Heart of Brevard Board of Directors Statement of Support for Expanding Brevard's Social District

The Heart of Brevard Board of Directors wholeheartedly supports the expansion of Brevard's Social District to the full Municipal Service District (MSD), excluding the Transylvania County Courthouse and First Baptist Church properties. In addition, we support the idea of taking the City Camper site out of the current social district until all construction and development of the site has been completed. Since its launch in February 2024, the Social District has become a cornerstone of downtown Brevard, fostering economic growth, enhancing community connections, and significantly contributing to the success of major events like White Squirrel Weekend and Halloweenfest.

We estimate the Social District has generated in less than one year $127,500 in direct beverage sales based on the 19,500 beverage stickers distributed and the proceeds from White Squirrel Weekend. This figure reflects only direct sales, underscoring the additional benefits of increased foot traffic, tourism, and retail activity across downtown businesses. Expanding the district will amplify these impacts, creating greater opportunities for local businesses and fostering long-term economic growth.

Operationally, this expansion is essential. The current six-block footprint creates logistical challenges, requiring additional permits and temporary boundaries for events. These complexities place unnecessary strain on the City of Brevard Police who must dedicate significant resources to managing these boundaries, as well as Heart of Brevard staff and volunteers. A larger, consistent district would streamline event management, allowing staff to focus on enhancing event experiences and freeing police resources to ensure overall downtown safety.

The Social District has become an integral part of Brevard's major events, encouraging attendees to explore beyond event boundaries and driving foot traffic throughout downtown. This expanded footprint will eliminate operational inefficiencies, create more inclusive opportunities for businesses to participate, and provide the flexibility to host larger-scale events that enhance community connections.

By adopting this ordinance, the City of Brevard will solidify downtown as a vibrant hub for business, culture, and tourism. Together, we can build on the success of the pilot program and ensure downtown Brevard continues to thrive as a destination where businesses succeed, events flourish, and community connections grow. Your commitment and partnership are vital to realizing this vision, and we are thankful for your continued support of our downtown.