



City of West Hollywood
California 1984

**ARTS
DIVISION**

@WEHOARTS

**OPEN CALL FOR
DRAG KINGS AND
DRAG QUEENS**

**CITY OF
WEST HOLLYWOOD**

DRAG

LAUREATE

**CITY OF WEST HOLLYWOOD
DRAG LAUREATE**

DATE RELEASED: APRIL 1, 2026

DEADLINE TO APPLY: MAY 6, 2026 (5:00PM, PT)

A. INTRODUCTION AND PROGRAM OVERVIEW

The City of West Hollywood, through its Arts Division, requests applications from professional drag persona/performers to serve as the City of West Hollywood Drag Laureate. The honorary position serves as an ambassador of West Hollywood's vibrant drag culture, using the position as a platform to promote the City through the artform of drag performance. The City of West Hollywood Drag Laureate will serve for a term of three (3) years from July 1, 2026 – June 30, 2029.

The West Hollywood Drag Laureate will be expected to:

- Enhance the presence and appreciation of drag culture and arts in West Hollywood.
- Promote partnerships with West Hollywood businesses and community organizations.
- Inspire an emerging generation of drag artists by celebrating and promoting drag history.
- Serve as an ambassador for the City of West Hollywood.

The West Hollywood Drag Laureate works with the City to carry out the West Hollywood Drag Laureate duties. Specific duties for each year include:

- Serve as an ambassador for the City of West Hollywood and attend approximately fifteen (15) events throughout the year, approved by the City, with an emphasis on several events during Pride month. Events may include City events (such as WeHo Pride and West Hollywood Day), events supporting the local business community (such as grand opening ribbon cuttings), and others as assigned. Attendance at events will be scheduled in close coordination with the Drag Laureate.
- Attend a Media Training course with the City's Communication Department at the beginning of the term.
- Attend meetings with City Staff, virtual or in-person, to coordinate appearances.
- Participate in the selection of the next West Hollywood Drag Laureate at the end of the three-year term.

B. ELIGIBILITY

This is an open call to professional drag persona/performers, Drag Kings and Drag Queens, in the LA County region. BIPOC, women, LGBTQ+, and West Hollywood-based applicants are especially encouraged to apply. A successful applicant will be able to demonstrate and meet the following requirements:

- Full-time resident in the County of Los Angeles
- At least twenty-one (21) years of age by the application deadline
- Have a fundamental knowledge of Drag History

CITY OF WEST HOLLYWOOD
DRAG LAUREATE 2026-2029 APPLICATION

- Show enthusiasm and love for the City of West Hollywood and demonstrate a significant connection to the city
- Excellent public speaking skills
- Experience in performing at a wide variety of venues and audiences
- Ability to work collaboratively with a wide range of people from various backgrounds
- Experience in using the platform as a Drag Persona/Performer to promote community service, philanthropy, or activism

Only drag artists with a significant connection to the City of West Hollywood will be considered. Such connections may be that the artist lives in the City, works in the City, and/or has volunteered on a regular basis for community programs that deliver services in the City. Please refer to www.weho.org/streets to confirm that your residence, work address and/or the activities in which you took part in are in the City of West Hollywood. Current City of West Hollywood appointed officials, elected officials, City employees, and relatives of all the above, are not eligible to apply for the West Hollywood Drag Laureate position.

C. HONORARIUM

The West Hollywood Drag Laureate will receive a \$15,000 honorarium each year. The honorarium will be inclusive of any costs incurred by the Drag Laureate related to participating in the events and activities in the scope of work and required insurances.

In addition, a travel stipend of up to \$5,000, per year, is available to support the expenses incurred by the Laureate to present at a conference or event that takes place outside of the city limits. An event could look like a presentation at a conference, participation in a cross-city collaboration related to the Laureate position, or something similar that aligns with the Laureate program. The travel stipend is not intended to pay for conference registration, educational seminars, or professional development programs. The stipend should cover reasonable travel expenses up to 2 events per year.

D. DEADLINE TO APPLY

Applications must be received by **5:00 PM PT on Wednesday, May 6, 2026.**

E. SCHEDULE

The following dates represent the schedule that will be followed. The City reserves the right, at its sole discretion, to adjust the schedule, as it deems necessary. Complete applications must be submitted online by **Wednesday, May 6, at 5:00 PM, PT.**

April 1, 2026	Online application opens
May 6, 2026	Deadline to Apply
May 28, 2026	Arts and Cultural Affairs Commission review of applications and selection of Drag Laureate
June 15, 2026	City Council approval of Drag Laureate selection
Before July 15, 2026	Orientation meeting with City and Media Training
July 23, 2026	Installation of West Hollywood Drag Laureate at Arts and Cultural Affairs Commission meeting
June 30, 2029	West Hollywood Drag Laureate term ends

F. APPLICATION REQUIREMENTS

Interested parties must submit their application online. *Please read all the information listed carefully. Incomplete and/or late applications will not be considered.*

DRAG LAUREATE ONLINE APPLICATION: <https://form.jotform.com/260745571351154>

All applications must be clear, succinct, and organized. 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. Contact Information

Person's legal name, Drag name, address, email, phone number, website (if available), social media handle, brief bio, current performance headshot (within 5 years).

2. Cover Letter*

The applicant should summarize key elements of their previous experience and why they are a good candidate for the opportunity. The letter should be no more than 2 pages. *see questions to consider addressing in your cover letter below.

3. Introductory Video*

The video should be in drag, approximately 3 minutes, and submitted as a publicly

accessible weblink.

* Questions to consider addressing in your cover letter and/or introductory video:

- a) Why do you believe you should be selected as the City's next Drag Laureate?
- b) What do you hope to accomplish as the City's Drag Laureate?
- c) Describe your involvement in the West Hollywood drag community.
- d) How many years have you been doing Drag and how have you been involved or supportive of this community?
- e) Share with us some of your favorite moments, milestones, and/or accomplishments in your career as a Drag performer.
- f) Who in West Hollywood drag history inspires you?
- g) How do you intend to center racial, gender, and queer equity during your time as Drag Laureate?
- h) How have you used your platform as a Drag Persona/Performer to promote community service, philanthropy, or activism?

4. Visual Portfolio

Provide a visual portfolio of up to ten (10) images or links to past drag performances. Images in the portfolio can include headshots, photos taken during performances, promotional materials, or the applicant's business website. Links to videos of past drag performances must be publicly accessible and 3 minutes or less. A montage or highlight reel is not acceptable. Include the location, date, and a brief description of each portfolio image/link.

5. Acknowledgement of the Contract Terms and Conditions

Applicants will be required to acknowledge that they have reviewed the contract requirements. If there are questions or concerns about the contract terms and conditions the applicant should include their questions in their application.

- I understand that I will be required to execute an honorarium agreement with the City of West Hollywood including submitting a W-9 form.
- I understand the position is a three-year term, and I will be required to fulfill specific duties each year.

G. SELECTION PROCESS

City of West Hollywood staff will convene to review applications for this request for qualifications. All applications will be evaluated on the completeness and quality of the content. Only those applications that provide complete information will be considered for evaluation. City staff will generate a short list of up to 10 applications for final consideration by the Arts and Cultural Affairs Commission.

Applications will be reviewed by the Arts and Cultural Affairs Commission. In addition, one representative from the LGBTQ+ Commission, one representative from the Transgender Advisory Board, and the current Drag Laureate, Pickle, will be invited to participate in the review and selection process. The Commission will make a recommendation of one applicant for the City of West Hollywood Drag Laureate and forward it to the City Council for final approval.

The City may use the following criteria in its evaluation and comparison of submittals:

- Significant connection to the City of West Hollywood
- Qualifications and experience
- Quality of Cover Letter and Introductory Video
- Excellence of the drag performer's work as demonstrated in the visual portfolio
- Potential impact of the drag performer on West Hollywood
- Broader recognition of the drag artist and the artist's work locally, regionally, and nationally

H. 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.

I. ABOUT THE CITY OF WEST HOLLYWOOD

At the October 19, 2020, City Council meeting, the Council directed staff to develop a Drag Laureate Program. On June 26, 2023, the City Council selected Pickle to serve as the City's Inaugural Drag Laureate to serve from July 1, 2023 – July 15, 2025. On November 18, 2024, City Council approved to extend the Drag Laureate term from two to three years, to conclude on June 30, 2026.

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.

The City of West Hollywood delivers a broad array of arts programs through the City's Arts Division (@wehoarts), including Art on the Outside (temporary public art), Arts Grants for Individual Artists and Nonprofit Arts Organizations, City Poet Laureate, Drag Laureate, Free Theatre in the Parks, Library Exhibits and Programming, Summer Sounds, Urban Art

Program (permanent public art), WeHo Pride Arts Festival, Winter Sounds, and WeHo Reads. www.weho.org/arts

J. INSURANCE AND CONTRACT REQUIREMENTS

During the term of the contract with the City the applicant shall procure and maintain insurance of the types and to the limits and confirming requirements as specified in the City's standard contract template for contractors, ATTACHMENT A. No work shall begin until evidence of insurance is submitted to the city's satisfaction and an agreement is executed.

K. QUESTIONS

For all questions related to the Drag Laureate Program contact Rebecca Ehemann, Arts Manager, rehemann@weho.org, 323-848-6846, go.weho.org/drag.

L. ACCEPTANCE OR REJECTION OF APPLICATIONS

The City reserves the right to reject any and all applications when such rejection is in the best interest of the City. The City also reserves the right to cancel this program at any time and/or to solicit and re-advertise for other applications. Current City of West Hollywood appointed officials, elected officials, City employees, and relatives of all of the above, are not eligible to apply for the West Hollywood Drag Laureate position.

M. ATTACHMENT

ATTACHMENT A: Copy of City of West Hollywood Drag Laureate Agreement. The selected vendor is expected to adhere to all obligations and provide the required insurance documents listed in the City's contract.

CITY OF WEST HOLLYWOOD DRAG LAUREATE AGREEMENT

This DRAG LAUREATE AGREEMENT ("Agreement") is made on this [REDACTED]th day of [REDACTED], 20[REDACTED] 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 [REDACTED Vendor Name, Address, City, Zip] (hereinafter referred to as the "DRAG LAUREATE").

RECITALS

- A. The West Hollywood City Council directed staff to develop a Drag Laureate Program on October 19, 2020.
- B. The CITY's objective in establishing the position is to serve as an ambassador for the City of West Hollywood and to enhance the presence and appreciation of drag culture and arts through partnerships with business and community organizations.
- C. In accordance with the Drag Laureate Program Guidelines, [REDACTED Vendor Drag Name] has been selected as the DRAG LAUREATE to serve between July 1, 2026 – June 30, 2029.
- D. This Agreement will set forth the terms and conditions for the DRAG LAUREATE.

NOW THEREFORE, in consideration of the foregoing and the terms and conditions hereinafter set forth, the parties agree as follows:

- 1. **APPOINTMENT AS DRAG LAUREATE.** [REDACTED Vendor Drag Name] is hereby designated the CITY's honorary Drag Laureate for the term of this Agreement.
- 2. **SERVICES.** The DRAG LAUREATE shall serve as an ambassador of West Hollywood's vibrant drag culture and arts, using the position to both promote drag culture and arts in West Hollywood, and promote West Hollywood through the artform of drag performance. The DRAG LAUREATE, in their official role as West Hollywood Drag Laureate, shall perform the following services each year:
 - 2.1. **Installation.** The DRAG LAUREATE shall attend an Arts and Cultural Affairs Commission meeting, which will also serve as the official Drag Laureate installation ceremony. This will only take place the first year of the agreement.
 - 2.2. **Events.** Serve as an ambassador for the City of West Hollywood and attend approximately fifteen (15) events throughout the year, approved by the City, with an emphasis on several events during Pride month. Events may include City events (such as WeHo Pride and West Hollywood Day), events supporting the local business community (such as grand opening ribbon cuttings), and others as assigned. Attendance at events will be scheduled in close coordination with the Drag Laureate. The Drag Laureate will provide a list of options for appearances that highlight their specific talents.
 - 2.3. **Media Training.** In the first four (4) months of the agreement, the DRAG LAUREATE shall participate in a media training with the City's

Communication Department. This training will only take place the first year of the agreement.

- 2.4. **AB 1234 Training.** Each year, the DRAG LAUREATE shall provide proof of completing the annual AB1234 training.
- 2.5. **Annual Summary Report.** Annually, by June 30, the DRAG LAUREATE shall submit a brief annual summary report outlining official activities conducted as Drag Laureate including the name and date of each event, approximate number of attendees at each event, and general impressions and any testimonials received about the poet laureate program.
- 2.6. **Selection of Next Drag Laureate.** In the final year of the term, the DRAG LAUREATE shall attend the Arts and Cultural Affairs Commission to assist in selection of next West Hollywood Drag Laureate.
- 2.7. **Travel Stipend.** Each year, the DRAG LAUREATE may serve as an Ambassador at up to one (1) event that takes place outside of CITY limits. An event could look like a presentation at a conference, participation in a cross-city collaboration related to the Laureate position, or something similar that aligns with the goals of the Drag Laureate position. All travel requests are subject to the City Travel Administrative Regulation and must comply with the City's employee reimbursement policy. Travel requests must be pre-approved by staff in advance of the event. Travel expenses will be reimbursed upon CITY's receipt of a completed City Travel Expense Report and receipts for pre-approved travel and may not exceed \$5,000 per fiscal year.
- 2.8. **Communication with City.** Provide timely and efficient communication support to ensure all City inquiries related to the Drag Laureate are acknowledged and addressed. Attend monthly meetings with City Staff, virtual or in-person, to coordinate appearances.

3. PAYMENT

- 3.1. **HONORARIUM.** The DRAG LAUREATE shall be paid an honorarium of \$45,000, or \$15,000 per year for the three-year term of this Agreement. This Honorarium will be inclusive of all services, and the DRAG LAUREATE may invoice for \$7,500 at a time no more frequently than on the following dates: July 15, 2026; January 15, 2027; July 15, 2027; January 15, 2028; July 15, 2028; January 15, 2029. CITY shall pay each invoice within 45 days of receipt.
 - 3.2. **TRAVEL STIPEND.** Travel expenses incurred will be reimbursed upon CITY's receipt of a completed City Travel Expense Report and receipts for pre-approved travel and may not exceed \$5,000 per fiscal year.
4. **TERM AND TERMINATION.** This Agreement shall commence on July 1, 20[REDACTED] for a two-year term and shall expire on June 30, 20[REDACTED] unless earlier terminated as provided herein. DRAG LAUREATE serves in their position at will and may be removed from their position by the City Manager at any time at the City Manager's discretion without cause. Further, CITY may without penalty of any

kind terminate the Drag Laureate program at any time in its sole discretion. Either party may terminate this Agreement, with or without cause, at any time by prior written notice to the other party. This Agreement may be renewed by mutual agreement of the parties following an assessment of DRAG LAUREATE's performance hereunder.

5. **INDEMNIFICATION.** Neither party shall be liable for any damages proximately resulting from the gross negligent or wrongful actions or omissions of the other parties, employees, or agents in the performance of this Agreement and each party shall indemnify, defend, and save harmless the other party from such damages or liability resulting from the gross negligent or wrongful actions or omissions of the other party.
6. **INSURANCE.** If the DRAG LAUREATE shall drive their own vehicle to a city event they shall maintain and provide written evidence of automobile liability insurance covering bodily injury and property damage for all activities arising out of or in connection with the services to be performed under this Agreement, including coverage for owned, hired, and non-owned vehicles.
7. **ASSIGNMENT.** This Agreement is not assignable nor is the performance of the DRAG LAUREATE's duties delegable. Any attempted assignment of any of the rights or obligations of the DRAG LAUREATE 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 party that 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 DRAG LAUREATE 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 DRAG LAUREATE, except as herein set forth. The DRAG LAUREATE shall not at any time or in any manner represent that they are in any manner an agent or employee of the City. DRAG LAUREATE is not entitled to any benefits of any kind ordinarily provided to employees of the City.
10. **CONFLICT OF INTEREST.** To the best of their knowledge, the DRAG LAUREATE confirms that they have no financial, contractual or other interest or obligation that conflicts with or is harmful to performance of their obligations under this Agreement. The DRAG LAUREATE shall not during the term of this Agreement knowingly obtain such an interest or incur such an obligation, nor shall they employ or subcontract with any person for performance of this Agreement who has such incompatible interest or obligation.
11. **USE OF THE ARTIST'S NAME/LIKENESS/WORK.** The DRAG LAUREATE authorizes the CITY to use the DRAG LAUREATE's name, likeness, biographical information, literary work and services created under Section 2 by the DRAG LAUREATE for the purpose of promoting the CITY's Drag Laureate

program through press releases, advertisements, direct mail pieces, public service announcements, programs, and any other methods chosen by the CITY. Any written work created under Section 2 by the DRAG LAUREATE during their term will remain the intellectual property of the DRAG LAUREATE.

12. **NOTICES.** All Notices permitted or required under this Agreement shall be in writing and shall be deemed made when delivered to the applicable party's representative as provided in the Agreement. Such notices shall be deemed made when sent via email to the other party. The City email contact shall be Rebecca Ehemann, Arts Manager, rehemann@weho.org. The DRAG LAUREATE can be notified by email at: **Vendor Name, email**.

CITY OF WEST HOLLYWOOD:
8300 Santa Monica Boulevard
West Hollywood, CA 90069-6216
Attention: Rebecca Ehemann, rehemann@weho.org, 323-848-6846

DRAG LAUREATE:
Vendor Name
Address
City, State Zip
Attention: Vendor Name, Email, Phone

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

DRAG LAUREATE: Vendor Name

Vendor Name, Drag Name

CITY OF WEST HOLLYWOOD:

Laura Biery, Economic Development Director

Jackie Rocco, City Manager

ATTEST:

Melissa Crowder, City Clerk