

Breaux Bridge Lions Foundation

P.O. Box 51

Breaux Bridge, LA 70517

February 21, 2024

Dear Artspark Panel/Acadiana Center for the Arts,

This communication is to express our support of Artist Jessalyn Newton and her proposed project named "Beautification of the Birthday Wall". As you may know, the Breaux Bridge Lions Foundation is an organization that supports the enhancement and beautification of the community. This project has the potential to accomplish that goal.

The "Birthday Wall" is a wonderful tradition that shows the love that is shared in this community. Such a beautiful sentiment can become an eyesore when the acts of sweetness turn into litter in the street. Also, people take chances with their personal safety by posting in dangerous locations. Thankfully, Jessalyn has designed a lovely and effective solution to the problem. Her mural idea provides beauty for visiting tourists and a safe designated posting area for the townspeople.

Often this wall is the first glimpse of what "downtown Breaux Bridge" has to offer. The impact of such a project would be significant for community events like the Crawfish Festival, City Wide Garage Sale and the Christmas Art Walk Event. Jessalyn has proved her skills as an artist in our community with the previous projects she has completed in the city. I strongly believe in the project and in Jessalyn's talent and commitment.

Thank you for considering this proposal. The support you give today will make a difference in our community for years to come.

Sincerely,

Nicole Blanchard

Past President, Breaux Bridge Lions Foundation



Dear ArtSpark Panel,

Jess Newton has been an artist and has worked in various art forms all of her life. She was raised with several lifelong professional working artists in her family. She has great knowledge of the materials, processes, and equipment needed to take inspiration into creation. She has the support and mentoring of public artists like myself and several others.

Jess has shown a genuine interest in uplifting the aesthetic of her city of choice, Breaux Bridge. She has worked and produced a lot public visual art there, sometimes at great cost to herself. It's clear she has a sincere desire to produce more bigger and better work for the benefit of everyone.

Robert Dafford,
Public Artist
Dafford Murals



January 23, 2023

Dear Artspark Pannel/ Acadiana Center for the Arts,

I am writing in support of Artist Jessalyn Newton and her proposed project “Beautification of the Birthday Wall”. As someone who is passionate about beautification of our community through public art, I believe this project has the potential to make a real impact in our community.

This popular Breaux Bridge wall is the go-to place for the community to post banners declaring everything from birthdays to garage sales. Over the years this tradition has had a negative impact on our community from litter falling into the street and people posting new banners in dangerous locations. This is a pressing issue that demands immediate attention and action for the safety of our community.

Fortunately, Jessalyn Newton has designed a beautiful and effective solution to this problem. By painting a mural on the wall with a safe designated posting area, we can organize this space and make a real impact in our community.

The potential impact of this project is significant to our community’s tourism especially during the annual Crawfish festival where over 100,000 people visit Breaux Bridge. I strongly believe that the “Beautification of the Birthday Wall” is the right solution for our community.

Artist Jessalyn Newton has a proven track record of success and has the experience and expertise to execute this project with excellence.

Thank you for considering this proposal. Your support will make a meaningful difference in the lives of our community members.

Sincerely,

Jennifer Stelly
Executive Director, SMEDA



Ricky Calais, Mayor
rcalais@breauxbridgela.net

City of Breaux Bridge
101 Berard Street Suite A
Breaux Bridge, Louisiana 70517
P: 337.332.2171 • F: 337.332.6023
www.BreauxBridgeLA.net

February 20, 2024

Dear Artspark Pannel/ Acadiana Center for the Arts:

I am writing in support of Artist Jessalyn Newton and her proposed project "Beautification of the Birthday Wall".

As someone who is passionate about the beautification of our community through public art, I believe this project has the potential to make a real impact in our community. This popular Breaux Bridge wall is the go-to place for the community to post banners declaring everything from birthdays to garage sales. Over the years this tradition has had a negative impact on our community from litter falling into the street and people posting new banners in dangerous locations. This is a pressing issue that demands immediate attention and action for the safety of our community.

To help remedy this issue, Jessalyn Newton has designed a beautiful and effective solution to this problem. By painting a mural on the wall with a safe designated posting area, we can organize this space and make a real impact in our community.

The potential impact of this project is significant to our community's tourism industry, especially during the annual Crawfish Festival where over 100,000 people visit Breaux Bridge. I strongly believe that the "Beautification of the Birthday Wall" is the right solution for our community.

Thank you for considering this proposal. Your support will make a meaningful difference in our community.

Sincerely,

Ricky Calais
Mayor
City of Breaux Bridge

Dear Artspark Panel and the Acadiana Center for the Arts,

I appreciate your attention to the proposal for the “Beautification of the Birthday Wall” by artist Jessalyn Newton. As a community member who values the enhancement of our surroundings through public art, I wholeheartedly endorse this project and believe it can create a positive impact.

The Birthday Wall in Breaux Bridge holds a special place in our community—it’s where we celebrate milestones, share announcements, and connect with one another. However, over time, this tradition has led to unintended consequences, including litter accumulation and unsafe banner placements. Jessalyn Newton’s innovative solution—a mural with a designated posting area—addresses these issues effectively.

By transforming the wall into an organized and visually appealing space, we can enhance safety and foster community pride. Moreover, the project’s potential impact extends beyond aesthetics. During the annual Crawfish Festival, which draws over 100,000 visitors to Breaux Bridge, the mural will serve as a welcoming and memorable backdrop.

Jessalyn Newton’s track record of success and expertise make her the ideal artist to execute this project. I urge you to consider supporting the “Beautification of the Birthday Wall”—a step toward a more vibrant and connected community.

Thank you for your consideration.

Sincerely,

H David Puckett

President, Acadiana Restaurant Group LLC dba Café Sydnie Mae

140 E Bridge St.

Breaux Bridge LA 70517

February 16, 2024

Dear ArtSpark Panel
Acadiana Center for the Arts

Jessalyn Newton is proposing a "Beautification of the Birthday Wall" project in Breaux Bridge. I am writing this letter in support of Jessalyn and her project.

I moved to Breaux Bridge in 2009 and was drawn to this community because of the wonderful people and active historic downtown area. "The Birthday Wall" is located on a very busy corner at the entrance to the historic district and right around the corner from our historic bridge, crossing Bayou Teche. The intersection where the "birthday wall" is located, is something I pass 2-3 times a day, and it always makes me happy to see the handmade festive signs and banners, yet a little sad, because, there is so much more, that can be done to make that area really special. The Birthday Wall deserves a makeover. It's so heartwarming to see so many people, from all over Breaux Bridge, come together, to this one location, to spread their messages. People spend hours making colorful homemade signs and banners, complete with photos, for loved ones celebrating birthdays and anniversaries. I have even seen garage sale and lost pet notifications. It's our community message board.

Unfortunately, there is no one in charge of it and many banners are left to fall, once rained on and can fall into the roadway. There are so many messages, people are moving their new signs higher and higher, which is not good, or safe. The sidewalk at there is quite narrow and I've seen people up on ladders there which can be very dangerous. There is nothing there to keep people from moving signs higher and higher. Some kind of order is needed.

Jessalyn Newton has come up with a wonderful solution to this problem. She is planning to paint a beautiful mural complete with a dedicated area where the posters can be displayed safely.

Having been a huge supporter of public art, I am confident that this mural will be photographed and shared on the internet through FB and IG which will bring more interest and tourists to our community.

I have no doubt that Jessalyn will do an amazing job with this project. She has already made a huge impact to our downtown area in the last few months. Transforming our historic downtown area into a magical destination. She has spearheaded other projects bringing public art to our town.

Thank you for considering this proposal. This project will make a difference here in Breaux Bridge.

Sincerely,
Jennifer Casanova



St. Martin Parish Tourism Commission
601 East Bridge Street, Breaux Bridge, LA 70517
Laci Laperouse
Executive Director
laci@stmartinparish.net

2/7/2024

Art Spark Award
Acadiana Center for the Arts

To Whom It May Concern,

It is my pleasure to enthusiastically recommend Artist Jess Newton for the 2024 Artspark Award for funding the mural project in Breaux Bridge, LA.

My name is Laci Laperouse, Executive Director at the St. Martin Parish Tourism Commission. I had the pleasure of working with Jess Newton for two years while she worked on various art projects around the downtown Breaux Bridge area. Of all the painters I've worked with, Jess Newton is among the most gifted.

During our time together, Jess Newton proved to be professional, Organized, and Highly skilled at her craft. Her expertise in public art is a huge asset that led to our community's trust in her ability to execute this mural project.

I am confident without reservation that Jess Newton would be an excellent fit for the 2024 Artspark Award. As a muralist, visual artist, and community beautification advocate, she would be the perfect candidate to create this mural project to beautify our community.

Feel free to contact me at (337) 486-9096 or laci@stmartinparish.net if you have questions or would like me to further elaborate on Jess Newton's talents and achievements.

Sincerely,

Laci Laperouse
Executive Director



Tina Begnaud
Director of Tourism
tbegnaud@breauxbridgela.net

City of Breaux Bridge
314 East Bridge Street
Breaux Bridge, Louisiana 70517
P: 337.332.8500 ext 166 • F: 337.332.5424
www.breauxbridgelive.com • www.BreauxBridgeLA.net

Dear Artspark Pannel/ Acadiana Center for the Arts,

I am writing in support of Artist Jessalyn Newton and her proposed project "Beautification of the Birthday Wall".

As someone who is passionate about beautification of our community through public art, I believe this project has the potential to make a real impact in our community.

This popular Breaux Bridge wall is the go-to place for the community to post banners declaring everything from birthdays to garage sales.

Over the years this tradition has had a negative impact on our community from litter falling into the street and people posting

new banners in dangerous locations. This is a pressing issue that demands immediate attention and action for the safety of our community.

Fortunately, Jessalyn Newton has designed a beautiful and effective solution to this problem. By painting a mural on the wall with a safe designated posting area, we can organize this space and make a real impact in our community.

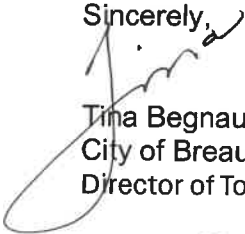
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where over 100,000 people visit Breaux Bridge. I strongly believe that the "Beautification of the Birthday Wall" is the right solution for our community.

Artist Jessalyn Newton has a proven track record of success and has the experience and expertise to execute this project with excellence.

Thank you for considering this proposal. Your support will make a meaningful difference in the lives of our community members.

Sincerely,


Tina Begnaud
City of Breaux Bridge
Director of Tourism

tbegnaud@breauxbridgela.net

337-332-8500

Dear Art Park Panel/Acadiana Center for the Arts,

I am writing in support of Artist Jessalyn Newton and her proposed project "Beautification of the Birthday Wall".

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Thank you for considering this proposal. Your support will make a meaningful difference in the lives of our community members.

Sincerely,

A handwritten signature in black ink, appearing to be "NSM", written over the word "Sincerely,".

Neil "Sam" Melancon

City of Breaux Bridge

City Councilman District D



Dear Artspark Pannel/ Acadiana Center for the Arts,

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Thank you for considering this proposal. Your support will make a meaningful difference in the lives of our community members.

Please let me know what I can assist with, I love the idea and am willing to help In any way that I can.

Thank you and God Bless,
District A City Councilman
Ryan Breaux



Dear Artspark Pannel/ Acadiana Center for the Arts,

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Please let me know what I can assist with, I love the idea and am willing to help In any way that I can.

Thank you!
District E City Councilman
Eddy Leblanc