



REQUEST FOR PROPOSALS (RFP) PUBLIC ART (MURALS) FOR 530-532 N. HIGH ST. ISSUED: JUNE 17, 2016

The Holly City Development Corporation (HCDC) is pleased to announce a call to mural artists for a public art installation at High and Broad Street entrance into the center city business district, aka Glasstown Arts District at 530-532 N. High Street.

OVERVIEW

HCDC invites a qualified artist or team of artists to submit proposals for the design, fabrication, and installation of a unique, site-specific work of art for one exterior mural installation (See attached photo). All practicing, professional artists working in a media suitable for murals for outdoor setting are invited to apply. The existing building is in a high visibility location and welcomes residents and visitors to do business, enjoy dining and come for entertainment. HCDC would like to have the public mural completed no later than December 5, 2016.* The artist(s) will need to work with groups of engaged residents, businesses and organizations to develop the theme for the mural. The mural must be created on the building surface.

BACKGROUND

Millville, Cumberland County, New Jersey is located in the center of southern NJ between Philadelphia, PA and Ocean City, NJ with an approximate drive time of 45 minutes to one hour depending on traffic. The population of the City of Millville is 28,000.

Visitors to the center city area come for unique dining and shopping, art galleries, the Levoy Theatre productions, Maurice River recreation and the services of professional businesses. The municipal government offices are located in the center city. Residential neighborhoods of diverse population surround the main street (High Street).

DESIGN PARAMETERS

The following are design parameters for the proposed mural art installation:

- Art mural shall enhance and depict the identity of the City of Millville, be a quality work of art, and appeal to a broad constituency.
- Art Installation shall be located as shown in the photo.
- Mural shall be all-weather, vandal/graffiti resistant and require minimal maintenance
- Artist(s) shall have approximately a 90 feet long by 30 feet high wall space. The mural does not have to cover the entire space.
- Artist(s) must include the following information in their response to this RFP:

Foot Note * If weather delays the mural process after the start date, accommodations will be made.

However the Artist(s) is expected to work as many days per week during good weather to strive to reach the completion goal.

- Artist(s) must include the following information in their response to this RFP:
 - ❖ What paint will be used and what is the life expectancy of the paint?
 - ❖ What sealing product will be used?
 - ❖ What are the approximate dimensions of your proposed mural?
- Artist(s) shall attend designated committee and community groups meetings to help develop the theme for the art on the date and times of the below scheduled meetings:
 - ❖ July 11 – Open public meeting at 6:00 p.m.
 - ❖ July 12 – Millville Neighborhood Alliance at 10:00 a.m.
 - ❖ July 12 – Art Creates Excellence youths at 1 p.m.
 - ❖ July 12 – Connecting Families meeting at 6:00 p.m.
 - ❖ July 13 – Play Street families at 1:00 p.m.
 - ❖ Each of these focus group discussions will be approximately 30 to 60 minutes.

- Exterior Mural will cover all or part of the north facing wall of 530-532 N. High St.

BUDGET

The budget for the mural is as follows:

- Exterior mural: \$40,000

The budget shall include all costs associated with the design, paints, brushes, sealers, mechanical lift, transportation costs and any and all required insurance, taxes, licenses or permits and the services of sub-contractors as necessary.

RFP PROCESS

1. Letter of Intent

Artist(s) shall provide a letter of intent of interest to participate in the RFP Process and must supply:

- Letter stating availability and desire to attend focus groups (above)
- Resume or biography
- Examples of existing work and resumes of all artists working on the team (if applicable) will need to be submitted. Photos showing existing work shall include title, location and date of work, dimensions, and medium. Up to three references from recent or current clients, which include contact information, shall also be included.
- Deadline to submit Letter of Intent: June 30, 2016 to the contact in next section (see Cover Letter).

2. HCDC will notify you by July 6 (or before) if you will be invited to proceed with the complete RFP Process based on Letter of Intent and Qualifications.

3. Completion of RFP with Design

One (1) hard copy and one electronic copy of the public art proposal must be received by 5 p.m. August 15, 2016. Postmarks will not be accepted. Please mail or hand-deliver proposals to the following:

Holly City Development Corporation
c/o Millville Development Corporation
ATT: Marianne Lods
22 N. High Street
Millville, NJ 08332

Proposals shall provide a straightforward and concise presentation adequate to satisfy the requirements of this RFP. The proposal shall emphasize a clear understanding of the proposed work and the necessary resources to perform the intended services. Submittal shall include a narrative describing the process to create the mural. A work program shall also be included that consists of a detailed project schedule. The narrative shall also address how the mural will embrace Millville’s history, attributes, diversity and design parameters listed above and how the artist(s) will include recommendations of the focus groups.

HCDC reserves the right, without qualification, to exercise discretion and apply its judgment with respect to any proposals submitted or to reject all proposals. After proposals are submitted, they become the property of the HCDC.

SELECTION PROCESS

HCDC Selection Board will review all submittals in conformance with this RFP and will then make a recommendation to the HCDC Board of Directors, who is the final decision-maker. An interview with the artist or artist team may be required. After a selection has been made, HCDC will enter into a contract with the artist or team of artists. Contractual terms that will be addressed in the contract, include but are not limited to, the following:

- Liability insurance requirements
- Errors and Omissions liability insurance requirements
- Workers Compensation insurance requirements
- Conformance with submitted scope of work, schedule and “Not to Exceed” budget
- Identification of contractors and subcontractors

- No substitution of key personnel without prior written approval by HCDC

INQUIRIES

To set up an appointment to view the installation site or if you have questions regarding this RFP, please contact Marianne Lods at millvilledevelopment@comcast.net or 856-293-0556.



Exterior Wall for Mural.

The following websites will give you background of history and a look at the present day in Millville:

Wikipedia.org
Millvillehistoricalsociety.org
GlasstownArtsDistrict.com
Levoy.net
Rrcarts.com
WheatonArts.org
P47millville.org
Njmp.com