

**CITY OF WEST HOLLYWOOD
REQUEST FOR QUALIFICATIONS**

Public Art Consultant – Urban Art



**8300 Santa Monica Boulevard
West Hollywood, CA 90069**

**Public Art Consultant – Urban Art
[Submission Deadline: Wednesday, December 16, 2015 at 5 pm]**

Section 1. PURPOSE AND INVITATION TO PROVIDE QUALIFICATIONS

The City of West Hollywood is seeking a qualified consultant to assist with the management, maintenance, and research of the City's Urban Art Collection and other projects related to the City's Urban Art Program.

The purpose of this Request for Qualifications (RFQ) 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 artwork registration and conservation, with specific skills in evaluating artworks, writing condition reports and photo documenting artworks.

The term of the proposed contract is expected to begin in January 2016 and shall conclude in June 2016.

The selected Public Art Consultant will work in conjunction with City staff, the Arts and Cultural Affairs Commission and its Urban Art Subcommittee to provide updates to the status of the City's Urban Art Collection, recommendations for conservation and other tasks as assigned.

Section 2. BACKGROUND

City of West Hollywood

The City of West Hollywood, known as the "Creative City," was incorporated in 1984. It is 1.9 square miles in area and is bounded by Beverly Hills to the west, Hollywood to the east, and Los Angeles to the north and south. West Hollywood is home to approximately 37,000 residents and over 3,500 businesses. Sixty percent (60%) of adults are college-educated, and 54% are employed in managerial and professional occupations. Approximately 40% of the City's residents are gay or lesbian, 10% are Russian-speaking immigrants, and close to 20% are senior citizens.

Urban Art Subcommittee

Generally, the Urban Arts Subcommittee of the Arts and Cultural Affairs Commission (ACAC) oversees the implementation of the City's Urban Art Program pursuant to Chapter 19.38 of the City's Municipal Code that requires developers of certain projects to contribute one percent of the development valuation to public art. The Subcommittee takes the lead in making recommendations with respect to artist selection, schematic plan, final art plan and installation of the art. The Subcommittee also studies, develops and recommends policies, procedures and implementation strategies relative to public art conservation, the percent for art ordinance and other projects within its purview as determined by the Commission.

Arts and Cultural Affairs Commission

Through its Arts and Cultural Affairs Commission, the City of West Hollywood encourages broad participation in the arts by residents and visitors. The mission of the Commission is to promote and nurture the arts and cultural life of the City of West Hollywood by providing accessible arts and cultural programming for all residents; supporting quality arts and cultural organizations in the City; promoting arts and cultural activities; advising City Council on policies affecting the arts and cultural life of the City, its residents and the organizations that provide such services to the City.

Urban Art Collection

The City of West Hollywood initiated the Urban Art Program in 1987. The Urban Art Policy requires developers of certain projects to contribute one-percent of the project costs to public art. Developers can choose to place an on-site artwork or contribute the one-percent of the amount to the City's Public Art and Beautification Fund.

In 2007 the Arts and Cultural Affairs Commission created the Urban Art Conservation Program to preserve the City's permanent public art collection. This program periodically assesses the condition of public artworks in West Hollywood and notifies property owners with artwork condition information as well as their responsibilities to maintain these artworks under the City's Urban Art Ordinance. The Urban Art Conservation program also serves as an information resource for property owners who need advice about art conservation. For additional information about the program visit www.weho.org/arts

Section 3. QUALIFICATIONS

This is an ideal opportunity for someone with experience in collection management, maintenance and conservation. Hours are flexible although many meetings will take place during regular business hours, while Commission meetings will take place during evening hours. Candidates should have experience in public art consulting.

The successful candidate will have a wide knowledge of public art and contemporary visual arts; proven top-notch organization skills; excellent oral and written communication skills; advance knowledge of MS Word, PowerPoint and Excel; and ability to utilize computer-based research tools.

A Bachelor's Degree from an accredited college or university in fine art, art history, museum studies, conservation, library science or a related field is desirable.

A valid driver's license and ability to travel around the City of West Hollywood is required. The City will not provide a vehicle.

Section 4. REQUIREMENTS

The following insurances are required in order to provide services in the City of West Hollywood include:

1. **General Liability Coverage:** The Consultant shall maintain commercial general liability insurance in an amount of not less than one million dollars (\$1,000,000) per occurrence for bodily injury, personal injury, and property damage.
2. **Automobile Liability Coverage:** The Consultant shall maintain automobile liability insurance covering bodily injury and property damage for all activities of the Consultant arising out of or in connection with the work to be performed under this Agreement, including coverage for owned, hired, and non-owned vehicles, in an amount of not less than three hundred thousand dollars (\$300,000) combined single limit for each occurrence.
3. **Workers Compensation:** The Consultant shall maintain Workers' Compensation Insurance and Employer's Liability Insurance for its employees in accordance with the laws of the State of California. **This provision shall not apply if the Consultant has no employees performing work under this Agreement.**

Section 5. SCOPE OF WORK

The selected individual will work directly with the Public Art Coordinator to assist with the management, maintenance, and research of the City's Urban Art Collection and other projects related to the City's Urban Art Program. Activities will include:

1. Coordinate outreach to owners of Urban Artworks
 - a. Communicate with owners regarding their urban artworks and urban artwork maintenance.
 - b. Coordinate with the City's Code Compliance division in order to contract owners who have been unreachable or uncooperative.
 - c. Respond to questions owners may have.
2. Conduct Urban Art site visits
 - a. Visit and conduct an annual/bi-annual inspection on the City's private Urban Artworks according to the established schedule of approximately 5-6 projects per month to ensure proper maintenance.

- b. Document the artwork's status with condition reports and digital photographs (jpg files).
3. Coordinate with the City's contracted conservator and her staff on an as-needed basis for artworks in the City's Urban Art Collection
 - a. Provide information regarding Urban Artworks in the City's Collection.
 - b. Assist conservator and staff and liaise with owners and artists of City Urban Artworks.
4. Assist City staff with research, maintaining the Urban Art files (electronic and hard file), and photo documentation.
5. Assist on an as-needed basis in the creation of any Urban Art Collection collateral materials that may be produced such as the Urban Art Collection Flickr Album and Urban Art Google Map.
6. Provide monthly written updates to the Public Art Coordinator.
7. Assist in the preparation of the Urban Art Collection Annual Report and present to the Urban Art Subcommittee.
8. Attend meetings of the Urban Arts Subcommittee and the Arts and Cultural Affairs Commission as needed.
9. Assist in preparation of and participation in City Council meeting presentations as needed.

Section 6. COMPENSATION

The Consultant will be contracted for an amount not to exceed \$7,500 including expenses. Contract is based on the following scale: \$30 an hour for approximately 10 hours a week for 25 weeks. Some weeks may require more hours, while others will be fewer hours. Consultant will be required to have and maintain general liability and auto insurance during the contract period.

Section 7. SUBMITTAL REQUIREMENTS

To apply submit the following information to Rebecca Ehemann, Public Art Coordinator at rehemann@weho.org. It is anticipated the consultant will begin work as soon as possible. Deadline to apply: Wednesday, December 16, 2015 at 5:00pm.

All submittals shall include the following information, organized in one pdf document. The information should be concise and to the point.

1. Consultant Identification:
Provide the name of the individual, address, phone number, email, and website (if applicable).

3. Letter of Interest:
Submit a letter of interest (maximum 2 pages) outlining relevant experience completed within the past five years and that best represents the anticipated services listed in this RFQ.

4. References:
Submit two references to include client name and contact person together with title, organization, address and telephone number(s), email and website, and include specific project information associated with the listed reference. References will only be contacted if the candidate meets qualifications to continue on to the next round.

Section 8. SELECTION PROCESS

Criteria used in evaluating submittals will be:

- Previous experience in working with municipalities or other public art agencies to manage a public art collection.
- Proven project management skills.
- Evidence of ability to work collaboratively with others.
- Ability or commitment to obtain the insurances to meet minimum City requirements for the duration of the contract.
- Proven organization skills; excellent oral and written communication skills; advance knowledge of MS Word, PowerPoint and Excel; ability to utilize computer-based research tools; and ability to provide own transportation.

Each of the evaluation criteria listed above is considered to be critical. They are not of equal weight for evaluation and are not listed in order of priority.

It is the City's intention that within four to six weeks following receipt of the submittals, notification will be given to each respondent as to the status of their application. Following review of the submittals, the City may elect to interview some or all of the respondents.

Section 9. SUBMISSION DEADLINE

All submissions must be received by the City of West Hollywood no later than **Wednesday, December 16, 2015 at 5:00 pm** in order to be considered.

**For questions about the Request for Qualifications: Rebecca Ehemann,
Public Art Coordinator. 323-848-6846 / rehemann@weho.org**