

**CITY OF WEST HOLLYWOOD
Arts and Cultural Affairs Commission**



ARTS AND CULTURAL AFFAIRS COMMISSION

**MEETING AGENDA PACKET
THURSDAY, SEPTEMBER 22, 2022 – 5:00 P.M.**

**LOCATION:
WEST HOLLYWOOD PLUMMER PARK COMMUNITY CENTER, ROOMS 5 & 6
7377 SANTA MONICA BLVD.**

**CITY OF WEST HOLLYWOOD
ARTS AND CULTURAL AFFAIRS COMMISSION**

**MEETING AGENDA
THURSDAY, SEPTEMBER 22, 2022 – 5:00 P.M.
WEST HOLLYWOOD PLUMMER PARK COMMUNITY CENTER, ROOMS 5 & 6
7377 SANTA MONICA BLVD.**

The West Hollywood Arts and Cultural Affairs Commission acknowledges that the land on which we gather and that is currently known as the City of West Hollywood is the occupied, unceded, seized territory of the Gabrieleño Tongva and Gabrieleño Kizh peoples.

To comply with the Americans with Disabilities Act of 1990, Assistive Listening Devices (ALD) will be available for check out at the meeting; If you require special assistance to participate in this meeting, (e.g., a signer for the hearing impaired), you must call or submit your request in writing to the Office of the City Clerk at (323) 848-6800 at least 48 hours prior to the meeting. The City TDD line for the hearing impaired is (323) 848-6496.

Special meeting related accommodations (e.g., transportation) may be provided upon written request to the Office of the City Clerk at least 48 hours prior to the meeting. For information on public transportation, 323.GO.COMMUTE (323/466-3876) or go to www.metro.net.

Written materials distributed to the Arts and Cultural Affairs Commission within 72 hours of the meeting are available for public inspection immediately upon distribution in the Arts Division at City Hall, 8300 Santa Monica Boulevard, West Hollywood, California, during normal business hours. They will also be available for inspection during the Performing Arts and Cultural Affairs Subcommittee meeting at the staff liaison's table. For a complete listing of arts and cultural programs, events and opportunities, please visit www.weho.org/arts, or follow @WeHoArts on social media.

1. CALL TO ORDER

- A.** Land Acknowledgement
- B.** Pledge of Allegiance
- C.** Roll Call
- D.** Approval of the Agenda
- E.** Approval of the August 25, 2022 Meeting Minutes
- F.** Public Comment

The public is given the opportunity to address the Commission on any item within its responsibility. At the discretion of the Commission, speakers may be limited to two minutes each. If you would like to present public comment at the meeting, please see the section titled "TO PARTICIPATE IN THIS PUBLIC MEETING" at the top of the first page of this Meeting Agenda.

2. **CONSENT CALENDAR**

The following routine matters can be acted upon by one motion. Individual items may be removed by the Commission for separate discussion. Items removed for separate discussion will be heard following New Business items.

A. **Posting of the Agenda**

The agenda was posted per proper noticing procedures at City Hall, Plummer Park, West Hollywood Library and West Hollywood Sheriff's Station.

RECOMMENDATION: Receive and file.

3. **UNFINISHED BUSINESS**

A. **Updated Cultural Equity Statement** (Page. 10)

The Commission will receive and adopt the updated Cultural Equity Statement which incorporates the official definitions of diversity, equity and inclusion adopted by the City of West Hollywood and edits from the City Attorney to comply with Proposition 209.

RECOMMENDATION:

Receive and adopt the updated Cultural Equity Statement.

B. **Performing Arts and Cultural Affairs Subcommittee** (Page. 23)

The Commission will receive a report from the Performing Arts and Cultural Affairs Subcommittee on its meeting held September 8, 2022, and consider ratifying recommendations proposed by the Subcommittee.

RECOMMENDATIONS:

- 1) Receive and file the Performing Arts and Cultural Affairs Subcommittee Report, and consider ratifying recommendations proposed by the Subcommittee.
- 2) Recommend the Arts and Cultural Affairs Commission to approve the 2023 WeHo Pride LGBTQ Arts Festival Curator/Producer Request for Qualifications (RFQ).

C. **Art on the Outside Subcommittee Report** (Page. 39)

The Commission will receive a report from the Art on the Outside Subcommittee on its meeting held September 22, 2022, and consider ratifying recommendations proposed by the Subcommittee.

RECOMMENDATION:

Receive and file the Art on the Outside Subcommittee Report, and consider ratifying recommendations proposed by the Subcommittee.

4. **NEW BUSINESS**

A. **Fiscal Year 2023 Arts and Cultural Affairs Commission Subcommittee's Structures and Appointment to the Library Cultural Programming Committee** (Page. 40)

The Commission will review and consider approval of its Subcommittee's structures (Performing Arts and Cultural Affairs Subcommittee, Urban Art Subcommittee, and

the Art on the Outside Subcommittee) for FY 2023 as proposed by the Chair and consider appointing a commissioner to sit on the Library Cultural Programming Committee.

RECOMMENDATION:

Approve the Subcommittee structure for FY 2023 for the Performing Arts and Cultural Affairs Subcommittee, the Urban Art Subcommittee and the Art on the Outside Subcommittee, and Library Cultural Programming Committee as proposed by the Chair.

5. EXCLUDED CONSENT

6. PUBLIC COMMENT

The public is given the opportunity to address the Commission on any item within its responsibility. At the discretion of the Commission, speakers may be limited to two minutes each. If you would like to present public comment at the meeting, please see the section titled "TO PARTICIPATE IN THIS PUBLIC MEETING" at the top of the first page of this Meeting Agenda.

7. ITEMS FROM COMMISSIONERS

8. ITEMS FROM THE STAFF

9. DEVELOPMENT OF NEXT MEETING AGENDA

The Commission will advise staff on development of the agenda for the meeting on Thursday, October 27, 2022.

10. ADJOURNMENT

The Arts and Cultural Affairs Commission will adjourn to its **meeting on Thursday, October 27, 2022, at 5:00 p.m.** to be held at West Hollywood Plummer Park Community Center, Rooms 5 & 6, 7377 Santa Monica Boulevard.

**CITY OF WEST HOLLYWOOD
ARTS AND CULTURAL AFFAIRS COMMISSION
MEETING MINUTES
THURSDAY, AUGUST 25, 2022 – 5:00 P.M.
WEST HOLLYWOOD PLUMMER PARK COMMUNITY CENTER, ROOMS 5 & 6
7377 SANTA MONICA BLVD.**

I. CALL TO ORDER

The Arts and Cultural Affairs Commission meeting was called to order by Commission Chair Faltz at 5:02 p.m.

A. Land Acknowledgement: Chair Faltz read the Land Acknowledgement.

B. Pledge of Allegiance: Chair Faltz led the Pledge of Allegiance.

C. Roll Call:

Present: Commissioner Lindsey Deaton
Commissioner Martin Gantman
Commissioner Catherine Lee
Commissioner Dawn Moreno-Freedman
Commissioner Todd Williamson
Commission Vice Chair Mito Aviles
Commission Chair Dan Faltz

Also Present: Arts Manager Rebecca Ehemann
Administrative Specialist IV/Recording Secretary Dennice Oceguela
Arts Coordinator Michael Che
Grants Coordinator Eva Angeloff
Arts Specialist Joy Tribble
Public Art Consultant Jessica Rich

D. Approval of the Agenda:

ACTION: Approval of the August 25, 2022 meeting agenda **motioned by Commissioner Deaton, seconded by Commissioner Moreno-Freedman, and approved unanimously.**

E. Approval of the July 28, 2022 Meeting Minutes

ACTION: Approval of the July 28, 2022 meeting minutes was **motioned by Commissioner Williamson, seconded by Commissioner Deaton, and approved unanimously.**

F. Public Comment

Katie Bright, West Hollywood sent in an email in support of item 4B.

II. CONSENT CALENDAR

The following routine matter was acted upon by one motion.

Approval of the Consent Calendar was **motioned by Commissioner Deaton, seconded by Commissioner Lee and approved unanimously.**

A. Posting of the Agenda

The agenda was posted per proper noticing procedures at City Hall, Plummer Park, West Hollywood Library and West Hollywood Sheriff's Station.

ACTION: Receive and file. **Approved as part of the Consent Calendar.**

III. UNFINISHED BUSINESS

A. Performing Arts and Cultural Affairs Subcommittee Report

The Commission received a report from the Performing Arts and Cultural Affairs Subcommittee on its meeting held August 11, 2022 and considered ratifying recommendations proposed by the Subcommittee.

Vice Chair Aviles asked Grants Coordinator Eva Angeloff to present the overview of the 2023 Arts Grant Funding Recommendations.

ACTION:

- 1) Received and filed the Performing Arts and Cultural Affairs Subcommittee Report.
- 2) Approved the Subcommittee's recommendation to fund Scenario A that would allocate funding for the 2023 Arts Project Grant and Transgender Arts Initiative Grant **Motioned by Commissioner Moreno-Freedman, seconded by Commissioner Deaton and approved unanimously.**
- 3) Approved the Subcommittee's recommendation to transfer \$4,000 from Organizational Development Grant to Arts Project Grant. **Motioned by Commissioner Moreno-Freedman, seconded by Commissioner Deaton and approved unanimously.**
- 4) Approved the Subcommittee's recommendation to approve funding for a maximum of four (4) Community Arts Grants- *Age Inclusion in Media (AIM), Alliance of Los Angeles Playwrights, Chicana Directors Initiative: Screening Room, and East West Players* of \$3,000 each for calendar year 2023. **Motioned by Commissioner Moreno-Freedman, seconded by Commissioner Deaton and approved unanimously.**
- 5) Approved the Subcommittee's recommendation to approve funding for a maximum of three (3) West Hollywood Artist Grants for calendar year 2023: *Ignacio Damaude, Sharmin Rahman, and Steven Reigns* will be awarded \$5,000 each. **Motioned by Commissioner Moreno-Freedman, seconded by Commissioner Deaton and approved unanimously.**

B. Art on the Outside Subcommittee Report

The Commission received a report from Commissioner Deaton on the Art on the Outside Subcommittee for its meeting held August 25, 2022 and considered ratifying recommendations proposed by the Subcommittee.

ACTION:

- 1) Received and filed the Art on the Outside Subcommittee Report.
- 2) Approved the Subcommittee's recommendation to approve WeHo Muralist Roster Application submitted by Katbing, Commercial Business Mural Application – 8775 Melrose Avenue (The Butcher's Daughter), and artworks by Sabrina Gshwandtner, Rineke Dijkstra, Jen Liu, and Thania Petersen for the Moving Image Media Art Program (MIMA) – Proposal for Exhibitions at 9157 Sunset Boulevard (Streamlined Arbor). **Motioned by Commissioner Deaton, seconded by Commissioner Gantman and approved unanimously.**
- 3) Approved the Subcommittee's recommendation to approve Temporary Art Project Proposals by artists Sophia Lee, *Geo Cache Acorn Treasure hunt*, Sean Noyce, *HB7: Cruising*, Britt Westveer, *We've Always Been Here*, Yeu Q Nguyen, *Weaving Hope*, Alexandrew Murucci, *L.A. Romance* Jessica Goehring, *LightWave*, and Nicole Goodwin (GOODW.Y.N.) *Ain't I a Woman (?/!): The Woman*. **Motioned by Commissioner Deaton, seconded by Commissioner Gantman and approved unanimously.**
- 4) Approved the Subcommittee's recommendation to invite Keenan Hartsten, *Honeycomb Harmonies*, and Terry Konrath for an opportunity to discuss their artwork further in a future meeting. **Motioned by Commissioner Deaton, seconded by Vice Chair Aviles and approved unanimously.**
- 5) Approved the Subcommittee's recommendation to deny Marisabel Bazan, *III Camino della Farfalla II*, Meeson Pae, *Reverberate*, Michael Jang, *Mural Anne Bray, Do You Belong Here?*, Adrian Litman, *Magic Birds bench*, Collette Miller, *Global Angel Wings Project*, Irene Daylene, *Sumo's in Merry Moods*, Jose Trejo Maya, *Transparencies in Time*, Eva Montealegre, *Cosmic Connection*, Dennis RedMoon Darkeem, *Hour Glass*, and Janae Young, *POV Orb*. **Motioned by Commissioner Deaton, seconded by Vice Chair Aviles and approved unanimously.**
- 6) Approved the Subcommittee's recommendation to extend Scott Froschauer, *UR OK* and *ONE LOVE* (Neon Exhibition) current contract for 1-year with a budget of \$10,000 dollars and, to refer to the Urban Art Subcommittee to consider the acquisition of the artworks for the city's Urban Art Collection. **Motioned by Commissioner Gantman, seconded by Commissioner Lee and approved unanimously.**

IV. NEW BUSINESS

A. Arts and Cultural Affairs Commission Purview and Bylaws Review

The Commission and staff reviewed the Commission's purview as outlines in the Municipal Code as well as the Bylaws governing the Commission.

ACTION:

Discussed and provided direction as necessary.

B. 8920 Sunset Boulevard Neon Globe

The Commission considered staff recommendation to remove and preserve the Neon Globe from 8920 Sunset Boulevard.

ACTION:

- 1) Approved the removal and preservation of the Neon Globe from 8920 Sunset Boulevard. **Motioned by Commissioner Gantman, seconded by Commissioner Lee and approved unanimously.**

- 2) Approved staff to return to the Urban Art Subcommittee at a future meeting to discuss an installation location for the project. **Motioned by Commissioner Gantman, seconded by Vice Chair Aviles and approved unanimously.**

V. EXCLUDED CONSENT

None.

VI. PUBLIC COMMENT

None.

VII. ITEMS FROM COMMISSIONERS

Commissioner Deaton shared updates from the City Manager Playhouse Advisory Group meeting and expressed to the Commission that she is happy to answer any questions about the project.

Commissioner Moreno-Freedman shared that she is teaching a writers' workshop called *Writing Secret Love Stories* at the LBGT Center in October.

Commissioner Williamson shared that he will be going to Germany for a series of exhibitions for his artwork. Also shared that he will not be at next month's meeting because of his exhibition.

Commissioner Lee shared her distress about Women's rights being eroded in the wake of the Supreme Court's ruling and asked the Commission to consider seeking ways for artists to create work in response to the action.

Vice Chair Aviles shared that he attended the last Summer Sounds concert of the season and applaud Arts Specialist Joy Tribble for all her success with the program.

Chair Faltz reminded the Commission to adhere to the guidelines when reviewing projects or programs for the Commission/Subcommittees, also gave a few tips on how to add as much feedback as possible.

VIII. ITEMS FROM THE STAFF

Arts Intern Jesse Reid introduced himself to the Commission and shared that he is a film student in California State Northridge. He also shared that he works with Mike on scheduling Arts Division social media posts and the creation of the e-newsletter. He also is assisting Joy with Summer Sounds and will assist her with Free Theatre in the Park.

Arts Specialist Joy Tribble thanked the Commission for attending and staff for assisting during the 2022 Summer Sounds concert series. She also invited the Commission to the Free Theatre in the Park presentation of *The Romantics* produced by Classical Theatre Lab. The performances will take place on September 10, 11, 17, 18, 24, and 25 at 3:00 p.m. at Kings Road Park.

Arts Coordinator Michael Che shared that he is working on deinstalling the Meringue public art installation by Kiduck Kim located on the Santa Monica Boulevard median at Doheny Drive with deinstallation beginning on September 12. Michael also shared that WeHo Reads returns with three literary events on September 20, October 5, and November 15; all take place at 6:00 p.m. on the WeHo Arts YouTube channel.

Grants Coordinator Eva Angeloff shared more detail on the 2023 Arts Grant Funding. Eva specified that the Transgender Arts Initiative Grant received more applications than last year by 400%. Eva also shared that there was a total of 49 applications with over half being new applicants. Eva shared that there will be a grantee orientation and site visit for the Plummer Park facilities on October 20, 2022 at 11:00 a.m. Eva also shared the success of the New Arts Foundation exhibition in Long Hall at Plummer Park titled *High as the Sky*. Eva also shared that the September Newsletter will have all Grantee events information, Brockus Project Dance Company presents "*WomXn*" on September 23, 2022 at 7:00 p.m., Celebration Theater presents "*Birthday Brunch*" by Jen Olivares on September 29, 2022 at 7:00 p.m.. Eva concluded her comments by stating that the funding item that the Commission recommended will be presented to City Council on September 19, 2022 for approval.

Public Art Consultant Jessica Rich shared that Sabrina Gschwandtner's *Three Overlooked Women Filmmakers* will be displayed at the Top of every hour and at 20 and 40 minutes every hour on the "Streamlined Arbor" Digital Billboard at 9157 Sunset Boulevard from October 1, 2022 through January 31, 2023.

Arts Manager Rebecca Ehemann shared that she is working on finalizing contract for Kimberli Meyer and Sara Daleiden who will provide art consulting services for the Artist Residency Program. Rebecca encouraged Commissioners to save the date for City Council's October 3, 2022 meeting where the Arts Division will have two items on the Agenda, City Playhouse and Laurel House. Rebecca also shared that *Studs Theatre* is for sale and encouraged the Commissioners to speak to City Council members to consider purchasing it for another potential Arts and Cultural venue. Rebecca concluded her comments by sharing the intro of the *Virtual Public Art Tour* (combo of 12 temporary and permanent public artworks).

IX. DEVELOPMENT OF NEXT MEETING AGENDA

The Commission authorized staff to develop the agenda for the meeting on Thursday, September 22, 2022.

X. ADJOURNMENT

The Arts and Cultural Affairs Commission adjourned at 6:36 p.m. to its meeting scheduled on September 22, 2022, at 5:00 p.m. at West Hollywood Plummer Park Community Center, Rooms 5 & 6, 7377 Santa Monica Boulevard.

APPROVED BY A MOTION OF THE ARTS AND CULTURAL AFFAIRS COMMISSION
ON THIS 25th DAY OF AUGUST 2022.

DAN FALTZ
COMMISSION CHAIR

ATTEST:

DENNICE OCEGUERA,
RECORDING SECRETARY

ARTS AND CULTURAL AFFAIRS COMMISSION
UNFINISHED BUSINESS

SEPTEMBER 22, 2022

SUBJECT: **UPDATED CULTURAL EQUITY STATEMENT**
PREPARED BY: **ECONOMIC DEVELOPMENT DEPARTMENT**
 (Rebecca Ehemann, Arts Manager)
 (Michael Che, Arts Coordinator)

STATEMENT ON THE SUBJECT:

The Commission will receive and adopt the updated Cultural Equity Statement which incorporates the official definitions of diversity, equity and inclusion adopted by the City of West Hollywood and edits from the City Attorney to comply with Proposition 209.

RECOMMENDATION:

Receive and adopt the updated Cultural Equity Statement.

BACKGROUND / ANALYSIS:

At its February 25, 2021 meeting, the Arts and Cultural Affairs Commission adopted the Cultural Equity Statement, with a provision that if and when the City of West Hollywood adopted an official definition of ‘diversity’ it would supplant the definition of diversity created for the Cultural Equity Statement. The Cultural Equity Statement was received by City Council at its April 5, 2021 meeting.

On July 21, 2021, City of West Hollywood adopted Administrative Regulation 118 which establishes the City’s official definitions of diversity, equity, and inclusion. The draft definitions were developed in the City’s Government Alliance on Race & Equity (GARE) lead team and City’s WeRWeHo Diversity, Equity and Inclusion Initiative (DEI) Subcommittee, and underwent an extensive months-long review and participatory input process. This process involved 61 reviews by members by bodies which included the City Attorney (BB&K), the WeRWeHo Committee (an interdepartmental committee comprised of City Staff from all levels including the City Manager and various Department Directors),

and division GARE Teams. After the 61 reviews were completed, the definitions were presented to all City employees (approximately 240) who were allowed a two-week period to provide feedback or comments.

Body	# of people who reviewed
City Attorney (BB&K)	2
WeRWeHo Committee	10 (reflects number of members not in a GARE Team to avoid double-counting)
WeRWeHo DEI Subcommittee	6 (reflects number of members not in a GARE Team to avoid double-counting)
Arts GARE Team	3
Housing GARE Team	2
Human Resources GARE Team	3
Finance GARE Team	4
Strategic Initiatives GARE Team	5
Social Services GARE Team	4
City Manager's Department GARE Team	11
Current and Historic Preservation Planning GARE Team	6
Public Safety GARE Team	5
Number of reviewers	61*
<p><i>* After these reviews the definitions were presented to all City employees (approximately 240) who were allowed a two-week period to provide feedback or comments.</i></p>	

Because there are references to the terms 'diversity', 'equity', and 'inclusion' within the Cultural Equity Statement, it has been deemed best to include the definitions of all three within the Cultural Equity Statement itself.

In the May 2022, concerns were raised regarding the compliance of the West Hollywood Pilot for Guaranteed Income (a City of West Hollywood program unrelated to the City's Cultural Equity Statement) with Proposition 209, a California ballot proposition which amended the state constitution to prohibit state governmental institutions from considering race, sex, or ethnicity, specifically in the areas of public employment, public contracting, and public education. Proposition 209 passed in November 1996 with 55% in favor to 45% opposed.

In Summer 2022, Arts Staff reached out to the City Attorney, BB&K (Best, Best & Krieger Associates at Law), for their review and suggestions to ensure that the City's Cultural Equity Statement is in compliance with Proposition 209. A document with tracked changes of BB&K's edits and the replacement of the definitions of the Diversity, Equity and Inclusion is included in **Attachment B**.

The full language of the new Cultural Equity Statement would read as follows:

“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.

We aspire to ensure cultural equity in all arts policies and practices, including equity for both artists and audiences. West Hollywood has a long history of supporting art that uplifts diverse artists and audiences. 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 and audiences 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 policies, partnerships, and programs.

The City of West Hollywood's official definitions of diversity, equity, and inclusion (adopted under Admin Reg 118 on July 21, 2021) are:

DIVERSITY: The presence and acknowledgement of differences within a group of people in a given setting that may include race, physical appearance, skin color, hair style, age, gender, gender identity and expression, sexual orientation, disability, mental and physical health status,

ethnicity, immigration status, national origin, language, religious identity, parental status, marital status, geography, social class, housing status, or educational status.

EQUITY: The act of developing and advancing fair and just outcomes in systems, procedures, practices, policies, and distribution of resources to minimize harm and create equitable opportunity and advancement for all people. Equity is distinct from equality, which refers to everyone receiving the same treatment without accounting for differing needs or circumstances. Equity is viewed from three perspectives: individual, institutional, and structural. Equitable outcomes focus on identifying, understanding, and eliminating the root harm, biases, disadvantages, and barriers that prevent the full participation of historically and currently oppressed individuals and groups.

INCLUSION: The act of creating environments in which any individual, group, or community can fully participate in the decision-making processes and be welcomed, respected, supported, and valued. Inclusion is not a natural consequence of diversity. An inclusive climate embraces differences and offers respect and prospects for growth in words, actions, and preparations to meet all people where they are. It is created through progressive and consistent actions to expand, include, and share.

**The Arts Division and Arts and Cultural Affairs Commission understand that implementing art and funding programs can raise complicated legal issues and consultation with the City Attorney's office may be necessary before making final decisions based on this statement."

OFFICE OF PRIMARY RESPONSIBILITY:

ECONOMIC DEVELOPMENT DEPARTMENT / ARTS DIVISION

ATTACHMENTS:

Attachment A: Staff Report From April 5, 2021 City Council Meeting

Attachment B: Revised Cultural Equity Statement showing tracked changes

CITY COUNCIL
CONSENT CALENDAR

APRIL 5, 2021

SUBJECT: **ARTS AND CULTURAL AFFAIRS COMMISSION CULTURAL
EQUITY STATEMENT**

PREPARED BY: **COMMUNICATIONS DEPARTMENT / ARTS DIVISION**
(Lisa Marie Belsanti, Communications Director)
(Rebecca Ehemann, Acting Arts Manager)
(Michael Che, Arts Coordinator)

STATEMENT ON THE SUBJECT:

Council will receive a report outlining the Arts and Cultural Affairs Commission development and adoption of a Cultural Equity Statement.

RECOMMENDATION:

Receive and file the Cultural Equity Statement.

BACKGROUND / ANALYSIS:

The right to freely participate in the cultural life of the community and enjoy the arts is recognized globally as a basic human right, as noted in Article 27 of the United Nations' Universal Declaration of Human Rights. Furthermore, "arts and culture have the power to enhance diversity, inclusion, and belonging, and contribute to positive outcomes across dimensions of civic life in the human, community, and economic development" as noted in the LA County Cultural Equity Policy, adopted in June 2020.

Staff began preparations for Cultural Equity Training and the development of a Cultural Equity Statement with the Arts and Cultural Affairs Commission in mid-2019. In the spring of 2020, staff contracted with The Aspire Group, arts and equity consultants, to provide the training and guidance in the development of the statement. The Arts and Cultural Affairs Commission's workplan for 2020-21 included the development of a Cultural Equity Statement. The following outlines the steps taken to create the statement:

- August 27, 2020: An extended length Arts and Cultural Affairs Commission meeting was dedicated to a workshop led by The Aspire Group to begin development of a Cultural Equity Statement. The workshop included:
 - establishing definitions and common language.
 - a survey of cultural equity efforts, thus far, in the City of West Hollywood.
 - gathering input from Commissioners, staff, and the public of what should be included in a Cultural Equity Statement for the City of West Hollywood.
- October 8, 2020: Performing Arts and Cultural Affairs Subcommittee of the Arts and Cultural Affairs Commission reviewed a working document derived from information gathered at the August Arts Commission meeting. Subcommittee begins to work on a draft statement.

- January 14, 2021: Subcommittee continues to refine the draft statement under the guidance of Arts Division Staff.
- February 11, 2021: Subcommittee reviews and makes final edits of the Cultural Equity Statement and recommends approval of the statement to the Arts and Cultural Affairs Commission.
- February 25, 2021: The Arts and Cultural Affairs Commission reviews and approves the Cultural Equity Statement. If the City of West Hollywood adopts an official Citywide definition of 'diversity' it will supplant the definition included in the Cultural Equity Statement.
- March 15, 2021: City Council approved selection of The Aspire Group to provide facilitation services for the newly formed City of West Hollywood Social Justice Task Force.

About The Aspire Group:

The Aspire Group is a consulting firm specializing in organizational effectiveness and issues of diversity, equity, and inclusion since 1995.

Some of the organizations The Aspire Group has worked with include Geffen Playhouse, J. Paul Getty Trust, LA LGBT Center, LA Philharmonic, Long Beach Museum of Art, Luna Dance Institute, Occidental College, Oregon Shakespeare Festival, and Museum of Tolerance.

Some of the governmental organizations The Aspire Group has worked with include: City of Azusa, City of Beverly Hills, City of Burbank, City of Pasadena, City of Pomona, City of Santa Monica, City of Torrance, Federal Judicial Center for the US Courts, Housing Authority for the City of Los Angeles, LA County Dept. of Arts & Culture (Cultural Equity and Inclusion Initiative Advisory Committee), LA City Dept. on Disabilities, LA County Commission on Human Relations, LA County HIV Commission, LA County Metropolitan Transportation Authority, LA County Office of AIDS Programs & Policies, LA County Sheriff's Department, Los Angeles Unified School District, and Port of San Diego.

Diane Burbie is the owner and Managing Principal of The Aspire Group. She is an experienced trainer, facilitator, and coach, who has worked for more than 20 years in the field. She has engaged a myriad of groups across the country about cultural diversity and inclusion, conflict resolution, team building, sexual harassment prevention, leadership development, and strategic planning.

Since 2015, Diane has partnered with the LA County Arts Commission in support of its Cultural Equity and Inclusion Initiative. She facilitated a process that engaged hundreds of stakeholders to develop a comprehensive report to the Board. That report included thirteen actionable recommendations that the Board of Supervisors unanimously approved in 2017. The recommendations include a new requirement that cultural organizations that contract with the County adopt statements, policies or plans for cultural equity and include them with their grant applications beginning in the 2019-20 Organizational Grant Program (OGP) grant cycle.

Diane Burbie was educated in the Los Angeles public schools. She holds a BA (with honors) from Stanford University and an MBA from the University of Southern California, School of Business, with an emphasis in Human Resource Management. She has certificates in Negotiation (Harvard Law School) and Managing Multi-cultural Work Environments (CSU Fullerton).

She has previously guided group planning processes for the City of West Hollywood's Disability Advisory Board and served as Vice Chair of the City of Pasadena's Human Relations Commission.

Evonne Gallardo has over 20 years of hands-on leadership experience in arts and culture, including strategic planning and feasibility studies, board development, revenue strategies, programming, community engagement, public art experiences, as well as cultural equity, and inclusion strategies. Evonne received a B.A. in American History at Columbia University and an M.A. in the Sociology of Art from the New School for Social Research in New York City. In addition to consulting, Evonne serves as Vice Chair of the Board of Directors for the National Association of Latino Arts and Culture and is a member of the mayor-appointed Cultural Affairs Commission for the City of Los Angeles.

City of West Hollywood Arts Division and Arts and Cultural Affairs Commission Cultural Equity Statement

(Adopted by the Arts and Cultural Affairs Commission on February 25, 2021)

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. *(If the City of West Hollywood adopts an official Citywide definition of 'diversity' it will supplant the definition included in the Cultural Equity Statement.)*

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.

CONFORMANCE WITH VISION 2020 AND THE GOALS OF THE WEST HOLLYWOOD GENERAL PLAN:

This item is consistent with the Primary Strategic Goal(s) (PSG) and/or Ongoing Strategic Program(s) (OSP) of:

- OSP-6: Value and Encourage our Broad Diversity of Cultures.
- OSP-8: Enhance the Cultural and Creative Life of the Community.

In addition, this item is compliant with the following goal(s) of the West Hollywood General Plan:

- HS-2: Support and encourage arts and culture in West Hollywood.
- HS-3: Promote a community with strong social networks and cross-cultural interaction.

EVALUATION PROCESSES:

The Arts Division and Arts and Cultural Affairs Commission will annually evaluate the effectiveness of cultural equity practices.

ENVIRONMENTAL SUSTAINABILITY AND HEALTH:

Arts and culture are foundational to quality of life and vibrant and resilient communities. According to a 2017 study by the School of Social Policy & Practice at the University of Pennsylvania, low- and moderate-income residents in neighborhoods with many cultural resources are healthier, better educated, and safer overall than those in similar communities with fewer creative resources.

Representation in arts and media can have a beneficial effect on people’s well-being and mental health. In 1996, J.M. Ochman demonstrated that positive portrayals of media characters who share similarities with an individual can produce changes in the

individual's self-perception and have a positive effect on self-esteem.

COMMUNITY ENGAGEMENT:

Development of the Cultural Equity Statement took place during publicly noticed Arts and Cultural Affairs Commission and Subcommittee meetings which are open to the public. Throughout the process, several community members made public comments expressing their hopes and desires for the statement and expressing their thankfulness that the Arts Division and Commission undertook this work.

OFFICE OF PRIMARY RESPONSIBILITY:

COMMUNICATIONS DEPARTMENT / ARTS DIVISION

FISCAL IMPACT:

There is no fiscal impact at this time.

AMOUNT	DESCRIPTION
\$	No fiscal impact at this time.

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. (If the City of West Hollywood adopts an official Citywide definition of 'diversity' it will supplant the definition included in the Cultural Equity Statement.)~~

We ~~commit~~ aspire to ~~ensuring~~ ensure cultural equity in all arts policies and practices, including equity for both artists and audiences. West Hollywood has a long history of supporting art that uplifts diverse artists and audiences. 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 and audiences 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 ~~decisions on funding, decision-making, leadership, staffing, resource allocation,~~ policies, partnerships, and programs.

The City of West Hollywood's official definitions of diversity, equity, and inclusion (adopted under Admin Reg 118 on July 21, 2021) are:

- DIVERSITY: The presence and acknowledgement of differences within a group of people in a given setting that may include race, physical appearance, skin color, hair style, age, gender, gender identity and expression, sexual orientation, disability, mental and physical health status, ethnicity, immigration status, national origin, language, religious identity, parental status, marital status, geography, social class, housing status, or educational status.
- EQUITY: The act of developing and advancing fair and just outcomes in systems, procedures, practices, policies, and distribution of resources to minimize harm and create equitable opportunity and advancement for all people. Equity is distinct from equality, which refers to everyone receiving the same treatment without accounting for differing needs or circumstances. Equity is viewed from three perspectives: individual, institutional, and structural. Equitable outcomes focus on identifying, understanding, and eliminating the root

harm, biases, disadvantages, and barriers that prevent the full participation of historically and currently oppressed individuals and groups.

- INCLUSION: The act of creating environments in which any individual, group, or community can fully participate in the decision-making processes and be welcomed, respected, supported, and valued. Inclusion is not a natural consequence of diversity. An inclusive climate embraces differences and offers respect and prospects for growth in words, actions, and preparations to meet all people where they are. It is created through progressive and consistent actions to expand, include, and share.

**The Arts Division and Arts and Cultural Affairs Commission understand that implementing art and funding programs can raise complicated legal issues and consultation with the City Attorney's office may be necessary before making final decisions based on this statement.

The Arts and Cultural Affairs Commission may refer to the Performing Arts and Cultural Affairs Subcommittee Agenda to discuss **item 3.B.**

The **Performing Arts and Cultural Affairs Subcommittee Agenda** is available for viewing and download at this URL:

<https://bit.ly/3cAc8Hz>

ARTS AND CULTURAL AFFAIRS COMMISSION
UNFINISHED BUSINESS

SEPTEMBER 22, 2022

SUBJECT: **2023 WEHO PRIDE LGBTQ ARTS FESTIVAL CURATOR /
PRODUCER RFQ**

INITIATED BY: **ARTS DIVISION**
(Rebecca Ehemann, Arts Manager)
(Michael Che, Arts Coordinator)

STATEMENT ON THE SUBJECT:

The Commission will review the revised draft 2023 WeHo Pride LGBTQ Arts Festival Curator/Producer Request for Qualifications (RFQ) which incorporates edits suggested by the Performing Arts and Cultural Affairs Subcommittee at its September 8, 2022 meeting.

RECOMMENDATION:

Approve the 2023 WeHo Pride LGBTQ Arts Festival Curator/Producer Request for Qualifications (RFQ).

BACKGROUND / ANALYSIS:

The City of West Hollywood's WeHo Pride LGBTQ Arts Festival is an annual LGBTQ Arts Festival which takes place over 40 days from Harvey Milk Day (May 22) to the end of June Pride Month (June 30).

In 2005, City Council authorized a Task Force to evaluate the CSW/LA Pride Parade and Festival; a subsequent report was presented to Council in 2006 with several recommendations, including to *Gradually extend the Pride Event to incorporate a month-long series of arts, film, cultural and social activities that celebrate the creativity and diversity of the West Hollywood/Los Angeles LGBT community.*

In 2008, the City promoted existing LGBTQ-related arts events and exhibits that took place in West Hollywood during the month of June. In 2009, the City began branded June Pride Month as 'One City One Pride.' In 2013, arts staff began to incorporate annual themes as a way of differentiating each year's programming and to serve as an artistic inspiration point for program presenters. The National Endowment for the Arts (NEA)

awarded the City of West Hollywood a grant to present 2016 One City One Pride LGBTQ Arts Festival programming. In 2022, in conjunction with the City's decision to launch its first city initiated WeHo Pride weekend, the One City One Pride LGBTQ Arts Festival was rebranded as the WeHo Pride LGBTQ Arts Festival.

From 2014 to 2022, the main source of programming of the arts festival was through an open grant call. Applications were scored by an independent grant panel according to established criteria. The scores were presented to the Performing Arts and Cultural Affairs Subcommittee for funding recommendations which were then forwarded for approval by the Arts and Cultural Affairs Commission and City Council. The entire process would take months and often the development of grant guidelines had to be initiated prior to the previous year's programming being completed, thus not allowing lessons learned the previous year to be incorporated.

During the years in which programming was solicited via an open grant call, there were occasions when two very similar projects would both be recommended for funding according to the scores given by the independent grant panel, and times when projects speaking to major demographic groups (i.e., women, the transgender community) or artistic disciplines (i.e., dance) were completely absent and thus leaving programmatic gaps that staff had to attempt to remedy outside the grant process.

In 2022, staff recommended shifting the 2023 WeHo Pride LGBTQ Arts Festival away from a grant program and towards an open call for a Curator/Producer-led model. The intention behind this shift is to create a Festival that can be more intentional, unified, and balanced in terms of including more artistic disciplines and programs which speak to various communities within the LGBTQ community. It is hoped that the Curator/Producer led model will lead to more of a 'festival' feeling rather than feeling like a series of independently produced events and programs. This recommendation was approved as part of the City Council's 2022-23 budget cycle.

The attached draft Request for Qualifications (RFQ) is soliciting applications from qualified curators / producers to create a focused, balanced, unified, and inclusive program in late June 2023. An earlier draft RFQ was reviewed by the Performing Arts and Cultural Affairs Subcommittee at its September 8, 2022 meeting, and the attached draft incorporates suggestions made by the Subcommittee.

ATTACHMENT:

Attachment A: Draft 2023 WeHo Pride LGBTQ Arts Festival Curator/Producer RFQ

CITY OF WEST HOLLYWOOD
ARTS DIVISION

REQUEST FOR QUALIFICATIONS (RFQ)

2023 WEHO PRIDE LGBTQ ARTS FESTIVAL
CURATOR / PRODUCER



City of West Hollywood
California 1984

Date Released: September 27, 2022

Deadline to Apply: October 20, 2022

PAGE 27 of 40

*REACH LA presented 'The Ovahnness Archives,'
a history of the house/ballroom scene
as part of the City's LGBTQ Arts Festival in 2014.*

Photo Credit: City of West Hollywood, Tony Coelho

A. PURPOSE AND INVITATION TO SUBMIT QUALIFICATIONS

The City of West Hollywood's Arts Division is seeking a qualified curator/producer or team to curate, produce, present, and promote the 2023 WeHo Pride LGBTQ Arts Festival, a presentation of LGBTQ arts and artists. The LGBTQ Arts Festival takes place annually from May 22-June 30.

The selected curator/producer will:

- Assist in the promotion of the 40-day WeHo Pride LGBTQ Arts Festival.
- Curate and produce a cohesive slate of programming during the last week (June 23-30) or the 4th weekend of June (June 23-25). This slate of programming may be as short as a single day or an entire week.
- Present a hybrid of programs, primarily in-person with some content or video that is accessible online.
- Staff a booth at the WeHo Pride Weekend to promote the LGBTQ Arts Festival activities.
- Deliver a final report with a final list of projects presented including photos of highlighted artworks, audience numbers for the festival (with breakdowns for each event/project), selected testimonials from participants/attendees, a list press mentions/clippings, and a summary of promotional efforts.

About the WeHo Pride LGBTQ Arts Festival

The WeHo Pride LGBTQ Arts Festival is the City of West Hollywood's award-winning annual LGBTQ Arts Festival that takes place over 40 days from Harvey Milk Day (May 22) to the end of June Pride Month (June 30). Founded in 2008, the LGBTQ Arts Festival was formerly known as the One City One Pride LGBTQ Arts Festival. In 2022, in conjunction with the City's decision to launch its first city initiated WeHo Pride weekend, Street Fair, and Parade, the One City One Pride LGBTQ Arts Festival was rebranded as the WeHo Pride LGBTQ Arts Festival.

The WeHo Pride LGBTQ Arts Festival overlaps the WeHo Pride Weekend, Street Fair and Parade. The producer for the WeHo Pride Weekend, Street Fair and Parade is selected through its own process separate from this request for qualifications.

It is anticipated that the 2023 WeHo Pride Weekend will take place on June 2-4. The WeHo Pride LGBTQ Arts Festival Curator/Producer should not plan Arts Festival programming to overlap with the Weekend's events (June 2-4) nor the days of the LA Pride Parade (estimated dates June 10-11). The selected Curator/Producer will be invited to work with Arts Division to staff a booth at the WeHo Pride Weekend to promote LGBTQ Arts Festival activities taking place later in June.

A **history of the City's LGBTQ Arts Festival** can be found in **Section J** including links to past years' programming. Artworks included in previous LGBTQ Arts Festivals have included performance art, film screenings, literary readings/projects, dance, theatre, music, virtual/online art exhibitions, in-person art exhibitions, and temporary art installations.

2023 Theme: TBD. The 2023 WeHo Pride theme has not yet been selected at the time of the release of this RFQ. It is expected that the selected Curator/Producer will participate in the selection of the 2023 theme, if feasible.

B. 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.

We aspire to ensure cultural equity in all arts policies and practices, including equity for both artists and audiences. West Hollywood has a long history of supporting art that uplifts diverse artists and audiences. 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.
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- 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 policies, partnerships, and programs.

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EQUITY: The act of developing and advancing fair and just outcomes in systems, procedures, practices, policies, and distribution of resources to minimize harm and create equitable opportunity and advancement for all people. Equity is distinct from equality, which refers to everyone receiving the same treatment without accounting for differing needs or circumstances. Equity is viewed from three perspectives: individual, institutional, and structural. Equitable outcomes focus on identifying, understanding, and eliminating the root harm, biases, disadvantages, and barriers that prevent the full participation of historically and currently oppressed individuals and groups.

INCLUSION: The act of creating environments in which any individual, group, or community can fully participate in the decision-making processes and be welcomed, respected, supported, and valued. Inclusion is not a natural consequence of diversity. An inclusive climate embraces differences and offers respect and prospects for growth in words, actions, and preparations to meet all people where they are. It is created through progressive and consistent actions to expand, include, and share.

**The Arts Division and Arts and Cultural Affairs Commission understand that implementing art and funding programs can raise complicated legal issues and consultation with the City Attorney's office may be necessary before making final decisions based on this statement.

C. ELIGIBILITY

This is an open call to curators, arts producers, or teams located in the Los Angeles region (LA County/Orange County/Riverside County/Ventura County). Applicants who have extensive connections in the local LGBTQ arts community and represent diverse populations are highly encouraged to apply. Applicants with demonstrated abilities in curating, planning, implementing, and managing dynamic arts events, festivals and exhibitions will be considered. The qualified candidate will have strong organizational skills, excellent written communication skills, strong connections to LGBTQ artists and LGBTQ communities, and experience producing arts events, festivals, and exhibitions of similar scope.

D. ANTICIPATED BUDGET

The City has identified an amount of up to \$65,000 for contracting with the selected applicant. City can provide the selected applicant with supplemental advertising on its social media channels and newsletters, photography of events/exhibitions/performances, use of a portable outdoor stage (maximum size 16' X 20' X 2'), and use of city facilities at no additional cost.

Anticipated costs to be borne by the selected applicant are expected to include, but are not limited to: a curator/producer fee, participating artist fees, preparation of artworks for exhibition, transportation of art elements (if necessary), installation and deinstallation of artworks, insurance, permits (if necessary), advertising, graphic design services, equipment rentals, audio visual tech services and rentals, and stage production costs.

E. DEADLINE

Applications must be submitted by **5:00 PM PT on Thursday, October 20, 2022.**

F. SCHEDULE

The schedule represents 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.

September 27, 2022	Request for Qualifications (RFQ) released
October 20, 2022	Deadline for Applications
November 3, 2022	Finalists selected by Performing Arts and Cultural Affairs Subcommittee
November 4, 2022	Notifications to finalists and conversation with Staff regarding scope
January 12, 2023	Finalists presentations to Performing Arts and Cultural Affairs Subcommittee. Subcommittee will make a recommendation to the Arts and Cultural Affairs Commission
January 26, 2023	Ratification of recommendation by Arts and Cultural Affairs Commission
January 27, 2023	Notifications to applicants and contract negotiation
May 22 – June 30, 2023	WeHo Pride LGBTQ Arts Festival

G. SCOPE OF WORK

The 2023 WeHo Pride LGBTQ Arts Festival should build on the successes of previous years' events and programs. Proposed exhibitions/programs/events will be discussed with the City prior to contracting. The selected applicant for the 2023 WeHo Pride LGBTQ Arts Festival will:

- **Curate, Produce, and Coordinate** logistics for the 2023 WeHo Pride LGBTQ Arts Festival.
- **Cost:** Programs are expected to be free for the public to attend.
- **Manage and pay artists:** contract with all artists/performers that are selected to participate in the curator/producer led programs for the 2023 WeHo Pride LGBTQ Arts Festival by May 10, 2023; provide copies of the contracts and photo

releases to the City; and require participants to promote the event on their social media and websites.

- a. Artist outreach and Community engagement:** The LGBTQ Arts Festival has a long history of open calls and community participation. Selected applicant will provide opportunities that can be available for the public to apply to participate in the WeHo Pride LGBTQ Arts Festival. This could include an open call for visual and/or performance artists. Artists must not be charged to apply to a call nor to participate, and if invited to perform or create work, artists should be compensated appropriately.
 - b.** Artists and/or participants in the 2023 WeHo Pride LGBTQ Arts Festival should **include representation from at least the following LGBTQ communities:** Asian and Pacific Islander, Ballroom/House, Bisexual, Black, Disabled, Drag, Gay Men, Latinx/o/a, Lesbian, Middle Eastern, Native American/Indigenous, People with HIV/AIDS, Senior, Sober, Transgender/GNC/Non-binary/Gender-fluid/Intersex, West Hollywood artists, Youth.
- Promotion of the events:** Beyond the City's own promotional efforts the selected applicant shall promote the events and design social media graphics/posters as needed for promoting the events to meet City specifications. Promotional materials are subject to City approval and must be submitted by April 5, 2023. The selected applicant shall draft social media posts text with artist's handles and submit those to the City at least 6 weeks prior to any event. These drafts will be used to schedule social media posts through the City's Arts Division social media channels.

 - a.** The selected applicant shall assist in the promotion of the entire 40-day LGBTQ Arts Festival.
 - b.** Events that are produced by other stakeholders and approved by the City, will be listed as part of the 2023 WeHo Pride LGBTQ Arts Festival, but are not expected to be produced by the selected applicant
 - c.** The selected applicant will promote the Dear Harvey event, produced by the City, on May 22 (Harvey Milk Day). If the selected applicant wishes to help produce this event, please indicate your interest in your application. This event also marks the kick-off of the 40-day festival.
- Schedule of Events:** a schedule of events must be submitted to the Arts Division by April 20, 2023. Smaller details may be refined later, but major artists that are confirmed and other big details should be finalized by April 20, 2023 to a degree that they can be released via press releases and the website with reasonable expectations that they won't change.

 - a. Dear Harvey on May 22 (Harvey Milk Day).** The WeHo Pride LGBTQ Arts Festival begins with a kick-off event themed around Harvey Milk Day. As noted above, if the selected applicant wishes to help produce this event, please indicate your interest in your application.

- b. Dates to avoid:** The Curator/producer should not plan any programming to take place on the WeHo Pride weekend (June 2-4) nor the days of the LA Pride Parade (which is expected to take place on June 10-11).
- **Special Event Permits** may be required for art installations, performances, or events. City will notify the selected applicant and provide direction on how to submit the application and procure approvals from other departments, as necessary. The requirement of a Special Event Permit is determined by the scale and complexity of an art installation, performance or event (example: the activation requires an engineer to design a foundation attachment or large tents or other elements need an engineering sign-off for the permit). More information on Special Event Permits can be found at: <https://www.weho.org/city-government/city-departments/community-safety/neighborhood-and-business-safety/business-licensing-and-permits/special-event-permits>
- **Procure Equipment Rentals** for programming if needed, such as tents, tables, chairs, and stages, if the needs of the selected applicant's programs are beyond the City's typical ability to use the city-owned portable stage, tables and chairs in its facilities and outdoor spaces.
- **Final Report:** Due August 15, 2023. The selected applicant will submit a final report to the City including: a final list of projects presented including photos of highlighted artworks, audience numbers for the festival (with breakdowns for each event), selected testimonials from participants/attendees, a list press mentions/clippings, and a summary of promotional efforts.
- **Commit to communication:** The City will schedule regular meetings with the Curator/producer before, during and after the WeHo Pride LGBTQ Arts Festival to ensure ease of communication and allow for debrief after the event(s).

H. APPLICATION REQUIREMENTS

Applications must be submitted online: [INSERT LINK](#)

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

1. **Introduction and Summary** (1-page maximum)

This section should summarize key qualifications and include the primary contact person's name, address for the principal place of business, and the primary contact's email and telephone number.

2. **Project Understanding and Curatorial Statement** (4-page maximum)

- a. Describe your experience presenting, producing, and curating LGBTQ arts programs, festivals, and/or exhibits.
- b. Describe your curatorial approach to projects and how you would apply that approach for the 2023 WeHo Pride LGBTQ Arts Festival.

- c. Describe your history of engagement with the artist community to curate LGBTQ arts programs, festivals, and/or exhibits. How do you make final artist selections? Do you partner with any organizations to reach out to specific diverse communities?
3. **Curator/Producer Identification** (2-page maximum per team member)
Provide the name(s) of the curator/producer(s) that will be involved, their expected roles, and their resume/cv(s).
4. **Marketing:** Describe how you usually market your LGBTQ arts programs, festivals, and/or exhibits. Include engagement data, number of social media followers, number of subscribers on your mailing list, etc. Describe any existing partnerships or relationships you have for marketing and outreach.
5. **Supporting Documentation:** Include a list of links to any supporting documentation of previous events you have produced (i.e. links to videos, press documentation, marketing flyers/social media posts, etc.).

I. SELECTION PROCESS

All submittals will be evaluated on the completeness and quality of the content.

City of West Hollywood Arts Division staff will convene to review submissions through this request for qualifications. Staff will generate a short list of applicants to present to the Performing Arts and Cultural Affairs Subcommittee of the Arts and Cultural Affairs Commission for final consideration. **Selected finalists will be expected to present in person to the Performing Arts and Cultural Affairs Subcommittee of the Arts and Cultural Affairs Commission on January 12, 2023 as part of the selection process.** The Subcommittee will consider experience, approach, project team member qualifications, attention to detail, and completeness in the proposal submission. The Subcommittee will make a recommendation to the Arts and Cultural Affairs Commission for approval.

The City may use the following criteria in its evaluation and comparison of submittals:

- **Curatorial Statement** – ability to articulate a curatorial point of view in a clear and understandable statement.
- **Aesthetics** – Applications will be evaluated on the artistic merit, potential visual enjoyment, innovation/risk in concept and technical approach, and prospective social interaction of applicants previous LGBTQ arts programs, festivals and/or exhibits.
- **Experience** – Proven professional qualifications of the applicant (or team) and experience as demonstrated through previous work. Experience working with municipalities and/or public agencies is desirable but not required. To the extent applicable, the applicant's past work, and if it demonstrates the level of craftsmanship/professionalism needed to realize the project.
- **Ability to accommodate a variety of artistic disciplines:** Applications should demonstrate how the applicant can accommodate a variety of artistic disciplines, including both visual and performative art

- **Artist outreach/Community mindedness:** Applicants ability to identify opportunities for community engagement to ensure a diverse, equitable and inclusive project.

J. ABOUT THE CITY OF WEST HOLLYWOOD + HISTORY OF THE LGBTQ ARTS FESTIVAL

The City of West Hollywood 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 35,000 residents and over 3,500 businesses. The weekend population swells from nearby communities who 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's Arts Division delivers a broad array of arts programs including Art on the Outside (temporary public art), Arts Grants for Nonprofit Arts Organizations and Individual Artists, Free Theatre in the Parks, Library Exhibits and Programming, Little Free Libraries, Summer Sounds / Winter Sounds, Urban Art Program (permanent public art), WeHo Pride LGBTQ Arts Festival, and WeHo Reads. www.weho.org/arts (@wehoarts)

HISTORY OF THE WEHO PRIDE LGBTQ ARTS FESTIVAL

The City of West Hollywood's LGBTQ Arts Festival grew out of a 2005/2006 City Council initiated Task Force, which was tasked to evaluate the Christopher Street West produced LA Pride Parade and Festival that took place in West Hollywood at the time. A report was presented to Council in 2006 with several recommendations, including to 'Gradually extend the Pride Event to incorporate a month-long series of arts, film, cultural and social activities that celebrate the creativity and diversity of the West Hollywood/Los Angeles LGBT community.'

As a result, in 2008, the City undertook the challenge with a month-long celebration by promoting existing LGBT-related arts events and exhibits taking place in West Hollywood.

In 2009, the City branded Pride Month as One City One Pride.

In 2012, Council provided \$25,000 of general fund dollars to support One City One Pride activities, which had previously been unbudgeted.

Beginning in 2013, the City introduced annual themes as a way of differentiating each year's programming and to serve as an artistic inspiration point for program presenters.

In 2014, the Arts Division began administering the bulk of funding through an arts grant application.

In 2016, the National Endowment for the Arts (NEA) awarded the City of West Hollywood a grant to present its One City One Pride programming.

In 2019, the City was recognized with an All-America City Award from the National Civic League. One City One Pride was identified as evidence of West Hollywood's commitment to civic engagement. Also, in 2019, the City received the top award on behalf of One City One Pride from 3CMA (City-County Communications and Marketing Association) in the category of Graphic Design and Other Marketing Tools for the annual One City One Pride poster design competition.

In 2020 and 2021, One City One Pride pivoted to a virtual format due to COVID-19 guidelines.

In 2022, the City, for the first time ever, produced its own WeHo Pride Weekend, Street Fair, and Parade, and in conjunction with this the city rebranded the One City One Pride LGBTQ Arts Festival as the WeHo Pride LGBTQ Arts Festival. In 2022, the festival was presented approximately 50% in-person and 50% virtually.

For 2023, a decision was made to pivot the Arts Festival to a Curator/producer led process with an intent to ensure a more holistic and unified approach to the curation, programming, and marketing of the Festival. Specifically, the City is committed to presenting a balanced, diverse, equitable, and inclusive LGBTQ Arts Festival.

History of the themes LGBTQ Arts Festival:

- 2013: The Sacred and the Profane
- 2014: "I Do," celebrating a year of marriage equality
- 2015: WeHo@30, Life@30
- 2016: Into The Streets
- 2017: Go West
- 2018: I Remember
- 2019: Love is Love
- 2020 + 2021: For The Record
- 2022: With Liberty, Diversity, Inclusion and Progress For All
- 2023: *The theme for the 2023 WeHo Pride LGBTQ Arts Festival has not yet been determined. It is hoped that the selected curator/producer will participate in the process of selection of the theme if timing permits.*

History of the LGBTQ Arts Festival's programming:

- 2016 One City One Pride LGBTQ Arts Festival Booklet:
https://issuu.com/wehoprider/docs/final_2016_one_city_one_pride_rgb_f
- 2017 One City One Pride LGBTQ Arts Festival Booklet:
https://issuu.com/wehoprider/docs/pride_2017_outline

- 2018 One City One Pride LGBTQ Arts Festival Booklet: https://issuu.com/wehopride/docs/ocop_book_2018_web
- 2019 One City One Pride LGBTQ Arts Festival Booklet: https://issuu.com/wehopride/docs/2019_one_city_one_pride_booklet/s/101725
- 2020 One City One Pride schedule: <https://pride.weho.org/2020>
- 2021 One City One Pride schedule: <https://pride.weho.org/2021>
- 2022 WeHo Pride LGBTQ Arts Festival schedule: <https://pride.weho.org>

K. INSURANCE AND CONTRACT REQUIREMENTS

During the term of the contract with the City the applicant shall procure and maintain insurance of the types and to the limits and confirming to requirements as specified in the City's standard contract template for contractors, ATTACHMENT A. No work shall begin until evidence of insurance is submitted to the city's satisfaction and an agreement is executed. The selected applicant, and subcontractors to the applicant, is expected to adhere to all obligations and provide the required insurance documents listed in this standard contract template. The contract will be modified when the contract is awarded to align with the agreed upon scope or work.

Any requests for deviation or modification of the contract language should be clearly identified in writing prior to the Finalists presentation on January 12, 2023. Requests that are not submitted by January 11, 2023 cannot be considered at a later date. Please note that the selected applicant is required to maintain liability insurance for the contract period and meet the minimum requirements established by the City.

The City can award the successful applicant a 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.

L. QUESTIONS

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

M. ACCEPTANCE OR REJECTION OF APPLICATIONS

The City of West Hollywood reserves the right to reject any and all applications when such rejection is in the best interest of the City. The City of West Hollywood reserves the right to cancel or postpone this Request for Qualifications at any time.

At the sole judgment of the City, proposals are subject to disqualifications on the basis of a conflict of interest. Identify any person associated with the firm that has a potential conflict of interest. The City may not contract with a proposer if the proposer, or an employee, officer or director of the proposer's firm, or any immediate family member of the preceding, has served as an elected official, employee, board member or commissioner who influences decision making.

N. ATTACHMENT

ATTACHMENT A: Copy of Contract Template

A copy of the City's contract template is attached as ATTACHMENT A. The selected vendor is expected to adhere to all obligations and provide the required insurance documents listed in the contract. Exhibit A in the contract will be modified when the contract is awarded to align with the proposal from the selected vendor.



City of West Hollywood
Economic Development Department
Arts Division
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DRAFT

The Arts and Cultural Affairs Commission may refer to the Art on the Outside Subcommittee Agenda to discuss item 3.C.

The **Art on the Outside Subcommittee Agenda** is available for viewing and download at this URL:

<https://bit.ly/3UeZxKQ>

ARTS AND CULTURAL AFFAIRS COMMISSION
CONSENT CALENDAR

AUGUST 25, 2022

SUBJECT: **FISCAL YEAR 2023 ARTS AND CULTURAL AFFAIRS
COMMISSION SUBCOMMITTEE'S STRUCTURES AND
APPOINTMENT TO THE LIBRARY CULTURAL PROGRAMMING
COMMITTEE**

INITIATED BY: (Dan Faltz, Chair, Arts and Cultural Affairs Commission)

STATEMENT ON THE SUBJECT:

The Commission will review and consider approval of its Subcommittee's structures (*Performing Arts and Cultural Affairs Subcommittee, Urban Art Subcommittee, and the Art on the Outside Subcommittee*) for FY 2023 as proposed by the Chair and consider appointing a commissioner to sit on the Library Cultural Programming Committee.

RECOMMENDATIONS:

Approve the Subcommittee structure for FY 2023 for the Performing Arts and Cultural Affairs Subcommittee, the Urban Art Subcommittee and the Art on the Outside Subcommittee, and Library Cultural Programming Committee as proposed by the Chair.

BACKGROUND / ANALYSIS:

Following the annual election of Chair and Vice Chair of the Arts and Cultural Affairs Commission (generally during the July Commission meeting), the Chair shall appoint members of the Commission to serve on the three subcommittees of the Commission.

For FY 2022, Commission Chair Dan Faltz is recommending the following appointments for members for each subcommittee:

Performing Arts and Cultural Affairs Subcommittee	Urban Art Subcommittee	Art on the Outside Subcommittee
Mito Aviles, Chair	Todd Williamson, Chair	Cat Lee, Chair
Lindsey Deaton	Martin Gantman	Lindsey Deaton
Dan Faltz	Dawn Moreno-Freedman	Martin Gantman

Furthermore, Commission Chair Dan Faltz recommends appointing Commissioner Dan Faltz and Commissioner Moreno-Freedman to the Library Cultural Programming Committee.