

**TOWNSHIP OF BLOOMFIELD  
PUBLIC NOTICE  
SOLICITATION OF PROFESSIONAL SERVICE CONTRACT FOR  
PUBLIC ART MURAL**

The Township of Bloomfield is soliciting a request for Proposal (“RFP”) to provide

**PUBLIC ART MURAL DESIGN AND IMPLEMENTATION**

for a contract period beginning on October 17, 2023 and ending December 31, 2023.

Sealed submissions will be received by the Township Clerk, or designated representative for the Township of Bloomfield, County of Essex, State of New Jersey on Wednesday, October 4, 2023, 11:30 A.M. prevailing time, in Council Chambers, Municipal Building, Municipal Plaza, Bloomfield, New Jersey 07003, then publicly opened and read aloud. All proposals must be delivered to the Township Clerk’s Office, Township of Bloomfield, 1 Municipal Plaza, Room 214, Bloomfield, NJ 07003. Please submit all of the required documents requested within the RFP/RFQ Packet on or before the required date and time to be considered.

All proposals shall include all of the information requested in the Standardized Submission Requirements and selection criteria, which is available on the internet at:

<https://www.bloomfieldtnj.com/DocumentCenter/View/10183/Standardized-Submission-Requirements>.

Bids will be deemed incomplete if not all of the documents are submitted.

All professional service contractors are required to comply with the requirements of N.J.S.A. 52:32-44 (Business Registration of Public Contractors), N.J.S.A. 10:5-31 et seq. and N.J.A.C. 17:27 et seq. (Contract compliance and Equal Employment Opportunities in Public Contracts).

Submissions by Corporations and Partnerships shall include a completed Disclosure of Ownership form (N.J.S.A. 52:25-24.2) and shall include a completed Non-Collusion Affidavit.

The Mayor and Council reserves the right to reject any or all submissions due to any defects or waive informalities and accept any submissions that in their judgment will be in the best interest of the Township. The Mayor and Council shall award the contract or reject all submissions no later than 60 days from receipt of same.

By authorization of the Mayor and Council of the Township of Bloomfield, Essex County, New Jersey.



# *Township of Bloomfield*

2023 Public Art Mural Project  
Recreation Maintenance Garage

75 Spring St

Memorial Park

Bloomfield, New Jersey

Call to Artists

Request for Proposal/Request for Qualifications

## PROJECT OVERVIEW:

The Township of Bloomfield requests proposals and qualifications from artists for the design and implementation of a new public art mural on two exposed walls on the Recreation Maintenance Garage in Memorial Park. The approximate location is 75 Spring St, Bloomfield NJ 07003. The Bloomfield Parks, Recreation & Cultural Affairs Advisory Committee review proposals and will recommend three finalists to the Mayor and Council for final selection. This project is part of the ongoing revitalization of the Township's aesthetics.

The selected artist will present and develop concepts, and oversee production and installation of an approved mural; which will simultaneously meet the artistic/technical/public safety goals specified below. All rights to the artwork will be that of the Township of Bloomfield and owner of property (if other than the Township). The artwork may be used for marketing purposes subject to approval by the Mayor and Council.

*Interested and qualified artist should submit a conceptual rendering of their proposed art mural, in color and within the proposed dimensions of the designated area. The proposal should include a detailed description on how you will accomplish the scope of services as described herein. An itemized budget must be included for all materials, supplies and fees. The response is to be signed by a duly authorized official of the artist and must be submitted in time, manner and form prescribed. Along with these documents please provide color rendering of previous murals and or a list of other projects that you worked on to show the township you possess the experience and ability to accomplish this project.* This solicitation does not constitute an offer by the township to enter into a contract and is not an offer which can be accepted by the artist as a contract. No offer made in response to the terms and conditions of this RFQ may include any terms or conditions which can bind the township to the qualified artist who meets the requirements and criteria set forth in this RFQ. The township reserves the right to reject any and all services proposed and to waive technicalities as deemed to be in the best interest of the project. The township reserves the right to request additional information from artist(s) as deemed necessary to analyze proposals.

The RFP/RFQ is open to all artists who have experience in public art and/or community engagement. Both established and emerging artists are encouraged to apply. Artists who live in Bloomfield and/or within Essex County are strongly encouraged to apply. Collaborative groups may also apply.

## PROJECT GOALS:

- The project should achieve the following goals:
- Artwork should beautify the public realm and improve the cultural vibrancy of the space
- Create a welcoming and inclusive atmosphere for Memorial Park
- Artwork should be visually striking and colorful in order engage the viewer
- Artwork must be considered "family-friendly" or suitable for audiences of all ages
- Mural must be an original, one-of-a-kind, new work. If known images are used, the artist is responsible for obtaining all copyright permission and paying all license fees. Copies of permissions and licenses must be submitted with original proposal
- Mural should be representative of the cultural diversity of the Bloomfield community

**Note:** Images that are negative, vulgar, violent, hateful, or discriminatory based on race, disability, gender, culture, or religion will not be considered.

## Project Description

This project encourages local artists from diverse backgrounds and experiences to apply and offer their ideas and designs for the proposed Art Mural. The new mural shall be painted on the concrete wall on the two exposed walls facing the park on the Recreation Maintenance Garage in Memorial Park, 75 Spring St Bloomfield, NJ (see photos below).

The organizers of this project ask that all details regarding the Mural Project remain confidential until an official announcement is made to the public. A formal press release will be distributed once the artist has been selected for the project. Response to this RFP/RFQ signifies confidentiality between the organizers and the artists involved in this process.

### Side – North Facing Wall



### Rear – West Facing Wall



Other pertinent details:

- Once the artist is selected, they will work with the Bloomfield Parks, Recreation & Cultural Affairs Department to select their final image/design based on his/her proposal. The artist will then submit the final design for approval by the Mayor and Council.
- The selected artist will collaborate with the Bloomfield Parks, Recreation & Cultural Affairs Department and assigned departments and representatives from the Township of Bloomfield to implement the proposed design onto the concrete wall.
- The total project budget is not to exceed \$7,500 for an artist or team of collaborative artists.
- The project budget includes the artist(s) fee, supplies, and travel-related expenses.
- The artist is expected to prime and paint the existing wall prior to painting the mural.
- The artist is expected to add a final protective “clear coat”
- The murals will be located on the two walls of the Recreation Maintenance Garage, 75 Spring St, Bloomfield, NJ.
- The approximate dimensions of the proposed mural:
  - North Wall: Appx 32’ wide by appx 10’ tall
  - Rear/West Wall: Appx 50’ wide and appx 10’ tall (see above photos)
- The design will be suitable and acceptable for public viewing of all ages.
- The mural is intended for completion on or about November 17, 2023.

How to Apply:

Please send your proposal in a sealed envelope with an unbound hard copy of your submission or a Thumb Drive with color renderings and all the requested documentation below to

Township of Bloomfield  
Clerk’s Office Room 214  
1 Municipal Plaza  
Bloomfield, NJ 07003

- Name of artist(s)
- Artist(s) information including address, company (if applicable), phone number and address
- Full name and contact of lead artist
- Color rendering of the proposed public art mural within the dimensions set forth in this request
- Detailed description on how you will accomplish the scope of services as described herein.
- An itemized budget must be included for all materials, supplies and fees not to exceed \$7,500.
- Color rendering of previous murals and or a list of other projects that you worked on to show the township you possess the experience and ability to accomplish this project.
- Estimated timeline from start to finish.

**Deadline to apply is Wednesday, October 4, 2023 by 11:30AM. Notification of approved artist will be on or about October 17, 2023.**