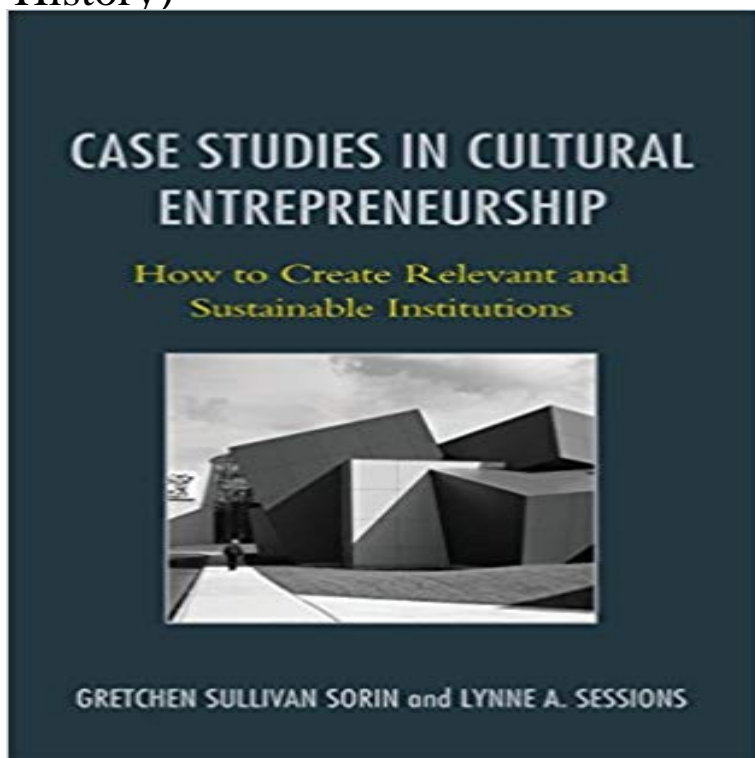


## Case Studies in Cultural Entrepreneurship: How to Create Relevant and Sustainable Institutions (American Association for State and Local History)



This book of five case studies demonstrates the critical role entrepreneurs and entrepreneurial thinking play in reinventing cultural organizations to make them relevant and sustainable for the twenty-first century and beyond. Through the twin lenses of cultural entrepreneurship and organizational change, these readable and inspirational cases offer an in-depth analysis of how a variety of cultural organizations—small and large; local, regional and national; museums and arts organizations—have found opportunities in complex situations to create new identities and missions and, in doing so, have revitalized their organizations and in many cases, surrounding communities. Cases include: *The Strong*: how a museum in Rochester, New York, forged an entirely new national identity as The National Museum of Play. *National Mississippi River Museum and Aquarium*: how the Mississippi River Museum developed and nurtured a network of partnerships to create a new regional identity and, in doing so, revitalized the waterfront area of Dubuque, Iowa. *Montreal Center for History*: using oral history and community collaborations to dramatically build its audiences throughout the city. *Proctors*: how an arts organization revitalized downtown Schenectady, New York. *Weeksville*: how an institution in one of the poorest neighborhoods in New York City found a niche that provided vital services to its constituency.

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