



PHOTO BY KAINE MCALISTER



2022 ANNUAL REPORT HEART OF BREVARD

  @heartofbrevard

www.brevardnc.org

FROM THE HEART

Heart of Brevard (HOB) is an award-winning 501(c)(3) nonprofit founded in 1993 to manage one of the first Main Street® programs in the country. For almost 30 years, we have worked to revitalize the HOB district. Our work is guided by the proven *Main Street Approach*, a comprehensive framework described as the Four Points: Design, Promotion, Economic Vitality and Organization.



PHOTO BY SEYL ALAN HUNT

Our efforts reflect a wide variety of tactics including marketing, placemaking, business development, community partnerships, events, and historic preservation, designed to propel downtown Brevard forward in a meaningful, lasting manner. Our strategic and comprehensive approach has equipped us to respond effectively to the needs of our small business community, maintain quality of life and support the vitality of the HOB district.

Our accomplishments from 2021-22 are outlined in the following pages. While we are well known for our free, community events, the scope of HOB reaches well beyond events- we are instrumental in supporting the downtown business economy. HOB is a crucial resource for downtown businesses and encourages new investment and redevelopment in the district.

Over the past 30 years, the district has generated over \$43 million in public and private investment and created more than 550 new jobs and welcomed more than 175 businesses to the downtown district. These investments were made by committed community leaders working to create economic growth in downtown Brevard.

We have made great strides since Brevard was designated as a Main Street community and we are excited to continue building on this momentum. We extend our sincere gratitude to our board, volunteers, sponsors, partners, and to the community for their ongoing support. Our vibrant, growing district would not be what it is today without our dedicated businesses and loyal supporters. We look forward to working together to serve downtown for the next 30 years!

Sincerely,

J. Nicole Bentley
Executive Director

OUR MISSION...

Heart of Brevard is **creating** a gathering space for the community, **strengthening** the economic vitality of the downtown Brevard district and **preserving** and **sustaining** our rich heritage.

OUR TEAM



NICOLE BENTLEY

Executive Director

Nicole Bentley serves as Executive Director of Heart of Brevard, a role which she has held since 2020, after previously working for the Asheville Downtown Association and Kanuga Conference Center, Inc. Nicole joined Heart of Brevard in the months before COVID-19 and spearheaded the Transylvania Tomorrow Emergency Relief fund, raising over \$250K dollars to support local small businesses, which earned an NC Main Street Award for best economic recovery initiative. When she's not in downtown, Nicole can be found backpacking, traveling and enjoying live music.



SARA JEROME

Community Engagement Manager

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 Heart of Brevard. When she isn't at the Heart, she's running in the forest or spending time with her husband and dogs, Lee and Zoe.



DESMOND

Chief Bark-eting Officer and HOB Mascot

Desmond has never met a treat he didn't enjoy. He loves spending his time downtown visiting local businesses for belly-rubs, chasing white squirrels and napping in the courtyard.

BOARD OF DIRECTORS

Executive Committee

Keavy McAbee, President, The Emmes Company

Lucy Clark, Vice President, The Lucy Clark Gallery & Studio

Adam Perkins, Vice President, Rocky's Grill & Soda Shop, DD Bullwinkel's Outdoors

Taylor Singer, Secretary/Treasurer, Heart of Brevard Resident

Billy Parrish, Past President, Billy Parrish Consulting

Other Elected Directors

Emrie Jackson, Territory Brevard

Carol Clay, Number 7 Arts

Brittany Marcum Cohn, United Community Bank

Curtis Greenwood, PLATT

John Nichols, The Nichols Company, Inc.

Appointed Directors

Maureen Copelof, Mayor, City of Brevard

Nory LeBrun, Brevard/Transylvania Chamber of Commerce

Jessica Whitmire, Headwaters Outfitters, Transylvania County Representative

OUR VISION...

Historic Downtown Brevard, cradled by the Pisgah National Forest, is the **safe, walkable center** of our community. Lined with **diverse independent businesses**, downtown serves as the **crossroads** to exceptional outdoor recreation and is a **thriving hub** for the arts.

HOB COMMITTEES

BUILT ENVIRONMENT

The Built Environment Committee manages the organization's programs for downtown urban design, walkability, connectivity, historic preservation and building design enhancements. This committee also administers grants for façade enhancements and historic building improvements.

2022 Highlights:

- Received a \$25K Duke Energy Foundation Grant
- Organized Downtown Clean Up Day in April



MARKETING AND EVENTS

The Marketing and Events Committee promotes and supports the district through branded events, business promotions and marketing. The committee supports the business and economic climate of downtown through promotion of the district's unique characteristics to shoppers, investors, new businesses and visitors.

2022 Highlights:

- Received a NC Main Street Award for Best Economic Recovery Initiative for Transylvania Tomorrow
- Introduced 12 Days of Thinking Local Holiday Initiative



EXECUTIVE

The Executive Committee ensures a focus on the organizational vision and actively manages the organization with the Executive Director. The committee also maintains a focus on the economic strategies outlined in the organizational work plans and ensures the organizational pillars and values inform the work planning and outcomes.

2022 Highlights:

- Developed Board Orientation Process
- Increased Community Representation on the Board



HUB FOR THE ARTS

The Hub for the Arts Committee works to establish downtown Brevard as a hub for the art community and to support a vibrant arts-based economy. Heart of Brevard connects the community through arts initiatives and signature events, and is a strong advocate for its artists, galleries and venues.

2022 Highlights:

- Produced 2nd Annual Holiday Windows Competition
- Coordinated Creation of Public Art Guidelines



DOWNTOWN MASTER PLAN

The Downtown Master Plan Committee and Heart of Brevard's Design Committee merged in 2017 in an effort to implement the Downtown Master Plan, a plan to increase the aesthetics in downtown through streetscape and sidewalk enhancements.

2022 Highlights:

- Collaborated W. Main Street Infrastructure Maintenance Scheduled for Spring 2023



WE VALUE...

Local community, regional character and downtown revitalization.



HOB BY THE NUMBERS

A 2-YEAR REVIEW (2020-2022)

\$13M

**Public & Private
Investment**



27
**Buildings
Rehabbed/Expanded**

40%
**Newsletter
Open Rate**



5K

**Newsletter
Subscribers**



114 Volunteers

2,215 Volunteer
Hours



6

**Facades
Improved**



82

**New Jobs
Created**



24

New Businesses



30K

**Event
Attendees**



21

Events

\$17.5K

**Grant Dollars
Awarded to
Downtown
Businesses**



\$25K

**Grant Dollars
Received**

8.9K

Facebook Followers

3K

Instagram Followers



**North Carolina Statistics
(2020-2022)**

\$815M

**Public & Private
Investment**

509 Buildings Rehabbed/Expanded

411 Facades Improved

641 New Businesses

3,091 New Jobs

101,194 Volunteer Hours

EVENT HIGHLIGHTS

WHITE SQUIRREL WEEKEND

White Squirrel Weekend made its return in June 2022 for the first time since the pandemic.

2022 Highlights:

- Offered VIP Tent for Sponsors & Community Partners
- 95+ Street Vendors

JULY 4TH EXTRAVAGANZA

Our community celebration included a reading of the Declaration of Independence, downtown street vendors and live music that culminated in an impressive fireworks show.

2022 Highlights:

- Expanded Children's Activities
- Rocky's 8th Annual Hot Dog Eating Contest

HALLOWEENFEST

An annual fall favorite, this "fangtastic" family-friendly event continues to grow thanks to the support of our community partners and increased sponsor engagement.

2022 Highlights:

- 120+ Costume Contest Participants
- Added Mobile Axe Throwing

HOLIDAY WINDOWS COMPETITION

Downtown businesses decorated their windows with spectacular, eye-popping displays focused around the theme of "Peace on Earth."

2022 Highlights:

- Featured in Our Stage Magazine
- 400+ People's Choice Voters

TUESDAY NIGHT BLOCK PARTIES

Thanks to support from the Transylvania County Tourism Development Authority, this eight week series welcomed residents and visitors downtown to enjoy live music and dancing from June - August.

2022 Highlights:

- Partnered with LEAF Global Arts
- Added Food Vendors

ART IS IN THE AIR

The 2nd Annual Art is in the Air Plein Air Festival returned in 2022 and was held in conjunction with a downtown street festival featuring local makers and fine art and food vendors.

2022 Highlights:

- 28 Participating Artists
- Added Artists Demos and Quick Draw Competition

LIGHT UP THE NIGHT

Light Up the Night kicked off the 2022 holiday season in downtown with the official tree-lighting ceremony on the courthouse lawn. The event featured caroling, visits with Santa, food trucks and holiday cheer for the entire family.

2022 Highlights:

- Featured Performances from Brevard Elementary School, Rosman High School and the Transylvania Choral Society

WE VALUE...

We are **forward-thinking** and a **catalyst** for downtown Brevard **development**.

We embrace **inclusivity** and **prioritize a friendly, diverse** and **welcoming community**.



SPONSORS & COMMUNITY PARTNERS



The City of
Brevard
North Carolina



**Duke Energy
Foundation**

**D.D. Bullwinkel's
Outdoors**

**Rocky's Soda
Shop**

**Rocky's Corner
Market**

**The Lucy Clark
Gallery & Studio**

PLATT

**Looking
Glass Realty**

Comporium

**Connestee
Falls Realty**

**Brevard
Insurance**

**Brevard
Marketplace**

**The UPS
Store**

**The Transylvania
Times**

**Oskar Blues
Brewery**

**Territory
Brevard**

**United Community
Bank**

**WSQL
Radio**

**Blue Ridge
Orthodontics**

**3oak
Handcrafted**

**Harper General
Contractors**

**Broad Street
Wines**

**Brevard
Brewing Co.**

**Land of Waterfalls
Camera Club**

**The Laurel
of Asheville**

**First Citizens
Banks**

**Bunnell Lammons
Engineering**

**Bartlett Tree
Experts**

**Advanced
Business Equipment**

**Blue Zones
Project**

**Brown Bean
Coffee Roasters**

East Coast Tags

We Need Your Support!

Our sponsors and partners are crucial to future of a vibrant and thriving downtown community.

Please consider sponsoring an event or program in 2023. HOB offers customized sponsorship packages based on your interests and goals.

Email Nicole at nicole@brevardnc.org or call (828) 884-3278.

WE VALUE...

We are **authentic** to our surroundings and **treasure** Brevard's downtown district as **unique** and **culturally vibrant**.



STAY UP TO DATE
ON ALL THINGS HOB!
**SUBSCRIBE TO
OUR NEWSLETTER!**



 828-884-3278

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