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Request for Qualifications (RFQ)

Mural Artist for Broad Street Mural Project / 161 N Broad St, Woodbury, NJ 08096

Issued By: City of Woodbury

Release Date: 9/15/2025

Submission Deadline: 10/06/2025 by 9:00 PM

Project Description

The City of Woodbury is seeking qualifications from professional mural artists (or artist teams) to design, create and install a site-specific mural at 161 N. Broad St, Woodbury, NJ. 08096 on an existing billboard structure. The mural billboard area consists of plywood and is approximately 16ft tall x 24ft long or 384 square feet in total. Actual Physical location is a little further north at the end of the Corsi Dental Associates parking lot. The mural will emphasize the following key areas: Woodbury Community Heart & Soul statements, and the cultural identity of the city, which will serve as a lasting artwork for the community that everyone can be proud of. For more specific details, please visit the Broad Street Mural Project page on the City of Woodbury website: [Click Here](#) or go to <https://woodbury.nj.us/1396/Broad-Street-Mural-Project>.

Project Goals & Vision

The mural should:

- Enhance the visual identity and vibrancy of the City of Woodbury.
- Reflect the Woodbury Heart & Soul Statements (See Broad Street Mural page).
- Reflect elements of the community feedback survey (See Broad Street Mural page).
- Consider finding a historical story not widely known (hidden gem) that can be told through the mural.
- Be accessible and meaningful to a wide audience.
- Be durable and maintainable in outdoor conditions.

Eligibility

- Open to professional mural artists or artist teams located in the South Jersey area.
 - Will consider artists outside of this area, but preference will be given to South Jersey artists.
- Experience with large-scale exterior murals strongly preferred.
- Must be 18 years or older.

Budget

The total budget for this project is **\$14,500**, inclusive of artist fees, design, materials, equipment, fabrication, surface preparation, installation, travel, insurance, and all other associated costs.

Timeline

- RFQ Release: 9/15/2025
- **Deadline for Submission: 10/06/2025 by 9:00 PM**
- Finalists Notified: 10/20/2025
- Finalists Request for Proposal (RFP) Due: 11/24/2025
- Mural Steering Committee Review of RFPs: 12/03/2025
- City of Woodbury Townhall Meeting Reviewing Top 3 Candidates: 12/10/2025
- Artist Selection: 12/15/2025
- Mural Installation: 1/12/2025
- Project Completion: 1/23/2025

Submission Requirements

Interested professional muralists should provide the following:

1. **Letter of interest** - 1-2 pages explaining your artistic practice, relevant experience, and interest in the mural project.
2. **Resume / CV** - for individual artist or each member of a team applying.
3. **Portfolio of Work** – Include at least 2 images of previous murals or large-scale public artworks, with details: title, location, year, dimensions, materials, and budget if applicable.
4. **References** – 2-3 professional contacts familiar with your work.

Selection Criteria

Artists will be evaluated based on:

- Quality, originality, and craftsmanship of prior mural/public art projects.
- Experience completing works of similar scale and complexity.
- Ability to meet budget and deadlines.

Submission Instructions

All required materials must be submitted by 10/06/2025, no later than 9:00 PM EST to:

- **Email to:** bpennypacker@woodbury.nj.us
- with subject line: 'RFQ Submission – Broad St Mural Project'.

***Note** If files are too large to send in one email, it is okay to send multiple emails. Please keep the same subject line and put the following in the body of each email [email 1 of 2, etc.].

Contact Information

For questions about this RFQ, contact:

Bradley Pennypacker, Deputy Administrator

bpennypacker@woodbury.nj.us

856-845-1300 Ext. 130