



Artist Call - Request for Qualifications (RFQ)

Wyndham Rewards, in partnership with Creative Greensboro, First Tee – Central Carolina and the Wyndham Championship, are seeking a muralist with a strong original artistic vision and experience in community engagement to create a mural at Gillespie Golf Course. The course, which is a local landmark, has deep roots in the country’s Civil Rights Movement. Located in Southeast Greensboro in City Council District 1, Gillespie GC sits within a diverse community and holds significant historical importance for the City and the Southeastern U.S.

History of Gillespie Golf Course

In 1955, six Black men led by Dr. George Simkins played the course in defiance of the whites-only rules. They were later arrested, convicted of trespassing, and spent 15 days in jail. After a series of court cases and appeals, Judge Johnson J. Hayes forced the City to integrate the course. Before it could open to minority golfers, the clubhouse was burned to the ground. The City condemned the course. It didn’t open to all players for another seven years. The site now honors the Greensboro Six with a historical marker. Gillespie plays an important role in making golf accessible for all people. In addition to being the only municipal golf course in Greensboro, Gillespie is also home to First Tee – Central Carolina, a national youth development program using the game of golf to create life-changing opportunities for local youth on and off the course. Gillespie was also the first course in North Carolina to offer PGA HOPE (Helping Our Patriots Everywhere), a national program that uses golf to enhance the physical, mental, social and emotional wellbeing of active-duty military and veterans. The course actively promotes access to golf for individuals with disabilities, and is one of the only courses in the Triad that offers adaptive golf lessons and a standing golf cart for golfers with spinal cord injuries or mobility differences. In 2023, the Greensboro Parks and Recreation Department began the process of creating a master plan that will make recommendations for future renovations and improvements to enhance user experience and create new opportunities at the course.

Artist Selection Process

A group of stakeholders has been formed to lead the artist selection process. The group is made up of representatives from the local community, Wyndham Rewards (Travel + Leisure Co. and Wyndham Hotels & Resorts), First Tee – Central Carolina and golf industry leaders. The stakeholder group will work with the selected artist to lead a community engagement process that reflects the demographics of the surrounding community and course users. More Information about the area can be found in the community profile included at the end of this document. They will create a design for and install a mural on the wall that reflects the vision of the stakeholder group, and enhanced by additional voices from the community engagement process. In addition to community engagement, a separate artistic direction section has been included as an appendix (A) to this document. These elements should inform and guide the finalist’s artistic process.

Site, Scope, & Budget

Located at 306 E. Florida St., Gillespie Golf Course is a 9/18-hole municipal golf course, a 9-hole Par-3 Short Course, a driving range and practice area. The course also hosts a large training facility operated by First Tee – Central Carolina. The mural will be created on the building wall of the training facility. The wall is approximately 20' Tall x 90' Wide (1800' sq ft).



Scope of Project: It is expected that the mural design encompass and incorporate the entire length of the wall pictured above (not every square foot of wall has to be painted). Note: the small covering used to store trash cans will be removed from the wall prior to the prior process.

Budget: The selected artist will receive a contract for \$30,000. Additional funds will be provided for artist travel (if applicable) and materials/equipment. A separate pool of funds will be designated for future maintenance needs. Wyndham Corporate will issue a contract with the selected artist and will require a 1099 federal tax form to be submitted.

RFQ Submission Process

Who is eligible to submit?

- The RFQ submission process is open to any artist that meets the criteria listed below.
- The individual submitter should have a minimum work experience that includes:
 - Completion of at least one (1) large-scale outdoor mural within the past 3 years and with a budget of at least \$20,000, and
- While submissions that reflect the work of a team of artists will be accepted, a lead individual applicant must be identified who meets the minimum requirements listed above.
- Waiver of Rights to Artwork: Selected artist/artist team will be required to waive full VARA Rights as a condition of selection to this project.

What will be included in the RFQ Submission?

- Contact Information
- Statement of Interest (500 words or less)
- Artist Resume/CV (If the submission represents the work of a team, an Artist Resume/CV can be included for each artist who would work on the project.)
- Work Samples – at least 5 and up to 10 images representing large-format mural work.
 - At least 3 images must reflect the outdoor mural work completed by the lead applicant and represent a project with a budget of at least \$20,000.
 - At least 1 work sample for any additional artist(s) listed as a member of the project team.
 - All work samples must reflect the direct work of the lead applicant and/or additional artists who are listed as confirmed members of the project team for the submission.
- Work Sample List – detailing specifics for each image submitted. (Responsible artist’s name, commissioning body, location, size, budget, time to complete, date completed, and medium/materials used.)
- References: Three (3) professional work references for the lead applicant.
 - At least 1 reference must have had direct involvement for commissioning the artist for a large-format outdoor mural project with a budget of at least \$20,000.
- ****Please note: No design proposals for the Gillespie GC Mural Project will be accepted in the RFQ application***

How to Submit?

- Complete the [online Gillespie Mural Project RFQ submission form](#). Submissions cannot be accepted in any format other than the online form.
- **Deadline to submit is 5pm on March 29, 2024;** Late or incomplete submissions cannot be accepted.

RFQ Review Timeline and Selection Process

March 29:	RFQ Deadline for Submission
March 29 – April 2:	Stakeholder Committee reviews and scores RFQ submissions
April 4:	Up to three finalists will be selected from the RFQ submission pool and invited to develop <u>a community-informed design proposal</u> to the Stakeholder Committee that will reflect feedback the artist direction and information received from community engagements, in addition to a plan for mural coverage and budget management.
April 18:	Each of the (3) finalists will be invited for an in-person or virtual presentation to the Stakeholder Committee. Finalists will receive a \$1000 honorarium for the creation and presentation of their proposals.
April 26:	Selection of the final artist, confirm timeline of design renderings, revision, approval and installation plan.

Mural Design and Installation Timeline

April 26 – May 20: Artist refines the mural design based on Stakeholder Committee feedback.

June 1: Final Design Approval

June TBD: Press Announcement from Wyndham Rewards on Final Artist and Design.

July: Artists install mural; **FIRM deadline for installation is July 29, 2024.**

August 5: The public unveiling of the mural will take place on Monday, August 5 (time TBD). It is requested the artist or a representative from the artist team be on hand for media opportunities.

Miscellaneous: The final artist or team of artists selected should be available for any media opportunities that come up during the process.

Questions

If you have questions, please contact one of these project staff members:

Jacquelyn Boone
Chief Creative Economy Officer
jacquelyn.boone@greensboro-nc.gov
336.373.7998

Josh Sherrick
Events and Engagement Division Manager
Joshua.sherrick@greensboro-nc.gov
336.373.7817

Appendix A

ARTISTIC DIRECTION

Wyndham Rewards is working with First Tee – Central Carolina, the City of Greensboro and the Wyndham Championship to commission a new street art mural honoring the Greensboro Six and their incredible contributions to the game of golf and the Civil Rights Movement. The mural will be placed on FTCC’s Learning Center at Gillespie Golf Course and unveiled publicly during the Wyndham Championship Jr. Golf Clinic on August 5, 2024 to kick off Wyndham Championship tournament week.

The Story – the articles below tell the story of the Greensboro Six and the importance of their story.

<https://www.pgatour.com/article/news/beyond-the-ropes/2023/08/01/the-greensboro-six-civil-rights-movement-gillespie-golf-course>

<https://www.si.com/golf/news/more-people-should-know-how-the-greensboro-six-helped-change-golf-forever>

Important Dates

- December 7th, 1955 – the day the Greensboro Six originally played a segregated Gillespie Golf Course, were subsequently harassed, and arrested and their court case began.
- December 7th, 1962 – the day the course re-opened and George “Doc” Simpkins hit the opening tee shot, breaking down all barriers and officially integrating Gillespie Golf Course.

Thoughts to Shape Artistic Direction

- The power of golf to break down barriers and open doors and opportunities for all people.
- The power of golf to bring people together and build relationships.
- Use of colors in the artwork signifying the hope and opportunity given to all through the actions of the Greensboro Six.
- Design that depicts the joy that people have when playing golf with people they care about.
- Incorporating First Tee – Central Carolina kids in the artistic process including initial feedback, incorporation in design and participation in painting process.
- The significance of Gillespie Golf Course to the local community as a place where Greensboro residents gather together, especially local black/brown golfers, men and women, and First Tee kids.
- Tie in connection with Wyndham/T+L and the Wyndham Championship

Other Important Dates for Historical Context

- PGA of America drops its longstanding “Caucasian Only Clause” in 1961.
- Charlie Sifford played his first tournament in the “deep south” at the Greater Greensboro Open in 1961 after finally being awarded tour membership. Sifford was friends with George Simpkins who gave him advice on where to stay during tournament week to “keep a low profile.”
- Woolworth’s Lunch Counter Sit-In took place on February 1, 1960 just 2 short miles from Gillespie.

Demographic and Lifestyle

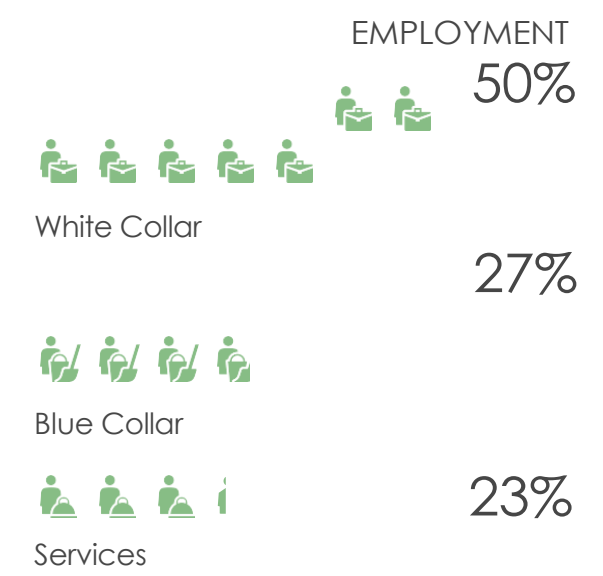
Gillespie Golf Course (5 minutes)
 311 East Florida Street, Greensboro, North Carolina, 27406
 Walk time of 5 minutes

Prepared by Esri
 Latitude: 36.04978
 Longitude: -79.78320

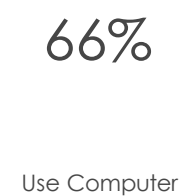
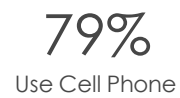
DEMOGRAPHIC PROFILE

Gillespie Golf Course

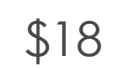
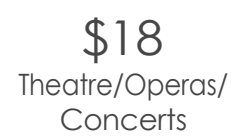
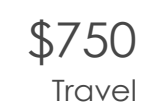
Walk time of 5 minutes



INTERNET ACCESS



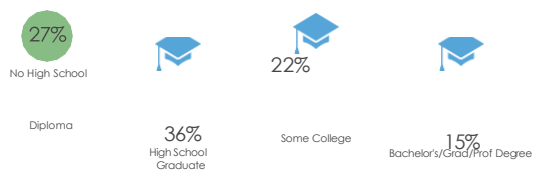
ANNUAL LIFESTYLE SPENDING



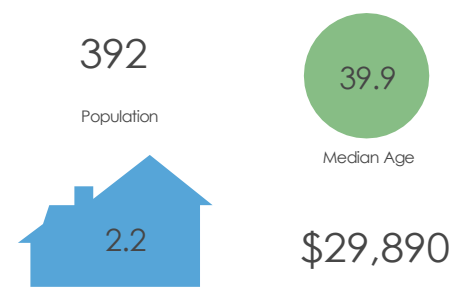
INCOME



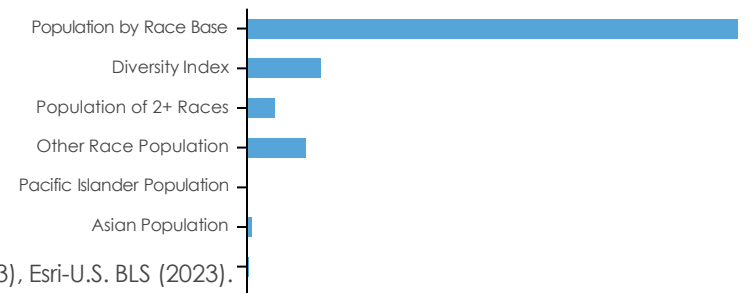
EDUCATION



KEY FACTS



2023 Race and Hispanic Origin (Esri)



Source: This infographic contains data provided by Esri (2023, 2028), Esri-Data Axle (2023), Esri-MRI-Simmons (2023), Esri-U.S. BLS (2023).

Demographic and Lifestyle

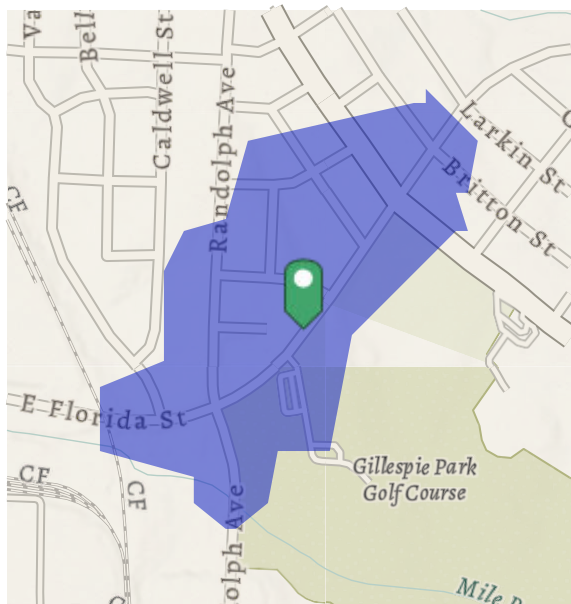
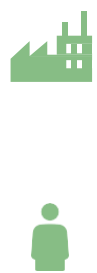
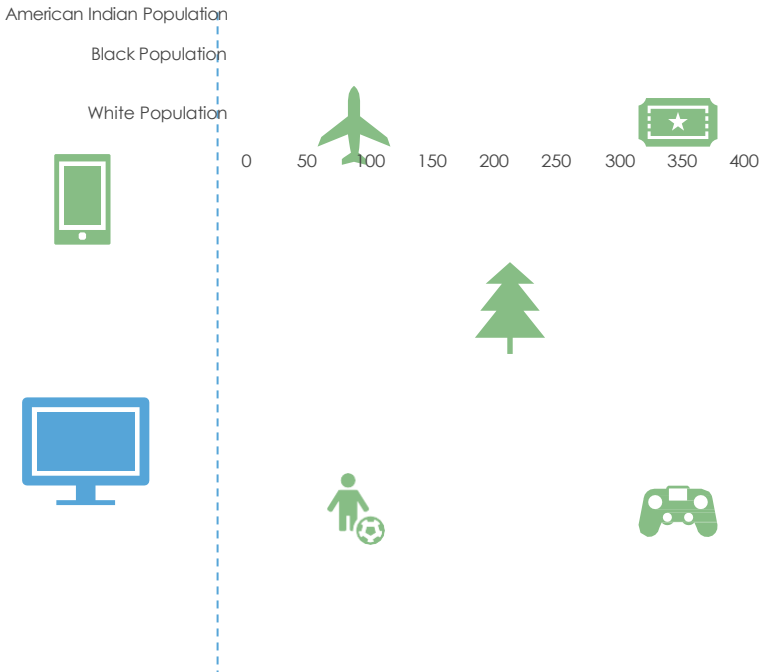
Gillespie Golf Course (5 minutes)
 311 East Florida Street, Greensboro, North Carolina, 27406

Prepared by Esri
 Latitude: 36.04978

Average Household Size Median Household Income

Source: This infographic contains data provided by Esri (2023, 2028), Esri-Data Axle (2023), Esri-MRI-Simmons (2023), Esri-U.S. BLS (2023).

© 2024 Esri



Demographic and Lifestyle

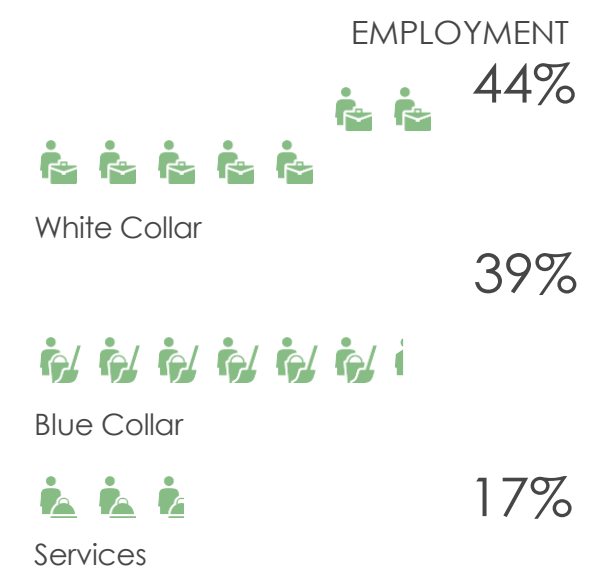
Gillespie Golf Course (10 minutes)
 311 East Florida Street, Greensboro, North Carolina, 27406
 Walk time of 10 minutes

Prepared by Esri
 Latitude: 36.04978
 Longitude: -79.78320

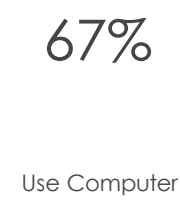
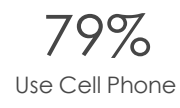
DEMOGRAPHIC PROFILE

Gillespie Golf Course

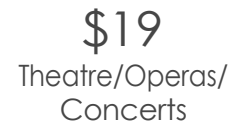
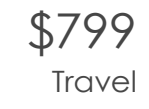
Walk time of 10 minutes



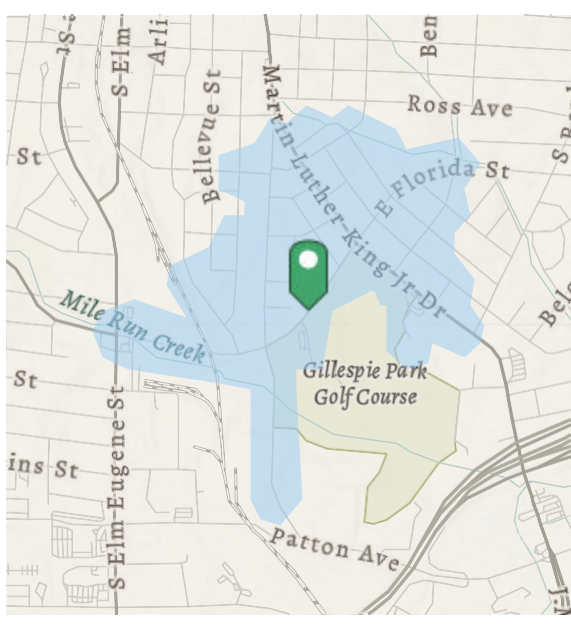
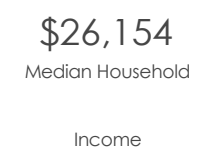
INTERNET ACCESS



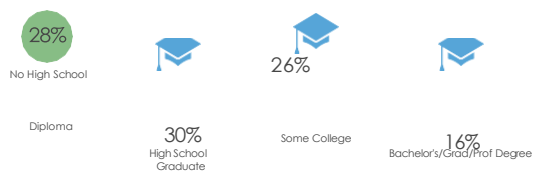
ANNUAL LIFESTYLE SPENDING



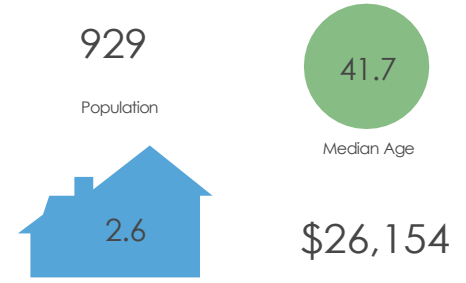
INCOME



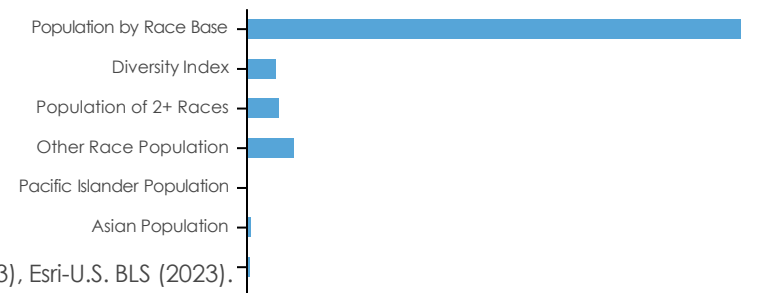
EDUCATION



KEY FACTS



2023 Race and Hispanic Origin (Esri)



Source: This infographic contains data provided by Esri (2023, 2028), Esri-Data Axle (2023), Esri-MRI-Simmons (2023), Esri-U.S. BLS (2023).

Demographic and Lifestyle

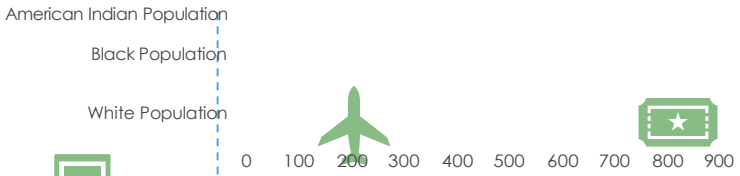
Gillespie Golf Course (10 minutes)
311 East Florida Street, Greensboro, North Carolina, 27406
Walk time of 10 minutes

Prepared by Esri
Latitude: 36.04978
Longitude: -79.78320

Average Household Size Median Household Income

Source: This infographic contains data provided by Esri (2023, 2028), Esri-Data Axle (2023), Esri-MRI-Simmons (2023), Esri-U.S. BLS (2023).

© 2024 Esri



Demographic and Lifestyle

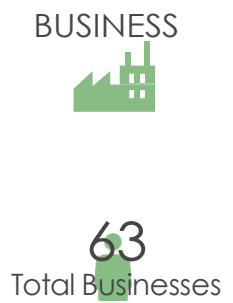
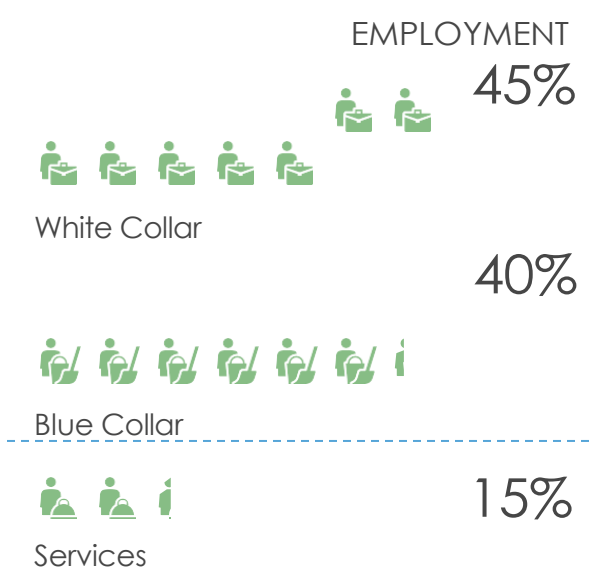
Gillespie Golf Course (15 minutes)
 311 East Florida Street, Greensboro, North Carolina, 27406
 Walk time of 15 minutes

Prepared by Esri
 Latitude: 36.04978
 Longitude: -79.78320

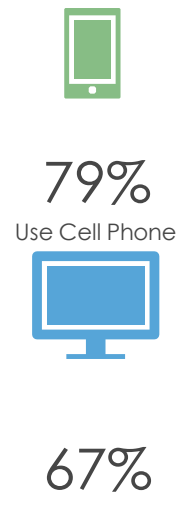
DEMOGRAPHIC PROFILE

Gillespie Golf Course

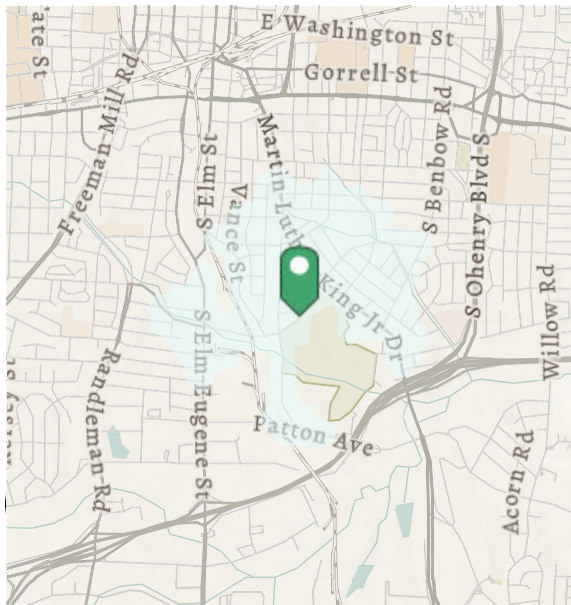
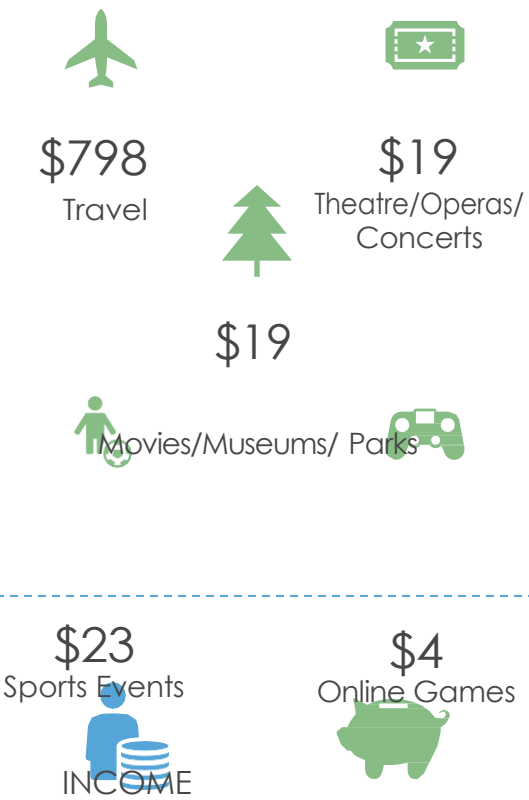
Walk time of 15 minutes



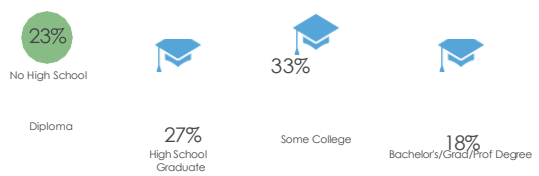
INTERNET ACCESS



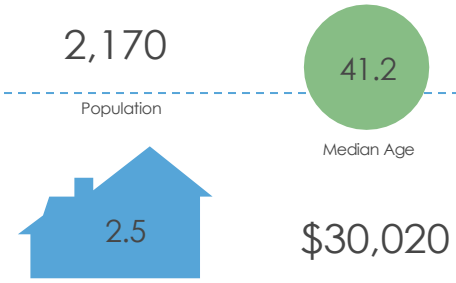
ANNUAL LIFESTYLE SPENDING



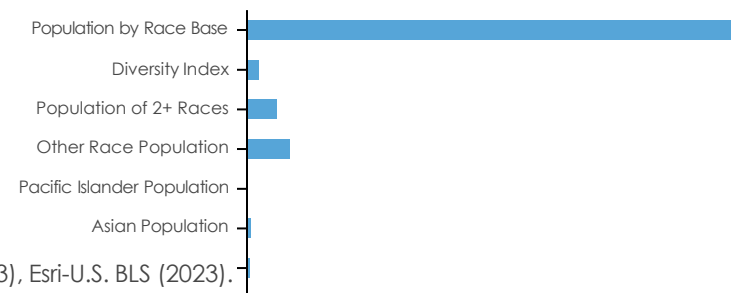
EDUCATION



KEY FACTS

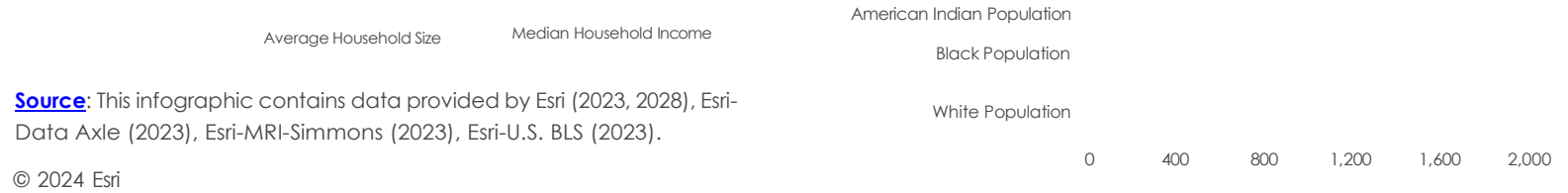


2023 Race and Hispanic Origin (Esri)



Source: This infographic contains data provided by Esri (2023, 2028), Esri-Data Axle (2023), Esri-MRI-Simmons (2023), Esri-U.S. BLS (2023).

Demographic and Lifestyle



Source: This infographic contains data provided by Esri (2023, 2028), Esri-Data Axle (2023), Esri-MRI-Simmons (2023), Esri-U.S. BLS (2023).

© 2024 Esri

Demographic and Lifestyle

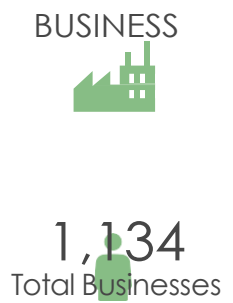
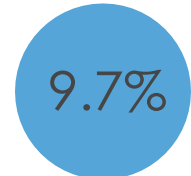
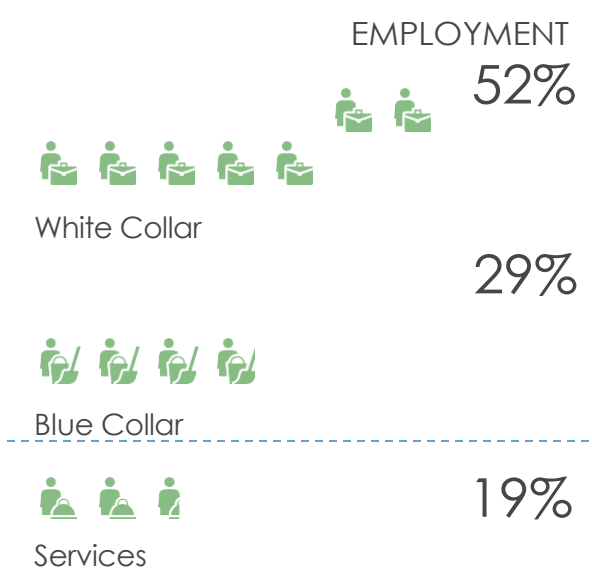
Gillespie Golf Course 2 (5 minutes)
 306 East Florida Street, Greensboro, North Carolina, 27406
 Drive time of 5 minutes

Prepared by Esri
 Latitude: 36.04809
 Longitude: -79.78387

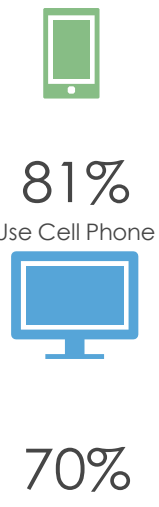
DEMOGRAPHIC PROFILE

Gillespie Golf Course 2

Drive time of 5 minutes



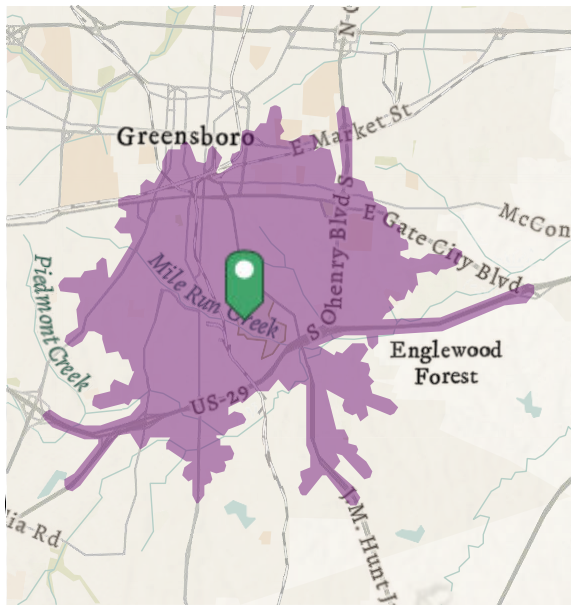
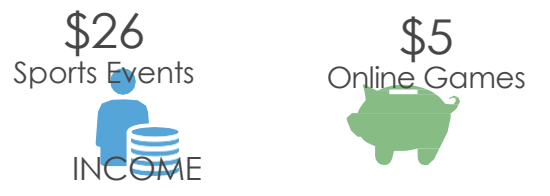
INTERNET ACCESS



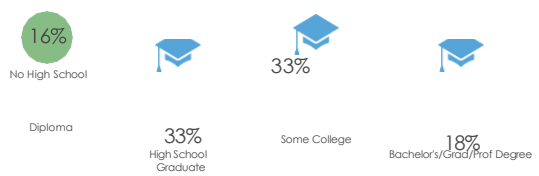
ANNUAL LIFESTYLE SPENDING



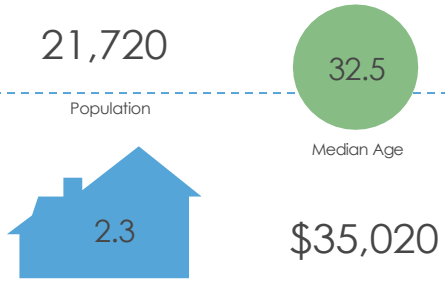
INCOME



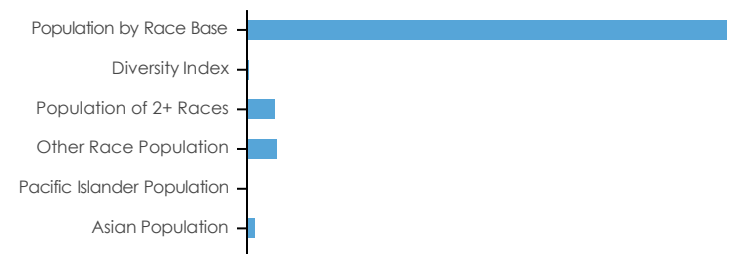
EDUCATION



KEY FACTS

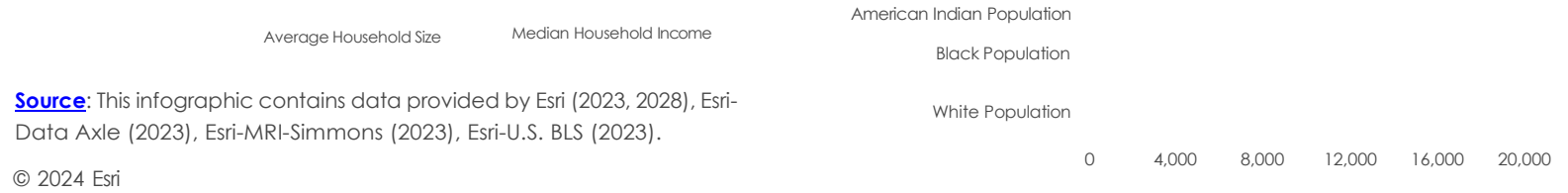


2023 Race and Hispanic Origin (Esri)



Source: This infographic contains data provided by Esri (2023, 2028), Esri-Data Axle (2023), Esri-MRI-Simmons (2023), Esri-U.S. BLS (2023).

Demographic and Lifestyle



Source: This infographic contains data provided by Esri (2023, 2028), Esri-Data Axle (2023), Esri-MRI-Simmons (2023), Esri-U.S. BLS (2023).

© 2024 Esri

Demographic and Lifestyle

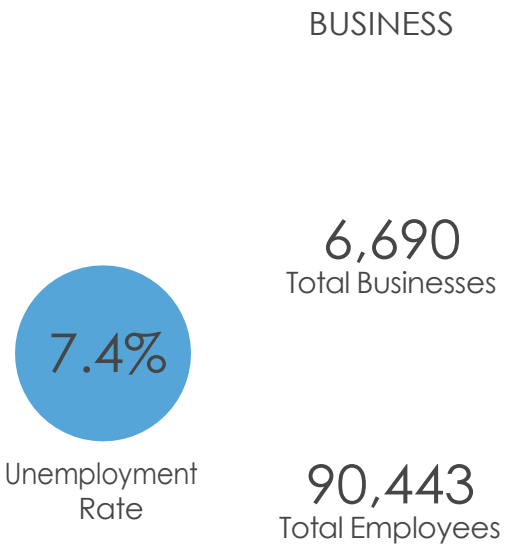
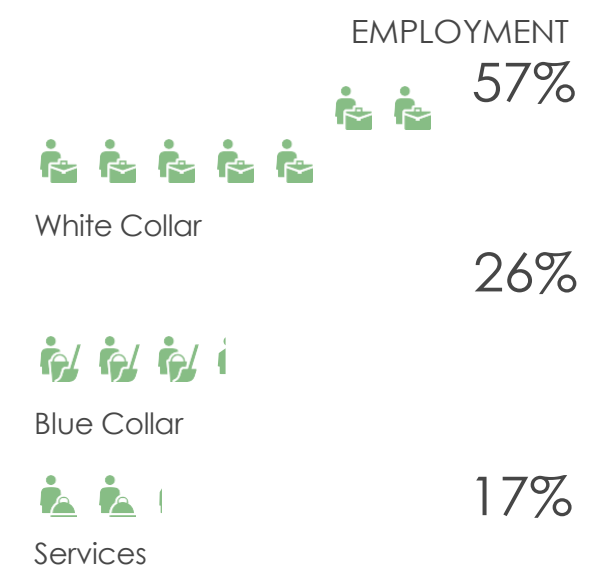
Gillespie Golf Course 2 (10 minutes)
 306 East Florida Street, Greensboro, North Carolina, 27406
 Drive time of 10 minutes

Prepared by Esri
 Latitude: 36.04809
 Longitude: -79.78387

DEMOGRAPHIC PROFILE

Gillespie Golf Course 2

Drive time of 10 minutes



INTERNET ACCESS

85%
Use Cell Phone

75%
Use Computer

ANNUAL LIFESTYLE SPENDING

\$1,324
Travel

\$32
Theatre/Operas/
Concerts

\$35

Movies/Museums/ Parks

\$35
Sports Events

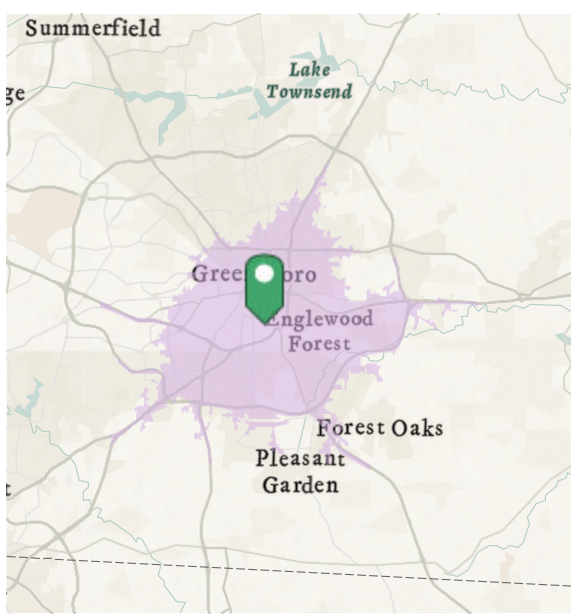
\$7
Online Games

INCOME

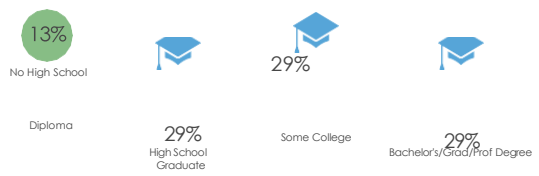
\$44,546
Median Household
Income

\$24,607
Per Capita Income

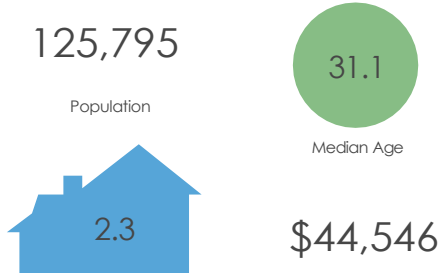
\$24,593
Median Net Worth



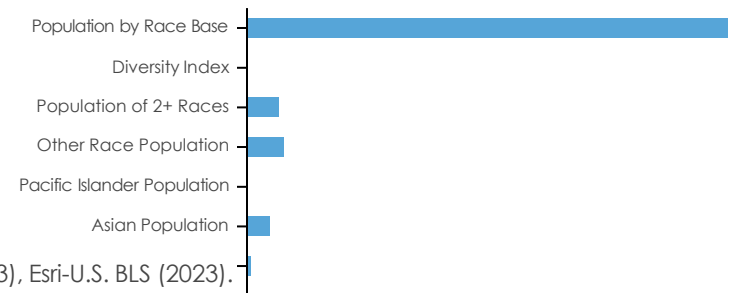
EDUCATION



KEY FACTS



2023 Race and Hispanic Origin (Esri)



Source: This infographic contains data provided by Esri (2023, 2028), Esri-Data Axle (2023), Esri-MRI-Simmons (2023), Esri-U.S. BLS (2023).

Demographic and Lifestyle

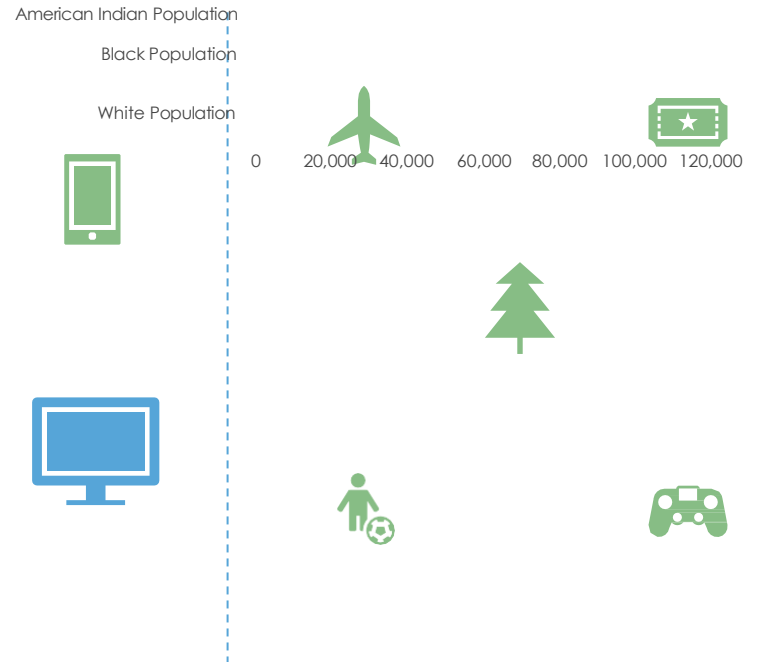
Gillespie Golf Course 2 (10 minutes)

Prepared by Esri

Average Household Size Median Household Income

Source: This infographic contains data provided by Esri (2023, 2028), Esri-Data Axle (2023), Esri-MRI-Simmons (2023), Esri-U.S. BLS (2023).

© 2024 Esri



Demographic and Lifestyle

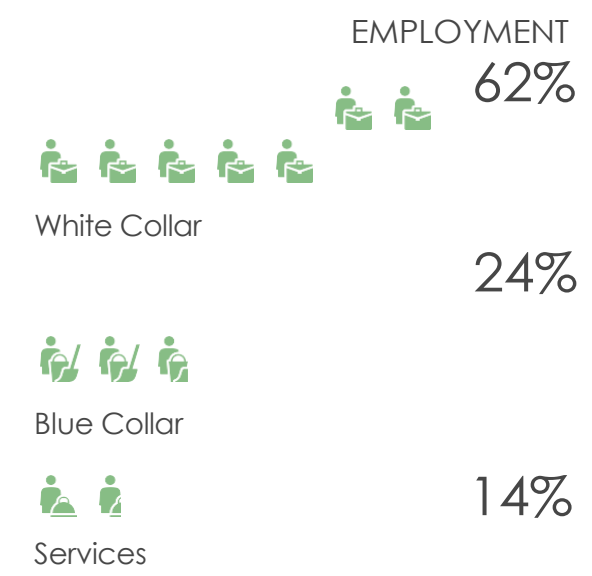
Gillespie Golf Course 2 (15 minutes)
 306 East Florida Street, Greensboro, North Carolina, 27406
 Drive time of 15 minutes

Prepared by Esri
 Latitude: 36.04809
 Longitude: -79.78387

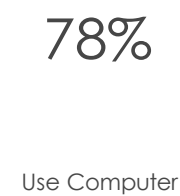
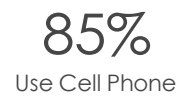
DEMOGRAPHIC PROFILE

Gillespie Golf Course 2

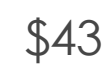
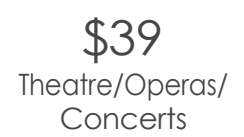
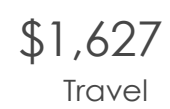
Drive time of 15 minutes



INTERNET ACCESS



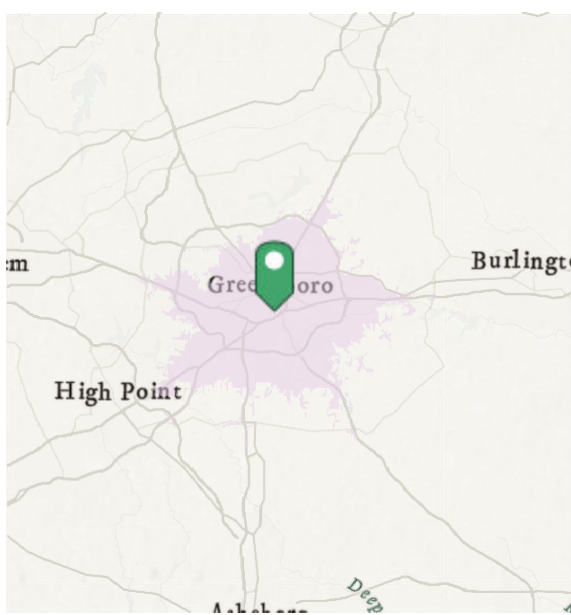
ANNUAL LIFESTYLE SPENDING



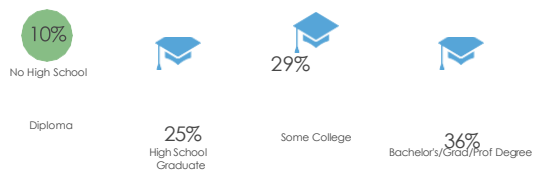
Movies/Museums/ Parks



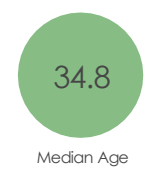
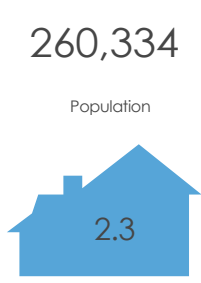
INCOME



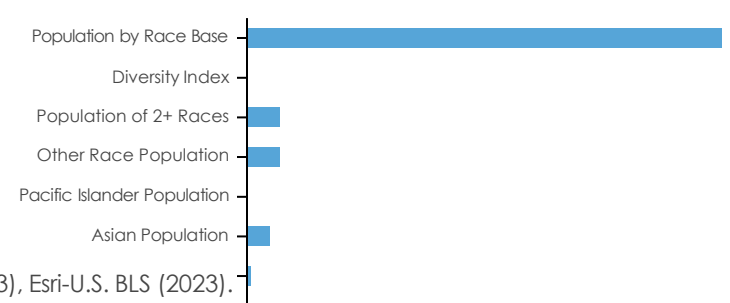
EDUCATION



KEY FACTS



2023 Race and Hispanic Origin (Esri)



Source: This infographic contains data provided by Esri (2023, 2028), Esri-Data Axle (2023), Esri-MRI-Simmons (2023), Esri-U.S. BLS (2023).

Demographic and Lifestyle

Gillespie Golf Course 2 (15 minutes)

Prepared by Esri

Average Household Size Median Household Income

Source: This infographic contains data provided by Esri (2023, 2028), Esri-Data Axle (2023), Esri-MRI-Simmons (2023), Esri-U.S. BLS (2023).

© 2024 Esri

