

# COMMUNITY UNITED BY CREATIVITY

**The Cultural Office unifies the power of arts & culture across our community.**

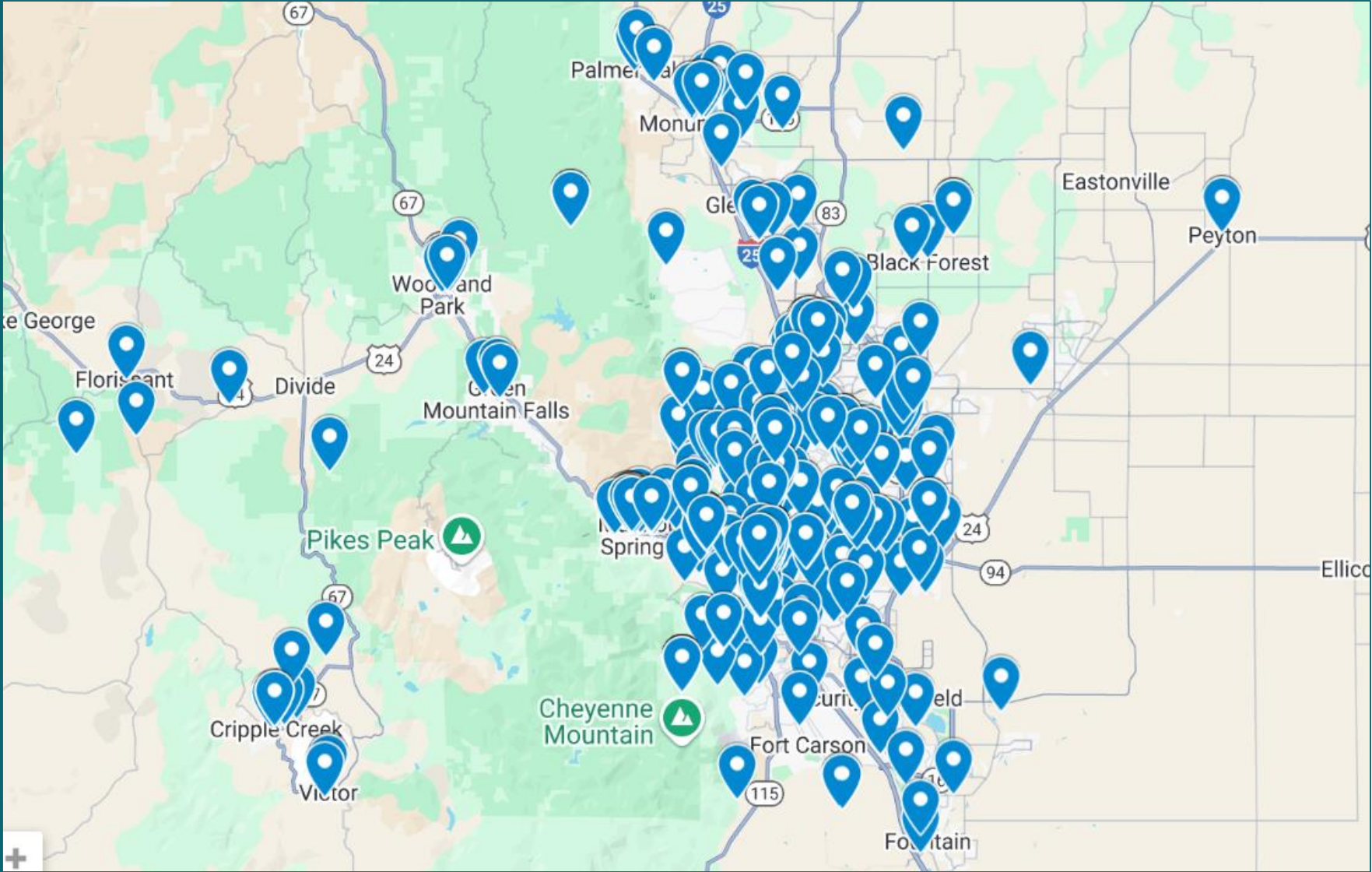
Through centralized services, gatherings, and strategic programs, we make creative workers & organizations more powerful together and positively impactful for the Pikes Peak region. We are proud to be our community's local arts agency, founded by local arts leaders, to weave together a future "community united by creativity."

► **Learn more at [CulturalOffice.org](https://CulturalOffice.org).**

**COPPR** | **CULTURAL OFFICE**  
OF THE PIKES PEAK REGION



# 550 Arts, Culture & Entertainment Groups



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

**Cultural Promotion & Tourism**



**Creative Economy**

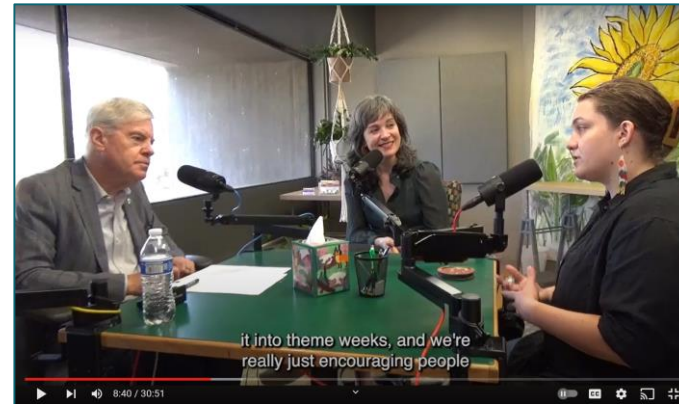


**Arts Education**



*LART contract  
funding*

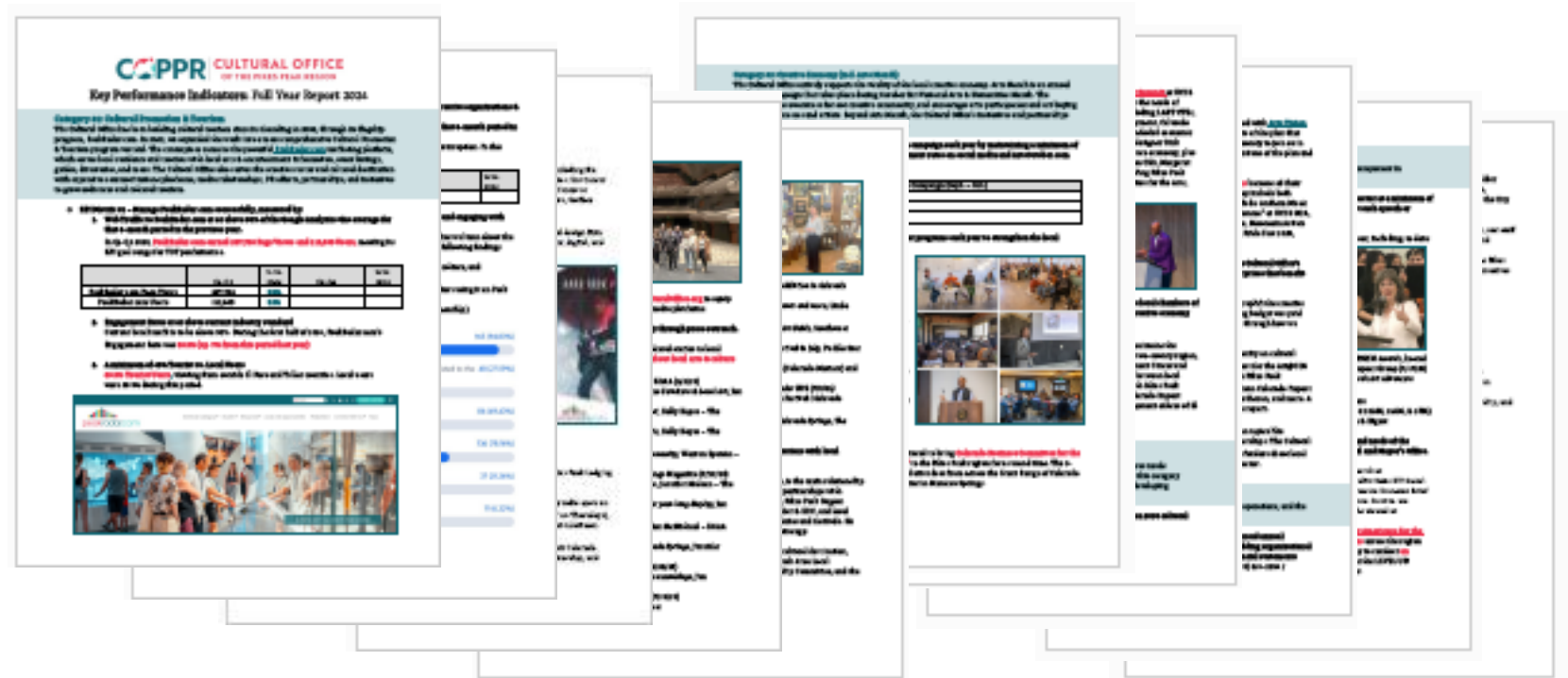
# LART Contract



**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 and growing our economic development work for the creative sector.

The Cultural Office received \$472k in 2025 for fulfilling this contract.

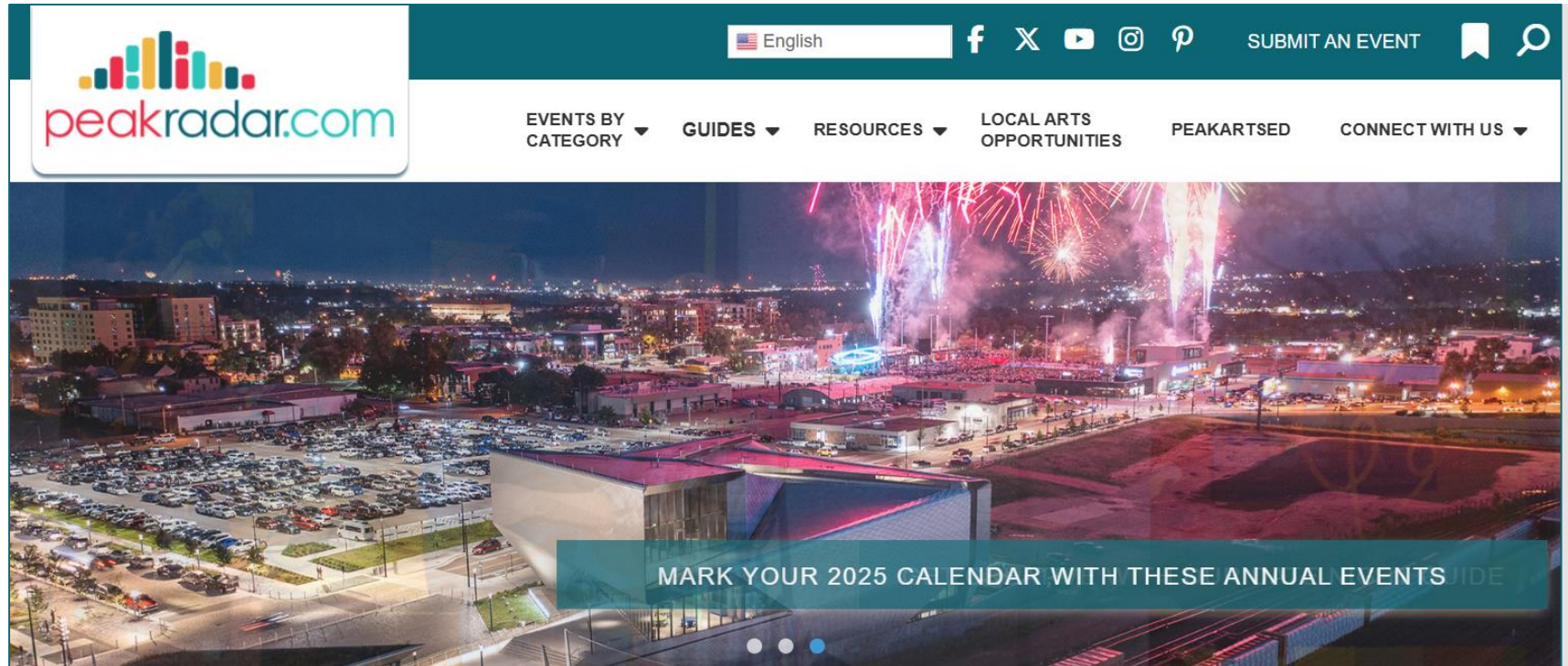
# LART Contract



For 2025, we report on **16 required KPIs**, and **11 additional initiatives** to fulfill our shared goals with LART for tourism & economic development, as well as financial statements demonstrating our sound fiscal management.

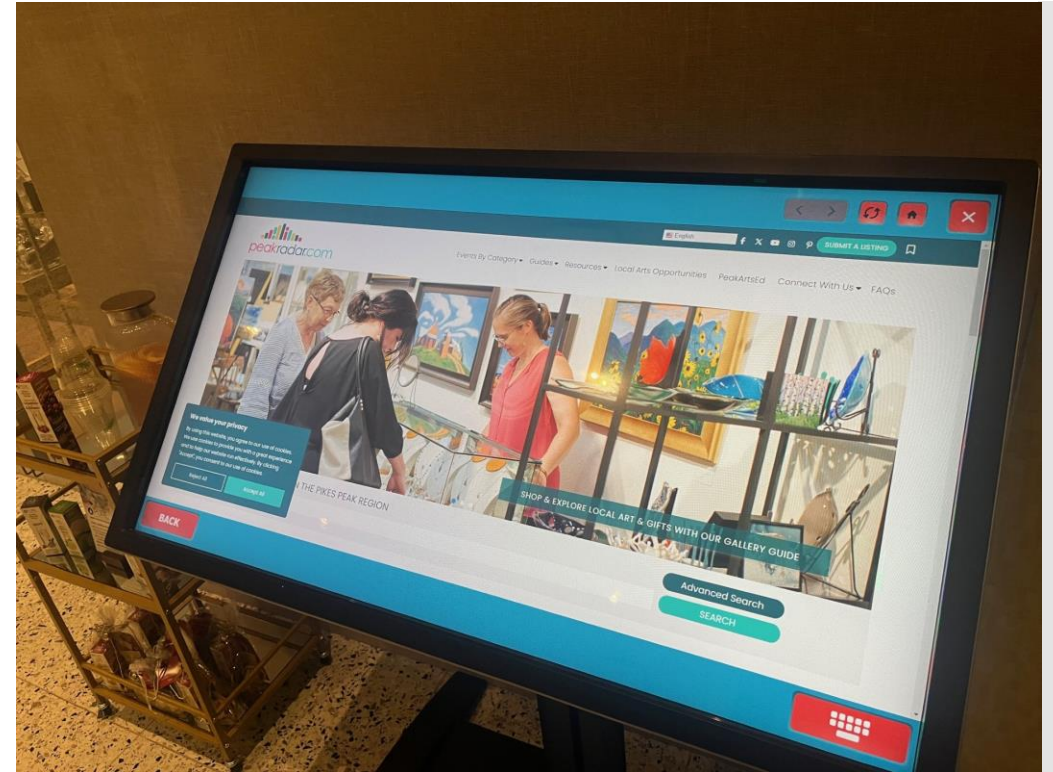
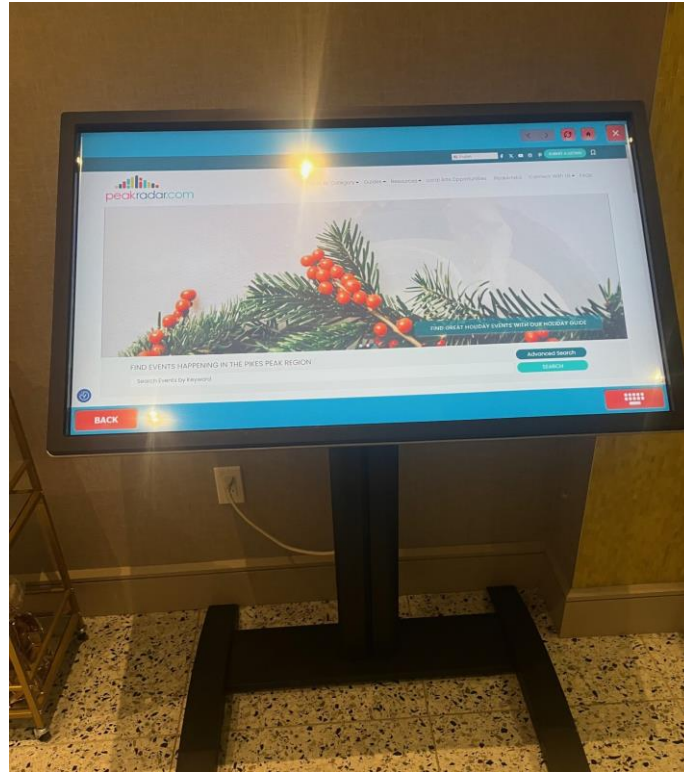
In today's report, we highlight particular points of focus for City Council: tourists attracted and events supported. The full report is available through the Mayor's Office.

# 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



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. Over 1,000 organizations have posted to PeakRadar.com since it launched in 2007.

**In 2025, Peak Radar supported 2,533 local events.**

# Cultural Promotion & Tourism



Full Year 2025: **Tourists Served 199,636+**

Total Direct Website Users: **262,275**

Subtotal of Tourists (74%): **194,083**

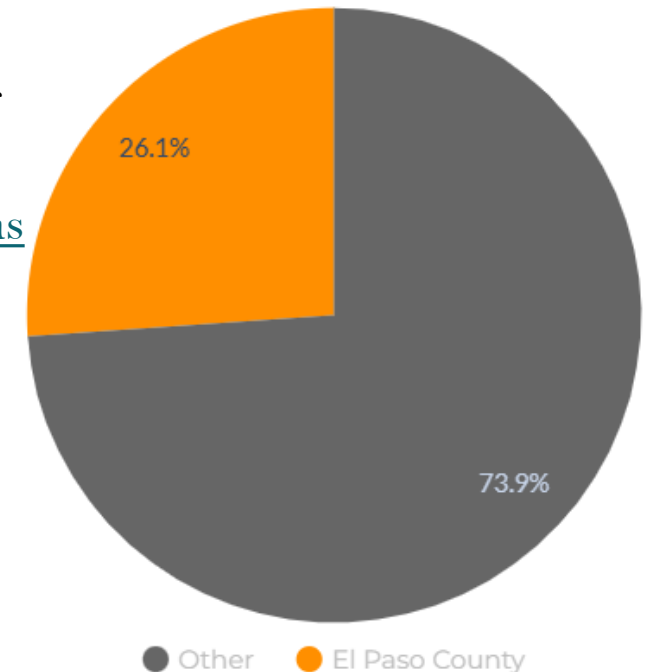
In addition, PeakRadar.com provides live feeds of local events to:

- [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
- [Pikes Peak Region Attractions](https://www.pikespeakregionattractions.com)
- [ArtsOctober.com](https://www.artsoctober.com)

And weekly event listings to:

- **5,553** tourist e-blast subscribers
- member hotels of **Pikes Peak Lodging Assoc.**
- **14,150** 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.)

“Listing my event in Peak Radar brings new attendees. I'm grateful for the service.”

“It's great getting emails to keep up with what is going on in the city”

“I really enjoy hearing about all the events going on, especially as someone who just moved here.”

“As a local small business, Peak Radar is such a valuable tool for us! We enjoy seeing the other events hosted by businesses ...”

# 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%)



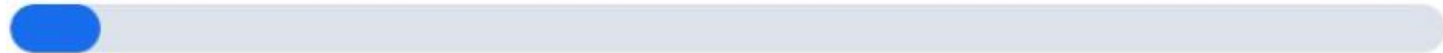
...discovered an event or organization I didn't previously know about. 136 (78.16%)



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

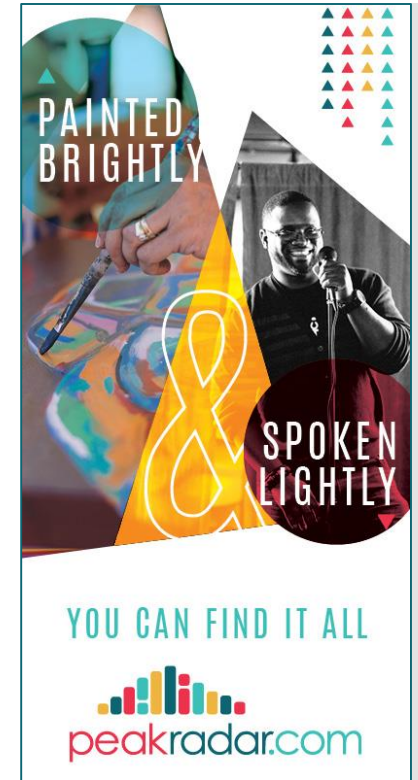
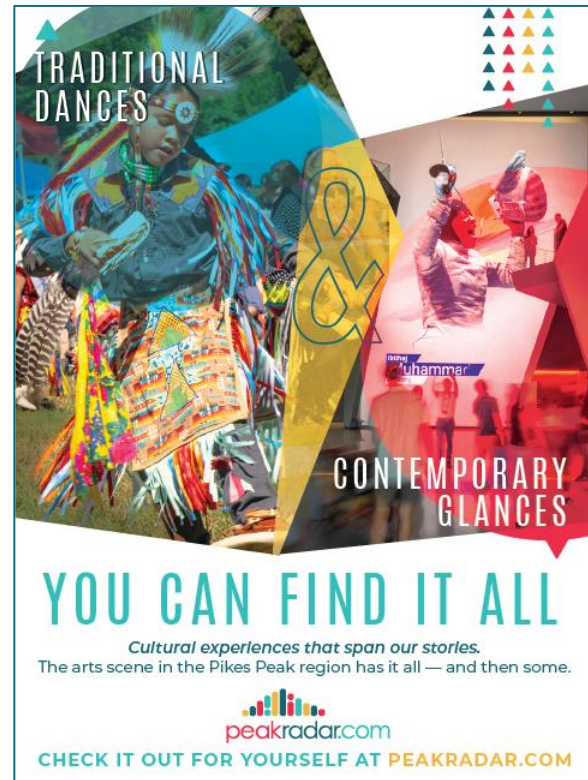


...have planned a trip the Pikes Peak region. 11 (6.32%) ★



★ This % of total tourist users = 5,015 hotel room nights

# Cultural Promotion & Tourism



- **Our cultural destination marketing campaign**, designed by local design firm Neon Pig Creative, runs locally and out of market across print, digital, radio, television, and social media. In 2025, we purchased placement in the USA Today Travel: Texas & Southwest issue. This campaign had an **estimated 14 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:

- **23 (up 44%)** local media pieces as a direct results of our pitches, across print & TV
- **26 (up 100%)** out of market media pieces, incl. *Denver Gazette*, *9News*, *Southwest Contemporary Magazine*, *Rocky Mountain PBS*, *the Pueblo Star Journal*, *The Limon*

**Hosted a press tour for Colorado Sun reporter** Parker Yamasaki, including the *Leader* 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



The Cultural Office is proud to be a founding partner and sponsor of the Art at COS project at Colorado Springs Airport.

- Art at COS's **indoor exhibition area** is curated by the **Cottonwood Center for the Arts** and is located on the airport's second floor near the TSA queuing area.
- Art at COS **outdoor exhibitions**, an extension of **Downtown Creative District's** *Art on the Streets* program, feature large-scale sculptures selected through an independent jury process.

Learn more about this exciting centerpiece of our destination's creative identity on the

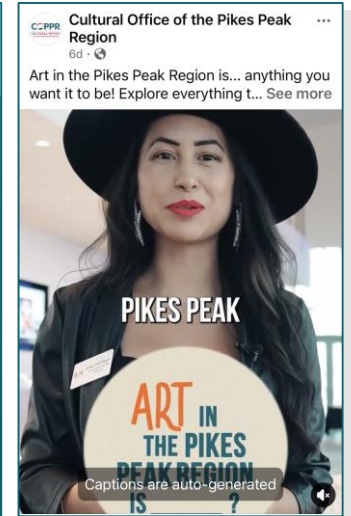
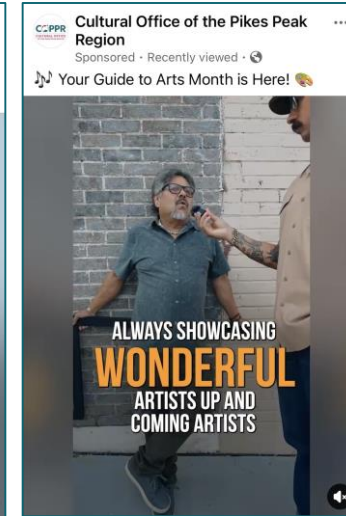
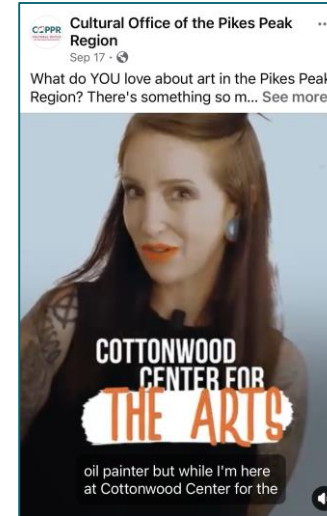
# Developing Our Cultural Destination



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

- Hosted an **“Arts & Destination Stewardship” panel** as part of the Creative Sector Summit on June 25 at UCCS Ent Center for the Arts, the centerpiece of our 2025 Creative Economy program.
- Built out a PeakRadar.com host site for all events happening the Pikes Peak region as part of **America 250/Colorado 150** celebration while serving on the regional planning committee.
- Hosted **Arts Marketing Mixers** 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 40 local marketers involved.
- Provide **weekly event recommendations** to the concierges of Pikes Peak Lodging Association hotels and VisitCOS front desk.
- **Provide a current press list** for the region available for download at CulturalOffice.org, to empower arts & entertainment marketers to do more outreach and effective pitching.

# Developing Our Cultural Destination



**Arts Month:** Our regional celebration of National Arts & Humanities Month celebrated its 12<sup>th</sup> year in 2025, **reaching 4.6 million people!** This year, the campaign *leveraged local voices* and *drove economic activity* more directly.

- Local voices: Arts Month 2025 centered lively interviews about local arts across print, television, radio, and podcasts. Our team produced 25 original short videos featuring local creatives that were viewed 2.26 million times and inspired exceptional levels of targeted engagement on social and digital platforms.
- COPPR partnered with VisitCOS to drive economic activity more directly through the first Arts Passport, resulting in 441 signups and 114 check-ins at 51 creative locations.

# Developing Our Cultural Destination



COPPR also continued traditional pillars of Arts Month, including:

- **“Local Arts Guide” in partnership with *The Gazette*:** Over 37,000 print and digital copies splashily showcased Arts Month as well as how to connect to local arts year-round.
- **Arts Month Proclamations** with the commissioners of El Paso County, Teller County, and the Colorado Springs City Council.

Many thanks to all of our partners across the region that bring Arts Month to life each October. Learn more about Arts Month at [ArtsOctober.com](https://www.ArtsOctober.com).

# Developing Our Cultural 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).

# 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!



Angela Seals, Executive Director

[angela@CulturalOffice.org](mailto:angela@CulturalOffice.org) / (719) 634-2204