

# REQUEST FOR QUALIFICATIONS PROFESSIONAL PHOTOGRAPHY SERVICES

**Deadline to submit:  
Wednesday, May 4, 2022, 5 p.m.**

CITY OF WEST HOLLYWOOD

**Date Issued:  
Wednesday, April 13, 2022**



## PROFESSIONAL PHOTOGRAPHY SERVICES — PROJECT DESCRIPTION

From time to time, the City of West Hollywood requires experienced professional photography support for a wide array of City projects, initiatives, and programs. The City is currently gathering qualifications from interested photography professionals to establish a pool of individuals who can provide such services to the City on an as-needed basis.

Examples of needed ongoing photography services include:

- Indoor and outdoor small-scale events such as: presentations, speeches, meetings, and ceremonies
- Outdoor large-scale events such as the June WeHo Pride Festival and Parade and the October Halloween Carnaval
- Group and individual portraits
- Architecture and urban environments
- Event/on site photos and/or video of people interacting at special events
- Posed photos of groups at events
- Lifestyle and aerial photography
- Image post-production

Professional photographers who submit qualifications should also have skills and capacity to deliver digital files within 24 hours of shooting. The City's preferred method for receiving images is in electronic format — either through a high-speed download portal (preferred) or through high-capacity disk (CD, DVD or flashdrive).

Professional photographers and videographers should have experience in:

- Providing high-resolution images/footage suitable for various types of print media
- Providing photos/footage at a resolution more suitable for online use (i.e. social media, websites, etc.)
- Providing photos in a jpg format
- Managing quality control processes (vetting images and footage to ensure color and contrast balance) prior to delivery.
- Managing quality control processes to ensure the usability of images and footage (focus, subjects' eyes open, etc.).



## ELIGIBILITY

This Request for Qualifications is open to experienced professional photographers with demonstrated training and experience in professional photo capture and production, and professional photographers who submit qualifications should have provision of all equipment including camera, tripod, lighting, light meter, memory cards, card reader, and any other equipment required for general assignments.

## SELECTION PROCESS

City of West Hollywood Communications Department staff will convene a panel to review submissions through this Request for Qualifications.

The City's Communications Department serves as the office of primary responsibility for day-to-day hiring and management of professional photographers. All photos submitted will be subject to editing and production notes by the City's Communications Department.

## SCHEDULE + BUDGET

Should prospective photography professionals be considered for project(s), the City will issue a contract for services. The issuance of a contract is not a guarantee of work. Rather, it is a necessary qualification. Following the establishment of a contract, project(s) may be assigned on an as-needed basis and each project will require an approved scope of work with estimated hours, rate/fee, not-to-exceed amount, and a purchase order issued by the City's Finance Department before work may begin. The consultant will be required to have and maintain general liability and auto insurance for the contract period to meet the minimum requirements established by the City. Prior to commencing work, the consultant must attend an orientation with Communications Department staff.

Request for Qualifications Release: 04/13/2022

Final Date for Submitting Questions: 04/29/2022

Final Date for Submitting Qualifications: 05/04/2022

Qualifications Evaluation by City: 05/05/2022 - 05/13/2022

Contracts Begin: 07/01/2022

## CITY OF WEST HOLLYWOOD

The City of West Hollywood is like no other city in the world.

Located in the heart of metropolitan Los Angeles, the City was incorporated in 1984 by a unique collaboration of people including LGBTQ activists and advocates for affordable housing. At only 1.9 square miles, West Hollywood is a robust economic and cultural center instilled with idealism, creativity, and innovation. A spirit of community activism and civic pride thrives in West Hollywood for many of its approximately 35,000 residents.

The city has a strong progressive political voice and is filled with rich history. Tourists from all over the globe visit West Hollywood for its iconic destinations such as The Sunset Strip and historic Route 66. The city's thriving creative and entertainment communities set trends in design, dining, music, fashion, art, and architecture.

Check out more at **weho.org** and follow **@wehocity** on social media.

### TO APPLY

Applications must be submitted online:

<https://wehocomms.typeform.com/to/hYTzOhe8>

*The application will require the following information.  
Please read all of the information listed carefully.*

*This is a request for qualifications and NOT a solicitation for proposals.  
Incomplete applications will be disqualified from consideration.*

1. GENERAL CONTACT INFORMATION  
Name, Address, Phone, Email  
Website, Instagram, Twitter (if applicable)  
Type of consulting service (Professional Photography Services)
2. HOURLY RATE and/or FEE SCHEDULE
3. CV/RESUME (four-page maximum)
4. WORK SAMPLES (PDF with examples or Link/URL)
5. REFERENCES  
Provide phone and email references for at least three (3) references who can speak to their experience working with you on projects completed within the past five (5) years.

## QUESTIONS

For all questions related to this Request for Qualifications, please contact **Bobby Safikhani**, Administrative Analyst in the City of West Hollywood's Communications Department at **(323) 848-6435** or at **[bsafikhani@weho.org](mailto:bsafikhani@weho.org)**.

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



