

# REQUEST FOR QUALIFICATIONS FROM CALIFORNIA ARTISTS

## CITY OF WEST HOLLYWOOD ARTS DIVISION

### WINTER / HOLIDAYS ARTWORK 2023



Date Released: February 1, 2023  
**Deadline to Apply: March 20, 2023**

[weho.org/arts](http://weho.org/arts)

@WeHoArts @WeHoCity

*Image: 2022 City of West Hollywood holiday artwork  
by Sophie Morro  
(photograph by Jon Viscott, courtesy of the  
City of West Hollywood)*



GOLD METROPOLITAN MEDIA (800)755-9GMM

## PROJECT DESCRIPTION

The City of West Hollywood is seeking a visual artist to provide artwork for the City of West Hollywood's annual winter / end of year holidays street pole banner display. The artwork will be used on the City's annual end of year Winter / Holiday social media promotions and printed street pole banners. Artists are invited to submit existing work samples to demonstrate their style and technique.

## ELIGIBILITY

The Request for Qualifications is open to artists who live in California. Artists who live in West Hollywood and artists of color, women, artists with disabilities, and LGBTQIA+ artists are highly encouraged to apply. Artists who apply will remain eligible to be selected as semi-finalists for 3 calendar years without needing to reapply.

## SELECTION PROCESS AND DELIVERABLES

The City of West Hollywood's Performing Arts and Cultural Affairs Subcommittee will convene to review submissions through this request for qualifications to select up to four (4) artist semi-finalists based on portfolios of existing work samples. Semi-finalists will be paid a stipend of \$350 each to create a concept artwork proposal. Semi-finalist concept artworks will be reviewed by a committee of City of West Hollywood Arts Division and Communications Department Staff. One artist will be awarded a contract of an additional \$350 (total of \$700) to create the final artworks incorporating input from the City. The final artworks will be presented in a variety of ways, including:

- A street pole banner sized artwork 35 x 72 inches (live area 34 x 64.5)
- A digital bus shelter sized image 1920px h x 1080px w
- Social media posts sized for Instagram 1080px x 1080px

The final artwork should not contain any imagery that is specific to a single religion. The artwork should be either multidenominational or secular/winter-themed. The artwork should also not include any explicit language or imagery as it may be displayed in shared public spaces. The City would like the banner to include imagery that is specific to the City of West Hollywood. The 4 finalists will be provided with information on the exact boundaries of the City, and of well-known landmarks within the City.

The final artwork must include: "Happy Holidays from the City of West Hollywood", the [City logo](#), and @WeHoArts and @WeHoCity social media handles. Please keep in mind that since this artwork will be used for Street Pole banners, all the words should be visible/legible at a distance. Your artist social media handle cannot be used on the artwork itself, but you may sign the artwork so people know who created it (we will also tag you in social media posts).

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

## TO APPLY

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

## SCHEDULE

The following dates represent the schedule that will be followed. The City reserves the right, at its sole discretion, to adjust this schedule, as it deems necessary. Complete applications must be submitted online by **March 20, 2023 at 4pm, P.T.**

February 1, 2023	RFQ released
<b>March 20, 2023</b>	<b>Deadline to Apply. RFQ closes</b>
April 13, 2023	Review of submissions. 4 Semi-finalists are selected and notified
August 9, 2023	Semi-finalists draft artwork proposals due
September 6, 2023	Final artworks are reviewed and Finalist is selected

## CULTURAL EQUITY STATEMENT

The City of West Hollywood's Arts Division and Arts and Cultural Affairs Commission believe that all people in the City of West Hollywood have the right to celebrate and engage in meaningful and relevant arts and cultural experiences. Each member of the community should have access to the arts which reflect and nurture individual identities, affirm personal value, and foster belonging in the community. Arts and culture are foundational to quality of life and vibrant and resilient communities. Arts and culture have the power to enhance inclusion, engagement, and diversity, and contribute to positive outcomes across civic life. The right to participate freely in the cultural life of the community is recognized as a basic human right.

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.

## CITY OF WEST HOLLYWOOD

The City of West Hollywood, known as the "Creative City," was incorporated in 1984. It is 1.9 square miles in area and is bounded by Beverly Hills to the west, Hollywood to the east, and Los Angeles to the north and south. West Hollywood serves many diverse communities and cultural traditions. Its audiences include older immigrants from repressive political environments, children, families, singles and a large LGBTQ population.

The City is home to approximately 37,000 residents and over 3,500 businesses. Approximately 40% of the City's residents identify as LGBTQ, 10% are Russian-speaking immigrants, and close to 20% are senior citizens.

The City of West Hollywood delivers a broad array of arts programs including: Art on the Outside (temporary public art), Summer Sounds, Winter Sounds, WeHo Reads, Free Theatre in the Parks, Arts Grants for Nonprofit Arts Organizations, Library Exhibits and Programming, WeHo Pride LGBTQ Arts Festival (formerly called the One City One Pride LGBTQ Arts Festival), and Urban Art Program (permanent public art). [@wehoarts](http://www.weho.org/arts)

## QUESTIONS

For all questions related to this RFQ contact Mike Che, Arts Coordinator, [mche@weho.org](mailto:mche@weho.org) or 323-848-6377

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



Image: 2021 City of West Hollywood holiday artwork by Mosa Tanksley  
(photograph by Jon Viscott, courtesy of the  
City of West Hollywood)