



Ballet In The City presents  
the best ballet dancers  
in the country...

## Case Study

### Ballet In The City

Website Design

#### GOAL

Jessica Wallis of Ballet In The City first approached us in 2012 to produce a website for Ballet in Cleveland, a start-up company inspired by Jessica's love of ballet and the desire to bring world-class acts back to Ohio. With less than \$1000 to spend, her budget was tight, but her goals clear; create a site that inspired others to get involved and provide legitimacy to her fledgling organization.

#### SOLUTION

After just one meeting, Jessica selected Lost Tribe Media as her web design company of choice and barely three weeks later, the Ballet in Cleveland website launched to a fanfare of media coverage.

#### RESULTS

The response to the site was overwhelming, and within the first year Jessica was able to secure performances by world-renowned ballet dancers Allison DeBona and Misty Copeland. It didn't take long for Ballet in Cleveland to outgrow its North-East Ohio home, and in 2015 Jessica turned to us again to rebrand her site, this time as Ballet in the City. Utilizing the latest in responsive design, the new Ballet in the City website was seen by over 50,000 people in May of 2016 alone and continues to grow daily.

*"Lost Tribe Media is a small, local business that delivers a first class product comparable to what a big business can provide, but with cost-effective pricing and the priceless personal touch. We are fortunate to have LTM right here in Northeast Ohio. We would recommend them without reservation."*

- Jessica Wallis, Founder & Executive Director

