

## 2017 ONE CITY ONE PRIDE GRANT

General Eligibility Requirements and Review Process



### About One City One Pride

Each year, the City of West Hollywood celebrates Pride month through the artistic contributions of the LGBTQ community with the One City One Pride Arts Festival. For 2017, One City One Pride will run from Harvey Milk Day (May 22) through the end of June.

The City of West Hollywood is pleased to offer One City One Pride grants to support programs, projects and panels developed/produced by nonprofit organizations or individual artists, to expand the celebration of June Pride Month through the lens of history, culture and art.

The maximum amount awarded through this grant is \$7,000 for public art projects, or for theatre projects presented in West Hollywood in conjunction with the **Hollywood Fringe Festival**. For panel discussions or film screenings proposed for the special **June 3 Day of History and Art**, the maximum amount awarded is \$2,000.

The City has identified the following objectives for the One City One Pride grants:

- To engage residents and visitors with a deeper understanding of the LGBTQ experience through arts, culture, history and educational activities.
- To attract cultural tourists to the City during Pride season.
- To recognize local cultural and historic resources, with a specific desire to tell relevant stories.
- To provide arts programming that is accessible for residents and visitors to West Hollywood.
- To encourage artists and organizations to create innovative programming that enhances the reputation of West Hollywood as an "Arts City."

For 2017, One City One Pride Arts Festival Grants will focus on the theme "Go West" and applications will be reviewed with a curatorial eye toward the creative and innovative use of this theme in proposed projects.

## **2017 One City One Pride Festival Theme: "Go West"**

*Whether associated with Horace Greeley's famous quote from the 1800's ("Go West, young man, and grow up with the country"), the Village People's anthem of hope and unity, or the Pet Shop Boys later cover of the song, **Go West** conjures images of a movement toward a promised land. For many LGBTQ people, this included the idea of a West Coast utopia, a dream of gay liberation, and the freedom to live lives openly in the West Coast meccas of San Francisco, Los Angeles, and the emerging, influential young City of West Hollywood. Most recently, there has been a wave of artists and creatives moving here from New York. Over the years, people have moved West for many reasons, and for 2017 One City One Pride takes a look at what pride means to those who accepted the call to "**Go West!**"*

The One City One Pride Arts Festival provides programming for specific events and dates within the May 22 through June 30 time frame. These include a special day of history and art on June 3, and programming in conjunction with Christopher Street West (CSW) LA Pride Festival and Parade that takes place in West Hollywood during the second weekend of June. As a result, preference will be given to proposals that can work in conjunction with these dates and events:

- June 3 – a special day of panels and film screenings that educate and celebrate the history and culture of the LGBTQ experience.
- June 8 – 25 (tentative dates): Hollywood Fringe Festival – LGBTQ theatrical productions that take place in West Hollywood venues as part of a special relationship between the Hollywood Fringe Festival and One City One Pride. All theatrical performances funded through One City One Pride should register, at the appropriate time, as a part of the Hollywood Fringe and take into account the registration fees as part of the proposed budget (\$125-\$250) although grant-funded projects will be eligible for a scholarship from the Hollywood Fringe to cover the cost of registration.
- June 9 - 11: LA Pride Festival – art installations and exhibits can be integrated into Christopher Street West/LA Pride's Festival grounds, and/or the outside fencing surrounding the Festival grounds.

### **June 3 Day of History and Art – Special Considerations**

*If you are considering a proposal for One City One Pride to take place during the June 1 day of history and art, here are some important details and considerations:*

Minimal set-up and breakdown time is provided. Panels and/or film screenings will be scheduled adjacent to other panels and screenings, so complicated or elaborate set-ups will not be possible. The panels, screenings, and interactive or art interventions planned for this day should work for the West Hollywood Library spaces, West Hollywood Park or private venues nearby (private venues would need to be secured by the artists independently).

### **Hollywood Fringe Festival – Special Considerations**

Hollywood Fringe is Los Angeles' largest performing arts festival held from June 8 to June 25, 2017 (dates tentative). Through a special relationship, LGBTQ themed shows under the One City One Pride umbrella can take place in West Hollywood, outside of

the Fringe's traditional borders of Hollywood. Projects funded through this proposal would have to find their own venue in West Hollywood.

### **CSW/LA Pride – Special Considerations**

***[Please note that the One City One Pride Arts Festival is a City of West Hollywood program that spans 40 days. A separate nonprofit organization, Christopher Street West (CSW), produces the LA Pride Festival and Parade in West Hollywood. One City One Pride and CSW intersect and collaborate during the weekend LA Pride Festival, and artists may apply for funding from the City for art projects intended for the LA Pride Festival.]***

*If you are considering a proposal for One City One Pride to take place during the CSW/LA Pride Festival, here are some important details and considerations:*

#### *Festival Sculptures / Installation Art*

Applicants may propose the creation of unique sculptures or installation art that can be placed within the Festival. Ideally, the sculptures would have a minimal footprint, not obstruct views at stages and other points of interest within the Festival, and be sturdy enough for event guest interaction. Lighting and basic infrastructure materials can be provided by the Festival at no cost to the artist. Artists should reach out to CSW and obtain a signed letter of agreement from them (see *Letter of Agreement* section below) indicating that LA Pride is interested in hosting the proposed sculpture/art work, and will commit to placing the art at the festival if funded through One City One Pride. (Email: [info@lapride.org](mailto:info@lapride.org)).

It is important to note that if applying to present a public art work at the Festival, the artist is directly responsible for all structural and building and safety permits for their artwork. CSW will help in this process but the artist must understand that any piece over 30" high is subject to approval by public safety and building and safety officials and this might include costs that are outside of the artist grant budget or would need to be factored into the artist grant budget as a specific expense. Prior to bringing an artwork that is pre-fabricated into the festival, the artist must obtain those permits before the artwork can be installed. This process can take approximately 2-3 months, so the artist must also be aware to allow enough time to receive approvals from City building and safety officials.

If required, the Artist will need to present two complete sets of plans and two sets of supporting documents to the City of West Hollywood's Building and Safety Division, which, when required by the State Business and Professions Code, shall be wet-stamped and signed by a California-licensed architect or registered engineer. All structures requiring calculations by a licensed engineer shall comply with the minimum design requirements of the ASCE 7-10 and 2013 California Building Code, and the artist should incorporate these anticipated costs into their project budget.

#### *Letter of Agreement*

For any artist project proposed for the Festival, artists must first reach out to Christopher Street West (CSW) and obtain a signed Letter of Agreement to be submitted as part of their grant application. The Letter of Agreement template can be found here: <http://weho.org/Home/ShowDocument?id=26924> (email: [info@lapride.org](mailto:info@lapride.org)).

### *Fence Art and Graphics*

Other proposals for 2-dimensional visual art projects could be for banners, graphics or screens that can be hung on the fence wall surrounding the LA Pride Festival grounds. The height of the fence varies between 6 feet and 8 feet. With more than 15,000 feet of fencing, proposals could be for works of any horizontal size. There are generally no building and safety permits required for the 2-dimensional projects.

Beside the specific projects noted above, other projects may be proposed and considered outside of these specific dates and events should they be particularly meritorious, creative or innovative in commenting on the theme “Go West” and celebrating the LGBTQ experience and history.

**Application DEADLINE is 5 p.m. September 6, 2016. For more information please call: Prentis Bonds 323.848.6354 or Mike Che 323.848.6377 [www.weho.org/arts](http://www.weho.org/arts)**

### **General Eligibility Requirements**

To be eligible for consideration, organizations must meet all of the following requirements:

1. Organizations/artists must be able to demonstrate significant commitment to and involvement with the West Hollywood community and/or LGBTQ community.
2. Projects must take place in West Hollywood or in the immediate West Hollywood adjacent area and serve West Hollywood residents in the proposed activities.
3. Projects must take place during One City One Pride Arts Festival (scheduled for May 22, 2017 - June 30, 2017).
4. If the scope of the project requires it, organizations must provide proof in the form of a Certificate of General Liability Insurance in an amount not less than two hundred thousand dollars (\$200,000) per occurrence for bodily injury, personal injury, and property damage. (Please note: in some cases a larger liability amount may be required based upon the nature of the project, as required by the City’s risk management office.)

### **Review and Reporting Process**

Due to the nature of One City One Pride as a cultural festival, the Review Process is administered as a curatorial function involving input and representation from the Arts and Cultural Affairs Commission, the Lesbian and Gay Advisory Board, the Transgender Advisory Board, community members, City staff, and discipline-specific curators using the following criteria:

- suitability of the project to work within the overall programming calendar and theme
- impact on community;
- audience served;
- artist’s/organization’s involvement in and service to the West Hollywood community;
- quality of artist’s/organization’s past and proposed programming;
- proposed collaborations and/or partnerships with artists and organizations;

- need for the proposed project to fulfill content or context of the Festival.

Grantees must submit a final report 30 days following the realization of the grant funded program, project or event.

## **Review Process**

A review panel of the West Hollywood Arts and Cultural Affairs Commission, Lesbian and Gay Advisory Board, Transgender Advisory Board and community members will evaluate and score grant applications using the following criteria:

1. **Excellence and Artistic Quality of Project Proposal** (0-35 points). Reviewers should consider the artistic, cultural, or educational quality of the proposed project and how impactful the project will be to the communities it will serve. Reviewers should consider both the quality of the proposed project and the quality and track record of the artist/organization's prior artistic/programmatic documentation.
2. **Budget and Project Feasibility** (0-30 points) The project's budget should be clearly realized and the project should be feasible within the proposed budget and timeline.
3. **Ability of the project to illustrate this year's festival theme** (0-20 points) The 2017 One City One Pride Arts Festival Theme is "Go West."
4. **Ability of the project to integrate into the stated project objectives and programs** (0-15 points)

The amount of any award will be determined by ranking within the point structure; the overall appropriateness and quality of the project; and the size of the organizational budget.

## **Annual Grant Workshop**

**The City will conduct its Annual Grant Workshop, Wednesday, August 10, 2016 at 6:00 p.m. at the West Hollywood City Hall, Community Meeting Room located at 8300 Santa Monica Boulevard, West Hollywood. Parking is available at the City Hall automated parking garage.**