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Heart of Brevard Announces 2023 Event Lineup at Annual Meeting On February 28th

Five annual Heart of Brevard events are scheduled in Brevard, NC, for 2023.

[Brevard, NC, February 28, 2023] Heart of Brevard (HOB) held an in-person annual meeting on February 28th at The DFR Lounge, on 44 E. Main Street. This is their first in-person annual meeting since the COVID shutdown in 2020. During this community gathering, Heart of Brevard presented their 2022 annual report and plans for 2023, which focuses on its most popular [events](#), including [White Squirrel Weekend \(May 26-28\)](#), Art Is In the Air: Plein Air Festival (Sept 11-16) and Halloweenfest (Oct 28), Light Up The Night (December 1) and Holiday Window competition (November 24- December 31). Additionally, HOB spoke of their partnerships with other Brevard for profit and nonprofit organizations on other events such as Old Time Street Dances and Think Local Transylvania. HOB provided information about its strategic initiatives for community development and business engagement, citing that these specific celebrations are meant to attract locals and visitors to various independent businesses and regional attractions.

White Squirrel May 26-28, 2023, will start in the heart of downtown on Friday evening and run through Sunday afternoon. The weekend event features live music, delicious local food vendors, and a beer garden featuring Brevard's local craft breweries and wine. There will also be a selection of craft, artisan, and nonprofit vendors.

HOB's 3rd Annual Art Is In the Air: En Plein Air Festival, September 11-16, 2023, is a five-day, open-enrollment plein air painting event. The festival welcomes regional artists to share their talents and beauty of downtown Brevard and surrounding areas. Booths and opportunities to purchase artwork will be available during the Saturday Street Fair. Works created by the artists will be sold at the Wet Paint Show and Sale on the last day, supporting the HOB.

October 28, 2023, HOB will host Halloweenfest. This event delivers free, family-friendly fun, including bounce houses, costume competition, parade, Magic Book Bus, hula hoop dance party, pumpkin carving contest, food vendors, and more. This year's event welcomes back a special "Smart Start Sesame Street Party" where families can meet the muppets. Downtown

local businesses will host a Spooky Stroll Open House for safe trick or treating. To finish up the Halloweenfest activities, HOB will host an Old Time Street Dance for everyone.

To end the year, HOB will engage businesses in the Holiday Windows competition that leads up to the Light Up the Night event. Visitors and locals alike can 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 festivities for the entire family.

“It was incredible for us to have the opportunity to share Heart of Brevard's story and recent accomplishments with our business community,” said Nicole Bentley, executive director of Heart of Brevard. "In 2023, we are excited to offer enhanced business resources and branded events to help keep our downtown economy strong and thriving."

In conjunction with the city, Heart of Brevard provided an update on downtown's pending infrastructure project. HOB spoke to the steps that are being taken to prepare for any disruption this construction project may cause. Lastly, HOB provided several awards and recognized the HOB board for their continued support of the downtown district business community.

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.

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