



Important Information for Heart of Brevard Businesses

2022 **EVENTS**

Mark Your Calendars to Participate Today!

HELLO, HEART OF BREVARD BUSINESS!

We've heard your request, and in an effort to provide clearer communication about downtown events, we've created this document to share with you!

- **Downtown Events Calendar:** Find a full calendar of 2022 downtown events on page two.
- **Detailed HOB Event Listing:** Also, included is a listing of each HOB event that we need your help with. It is only with your participation that we can make these events a success and continue to bring locals & visitors to downtown.

Please look over it, mark your calendars and sign up to participate!

2022 sponsorship opportunities are now available.

Reach out to us at info@brevardnc.org or 828-884-3278 to start the conversation.



PARTICIPATION IN HOB EVENTS: WHAT YOU NEED TO KNOW

Who can participate?

HOB businesses are welcome and encouraged to participate in our 2022 events.

What is required of participating businesses?

- Offer an activity or special for downtown visitors at the event. Not sure what to offer? We're here to help. Contact us and we'll work with you to come up with a plan for your business: info@brevardnc.org or 828-884-3278.
- Sign up to participate by the deadline. Sign up information for each event will be sent to you closer to the date.

What benefits do participating businesses receive?

- Featured in event marketing and promotional materials, including print ads, press releases, website, newsletter, social media and radio ads.
- Featured in event signage and the event map.
- Business listing and link on the HOB website.



Events Calendar for Heart of Brevard Businesses

2022 **EVENTS**

Mark Your Calendars Today!

March 26-27 - Arts in March

Sign Up Deadline: February 28

March 26-27- made brevard presented by Territory Brevard

Sign Up Deadline: February 4

April 2 - Assault on the Carolinas

*This is not a Heart of Brevard event.

April 30 - Saturday Stroll

Series Sign Up Deadline: Extended to April 15

May 14 - Luft Wasser Porsche Event

*This is not a Heart of Brevard event.

May 28 - Saturday Stroll

Series Sign Up Deadline: Extended to April 15

June 3-4 - White Squirrel Weekend

Sign Up Deadline: Extended to April 15

June 14, 21, and 28

**Tuesday Night Block Party
featuring LEAF Global Arts**

June 25 - Saturday Stroll

Series Sign Up Deadline: Extended to April 15

July 4 - Independence Day Community Celebration & Fireworks Extravaganza

Sign Up Deadline: June 10

July 5, 12, 19 and 26

**Tuesday Night Block Party
featuring Old Time Street Dances**

July 30 - Saturday Stroll

Series Sign Up Deadline: Extended to April 15

August 2 - Tuesday Night Block Party featuring Old Time Street Dances

August 2 - National Night Out

August 26 - Saturday Stroll

Series Sign Up Deadline: Extended to April 15

September 15-18

**Art is in the Air
En Plein Air Festival
presented by Lucy Clark Gallery & Studio**

October 29

**Halloweenfest and Spooky Stroll
presented by Brevard Insurance**

Sign Up Deadline: September 23

November 18 - December 3

**Holiday Windows Competition
presented by Comporium**

Sign Up Deadline: October 14

November 19-20 - HeART of the Season

Sign Up Deadline: October 14

December 3 - Brevard/Transylvania Chamber Annual Christmas Parade

*This is not a Heart of Brevard event.

December 3 - Light Up the Night

Sign Up Deadline: October 14



HOB 2022 EVENT LISTING

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MARCH 26-27

Arts in March

Sign Up Deadline: February 28

Celebrating arts and culture in downtown Brevard, this two-day art walk attracts visitors to downtown with live music, artist demonstrations, special offers at participating businesses and more. This year's event will incorporate, **made brevard**, our first-ever makers, creators and artists market.

Expected Attendance: 2,000-3,000

APRIL-AUGUST

Saturday Strolls

Series Sign Up Deadline: Extended to April 15

Businesses should sign up by March 31 to participate in the full series. Each month HOB will confirm monthly offers and promotions.

Held on the last Saturday of each month, Heart of Brevard's Saturday Strolls are free and open to everyone to enjoy a self-guided tour of shops, galleries and other downtown businesses that have curated events and promotions.

Participating businesses are expected to engage in the event by offering specials, samples, demonstrations, live music, etc. for visitors. Not sure what to offer? We're here to help! info@brevardnc.org or 828-884-3278

Expected Attendance: 2,000-3,000 per event

JUNE 3-4

White Squirrel Weekend

The beloved White Squirrel Weekend combines a stellar live music line-up, a smorgasboard of tasty offerings from vendors and local craft breweries, plus fun activities for the whole family into one fantastic event.

Expected Attendance: 20,000

JUNE 14, 21 AND 28

Tuesday Night Block Party Series featuring LEAF Global Arts

Held weekly, mid-June through early August, Heart of Brevard's Tuesday Night Block Party series offers free fun for the entire family. New in 2022, HOB and LEAF Community Arts invites one and all to experience a world without borders! From music, to dance, to drumming and arts--LEAF will bring a new lineup of cultural art experiences and live music to our June block parties.

Expected Attendance: 300 per event

JULY 4

Independence Day Community Celebration & Fireworks Extravaganza

Produced in partnership with The City of Brevard, Transylvania County and Transylvania County Tourism

It's a red, white squirrel and blue 4th of July in downtown Brevard! The festivities have something for the entire family including Sycamore Cycles Patriotic Bike Parade, Transylvania Community Arts Council Arts Showcase, Transylvania Cruisers Classic Car Show, local food vendors and children's activities. Join elected officials for the Memorial Flag Raising ceremony and reading of the Declaration of Independence. After dark, find a spot to sit and enjoy the impressive display of fireworks as they fill the night sky with colors and light!

Expected Attendance: 7,000





JULY 5, 12, 19 AND 26

Tuesday Night Block Party Series featuring Old Time Street Dances

A decades-long tradition, our Summer Street Dances celebrate our Appalachian heritage with a free, fun-loving and family-friendly event that's sure to give you happy feet. A lively bluegrass band and an experienced caller will take you step-by-step through a collection of moves that combine square and contra dancing styles.

Expected Attendance: 300 per event

SEPTEMBER 15-18

Art Is In the Air En Plein Air Festival, presented by Lucy Clark Gallery & Studio

Art Is In the Air invites artists to our beautiful downtown to practice their craft outdoors with the Heart of Brevard as their subject. Works created during the event are displayed in a Wet Paint Sale at the end of the weekend. Event attendees are invited to come enjoy downtown, see the artists at work and come back to purchase their favorite pieces at the sale.

Expected Attendance: 2,000-3,000



OCTOBER 29

Halloweenfest & Spooky Stroll presented by Brevard Insurance *Sign Up Deadline: September 23*

For this event, held annually on the Saturday before Halloween, we will close downtown streets to traffic to allow for our costume competition and parade, pet costume competition and parade, live music, virtual pumpkin carving contest, downtown trick or treating and more. Based on feedback from our downtown business community, we won't have retail vendors at this event.

Participating businesses are asked to activate the parking and street space in front of your businesses with retail displays, live music, demonstrations or other family friendly fun! Need ideas? We're happy to help. Reach out to info@brevardnc.org or 828-884-3278.

Expected Attendance: 7,000



NOVEMBER 19-20

HeART of the Season *Sign Up Deadline: October 14*

This two-day event celebrates the best of what our local art community has to offer. Attendees can experience the vibrant arts community, explore downtown and kickoff the holiday shopping season at this self-guided art walk and downtown open house.

Participating businesses are expected to engage in the event by offering specials, samples, demonstrations, live music, etc. for visitors. Not sure what to offer? We're here to help! info@brevardnc.org or 828-884-3278

Expected Attendance: 3,000





DECEMBER 3

Light Up the Night
Sign Up Deadline: October 14

Light Up the Night this holiday season in downtown Brevard! At this event visitors immerse themselves in an evening of wonder with twinkling lights, illuminated snowflakes and decorated storefronts. This event features the official tree lighting ceremony, live music, food trucks, shopping and holiday festivities for the entire family.

Join in the holiday spirit! Participating businesses are asked to stay open during the event hours and engage in the event by offering specials, samples, demonstrations, live music, etc. for visitors.

Expected Attendance: 5,000



NOVEMBER 18-DECEMBER 3

Holiday Windows Competition & Walking Tour
presented by Comporium
Sign Up Deadline: October 14

Heart of Brevard businesses decorate their windows with spectacular displays for all to enjoy. The holiday window competition showcases festive and fun windows, mirroring the Chamber's annual Christmas parade theme. A panel of celebrity judges vote on the windows for winners in five categories. Visitors to downtown can also vote for their favorite window to win the People's Choice Award.

Participating businesses are asked to have their window displays up by November 18, in time for HeART of the Season. Participants will be advertised in printed and online publications. Winners will be awarded bragging rights, a Holiday Windows window cling for their business and a co-op advertising package.

Expected Exposure: 10,000



WE'RE HERE FOR YOU!

Visit us online. Find this document and regularly updated information on our 2022 events on our website.

Follow us. We're always sharing important information about our events and more in our socials and in our weekly newsletter.

Contact us. We're always here to help. Reach us at info@brevardnc.org or 828-884-3278.

