



WEHO ARTS GRANT PROGRAM

WEHO ARTIST GRANT – PERFORMANCE GUIDELINES

Date released: May 17, 2021

Deadline to apply: June 2, 2021 (3:00 PM, PST)

\$35,000 **Total amount of available funding**
\$ 5,000 **Total award per artist performer**

BACKGROUND

The City of West Hollywood through its Arts Division requests proposals from entertainers, artists and performers who live in West Hollywood to perform on the weekends between July 17th and September 1st, 2021. Proposals must include a performance component which could include but is not limited to, Music (such as DJs, live music, solo or group musicians), Drag Performance (Drag Queen/King), Dance (such as Ballroom/Vogue, Go-Go Dancing, etc.), Fashion and/or Costume Design, Body Painting, Circus Arts, Comedic Arts, Live Painting, Chalk Art, or Dramatic Arts (such as spoken word). Proposals should be able to be installed/performed by the applicant without assistance from others while taking into consideration the current health and [safety guidelines](#) from the Los Angeles County Department of Public Health.

The WeHo Artist – Performance Grant intends to financially support resident performing artists while offering them the opportunity to share their talents with the community in an easily accessible way. Artists must live in West Hollywood to be eligible for the grant. A resident artist may submit a proposal for a group presentation. The City will award seven grants with each grant total of \$5,000.

At the time of sharing this document the City of West Hollywood is still actively responding to the Coronavirus (COVID-19) pandemic. The City anticipates the performances will take place **outdoors** in the City in front of a live audience, however, scheduling the live performances will depend on the health and safety guidelines from the Los Angeles County Department of Health.

We invite and encourage artists representing diverse populations and diverse artistic disciplines to apply for these, and all, grants. As stated in our Cultural Equity Statement, the City of West Hollywood's Arts Division and Arts and Cultural Affairs Commission's definition of diversity includes all ways in which people differ, including but not limited to, race, ethnicity, gender, socioeconomic status, education, age, gender identity, gender expression, sexual orientation, ability, geography, citizenship status, religion, language, physical appearance, and the intersection of these various identities. We commit to ensuring cultural equity in all arts policies and practices. Read the Cultural Equity Statement in its entirety at weho.org/arts.

WEHO ARTS GRANT PROGRAM

All grant applications are submitted electronically. Applications are accessed through the City's website at weho.org/arts.

SCHEDULE

May 17, 2020	Application available
June 2, 2021	Application deadline
June 10, 2021	Performing Arts and Cultural Affairs Subcommittee artist selection
June 24, 2021	Arts and Cultural Affairs Commission approval of selected artists
June 25-July 16, 2021	Contract and payment process
July 17, 2021	Performances begin

BUDGET

Proposals should be all-inclusive and not exceed \$5000. Proposed projects for this grant should not require additional funding.

ELIGIBILITY:

Applicants must:

- Be a West Hollywood resident. The legal address of the artist must be in the city of West Hollywood. No exceptions. Applicants may be required to show proof of residency. Check your address [HERE](#).
- Must register for the [West Hollywood Artists Registry](#).
- Propose performative projects which take place in the City of West Hollywood.
- Submit a cohesive performance project within the timeline.
- Submit an on-line application before the deadline.

Applicants cannot:

- Be a current West Hollywood Arts Grantee (in the 2021 calendar year).
- Artists who were recipients of the WeHo Artist Grant within the previous 3 years are not eligible to receive this grant. (You cannot have been a recipient in 2019, 2020, or 2021.)
- Be already receiving funding from another City Division or Department, or is co-sponsored by a City Council office, they are not eligible for an Arts Grant for that same project or program.
- Be a City of West Hollywood elected and appointed official, its employee, and their immediate family member.
- Propose projects which are fundraisers, capital campaigns, murals, or religious-based programs/events.

IMPORTANT NOTES

- All grant information provided by the applicant becomes public record.

EXPECTATIONS DURING FUNDED PERIOD

- Grantees must provide all amplification, equipment, or other necessary components for performance.
- Funded projects must take place during the contracted period.
- Grantees must submit a [Newsletter Advisory Form](#) with the signed contract.
- Grantees are required to submit a [Final Report](#) within 30 days of completing the grant project.

WEHO ARTS GRANT PROGRAM

REVIEW CRITERIA

All applicants will be screened initially by staff to ensure compliance with the eligibility requirements. Applicants who do not meet these requirements will not be forwarded on to the Subcommittee for review.

The Performing Arts and Cultural Affairs Subcommittee will evaluate and select artists using the following criteria:

- Demonstrated connection to the West Hollywood community
- Ability to provide live performance within timeline and budget
- Diversity of discipline
- The work's contribution to the pedestrian friendly culture of West Hollywood.
- The experimental, edgy, boundary-pushing characteristics or use of a new idea into an artistic practice of the work.
- The inherent artistic quality and aesthetic merit of the work.

APPLICATION DEADLINE IS 3 P.M. WEDNESDAY, JUNE 2, 2021.

For more information, please email Eva Angeloff at eangeloff@weho.org or call: (323) 848-6354. You can also find more information at www.weho.org/arts