

**CASE STUDY #1**

**FROM A MASTER'S IN BUSINESS ADMINISTRATION THESIS TO A HOW-TO BOOK**



## Title

*Leverage the Arts Ecosystem to Influence Local Prosperity: A Partnership Guide for Arts Administrators and Community Builders*

From the back cover

Headline: A Stimulating Intersection of Opportunity and Trepidation: Art and Business

A vibrant arts sector impacts local business, citizens, youth, artists, governments—in short, everyone! Integrating unique, authentic, creative assets that flow from the arts across multiple sectors supports community prosperity. Through mutually-beneficial partnerships, local stakeholders build a web of community resilience, one that is deep-rooted.

This book lifts the veil on subtle but highly influential impacts the arts bring to all communities. Insights support arts advocacy and highlight how the arts bind multiple intersecting sectors and economies, such as:

- What attracts artists to your community in the first place?
- Why share values, advocacy, and communication are fundamental to the process.
- How to construct effective partnerships that holistically support artistic, community, and business evolution.
- Identifying arts ecosystem stakeholders and how they intersect.
- Strategies that guide partnership and publicity efforts, leveraging universal success.

## Background

The author wrote this book from a thesis that was submitted as a project to meet the requirements of her MBA program. As editor, I didn't see the original thesis and the author had fairly well made up her mind about the structure and style by the time I came on board.

## Publisher

Self-published through IngramSpark print-on-demand (available via Amazon and Barnes & Noble).