



Proposed Partnership with the City of Redondo Beach Cultural Arts Commission

March 25, 2026



Agenda



- 1. Who We Are: Our Mission and Vision**
- 2. Our Current Impact on the Redondo Beach Community**
- 3. Benefits to the City of Redondo Beach from more engagement and support**
- 4. Our Requests for Partnership**
- 5. Thank You | Q&A**

Our Mission & Vision

Redondo Ballet Company (RBC) is a 501(c)(3) nonprofit organization founded in 2014 by Francesca Stern, a classically trained ballet dancer.



To change lives
through the power of
dance



To engage our
community and nurture
our dancers to become
compassionate citizens of
the world

REDONDO BALLET PRESENTS

Snow Queen



“Opulent,
stunning, and
intensely
entertaining”

REDONDO BALLET PRESENTS

Through the Pages

A FAIRYTALE BALLET
...WITH BITE!





The City of Redondo Beach may benefit from...

- Increased economic activity and local spending
- Tax revenue for local government
- Tourism and visitor attraction
- Stronger social cohesion and civic engagement
- PR associated with partnering with the City of Redondo Beach's official Ballet Company
- Positive marketing support of the ARTesia Project from a premiere arts institution located on Artesia Blvd.
- Support of sponsored initiatives from the City of Redondo Beach's Cultural Arts Department, including special performances at citywide community events throughout the calendar year (e.g., unveiling of the sculpture at the North Branch Redondo Beach Library)
- Positive PR from community outreach with sponsorship opportunities, e.g., "Brought to you by the support of the City of Redondo Beach's Cultural Arts Department"

Increasing Support of the City of Redondo Beach

Imagine how
Redondo Ballet Co
enriches our city...

Support RBC





AI-generated images to envision what could be possible

Our Requests for Partnership Opportunities

1. Official endorsement of RBC from the City of Redondo Beach Mayor to appear in marketing, advertising, and production programs
2. Reduction of RBPAC theater rental facilities fees and elimination of maintenance surcharges
3. Permission to create multimedia RBC promotional materials and install banner signage on Artesia Blvd., waiving the cost of city permits
4. City support in complimentary marketing and advertising efforts (e.g., digital promotion on the RBPAC website, commercials on local cable stations, inclusion in the Redondo Beach City Events Calendar, Easy Reader show advertisements, local newsletter promotion)
5. Strategic invitations for RBC dancers to perform at local city events (e.g., Chalk Art Event, Music in the Park, sculpture unveilings, Story Time in the Park, Pumpkins by the Sea, etc.)





RBC
REDONDO BALLET
C O M P A N Y

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Thank you!

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