

Is Your Organization
**Working Twice as Hard
to Stay on Course?**

Navigate Rough Waters
with Confidence through the
Peer Advisor Network

**Affordable Consulting Support
for Connecticut's Arts, Heritage, Tourism
and Cultural Organizations**



Connecticut Commission
on Culture & Tourism



WELCOME to the Peer Advisor Network (PAN)

The Affordable Source for Consulting Support!

Help Is On The Way!

PAN is a low-cost, short-term consulting service offered by the Commission on Culture & Tourism (CCT) to help your organization or group. The PAN network:

- **ASSISTS** you through a simple and instructive application process – without deadlines – that will help you to determine priority needs
- **CONNECTS** you to flexible and affordable human resources to establish or adjust your organization's direction and enhance your organization's capacity
- **MATCHES** your group's particular need with an experienced and affordable advisor
- **PROVIDES** a roster of specially trained professionals with extensive experience as executive directors, finance managers, marketing directors and business consultants
- **ALLOWS** you to work with your Advisor within your own time frame to address a pressing project or issue or confirm and plan priorities
- **SUPPORTS** organizations and groups of all sizes

A Peer Advisor can help with:

- **Planning Needs** (develop a strategic plan, financial plan, evaluation plan, technology plan, collections plan, etc.)
- **Organizational Development Needs** (organizational assessment, governance issues, personnel policies, leadership transitions, etc.)
- **Financial Management Needs** (fund raising, grant writing, internal financial systems, stabilization planning, etc.)
- **Technology Needs** (web sites, social networking, data bases, customer relations management systems, etc.)
- **Programming Needs** (outcome-based program design, documentation, audience development, diversity, collections management, etc.)
- **Marketing & Public Relations Needs** (e-marketing, clarifying your message, donor recognition, special events, PR campaigns, etc.)
- **Other Needs** (retail sales, facility preservation/restoration, conservation assessments, etc.)

See the full list of advisor services and program details on the last page.

Great! What does it cost?

Arts, heritage, tourism and cultural organizations can request from a half-day (4 hours) up to two days (16 hours) of on- or off-site consultation in the form of individual and/or group meetings, trainings, etc., over a flexible time period.

Together you and your Advisor chart a course and determine the timing.

CCT subsidizes two-thirds of PAN Advisor fees!

Your organization pays the advisor just one third of the Advisor fee – \$50.00 per half day (4 hours), or \$100 per full 8 hour day. (Additional travel expenses may apply.) The balance is paid by CCT.

Available Advisor Contracts	Client Pays	CCT Pays
1/2 day (4 hours)	\$ 50	\$ 150
Full day (8 hours)	\$ 100	\$ 200
2 full days (16 hours)	\$ 200	\$ 400

Who is eligible?

- Connecticut arts, heritage, tourism and cultural **non-profit 501 (c)(3)** organizations
- Connecticut arts, heritage, tourism and cultural **municipal** organizations
- Connecticut arts, heritage, tourism and cultural **groups and associations**

How do I apply?

Contact the PAN Field Office that serves your town (see chart) or contact the Commission on Culture & Tourism. A phone conversation about your current needs will help to clarify and prepare your application. Eligible applications are reviewed year-round. There are no application deadlines.

Contact The Regional Field Office that Serves Your Town and Speak With PAN Field Representative Today!

**Cultural Alliance
of Fairfield County**
70 Sanford Street
Fairfield, CT 06824
(203) 256-2329
www.culturalalliancefc.org
info@culturalalliancefc.org

**Greater Hartford
Arts Council**
100 Pearl Street
P.O. Box 231436
Hartford, CT 06123
(860) 525-8629
www.letsgoarts.org
info@letsgoarts.org

**Northwest Connecticut
Arts Council**
40 Main Street
Second Floor, Suite 1
Torrington, CT 06790
(860) 618-0075
www.artsnwct.org
info@artsnwct.org

Shoreline Arts Alliance
725 Boston Post
Road Guilford, CT 06437
(203) 453-3890
www.shorelinearts.org
office@shorelinearts.org

**Windham
Arts Collaborative**
PO Box 472
866 Main Street
Willimantic, CT 06226
(860) 450-1794
www.windhamarts.org
info@windhamarts.org

**Or contact the Commission on
Culture & Tourism & ask about
the PAN program**
(860) 256-2800
www.cultureandtourism.org

**Check your bearings.
Call now!**



CT Commission on Culture & Tourism
One Constitution Plaza, 2nd Floor
Hartford, CT 06103
(860) 256-2800
www.cultureandtourism.org



37 Broad Street
Middletown, CT 06457
(860) 685-2260
www.ctculture.org/

Find your town listed alphabetically under each PAN Regional Office

Cultural Alliance of Fairfield County

Ansonia
Bethany
Beacon Falls
Bethel
Bridgeport
Bridgewater
Brookfield
Danbury
Darien
Derby
Easton
Fairfield
Greenwich
Middlebury
Monroe
Naugatuck
New Canaan
New Fairfield
Newtown
Norwalk
Oxford
Prospect
Redding
Ridgefield
Seymour
Shelton
Southbury
Stamford
Stratford
Trumbull
Waterbury
Weston
Westport
Wilton
Wolcott

Greater Hartford Arts Council

Andover
Avon
Berlin
Bloomfield
Bolton
Bristol
Burlington
Canton
East Granby
East Hartford
East Windsor
Ellington
Enfield
Farmington
Glastonbury
Granby
Hartford
Hebron
Manchester
Marlborough
New Britain
New Hartford
Newington

Plainville
Rocky Hill
Simsbury
Somers
Southington
South
Windsor
Suffield
Vernon
West Hartford
Wethersfield
Windsor
Windsor Locks

Northwest Connecticut Arts Council

Barkhamsted
Bethlehem
Canaan
Colebrook
Cornwall
Goshen
Hartland
Harwinton
Kent
Litchfield
Morris
New Hartford
New Milford
Norfolk
North Canaan
Plymouth
Roxbury
Salisbury
Sharon
Sherman
Thomaston
Torrington
Warren
Washington
Watertown
Winchester
Woodbury

Shoreline Arts Alliance

Branford
Cheshire
Chester
Clinton
Cromwell
Deep River
Durham
East Haddam
East Hampton
East Haven
East Lyme
Essex
Groton
Guilford
Haddam
Hamden
Killingworth
Lyme

Madison
Meriden
Middlefield
Middletown
Milford
New Haven
New London
North Branford
North Haven
Old Lyme
Old Saybrook
Orange
Portland
Stonington
Wallingford
Waterford
Westbrook
West Haven
Woodbridge

Windham Arts Collaborative

Ashford
Bozrah
Brooklyn
Canterbury
Chaplin
Colchester
Columbia
Coventry
Eastford
Franklin
Griswold
Hampton
Killingly
Lebanon
Ledyard
Lisbon
Mansfield
Montville
North Stonington
Norwich
Plainfield
Pomfret
Preston
Putnam
Salem
Scotland
Sprague
Stafford
Sterling
Thompson
Tolland
Union
Voluntown
Willington
Windham
Willimantic
Woodstock

Experienced PAN Advisors Provide These Skills & Services to Meet Your Needs

PLANNING

- Support Organizational Start-up
- Support Development of a Strategic Plan
- Support Development of a Financial Plan
- Support Development of a Fund raising Plan
- Support Development of a Stabilization Plan
- Support Development of a Marketing Plan
- Support Development of a Program or Service
- Support Development of an Evaluation Plan
- Support Development of a Technology Plan
- Support Development of an Accessibility Plan
- Support Development of a Disaster Plan
- Support Development of a Collections Plan
- Support Development of an Interpretive Plan
- Support Development of a Furnishings Plan
- Support Development of a local / regional Cultural Plan
- Support Development of a Partnership Plan
- Support Planning for an Endowment
- Support Development of a Facility Plan
- Support Succession Planning
- Support Scenario Planning
- Support Mergers, Joint Ventures, Sales and Purchases

ORGANIZATIONAL DEVELOPMENT

- Support Organizational Start-up and Creation of Articles of Incorporation
- Conduct an Organizational Assessment
- Conduct a Board Assessment
- Board Development, Training, Recruitment, and Orientation
- Governance Issues and Roles
- Staff Development, Training and Hiring Practices
- Board and Staff Relationships
- Support Development of Mission and/or Vision Statements
- Customer Service Assessment and Training
- Volunteer Development, Training, Recruitment and Orientation
- Support Development of Personnel Policies
- Support Development of Performance Reviews
- Support Development of Management Systems & Procedures
- Legal Policy Assessment and Compliance Review
- Insurance Assessment and Policy Review
- Support Development of Organizational Structures and Staffing Models
- Support Leadership Transitions
- Leadership Development
- Internal Communications

FINANCIAL MANAGEMENT

- General Fund Raising Support
- Grant and Proposal Writing
- Internal Financial Systems and Procedures
- Support Understanding of IRS 990 responsibilities
- Expanding and Diversifying Income and Alternative Revenue Streams
- Support Preparations for a Financial Audit
- Support Development of a Financial Plan
- Support Development of an Annual Fund Raising Appeal
- Support Prospective Donor and Funder Cultivation
- Developing and Managing Operation Budgets and/or Project Budgets
- Dealing with Vendors and Vendor Contracts
- Finance and Accounting Software Training
- Support Development of Stabilization Planning and Debt Service

- Support planning for an Endowment
- Support Development of a Capital Campaign and Feasibility Assessment
- Online Payment Processing and Electronic Commerce
- Investment Strategies and Assessment
- Related and Unrelated Business Income Issues
- Facility Management and Rental Programs

TECHNOLOGY

- Support Development of a Technology Plan and Technology Assessment
- Data Base Design and Information Tracking
- IT Training: Software and Hardware
- Assessment of Technology Options for Program Delivery
- Point of Sale Technology, Online Payment Processing, and Electronic Commerce
- Web Site Design, Development, and Assessment
- Setting up a Computer Network and Server Applications
- Digital Imaging and Digital File Preparation
- Web-based Surveys
- Web 2.0 Development
- Assessment of Social Networking Opportunities
- Software & Hardware Selection, Decisions, and Compatibility
- Telephone & Communications Systems
- Customer Relations Management Systems

PROGRAM DEVELOPMENT, MANAGEMENT AND EVALUATION

- Support Development of a New Program or Service
- Program Assessment and Decisions Regarding Elimination of Programs
- Program Evaluation
- Program Feasibility Assessment
- Support Development of Program Policies and Criteria
- Program Documentation
- Outcomes-based Program Design
- Support Development of Interpretive Materials and Thematic Tours
- General Audience Development
- Develop Outreach Initiative, Cultural Participation, and Community Engagement
- Attracting Diversity and Expanding Access for persons with disabilities
- Positive Youth Development
- Youth and Family Programming
- Adult Programming
- School Programs, Arts Education and Arts Integrated Education
- Support development of Curriculum Planning, Design, and Curriculum Standards
- Working with Artists
- Curatorial Policies
- Recruitment, Training and Evaluation of Guides
- Public Art programs
- Museum Collections Management and Assessment

MARKETING AND PUBLIC RELATIONS

- Marketing and PR Campaigns
- Developing Communication Tools, Clarifying message, and Branding
- Marketing and Communications Assessment
- Managing Publicity and Promotion
- Dealing with the Press and Media
- Capturing Data, Database Design, and Information Tracking

- e-Marketing
- Web Sites and Web 2.0 Development
- Social Media Marketing and Communications
- Customer Relationship Management and CRM systems
- Support Development of a Marketing Plan
- Donor Recognition
- Site Signage
- Copyright Issues
- Special Events
- Advocacy

COMMUNITY ENGAGEMENT

- Developing Local Arts Councils and Municipal Commissions
- Developing Relationships Across Sectors (Business, Education, Municipalities, Health care, etc.)
- Forming, Managing, and Sustaining Partnerships and Collaborations
- Civic Engagement Strategies
- Soliciting Community Input and Conducting a Community Needs Assessment
- Respecting Differences (Cultural, Economic, Social, Access, Physical, Educational Opportunity, Age, Gender, etc.), and Engaging Diverse Audiences
- Arts in Health care Initiatives
- Positive Youth Development
- Youth and Family Programming
- Adult Programming

EVALUATION

- Developing Measurement Tools
- Methods, Data Collection, and Program Monitoring
- Support Development of Evaluation Planning
- Outcome Based Evaluation
- Conduct an Organizational Assessment
- Conducting Focus Groups
- Web-based Surveys

OTHER AREAS

- Special Events
- Insurance Issues
- Investments
- Retail Sales
- Historic Preservation and Restoration
- Conservation Assessment for Building and Envelope
- Conservation Assessment for Collections
- American Association of Museums Accreditation
- American Association for State & Local History StEPs Program Readiness Assessment

