

CITY OF WEST HOLLYWOOD

REQUEST FOR QUALIFICATIONS

Content Creator Services

**Deadline to submit:
May 22, 2024, 5 PM PT**

**Date Issued:
February 22, 2024**



CONTENT CREATOR SERVICES — PROJECT DESCRIPTION

From time to time, the City of West Hollywood will require experienced and professional content creator support for a wide array of City projects, initiatives, programs, and events. The City is currently gathering qualifications from interested content creators to establish a pool of individuals who can provide such services to the City on an as-needed basis.

Examples of needed ongoing content creator services include:

- General Instagram Reels content
- General TikTok video content
- Creative Strategy & Consultation
- Content writing and editing
- Short-form video production, editing, and post-production
- On-screen talent and/or voice-over
- Indoor and outdoor event coverage to create short-form content
- Social media focused graphic design
- Marketing and/or advertising through content creator's audience
- General b-roll or photography via mobile device



ELIGIBILITY

This Request for Qualifications is open to experienced and professional content creators with demonstrated training and experience in short-form video production, including developing, strategizing, producing, editing, and packaging for digital media distribution.

SELECTION PROCESS

City of West Hollywood Communications Department staff will convene a panel to periodically review submissions through this Request for Qualifications.

The City's Communications Department serves as the office of primary responsibility for day-to-day hiring and management of content creators. All content submitted will be subject to editing and production notes provided by the City's Communications Department.

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.

Request for Qualifications Release: 02/22/2024

Final Date for Submitting Questions: 05/21/2024

Final Date for Submitting Qualifications: 05/22/2024

Qualifications Evaluation by City: 02/22/2024 - 05/30/2024

Contracts begin on or before: 07/01/2024

CITY OF WEST HOLLYWOOD

The City of West Hollywood is like no other city in the world.

Located in the heart of metropolitan Los Angeles, the City was incorporated in 1984 by a unique collaboration of people including LGBTQ activists and advocates for affordable housing. At only 1.9 square miles, West Hollywood is a robust economic and cultural center instilled with idealism, creativity, and innovation. A spirit of community activism and civic pride thrives in West Hollywood for many of its approximately 35,000 residents.

The City has a strong progressive political voice and is filled with rich history. Tourists from all over the globe visit West Hollywood for its iconic destinations such as The Sunset Strip and historic Route 66. The City's thriving creative and entertainment communities set trends in design, dining, music, fashion, art, entertainment, and architecture.

Check out more at **weho.org** and follow **@wehocity** on social media.

TO APPLY

Applications must be submitted online:

<https://wehocomms.typeform.com/to/DH1GGx3C>

*The application will require the following information.
Please read all of the information listed carefully.*

*This is a request for qualifications and NOT a solicitation for proposals.
Incomplete applications will be disqualified from consideration.*

1. GENERAL CONTACT INFORMATION
Name, Address, Phone, Email
Website, Instagram, TikTok (if applicable)
Type of consulting service (Content Creator)
2. HOURLY RATE and/or FEE SCHEDULE
3. CV/RESUME (four-page maximum)
4. WORK SAMPLES (Links/URLs or PDF with examples)
5. REFERENCES
Provide phone and email references for at least three (3) references who can speak to their experience working with you on relevant projects completed within the past three (3) years.

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



