



CITY OF WEST HOLLYWOOD  
ARTS DIVISION

REQUEST FOR PROPOSALS  
**WEST HOLLYWOOD ARTISTS BOOTCAMP**

Date released: April 17, 2023

Deadline to Apply: ~~May 17, 2023 (4:00PM, PST)~~ **July 7, 2023 (12:00PM, PST)**

The City of West Hollywood is seeking proposals from experienced and qualified organizations to support the design, development, and management of the West Hollywood Artist Bootcamp to include a series of online, interactive, facilitated professional development workshops and learning opportunities for emerging and mid-career artists.

The selected applicant will be contracted for a two-year agreement with a two-year renewal option. The term of the proposed contract is expected to begin in October 2023 and shall conclude in December 2025. The two-year renewal will be at the sole discretion of the City and will be under the same pricing terms as the original contract.

[If you have responded to this RFP already in 2023, please do not resubmit.]

## **BACKGROUND**

The inaugural WeHo Artists Bootcamp program was introduced in 2020. The intent of the program is to provide artists with an opportunity to develop professionally and hone skills that would allow them to present themselves clearly, articulating their aesthetic, vision, and project. The program has served 98 artists to date.

The goals and objectives of the Artists Bootcamp are to:

- Assist artists in making clear career choices in line with their priorities and expectations.
- Increase the capacity for artists to realize work.
- Nurture and support the long-term development of artists and their ideals.
- Support the career growth of artists by encouraging participation in a variety of professional development opportunities that advance the artist's practice and entrepreneurial skills.
- Strengthen artists networks by building a connected and supportive artists community.

To increase the accessibility of the program, the applicant should consider that the Bootcamp will primarily need to be offered on an online platform. The City will

consider in-person programs for the kick-off and/or final convenings in the Bootcamp if proposed.

**SCOPE OF WORK:**

**1. Design Artists Bootcamp**

Coordinate with City Staff to develop recommendations on the design and development of workshops and learning opportunities for emerging and mid-career artists to include a mix of seminar, lecture, hands-on guided work with feedback, and a plan to evaluate the program outcomes.

**2. Coordinate with Presenters**

Leverage, procure and compensate professionals to lead each of the interactive workshops and serve as a liaison to project partners (i.e., curators, arts administrators and educators, gallery owners, motivational speakers, crowdfunding specialists, arts advocates, and collectors, etc.)

**3. Facilitate and Evaluate Artists Bootcamp**

Provide oversight and facilitation of the West Hollywood Artists Bootcamp, including organizing convenings, evaluations, survey results, and any final reports.

**4. Online Meetings**

Attend up to three meetings with City staff per year and prepare for and attend, if needed, one Performing Arts and Cultural Affairs Subcommittee meeting and one Arts and Cultural Affairs Commission meeting, as directed by the city.

**SCHEDULE:**

April 17, 2023	RFP released
May 17, 2023	Deadline to apply
July 7, 2023	Deadline extended
July 27, 2023	Arts & Cultural Affairs Commission Approval
August 2023	Contract execution
November 2023	Finalize program and presenters
December 2023	Bootcamp participants finalized
Mid-February 2024 – May 2024	Artist Bootcamp series

**ELIGIBILITY:** The ideal applicant will have the following attributes:

- Actively maintain a network of talented professionals in various arts and other areas of expertise that support the aims and objectives of the Artists Bootcamp
- Comprehensive knowledge and understanding of artists' challenges, the availability of assessments tools, and artist resources

- Demonstrated experience and expertise as it relates to coaching and/or mentoring emerging and mid-career artists, fostering teambuilding, partnerships and collaboration, and experience developing and implementing professional development programs for emerging and mid-career artists
- Track record of client collaboration, clear communication and technical as well time management skills
- Ability to gather survey data and offer online experiences

City of West Hollywood elected and appointed officials, its employees, and their immediate family members are not eligible to apply.

### **SUBMITTAL REQUIREMENTS:**

#### **A. Cover Letter (maximum of 1 page)**

Present a brief understanding of the City of West Hollywood needs based upon the information provided in the Request for Proposals. Summarize qualifications most relevant to this project. Identify the project team and clearly indicate the project lead/authorized representative with mailing address, telephone, e-mail address, and website. Maximum of one (1) page.

#### **B. Statement of Qualifications (Maximum of 4 pages)**

Each respondent must demonstrate in their submittal that they have the professional capabilities and the organizational and administrative experience needed to accomplish this project. Describe the specialized experience and project approach of the applicant, knowledge of work to be performed, and a narrative highlighting your relevant experiences and capabilities related to the objectives described in the RFP.

#### **C. Project Team Resumes or CV**

Provide a brief resume or cv (2-page maximum per person) for the project team.

#### **D. References**

Provide two references. Include the name of the organization, a contact person, their title and contact information, as well as a brief description of the project and the budget.

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

- Professional experience
- Demonstrated ability to respond to the scope of work
- Quality of Proposal Submittal

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 that proposer who will best serve the interest of the city. The City reserves the right to recommend changes to any proposal to maintain the highest quality and integrity.

**SELECTION PROCESS:** City of West Hollywood Arts Division Staff will review submissions through this request for proposals taking experience, quality of proposal, technical support expertise and competence into consideration. The Performing Arts and Cultural Affairs Subcommittee will review eligible applications and make a recommendation to the Arts and Cultural Affairs Commission for approval. The City will issue a contract for services to the selected organization with a defined scope of work. The contract may be extended for an additional 2 years.

**BUDGET:** Not to exceed \$12,000 per year.

**TO APPLY:** Proposal submittals must be received **by e-mail by 12:00 p.m. on Friday, July 7, 2023**, via email to: [eangeloff@weho.org](mailto:eangeloff@weho.org). E-mails should be no larger than 7MB. Respondents must ensure receipt of materials by the time and date specified. [If you have responded to this RFP already in 2023, please do not resubmit.]

**QUESTIONS:** For all questions related to this RFP contact Eva Angeloff, Grants Coordinator, [eangeloff@weho.org](mailto:eangeloff@weho.org), 323-848-6354.