



BUILDING A VIBRANT DOWNTOWN THROUGH

EVENTS



EXPERIENCES



CONNECTION



2025
ANNUAL REPORT



FROM THE HEART

HEART OF BREVARD STAFF

Nicole Bentley
EXECUTIVE DIRECTOR

Michele Izzarone
EVENTS & VOLUNTEER MANAGER

EXECUTIVE COMMITTEE

Adam Perkins, President
D.D. Bullwinkel's Outdoors

Shelia Carland, Vice President
Comporium

Paul Wilander, Vice President
Looking Glass Realty

Taylor Singer, Secretary
Heart of Brevard Resident

Anna Davis, Treasurer
PLATT

OTHER ELECTED MEMBERS

Emrie Jackson, *Territory Wine Market*

Val Gerdes, *Brevard Pizza Works and Wood & Vine*

Sam Wheeler, *Whitfield-Cargile Law, PLLC*

Jessica Whitmire, *Headwaters Outfitters*

Kyle Williams, *Brevard Brewing Company*

APPOINTED DIRECTORS

Maureen Copelof, *Mayor, City of Brevard*

Nory LeBrun, *Transylvania County Representative, TwoBlueRhino*

Tamika Hunter, *Brevard/Transylvania Chamber of Commerce*



MISSION + VISION

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

Historic Downtown Brevard, cradled by 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.

ABOUT US

Heart of Brevard is a nonprofit organization dedicated to promoting, enhancing, and preserving downtown Brevard. Through events, beautification, and community partnerships, we bring people together and create a vibrant destination for residents and visitors alike.



VOLUNTEER SPOTLIGHT



20

**VOLUNTEER
EVENTS**

302

**TOTAL
VOLUNTEERS**

1,320

**VOLUNTEER
HOURS**

\$40K

**TIME
VALUE**

"Our volunteers are not just helping hands — they are partners in making these events possible. With a small staff and a big community vision, volunteers are the driving force behind our six signature events and the welcoming, vibrant experiences they create for residents and visitors alike." Adam Perkins, President, Heart of Brevard

DOWNTOWN MARKETING **OUR REACH**



15.6K
FOLLOWERS
658K
REACH



4.3K
FOLLOWERS
275K
REACH



6.1K
SUBSCRIBERS
39%
OPEN RATE

7K
HOLIDAY WINDOW
VISITORS

476
PEOPLE'S CHOICE
HOLIDAY WINDOW
AWARD VOTERS

16K
SHOPPING & DINING
GUIDES DISTRIBUTED

PROMOTIONAL ACTIVITIES

KEY DOWNTOWN MARKETING INITIATIVES

- Downtown Signature Event Promotion
- Holiday Windows Competition and Walking Tour
- Shop Late, Shop Local Campaign
- Think Local Transylvania Promotions
- Public Art and Placemaking
- Seasonal Decor and Pole Banners
- Shopping & Dining Guide Production and Distribution
- "The District" Branding and Wayfinding



CLEMSON PLAZA WAYFINDING

This installation expands on the Loretta Mary Aiken mural, sharing her story from Brevard to Harlem and back again through a visual timeline and community history. The project honors Brevard's rich cultural legacy and invites visitors to explore the stories rooted in Clemson Plaza.

PARTNER SPOTLIGHT BREVARD COLLEGE



DOWNTOWN DOLLARS PROGRAM

In response to Hurricane Helene, Brevard College launched the Downtown Dollars program to support local businesses while welcoming prospective students and their families to downtown Brevard. During designated visit weekends, students receive gift cards to spend at participating shops, restaurants, and cafés.

Since its launch, Downtown Dollars has infused more than \$15,000 into the local economy, while creating meaningful first impressions for students and families exploring Brevard. Beyond the financial impact, the program strengthened connections between Brevard College and downtown, helping students feel at home and reinforcing Brevard College's role as a committed community partner.

DOWNTOWN INVESTMENT IMPACT



16
BUILDING
IMPROVEMENTS

17
NET NEW
BUSINESSES

58
NET GAIN
JOBS

\$14K
HOB GRANTS
AWARDED

\$1.2M
PUBLIC
INVESTMENTS

\$12M
PRIVATE
INVESTMENTS

INVESTING IN DOWNTOWN

Heart of Brevard delivers free business support services to all downtown businesses and property owners within the HOB district, enhancing downtown vitality and economic growth.



HEART OF BREVARD VIBRANCY GRANT

A dedicated, annual investment from the HOB budget and a core organizational priority, providing grant funding for storefront and property improvement projects that enhance downtown appearance and overall vitality.

PLANNING & TECHNICAL SUPPORT

HOB provides access to planning tools, case studies, and guidance for downtown revitalization projects from NC Main Street and Main Street America.

UNC GREENSBORO DESIGN ASSISTANCE

Professional design support for storefront improvements, upper-story reuse, and historic documentation.

HISTORIC TAX CREDITS

Guidance on federal and state tax credits for eligible historic properties in the district.



DOWNTOWN INITIATIVES



WALKABILITY ASSESSMENT

Since 2020, Heart of Brevard's Built Environment Committee has conducted the Walkable Center Assessment to enhance downtown safety, accessibility, walkability, and vibrancy. Findings have guided City Council budget and priority setting decisions, resulting in over \$40,000 in funding and ongoing prioritization by Public Works.



EMPLOYEE PARKING PROGRAM

In April 2025, Heart of Brevard launched a free Employee Parking Program, providing 25 dedicated spaces for downtown employees to free up on street parking for visitors and shoppers. The program is made possible through a partnership with Comporium and support from the City of Brevard for enforcement, helping make downtown more accessible and convenient for everyone.

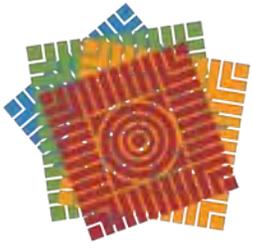


WEST MAIN BIKE CONNECTIVITY

The West Main Bike Connectivity Proposal focuses on expanding safe, accessible bike routes into downtown Brevard. By connecting the Estatote Trail and the future Ecusta Trail to the heart of downtown, the plan proposes dedicated bike lanes, improved infrastructure, secure parking and safer crossings. This initiative not only enhances mobility but also supports the downtown economy by bringing more cyclists to downtown businesses. It remains a key part of Heart of Brevard's long-term vision for a connected, accessible and vibrant downtown.



THE IMPACT OF MAIN STREET



North Carolina
MAIN STREET

NC Main Street is a Main Street America™ Coordinating Program. As a Main Street America™ Coordinating Program, NC Main Street helps to lead a powerful, grassroots network consisting of over 40 Coordinating Programs and over 1,600 neighborhoods and communities across the country committed to creating high-quality places and to building stronger communities through preservation-based economic development.



THE IMPACT OF MAIN STREET IN OUR COMMUNITIES

PUBLIC/PRIVATE INVESTMENT

\$6.1B

1980 - 2025

\$518M

2024 - 2025

NET NEW BUSINESSES

8,518

1980 - 2025

288

2024 - 2025

NET NEW JOBS

1,925

1980 - 2025

37,530

2024 - 2025

BUILDING IMPROVEMENTS

8,419

1980 - 2025

293

2024 - 2025

FACADE IMPROVEMENT

9,440

1980 - 2025

364

2024 - 2025

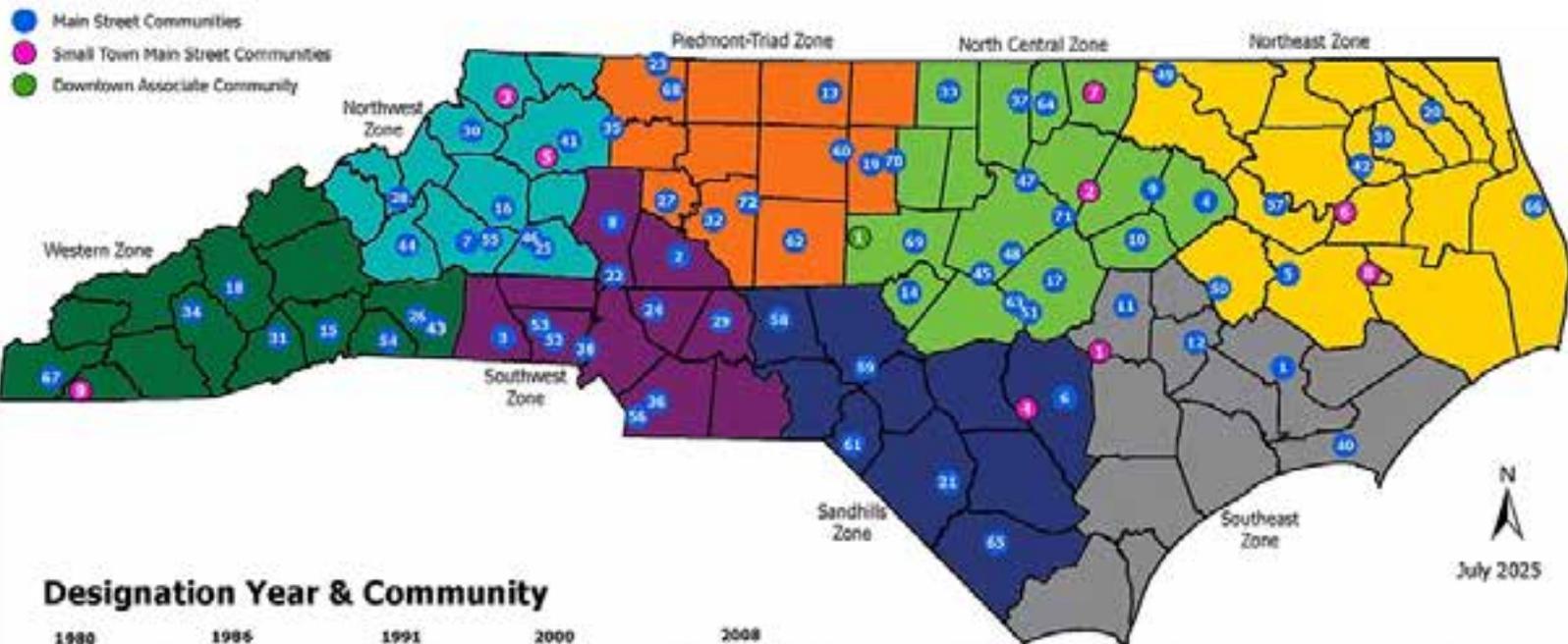
VOLUNTEER HOURS

127,805

1980 - 2025

\$4.2M

TIME VALUE



Designation Year & Community

1980	1985	1991	2000	2008	2015	2018	2023
1 New Bern	15 Hendersonville	27 Mocksville	38 Belmont	3 West Jefferson	50 Ayden (STMS 2006-2015)	80 Elon	70 Mebane
2 Salisbury	16 Lenoir	28 Spruce Pine	39 Hertford	4 Roseboro	51 Benson (STMS 2008-2015)	41 Laurinburg	71 Zebulon
3 Shelby	17 Smithfield	29 Allendale	40 Morehead City	2009	52 Bessemer City (STMS 2011-2015)	2020	2025
4 Tarboro	18 Wyallesville	30 Boone	41 North Wilkesboro	40 Garner	53 Cherryville (STMS 2012-2015)	62 Asheboro	72 Thomasville
5 Washington	19 Burlington	31 Brevard	42 Edenton	49 Roanoke Rapids	54 Tryon (STMS 2007-2015)	63 Dunn	1. Siler City
6 Clinton	20 Elizabeth City	32 Lexington	43 Forest City	5 Wilkesboro	55 Valdese (STMS 2013-2015)	64 Henderson	
7 Morganton	21 Lumberton	33 Roxboro	44 Manon	2010	56 Wexham (STMS 2009-2015)	2021	
8 Statesville	22 Mooresville	34 Sylva	45 Fuquay-Varina	6 Plymouth	87 Williamston (STMS 2003-2015)	2022	
9 Rocky Mount	23 Mount Airy	35 Ellerbe	46 Hickory	2011	2016	2022	
10 Wilson	24 Concord	36 Elon	2004	7 Warrenton	58 Troy (STMS 2010-2016)	66 Manteo	
11 Goldsboro	25 Newton	37 Oxford	2006	2013	59 Aberdeen	67 Murphy	
12 Kinston	26 Rutherfordton		47 Wake Forest	8 Beahm		68 Pilot Mountain	
13 Reidsville				9 Hayesville		69 Fittsboro (STMS 2011-2022)	
14 Sanford							

July 2025



2025 PARTNERS & SPONSORS THANK YOU

Our sponsors and community partners are crucial to the future of a vibrant and thriving downtown Brevard. Financial support from our sponsors helps fund our signature events and annual initiatives to engage the community and support local businesses.



- | | | |
|---------------------------------|-------------------------------------|---|
| BATH FITTER | HEADWATERS OUTFITTERS | PURRRFECT BARK |
| BILTMORE CHURCH | HIGHLAND BOOKS | RED WOLF GALLERY |
| BLUE RIDGE ORTHODONTICS | JOYCE WINDOWS,
SUNROOMS, & BATHS | RENEWAL BY
ANDERSEN |
| BREVARD BIKE ALLIANCE | KEY FALLS ESTATES | SIGHTS OF AFRICA |
| BREVARD BREWING COMPANY | KITCHEN SAVER | SMALL AXE CBD |
| BREVARD PIZZA WORKS | LEAF FILTER | TERRITORY WINE MARKET |
| BREVARD CLAY | LEAF GUARD | THEOPHILUS |
| BREVARD INSURANCE | LOCAL COLOR | THROUGH THE TREES |
| COMPORIUM | LOOKING GLASS
EYE CENTER | THE UPS STORE |
| CANTEY FOUNDATION
SPECIALIST | LOOKING GLASS REALTY | TRANSYLVANIA
COMMUNITY ARTS
COMMUNITY |
| CITY OF BREVARD | MAY COLLECTIVE | TRANSYLVANIA COUNTY |
| D.D. BULLWINKEL'S
OUTDOORS | NUMBER 7 ARTS | TRANSYLVANIA COUNTY
TOURISM DEVELOPMENT
AUTHORITY |
| DUKE ENERGY FOUNDATION | OSKAR BLUES BREWERY | TRANSYLVANIA REGIONAL HOSPITAL |
| EARTH MOUNTAIN BICYCLE | PLATT | WITHERSPOON PLATT +
ASSOCIATES |
| FISHER REALTY | PLATT CONSTRUCTION | WOOD & VINE |
| GAIA HERBS | PLATT HOME | |
| GREENWAY EBIKE RENTALS | PROACTIV HYDRATION
& WELLNESS | |

OUR 2026 CALENDAR

Heart of Brevard sponsors special events, street festivals and promotional programs to encourage locals and visitors to the district and create a strong, positive image with the public. Our programs may range from large scale events, to self guided tours, to modest shop local promotional events and public relations efforts. We welcome you to head to the heart!



MAY 22 – 24

WHITE SQUIRREL WEEKEND, Brevard's multi-day signature downtown event combines a stellar live music line-up with a wide variety of vendors and fun activities for the whole family.



JULY 3 – 4

Join us in downtown for **AMERICA 250 CELEBRATION** festivities featuring patriotic ceremonies, live music and vendors. After sunset, watch a spectacular firework display right from Main Street.



SEPT 19

Celebrating its 6th year, the **BREVARD PLEIN AIR FESTIVAL** brings artists to paint throughout the week and culminates on Saturday with a vibrant downtown street festival and art show, offering recently completed works for purchase.



OCT 24

There's no better place to enjoy Halloween than Transylvania County. Our **HALLOWEENFEST** features street vendors, costume competition, parade, and downtown trick-or-treating.



NOV 27 – DEC 31

As the holidays approach, downtown businesses in the Heart of Brevard decorate their windows with spectacular, eye-popping, and festive displays for all to enjoy in the **HOLIDAY WINDOWS COMPETITION**.



DEC 5

LIGHT UP THE NIGHT brings the magic of the season to downtown Brevard with twinkling lights, holiday music, ice skating, food trucks, and our annual tree-lighting celebration.



BREARDNC.ORG | INFO@BREARDNC.ORG | 828-884-3278



PROUDLY PRINTED BY SHARP