



City of West Hollywood Communications Department REQUEST FOR QUALIFICATIONS (RFQ)

Content Creator Services for the City of West Hollywood (as needed)
Date Issued: February 22, 2024

Description — The City of West Hollywood is gathering qualifications from interested content creators to establish a pool of vendors who can provide digital media content support to the City on an as-needed basis for a wide array of City projects, initiatives, and programs.

Eligibility — This Request for Qualifications is open to experienced content creators with demonstrated skill and experience in low-production content creation, including developing, strategizing, producing, editing, and packaging for digital media distribution.

Timeline — Request for Qualifications Release: 2/22/2024; Final Date for Submitting Questions: 5/21/2024; Final Date for Submitting Qualifications: 5/22/2024; City of West Hollywood Communications Department staff will periodically convene to review RFQ submissions between 2/22/2024 and 5/30/2024. Contracts begin upon review and determination of approval by Communications Department staff, with a flexible contract start date that will commence on or before 07/01/2024.

Schedule and Budget — Should prospective content creators be considered for project(s), the City will issue a contract for services. The issuance of a contract is not a guarantee of work. Rather, it is a necessary qualification. Following the establishment of a contract, project(s) may be assigned on an as-needed basis and each project will require an approved scope of work with estimated hours, rate/fee, not-to-exceed amount, and a purchase order issued by the City's Finance Department before work may begin. The consultant will be required to have and maintain general liability and auto insurance for the contract period to meet the minimum requirements established by the City. Prior to commencing work, the consultant must attend an orientation with Communications Department staff.

Instructions — Applications must be submitted online and must include completed general contact information, hourly rate/fee schedule, CV/resume, work samples (Links/URLs or PDF with examples), and references: <https://wehocomms.typeform.com/to/DH1GGx3C>

Questions — For all questions related to this Request for Qualifications, please contact Jayce Simpson, Digital Media Officer, in the City of West Hollywood's Communications Department at jsimpson@weho.org.

The City reserves the right to reject all Qualifications and award the contract to the content creator(s) who best meet the requirements set forth in the Specifications.

The City of West Hollywood reserves the right to cancel or postpone this Request for Qualifications at any time.

AFFIDAVIT OF POSTING

State of California)
County of Los Angeles)
City of West Hollywood)

I declare under penalty of perjury that I am employed by the City of West Hollywood in the Office of the City Clerk, and that this document was posted on:

Date: February 22, 2024 Signature: \\Lulu Morales\
Office of the City Clerk