



2012 City of West Hollywood Summer Sounds Performance Series Application & Guidelines

INFORMATION & GUIDELINES

The City of West Hollywood Summer Sounds Performance Series has been a brand in the City for several years. In 2007, programming for the series became a project of the Arts and Cultural Affairs Commission. During the past five years a variety of music genres have been presented, from small classical and jazz ensembles to Klezmer and contemporary sounds.

The Arts and Cultural Affairs Commission is interested in providing a variety of performance experiences for its residents and visitors. The Commission encourages applications from both new and established performance groups/musicians in all styles of performance – classical, contemporary, jazz, folk, traditional, world – featuring instrumental and/or vocal artists and ensembles.

The performances for summer 2012 are scheduled at two of the City's parks, with three performances at Kings Road Park and two performances at either Plummer Park or West Hollywood Park. Plummer Park is expecting to go under renovation in which certain areas of the park will be inaccessible. If the Plummer Park venue is unavailable, performances will be moved to West Hollywood Park.

Kings Road Park is located in the center City in a residential neighborhood of condominiums and apartments. With lush and mature landscaping that primarily draws nearby residents, it is a jewel of a pocket park. Performers in this park should be mindful of the condominium and apartment buildings that surround the park on three sides. Acoustic or very low amplification is appropriate. It's a particularly good site for small classical, jazz or vocal ensembles. The park comfortably accommodates 75-100 people for a performance.

Plummer Park, considered the cultural center of the City's east side, is a medium size city park with historic significance. Well used by residents and visitors alike, on any day one can see the great diversity of the City at play here – children, seniors, young families, and the vital Russian/East European community. Concerts at this park may use full amplification and should have broad appeal. The park comfortably accommodates 125-250 people for a performance.

West Hollywood Park, located between Santa Monica Blvd and San Vicente Blvd, offers a variety of park resources to the public including a swimming pool, basketball courts, two playgrounds for children, and is steps away from the newly built West Hollywood Library, designed to showcase the City's rich intellectual, literary and cultural diversity and provide a landmark facility for the community's passionate commitment to lifelong learning. In 2011, the West Hollywood Park Master Plan incorporated 2.5 acres of increased green space and new tennis courts. Concerts at this park may use full amplification and should have broad appeal. The park comfortably accommodates 125-250 people for a performance.

To apply to perform as part of the Summer Sounds Performance Series during summer 2012, please complete the attached application and return by February 1, 2012 to: acampbell@weho.org (electronic

submission preferred). The application is electronic so it can be downloaded, filled out, and returned by e-mail. Alternately, the application may be mailed to:

Cultural Affairs Administrator
City of West Hollywood
8300 Santa Monica Boulevard
West Hollywood, CA 90069

Performance Fee/Payment

The following is a suggested scale for performance payments. In calculating your performance fee, please use the rate information below to fill in the concert budget section. Use the box titled "Other" to explain any additional costs or premiums in your performance fee. Performances are scheduled on Sunday afternoons and generally run between 60 and 90 minutes without intermission.

Note: Vocal ensembles or groups using vocalists should contact City staff to discuss fees.

Suggested Pay Rates

All performers except classical	\$148
Classical	152

Leaders are paid 1.5x of the base rate.

Cartage Rates

Complete P.A. System	\$75
Harp or Drum Set	50
Portable keyboard instruments (amp included)	28
Set of congas, vibes, marimba, xylophone, chimes, orchestra bells, concert bass drum, individual amplifier, contra-bass sax	28
Cello, string bass only, contra bassoon, contra-bass clarinet, baritone sax, bass sax, bass trombone, tuba, accordion	12

Upon selection, the City will create an artist agreement. The City requires payment by an invoice so the performance group/artist must submit an invoice in order to be paid. Payment may take up to 45 days following the receipt of the invoice.

Selection Process

The performance series will be curated by the Performing Arts and Cultural Affairs Subcommittee of the Arts and Cultural Affairs Commission. It is expected that artists will be notified of selection by late March. The Subcommittee will be looking at the quality of the performance, appropriateness for the West Hollywood community, and a mix of performance styles, artists, and programming.

Marketing and Publicity

The Summer Sounds Program is marketed locally with park banners, City web site and cable calendar postings, and more regionally with post cards, press releases, and postings on ExperienceLA.com. It is expected that performers will also help market and publicize the performances through their appropriate networks.