

REQUEST FOR QUALIFICATIONS

PUBLIC ART CONSULTANT PREQUALIFIED LIST

Date released: August 11, 2022

Deadline: October 5, 2022



City of West Hollywood
Economic Development Department / Arts Division
www.weho.org/arts
@wehoarts

A. PURPOSE AND INVITATION TO SUBMIT QUALIFICATIONS

The City of West Hollywood's Arts Division seeks qualifications from public art consultants to establish a diverse prequalified list of individuals, teams, or firms, with experience in the field of public art, to provide public art services for both city-initiated and private development projects.

The purpose of this Request for Qualifications (RFQ) is to establish a list of art consultants who have the experience and capability to perform tasks related to the City of West Hollywood's Art on the Outside (temporary public art) and Urban Art (permanent public art, 1% for art) Programs. Private developers in the City of West Hollywood who intend to pursue an on-site artwork, to fulfill their obligation for the urban art ordinance, will select a consultant from the Prequalified List of Public Art Consultants.

The Prequalified List will remain active until 2024 with an option to extend the list for up to two (2) additional years. Annual evaluation will be held to add additional vendors to the list. Applicants may submit their qualifications at any time before the consideration deadline. Submissions received after the first consideration deadline will be considered for inclusion in subsequent annual reviews.

B. PUBLIC ART CONSULTANT SERVICES

A successful candidate for the List will have a wide knowledge of public art and contemporary visual arts; proven top-notch organizational skills; and excellent oral and written communication skills. Consultants must have proven experience in identifying art opportunities, contracting artists, oversight of fabrication and installation, public art project management services, and a track record of successful public art exhibitions (temporary and/or permanent). Additional services may include, but are not limited to:

- Assure compliance with the Art on the Outside Program or Urban Art Program guidelines, as directed by staff
- Coordination of art conservator reviews and/or treatments
- Coordination of professional documentation of projects
- Curatorial services that may include exhibitions, panel discussions, and/or special events
- Facilitation of artist selection process, communication between City and project stakeholders, monitoring of artists' contracts (insurance compliance, milestones), artwork development, review of construction documents and specifications to ensure accurate representation of the artwork, as necessary, fabrication of artwork, storage, installation and/or de-installation
- Facilitation of necessary approvals and/or presentations to the Arts and Cultural Affairs Commission
- Knowledge of current trends and best practices in the field of public art
- Responsive communication about projects

C. 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.

The City of West Hollywood's Arts Division and Arts and Cultural Affairs Commission adopted the Cultural Equity Statement in 2021. Read the full statement here: <https://www.weho.org/community/arts-and-culture/cultural-equity-statement>

D. ELIGIBILITY

This is an open call to experienced public art consultants. QTBIPOC consultants and West Hollywood consultants are especially encouraged to apply.

Qualified applicants that meet the minimum qualifications, as specified below are invited to apply:

- At least two (2) years of experience providing public art project management services for municipalities or other public art agencies
- Ability to meet the City insurance requirements (see Section H. Insurance)

E. DEADLINE

Applications must be submitted by **5:00 PM PT on Wednesday, October 5, 2022**. The City of West Hollywood, as a municipality, must abide to this application deadline in the interest of fairness in public processes. Late and/or incomplete submissions will be disqualified.

F. SCHEDULE

The following dates represent the City's best estimate of the schedule that will be followed. The City reserves the right, at its sole discretion, to adjust this schedule as it deems necessary.

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| August 11, 2022 | RFQ Released |
| October 5 | Deadline for applications |
| October 20 | Urban Art Subcommittee meeting to review applications and make recommendations |
| October 27 | Arts and Cultural Affairs Commission meeting to review applications and consider recommendations |
| November | All applicants notified |

G. APPLICATION REQUIREMENTS

Consultants may only submit one application for consideration. Consultants must submit their complete application package through the following online application: <https://form.jotform.com/212497170220145>

Consultants should read all the information listed clearly. Incomplete and/or late applications will not be considered. The application package will require the following information.

1. Consultant Identification

- a. Provide the name of the individual or firm, the individual or firm's principal place of business, website, business social media accounts (if any), name of the primary contact person, email, and phone number.
- b. Provide the names of principals that will perform the services and their resumes. Include previous projects, experience, education, credentials, etc. (4-page maximum, per principal)

2. Letter of Interest

Submit a brief letter of interest outlining relevant experience completed within the past five years that best represents the anticipated services listed in the RFQ. (2 page maximum)

3. Related Project Information / References

Present at least three (3) projects completed for municipalities or other public agencies within the past five years and that best represent your experience. Include specific project name, dimensions, medium, location, brief description of project, client name/organization and contact person together with title, telephone number and email.

If applying as newly formed team, provide three (3) comparable projects completed for municipalities or other public agencies within the past five years for each member of the team. Include specific project name, dimensions, medium,

location, brief description of project, client name/organization and contact person together with title, telephone number and email.

4. **Rate Sheet:** A sample rate sheet that shows the different types of services offered and compensation, such as required project percentage, hourly rate, or flat rates for each.

H. INSURANCE REQUIREMENTS

Consultants invited to perform work for the City of West Hollywood must provide evidence of the following insurances prior to the execution of an agreement. Consultants will be required to maintain these insurance policies for the duration of a contract period.

1. **General Liability Coverage:** The Consultant shall maintain commercial general liability insurance in an amount of not less than one million dollars (\$1,000,000) per occurrence for bodily injury, and property damage. Consultants must also name the City of West Hollywood as additionally insured and provide a Waiver of Subrogation, according to the terms of the agreement.
2. **Automobile Liability Coverage:** The Consultant shall maintain automobile liability insurance covering bodily injury and property damage for all activities of the Consultant arising out of or in connection with the work to be performed, including coverage for owned, hired, and non-owned vehicles in an amount of not less than three hundred thousand dollars (\$300,000) combined single limit for each occurrence.
3. **Workers Compensation:** The Consultant shall maintain Workers' Compensation Insurance and Employer's Liability Insurance for its employees in accordance with the laws of the State of California. **This provision shall not apply if the Consultant has no employees performing work.**

I. SELECTION PROCESS

All applications will be evaluated on the completeness, organization, and quality of the content. Only those applications that provide complete information before the deadline will be considered for evaluation.

City of West Hollywood Arts Division staff will review submissions to ensure that applicants meet the minimum qualifications. Qualified candidates will be presented to the Urban Art Subcommittee of the Arts and Cultural Affairs Commission for consideration. The Subcommittee will convene at their regularly scheduled meeting to review submissions and make a recommendation to the Arts and Cultural Affairs Commission for the Prequalified List of Public Art Consultants.

The City will use the following criteria in its evaluation of applications submitted:

- Excellent written communication and organization skills
- Previous experience in working with municipalities or other public art agencies to manage a public art collection
- Proven public art project management skills
- Evidence of ability to work collaboratively with others
- Ability or commitment to obtain the insurances to meet minimum City requirements for the duration of a contract (only applies to City initiated contracts, private developers may request different information)

Each of the evaluation criteria listed above is critical. They are not of equal weight for evaluation and are not listed in order of priority. It is the City's intention that within six weeks following receipt of the applications, notification will be given to each of the applicants as to the status of their application.

J. BACKGROUND

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. The City is home to a young, diverse, and vibrant community. Its progressive spirit and creativity have put it as the forefront of culture, fashion, hospitality, entertainment, and design. Its variety of residential neighborhoods, commercial districts and public amenities has made it one of the most desirable places to live, work and visit in Southern California.

West Hollywood is home to approximately 37,000 residents and over 3,500 businesses. The weekend population swells from nearby communities take advantage of shopping, dining, and entertainment. It is densely populated and is a high traffic area. Approximately 40% of the City's residents identify with the LGBTQ community, 10% are Russian-speaking immigrants, and close to 20% are older adults. The City's main industries are hospitality (hotels, restaurants, and nightclubs), entertainment (production, post-production, and related uses) and arts and design (fashion, furniture, and art galleries). Its business community reflects the City's artistic richness and support of individuality, diversity, and creativity.

The City of West Hollywood delivers a broad array of arts programs through the City's Arts Division (@wehoarts), including Art on the Outside (temporary public art), Arts Grants Program, Free Theatre in the Parks, Library Exhibits and Programming, Summer + Winter

Sounds, Urban Art Program (permanent public art), WeHo Pride LGBTQ Arts Festival, and WeHo Reads www.weho.org/arts

Art on the Outside Program

The Art on the Outside Subcommittee of the Arts and Cultural Affairs Commission oversees the temporary art installations in the public realm. The Subcommittee takes the lead in developing and evaluating exhibition concepts and art proposals for the City's Art on the Outside Program, Mural Program, and Moving Image Media Art Program. The Subcommittee determines the methodology and process by which to attract artists and art consultants, reviews requests for proposals, and interviews applicants as appropriate. Temporary art projects submitted to the city are reviewed by the Subcommittee using the Art on the Outside Review and Evaluation Criteria. Funding for projects in the Art on the Outside Program comes from the City's Public Beautification + Art Fund. More information here: <https://www.weho.org/community/arts-and-culture/visual-arts/art-on-the-outside>

Urban Art Program

The Urban Art Subcommittee of the Arts and Cultural Affairs Commission oversees the implementation of the City's Urban Art Program pursuant to Chapter 19.38 of the City's Municipal Code that requires developers of certain projects to contribute one percent of the development valuation to public art. The Subcommittee takes the lead in making recommendations with respect to artist selection, schematic plan, final art plan and installation of the art. The Subcommittee also studies, develops, and recommends policies, procedures, and implementation strategies relative to public art conservation, the percent for art ordinance, Urban Art Program Guidelines, and other projects within its purview as determined by the Commission.

In 2021, the City adopted a revised ordinance and administrative guidelines that requires developments of projects greater than \$200,000 to place art on-site equal in value to 1% of the project value or contribute the same amount to the City's Public Beautification + Art Fund. Developers who elect to pursue an on-site artwork are required to work with an art consultant to guide the process. Art consultants must be approved for the Public Art Consultant Prequalified List. More information here: <https://www.weho.org/community/arts-and-culture/visual-arts/urban-art-program>

Arts and Cultural Affairs Commission

Through its Arts and Cultural Affairs Commission, the City of West Hollywood encourages broad participation in the arts by residents and visitors. The mission of the Commission is to promote and nurture the arts and cultural life of the City of West Hollywood by providing accessible arts and cultural programming for all residents; supporting quality arts and cultural organizations in the City; promoting arts and cultural activities; advising

City Council on policies affecting the arts and cultural life of the City, its residents, and the organizations that provide such services to the City.

The workplan for the Commission is guided by *WeHo Arts: The Plan*, a community-based cultural plan for the City of West Hollywood. The document is the result of an iterative 18-month process that included contributions from over 1,700 individuals. *The Plan*, structured by its 5 principles and 20 recommendations, provides a framework to organize, develop, and sustain the work of the City of West Hollywood's arts and culture programs. *The Plan* was approved by the West Hollywood City Council on August 21, 2017.

K. ADDITIONAL INFORMATION

For all questions related to this opportunity contact Rebecca Ehemann, Arts Manager, 323-848-6846, rehehmann@weho.org.

- Placement on the Prequalified List does not constitute an offer to contract and does not guarantee any minimum amount of business.
- The City reserves the right to reject any and all applications when such rejection is in the best interest of the City or the application contains irregularities. Minor irregularities of the application may be waived by the City. The City also reserves the right to cancel this RFQ at any time and/or to solicit and re-advertise for other applications. The cost of preparing any responses to the RFQ shall be borne by the respondents and shall not be reimbursed by the City. At the sole judgment of the City, applications are subject to disqualifications on the basis of a conflict of interest. Applicants are required to identify if they have a conflict of interest.
- Applicants who are selected to enter a contract with the City of West Hollywood will be required to accept the City's terms and conditions, and insurance requirements, outlined in the attached basic agreement.
- Consultant compensation will vary based on the overall project budget and scope of work for each project.