



CITY OF WEST HOLLYWOOD
ARTS DIVISION

REQUEST FOR PROPOSALS
VIRTUAL THEATRE

Date released: March 17, 2021

Deadline to Apply: May 3, 2021 (5:00PM, PST)

The City of West Hollywood is seeking proposals from arts organizations to present a family-friendly Virtual Theatre experience to be presented in the Fall of 2021.

One of the most difficult aspects of navigating this public health emergency is maintaining the sense of community while continuing to maintain social distancing requirements. In response to coronavirus pandemic (COVID-19), the City of West Hollywood is taking every precaution to prioritize community health and well-being, as well as provide updates. To continue to bring Free Theatre to the community while staying safe, the City will continue to present for the theatre online for the 2021 season.

Applicants should anticipate that the proposed performance will be presented a minimum of two times. Performances may be presented on the City's YouTube page and may be archived for future viewing for a mutually agreed upon duration. The performance must be original material and/or the presenter must secure licensing. The performances must be presented at no cost to the viewer, although donations may be accepted.

ELIGIBILITY: Qualified arts organizations will have at least 3 years of professional experience, a demonstrated ability to facilitate an online theatre performance, and the ability to provide high quality audio and video production. The City of West Hollywood elected and appointed officials, its employees, and their immediate family members are not eligible to apply.

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

- Artist Qualifications and Experience including – the education, training, experience, body of work, and recognition of the artist, and the consistency of the artist's qualifications with the stated goals of the project. To the extent applicable, the artist's previous proven

successful experience in creating, producing, or otherwise implementing projects like the one proposed.

- Aesthetics – Projects will be evaluated on the design quality, potential visual enjoyment, innovation/risk in concept and technical approach, and prospective social interaction.
- Diversity – The Commission is committed to providing opportunities to artists who have not yet exhibited with the City. All ranges of artistic styles, and diversity of artists (gender, race and culture) are encouraged to assure a balanced and interesting program.
- Proposed Budget – Proven successful experience working within a given budget.

The City may require additional information and applicants agree to furnish such information. The City reserves the right, at its sole discretion, to award the contract to that applicant 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: The Performing Arts and Cultural Affairs Subcommittee of the City of West Hollywood's Arts and Cultural Affairs Commission will convene in May 2021 to review submissions through this request for proposals taking the review criteria into consideration. The City will issue a contract for services to the selected presenter with a defined scope of work.

TO APPLY: The online application can be accessed through the city's website: or directly here: <https://form.jotform.com/210105457301137>

DEADLINE TO APPLY: All proposals must be received by 5:00PM (PST) on Monday, May 3, 2021.

QUESTIONS: For all questions related to this RFP contact Joy Tribble, Arts Technician, jtribble@weho.org, 323-848-6360.