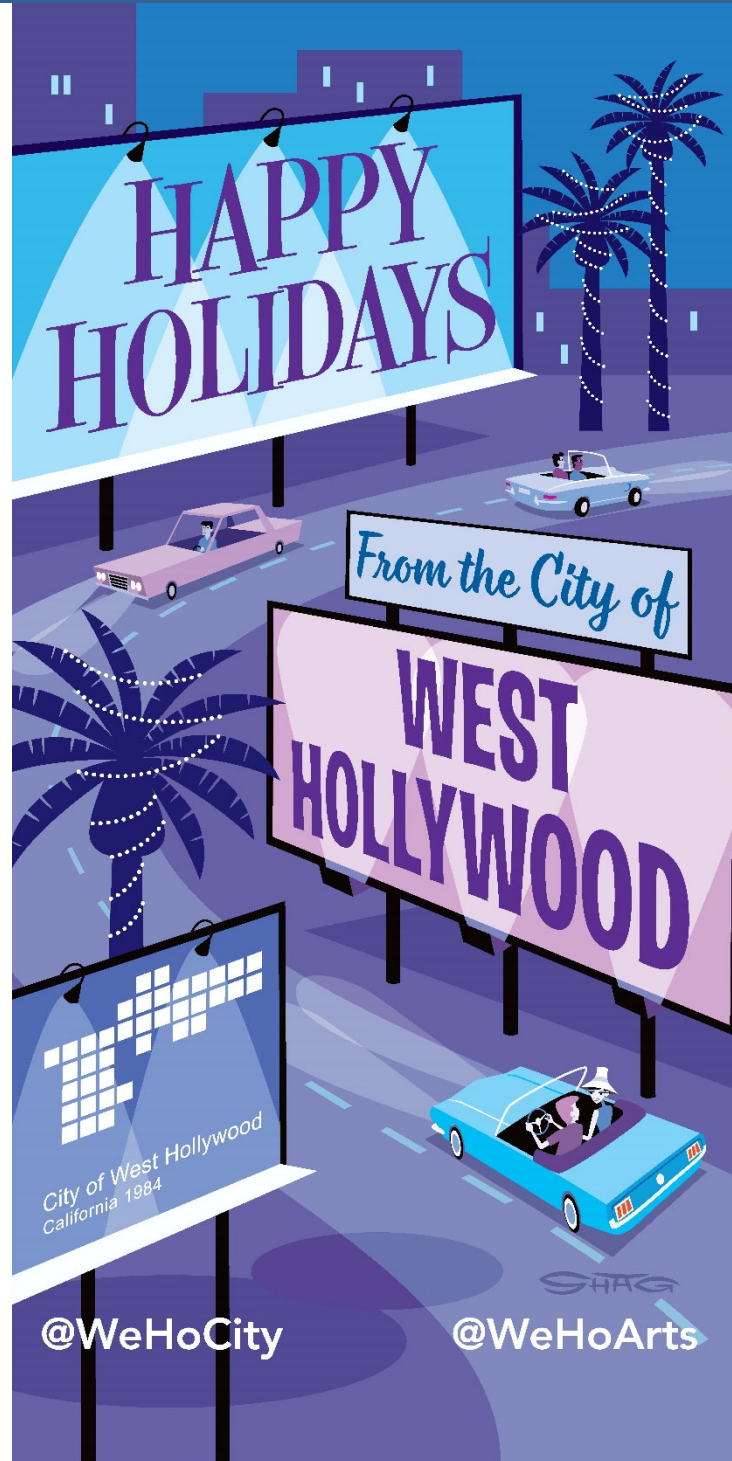


REQUEST FOR QUALIFICATIONS FROM CALIFORNIA ARTISTS

CITY OF WEST HOLLYWOOD
ARTS DIVISION

WINTER / HOLIDAY ARTWORK 2022



Date Released: April 5, 2022
Deadline to Apply: May 24, 2022

weho.org/arts
@WeHoArts @WeHoCity

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

@WeHoCity

@WeHoArts

PROJECT DESCRIPTION

The City of West Hollywood is seeking a visual artist to provide artwork for the City of West Hollywood's annual winter / holiday card and street pole banner display. The artwork will be used on the City's annual end of year Winter / 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 California. Artists who live in West Hollywood and artists of color, women, artists with disabilities, and LGBTQIA+ artists are highly encouraged to apply. Artists who apply will remain eligible to be selected as semi-finalists for 3 calendar years without needing to reapply.

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 up to 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. One artist will be awarded a contract of an additional \$350 (total of \$700) to create the final artworks incorporating input from the City. The final artworks will be presented in a variety of ways, including:

- A street pole banner sized artwork 35 x 72 inches (live area 34 x 64.5)
- A card sized image in similar proportions to the banner (4.25 x 8 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 multid denominational 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 the City of West Hollywood", the [City logo](#), and @WeHoArts and @WeHoCity social media handles. Please keep in mind that since this artwork will be used for Street Pole banners, all the words should be visible/legible at a distance.

Artists who submit for this RFQ will remain eligible for selection as a semi-finalist for this annual opportunity, for a three-year period.

TO APPLY

Applications must be submitted online: <https://bit.ly/weho22holiday>

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. Complete applications must be submitted online by **May 24, 2022 at 4pm, P.T.**

April 5, 2022	RFQ released
May 24, 2022	Deadline to Apply. RFQ closes
June 9, 2022	Review of submissions. 4 Semi-finalists are selected and notified
September 6, 2022	Semi-finalists draft artwork proposals due
September 7, 2022	Final artworks are reviewed and Finalist is selected

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, WeHo Pride LGBTQ Arts Festival (formerly called the One City One Pride LGBTQ Arts Festival), and Urban Art Program (permanent public art). [@wehoarts](http://www.weho.org/arts)

QUESTIONS

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

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