



## 2013 City of West Hollywood FREE THEATRE IN THE PARKS Call for Proposals

### INFORMATION

For several years, the City of West Hollywood through its Arts and Cultural Affairs Commission has presented FREE SHAKESPEARE IN THE PARKS. The Commission is seeking proposals for Summer 2013 (July-August) for its FREE THEATRE IN THE PARKS program. While Shakespeare has proven very popular with the City's audiences, in addition to Shakespearean productions and adaptations, the Commission is also open to exploring other "classical" genres that would be appropriate for an outdoor setting.

In the past, the City has held performances on Saturday and Sunday afternoons during July and August at Plummer Park and Kings Road Park. The City will entertain proposals that are set in either or both of these parks, as well as in the newly renovated West Hollywood Park. Performances are "au naturel" in that there is no lighting or sound equipment or special staging area in the park. In the past, performances have taken place in late afternoon. Should the company have its own portable lighting, sound, and/or staging, the City would consider other performance times. Please note that storage in the parks is non-existent, so generally shows must be set up and struck for each performance. Minimal stage settings, properties and costumes are encouraged.

The City has a budget of \$8,000 for the program. Interested organizations can apply for some or all of that amount. Ideally, the organization applying will have additional resources it will use toward production. While the performances are offered free of charge, the organization may solicit and accept donations. The City views this as a partnership between itself and the producing organization, with both entities sharing responsibility for marketing and publicity.

### About the Parks

**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. Performances here have taken place in the middle of the park, with a park building available to serve as a dressing/green room. The Park closes at dusk.

[Kings Road Park is located at 1000 N. Kings Road, West Hollywood]

**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. In the past, performances here have either taken place in the Fiesta Hall Courtyard or Great Hall Courtyard. There are adaptable accommodations that can be used for a dressing room/green room.

[Plummer Park is located at 7377 Santa Monica Boulevard, West Hollywood]

**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. Free outdoor theatre has not taken place here and the City would work with the producing organization to identify an appropriate place in the park for performances and access to facilities for dressing and green rooms.

[West Hollywood Park is located at 627 N. San Vicente Boulevard, West Hollywood]

To apply to present Free Theatre in the Park during summer 2013, please complete the attached application and return by February 28, 2013 to: [acampbell@weho.org](mailto: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 City of West Hollywood can provide up to \$8,000 for the cost of production. In the past, performances were scheduled on Saturday and Sunday afternoons for six weeks. The past two years, performances have been intermission-less, however longer works requiring an intermission would also be considered.

The successful applicant must have general liability insurance and name the City as a co-insured.

### **Selection Process**

The program will be selected by the Performing Arts and Cultural Affairs Subcommittee of the Arts and Cultural Affairs Commission. It is expected that organizations will be notified of selection by April 1, 2013. The Subcommittee will be looking at the quality of the play and proposal, appropriateness for the West Hollywood community, producing history of the organization and associated artists.

**[Please note:** Applicants may be requested to attend the Performing Arts and Cultural Affairs Subcommittee meeting on Thursday, March 14 at 5 pm to discuss their proposals in more detail.]

### **Marketing and Publicity**

The Free Shakespeare in the Parks 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 the producing organization will also help market and publicize the performances through their appropriate networks.