



MEDIA ALERT
FOR IMMEDIATE RELEASE

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**City of Los Angeles
Department of Cultural Affairs
and
Office of Mayor Eric Garcetti
Request Proposals
for a
Municipal Covid-19 Memorial Initiative**

Los Angeles – The City of Los Angeles Office of Mayor Eric Garcetti, in partnership with Department of Cultural Affairs (DCA), is seeking a consultant team to develop a process evaluation, community engagement strategy, and facilitate listening sessions to determine if, and how, the City would create a permanent Municipal Covid-19 Memorial, and garner community feedback on the form(s) and site(s) for a Memorial. The request for proposals (RFP) is available online at www.culturela.org. The deadline for submitting proposals is January 7, 2022, at 5:00 p.m. (PST).

Before the City can begin to envision constructing a permanent representation of the effects of Covid-19 on Angelenos, it is important for communities to heal, beginning with the need for personal reflection and contemplation. Thus, the focused attention during the first phase of this initiative shall address three key themes: honor the loss of ordinary citizens and city workers; remember and ameliorate the grief and disruptions to our lives and livelihoods; and mobilize solidarity amongst Angelenos to come together to rebuild communities. The consultant team, under the oversight of the Mayor’s Office, shall work with DCA, representatives from other City Departments, and other relevant stakeholders as needed to accomplish the scope of work.

While most memorials mark a specific event or person, a permanent, municipal Covid-19 memorial will be the first citywide memorial that specifically recognizes the pandemic as an event that every Angeleno experienced simultaneously and collectively, albeit differently, and how memorializing this moment will shape our civic identity in the future.

The Municipal Covid-19 Memorial Initiative is a step towards helping Angelenos heal from the spectrum of traumas of the pandemic. It is also an opportunity to collectively honor the tremendous losses over the past year and a half, its protracted impacts, and to instill hope for rebuilding the future.

The Municipal Covid-19 Memorial Initiative is an outgrowth of the Civic Memory Project led by Christopher Hawthorne, City Los Angeles Chief Design Officer. The Civic Memory working group, made up of historians, architects, scholars, and City department staff, began working in November 2019 and concluded its work in February 2021. Its final report, *Past Due*, offers strategies to help a City-led approach to the production of monuments, memorials, and commemorations feel authentic, equitable, and productive to the citizens of Los Angeles.

While numerous demographics were impacted by Covid-19 in an unequal way, in Los Angeles, African Americans, Latinos, Native Americans, and Pacific Islanders specifically have consistently experienced higher positivity rates and death tolls overall. Because the pandemic illuminated and exacerbated systemic inequalities, the ability to use this initiative to help communities process this type of inquiry and trauma in real time will be important.

Memorials can take many forms - outdoor plazas, water features, museums, landscaped pathways, figurative or abstract sculptures, gardens, and lighting installations. Memorials can also be temporary or permanent, in a single or multiple sites, and designed by an artist or architect. Through the Municipal Covid-19 Memorial Initiative, the City is supporting a new paradigm for engendering a civic dialogue, one that changes its role to be more of a facilitator in the conversation about this important public memorial. The direction a permanent, municipal Covid-19 memorial could take will come out of the community input.

The selected consultant team should provide effective project and account management for all tasks and aspects of the project over the contract period including, but not limited to: researching, designing, planning, facilitating, executing, and monitoring the project; controlling project costs; and providing the Mayor's Office and DCA staff with timely updates. The consultant's team should include someone with experience and training in: facilitating input sessions with communities who are in the process of, or are going through trauma; research experience and stakeholder engagement with people in a post disaster context; survey design and implementation; and knowledge of community arts in the public sphere, as well as experience working with public agencies, including city, state, or federal agencies.

The consultant team will attend video meetings and conference calls with the Mayor's Office and DCA staff, and maintain responsive telephone communication and email correspondence. Under the oversight of the Mayor's Office and DCA staff, the consultant team will work to complete delivery of the tasks described in the scope of work and provide details on how the team would most effectively produce deliverables.

For more information, and to submit a proposal for the Municipal Covid-19 Memorial Initiative, please visit [Microsoft Word - RFP Covid Memorial Survey Consultant FINAL copy.docx \(culturela.org\)](#).

ABOUT THE CITY OF LOS ANGELES DEPARTMENT OF CULTURAL AFFAIRS (DCA)

As a leading, progressive arts and cultural agency, DCA empowers Los Angeles's vibrant communities by supporting and providing access to quality visual, literary, musical, performing, and educational arts programming; managing vital cultural centers; preserving historic sites; creating public art; and funding services provided by arts organizations and individual artists.

Formed in 1925, DCA promotes arts and culture as a way to ignite a powerful dialogue, engage LA's residents and visitors, and ensure LA's varied cultures are recognized, acknowledged, and experienced. DCA's mission is to strengthen the quality of life in Los Angeles by stimulating and supporting arts and cultural activities, ensuring public access to the arts for residents and visitors alike.

DCA advances the social and economic impact of arts and culture through grant-making; public art; community arts; performing arts; and strategic marketing, development, design, and digital research. DCA creates and supports arts programming, maximizing relationships with other city agencies, artists, and arts and cultural nonprofit organizations to provide excellent service in neighborhoods throughout Los Angeles.

For more information, please visit culturela.org or follow us on Facebook at: [facebook.com/culturela](https://www.facebook.com/culturela), Instagram [@culture_la](https://www.instagram.com/culture_la), and Twitter [@culture_la](https://twitter.com/culture_la).

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