



REQUEST FOR PROPOSALS - 2026 PROJECT

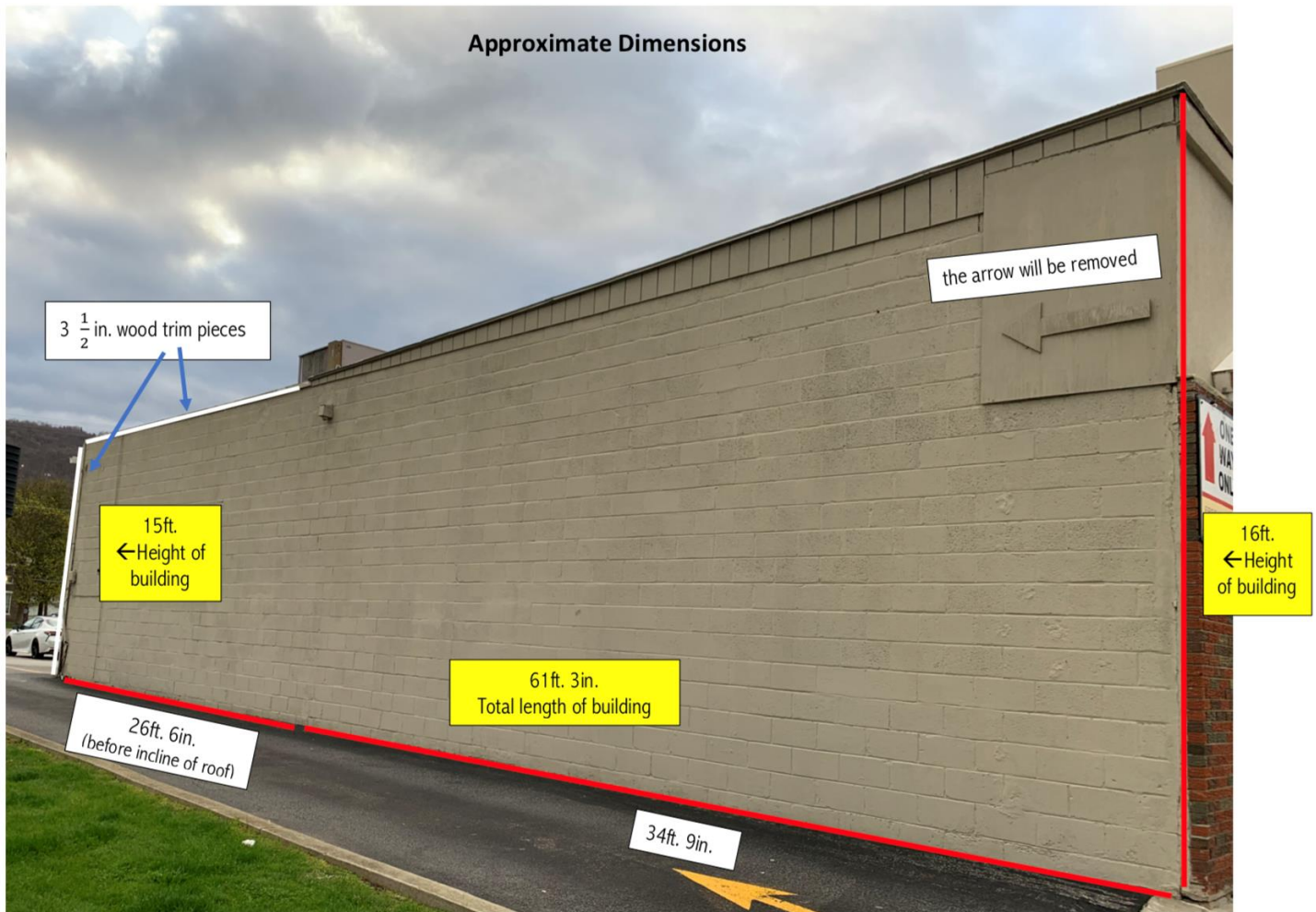
# MURAL ART FOR HISTORIC DANSVILLE, NY

SUBMISSION DEADLINE: NOVEMBER 1, 2025

# REQUEST FOR PROPOSALS – Mural Art for historic downtown Dansville, New York, US

## PURPOSE

Dansville ArtWorks Inc., a 501(c)3 community arts organization based in Dansville, New York, is seeking a professional muralist and/or muralist team to submit their interest and qualifications to design from a provided concept and paint an exterior mural on a selected commercial building in downtown Dansville, which resides on New York State's historic register. The mural will be painted on an exterior painted block wall, approximately 937 square feet (see image and dimensions below). The mural will cover the entire surface of the wall. This is a 2026 installation.



## **ELIGIBILITY**

This project is open to professional muralists and muralist teams, over the age of 18, who have demonstrated ability to execute a public art project of this scale.

## **PROJECT BUDGET**

The all-inclusive budget for this project is up to \$2,700 to include artist's/s' fee (\$2,000) and lodging/travel stipend (\$700). A retainer of \$500 will be paid to the selected artist when contracts have been executed, approximately January 31, 2026. Artist is encouraged to secure local lodging early, and Dansville ArtWorks will offer lodging recommendations. The lodging stipend will be paid to artist by June 1, 2026. A lift will be rented for this project at Dansville ArtWorks' expense. Paint and painting supplies (the supply budget) stipulated by artist will be purchased by Dansville ArtWorks at a cost not to exceed \$600. Any overage in this supply budget will be deducted from the final artist payment. The final payment to the artist will be made upon satisfactory completion of the mural as deemed by Dansville ArtWorks. Additionally, Dansville ArtWorks will pay Artist \$100 to license the mural artwork, in whole or in part, for fundraising for future murals. Said one-time license payment will be made upon completion of the mural.

## **BACKGROUND**

The Village of Dansville, New York, sits at the southern border of Livingston County. It is on the western edge of the state's Finger Lakes region and is home to the county's only airport and hospital. Founded in the 1790s, the community has strong roots in health and wellness and is home to granola, the predecessor of granola.

Dansville ArtWorks has been active for the past 11 years in driving and growing arts and culture in the community. In 2022, ArtWorks served as the community's organizing entity for the Dansville Mural Festival, which celebrated Dansville's first large scale exterior wall mural, painted by Arlin Graff and organized by Livingston County. In 2024, ArtWorks served as project manager on behalf of the Village of Dansville for the Clara Barton Mural installation.

## **PROJECT OVERVIEW**

Dansville ArtWorks' Mural Committee leads efforts towards creating additional village murals. The committee inventoried potential mural sites throughout the downtown, assessed building conditions, and surveyed building and business owners about interest in public art in the form of a mural as well as preferred mural concepts from a list of local historical references. This process resulted in the selection of 188 Main Street (Sunrise Restaurant), with plans to paint its north facing wall. Along with neighboring Dansville Public Library, Sunrise Restaurant begins the Dansville downtown commercial district. The mural must cover the entire space, 937 square feet. The chosen artwork will be required to withstand the outdoor environment with very limited maintenance.

The concept selected by the building owner and approved by the Mural Committee is granola, the forerunner of today's granola. Its invention in 1863 is credited to Dr. James Caleb Jackson, owner of Our Home of the Hillside – an internationally recognized water cure and spa – lovingly referred to as

the Castle on the Hill. There is good argument to be made for granola being invented by Lucretia Jackson, James's wife. Nonetheless, it was manufactured in a building which existed on the Sunrise Restaurant property. White winter wheat, grown in the Genesee Valley, was a featured ingredient. The site at one time was occupied by Maxwell Coffee restaurant, and Sunrise has operated here since 1972. Coming full circle, The Dansville Granola Company joined downtown Dansville in 2024 at 156 Main Street, where they manufacture and sell their proprietary blend of modern-day granola.

The muralist or lead muralist and team members must commit to a public muralist talk/presentation, a community involved event (such as a paint party), and participation in the mural dedication ceremony. Dates are listed below.

## **SELECTION PROCESS**

Dansville ArtWorks' Mural Committee will review all proposals and select an artist. The building owner has agreed to the design concept, will review the selected rendering and may have limited input, which will be passed on to the selected artist. Dansville ArtWorks' Mural Committee may also have input on the rendering. The artist may withdraw from consideration or incorporate the input.

Dansville ArtWorks reserves the right to accept or reject any and all proposals, waive technicalities and informalities, change the scope of the work, and amend the Request for Proposals as it desires. Late and incomplete entries will not be considered.

## **TIMELINE**

September 1, 2025: Request for Proposals announced

November 1, 2025, 5:00pm EST: Proposals and renderings due

November 22, 2025: Artist or semi-finalists selected

December 21, 2025: Renderings finalized if necessary

January 12, 2026: Artist selected from semi-finalists if necessary; contract issued to and must be executed by selected artist by January 30, 2026

Summer 2026: Work begins; priming will not happen until June 1 at earliest

Exact date TBD: presentation by muralist/muralist talk hosted by Dansville ArtWorks for the community

Exact date TBD: community involved event

August 8, 2026, 10:30am: Mural dedication

## **APPLICATION**

Please submit the following items in a single pdf document, emailed to [dansvilleartworks.mural@gmail.com](mailto:dansvilleartworks.mural@gmail.com) with the subject line Dansville Mural Proposal by **5:00pm EST on November 1, 2025**.

1. Cover page with contact information: full name of muralist and if applicable, team members; address of muralist or lead muralist; telephone number; email; website
2. A minimum of 3 references including telephone and email for projects completed within the last 3 years of similar scale and scope

3. Renderings or design concepts of the 3 projects listed above in #2 and of up to 3 additional projects of your choice
4. Artist bio and resume/CV
5. Letter describing your interest in this project and approach to the concept
6. Initial rendering of your interpretation of the design concept
7. Total package not to exceed 20 pages on 8.5x11" paper.

## **QUESTIONS**

Julee Acomb, Chair-Mural Committee; dansvilleartworks.mural@gmail.com

## **RESOURCES**

[www.dansvilleartworks.com](http://www.dansvilleartworks.com) Dansville ArtWorks Inc.

<https://www.villageofdansvillenyny.gov> Village of Dansville

<http://dansvilleareahistoricalociety.org> Dansville Area Historical Society

[www.dansvillepubliclibrary.org](http://www.dansvillepubliclibrary.org) Dansville Public Library

## CREATIVE BRIEF

Dansville NY, the birthplace of Granula.....

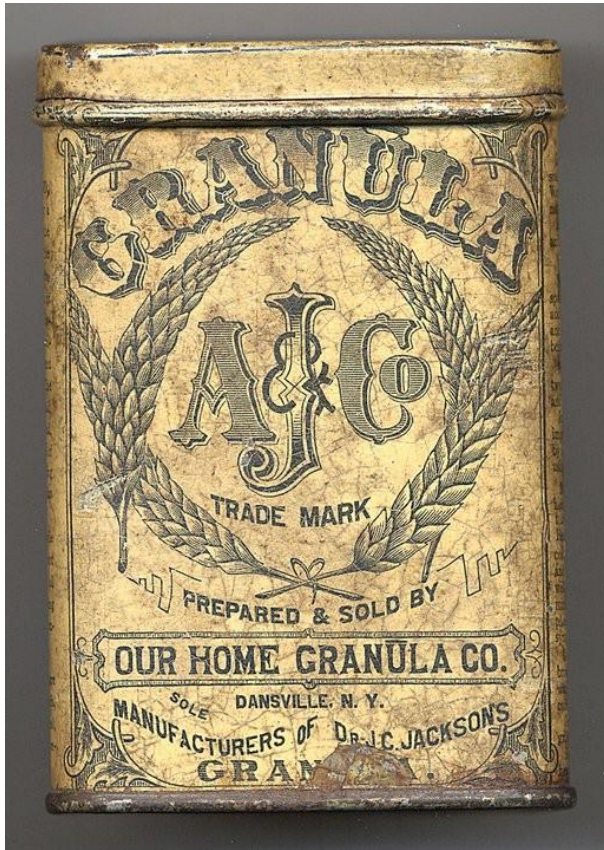
When Dr. James Caleb Jackson arrived in Dansville in 1858 as a new owner of a rundown water cure on East Hill, he brought with him a recipe for an unusual cereal food. He turned this land/building into a prosperous health institution/spa called "Our Home on the Hillside," later known as the Jackson Sanatorium and then as the Castle on the Hill. He had a vision he could cure people through holistic medicine, including a vegetarian diet, spring water, exercise and relaxation. People came from all over the country to seek rest and use natural ways of healing and eating. He treated patients with hydrotherapy known then as "the water cure." He became known as a 19th century celebrity doctor, and at this health institution, he recommended his breakfast treat. Dr. Jackson chose to call it Granula, the first cold ready-to-eat breakfast cereal.

It seems that he may have started experimenting with the granula recipe during his time at Glen Haven; he didn't perfect it until 1863 after he came to Dansville and found the unequalled white winter wheat of the Genesee Valley. "Of all the substances which I have ever used as food, I have never found another so good...as white winter wheat," he wrote. Although not a "ready-to-eat" cereal in the modern sense, ...it had to be soaked in milk for at least 20 minutes, and preferably overnight...it was considered convenient over cooked cereals. It was, in fact, the first cold breakfast cereal and the beginning of a national industry. It was the precursor to corn flakes, shredded wheat, the somewhat similar Grape Nuts, and the myriad other varieties of cereal that we eat today.

The ingredients were baked in an oven from which they emerged looking like a huge graham cracker, although much harder. The big cracker was then ground into large crumbs. The method of preparing the cereal for eating was to put a portion in a large glass, filling the glass with milk. This was done the night before and the glass was put away to stand all night. Granula cereal was popular with guests, patients and the townspeople. The demand soon taxed the capacity of the resort's kitchens which were run by Lucretia Jackson, his wife. Dr. James C. Jackson thereupon decided to remove the operation from the hillside and organize Our Home Granula Co. to manufacture the breakfast food in a village building. The business prospered for a time and promised to be very successful.

Granula became popular far beyond village boundaries. Our Home's kitchens were hard-pressed to keep up with the demand (at 20 cents a pound, it was economical!). At its peak of popularity in the 1880's, before the Battle Creek cereals overwhelmed the marketplace, as much as 60,000 pounds per year were produced. The company (Dr. James Caleb Jackson & Harriet N. Austin) erected a building on Main Street with offices, shipping and baking facilities. However, competition suddenly came from Battle Creek where people, who had also discerned the appearance of Granula as a cold cereal, began to manufacture a similar product with certain marketing and advertising advantages. Granula lost out in the competition and the manufacturing business dropped off. The last to be made in the plant on Main Street was only an occasional special order and the process was dropped completely about 1921. The ovens were last used to produce goods for a retail bakery operated by Clarence "Sammy" Redmond, who for many years had been the baker in charge of the Granula formula. The building has since been razed. A new building was erected in its place and is now the Sunrise Restaurant - where the mural will be painted.

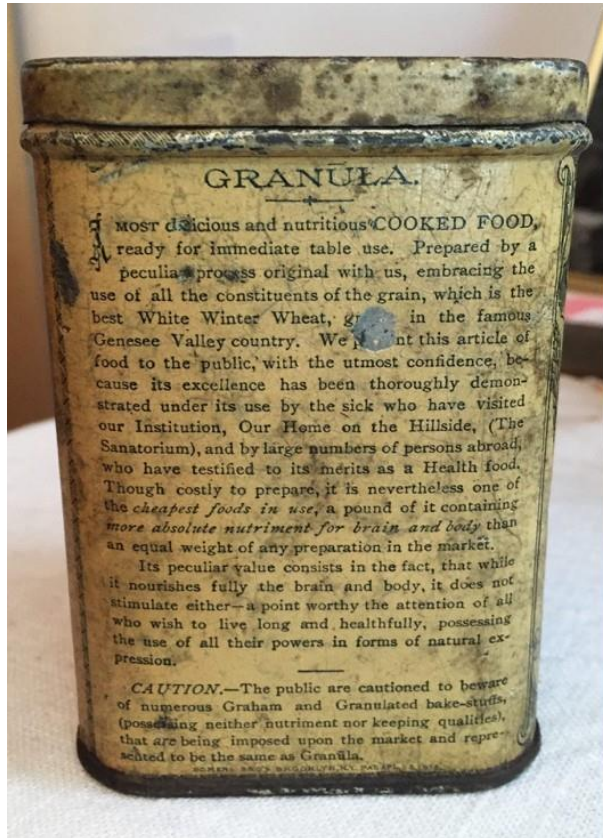
Your Creative interpretation of the following components  
(which in some way must be included in the mural) is welcome:



Front of the tin container that Granula was packaged in....



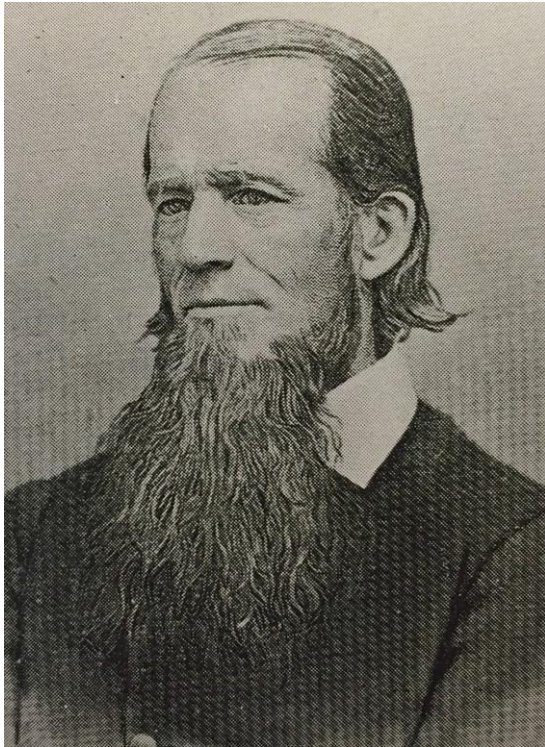
The wooden crate  
that the  
Granula tins  
were shipped in.



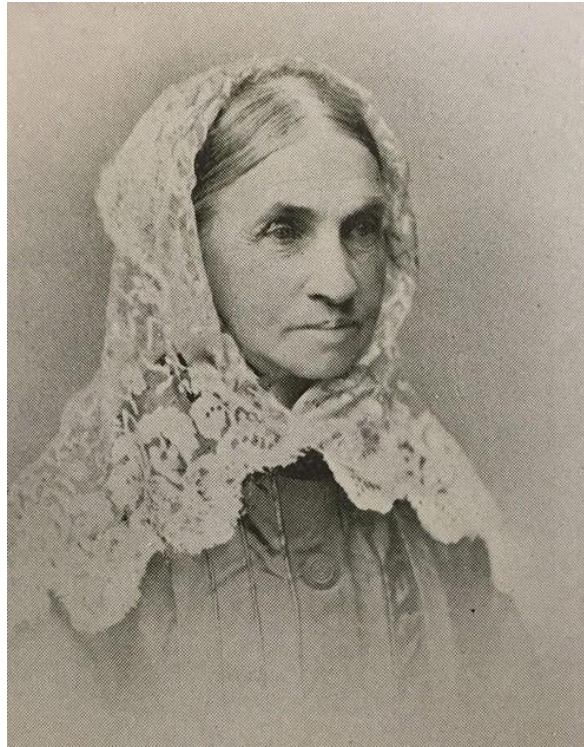
Sides of the tin container that Granula was packaged in



Top of the tin container



Dr. James Caleb Jackson  
Established one of the leading health resorts in America.



Mrs. Lucretia Jackson - his wife  
was considered the “mainspring” who kept the practical aspects of the operation moving.  
She was Our Home’s chief matron.



Harriet N. Austin  
A physician who wrote Jackson a letter about a serious patient case.  
She wanted to set up her own water cure but no one believed in “a woman’s competency to get beyond the sphere of the nurse”.  
Dr. Jackson believed in her and asked her to come work with him. Woman patients wanted to see a “lady physician”. They became partners in the business and Mr. & Mrs. Jackson adopted her as a daughter.



Our Home Granula Co. building - erected 1894 - Main Street, Dansville NY  
It had offices, shipping and baking facilities to accommodate the demand for Granula.

This building stood where the Sunrise Restaurant is now.

We are including this painting as a **reference** so you can visualize the greatness of the Jackson health resort and the impact Dr. James Caleb Jackson had on our small town. His invention of Granula was the world's first cold breakfast cereal.



"Our Home on the Hillside" Sage and  
Sons  
Buffalo, NY Tinted  
Lithograph CA. 1865  
Reproduction