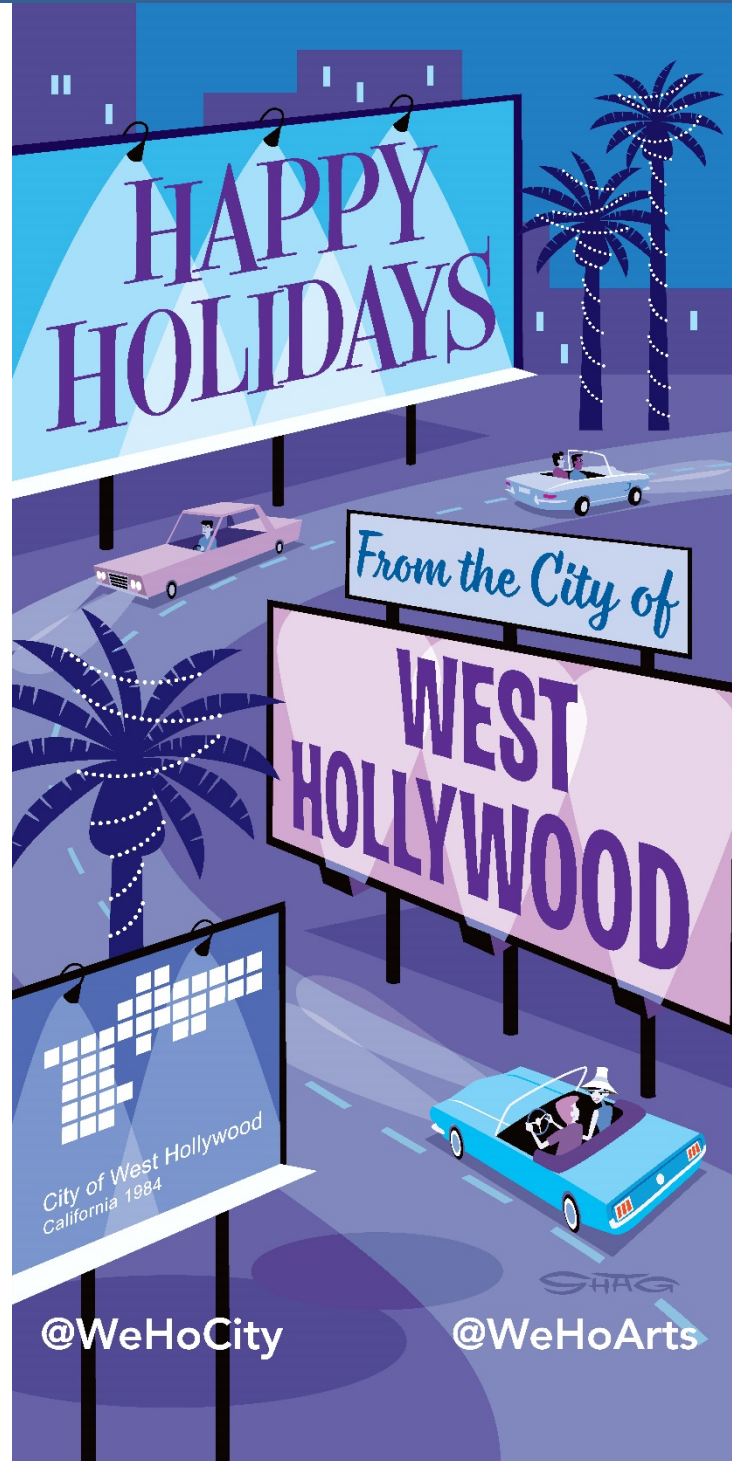


REQUEST FOR QUALIFICATIONS FROM WEST HOLLYWOOD ARTISTS

CITY OF WEST HOLLYWOOD ARTS DIVISION

HOLIDAY ARTWORK 2021



City of West Hollywood
California 1984

Date Released: September 17, 2020

Deadline to Apply: October 5, 2020

weho.org/arts

@WeHoArts @WeHoCity

Image: 2019 City of West Hollywood holiday artwork by Shag (Josh Agle)

PROJECT DESCRIPTION

The City of West Hollywood is seeking a qualified West Hollywood artist to provide artwork for the City's annual end of year Holiday card, social media promotions and printed street pole banner.

ELIGIBILITY

The Request for Qualifications is open to artists who live in West Hollywood. You will be asked to provide proof of residency before contracting can begin. Artists should verify that their residential address is in West Hollywood by referencing the address list found at www.weho.org/streets.

SELECTION PROCESS AND DELIVERABLES

City of West Hollywood Arts Division and Communications Department Staff will convene to review submissions through this request for qualifications to select three (3) artist semi-finalists based on portfolios of existing work samples. Semi-finalists will be paid a stipend of \$300 each to create an artwork proposal. Proposed artworks will be reviewed, and one artist will be awarded a contract of an additional \$700 to create final artworks, taking into account any input from the City. The final artworks will be presented in a variety of ways, including:

- A street pole banner sized artwork 36 inches by 72 inches (may not be printed this year due to availability of street poles)
- A card sized image in similar proportions to the banner. (8.75 by 10.25 inches)
- An Instagram post
- A Facebook post

The final artworks must include: "Happy Holidays from City of West Hollywood" or "The City of West Hollywood wishes you Happy Holidays," the City logo, and @WeHoArts and @WeHoCity social media handles.

TO APPLY

Applications must be submitted online:

<https://form.jotform.com/202528472520955>

SCHEDULE

The following dates represent the schedule that will be followed. The City reserves the right, at its sole discretion, to adjust this schedule, as it deems necessary.

September 17, 2020	RFQ released
October 5, 2020	RFQ closes
October 6, 2020	Review of submissions. 3 Semi-finalists are selected and notified
November 2, 2020	Semi-finalists proposals due
November 5, 2020	Final artworks are reviewed and Finalist is selected

DEADLINE

Complete applications must be submitted online by **October 5, 2020 at 4pm, P.S.T.**

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 serves many diverse communities and cultural traditions. Its audiences include older immigrants from repressive political environments, children, families, singles and a large LGBTQ population.

The City 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.

The City of West Hollywood delivers a broad array of arts programs including: Art on the Outside (temporary public art), Summer Sounds, Winter Sounds, WeHo Reads, Free Theatre in the Parks, Arts Grants for Nonprofit Arts Organizations, Library Exhibits and Programming, One

City One Pride LGBTQ Arts Festival, and Urban Art Program
(permanent public art). www.weho.org/arts (@wehoarts)

QUESTIONS

For all questions related to this RFP contact Mike Che, Arts
Coordinator, mche@weho.org, 323-848-6377

*The City of West Hollywood reserves the right to cancel or postpone
this RFQ at any time.*



The City of West Hollywood
Communications Department
Arts Division
weho.org/arts
@WeHoCity @WeHoArts