



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

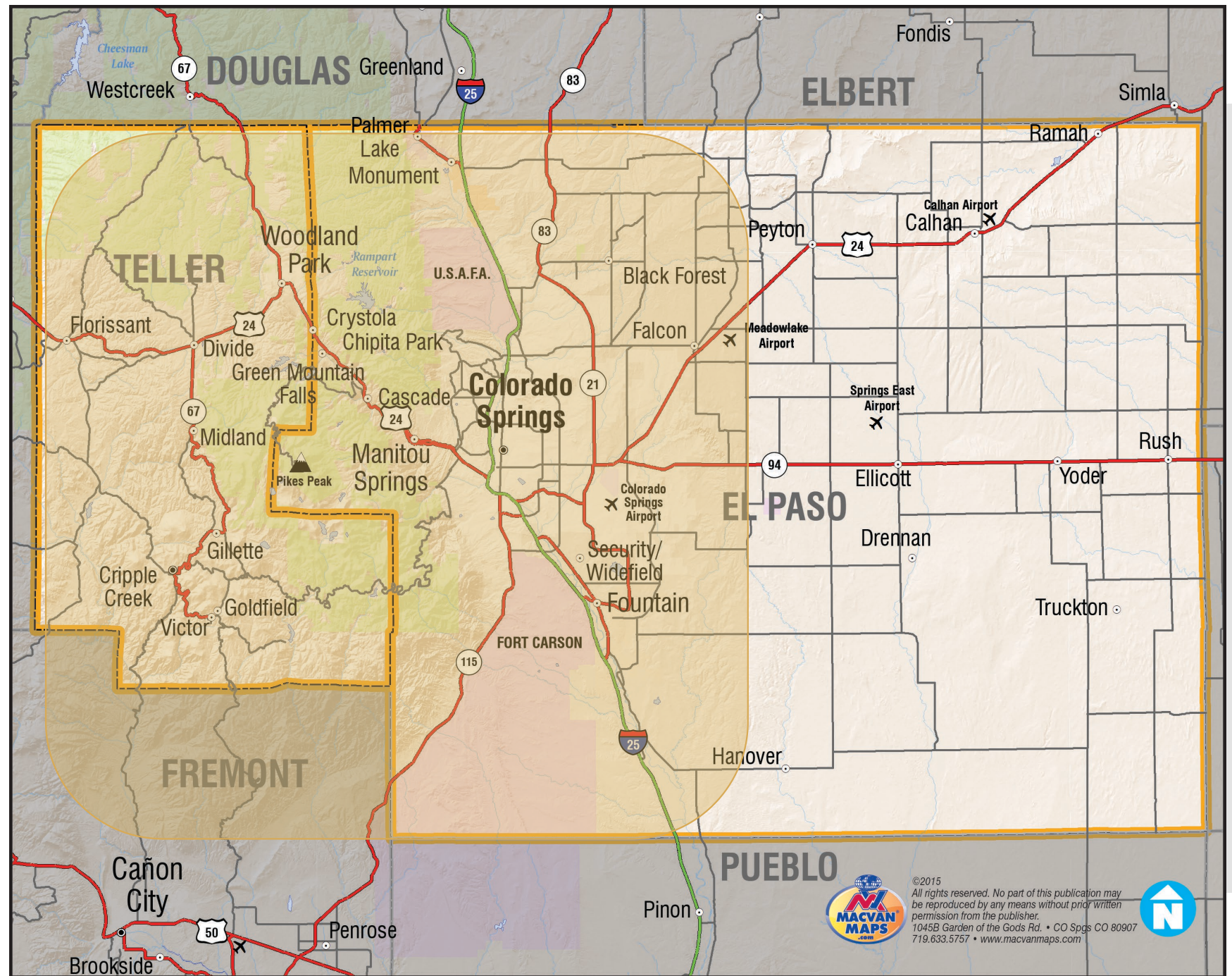


## Mission

**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



**Beyond the Cultural Office's regional leadership & advocacy,  
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*

# 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 <sup>1</sup> Attendees	Nonlocal <sup>1</sup> Attendees
Total Attendance to In-Person Events	2,277,371	486,429
Percentage of Total Attendance	82.4%	17.6%
Average Per Person, Per Event Expenditure	\$38.85	\$71.24
<b>Total Event-Related Expenditures</b>	<b>\$88,475,864</b>	<b>\$34,653,203</b>

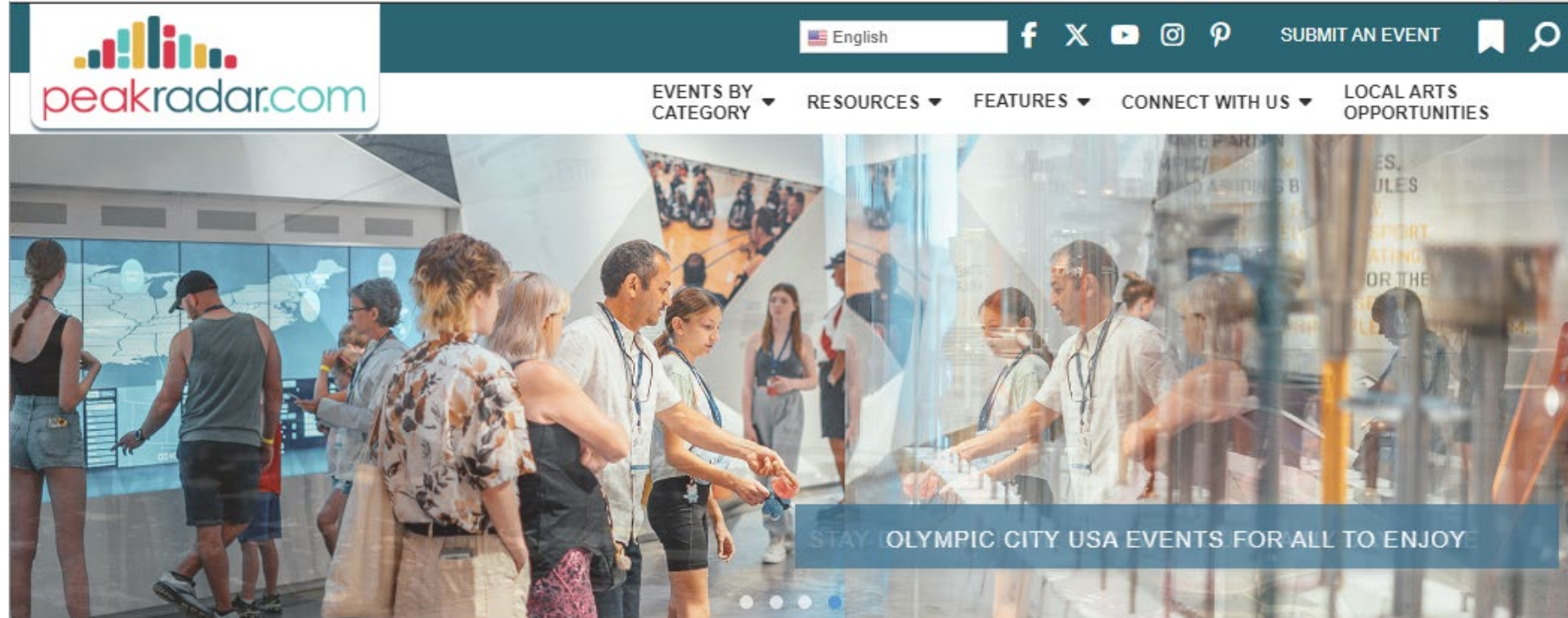
Cultural Tourists’ spending – above their ticket price – is twice what local attendee spend. According to AEP6, they are currently under 18% of our nonprofit arts audiences.

**Because of their higher spending, growing the percentage of tourists will exponentially boost the economic impact of the arts.**

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Arts events are also a reason that visitors to the Pikes Peak region extend their trips, spending even more dollars here. The arts are part of the tourism ecosystem, driving visits in “shoulder” seasons and lifting the positive brand 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.

# Cultural Promotion & Tourism KPIs

**KPI Metric #1** – Manage PeakRadar.com successfully, measured by:

- ✓ Web Traffic to PeakRadar.com at or above 90% of the GA4 average for that 6 month period in the previous year.
- ✓ Engagement Rates at or above current industry standard (50%)
- ✓ a minimum of 45% Tourist vs. Local Users

**KPI Metric #2** – Demonstrate that Peak Radar effectively promotes local creative organizations & businesses through:

- ✓ Clicks on “Buy Tickets” buttons at or above 90% of the average for that 6 month period in the previous year
- ✓ Annual survey responses that demonstrate users attending events and engaging with local organizations as a result of Peak Radar

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

- ✓ 3 media stories directly attributable by June 30, 6 by July 30.

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



# 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.

# Creative Economy KPIs

(KPI Metric #1 – Lead a successful Arts Month campaign ... [coming in October!](#))

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



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. ✓

# 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.

# Special Community Initiatives KPIs

**KPI Metric #1** – Implement new programming in alignment with the Arts Vision 2030 cultural plan. ✓



**KPI Metric #2** – Capitalize on new opportunities that are consistent with the Cultural Office’s strategic mission, and are supportive of cultural initiatives, efforts, or enterprises that benefit and strengthen 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.

# Ongoing Advocacy KPIs

**KPI Metric #1** – Each year, speak publicly in support of the arts & cultural sector at a minimum of 15 local, regional or national meetings, events, and community forums. ✓

**KPI Metric #2** – Lead research to help regional leaders understand trends and needs of the creative economy, sharing results with peers, Colorado Springs City Council and Mayor’s Office. ✓

**KPI Metric #3** – Maintain representation of the creative sector among key local stakeholder organizations, like the Chamber of Commerce and EDC, Convention and Visitors Bureau, Regional Leadership Forum, etc., and state and regional boards. ✓





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