

**City of West Hollywood  
Economic Development Division**

**Request for Proposal (RFP)  
Public Art Consultant  
25<sup>th</sup> Anniversary Capital Project  
West Hollywood Park Phase 2 Master Plan Implementation**

The City of West Hollywood is seeking written proposals from qualified individuals and firms to work as a Public Art Consultant/Project Coordinator to provide administration and management of the public art project for the West Hollywood Park Phase 2 Master Plan Implementation.

The purpose of this Request for Proposals (RFP) is to provide the City with a qualified consultant who has the experience and capability to perform the tasks described in the Scope of Work. The successful candidate will possess a proven record and have demonstrated abilities in administering, planning and managing dynamic public art projects. The candidate should have experience organizing public art installations of similar scope and magnitude.

The term of the proposed contract is expected to begin in January 2014 and shall run concurrently with the project schedule which is estimated to conclude January 2018.

The selected Public Art Consultant will work in conjunction with City staff, the architect and design team, the Arts and Cultural Affairs Commission and its Urban Art Subcommittee, and the West Hollywood Park Phase 2 Art Process Team, a group of stakeholders selected by City Council to provide recommendations to Council in the early stages of the art selection process.

The funding for civic art is based on one percent of a project's construction cost. At this time, the construction budget for the West Hollywood Park Phase 2 Master Plan Implementation is estimated at \$50 million. As such, the budget for the Project's civic art is estimated at \$500,000 but will be finalized and ultimately determined at the time of the construction contract award.

**SUBMITTAL REQUIREMENTS**

All proposals shall include the following information, organized as separate sections of the proposal. The proposal should be concise and to the point.

1. Consultant Identification:  
Provide the name of the individual or firm, the individual or firm's principal place of business, and the name and telephone number of the contact person as well as a brief narrative description of the consultant or consulting team, organization and general experience.
2. Project Understanding:  
Briefly state your firm's project understanding and a list of the project's critical elements.

3. Related Project Information:  
List at least three (3) comparable projects completed for municipalities or other public agencies within the past five years and that best represent your experience listed under the scope of services. Include specific project name and location, client name and contact person together with title, organization, address and telephone number(s).
4. Individual Staff Experience:  
Provide a listing of the project manager and, if applicable, key staff members who will be assigned to the project, and a brief description of their abilities, qualifications, professional registrations, and licenses and experience.
5. Sub-Contractors:  
List anticipated sub-contractors and their qualifications as well as a description of the role they will perform and the monetary percentage of the award they will receive, if applicable.
6. Cost Proposal:  
Include all services and associated fees including public art consultant/project coordinator fee. The proposal shall itemize all services including hourly rates for all professional, technical and support personnel, and other charges related to completion of the work. The fee proposal must apply over the entire term of the contract. The proposer is advised to consider any inflation expected during the term of the contract.

## **INSTRUCTIONS**

All proposals must be received by the City of West Hollywood no later than **Wednesday, December 4, 2013 at 5 pm** in order to be considered.

An original and five (5) unbound copies of the proposal are requested with each submittal.

Proposals must be addressed as follows:

City Clerk  
City of West Hollywood  
8300 Santa Monica Blvd.  
West Hollywood, CA 90069  
Proposal: Public Art Consultant, West Hollywood Park Master Plan Implementation

For a full copy of the Request for Proposals (RFP) please contact t Andrew Campbell, Cultural Affairs Administrator at 323-848-6883 or via email at [acampbell@weho.org](mailto:acampbell@weho.org)

The City reserves the right to reject any and all proposals and award the contract to the Contractor who best meets the requirements set forth in the Specifications.

Corey Schaffer  
City Clerk