

HOB BY THE NUMBERS

A 2-YEAR REVIEW (2020-2022)

PHOTO BY KAINE MCCALISTER

\$13M

**Public & Private
Investment**



27

**Buildings
Rehabbed/Expanded**

2,215

Volunteer Hours



6

**Facades
Improved**



24

New Businesses



\$17,500

**Small Business
Grant Dollars
Awarded**



82

**Gained
Full-Time and
Part-Time Jobs**



North Carolina Statistics

\$815M

**Public & Private
Investment**

509 Buildings Rehabbed/Expanded

411 Facades Improved

641 New Businesses

3,091 Gained Full-Time and Part-Time Jobs

101,194 Volunteer Hours

TELL ME ABOUT THE HEART OF BREVARD

Who are we?

Heart of Brevard is a nonprofit organization whose purpose is to maintain a vital downtown. Revitalization is done through design, economic improvement, promotion, and organization. Heart of Brevard (HOB) has a professional staff and is guided by a board of directors made up of downtown business owners and civic leaders. It is funded by a balanced mix of public and private investment and is a program of the nonprofit National Main Street Center, a subsidiary of the National Trust for Historic Preservation.

What do we do?

Heart of Brevard serves as the voice of downtown by communicating concerns, advocating for policies, maintaining relationships with city and county officials and staff and addressing important social issues. We are committed to the preservation and improvement of the HOB district through programming, civic support and annual objectives. Representing downtown businesses, property owners, and residents, we advocate for practices that encourage smart growth and preserve the quality of life in our downtown.

Heart of Brevard has helpful information and resources regarding both doing business in downtown and issues facing downtown. We offer grant opportunities through HOB and help businesses identify other funding sources at the state and national levels. More information about our grant programs and applications can be found online at brevardnc.org/business/grants-and-support/

What is Main Street America?

As a Main Street America™ Accredited program, 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™ Accredited programs meet a set of National Accreditation Standards of Performance as outlined by Main Street America.

How are we funded?

HOB relies primarily on the MSD tax that all business and property owners pay annually. Their tax is based on \$.20 per \$100 of assessed property value. HOB also receives a mix of public and private funding, including grant money from the City of Brevard and business sponsorships for its community and special events.

Why is downtown important?

The downtown is the main economic, cultural, political, and social center of our community. Maintaining a safe and attractive downtown allows hundreds of small, independent businesses to flourish; important government transactions to take place; art and musical events to occur, a healthy lifestyle to be encouraged.

How can I help?

We encourage you to think local! Supporting the businesses and services in the HOB district helps the whole community. Visit www.thinktransylvania.com to learn more about how to support local.

Join us for an event! Coming downtown for a special event, or just walking downtown are all important ways that make the downtown an important gathering place and your hometown. View our current listing of events online at www.brevardnc.org/events

Volunteer with the Heart! Events are labor-intensive and require a lot of human power hours. If you're interested in volunteering reach out to us via our Volunteer Interest Form on our website, at www.brevardnc.org/volunteer/

Sponsor our organization or an event! Our sponsors and partners are crucial to the future of a vibrant and thriving downtown community. HOB offers customized sponsorship packages based on your interests and goals. Learn more at www.brevardnc.org/about/our-sponsors/