

CITY OF WEST HOLLYWOOD
ARTS DIVISION

REQUEST FOR
QUALIFICATIONS

TECHNICAL CONSULTANT

CITY PLAYHOUSE



***DEADLINE: JULY 24, 2024
5PM PT***

weho.org/rfq



Concept rendering of the City of West Hollywood Playhouse (Perkins & Will)

PURPOSE AND INVITATION TO SUBMIT QUALIFICATIONS

The City of West Hollywood is seeking a consultant with proven experience as a performing arts venue technical director/coordinator, to advise on the performance spaces' audio visual, lighting, and technology design for the City of West Hollywood Playhouse at 8325 Santa Monica Blvd., West Hollywood. This is a unique experience to work closely with the city to advise and shape the City's first dedicated cultural venue. A professional design and engineering team is already in place and the City Playhouse is currently in design development with an expected opening in 2027. [MORE INFORMATION](#)

The selected consultant will advise the city in the development of the audio visual, lighting, and technology design for the City Playhouse to include, but not limited to, development of an equipment inventory list, light plot, supporting production tools, necessary versus desirable equipment, and operational protocols required for the venue.

ELIGIBILITY

This is an open call for theatre professionals with proven experience in performing arts technical direction/coordination. The ideal candidate will demonstrate the following qualities in their qualifications:

- Applicants must be based in the United States.
- At least five (5) years of technical direction/coordination experience for a performing arts venue with a seating capacity of 30-200+ seats. Experience should be current and within the past seven (7) years.

- A demonstrated track record as a technical director/coordinator for professionally staged events of all forms, with the knowledge of current audio visual, lighting, and other performance needs and equipment.
- Ability to navigate group conversations regarding the design and development of the Playhouse.
- Knowledge of multiple new technologies which could be offered as part of the design and development of the Playhouse.
- Experience in developing operational plans and procedures for community playhouse facilities or similar venues.

BUDGET

The budget for the technical advisory services portions of this project is estimated at a maximum of \$ 5,000 and may change based upon the agreed scope of work. Applications must include the hourly billable rate which will be applied to the project. The applicant shall provide an explanation of any assumptions made in calculating the project costs and disclose any anticipated additional expenses, if any.

DEADLINE

Responses are due on **Wednesday, July 24, 2024, at 5:00 P.M. PT.** Responses must conform to the requirements of this Request for Qualifications (RFQ). All applicants should review the City Playhouse plans prior to submittal.

SCHEDULE

The following dates represent the City's best estimate of the schedule that will be followed. The City reserves the right, at its sole discretion, to adjust this schedule as it deems necessary.

July 1, 2024	Request for Proposals released
July 24, 2024 – 5:00 PM (PT)	Deadline for Proposals
August 1, 2024 – December 31, 2024	Project duration

APPLICATION REQUIREMENTS

Applications will be accepted online: <https://form.jotform.com/241635708328965>

Incomplete and/or late applications will not be considered. All applications will be evaluated on the completeness and quality of the content. Only those applications that provide complete information, as listed below, will be considered for evaluation.

- 1. Applicant Information.** Provide applicant's full name, email, telephone number, and list of comparable audio visual, lighting, and technology design projects completed for performing arts venues within the past seven years.

2. **Cover Letter.** A cover letter introducing the applicant and their experience relevant to this project should also include an explanation of why the applicant is the ideal candidate for the opportunity.
3. **Resume or CV.** The resume/cv should demonstrate experience in audio visual, lighting, and technology design direction/coordination.
4. **References.** Provide at least three references and include specific project name, location, client name/organization and contact person together with title, telephone number and email.
5. **Hourly Billable Rate.** The hourly billable rate should be an all-inclusive hourly rate for services for the anticipated scope of work.

SCOPE OF WORK

The selected consultant's services are expected to include approximately six (6) meetings (in-person and virtual) with city stakeholders (staff, project architect, etc.), review of technical construction documents, and development of an equipment inventory list, light plot, supporting production tools and equipment required for the venue. Meetings typically are 1-2 hours in length.

CONTRACT

During the term of the contract with the City, except as otherwise stated in this contract, the Contractor shall procure and maintain insurance of the types and to the limits and confirming to requirements as specified in City's standard contract. No work shall begin until evidence of these financial guarantees is delivered as directed. A copy of the City's standard contract template for contractors and consultants is attached as ATTACHMENT B.

The selected consultant is expected to provide the required insurance documents ASAP after the award of the contract. Insurance documents are required for the contract execution.

CITY OF WEST HOLLYWOOD PLAYHOUSE

In 2017, the city purchased the Coast Playhouse (8325 Santa Monica Boulevard) which was an equity waiver theatre (99-seats) that was used to host plays and readings. Over its history it was used as a theatrical facility and as a film house, home to performances by individuals such as James Arness, Charles Busch, Roger Corman, Anthony Edwards, Karen Finley, Jack Nicholson, and Marlo Thomas. Due to concerns around accessibility and public safety, the City closed the property until a community vision for a new City Playhouse was defined. Ultimately, the city determined that it would be best to demolish the existing structure and design a new, state-of-the-art, City Playhouse at the same location.

In February 2023, the City of West Hollywood began a design visioning process to replace the existing playhouse structure, led by Perkins & Will. A City Playhouse Steering Committee was established in the spring of 2023 to guide the design development of the new building. The Steering Committee (Committee) included City Councilmembers, three performing arts experts, a landscape designer, and

an urban designer, representatives from the West Hollywood Arts and Cultural Affairs Commission, and representatives from the West Hollywood Public Facilities, Recreation, and Infrastructure Commission. The Committee convened three times (March, April, and June 2023) and reviewed design concepts and technical refinements, provided feedback and guidance, and made recommendations to the City Council regarding the programming and design of the playhouse.

The design for the City Playhouse includes an 7,840 sq. ft., two-story building design that incorporates a second-floor proscenium theatre with 99-seats, an approximate 600 sq. ft. performance space, lighting and AV systems, control room, and catwalk access. The first floor features an approximate 600 sq. ft. rehearsal space, a dressing room, a green room, restrooms, staff offices, a box office, storage, and a small pocket park.

The City's goals for the City Playhouse are:

1. To maximize the City Playhouse as a community engagement resource and symbol of community pride, through the programming of diverse world-class performing arts + cultural productions, and educational events.

2. To promote the City Playhouse as a regional center for artistic expression and performing arts, affirming its place as a hub of cultural activity that specializes in presenting the stories and cultural traditions of the West Hollywood community.

3. To utilize the City Playhouse as an anchor and catalyst for economic development.

4. To serve as a center for community celebration and gathering, belonging, and cultural connection, and to ensure that fair and equitable access is provided to artists and community-based arts organizations that focus on engagement, partnership, equity, racial justice and delivering high-quality, culturally sensitive programming at affordable rates and ticket fees.

5. To become a home for leading, world-class performing artists, while anchoring and nurturing established and emerging Los Angeles-based arts and service organizations with a primary focus on the communities in West Hollywood.

6. To become a creative center for diverse cultural talent reflective of the West Hollywood community.

7. To safeguard the City's significant level of capital investment by ensuring the City Playhouse building, advanced technology, and equipment are safe, clean, consistently maintained and regularly updated so that the facility will continue to be a cultural asset for the city.

CITY PLAYHOUSE MISSION & VALUES

City Playhouse Mission Statement

The City Playhouse is a multidisciplinary center for the visual and performing arts that presents new and innovative work that reflect and promote diverse voices, genres, and points of view. The City Playhouse commits to engaging the spirit of West Hollywood audiences through the programming of outstanding theater,

music, dance, film productions, comedy, and cultural presentations in an intimate and fluid theater space that is accessible and welcoming.

City Playhouse Values

1. To be a home for leading, world-class performing artists, while nurturing established and emerging artists and arts organizations with a primary focus on the communities in West Hollywood.

2. To serve as a center for community celebration, gathering, belonging; employ an artistic and administrative staff; ensure that fair and equitable access is provided to artists and community-based organizations that focus on engagement, partnership, equity, racial justice; and deliver high quality programming at affordable rental rates and ticket fees.

3. To promote the City Playhouse as a local center for artistic expression, an anchor and catalyst for economic development, while reaffirming its place as a hub of cultural activity that specializes in presenting performing arts which reflect the values of the City of West Hollywood.

4. To safeguard the City's significant level of capital investment by ensuring the theater's building, advanced technology, and equipment, are safe, clean, consistently maintained and regularly updated so that the facility will continue to be a cultural asset for the city.

SELECTION PROCESS

The city may use some of all the following criteria in its evaluation and comparison of applications submitted. The criteria listed are not necessarily an all-inclusive list. The order in which they appear is not intended to indicate their relative importance.

- Consultant's qualifications related to technical direction/coordination
- Demonstrated experience and expertise with similar projects
- Hourly billable rate
- Overall merit of proposal and completeness of proposal
- References

The selection panel will consist of key stakeholders for the project. The city reserves the right, at its sole discretion, to award the contract to the applicant who will best serve the interest of the city. The city reserves the right, based upon its deliberations and its sole opinion, to accept or reject any and all applications.

It is the City's intention that within three weeks following the deadline of the request for proposals, notification will be given to each applicant as to the status of their application. Following review of the applications, the city may elect to interview some or all the applicants or may otherwise seek clarification of the materials submitted.

CITY OF WEST HOLLYWOOD

The City of West Hollywood is like no other city in the world. In 1984, the idea for the City of West Hollywood was proposed by an unlikely coalition of LGBTQ+ activists, seniors, and renters. These groups came together to advocate for cityhood. The City of West Hollywood was incorporated as an independent city on November 29, 1984. Prior to this, it had existed as an unincorporated area within Los Angeles County. Notably, the inaugural West Hollywood City Council made history as the first City in the nation to have a majority openly gay governing body.

West Hollywood, informally known as “The Creative City,” is in the heart of metropolitan Los Angeles. At 1.9 square miles, the city is a robust economic and cultural center infused with idealism and creativity. West Hollywood shares boundaries with the cities of Beverly Hills and Los Angeles.

A spirit of community activism and civic pride thrives in West Hollywood for many of its approximately 36,000 residents and over 3,500 businesses. The weekend population swells to approximately 78,000 as neighbors from nearby communities take advantage of shopping, dining, and entertainment. For almost four decades, West Hollywood has been one of the most influential small cities in the nation.

More than 40 percent of West Hollywood's residents identify as LGBTQ. The city is also home to a thriving community of Russian-speaking immigrants from regions of the former Soviet Union.

West Hollywood has set new standards for other municipalities, not only as a leader in many critical social movements – including HIV and AIDS advocacy; affordable and inclusionary housing; LGBTQ+ rights; civil, human, and women's rights; protection of our environment; and animal rights – but also in fiscal responsibility; city planning, infrastructure; social services programs; wellness and recreation programs; older adult services and aging-in-place programs; public and community arts; community engagement; and innovation.

The City's advocacy and services priorities are reflected in the City's core values, which include respect and support for people; responsiveness to the public; idealism, creativity, and innovation; quality of residential life; promotion of economic development; public safety; and responsibility for the environment.

People all over the globe visit West Hollywood for its iconic destinations such as The Sunset Strip for its unparalleled historical connection to music, entertainment, architecture, fashion, and culture-making; for Santa Monica Boulevard's historic LGBTQ destinations and entertainment establishments; and for the Design District's shopping, galleries, and restaurants; and for the two annual large-scale events, Halloween Carnaval on October 31 and the WeHo Pride Festival in June.

ARTS DIVISION

The City of West Hollywood delivers a broad array of arts programs throughout the year, including Art on the Outside (temporary public art), Arts Grants, City Poet Laureate, Drag Laureate, Free Theatre in the Parks, Library Exhibits and Programming, Moving Image Media Art Program (MIMA), Summer + Winter Sounds, WeHo Pride Arts Festival, WeHo Reads, and Urban Art Program

(permanent public art). For more information about the various art programs visit www.weho.org/arts.

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.

We aspire 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.

QUESTIONS

Direct all questions for this RFQ to Rebecca Ehemann, Arts Manager, rehehmann@weho.org.

ATTACHMENT

Attachment A: Sample contract

**CITY OF WEST HOLLYWOOD
AGREEMENT FOR SERVICES
HONORARIUM**

This Agreement is made on this ____ day of _____, 20____ 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 **CONTRACTOR NAME and ADDRESS** (hereinafter referred to as the "CONTRACTOR").

RECITALS

- A. The CITY is holding an event, **<Title of Event>**, on **< Event Date and Time>**, (hereinafter referred to as "EVENT"
- B. For their contribution of time and expertise to EVENT, the CITY desires to recognize the contribution of the CONTRACTOR via an honorarium fee.
- C. The parties hereto agree as follows:
 - 1. **SERVICES.** The CONTRACTOR shall perform the following services:
 - 1.1. **<Role at Event, (i.e., speaker, moderator, facilitator, panelist>** at **<Title of Event>**, on **< Event Date and Time>**
 - 1.2. **<Attend Pre-Event Preparation Meetings >**
 - 1.3. **<Attend Post-Event Activities (e.g., book signings, debriefing meetings)>**
 - 2. **HONORARIUM.** The CONTRACTOR shall be paid by honorarium of \$**_____**, which shall constitute the exclusive compensation under this Agreement including any out of pocket expenses (such as air travel, ground transportation, lodging, meals and tips). Honorarium shall not be paid prior to completion of agreed upon participation in the event. CITY also requires a current W9 form be completed and on file in order to process the CONTRACTOR honorarium.
 - 3. **TERM.** The term of this Agreement will commence upon execution of this contract by both parties and shall expire on **_____**.
 - 4. **TERMINATION.** Either party may terminate this Agreement, with or without cause, at any time by prior to the completion of EVENT by written notice to the other party.
 - 5. **USE OF THE CONTRACTOR'S NAME/ LIKENESS.** The CONTRACTOR authorizes the CITY to use the CONTRACTOR's name, likeness and biographical information for purposes of promoting the CITY's event through press releases, advertisement, direct mail pieces, public service announcements and any other methods chose by the City. The CONTRACTOR authorizes the CITY, at its sole discretion, to broadcast the event and/or replay the broadcast of the event or portions of the event on the City's cable-TV channel, streaming media platform or social media platforms.
 - 6. **INDEMNIFICATION.** Neither party shall be liable for any damages proximately resulting from the negligent or wrongful actions or omissions of the other parties, employees, or agents in the performance of this Agreement and each party shall

CITY OF WEST HOLLYWOOD
HONORARIUM AGREEMENT

indemnify, defend, and save harmless the other party from such damages or liability resulting from the negligent or wrongful actions or omissions of the other party.

- 7. **ASSIGNMENT.** This Agreement is not assignable nor is the performance of the CONTRACTOR's duties delegable without the prior written consent of the CITY. Any attempted assignment of any of the rights or obligations of the CONTRACTOR without the prior written consent of the CITY 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 parties, which 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 CONTRACTOR 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 CONTRACTOR or any of the CONTRACTOR'S employees, except as herein set forth. The CONTRACTOR shall not at any time or in any manner represent that it or any of its agents or employees are in any manner agents or employees of the CITY.
- 10. **CONFLICT OF INTEREST.** The CONTRACTOR confirms that it has no financial, contractual or other interest or obligation that conflicts with or is harmful to performance of its obligations under this Agreement. The CONTRACTOR shall not during the term of this Agreement knowingly obtain such an interest or incur such an obligation, nor shall it employ or subcontract with any person for performance of this Agreement who has such incompatible interest or obligation.
- 11. **NOTICE.** All Notices under this Agreement shall be in writing, and shall be deemed made when delivered to the applicable party's representative as provided in this Agreement. Notices shall be deemed made when personally delivered or when mailed forty-eight (48) hours after deposit in the U.S. mail, first-class postage prepaid, and addressed to the party at its applicable address. Any notice to either party shall be sent to the addresses listed below.

City of West Hollywood
8300 Santa Monica Blvd.
West Hollywood, CA 90069-6216

CONTRACTOR:
Organization Name
Street Address, City State ZIP

Attention: [Redacted]

Attention: [Redacted]

CITY OF WEST HOLLYWOOD
HONORARIUM AGREEMENT

IN WITNESS WHEREOF, the parties have executed this Agreement the _____ day of _____, 20____.

CONTRACTOR: **Name**

Name of Authorized Signer, Title

CITY OF WEST HOLLYWOOD:

Department Director

Paul Arevalo, City Manager

ATTEST:

Yvonne Quarker, City Clerk