



March 19, 2026

To the Members of the Cultural Arts Commission:

On behalf of the Board of Redondo Ballet Company, we request the opportunity to build on previous interactions with the Cultural Arts Commission and present specific ideas during a monthly Cultural Arts Commission meeting. Our goal is to propose and discuss an expanded formal partnership between Redondo Ballet Company and the City of Redondo Beach.

We look forward to the opportunity to review and discuss the following requests, which are also included in the proposal below:

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

Thank you in advance for your consideration of this proposal for discussion in your Cultural Arts Commission meeting agenda.

Sincerely,

Anne Jacoby, Redondo Ballet Company board member



Proposal to the City of Redondo Beach

Cultural Arts Commission

February 25, 2026

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I. Who We Are: Our Mission & Vision

Redondo Ballet Company (RBC) is a 501(c)(3) nonprofit organization founded in 2014 by Ms. Francesca Stern, a classically trained ballet dancer and recipient of the prestigious fellowship from the Imperial Society of Teachers of Dancing. After founding RBC, Ms. Francesca was soon joined by Ms. Donna Perkins, a multiple award-winning director, executive and choreographer. Together, they serve as the Co-Artistic Directors and choreographers of Redondo Ballet.

RBC's mission is to change lives through the power of dance. It delivers original, unique works of dance to ballet enthusiasts, as well as to those who have yet to discover this centuries-old art form.

RBC's vision is to engage the community and nurture company dancers to become compassionate citizens of the world.

Headquartered in Redondo Beach with facilities on Artesia Blvd., RBC builds on foundational works of art that are rooted in classical tradition combined with modern-day innovation. The result is distinctive, high-quality storytelling for today's audiences.



RBC's season consists of two large-scale, original professional productions: *Snow Queen* and *Through the Pages*. It has been shared with audiences far and wide, including a television broadcast. *Dance Informa Magazine* shared, “Redondo Ballet was chosen to partner with Ovation TV due to the company’s **bold choices in innovation and creativity.**”

Broadway World Los Angeles added, “[RBC] productions are built on works of **unparalleled excellence**, rooted in the classical tradition with a conscious commitment to create **distinctive, innovative works of art** featuring a **multigenerational, professional level cast.**”

In addition to its commitment to high quality productions, RBC is dedicated to **philanthropic outreach** to instill the importance of community service in each RBC company member. Its volunteer-based Outreach Team reaches the local community by conducting food and school supply drives for those in need, including the unhoused, participating in beach cleanups at our local shores, and making donations of handcrafted cards to first responders and the community’s senior citizens.

Finally, RBC’s **Ballet in a Box Program** is designed to provide an all-inclusive program to dance organizations and schools in need of arts education. The emphasis on volunteering differentiates Redondo Ballet Company from other local arts organizations and is a cornerstone of the dancers’ experience throughout the year.

II. Ways We Can Support the City of Redondo Beach

The goal of RBC is to be the premiere ballet company in Redondo Beach, making this great city known for cultural and artistic excellence, and championing the current initiatives underway from the Redondo Beach Cultural Arts Commission.

Economic studies have revealed the benefits¹ of a city’s investment in cultural arts, including:

- Increased economic activity and local spending
- Tax revenue for local government
- Tourism and visitor attraction
- Stronger social cohesion and civic engagement

¹ https://lakewood-center.org/wp-content/uploads/2023/10/StateOfOregon-Arts-And-Economic-Impact-Study-2023.pdf?utm_source=chatgpt.com
<https://ackyshine.com/global/communities/the-role-of-arts-and-culture-in-fostering-vibrant-and-sustainable-cities>
<https://www.forbes.com/sites/timothyjmclimon/2023/10/16/the-economic-impact-of-local-arts-and-culture-businesses>
<https://artsandscience.org/groundbreaking-study-reveals-economic-and-social-impact-of-453-8-million-nonprofit-arts-and-culture-sector-in-charlotte-mecklenburg>



With a more formalized partnership with Redondo Ballet Company, the City of Redondo Beach may benefit from:

- Positive PR associated from a partnership due to RBC's reach to hundreds of families and community members in the South Bay
- 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 Commission"

III. Longer Term Partnership Opportunities and Requests

To enable Redondo Ballet's support of these cultural arts initiatives, RBC would be interested in discussing the following:

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

We believe a more formalized partnership would be mutually beneficial, particularly for Redondo Beach community stakeholders.



IV. Thank You & Contact Info

On behalf of the entire Board of Directors for Redondo Ballet Company, we appreciate the work the Cultural Arts Commission Board is doing to make Redondo Beach a destination for high quality culture and art *by and for* our Redondo Beach residents and visitors. Please count us among your advocates and supporters!

We look forward to feedback on this proposed partnership at your convenience.

Sincerely,

Anne Jacoby, RBC board member and Redondo Beach resident

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