HEART OF BREVARD

2023 ANNUAL REPORT



HEART OF BREVARD

30 years

BREVARDNC.ORG

HEART OF BREVARD IS...

North Carolina MAIN STREET

HEART OF BREVARD

1993 → 2023

501(c)(3) nonprofit founded in 1993 that contracts with the City of Brevard to provide downtown management and economic development within the municipal service district. Celebrating 30 years!

MSD services district that has generated over $67M in public and private investment, created more than 700 new jobs in the past 30 years.

Nationally accredited and award winning organization. Guided by the proven Main Street Approach a comprehensive framework described as the Four Points: Design, Promotion, Economic Vitality and Organization.

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.



WHO ARE WE...

STAFF

- **2** Full-Time Staff Members

BOARD OF DIRECTORS + COMMITTEE MEMBERS

- **13** Board Members
- **8** Committee Members

VOLUNTEERS

- **154** Volunteer Shifts
- **2,215** Volunteer Hours
- Volunteer Support Valued at **$53,792**

HOB STAKEHOLDERS

- **300+** Businesses, Property Owners and Residents





HOW ARE WE **FUNDED?**

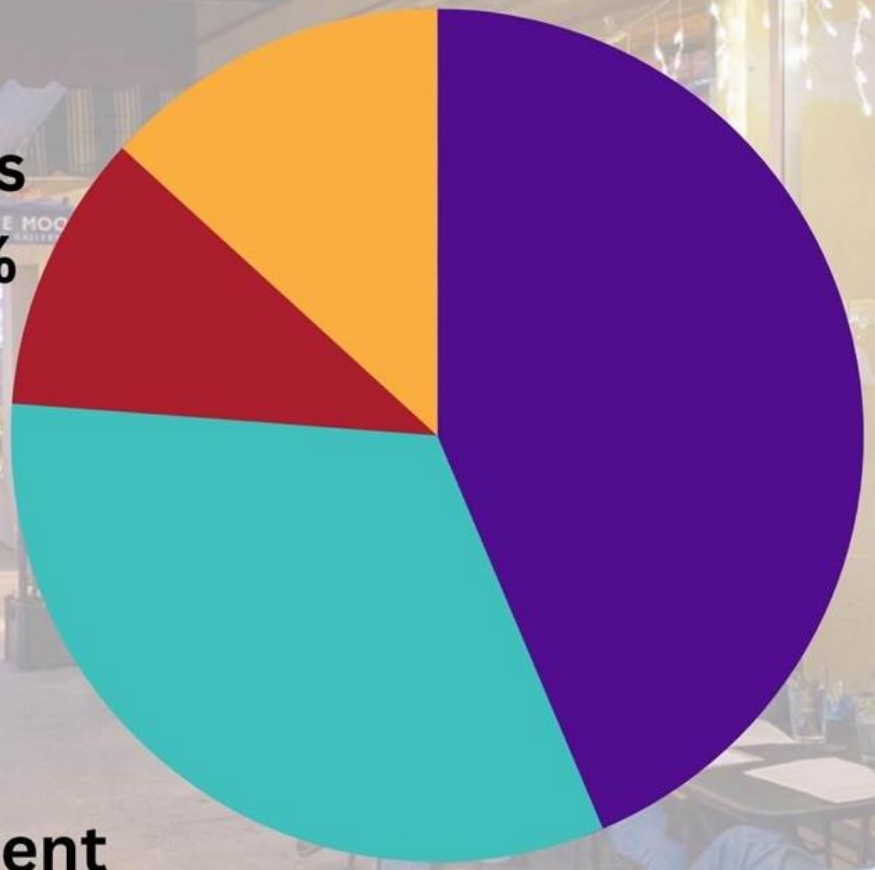


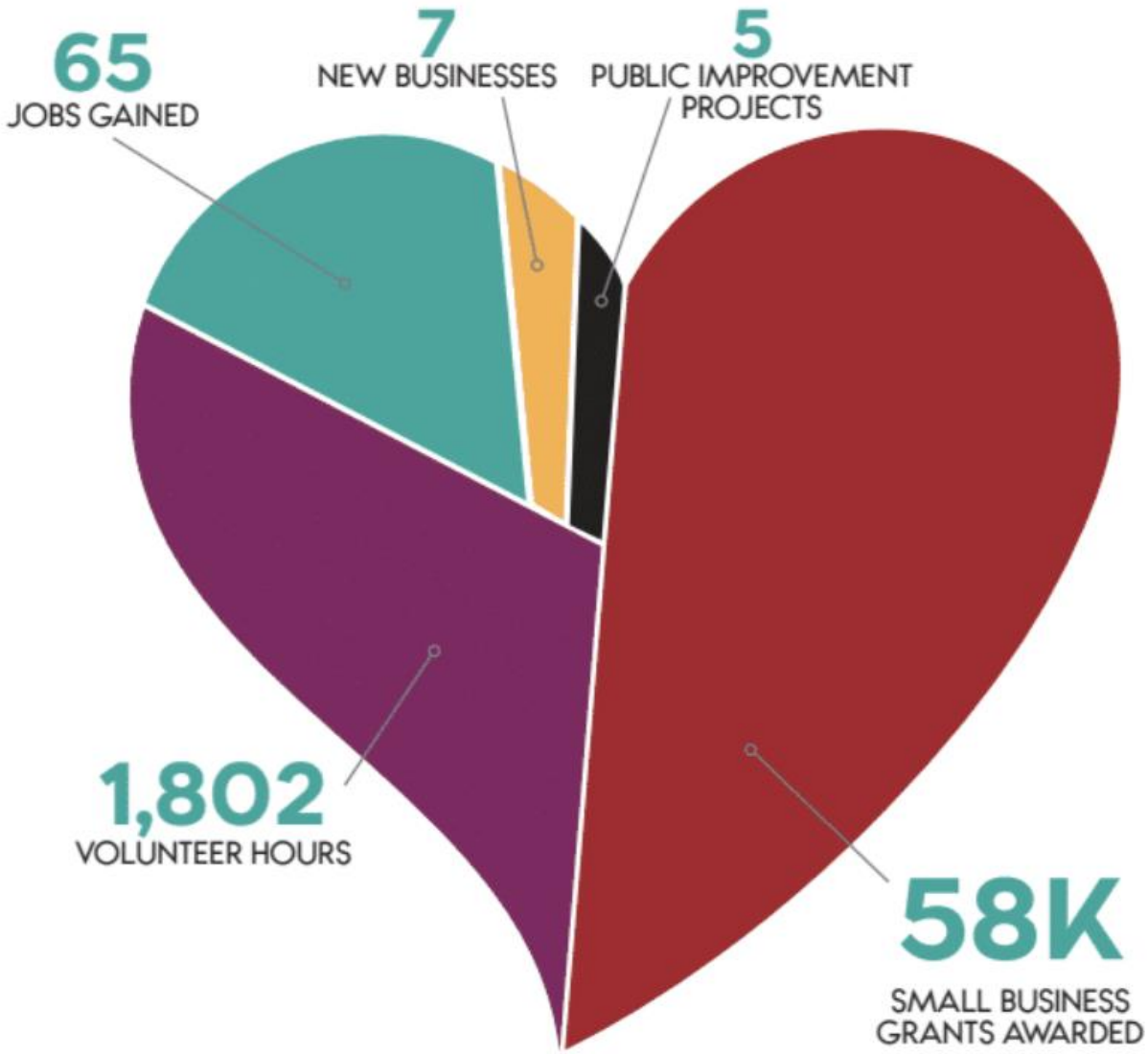
photo by Jack Christfield

2023 ECONOMIC IMPACT SURVEYS RESULTS



YEAR IN REVIEW

$6,141,695
TOTAL PUBLIC & PRIVATE INVESTMENT



HOB BY THE NUMBERS

$6.2M
Public & Private Investment

24
Buildings Rehabbed/Expanded

$58K
Grant Dollars Awarded to Downtown Businesses

$35K
Grant Dollars Received

154 Volunteers
2,215 Volunteer Hours

44%
Newsletter Open Rate

6
Facades Improved

12
New Businesses

67
New Jobs Created

35K
Event Attendees

20
Events

6.8K
Newsletter Subscribers

9.9K Facebook Followers
3.5K 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

HOB GRANT **FUNDING**

HOB AWARDED $58K IN GRANTS TO 24 DOWNTOWN BUSINESSES















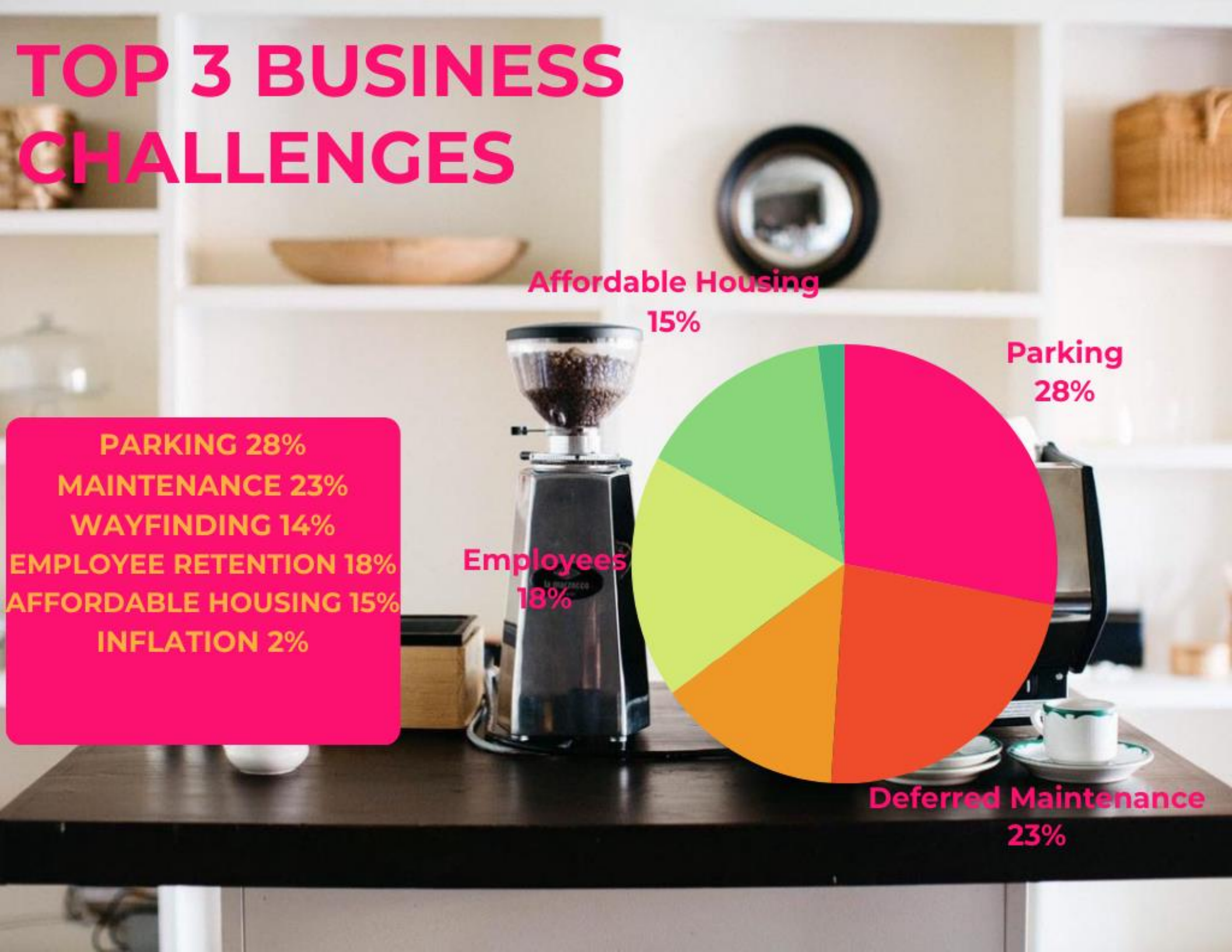
2023 NEEDS SURVEY RESULTS

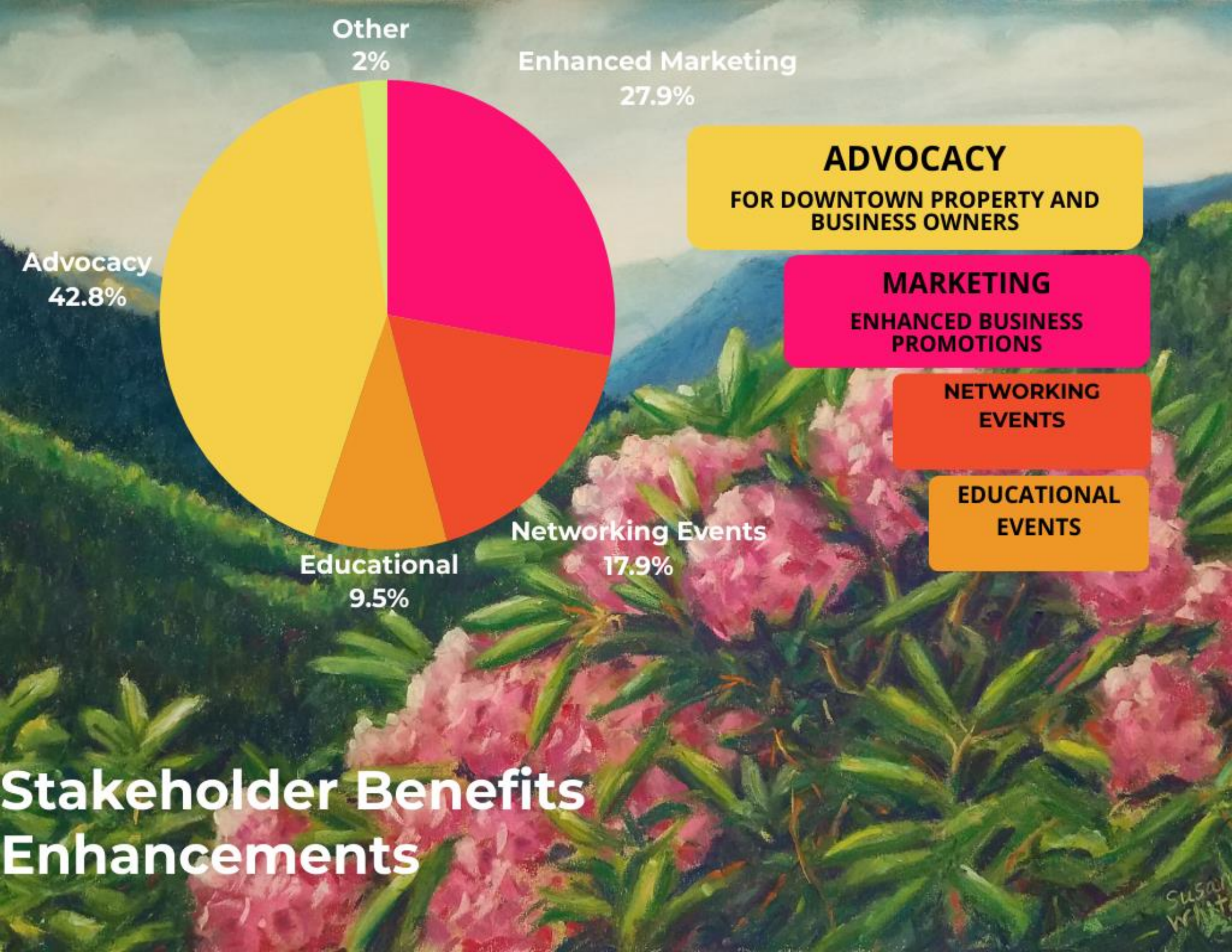


ECONOMIC IMPACT OF DOWNTOWN EVENTS

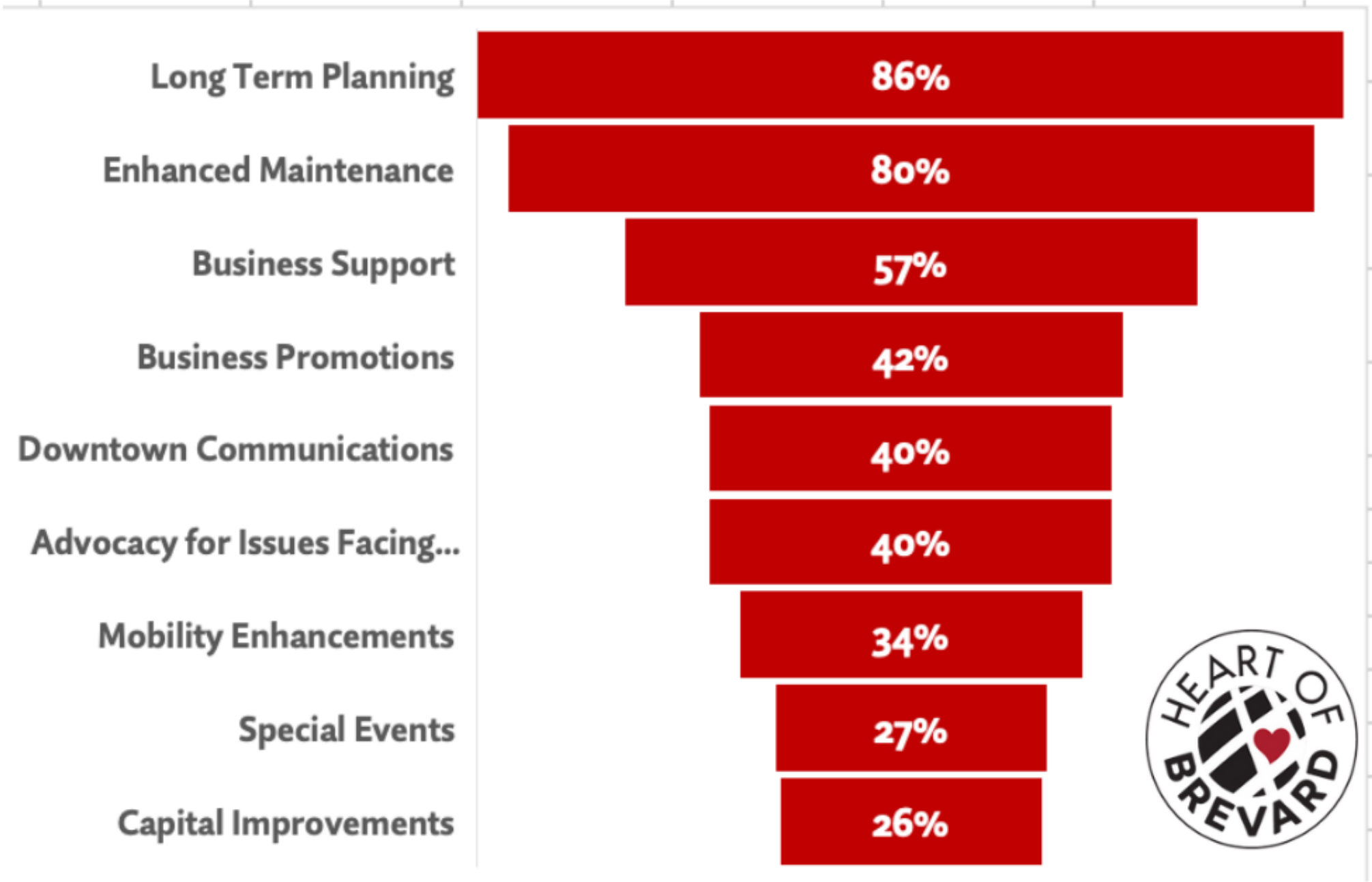
TOP 3 BUSINESS CHALLENGES

PARKING 28%
MAINTENANCE 23%
WAYFINDING 14%
EMPLOYEE RETENTION 18%
AFFORDABLE HOUSING 15%
INFLATION 2%



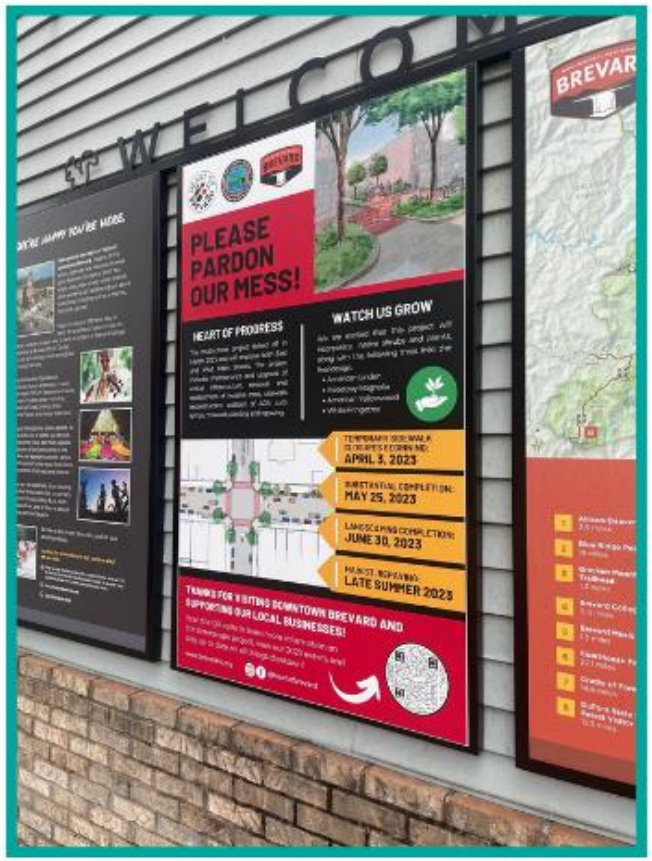

Other
2%
Enhanced Marketing
27.9%
Advocacy
42.8%
Networking Events
17.9%
Educational
9.5%
ADVOCACY
FOR DOWNTOWN PROPERTY AND BUSINESS OWNERS
MARKETING
ENHANCED BUSINESS PROMOTIONS
NETWORKING EVENTS
EDUCATIONAL EVENTS
Stakeholder Benefits Enhancements

PLEASE RANK THE FOLLOWING SERVICES FOR THE HEART OF BREVARD DISTRICT



THE POWER OF **PARTNERSHIP**

2023 PROJECTS: MAIN ST. STREETSCAPE PROJECT SUPPORT+ SOCIAL DISTRICT IMPLEMENTATION







THE POWER OF **PARTNERSHIP**

NEW PROJECTS

- **Times Arcade Alley Stormwater and Streetscape Project**
- **Heart of Brevard Employee Parking Initiative**
- **2023 Walkability Assessment**
- **The District Promotion and Management**
- **Downtown Holiday Lighting**

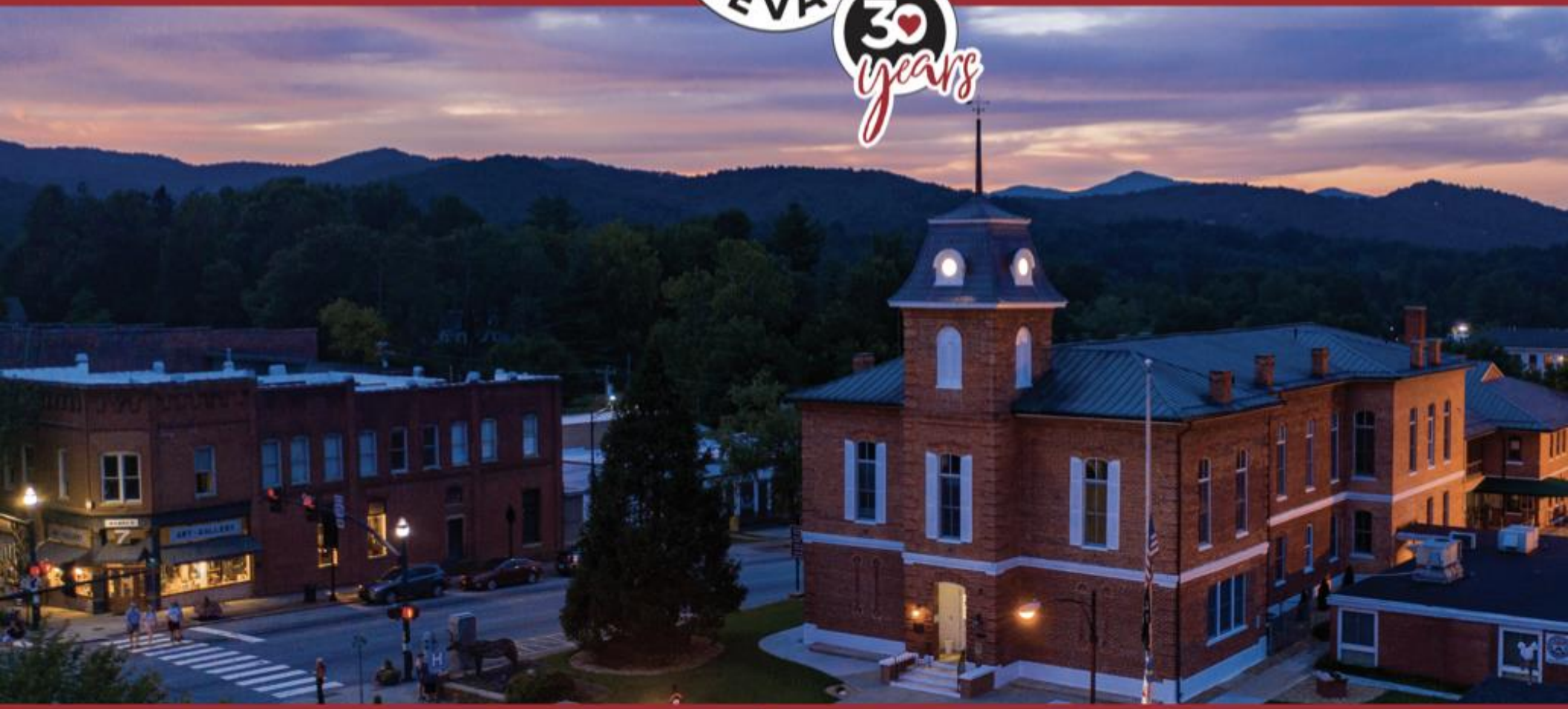
THANK YOU FOR YOUR CONTINUED SUPPORT!



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HEART OF BREVARD 30 years



THINK LOCAL GO LOCAL

North Carolina MAIN STREET Community

MAIN STREET AMERICA