

Public Art Mural for the Levoy Theatre, Millville, NJ

Issued by: Holly City Development Corporation (HCDC) & the Levoy Theatre

Date Issued: April 8, 2026

Submission Deadline: April 24, 2026, 5:00 PM ET

Contact for Inquiries: hgarrison@hollycitydevelopment.org | 856-776-7979

1. Project Overview

HCDC in partnership with The Levoy Theatre seeks proposals from professional mural artists or collaborative teams to design and execute a dynamic, site-specific mural on the exterior walls of the theatre in Millville, NJ. The project aims to enhance the cultural identity of Millville, celebrate local arts, and actively engage the community in the artistic process.

The mural should:

- Reflect the theatre's historical and cultural significance
- Invite community participation in the design and execution phases
- Serve as a permanent, high-quality public art installation that is weather-resistant and low-maintenance

2. Background

Millville, Cumberland County, New Jersey, is 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 about 28,000.

Millville boasts a rich arts heritage, anchored by the Levoy Theatre, which offers a diverse range of films, live performances, and educational programming. The area around the theatre is part of the Glasstown Arts District, which is frequented by residents and visitors. The mural is intended to strengthen community pride and identity, fostering inclusive engagement through art.

3. Design Parameters

Artists should submit proposals that:

- Engage with the Millville community, incorporating input from residents, students, and local arts organizations
- Appeal to a broad constituency and be of quality work
- Complement the architectural features and scale of the Levoy Theatre
- Utilize weather-resistant materials, be vandal/graffiti-resistant, sealed, and require minimal maintenance
- Fit dimensions of specific wall measurements of 19' x 40'
- Must include: what paint will be used and its life expectancy, what sealing product will be used

4. Design Phase and Community Engagement:

- Concept development informed by community engagement during designated community group meetings
- Actively incorporate community ideas while maintaining artistic integrity

5. Budget

The total budget for this mural project is **\$30,000**. The budget shall include **all costs** associated with the design, site preparation, fabrication, transportation, and installation of the artwork, as well as any required insurance, taxes, licenses, permits, and subcontractor services as necessary.

6. Timeline

- **RFP Release:** April 8, 2026
- **Community Engagement Meeting:** April 13, 2026 at Millville Public Library
- **Community Concepts Delivered:** April 16, 2026
- **Proposal Submission Deadline:** April 24, 2026
- **Review and Artist Selection:** April 28, 2026
- **Artist Selection Notification:** April 30, 2026
- **Execution of Project:** May 1- July 24, 2026
- **Public Unveiling & Dedication Ceremony:** TBD

7. RFP Process

Submit one combined PDF file including:

1. **Letter of Interest:** Statement of intent and approach, highlighting experience in public art and community-engaged projects.
2. **Proposal Narrative:** Concept description, how community engagement will be facilitated, and expected outcomes.
3. **Artist Resume:** Include previous public art projects with images, dimensions, materials, and dates.
4. **References:** Contact information for three professional references.

8. Selection Process

HCDC and the Levoy Theatre Selection Board will review all submittals in conformance with this RFP. An interview with the artist or artist team may be required. After a selection has been made, HCDC will enter 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
- Workers
- Conformance
- Identification

Proposals will be evaluated based on:

- Artistic excellence and creativity
- Feasibility and durability of the proposed mural
- Commitment to incorporated community input
- Professional experience and portfolio of past work

9. Submission Instructions

- Submit electronically to hgarrison@hollycitydevelopment.org with subject line: "Levoy Theatre Mural Proposal – [Artist Name]"
- Hard copies may be mailed to: Holly City Development Corporation, 14 E Mulberry Street, Millville, NJ 08332
- Deadline strictly enforced: proposals received after 5:00 PM ET on April 24, 2026, will not be considered.

10. Contact for Questions

For questions or site visits, please contact:

Email: hgarrison@hollycitydevelopment.org

Phone: 856-776-7979

(HCDC and the Levoy Theatre reserve the right to reject any or all proposals.)