



CITY OF WEST HOLLYWOOD  
ARTS DIVISION

REQUEST FOR PROPOSALS  
**WEST HOLLYWOOD ARTIST BOOTCAMP**

Date released: August 14, 2020

Deadline to Apply: September 8, 2020 (4:00PM, PST)

The City of West Hollywood is seeking proposals from experienced and qualified individuals or firms to support the design, development, and management of the West Hollywood Artist Bootcamp to include a series of online, interactive, facilitated professional development workshops and learning opportunities for emerging and mid-career artists.

The selected individual or firm will be contracted for a one-year agreement with a two-year renewal option. The term of the proposed contract is expected to begin in October 2020 and shall conclude in July 2021. The two-year renewal will be at the sole discretion of the City and will be under the same pricing terms as the original contract.

### **BACKGROUND**

The inaugural WeHo Artist Bootcamp program was introduced in 2019 and served 24 artists from West Hollywood. The intent of the program is to provide artists with an opportunity to develop professionally and hone skills that would allow them to present themselves clearly, articulating their aesthetic, vision, and project.

The goals and objectives of the Artist Bootcamp are to:

- Assist artists in making clear career choices in line with their priorities and expectations
- Increase the capacity for artists to realize work
- Nurture and support the long-term development of artists and their ideals
- Support the career growth of artists by encouraging participation in a variety of professional development opportunities that advance the artist's practice and entrepreneurial skills
- Strengthen artists networks by building a connected and supportive artists community

Due to the challenges presented by the current coronavirus (COVID-19) pandemic, we acknowledge that is unclear when we will be able to gather

again for in person meetings. The applicant should consider that the Bootcamp will likely need to be offered on an online platform.

**SCOPE OF WORK:**

1. *Design Artist Bootcamp*  
Coordinate with City Staff to develop recommendations on the design and development of workshops and learning opportunities for emerging and mid-career artists to include a mix of seminar, lecture, and hands-on guided work with feedback, and develop recommendations for evaluating program outcomes.
2. *Coordinate with outside vendors*  
Leverage, procure and compensate professionals to lead each of the interactive workshops and serve as a liaison to project partners (i.e., curators, arts administrators and educators, gallery owners, motivational speakers, crowdfunding specialists, arts advocates and collectors, etc.)
3. *Facilitate and evaluate Artist Bootcamp*  
Provide oversight and facilitation of the West Hollywood Artist Bootcamp, including organizing convenings, evaluations, survey results, and any final reports.
4. *Online Meetings*  
As part of its scope of services, the selected firm will be expected to: Attend up to three meetings with City staff per year and prepare for and attend, if needed, one Performing Arts and Cultural Affairs Sub-Committee meeting and one Arts and Cultural Affairs Commission meeting.

**SCHEDULE:**

October 2020 Contract awarded.

November 2020 Finalize program and presenters.

December 2020 Bootcamp participants finalized.

Mid-January 2021 – April 2021.

**ELIGIBILITY:** The ideal individual or firm will have the following attributes:

- Ability to foster teambuilding, partnerships and collaboration
- Actively maintain a network of talented professionals in various arts and other areas of expertise that support the aims and objectives of the Artists Bootcamp
- Comprehensive knowledge and understanding of artists' challenges, the availability of assessments tools, and artist resources
- Demonstrated experience and expertise as it relates to coaching and/or mentoring emerging and mid-career artists, and experience

developing and implementing professional development programs for emerging and mid-career artists

- Track record of client collaboration, clear communication and technical as well time management skills
- Ability to gather survey data and offer online experiences

City of West Hollywood elected and appointed officials, its employees, and their immediate family members are not eligible to apply.

#### **SUBMITTAL REQUIREMENTS:**

##### **A. Cover Letter (maximum of 1 page)**

Present a brief understanding of the City of West Hollywood needs based upon the information provided in the Scope of Work. Summarize qualifications most relevant to this project. Identify team and clearly indicate the single contact and authorized representative with mailing address, telephone, and e-mail address. Maximum of one (1) page.

##### **B. Statement of Qualifications (Maximum of 8 pages)**

Each respondent must demonstrate in their submittal that they have the professional capabilities and the organizational and administrative experience needed to accomplish this project. A concise presentation will be appreciated. Maximum of eight (8) pages.

The Statement of Qualifications should contain specific responses to the following requested items:

- 1. Statement of Approach of Team:** Describe the specialized experience and project approach of the team. Indicate the team leader and his/her specific role. Describe the firm's approach to arts consulting.
- 2. Understanding of Work and Outline of Project Schedule:** Demonstrate knowledge of work to be performed. Provide an outline of the schedule noting the critical path items. If team believes there are potential challenges, those challenges should be noted along with potential solutions to address those challenges.
- 3. Firm/Team Qualifications and Experience:** Provide a narrative that describes your relevant experiences and capabilities related to the objectives described in the RFP. Highlight your previous experience offering similar services or capabilities.

**SELECTION CRITERIA:** The City will use the following criteria in its evaluation and comparison of proposals submitted:

- Professional experience

- Demonstrated ability to respond to the scope of work

The City may require additional information and proposers agree to furnish such information. The City reserves the right, at its sole discretion, to award the contract to that proposer who will best serve the interest of the city. The City reserves the right to recommend changes to any proposed project in an effort to maintain the highest quality and integrity.

**SELECTION PROCESS:** City of West Hollywood Arts Division Staff will review submissions through this request for proposals taking experience, quality of proposal, technical support expertise and competence into consideration. The City will issue a contract for services to the selected individual or firm with a defined scope of work. The contract may be extended for a further 2 years. The selected contractor has the opportunity to review what has occurred within the program in year(s) past and get feedback from participants and staff, in order to develop the program.

**BUDGET:** Not to exceed \$12,000 per year. The contract may be extended based on the mutual success of the program.

**TO APPLY:** Proposal submittals must be received **by e-mail** by **4:00 p.m. on Tuesday, September 8, 2020**, via email to: [eangeloff@weho.org](mailto:eangeloff@weho.org). E-mails should be no larger than 7MB. Respondents must ensure receipt of materials by the time and date specified.

**QUESTIONS:** For all questions related to this Scope of Work / RFP contact Eva Angeloff, Grants Coordinator, [eangeloff@weho.org](mailto:eangeloff@weho.org), 323-848-6354.