



2014 City of West Hollywood Winter Sounds Performance Series Guidelines

INFORMATION & GUIDELINES

The City of West Hollywood through the Arts and Cultural Affairs Commission is pleased to announce the return of its Winter Sounds Performance Series, which compliments the Summer Sounds Program with a 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 2014 and March 2014 in indoor venues, and therefore should generally be acoustic in nature. The City has identified two venues as appropriate for Winter Sounds Concerts. The two recommended venues are the Council Chambers in West Hollywood Park and Fiesta Hall in Plummer Park.

The Council Chambers, located on San Vicente Boulevard near Melrose Avenue, within the West Hollywood Library complex, 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. The Council Chambers has a very live, but warm and clear sound. Acoustic music and lightly amplified music work well in this space. The floor, ceiling, and walls of the performance area are bamboo, however there is no raised stage. The performance area is backed by a large velour curtain. The Council Chambers accommodates up to 140 fixed seats, with an additional 40 temporary seats available to seat a total of 180. Winter Sounds Concerts held in the Council Chambers will take place on the second Saturdays of the month and will begin at 4pm. **Concerts in the Council Chambers should last between 90-110 minutes and must incorporate one 10 minute intermission in the middle of the concert.**

Fiesta Hall is located in Plummer Park, a medium size city park with historic significance that is considered the cultural center of the City's east side (Weho East). Well used by residents and visitors alike, on any day one can see the great diversity of the City at play in Plummer Park – children, seniors, young families, and the vital Russian/Eastern European community. Fiesta Hall is a large facility that can accommodate between 200-300 people, depending on seating arrangement. There is a raised stage and basic lighting. Full amplification is a needed component in this space. Concerts held in Fiesta Hall will begin at 4pm on the Fourth Sundays of the month. **Concerts at Fiesta Hall should last between 75-95 minutes with no intermission, or alternately between 90-110 minutes with one 10 minute intermission in the middle of the concert.**

To apply to perform as part of the Winter Sounds Performance Series 2014, please complete the online application at <http://www.weho.org/index.aspx?page=1304>. To reduce paper use, we are only accepting online applications this year. The deadline to apply is October 3, 2013.

Performance Fee/Payment

Generally, concert allocations average \$300 for one musician or group leader and \$200 for each side musician. Generally, concerts feature between 3-5 musicians.

As the City is sponsoring these performances, there will be no admission charge to attend a performance.

All applications should list the exact number and type of musicians that will be performing.

Upon selection, the City will create an artist agreement, which must be signed and returned in a timely manner. 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 early November. The Subcommittee will be looking at the quality of the performance, appropriateness for the West Hollywood community, and for a mix of performance styles, artists, and programming.

Marketing and Publicity

The Winter Sounds Program is marketed locally with posters, City website and cable TV 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.