



CITY OF WEST HOLLYWOOD  
ARTS DIVISION

REQUEST FOR PROPOSALS  
**FREE THEATRE IN THE PARKS**

Date released: March 9, 2023 **(Revised 3/13/23)**

Deadline to Apply: May 1, 2023 (5:00PM, PT)

The City of West Hollywood, through its Arts Division, is seeking proposals from arts organizations to present Free Theatre in the Parks in September 2023 at Kings Road Park (1000 Kings Road, West Hollywood, CA 90069).

Typical performances are intermission-less, will take place in the late afternoon or early evening, and will feature family friendly (PG-13 max) material. The City may also consider longer works requiring an intermission. Applicants should anticipate that the proposed performance will be presented a minimum of six (6) times. The performance must be original material and/or the presenter must secure licensing. The performances must be presented at no cost to the viewer, although donations may be accepted.

Performances are presented with no lighting, sound equipment or special staging area in the park. Minimal stage settings, props and costumes are encouraged. The City cannot provide overnight storage of costumes, lighting, or other production equipment in the Park. The City can provide a green room for day-of use by the performers, two on-location rehearsals, and one on-location tech rehearsal.

The City views this as a partnership with the producing arts organization. It is expected that the selected organization will play a significant role in marketing and publicizing the performances through their appropriate networks. The arts organization will be responsible for the design of marketing materials, review and approval from the City, and distribution of all collateral and promotional materials. The City will promote the program through a press release and social media.

The selected applicant is expected to maintain the insurance requirements listed in the agreement, attached as ATTACHMENT A.

It is anticipated that the season will take place in-person, outdoors, at a city park. If in-person events are not possible we may move all performances to an online (virtual) format. The City of West Hollywood follows recommendations from the Los Angeles County Department of Public

Health (Public Health), California Department of Public Health (CDPH), and the Centers for Disease Control and Prevention (CDC).

**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>

**ELIGIBILITY:** Qualified arts organizations will have at least 3 years of professional experience and a demonstrated ability to facilitate a theatre performance. Applicants who live in West Hollywood and are performers of color, women, performers with disabilities, and LGBTQIA+ performers are encouraged to apply. The City of West Hollywood elected and appointed officials, its employees, and their immediate family members are not eligible to apply.

**SELECTION CRITERIA:** The City may use the following criteria in its evaluation and comparison of proposals submitted:

- **Artist Qualifications and Experience** including – the education, training, experience, body of work, and recognition of the artist, and the consistency of the artist's qualifications with the stated goals of the project. To the extent applicable, the artist's previous proven successful experience in creating, producing, or otherwise implementing projects like the one proposed.

- **Aesthetics** – Projects will be evaluated on the design quality, potential visual enjoyment, innovation/risk in concept and technical approach, and prospective social interaction.
- **Diversity** – The Commission is committed to providing opportunities to artists who have not yet exhibited with the City. All ranges of artistic styles, and diversity of artists (gender, race and culture) are encouraged to assure a balanced and interesting program.
- **Proposed Budget** – Proven successful experience working within a given budget. The requested budget should be approximately \$750-\$1,500 per performance based upon cast size and/or other artist-related costs. The applicant organization applying may wish to seek out additional resources to use toward the production.

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

The Performing Arts and Cultural Affairs Subcommittee of the City of West Hollywood's Arts and Cultural Affairs Commission will convene in May 2023 to review submissions through this request for proposals taking the review criteria into consideration. Check the City's calendar for the most current information. The City will issue a contract for services to the selected presenter with a defined scope of work.

The City may require additional information and proposers agree to furnish such information. The City reserves the right, at its sole discretion, to award the contract to proposers who will best serve the interest of the city. The City reserves the right to recommend changes to any proposed project in an effort to maintain the highest quality and integrity.

**TO APPLY:** The online application can be accessed through the city's website: or directly here:

**DEADLINE TO APPLY:** All proposals must be received by 5:00PM (PT) on Monday, May 1, 2023.

**QUESTIONS:** For all questions related to this RFP contact Joy Tribble, Arts Specialist, [jtribble@weho.org](mailto:jtribble@weho.org), 323-848-6360.

**ATTACHMENT:** Copy of a Standard Contract Template. A copy of the City's standard contract template for Free Theatre in the Park is attached as

ATTACHMENT A. The selected applicant is expected to adhere to all obligations and provide the required insurance documents listed in this standard contract template. Exhibit A will be modified when the contract is awarded to align with the proposal from the selected vendor.