



2013 City of West Hollywood Winter Sounds Performance Series Application & Guidelines

INFORMATION & GUIDELINES

The City of West Hollywood is pleased to announce its pilot year of the Winter Sounds Performance Series. In addition to the Summer Sounds Program, the Arts and Cultural Affairs Commission is interested in extending its variety of free performance experiences for its residents and visitors. The Commission encourages applications from both new and established performance groups/musicians in all styles of performance – classical, contemporary, jazz, folk, traditional, world – featuring instrumental and/or vocal artists and ensembles.

The Winter Sounds Concerts are anticipated to be performed between January 2013 and April 2013 in smaller indoor venues, and therefore should generally be acoustic in nature. The City is recommending concerts take place on Saturday afternoons; however, the City would be open to other days and times based upon a compelling reason/purpose forwarded by the applicant. The City has identified two venues as appropriate for Winter Sounds Concerts, but again, is open to other venue suggestions that take place within the West Hollywood or immediate West Hollywood adjacent area. The two recommended venues are the Council Chambers in West Hollywood Park and Kings Road Park.

The Council Chambers, located on San Vicente Boulevard near Melrose Avenue, within the newly built West Hollywood Library, is designed to showcase the City's rich intellectual, literary and cultural diversity and provide a landmark facility for the community's passionate commitment to lifelong learning. The Library is located in West Hollywood Park which offers a variety of park resources to the public including a swimming pool, basketball courts, two playgrounds for children, and more. The Council Chambers has a very live, but warm and clear sound without much reverberation. The floor, ceiling, and walls of the stage area are bamboo. The stage area is backed by a large velour curtain. The Council Chambers accommodates up to 140 fixed seats, with an additional 40 temporary seats.

Kings Road Park is located in the center of the City in a residential neighborhood of condominiums and apartments. With lush and mature landscaping that primarily draws nearby residents, it is a jewel of a pocket park. Winter Sounds performances would take place in the Pavilion of the park which can accommodate approximately 45-50 people per performance, depending upon the configuration of performers and audience. Performers in this park should be mindful of the condominium and apartment buildings that surround the park on three sides. It is a particularly good site for individual performers, duos or trios. The venue has a very bright but warm, live sound with concrete floors, wood ceiling and large glass windows. Please note that all programming in Kings Road Park must conclude before dusk as the park is closed at dusk.

To apply to perform as part of the Winter Sounds Performance Series 2013, please complete the attached application and return by October 3, 2012 to: mche@weho.org (electronic submission preferred). The application is electronic so it can be downloaded, filled out, and returned by e-mail. Alternately, the application may be mailed to:

Economic Development and Cultural Affairs Coordinator
City of West Hollywood
8300 Santa Monica Boulevard
West Hollywood, CA 90069
Attn: Winter Sounds

Performance Fee/Payment

The following is a suggested scale for performance payments. In calculating your performance fee, please use the rate information below to fill in the concert budget section. Use the box titled "Other" to explain any additional costs or premiums in your performance fee. The preference of the City is to schedule the Winter Sounds performances on Saturday afternoons with programs generally running between 60 and 90 minutes without intermission. As the City is sponsoring these performances, there will be no admission charge to attend a performance.

Note: Vocal ensembles or groups using vocalists should contact City staff to discuss fees.

Suggested Pay Rates

All instrumental performers except classical	\$148
Classical instrumental	152

Leaders are paid 1.5x of the base rate.

Cartage Rates

Complete P.A. System	\$75
Harp or Drum Set	50
Portable keyboard instruments (amp included)	28
Set of congas, vibes, marimba, xylophone, chimes, orchestra bells, concert bass drum, individual amplifier, contra-bass sax	28
Cello, string bass only, contra bassoon, contra-bass clarinet, baritone sax, bass sax, bass trombone, tuba, accordion	12

Upon selection, the City will create an artist agreement. The City requires payment by an invoice so the performance group/artist must submit an invoice in order to be paid. Payment may take up to 45 days following the receipt of the invoice.

Selection Process

The performance series will be curated by the Performing Arts and Cultural Affairs Subcommittee of the Arts and Cultural Affairs Commission. It is expected that artists will be notified of selection by late October. The Subcommittee will be looking at the quality of the performance, appropriateness for the West Hollywood community, and a mix of performance styles, artists, and programming.

Marketing and Publicity

The Winter Sounds Program is marketed locally with park banners, City website and cable calendar postings, and more regionally with postcards, press releases, and postings through social media. It is expected that performers will also help market and publicize the performances through their appropriate networks.