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Heart of Brevard Awards \$50,000 in Grants to Downtown Businesses

Heart of Brevard is pleased to announce that twenty-two downtown businesses were awarded grants totaling \$50,000. Awarded funds were 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. In 2022, Heart of Brevard was one of 20 communities across North Carolina to receive a \$25,000 grant from Duke Energy's Hometown Revitalization grant program.

"We are thrilled to offer this support to our downtown businesses," said Nicole Bentley, executive director of Heart of Brevard, "thanks to Duke Energy, we can put an additional \$25,000 back into our downtown businesses and enhance the community character of downtown so that it is vibrant, attractive and safe."

Grants were evaluated based on beautification projects enhancing the appearance of the business, the downtown district and potential for long-term viability. Many applicants participated in a brief presentation with Heart of Brevard's Build Environment Committee.

"We appreciate how tirelessly Heart of Brevard works to enable their downtown businesses to thrive and to provide a space where the community can build and collaborate," shared Elisabeth Bowling, co-owner of Cup and Saucer, "this grant will enable us to beautify a well-loved alleyway in Brevard. We want to provide a shared space between businesses where locals and visitors can enjoy the sweet summer sun, sit under twinkling lights in the evenings, and share a one-of-a-kind mural that will set Brevard apart from surrounding communities."

Grant awards range from \$500 to \$2,500 per individual business. Grants were awarded to:

- Aethelwold Development LLC, Exterior painting
- Blue Moon Gallery and Frame, Façade and window replacement
- Brevard Brewing Company, Mural on Gaston Street
- Brevard Clay, Pressure washing of awnings
- Canto 34, Planters and signage
- Cup and Saucer, Mural in East Main Alley
- Highland Books, Facade repairs and exterior lighting
- Local Color, Exterior paint
- Main Street LTD, Pressure washing of building
- Newfound Artisan, Exterior signage
- Number 7 Arts Gallery, Exterior signage

- OP Taylors, Exterior building repairs and pressure washing
- Papa L.E.W, Planters and signage
- Pigsaw Health Foundation, Pressure washing and stucco repair
- Poplar and Ash, Facade renovations
- Quixote Fine Cuisine, Outdoor seating and children's play area
- Starfangled Press, Facade updates
- The Children's Emporium, Exterior paint
- The Lofts LLC, Pressure washing of awnings
- The Lucy Clark Gallery and Studio, Outdoor seating
- Wild Morel, Expanded outside seating and outdoor heaters
- Wine Down on Main, Facade and window replacement

In fiscal year 2021-22, Heart of Brevard awarded over \$12,000 in grant funds to assist with seven facade improvements and three business expansions. Heart of Brevard offers direct grant opportunities and helps businesses identify other funding sources at the state and national level. More information about their small business and vibrancy grant programs can be found at www.brevardnc.org, follow Heart of Brevard on Facebook and Instagram and subscribe to their newsletter at www.brevardnc.org.

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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.

