



Olga Garay
EXECUTIVE DIRECTOR

February 19, 2008

CULTURAL AFFAIRS
COMMISSION

Adolfo V. Nodal
PRESIDENT

York Chang
VICE PRESIDENT

Celeste M. Alleyne
Richard Montoya
Lee Ramer
Josephine Ramirez
Gayle Garner Roski

Dear Colleagues:

On behalf of Mayor Antonio R. Villaraigosa and the Department of Cultural Affairs (DCA), I am pleased to invite you to apply for the 2009 Guadalajara International Book Fair **Festival Producing Manager** position.

The City of Los Angeles has been invited to be the Guest of Honor at the 2009 Guadalajara International Book Fair (Feria Internacional del Libro de Guadalajara - FIL) to be held from November 28 through December 6, 2009 in Guadalajara, Mexico. Founded by the University of Guadalajara, FIL is the largest market in the world for Spanish language publications, and is one of the most important cultural festivals in Latin America with over 600,000 visitors from over 40 countries attending annually.

The National Endowment for the Arts (NEA) has provided an award to DCA to showcase the best of Los Angeles' arts and cultural offerings at the FIL. A grants program (guidelines: <http://www.culturela.org/grants/initiatives.html>) was utilized to select authors and arts organizations to represent the City's best visual, performing, media, and literary arts at multiple venues throughout Guadalajara, Mexico.

As the attached Request for Qualifications (RFQ) details, DCA is seeking to hire a professional Festival Producing Manager for a \$40,000 contract with a term of approximately nine months. This is a leadership position that will require work in both Los Angeles and Guadalajara with event partners-including theaters and other performance venues as well as museums, sponsors, and DCA/NEA grantees. A nine-day festival will be the result of this exciting work. Qualified individuals should have skills and professional experience required to organize and coordinate this multi-faceted event.

We hope you will consider applying as we celebrate this unique partnership and international opportunity to showcase Los Angeles' great artistic legacy. **Please note that due to the time sensitive nature of the event, submissions will be due Monday, March 19, 2009.** If you have any questions regarding this RFQ, please contact Andrew Kasdin, Arts Manger II, at 213.202.5542, or via email at: andrew.kasdin@lacity.org.

Sincerely,

Olga Garay
Executive Director
City of Los Angeles Department of Cultural Affairs