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Heart of Brevard Announces Duke Micro Grant Applications

Heart of Brevard is pleased to release a micro grant application for businesses in the Heart of Brevard MSD thanks to a \$25,000 grant from the Duke Energy Foundation.

Awarded funds are designed to provide micro grants to businesses in the Heart of Brevard with a focus on beautification projects enhancing the appearance of the business and downtown district. Project examples include pressure washing buildings and awnings, exterior painting, facade repair, signage, public art projects, outdoor expansion or purchasing supplies for expansion of outdoor events. Micro grants awards will range from \$500 to \$2,500 per individual business.

“We are excited to partner with Duke Energy to expand our current grant program, and to work with our downtown businesses and property owners to distribute grant funds that have a positive impact on our downtown community. These funds provide a transformative opportunity to facilitate and nurture business support as part of our broader economic vitality strategy,” shares Nicole Bentley, executive director of Heart of Brevard.

Applications are available online at <https://brevardnc.org/community/hometowngrant/>. The deadline for submission is November 14, 2022.

“I am extremely appreciative of Heart of Brevard taking the initiative and applying for this grant and for Duke Power for making these funds available,” Mayor Maureen Copelof said. “This is a wonderful program that will provide needed funds to local businesses to really help beautify our downtown area.”

An integral part of the City’s downtown revitalization plan is enhancing the physical appearance of Downtown, so it is a vibrant, attractive, and safe place to do business, live and visit. Heart of Brevard works closely with the City of Brevard and the Downtown Master Plan to increase the aesthetics in downtown through streetscape and sidewalk enhancements.

“This aligns perfectly with the City of Brevard’s goal to increase maintenance efforts around the downtown area,” added Copelof. “These efforts will complement each other and will result in an even more beautiful downtown for all to enjoy!”

Heart of Brevard provides useful information and resources regarding both doing business in downtown and issues facing downtown. Heart of Brevard offers grant opportunities through their organization and helps businesses identify other funding sources at the state and national levels. More information about their small business and vibrancy grant programs can be found at www.brevardnc.org. For more information about follow Heart of Brevard on [Facebook](#) and [Instagram](#) and subscribe to their newsletter.

Application Guidelines and Important Dates

Important Dates:

- Grant Deadline November 14, 2022
- Grant interviews/presentations December 6 from 3-6pm
- Decisions from the committee made prior to December 30, 2022
- Announcements from Heart of Brevard made by January 15, 2023

Businesses eligible for a grant funding meet the following criteria:

- Businesses must be in the Heart of Brevard district.
- Small businesses should have a storefront presence in the downtown area.
- Nonprofits that operate a storefront small business, like a resale store or café, may be included as applicants.
- Payroll, incentive pay, rent and utilities are ineligible expenses.
- Applicants will be required to submit applications, supporting documents and participate in an interview process.
- Applicants must be willing to provide key pieces of information to help track the impact of funds.
- Applicants must be willing to provide all information required on the application, plus supporting documentation if requested.
- Applicants must be willing to complete a survey providing details on the current state of their business and impact of grant funds both six-months and one-year after receiving funds.
- Grants are reimbursable and funding will be reimbursed upon receipt of grant report with expenses reported.

The following measures will guide the selection of grants:

- Beautification projects enhancing the appearance of the business and downtown district
- Enhancement of the outdoor/downtown environment
- Potential for long-term viability
- Heart of Brevard's Built Environment Committee will serve as the grant committee and will review applications at a special meeting on December 6th.

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Heart of Brevard 501(c)(3) is a North Carolina Main Street Community, designated by the NC Department of Commerce and Main Street & Rural Planning Center. Heart of Brevard is a recognized leading program among the national network of more than 1,200 neighborhoods and communities who share both a commitment to creating high-quality places and to building stronger communities through preservation-based economic development. All Main Street America programs meet a set of National Accreditation Standards of Performance as outlined by the National Main Street Center.