

HEART OF

BREVARD

BREVDNC.ORG



2023

ANNUAL REPORT

CELEBRATING 30 YEARS IN DOWNTOWN



FROM THE HEART

EXECUTIVE DIRECTOR
Nicole Bentley

COMMUNITY ENGAGEMENT MANAGER
Julie Guy

EXECUTIVE COMMITTEE
Billy Parrish, President
Resident
Adam Perkins, Vice President
DD Bullwinkel's Outdoors
Anna Davis, Vice President
PLATT
Taylor Singer, Secretary
Heart of Brevard Resident
Carol Clay, Treasurer
Looking Glass Realty

OTHER ELECTED MEMBERS
Shelia Carland, *Comparium*
Brittany Marcum Cohn, *United Community Bank*
Victor Gomez-Flores, *Quixote Fine Cuisine*
Emrie Carlton Jackson, *Territory Brevard*

APPOINTED DIRECTORS
Maureen Copelof, Mayor
City of Brevard
Nory LeBrun,
Transylvania County Representative, TwoBlueRhino
Tamika Hunter,
Transylvania Chamber of Commerce Representative



WELCOME TO DOWNTOWN

Heart of Brevard (HOB) celebrates its **30TH ANNIVERSARY** this year with a deep sense of pride in our three decades of dedication to the prosperity and cultural vibrancy of downtown Brevard. Our annual report theme, "**Celebrating 30 Years in Downtown,**" reflects our rich history and promising future.

Downtown is the heart of our community, exhibiting a unique and authentic character that makes Brevard special. From our natural outdoor assets and locally owned businesses to the historic charm of downtown, HOB strives to create an inclusive environment where everyone feels welcome. We understand that a thriving downtown is crucial for attracting new businesses, residents, and investors, ultimately enriching and strengthening the entire community's economic landscape. **HOB's initiatives are designed to support this vision and be integral to its realization.** We firmly believe that investment in our downtown is an investment in the continued prosperity and well-being of Brevard.

As the Heart of Brevard, we stand as the dedicated voice of downtown, tirelessly advocating for our stakeholders' priorities. Our extensive scope of work requires us to delicately balance our commitment to local businesses with the expectations of the broader community and visitors. Events like White Squirrel Weekend and Halloweenfest are more than traditions—they are vital to Brevard's identity, enhancing community bonds, attracting travelers, and stimulating local commerce. HOB continues to devote substantial resources to our thirty-year legacy of award-winning event production while actively addressing the broader needs of our dynamic business community.

We remain dedicated to implementing initiatives that empower and uplift downtown entrepreneurs, striving to create an environment where businesses can thrive and flourish. As we build on the foundation established over the last 30 years, we embrace new opportunities and ensure a prosperous future for our downtown.

HOB is committed to an inclusive, forward-thinking approach that supports business activities, new development, and improvements that align with Brevard's unique character. Our commitment to welcoming diverse entrepreneurs and fostering business community connections remains steadfast. We aim to further enhance the vibrancy of downtown by focusing on community-centric initiatives, ensuring Brevard remains a welcoming place for all.

We deeply appreciate your unwavering support and dedication to Heart of Brevard. Our important mission can only be fulfilled through the generous contributions of our sponsors, community partners, and volunteers. Together, we will continue our endeavors to ensure downtown Brevard remains the vibrant center of our community.

Sincerely,

J. NICOLE BENTLEY
Executive Director

OUR MISSION + VISION

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.

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 cross-roads to exceptional outdoor recreation and is a thriving hub for the arts.

30 YEAR ANNIVERSARY

For thirty years, Heart of Brevard has transcended its role, serving as a catalyst for transforming our community. Our core mission revolves around creating a lively gathering space for residents and visitors, focusing on economic and community development. Inspired by the success of Main Street programs across the country, we've adopted strategic planning, promotion, and preservation efforts to revitalize our downtown district. By fostering local entrepreneurship and preserving our heritage, Heart of Brevard attracts investment, stimulates economic activity, and creates jobs. Our initiatives not only enhance property values but also serve as catalysts for broader community development, contributing to the overall prosperity and vitality of the region. As we continue our journey, we remain dedicated to nurturing relationships, strengthening bonds, and enhancing our community's interconnectedness, solidifying Heart of Brevard as a driving force behind our vibrant community.



OVER THE **YEARS** 1993-2023

23
NEW PUBLIC
IMPROVEMENT
PROJECTS

123
BUILDINGS
REHABBED AND
EXPANDED

457
NEW BUSINESSES
OPENED

24,288
VOLUNTEER
HOURS

\$56,080,522
TOTAL
INVESTMENT

2023

ECONOMIC IMPACT



5
PUBLIC
IMPROVEMENT
PROJECTS

1,802
VOLUNTEER
HOURS

\$6,141,695
TOTAL PUBLIC & PRIVATE
INVESTMENT



DOWNTOWN BEAUTIFICATION

Each year, Heart of Brevard budgets for grant funding aimed at supporting businesses and property owners within the HOB district, with a specific focus on beautification projects to enhance the appearance of both businesses and the downtown district.

Examples of eligible projects include pressure washing buildings, exterior painting, facade repair, signage installation, public art projects, outdoor expansion initiatives, and awning renewal. Additionally, funds may be allocated for physical business expansions, historic renovation/preservation efforts, and projects related to ADA access.

Grant awards are prioritized for projects that result in permanent enhancements to businesses, ensuring their longevity through changes in ownership. Each Heart of Brevard business is eligible to apply for one award per year.



THIS PAST **YEAR** 2023

14
FACADES
IMPROVED

24
VIBRANCY
GRANT
RECIPIENTS

38
DOWNTOWN
IMPROVEMENT
PROJECTS

\$2.4M
DOWNTOWN
MASTERPLAN &
STREETSCAPE

\$58K
HOB GRANTS
FOR SMALL
BUSINESSES



DOWNTOWN MARKETING

OUR REACH

Our marketing efforts and strategic promotions position the downtown district as the heart of the community and a thriving hub of economic activity. We showcase our community's unique characteristics, culture, history, and defining features to create a positive image that resonates with residents and visitors alike.

Effective promotion activities play a vital role in transforming or enhancing the image of downtown, preserving its rich heritage, and bolstering its reputation as a premiere destination.

Guided by our organizational pillars, the Marketing and Events Committee oversees branding initiatives, promotional activities, events coordination and marketing campaigns.

 **150K**
FACEBOOK
REACH IN 2023

9.9K
FACEBOOK
FOLLOWERS

 **11K**
INSTAGRAM
REACH IN 2023

3.5K
INSTAGRAM
FOLLOWERS

200+
BUSINESSES

35K
EVENT ATTENDEES

45%
NEWSLETTER
OPEN RATE

 **5K**
NEWSLETTER
SUBSCRIBERS

16K
SHOPPING & DINING
GUIDES
DISTRIBUTED



VOLUNTEERS AT WORK



182
VOLUNTEER
HOURS

16
VOLUNTEER
EVENTS

1,802
TOTAL NUMBER
OF HOURS

266
TOTAL
VOLUNTEERS



\$53,792.79

TOTAL FINANCIAL
VOLUNTEER VALUE



DOWNTOWN EVENTS

30,000
WHITE SQUIRREL
WEEKEND



5,000
BREVARD
PLEIN AIR
FESTIVAL



5,000
HALLOWEENFEST



43K
ANNUAL EVENT
ATTENDEES

3,000
LIGHT UP
THE NIGHT



PARTNERS &

SPONSORS



PLATT
 FISHER REALTY
 COMPORIUM
 THE UPS STORE
 KUDZU BRANDS
 TERRITORY
 LOOKING GLASS REALTY
 BREVARD INSURANCE
 OSKAR BLUES BREWING
 PLATT HOME
 BREVARD PIZZA WORKS

UNITED COMMUNITY BANK
 SOUTHERN QUALITY COMPANY
 BREVARD BREWING COMPANY
 TY HENDRIX FINANCIAL INVESTMENTS
 WSQL
 FIRST CITIZENS BANK
 CONNESTEE FALLS REALTY
 BROAD STREET WINES
 TRANSYLVANIA COMMUNITY ARTS COUNCIL

THEOPHILUS
 RAE + IVY
 3 OAK HANDCRAFTED
 MAY COLLABORATIVE
 LEAF GUARD
 BREVARD BREWING COMPANY
 185 KING STREET /NOBLEBRAU
 BREVARD CLAY
 BILTMORE CHURCH
 BLUE RIDGE ORTHODONTIC

HARPER CONSTRUCTION
 RENEWAL BY ANDERSON
 CANTEY FOUNDATION
 JOE CHAPMAN ROOFING
 BATH FITTER
 AVANCED BUSINESS EQUIPMENT
 LAND OF WATERFALLS CAMERA CLUB
 SHUTTERBUNNY ART

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