

**CITY OF WEST HOLLYWOOD**

**DRAG  
LAUREATE  
QUEENS & KINGS**

**APPLICATION DEADLINE**

**APRIL 26, 2023**

**5 PM PT**



City of West Hollywood  
California 1984

**Arts Division**

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

**@wehocity @wehoarts**

## **A. INTRODUCTION AND PROGRAM OVERVIEW**

The City of West Hollywood, through its Arts Division, requests applications from professional drag persona/performers to serve as the City of West Hollywood's first Drag Laureate. The City of West Hollywood's Drag Laureate serves as an ambassador of West Hollywood's vibrant drag culture and arts, using the position as a platform to both promote drag culture and arts in West Hollywood, and promote West Hollywood through the artform of drag performance.

At the October 19, 2020 City Council meeting, the Council directed staff to develop a Drag Laureate Program. In September 2022, the application for the Drag Laureate program was release and due to feedback from the community, the application was halted until changes were made. On March 6, 2023, City Council approved the revised program and application for the West Hollywood Drag Laureate.

The West Hollywood Drag Laureate will be expected to:

- Enhance the presence and appreciation of drag culture and arts in West Hollywood.
- Promote partnerships with West Hollywood businesses and community organizations.
- Celebrate the spirit and special qualities of the City of West Hollywood and its residents.
- Inspire an emerging generation of drag artists by celebrating and promoting drag history.
- Serve as an ambassador for the City of West Hollywood.
- Participate in the selection of the next West Hollywood Drag Laureate at the end of the two-year term.

The City of West Hollywood's Drag Laureate works with the City to carry out the West Hollywood Drag Laureate duties. Specific duties for each year include:

- Serve as an ambassador for the City of West Hollywood and attend approximately fifteen (15) events throughout the year, approved by the City, with an emphasis on several events during Pride month. Events may include City events (such as WeHo Pride and West Hollywood Day), events supporting the local business community (such as grand opening ribbon cuttings), and others as assigned. Attendance at events will be scheduled in close coordination with the Drag Laureate.
- Organize one (1) yearly event to celebrate drag history, promote West Hollywood drag culture, and invite the West Hollywood community to attend.
- Attend a Media Training with the City's Communication Department at the beginning of the term.

- Attend monthly meetings with City Staff, virtual or in-person, to coordinate appearances.
- Liaison with the San Francisco Drag Laureate, to share best practices and ideas to enhance the West Hollywood Drag Laureate program.

The West Hollywood Drag Laureate will serve for a term of two (2) years from July 16, 2023 – July 15, 2025, beginning July 16<sup>th</sup>, International Drag Day.

#### Professional Development (Artist Bootcamp)

The Drag Laureate will participate in the City's Artist Bootcamp, a series of six interactive professional development workshops designed to assist the artist in developing individualized plans for success. Workshop topics may include Presenting Yourself & Setting Goals; Promoting Yourself & Your Work; Financial Literacy; Funding your Art Business; and Planning, Plain and Simple; as well as one-on-one consulting with art professionals. Artist Bootcamp workshops, a result of the *WeHo Arts: The Plan*, a community-based cultural plan, provide support for artists and cultural producers that need systems to support their professional development.

## **B. ELIGIBILITY**

This is an open call to professional drag persona/performers in the LA County region. BIPOC, women, LGBTQ+, and West Hollywood-based applicants are especially encouraged to apply. A successful applicant will be able to demonstrate and meet the following requirements:

- Be a full-time resident in the County of Los Angeles.
- Be at least twenty-one (21) years of age by the application deadline.
- Have a fundamental knowledge of Drag History.
- Show enthusiasm and love for the City of West Hollywood and demonstrate the ability to serve as an ambassador.
- Excellent public speaking skills.
- Experience in performing at a wide variety of venues and audiences.
- A significant connection to the City of West Hollywood.
- Ability to work collaboratively with a wide range of people from various backgrounds.
- Experience in organizing, producing, and managing events/projects from start to finish.
- Experience in using the platform as a Drag Persona/Performer to promote community service, philanthropy, or activism.

Only drag artists with a significant connection to the City of West Hollywood will be considered. Such connections may be that the artist lives in the City, works in the City, has volunteered on a regular basis for community programs that deliver services in the City, and/or has organized or participated in events that were co-sponsored by and/or took place in the City of West Hollywood. Please refer to [www.weho.org/streets](http://www.weho.org/streets) to confirm that your residence, work address and/or the activities in which you took part in are in the City of West Hollywood. Current City of West Hollywood appointed officials, elected officials, City employees, and relatives of all of the above, are not eligible to apply for the West Hollywood Drag Laureate position.

**C. HONORARIUM**

The West Hollywood Drag Laureate will receive a \$12,500 honorarium each year, and a \$2,500 stipend for the annual event, totaling \$15,000 per year. The honorarium will be inclusive of any costs incurred by the Drag Laureate related to participating in the events and activities in the scope of work and required insurances. The event stipend will be inclusive of any costs incurred for the annual event including, but not limited to, performer fees, speaker fees, print collateral, insurance, rentals (equipment, av, etc.).

**D. DEADLINE TO APPLY**

Applications must be received by **5:00 PM PT on Wednesday, April 26, 2023.**

**E. SCHEDULE**

The following dates represent the schedule that will be followed. The City reserves the right, at its sole discretion, to adjust the schedule, as it deems necessary. Complete applications must be submitted online by **Wednesday, April 26, at 5:00 PM, PT.**

March 29, 2023	Online application opens
<b>April 26, 2023</b>	<b>Deadline to Apply</b>
May 25, 2023	Arts and Cultural Affairs Commission Review of Applications and selection of Drag Laureate
July 1-15, 2023	Orientation meeting with Arts Division and Media Training with Communications Department
July 16, 2023	Installation of West Hollywood Drag Laureate
June 30, 2025	West Hollywood Drag Laureate term ends

## F. APPLICATION REQUIREMENTS

Interested parties must submit their application online. *Please read all the information listed carefully. Incomplete and/or late applications will not be considered.*

**DRAG LAUREATE ONLINE APPLICATION:** <https://form.jotform.com/230656571762966>

All applications must be clear, succinct, and organized. All applications will be evaluated on the completeness and quality of the content. Only those application that provide complete information, as listed below, will be considered for evaluation.

### 1. Contact Information

Person's legal name, Drag name, address, email, phone number, website (if applicable), social media handle, brief bio, current performance headshot (within 5 years).

### 2. Cover Letter

The applicant should summarize key elements of their previous experience and why they are a good candidate for the opportunity. The letter should be no more than 2 pages.

### 3. Introductory Video

The video should be no more than 3 minutes and submitted as a publicly accessible weblink.

\* Questions to consider addressing in your cover letter and/or introductory video:

- a) Why do you believe you should be selected as the City's first Drag Laureate?
- b) What do you hope to accomplish as the City's first Drag Laureate?
- c) Describe your involvement in the West Hollywood drag community.
- d) How many years have you been doing Drag and how have you been involved or supportive of this community?
- e) Share with us some of your favorite moments, milestones, and/or accomplishments in your career as a Drag performer.
- f) Who in West Hollywood drag history inspires you?
- g) How do you intend to center racial, gender, and queer equity during your time as Drag Laureate?
- h) How have you used your platform as a Drag Persona/Performer to promote community service, philanthropy, or activism?
- i) How do you anticipate promoting and uplifting drag history?

**4. Applicant Resume**

Applicant resume shall state information on previous related experience. Resume limited to 4 pages per applicant.

**5. Visual Portfolio**

Provide a visual portfolio of up to ten (10) images or links to past drag performances. Images in the portfolio can include headshots, photos taken during performances, promotional materials, or the applicant's business website. Links to videos of past drag performances must be publicly accessible and 3-minutes or less. A montage or highlight reel is not acceptable. Include the location, date, and a brief description of each portfolio image/link.

**6. Acknowledgement of the Contract Terms and Conditions**

Applicants will be required to check a box on the application form to acknowledge that they have reviewed the contract requirements. If there are questions or concerns about the contract terms and conditions the applicant should include their questions in their application.

- I understand and affirm that I will be required to execute an honorarium agreement with the City of West Hollywood including submittal of a W-9 form.
- I understand and affirm the position is a two-year term, and I will be required to fulfill specific duties each year as stated in the program overview.
- I certify that the information in this application, including all attachments and supporting materials is true and correct.
- I understand that the City of West Hollywood maintains the right to cancel this program opportunity for any reason prior to offering program contracts.

**G. SELECTION PROCESS**

City of West Hollywood Arts Division staff will convene to review applications for this request for qualifications. All applications will be evaluated on the completeness and quality of the content. Only those applications that provide complete information will be considered for evaluation. Staff will generate a short list of up to 10 applications for final consideration.

Applications will be reviewed by the Arts and Cultural Affairs Commission. In addition, one representative from the LGBTQ+ Commission and one representative from the Transgender Advisory Board will be invited to participate in the review and selection process. The Commission will make a recommendation of one applicant for West Hollywood Drag Laureate to the City Council for final approval.

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

- Significant connection to the City of West Hollywood
- Qualifications and experience
- Quality of Cover Letter or Video
- Performative excellence of the drag performer's work
- Potential impact of the drag performer on West Hollywood
- Broader recognition of the drag artist and the artist's work locally, regionally, and nationally

## **H. 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 City aspires 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 Arts Division and Arts and Cultural Affairs 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 Page 7 of 8 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.

## **I. ABOUT THE CITY OF WEST HOLLYWOOD**

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, postproduction, and related uses) and arts and design (fashion, furniture, and art galleries). Its business community reflects the City's artistic richness and support of individuality, diversity, and creativity.

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

## **J. 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 proposal from the selected finalist.

## **K. QUESTIONS**

For all questions related to the Drag Laureate Program contact Rebecca Ehemann, Arts Manager, [rehemann@weho.org](mailto:rehemann@weho.org), 323-848-6846.

## **L. ACCEPTANCE OR REJECTION OF APPLICATIONS**

The City reserves the right to reject any and all applications when such rejection is in the best interest of the City, or the applications contains irregularities. Minor irregularities of the applications may be waived by the city. The City also reserves the right to cancel this

program at any time and/or to solicit and re-advertise for other applications. The cost of preparing any responses to the application shall be borne by the respondents and shall not be reimbursed by the City.

At the sole judgment of the city, applications are subject to disqualifications on the basis of a conflict of interest. Employees or appointed/elected officials of the City of West Hollywood are not eligible for this opportunity.

## **M. ATTACHMENT**

**ATTACHMENT A: Copy of City of West Hollywood Drag Laureate Agreement.** The selected vendor is expected to adhere to all obligations and provide the required insurance documents listed in the City's contract.

**CITY OF WEST HOLLYWOOD  
DRAG LAUREATE AGREEMENT**

ATTACHMENT A

This CITY POET AGREEMENT ("Agreement") is made on this \_\_\_\_\_ day of \_\_\_\_\_, 2023 at West Hollywood, California, by and between the City of West Hollywood, a municipal corporation, 8300 Santa Monica Boulevard, West Hollywood, California 90069 (hereinafter referred to as the "CITY") and **NAME, Address, City, State** (hereinafter referred to as the "DRAG LAUREATE").

**RECITALS**

- A. The West Hollywood City Council directed staff to develop a Drag Laureate Program on October 19, 2020.
- B. The CITY's objective in establishing the position is to serve as an ambassador for the City of West Hollywood and to enhance the presence and appreciation of drag culture and arts through partnerships with business and community organizations.
- C. In accordance with the Drag Laureate Program Guidelines, **<NAME>** has been selected as the DRAG LAUREATE to serve between July 1, 2023 – June 30, 2025.
- D. This Agreement will set forth the terms and conditions for the DRAG LAUREATE.

**NOW THEREFORE**, in consideration of the foregoing and the terms and conditions hereinafter set forth, the parties agree as follows:

- 1. **APPOINTMENT AS DRAG LAUREATE.** **<NAME OF DRAG PERFORMER>** is hereby designated the CITY's honorary Drag Laureate for the term of this Agreement.
- 2. **SERVICES.** The DRAG LAUREATE shall serve as an ambassador of West Hollywood's vibrant drag culture and arts, using the position to both promote drag culture and arts in West Hollywood, and promote West Hollywood through the artform of drag performance. The DRAG LAUREATE, in their official role as West Hollywood Drag Laureate, shall perform the following services each year:
  - 2.1. Serve as an ambassador for the City of West Hollywood and attend approximately fifteen (15) events throughout the year, approved by the City, with an emphasis on several events during Pride month. Events may include City events (such as WeHo Pride and West Hollywood Day), events supporting the local business community (such as grand opening ribbon cuttings), and others as assigned. Attendance at events will be scheduled in close coordination with the Drag Laureate.
  - 2.2. Organize one yearly event to celebrate drag history, promote West Hollywood drag culture, and invite the West Hollywood community to attend.

- 2.3. Attend a Media Training with the City's Communication Department at the beginning of the term. This training will only take place the first year of the agreement.
- 2.4. Attend the West Hollywood Artist Bootcamp. Participation in the Bootcamp will only take place in the first year of the agreement.
- 2.5. Attend monthly meetings with City Staff, virtual or in-person, to coordinate appearances.
- 2.6. Liaison with the San Francisco Drag Laureate, to share best practices and ideas to enhance the West Hollywood Drag Laureate Program.
3. **HONORARIUM.** The DRAG LAUREATE shall be paid an honorarium of \$30,000 for the two-year term of this Agreement, which shall constitute the sole compensation under this Agreement. The DRAG LAUREATE may invoice for \$7,500 at a time no more frequently than on the following dates: July 16, 2023; January 16, 2024; July 16, 2024; January 16, 2025. CITY shall pay each invoice within 45 days of receipt.
4. **TERM AND TERMINATION.** This Agreement shall commence on July 1, 2023 for a two-year term and shall expire on June 30, 2025 unless earlier terminated as provided herein. DRAG LAUREATE serves in their position at will and may be removed from their position by the City Manager at any time at the City Manager's discretion without cause. Further, CITY may without penalty of any kind terminate the Drag Laureate program at any time in its sole discretion. Either party may terminate this Agreement, with or without cause, at any time by prior written notice to the other party. This Agreement may be renewed by mutual agreement of the parties following an assessment of DRAG LAUREATE's performance hereunder.
5. **INDEMNIFICATION.** Neither party shall be liable for any damages proximately resulting from the gross negligent or wrongful actions or omissions of the other parties, employees, or agents in the performance of this Agreement and each party shall indemnify, defend, and save harmless the other party from such damages or liability resulting from the gross negligent or wrongful actions or omissions of the other party.
6. **INSURANCE.** DRAG LAUREATE shall maintain and provide written evidence of automobile liability insurance covering bodily injury and property damage for all activities arising out of or in connection with the services to be performed under this Agreement, including coverage for owned, hired, and non-owned vehicles.
7. **ASSIGNMENT.** This Agreement is not assignable nor is the performance of the DRAG LAUREATE's duties delegable. Any attempted assignment of any of the rights or obligations of the DRAG LAUREATE shall be void and of no effect.

8. **ENTIRE AGREEMENT; MODIFICATION.** This Agreement supersedes any and all other agreements, either oral or written, between the parties and contains all of the covenants and agreements between the parties. Each party to this Agreement acknowledges that no representations, inducements, promises, or agreements, oral or otherwise, have been made by any party, or anyone acting on behalf of any party that are not embodied herein. Any agreement, statement or promise not contained in the Agreement, and any modification to the Agreement will be effective only if signed by both parties.
9. **INDEPENDENT CONTRACTOR.** The DRAG LAUREATE is and shall at all times remain as to the City a wholly independent contractor. Neither the CITY nor any of its agents shall have control over the conduct of the DRAG LAUREATE, except as herein set forth. The DRAG LAUREATE shall not at any time or in any manner represent that they are in any manner an agent or employee of the City. DRAG LAUREATE is not entitled to any benefits of any kind ordinarily provided to employees of the City.
10. **CONFLICT OF INTEREST.** To the best of their knowledge, the DRAG LAUREATE confirms that they have no financial, contractual or other interest or obligation that conflicts with or is harmful to performance of their obligations under this Agreement. The DRAG LAUREATE shall not during the term of this Agreement knowingly obtain such an interest or incur such an obligation, nor shall they employ or subcontract with any person for performance of this Agreement who has such incompatible interest or obligation.
11. **USE OF THE ARTIST'S NAME/LIKENESS/WORK.** The DRAG LAUREATE authorizes the CITY to use the DRAG LAUREATE's name, likeness, biographical information, literary work and services created under Section 2 by the DRAG LAUREATE for the purpose of promoting the CITY's Drag Laureate program through press releases, advertisements, direct mail pieces, public service announcements, programs, and any other methods chosen by the CITY. Any written work created under Section 2 by the DRAG LAUREATE during their term will remain the intellectual property of the DRAG LAUREATE.
12. **NOTICES.** All Notices permitted or required under this Agreement shall be in writing and shall be deemed made when delivered to the applicable party's representative as provided in the Agreement. Such notices shall be deemed made when sent via email to the other party. The City email contact shall be Rebecca Ehemann, Arts Manager, [rehemann@weho.org](mailto:rehemann@weho.org). The DRAG LAUREATE can be notified by email at: **<Insert DRAG LAUREATE contact (should match the signator) and email>**.

CITY OF WEST HOLLYWOOD:  
8300 Santa Monica Boulevard  
West Hollywood, CA 90069-6216  
Attention: Rebecca Ehemann, [rehemann@weho.org](mailto:rehemann@weho.org), 323-848-6846

DRAG LAUREATE:

Name

Address

Attention: \_\_\_\_\_, email, phone

IN WITNESS WHEREOF, the parties have executed this Agreement the \_\_\_\_\_  
day of \_\_\_\_\_, 20xx.

DRAG LAUREATE: Name of Performer

\_\_\_\_\_  
NAME, TITLE (IF APPLICABLE)

CITY OF WEST HOLLYWOOD:

\_\_\_\_\_  
Jackie Rocco, Deputy City Manager

\_\_\_\_\_  
David Wilson, City Manager

ATTEST:

\_\_\_\_\_  
Melissa Crowder, City Clerk