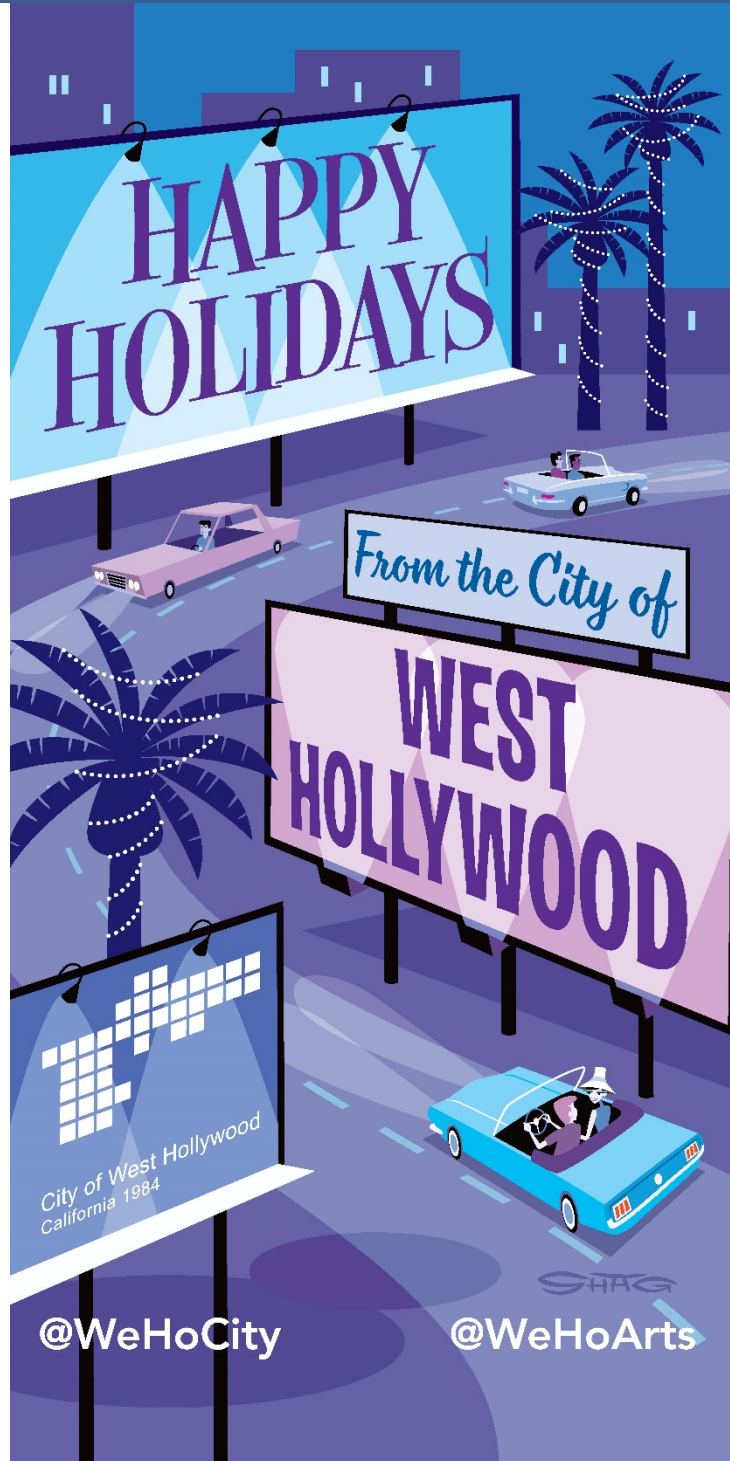


REQUEST FOR QUALIFICATIONS FROM LA COUNTY ARTISTS

CITY OF WEST HOLLYWOOD  
ARTS DIVISION

HOLIDAY ARTWORK 2021



Date Released: July 27, 2021  
**Deadline to Apply: August 25, 2021**

[weho.org/arts](http://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 visual artist to provide artwork for the City's annual holiday card, celebrating the diversity of West Hollywood. The artwork would be used on the City's annual end of year Holiday card, social media promotions and printed street pole banners. Artists are invited to submit existing work samples to demonstrate their style and technique.

## ELIGIBILITY

The Request for Qualifications is open to artists who live in LA County.

*Artists who live in West Hollywood and artists of color, women, artists with disabilities, and LGBTQIA+ artists are highly encouraged to apply.*

## SELECTION PROCESS AND DELIVERABLES

The City of West Hollywood's Performing Arts and Cultural Affairs Subcommittee will convene to review submissions through this request for qualifications to select four (4) artist semi-finalists based on portfolios of existing work samples. Semi-finalists will be paid a stipend of \$350 each to create a concept artwork proposal. Semi-finalist concept artworks will be reviewed by a committee of City of West Hollywood Arts Division and Communications Department Staff, and one artist will be awarded a contract of an additional \$350 to create the final artworks, considering input from the City. The final artworks will be presented in a variety of ways, including:

- A street pole banner sized artwork 36 x 72 inches (depends on availability of street poles)
- A card sized image in similar proportions to the banner (8.75 by 10.25 inches)
- Social media posts for Instagram, Facebook, and Twitter

The final artwork should not contain any imagery that is specific to a single religion - the artwork should be either multidenominational or secular/winter-themed. The artwork should also not include any explicit language or imagery as it may be displayed in shared public spaces.

The final artwork 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://bit.ly/holiday21rfq>

## 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.

## DEADLINE

|                   |   |
|-------------------|---|
| July 27, 2021     | RFQ released  |
| August 25, 2021   | RFQ closes  |
| September 9, 2021 | Review of submissions. 4 Semi-finalists are selected and notified |
| October 4, 2021   | Semi-finalists draft artwork proposals due                        |
| October 7, 2021   | Final artworks are reviewed and Finalist is selected              |

Complete applications must be submitted online by **August 25, 2021 at 4pm, P.T.**

## CULTURAL EQUITY STATEMENT

The City of West Hollywood's Arts Division and Arts and Cultural Affairs Commission believe that all people in the City of West Hollywood have the right to celebrate and engage in meaningful and relevant arts and cultural experiences. Each member of the community should have access to the arts which reflect and nurture individual identities, affirm personal value, and foster belonging in the community. Arts and culture are foundational to quality of life and vibrant and resilient communities. Arts and culture have the power to enhance inclusion, engagement, and diversity, and contribute to positive outcomes across civic life. The right to participate freely in the cultural life of the community is recognized as a basic human right.

The Division and Commission's definition of diversity includes all ways in which people differ, including but not limited to, race, ethnicity, gender, socioeconomic status, education, age, gender identity, gender expression, sexual orientation, ability, geography, citizenship status, religion, language, physical appearance, and the intersection of these various identities.

We commit to ensuring cultural equity in all arts policies and practices. To implement the principles of this statement, the Division and Commission will:

- Advocate for equitable outreach and engagement resources to intentionally

support and serve diverse populations.

- Actively seek out opportunities to acknowledge past exclusions and change perceptions by being mindful of ways to encourage participation of artists from groups who have experienced prejudice in the past.
- Reflect on and take action to address and correct any implicit biases that may lead to preferences for one artist or artform over another.
- Provide equity and access through systemic change that will remove barriers, thus improving access, empowerment and representation in the development and distribution of arts policies and resources to diverse communities and individuals.
- Remain accountable through ongoing evaluation and review of the effectiveness of cultural equity practices and procedures and by making public the results of cultural equity audits.

The Arts Division and Arts and Cultural Affairs Commission commit to using this statement to inform funding, decision-making, leadership, staffing, resource allocation, policies, partnerships, and programs.

## 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. Approximately 40% of the City's residents identify as LGBTQ, 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](http://www.weho.org/arts) (@wehoarts)

## QUESTIONS

For all questions related to this RFQ contact **Mike Che, Arts Coordinator**, [mche@weho.org](mailto:mche@weho.org), 323-848-6377

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



City of West Hollywood  
Communications Department  
Arts Division  
[weho.org/arts](http://weho.org/arts)  
@WeHoCity @WeHoArts