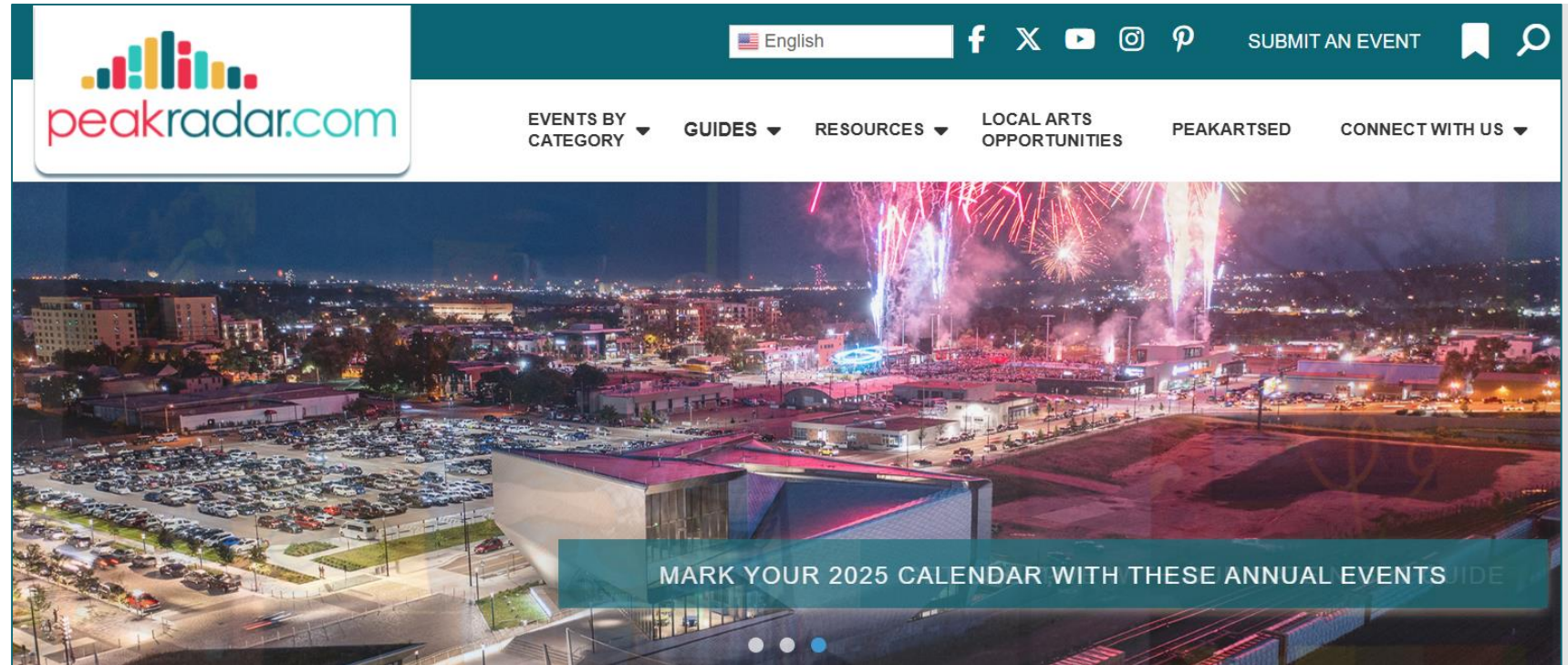
# Cultural Promotion & Tourism



Visit Colorado Springs' Longwoods International research shows that **Pikes Peak region visitors participate in cultural activities and entertainment at rates well above national norms**, with 48% engaging in local arts & culture (20% above average) and 64% engaging in local entertainment (10% above average.)

The Cultural Office works year-round to support & increase that success!

# Cultural Promotion & Tourism KPIs



The Cultural Office has been building cultural tourism since its founding in 2006, through its flagship program, PeakRadar.com. In 2023, we expanded the work into a more comprehensive Cultural Promotion & Tourism program vertical. The centerpiece remains the powerful marketing platform, which serves local residents and tourists with local arts & entertainment information, event listings, guides, directories, and more.



# Cultural Promotion & Tourism KPIs

- KPI Metric #1 – Manage PeakRadar.com successfully, measured by:
  1. Web Traffic to PeakRadar.com at or above 90% of the Google Analytics GA4 average for that 6-month period in the previous year.

In 2024, PeakRadar.com earned 311,068 Page Views (up 29,829 from 2023) and 259,406 Users (up 20,700 from 2023.)

	Q1-Q2	% vs. 2023	Q3-Q4	% vs. 2023
PeakRadar.com Page Views	287,736	101%	173,266	116%
PeakRadar.com Users	122,347	113%	139,495	116%

2. Engagement Rates at or above current industry standard  
 Current benchmark is to be above 50%. During the first half of 2024, PeakRadar.com’s Engagement Rate was 55.61% (up .4% from 2023)

3. A minimum of 45% Tourist vs. Local Users  
 71% Tourist Users in 2024, viewing from outside El Paso and Teller Counties. Local users were 29% during this period.



# Cultural Promotion & Tourism KPIs

- KPI Metric #2 – Demonstrate that Peak Radar effectively promotes local creative organizations & businesses through:
  1. Clicks on “Buy Tickets” buttons at or above 90% of the average for that 6-month period in the previous year.

We’re pleased to share that we achieved **17,295 clicks on “Buy Tickets,”** over 10,000 more than in 2023!

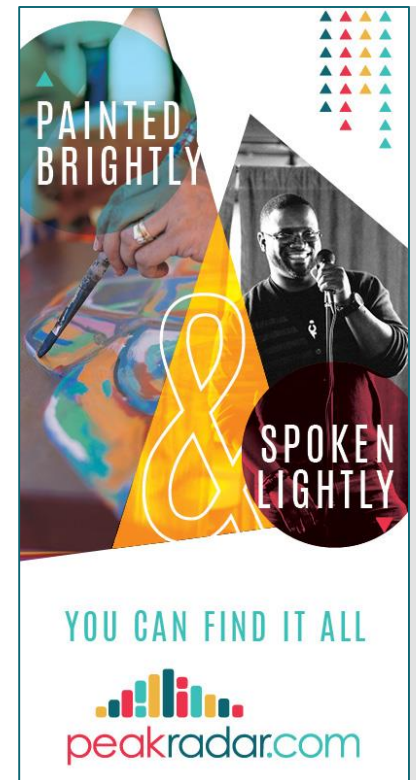
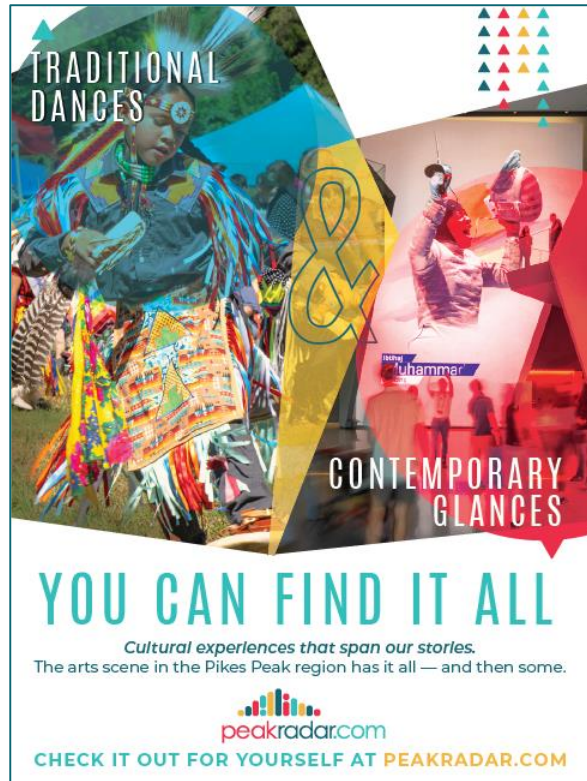
	Q1-Q2	% vs. 2023	Q3-Q4	% vs. 2023
Clicks on “Buy Tickets”	7,283	102%	10,012	151%

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Beyond the KPIs for Peak Radar, in 2024 we ...

- **\*NEW! Upgraded PeakRadar.com’s user interface** to include more accessibility information about local venues and events for attendees with disabilities, improved search functionality, launched a new branch of the site for arts education called PeakArtsEd, and, at the suggestion of City Council, fully updated the 551 arts organization listings of the Organization Directory.

# Cultural Promotion & Tourism KPIs



- **\*NEW!** Launched a new cultural destination marketing campaign, designed by local design firm Neon Pig Creative, used in our year-round marketing campaign across print, digital, radio, television, and social media, both locally and out of market. There are a variety of ad designs the highlight the spectrum of local arts offerings for everyone.

# Cultural Promotion & Tourism KPIs

## And more ...

- Provided **52 weeks of local event recommendations** to the concierges of the Pikes Peak Lodging Association's member hotels and VisitCOS' Visitor Center front desk.
- Continued promoting the **Creative Stays travel itinerary video series**, hosted by local creatives and produced by the Cultural Office with Springs Magazine.
- **\*NEW!** Convened **"Arts Marketing Mixers"** for professional marketers working with cultural venues or arts groups to meet, build skills, and coordinate cultural promotion in the region. Quarterly mixers began in Summer 2023 and are continuing, with an invite list of over 60 and regular attendance by 20.
- Promote local events to listeners across Southern Colorado through **weekly radio spots** on Colorado Public Radio's KRCC-affiliated stations ("The Peak Radar Minute" on Thursdays), KRDO News Radio (Fridays), and a "Community Connects" feature on KOAA5 television.
- Peak Radar **powers other regional websites' event calendars**, including Visit Colorado Springs, Pikes Peak Region Attractions, Springs Magazine, Downtown Partnership.
- **\*NEW! Sponsored two leaders of local cultural attractions** to attend the Visit COS Annual Business Meeting alongside COPPR staff to learn more about the tourism industry.
- **\*NEW!** Provided a downloadable, up-to-date **Media Contact List on CulturalOffice.org** to equip arts groups to build their press coverage in local and statewide media platforms.



# Cultural Promotion & Tourism KPIs

- **KPI Metric #3 – Secure a minimum of 5 media coverage pieces annually through press outreach.**

The Cultural Office has emphasized the work of pitching positive cultural stories to local media, and in 2024 **achieved 25 pieces of local media coverage** as a direct result of our pitches.

**\*NEW!** In addition, the Cultural Office began to pitch media stories around the state of Colorado to build the reputation of our region as a cultural destination. In close collaboration with Amy Triandiflou PR, these efforts achieved **5 out of market media pieces** in 2024.



# Cultural Promotion & Tourism KPIs

- **KPI Metric #4 – Maintain innovative partnerships and strategic collaborations with local tourism sector organizations (e.g., VisitCOS, PPLA, PPRA, PPORA, etc.).**

Our Program Manager of Cultural Promotion & Tourism, Jonathan Toman, is the main relationship contact with tourism sector partners. In 2024, we continued longstanding partnerships with organizations like Visit Colorado Springs, Pikes Peak Lodging Association, Pikes Peak Region Attractions, Colorado Springs Sports Corporation, Colorado Springs Chamber & EDC, and local cultural attractions from performance venues to museums to popular galleries and festivals. He often consults to help cultural attractions build their tourism marketing strategy.

Jonathan sits on important tourism-related committees to help build our cultural destination, including Olympic City USA Task Force, Colorado 150/America 250 Pikes Peak Area Local Organizing Committee, VisitCOS Marketing Committee, VisitCOS Partnership Committee, and the Colorado Springs Pioneers Museum Exhibits & Programs Committee.

# Developing Our Arts 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 and strength as a cultural destination.

# Creative Economy KPIs

- **KPI Metric #1 – Lead a successful Arts Month campaign each year by maintaining a minimum of 2 million paid media impressions and engagement rates on social media and ArtsOctober.com that are at or above industry averages.**

Arts Month 2025 achieved **over 5.5 million impressions** and strong engagement across media platforms.

2024 Arts Month Campaign (Sept. – Oct.)	
Paid Media Impressions	<b>4,113,328 (14% increase)</b>
Social Media Engagements	<b>1,394,367</b>
ArtsOctober.com Performance	The campaign website received 33,610 page views from 15,319 users between 9/1-10/31. This is consistent with the average traffic over the past several years, and is a general increase from 2023. Of users, <b>76% were tourists</b> from outside the Pikes Peak region. (The 3/5 top destinations were drive-distance communities in Colorado.)





# Creative Economy KPIs

- KPI Metric #2 – Lead 2 additional initiatives or programs each year to strengthen the local creative economy, beyond Arts Month.

1. **\*NEW!** On April 12, the **Creative Sector Partnership** launched with Pikes Peak Workforce Center, co-chaired by Cultural Office of the Pikes Peak Region and the Bee Vradenburg Foundation. We believe it is the first Sector Partnership with a workforce center in the country to focus on the needs of the creative sector. The group met on Apr. 12, June 18 and Oct. 10, and is crafting sector-wide goals for professional development and business development.



# Creative Economy KPIs



**\*NEW!** On May 8, the Cultural Office hosted [Creative Economy KPIs](#) at Ent Center for the Arts, the region's first business fair focused on the needs of creative businesses and workers. The event welcomed 250 attendees. The night featured resource tables from 25 local partners (including Pikes Peak SBDC, THRIVE, El Paso County Public Health, Colorado Business Committee for the Arts, Pikes Peak Workforce Center, and more), a keynote by Jonathan Liebert of the Southern Colorado Impact Group, a panel with three local creative business owners, networking and mentorship.

# Creative Economy KPIs

- During the holiday season, our **“Buy Creative” marketing campaign** encourages shoppers to support local galleries & creative businesses along the Avenue Creative Circuit on Colorado Ave., through streetlamp banners, posters, stickers and a social media campaign. In 2024, The social media campaign’s videos of creative shopping in Downtown, Old Colorado City, and Manitou was so engaging that it earned 78,274 views, 1,211 interactions, and 101,496 profile views during the month of December 2024.



# Creative Economy KPIs

**KPI Metric #3 – Maintain memberships and collaborations with diverse local chambers of commerce and economic development organizations to represent the creative economy and integrate it into broader efforts.**

The Cultural Office's Program Manager of Creative Economy, Dylan Craddock, maintains the Cultural Office's relationships with 6 diverse chambers of commerce across our two-county region, and serves on the ACHIEVE committee with Pikes Peak Small Business Development Center and THRIVE. Through the Mayor's Civic Leader Fellowship, in 2024 she worked with a team supporting positive change at Citadel Mall, which includes the on-site leadership of creative groups Imagination Celebration and OneBody Ent.

We continue to seek ways to collaborate with and support connections between local economic vitality partners and the creative sector, working especially closely with Pikes Peak Small Business Development Center, Pikes Peak Workforce Center, Southern Colorado Impact Group, the Southern Colorado Better Business Bureau, and the Economic Development offices of El Paso County and the City of Colorado Springs.

## Other KPIs



The Cultural Office meets additional KPIs for Fiscal Management & Accountability, Special Community Initiatives that advance the ten-year cultural plan, and Ongoing Advocacy. Our full report and FY2024 Financial Statements are available for review from the Mayor's Office.



# 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 – Explore Arts Vision 2030 online at [CulturalOffice.org/ArtsVision2030](https://CulturalOffice.org/ArtsVision2030).





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