

REQUEST FOR PROPOSALS

CITY OF WEST HOLLYWOOD
ARTS DIVISION

WEHO READS 2022 PRODUCER



Date Released: July 28, 2021
Deadline to Apply: September 21, 2021

weho.org/arts [@wehocity](https://twitter.com/wehocity) [@wehoarts](https://twitter.com/wehoarts)

*Jacob Tobia (author of Sissy) in
conversation with Jesse Tyler Ferguson
at WeHo Reads 2019*

Photo Credit: City of West Hollywood, Tony Coelho

WeHo Reads is a celebrated literary series, featuring new, diverse, and noteworthy authors of interest to the West Hollywood community. Additional information about WeHo Reads, including a list of past authors and presenters, can be found on the City's website at www.weho.org/wehoreads. Based on the success and increased attendance of the virtual WeHo Reads Spring 2021 series, we are asking that applicants consider a hybrid model of online and in-person events.

The City of West Hollywood's Arts Division is seeking a qualified producer or production team to curate, produce, present and promote a literary series as part of its WeHo Reads 2022 series. These events must have literature as their focus, and could include:

- Programs that demonstrate the City's commitment to cultural equity; highlighting established authors and providing a platform to elevate emerging, underrepresented voices.
- Panels of authors around specific topics, with a moderator to guide the conversation.
- Author presentations on new or forthcoming books, with the author in conversation with an interviewer or other author.
- Interviews with distinguished/well-known authors to discuss their entire body of work.
- Conversations on the craft of writing presented by accomplished authors.
- Programs which provide a platform to elevate the work of West Hollywood based authors, especially those who have received a West Hollywood artist grant.
- All events should consider a method for the public to submit moderated questions either prior to the event or during the event, for a 15-20-minute Q & A section. Including the Q & A, the preferred length of the event would be approximately 90 minutes long.
- Applicants should consider what groups/organizations they may wish to partner with to co-sponsor individual events in an effort to expand the reach of WeHo Reads to unreached audiences, and promote social justice (i.e., Write Girl, Bold Ink, Inside Out Writers, Get Lit, Lambda Lit, etc.)



PROJECT DESCRIPTION

WeHo Reads 2022 series should build on the successes of previous years events. Proposed events are subject to approval by the City. The selected producer or production team for the WeHo Reads 2022 series will:

- **Coordinate all event logistics:** For virtual events, ensure that panelists and RSVP'd attendees receive log-in/streaming information prior to the event with enough notice to attend; host the event on an online platform such as Zoom; manage the hosting and tech duties on the online platform; stream the events on the City's @WeHoArts YouTube channel; and record the event and provide the recorded event to the City for posting online/archiving. For in person events, fill out room set-up forms; arrive 2 hours prior to the event start time to make sure the event space is set up appropriately and tech is working; set up and staff the check-in/information table; ensure that panelists and attendees receive directions, parking and check-in information; manage and moderate Q & A; set-up author signing table and coordinate with bookseller for book sales; and record the event for archiving on the City's WeHo Arts YouTube channel (www.youtube.com/wehoarts).
- **Manage panelists:** contract with presenters/authors/speakers; ensure that all contracts and/or releases for use of the presenter/author/speakers' likeness are executed and provide copies of the releases to the City several weeks prior to the first event; and require that panelists agree to at least one possible press interview related to the event and that they promote the event on their social media and websites.

- **Promote the events:** Beyond the City's own promotional efforts the producer shall promote the events and design any graphics/posters needed for promoting the events to meet City specifications and utilizing City created visual branding assets. Promotional materials are subject to City approval and must be submitted a minimum of 4 weeks prior to the event to allow for ample time to be approved by the City's Communications Department. The producer shall also draft social media posts including handles for the authors and submit those to the City at least 4 weeks prior to the first event. These drafts will be used to schedule social media posts through the City's Arts Division social media channels.
- **Submit a final report:** At the end of the 2022 series, the producer will submit a final report to the City including: audience numbers for each event, selected testimonials from participants/attendees, a list press mentions/clippings, and a summary of promotional efforts.
- **Commit to communication with the City:** the producers will have to commit to one 30-minute virtual meeting with the City's Arts Coordinator prior to each event and a short debrief meeting after each event to ensure ease of communication.

The selected producer will submit the final programs for approval by the City and share event information to meet the City's own needs for promotion.

APPLICATION REQUIREMENTS

Applicants must submit one proposal to include the following elements (in the order they are listed):

1. **Cover letter:** Describe your understanding of the WeHo Reads 2022 series, experience presenting literary/arts programs, experience producing online and in person literary events and which online platform you propose to use.
2. **Resumes/CV and Bios for all team members:** Identify who on the team will be responsible for each aspect proposed.
3. **Proposed schedule of programs:** A minimum of six (6) and maximum of ten (10) programs should occur between January – December 2022. This number should be inclusive of the one (1) West Hollywood City Poet Laureate curated event and the two (2) City-curated events (see Items f and g below regarding the April National Poetry Month event and possible City-curated events). Thus, the

applicant should propose curation of three (3) to seven (7) events.

- a. Programs must be free for the public to attend.
- b. Each program should last for approximately 1.5 hours, including a 15-20 minute Q & A section.
- c. Programs should occur on Tuesdays or Wednesdays at 6 p.m. or 6:30 p.m. P. T.
- d. The ideal schedule will consist of 6 – 8 virtual events and 1 - 2 in-person events.
- e. **Strongly suggested themes include:** a celebration of Black History Month in February; celebration of Women's History Month in March; celebration of National Poetry Month in April*(see specific program requirement below); a celebration of the City's annual Russian Cultural Festival or Asian-American History Month in in May (requested to be scheduled before May 21); a celebration of LGBTQ+ Pride month and as part of the City's annual One City One Pride LGBTQ+ Arts Festival in June; a celebration of Latinx/Hispanic Heritage Month between September 15 - October 15; a celebration of Native American Heritage Month in November; and a non-denominational or multidenominational holiday/winter-themed event in December. Other themes to strongly consider are programs that specifically relate to the City of West Hollywood and its rich history and sense of place, which includes the Sunset Strip, a portion of Route 66, the Design District and neighborhoods which traditionally cater to LGBTQ+ and Russian-speaking communities.
- f. ***April Program:** The April WeHo Reads event will celebrate National Poetry Month and will be curated by the West Hollywood City Poet Laureate. The Poet Laureate will invite 5 presenters/authors/speakers to participate, each receiving a maximum stipend of \$75 each. The WeHo Reads producer will be expected to contract and pay the presenters/authors/speakers as well as host the program in coordination with the City Poet Laureate.
- g. Two (2) additional potential City-curated literary programs: There are some programs which are already approved and/or in the queue to be approved by the City. The producer will be expected to contract with and pay the selected panelists/readers, and host the online programs on behalf of the City of West Hollywood.

4. **Details for each proposed program** (in the order they will be presented): Include a brief narrative about each program including author and interviewer names, and social media handles (if available). Indicate which presenters are confirmed, tentative, or aspirational. Also include which organizations you may be considering partnering with for co-sponsorship in an effort to expand the reach of WeHo Reads to diverse or specific communities.
5. **Budget:** Provide a detailed itemized budget of the WeHo Reads 2022 series to include, but not be limited to: administrative/production costs and payments to the producer, costs related to each of the proposed events (pay special attention to the April program and potential 2 City-curated literary programs), technical costs, advertising, insurance, amount of stipends for speakers, etc. *Also take note of the insurance costs you will incur as part of the contract requirements of the City as noted in Attachments A and B.*

Please separate out your proposed budget to reflect the cost of each of the proposed events individually (itemizing the costs included in each event), as well as the per event cost for producing and hosting the two City curated events and one City Poet Laureate curated event.

6. **Marketing:** The City will market the series through press releases, its website, its newsletter and social media posts. How do you plan to market the events beyond the City's typical marketing? Please be as specific as possible as to your outreach plans. Include specific numbers if you have them (i.e, if you plan to promote to your mailing list, indicate how many people are on your mailing list; if you plan to promote through your professional social media channel, include the handle for the social media channel and the number of followers you have).
7. **Supporting Documentation:** Include a list of links to any supporting documentation of previous events you have produced (i.e. video or press documentation).

ELIGIBILITY

The Request for Proposals is open to literary/arts producers or production teams in the Los Angeles region. Producers or production teams who represent diverse populations are highly encouraged to apply.

BUDGET

The City of West Hollywood has set aside a maximum of \$25,000 for contracting with the

2022 WeHo Reads series producer or production team. Applicants may propose a budget for part or all of this maximum amount.

SELECTION PROCESS

The City of West Hollywood's Performing Arts and Cultural Affairs Subcommittee will review submissions through this request for proposals at its October meeting. The Subcommittee will consider experience, proposed programs, proposed budget, and attention to detail and completeness as demonstrated in the proposal submission.

CONTRACTING AND INSURANCE

It is very important for applicant to review Attachment A (Sample Draft Agreement for Services), Attachment B (Request for Evidence of Insurance) and Attachment C (Participant Waiver form for Online Performances) in this RFP. The contract is the City's standard contract for these services and will be used as a result of this selection process. Any requests for deviation or modification of the contract language should be clearly identified in the proposal. Requests that are not submitted as part of the RFP response will not be considered at a later date. Please note that the selected producer is required to maintain liability insurance for the contract period to meet the minimum requirements established by the City in Attachment B, and all associated costs should be included within the proposal.

The City has the ability to award the successful applicant a 12-month contract with the possibility of contract renewal and/or contract extension based upon satisfactory performance and available funding for a period of up to two additional years.

TO APPLY

Applications must be submitted online: <https://bit.ly/WeHoReads22RFP>

SCHEDULE

The following dates represent the schedule that will be followed.

July 28, 2021	RFP released
September 21, 2021, 1 pm	RFP closes
October 2021	Review by Arts and Cultural Affairs Commission
November 1, 2021	Notifications to applicants

The City reserves the right, at its sole discretion, to adjust this schedule, as it deems necessary.

DEADLINE

Complete applications must be submitted online by **September 21, 2021, at 1 pm, 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.

ABOUT WEHO READS

WeHo Reads is a celebrated literary series featuring noteworthy authors of interest to the West Hollywood community.

WeHo Reads past authors and presenters have included André Aciman, Andrew Rannells, Arlene and Alan Alda, Armistead Maupin, Arthur Dong, Bianca Del Rio, Bryan Fuller, Carrie Brownstein, Charles Phoenix, Charles Yu, Chris Kraus, Chouchou Namegabe, Cynthia Bond, Danez Smith, David Francis, David Ulin, Eileen Myles, Eloise Klein Healy, Emma Donoghue, Erwin Chemerinsky, fei hernandez, Harry Josephine Giles, Henry Rollins, Ivy Bottini, Jacob Tobia, James Sie, Jesse Tyler Ferguson, Kim Dower, Larry Mantle, LeVar Burton, Lillian Faderman, Lorna Luft, Luis J. Rodriguez, Michael York, Michelle Visage, Myriam Gurba, Natalie Goldberg, Natasha Deón, Nina Revoyr, Patrisse Cullors, Patt Morrison, PEN Center, Phillipa Gregory, President Obama Inaugural Poet Richard Blanco, Randa Jarrar, Rocio Carlos, Ryan Gosling, Samantha Dunn, Sarah Silverman, Seymour Stein, Stephen Chbosky, Steven Reigns, Tananarive Due, Terry Wolverton, Tim Heidecker and Eric Wareheim, Word Theatre and Zócalo Public Square.

For information on WeHo Reads, visit www.weho.org/wehoreads.

ABOUT THE 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 are LGBTQ, 10% are Russian-speaking immigrants, and close to 20% are senior citizens.

The City of West Hollywood's Arts Division 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. All questions should be submitted by September 7, 2021, 9 am and answers will be posted publicly by September 14, 2021 at <https://bit.ly/WeHoReads22RFP>.

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



City of West Hollywood
Communications Department
Arts Division
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