



# OCTOBER 2020 COMMUNITY DEVELOPMENT REPORT

PHOTO COURTESY OF TRANSYLVANIA ECONOMIC ALLIANCE

PREPARED BY

**THE HEART OF  
BREVARD**



[www.brevardnc.org](http://www.brevardnc.org)



Dear Mayor Harris and Brevard City Council Members,

We would like to thank you once again for your continued support for Heart of Brevard and for your leadership of our community during this challenging time. As we approach the seven-month mark of the COVID-19 pandemic within the U.S., Main Street businesses are still adapting to the ever-changing realities of operating a business during a public health crisis. Adjusting to reopening guidelines that regularly change as conditions unfold, coupled with lingering safety concerns among many consumers, has resulted in a volatile and highly ambiguous situation for small businesses to navigate as they try to pivot and normalize.

As you know, we follow the national Main Street model for downtown economic development and revitalization. This is a long-term approach that works incrementally and focuses on economic development by working on four key elements: Design, Economics, Promotions, and Organization. Each year we strive to improve the business development and overall vitality in the district.

As COVID-19 began to unfold we quickly realized that the budget and workplan we began the year with needed radical adjustment to support the evolving needs of businesses in the district. The enclosed report summarizes our organization's response. We quickly reallocated funds set aside for festivals and events into direct assistance for businesses in the form of small business grants (Transylvania Tomorrow Emergency Relief Fund) and began to develop a local support campaign to promote our local business economy (Think Local Transylvania). As an organization known for our events, we are proud and excited about the creative alternatives we have planned to provide safe and festive community celebrations for the remainder of the year.

Thank you for taking the time to review the enclosed information. I would be happy to schedule follow-up meetings with members of council to provide in-depth review of these programs or to answer any specific questions. On behalf of the Heart of Brevard and the businesses that constitute our iconic and vital downtown, thank you for your continued support of our organization and community.

My best,

J. Nicole Bentley  
Executive Director





**NORTH CAROLINA  
STATISTICS**

**HEART OF BREVARD  
STATISTICS**

**\$361,454,314**

**242**  
BUILDINGS

**398**  
FACADES

**260**  
BUSINESSES

**1,262**  
JOBS

**84,017**  
HOURS  
(VALUED AT \$2,032,371)

Public & Private  
Investment

Buildings  
Rehabbed/Expanded

Facades Improved

New Businesses

Gained Full-Time and  
Part-Time Jobs

Volunteer  
Hours

**\$1,221,819**

**10**  
BUILDINGS

**3**  
FACADES

**10**  
BUSINESSES

**36**  
JOBS

**1,320**  
HOURS  
(VALUED AT \$247,488)

# N.C. MAIN STREETS ATTRACT A RECORD \$372.7 MILLION IN INVESTMENT FOR STATE'S COMMUNITIES

In FY 2019-2020, the North Carolina Main Street and Rural Planning Center and its programs supported 1,311 new jobs, 267 new businesses and more than \$372 million in local public and private investment, North Carolina Department of Commerce Secretary Anthony M. Copeland announced. The results were derived from business activity last year (July 1, 2019 -June 30, 2020) in the state's 64 designated Main Street and 13 designated Small Town Main Street communities.



"The record capital investment for our Main Street communities is encouraging evidence about the energy of our rural downtowns and the viability of this important component of North Carolina's economic development strategy," said Secretary Copeland. "As our smaller cities and towns navigate the post-pandemic recovery, leadership and technical support from the Main Street program will help communities embrace long-range opportunities."

Currently, designated Main Street communities range in population from 1,615 to 92,067. All were under 50,000 in population at the time of their designation. These communities are managed at the local level by a Main Street director, a board of directors and a host of community volunteers.

While the COVID-19 pandemic resulted in a decline in business growth and new jobs from the previous year, public and private investment was up by nearly \$100 million over 2018-19, demonstrating the increase in rehabilitation and new construction that is occurring in downtown districts across the state.

"Main Street is a strong economic development program with proven success for cities and towns of all sizes," said Liz Parham, director of the N.C. Commerce Main Street and Rural Planning Center. "The structure of a Main Street program provides a public-private foundation to build a downtown environment that thrives, and as a partner with the local programs, our office is committed to providing resources, assistance and guidance that will build more resilient local economies."

Since the inception of the program in 1980, North Carolina Main Street communities have generated nearly \$3.5 billion in downtown public and private investment, created over 26,000 jobs and opened 6,235 businesses.

The N.C. Main Street and Rural Planning Center at the Commerce Department assists selected communities across the state in generating economic prosperity in historic downtowns. The Main Street staff provides strategic economic development planning and technical assistance, program guidance, and training and education to participating communities under the structure of the Main Street America™ program, created by the National Main Street Center. The program incorporates transformative economic development strategies that are implemented through a Four-Point Approach to Downtown Revitalization: Economic Vitality, Design, Promotion, and Organization.

For more information on the N.C. Main Street and Rural Planning Center and its programs, visit <https://www.nccommerce.com/about-us/divisions-programs/rural-economic-development/nc-main-street-rural-planning-center>.



### THE FACTS

#### What is the Transylvania Tomorrow Small Business Emergency Relief Fund?

The Transylvania Tomorrow Small Business Emergency Relief fund is a program initiated by the Heart of Brevard and created by the Transylvania Business Support Task Force to support Transylvania County small businesses during the COVID-19 epidemic. The program, that is funded through the Community Focus Foundation 501(c)(3), awards grants up to \$3,000. The first wave of the program ended this summer and statistics from that push are detailed below. The second wave started this month and will run through January 2021.

The Transylvania Business Support Task Force is made up of the Heart of Brevard, Brevard/Transylvania Chamber of Commerce, Transylvania County Tourism, Transylvania Economic Alliance, and Blue Ridge Community College Small Business Center.

#### For More Information or to Give to the Fund:

Contact Us:

Nicole Bentley

transylvaniatomorrow@gmail.com

Visit our website:

[www.brevardnc.org/transylvaniatomorrow](http://www.brevardnc.org/transylvaniatomorrow)



### THE STATS



**TOTAL  
AWARDED**  
**\$228,500**



**102**  
**# OF BUSINESSES  
AWARDED**

**TOTAL AWARDED  
TO HEART OF  
BREVARD  
BUSINESSES**  
**\$103,750**

**43**  
**# OF HEART OF  
BREVARD  
BUSINESSES  
AWARDED**

**DOLLARS  
CONTRIBUTED BY THE  
HEART OF BREVARD**  
**\$15,000**

**\$10,000 IN KIND  
STAFF SUPPORT**

“

I would like to express my gratitude to the Transylvania Tomorrow Fund for the grant money Main Street Ltd received. I cannot express enough what a wonderful, kind, and generous community we have here in Brevard and Transylvania county.

These are very difficult times right now with the pandemic and it's really hard to look beyond tomorrow but this very appropriately named "Transylvania Tomorrow Fund" gives the local business person the hope that things are going to get better when we do it together.

**ANN HOLLINGSWORTH**  
**MAIN STREET LTD.**



# COVID-19 RESPONSE

Heart of Brevard created the pandemic informational resources listed below for business use. Materials were co-branded with the Brevard/Transylvania Chamber of Commerce to foster county wide community.

- Reopening Pamphlet for Retail Businesses
- Reopening Pamphlet for Restaurants
- Reopening Best Practices Poster for Businesses (see Item A)
- Map of Public Outdoor Spaces for Businesses (see Item D)
- A comprehensive social media campaign that included COVID-19 and reopening information for businesses as well as tools businesses could use. (Over 80 Posts via Facebook and Instagram since March 24. See Items B-C)

## A OUR WORKPLACE IS COMMITTED TO KEEPING YOU AND OUR EMPLOYEES SAFE

### We are...

-  **Washing our hands** and using hand sanitizer often.
-  **Cleaning and sanitizing** the store regularly.
-  Ensuring sick employees **stay home**.
-  **Limiting store occupancy** to maintain social distancing.
-  **Providing hand sanitizer** for our customers.

### Please help us protect our community by...

-  Wearing a **face mask or covering**.
-  **Washing your hands** and using hand sanitizer often.
-  **Avoiding touching your face** and covering your coughs and sneezes.
-  Stopping hand shakes and using **non-contact greeting methods**.
-  **Maintaining social distancing standards** by maintaining 6 feet or 2 arm's-length distance between you and other customers.

### Stay home if...

- You are **feeling sick**
- You have a **sick family member** at home
- You are at **higher risk** for contracting COVID-19



### Resources

- Visit the CDC's website for information on cleaning and more. [www.cdc.gov/coronavirus](http://www.cdc.gov/coronavirus)
- Use Supplyconnector.org to find out where you can get needed supplies [www.supplyconnector.org](http://www.supplyconnector.org)

THANK YOU FOR HELPING THE LOCAL BUSINESSES YOU LOVE BE HERE TOMORROW



B

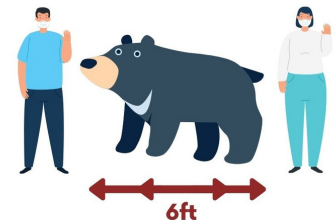


C

Source: World Health Organization

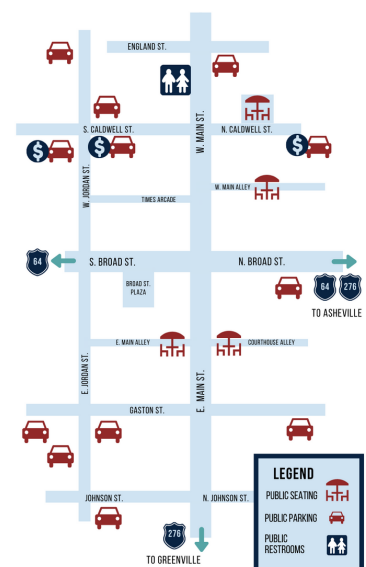
## Physical Distancing 101

Stay a **large black bear's length** away from those around you.



D

## DOWNTOWN BREVARD PUBLIC SPACES MAP



\*PLEASE NOTE THIS MAP IS ACCURATE AS OF 7/1/20. ADDITIONAL SEATING AND HANDWASHING STATIONS ARE PLANNED.



5.28.20



# COVID-19 RESPONSE

## **Collaborated with City Staff**

- Collaborated with City Staff (City Manager, Planning and Police) to pass resolution to create additional downtown outdoor space for restaurants and retailers in anticipation of a Phase 2 reopening at a reduced capacity for dining and shopping.
- Coordinated allocation of Curbside Pickup Zones with Downtown Master Plan Committee.
- Created and distributed a Curbside Pickup Zone Newsletter.
- Distributed City of Brevard tool kit and Heart of Brevard reopening materials to Heart of Brevard businesses to assist with reopening.

## **Joined Transylvania Small Business Support Task Force**

- Initiated/Organized Transylvania Tomorrow Program with assistance from Small Business Task Force.
- Worked with Task Force to promote, host and serve as panelist in three Virtual Town Halls for Transylvania County. (April 1, April 16, May 6)
- Worked with Task Force to conduct two COVID-19 Business Impact Surveys.
- Distributed Curbside Pick Up Zone signs, COVID-19 tool kit and reopening resources to Heart of Brevard District.

## **Provided local resources on Heart of Brevard website:**

- For Businesses: <https://www.brevardnc.org/covid-19/>
- For Customers: <https://www.brevardnc.org/supportlocal/>

## **Organized Zoom Information Sessions for businesses**

- Restaurants (May 14)
- Artists & Art Galleries (May 27)
- Retail Businesses (May 8)

## **Created a video with Heart of Brevard businesses to support businesses and offer messages of hope to the community.**

- <https://vimeo.com/realdigitalproductions/review/411148024/0b777ab429>

## **Coordinated a bulk hand sanitizer order for Heart of Brevard and county businesses from Pisgah Labs to help businesses re-open safely in Phase 2 when cleaning/sanitizing products were scarcely available.**

## **Maintained database of Heart of Brevard businesses to provide customers with information on available hours, curbside pickup, etc.**

# 2020 EVENTS UPDATE

## HUB FOR THE ARTS EVENTS



### Artist Spotlight Collection

The Artist Spotlight Series is a series of articles and videos that offer visitors a virtual meet and greet with downtown artists. Each spotlight includes the profiles of a local artist in the Heart of Brevard. Spotlights share a local artist's story and provides a closer look into the vibrant arts community present in downtown Brevard.

See our complete collection of spotlights at [www.brevardnc.org/artistspotlight](http://www.brevardnc.org/artistspotlight)



### The HeART of the Season

New this year, The HeART of the Season is a self-guided art walk held in Downtown Brevard, November 21-22. This event is a wonderful opportunity to experience the local creative scene, explore downtown and connect with other art lovers to kick-off the holiday shopping season.

Heart of Brevard is committed to a safe and festive event and will provide hand sanitizer and face coverings to all participants. Participating studios and galleries will sanitize their space frequently and practice social distancing at their businesses.

More information is available at [brevardnc.org/virtualevents](http://brevardnc.org/virtualevents).



# 2020 EVENTS UPDATE

## VIRTUAL FESTIVALS

### Halloweenfest

Halloweenfest, the popular fall festival held in Downtown Brevard, is going virtual this year with a creative spin. This year's events will offer a weekend of online activities including:

- Virtual Costume Contest
- Halloween Makeup Tutorials
- Collaborations with the Transylvania Times including a special interview with a Vampire (Transylvania's own, Dracula), a witchy flash mob, Pumpkin Carving Tutorials and the Annual Pumpkin Carving Competition

Halloweenfest activities will begin the week before Halloween and will run through November 1. More information at [www.brevardnc.org/halloweenfest](http://www.brevardnc.org/halloweenfest)

### Virtual Holiday Activities

Twilight Tour will also feature virtual and safe in-person events leading up to the holidays, including:

- The Innaugural Downtown Holiday Window Competition and Walking Tour will showcase participating downtown businesses and encourage local holiday shopping. A panel of local "celebrity" judges will score the window displays based on creativity, originality, use of merchandise and WOW factor.
- The Brevard Variety Show, an online collection of videos, will offer a combination of entertainment, tutorials and Downtown Brevard business promotions to honor our holiday traditions.
- Shop Local/Shop Late a time when many retail shops in Downtown Brevard make it convenient to shop local, by extending hours on Friday and Saturday during the month of December.
- Holiday lights and decorations will add to the vibrancy of downtown throughout the holiday season.



# THINK LOCAL TRANSYLVANIA

## What is Think Local Transylvania?

Think Local Transylvania is a program initiated by the Heart of Brevard, that will work, in partnership with the Brevard/Transylvania Chamber of Commerce, to promote and unify businesses county-wide through a strong, unique and fresh marketing campaign.

## Mission Statement

Support small local businesses and nonprofits, foster county-wide togetherness, celebrate our unique place, and grow a thriving and resilient economy for everyone.



## Program Kick-Off

Think Local Transylvania will launch the week of October 19th with a banner at the Broad/Caldwell intersection adjacent to Brevard College and a press release in the Thursday, October 22, Transylvania Times, as well as radio promotion and each organization sharing with its audience. The initial marketing campaign includes a participant tool kit, program website, social media tools and posters.

## Committee Members

Nicole Bentley	Angela Owen
Sara Jerome	Billy Parrish
Nory LeBrun	Dee Dee Perkins
Clark Lovelace	Willow Walker
Keavy McAbee	Jessica Whitmire



## More Information

Visit [www.thinktransylvania.org](http://www.thinktransylvania.org)

  [thinklocaltransylvania](https://www.thinklocaltransylvania.com)



# GET TO KNOW US



Executive Director  
**Nicole Bentley**

Originally from Abingdon, VA, Nicole fell in love with western North Carolina while attending Rock Brook Camp; and after graduating from Hollins University, she moved back to the area. Nicole offers over a decade of experience in nonprofit leadership and downtown development. When not seen somewhere on Main Street, Nicole can be found cooking, backpacking or practicing yoga.



Community Engagement Manager  
**Sara Jerome**

Born and raised in Brevard, Sara always knew she'd make her way back to the mountains of her hometown. Her love for the area and her career in development and special events led her to her current role at the Heart of Brevard. When she isn't at the Heart, she's running in the forest or spending time with her partner and two dogs.

## Board of Directors

**Billy Parrish** President, Resident

**Keavy McAbee** Vice President, WOLFBREW Bottle Shop

**Jimmy Perkins** Past President, D.D. Bullwinkle's and Rocky's Grill & Soda Shop

**Sarah Hysong** Secretary/Treasurer, Connestee Falls Realty

**Mark Burrows** Blue Zones Project

**Lucy Clark** Lucy Clark Studio & Gallery

**John Felty** Mountain Song Productions

**Curtis Greenwood** PLATT

**Jimmy Harris** Mayor, Harris Ace Hardware

**Clark Lovelace** Brevard/Transylvania Chamber of Commerce, Transylvania County  
Tourism Development Authority

**Brittany Marcum** United Community Bank

**John Nichols** Nichols Company

**Ryan Olson** Muddy Sneakers

**Paul Ray** City of Brevard

**Brian Stretcher** PhD, Attorney and Counselor at Law

PREPARED BY

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BREVARD**

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