



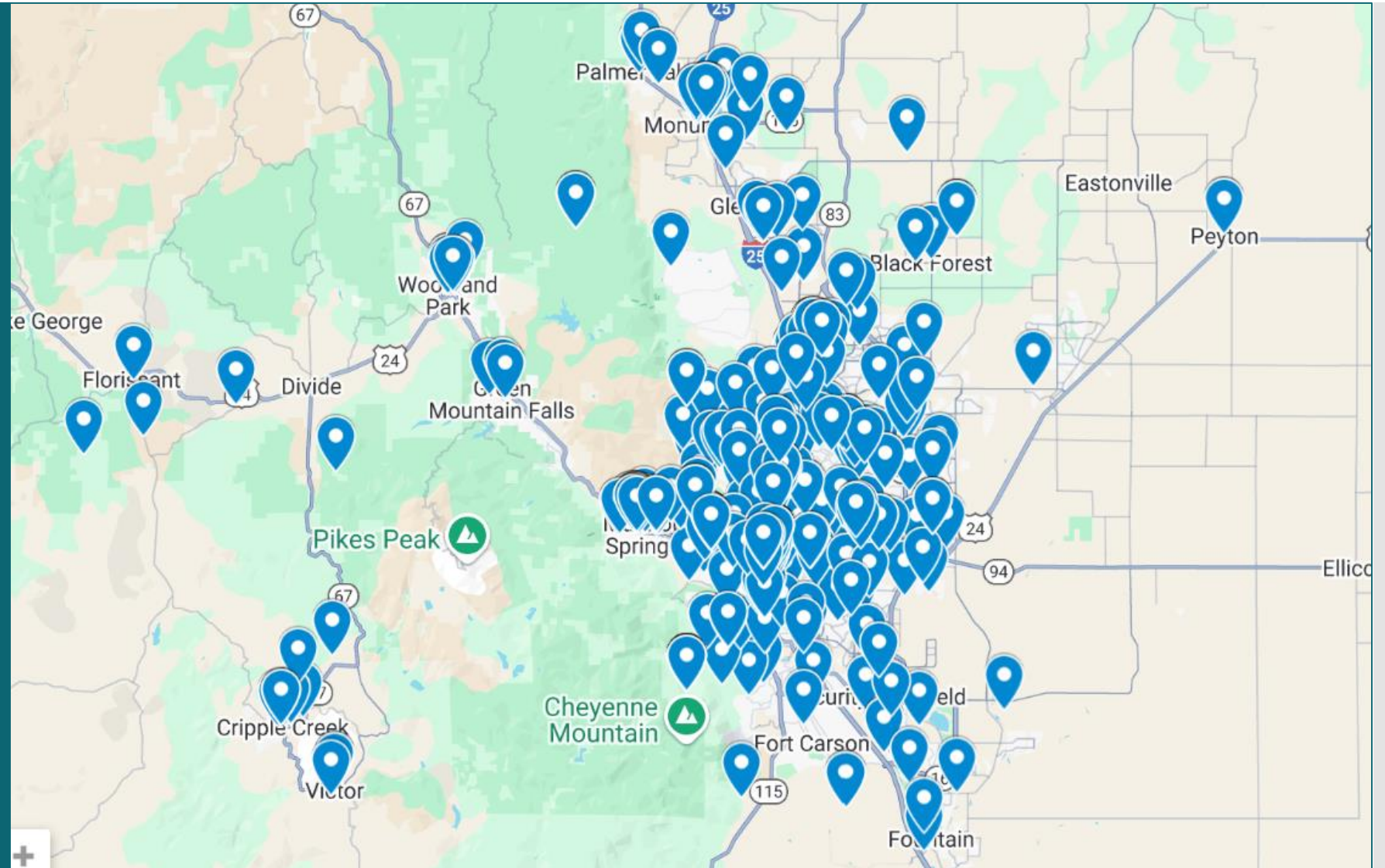
Our Vision: A Community United by  
Creativity



## 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.

# 550 Arts, Culture & Entertainment Groups



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

**CULTURAL PROMOTION &  
TOURISM**



**CREATIVE ECONOMY**



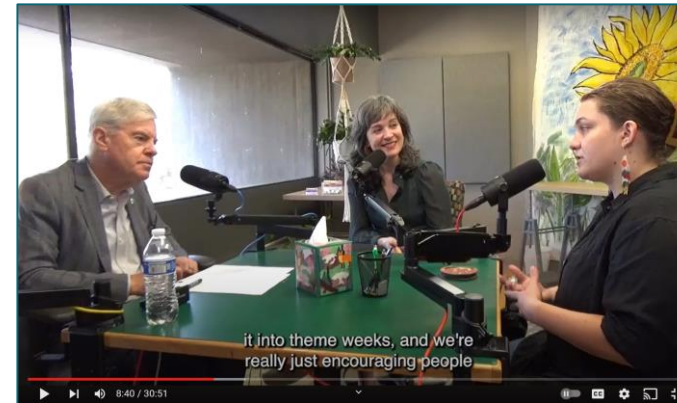
**ARTS EDUCATION**



*LART contract  
funding*

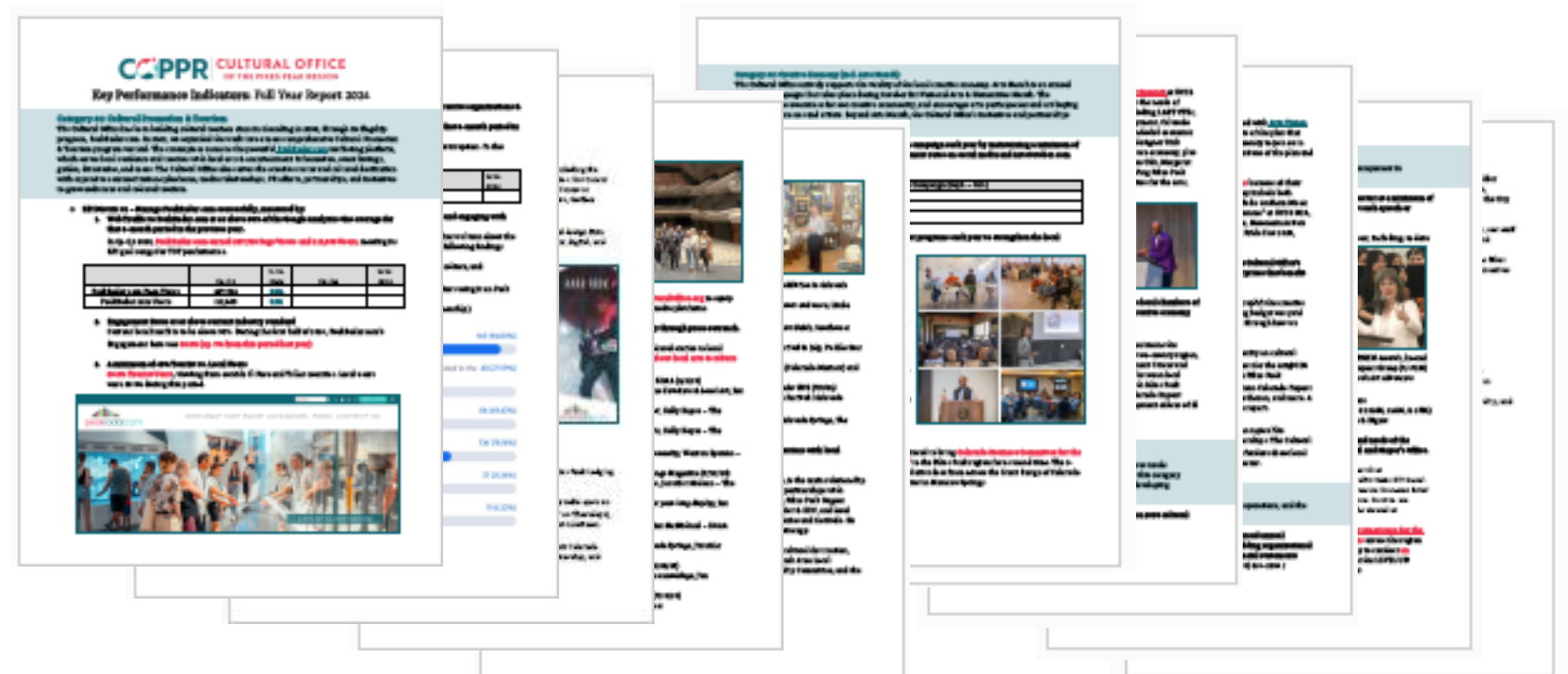


# LART Contract



The 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. In response to LART leadership's clarifying goals, we have been greatly expanding and targeting our amplification of cultural tourism since 2023. The Cultural Office receives \$450k annually for fulfilling this contract.

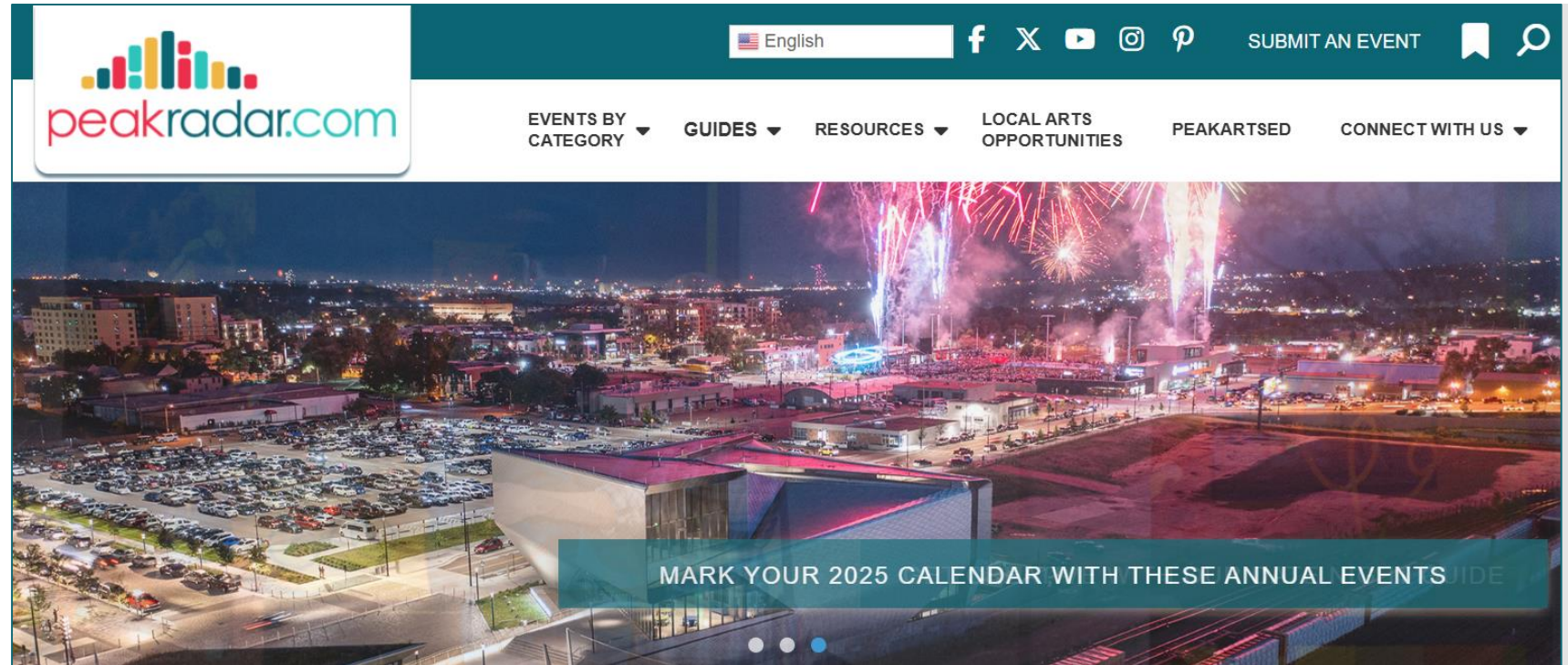
# LART Contract



In Q1 2025, we report on **16 required KPIs, and 9 additional initiatives** to fulfill our shared goals with LART for tourism & economic development, as well as financial statements demonstrating our sound fiscal management.

In today's report, we to highlight particular points of focus for City Council. The full report is available through the Mayor's Office.

# Cultural Promotion & Tourism



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



January – June 2025: **Tourists Served 92,773+**

Total Direct Website Users: **113,695**

Subtotal of Tourists (69.8%): **79,359**

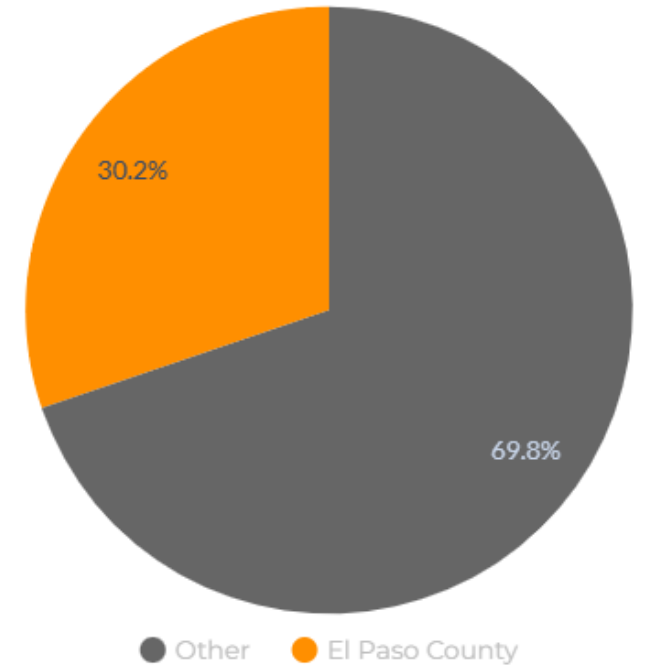
In addition, PeakRadar.com content provides live event feeds to:

- [VisitCOS.com](https://www.visitcos.com) & the new [VisitCOS.com/Areas](https://www.visitcos.com/areas)
- [DowntownCS.com](https://www.downtowncs.com)
- [ManitouSprings.org](https://www.manitouSprings.org) \*NEW
- [ArtsOctober.com](https://www.artsOctober.com)

And weekly event listings to:

- **4,894** tourist e-blast subscribers
- member hotels of **Pikes Peak Lodging Assoc.**
- **13,414** local e-blast subscribers

## El Paso & Teller Counties vs. Rest of U.S. Traffic





# Cultural Promotion & Tourism



## Peak Radar User Survey 2025:

- **98%** agree that Peak Radar helps them connect to local arts, culture, and entertainment.
- **86%** attended a local event they otherwise would not have after seeing it on Peak Radar.
- **67%** interact with Peak Radar weekly (95% interact at least monthly.)

# Cultural Promotion & Tourism

## Peak Radar User Survey 2025:

- “Because of Peak Radar, I ...”

...am more aware of local community events. 165 (94.83%)



...received increased free marketing support and visibility for an event I listed to the calendar. 48 (27.59%)



...have bought ticket(s) to a local cultural event. 86 (49.43%)



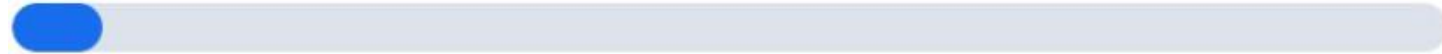
...discovered an event or organization I didn't previously know about. 136 (78.16%)



...took out of town guests to a local cultural event. 37 (21.26%)

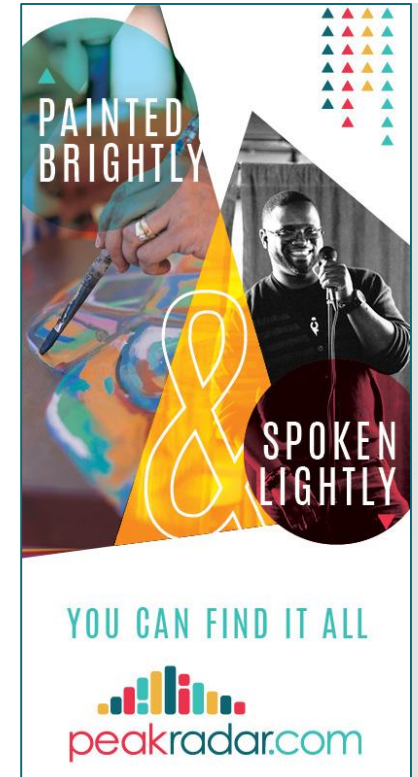
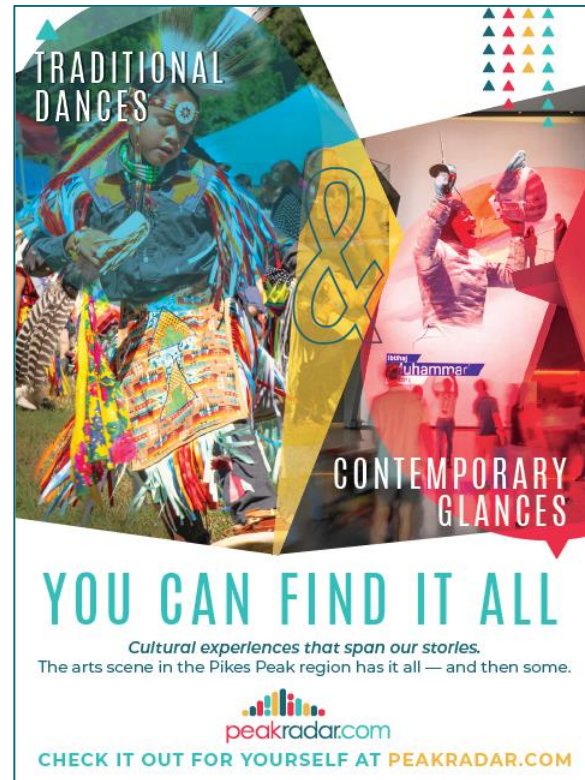


...have planned a trip the Pikes Peak region. 11 (6.32%)



This %  
of total  
tourist  
users  
=  
**5,015**

# Cultural Promotion & Tourism



- **Our 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, runs locally and out of market. In January-June 2025, **estimated 3 million impressions**.



# Cultural Promotion & Tourism



As part of our KPIs, the Cultural Office pitches **positive arts & entertainment stories around the state of Colorado** to build the reputation of our region as a cultural destination. In close collaboration with Amy Triandiflou PR, from January – June 2025, these efforts achieved:

- **16** local media pieces as a direct results of our pitches, across including print & TV
- **8** out of market media pieces, incl. *Denver Gazette*, *9News*, *Colorado Public*

**Radio**, *Southwest Contemporary Magazine*, *the Pueblo Star*, *the Daily*, *the*  
**Hosted a press tour for Colorado Sun reporter Parker Yamashiki, including the**  
**following 7** site tours and interviews highlighting cultural destination stories: Ent

Center

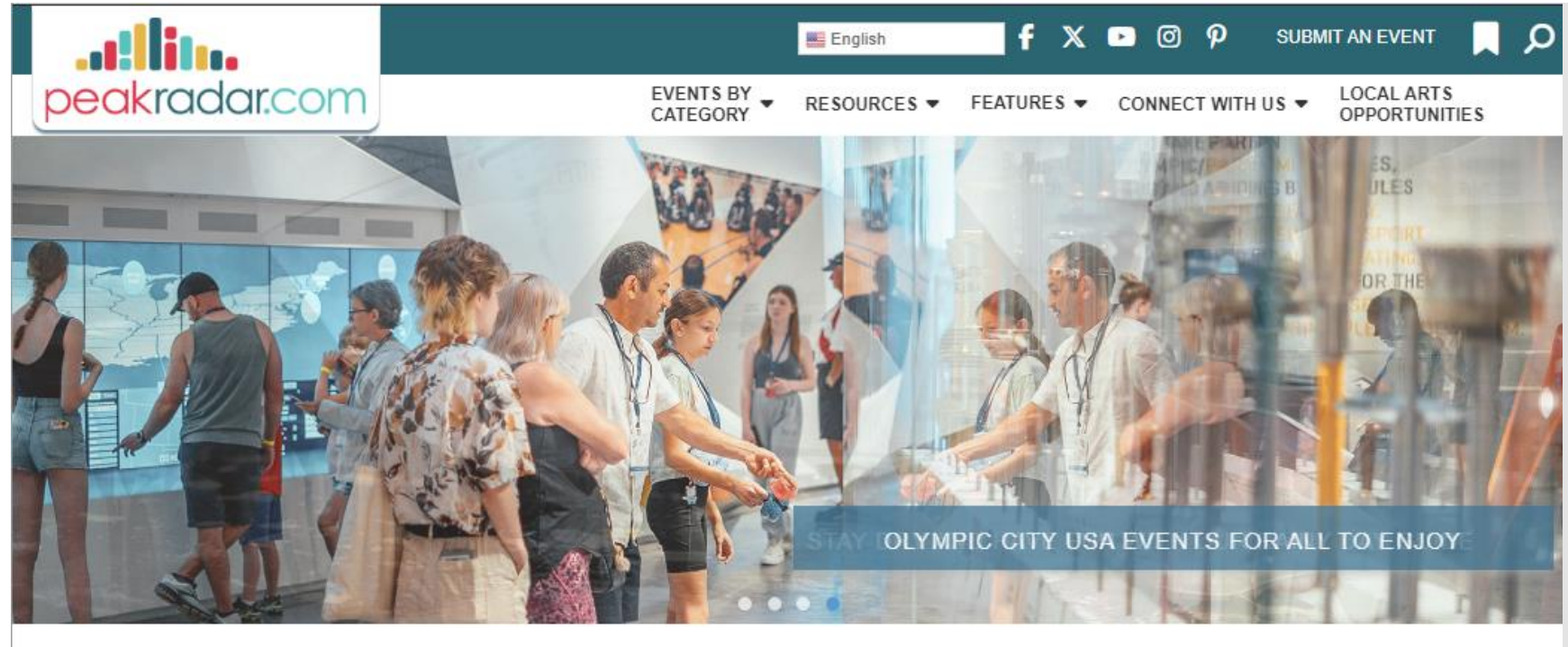
for the Arts & Theatreworks, Concrete Coyote, Colorado Springs Fine Arts Center at

Colorado College, Colorado Springs Philharmonic, Springs Ensemble Theatre, Surface

Culture (The City)



# Cultural Promotion & Tourism



Peak Radar serves as a marketing department for the creative community of the Pikes Peak Region, plus events in Sports, Outdoors, Family Fun, and more. It includes the website, 5 social media platforms, e-blasts, PR, and regular spots on local radio stations.

**In January-June 2025, Peak Radar supported 400 local events.**

# Developing Our Arts Destination



The Cultural Office supports growth in the region's creative economy and strength, including as a cultural destination. In January-June 2025, tourism-related *highlights* include:

- Hosted an **"Arts & Destination Stewardship" panel** as part of the 2025 Creative Sector Summit on June 25 at UCCS Ent Center for the Arts.
- Hosted a **Arts Marketing Mixer** with for professional marketers working with cultural venues or arts groups to meet, build skills, and coordinate cultural promotion in the region. These occur several times a year, with 20-60 local marketers involved.
- **Provide a current press list** for the region available for download at [CulturalOffice.org](https://CulturalOffice.org), to empower arts & entertainment marketers to do more outreach and effective pitching.

**\* COMING SOON - The October Arts Month campaign will run Sept.-Oct.,** including out of market promotions. In 2024, it received 5.5 million impressions. Our 2025 Arts Month Passport with VisitCOS will drive more economic activity to over 60 local creative businesses, nonprofits, and attractions.



# Tourism + Arts = Effective



Visit Colorado Springs' recent 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!





# 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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