# HEART OF BREVARD ANNUAL REPORT







A 2025 NC MAIN STREET COMMUNITY

## WHO & WHAT IS HEART OF BREVARD

WHO & WHAT IS
**HEART OF BREVARD?**

**NONPROFIT ORGANIZATION**

**COMMITTED TO COMMUNITY & DEVELOPMENT**

## WHO & WHAT IS **HEART OF BREVARD?**

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 crossroads to exceptional outdoor recreation and is a thriving hub for the arts.

## VOLUNTEERS **AT WORK**



**306**
TOTAL VOLUNTEERS

**18**
EVENTS

**2,269**
TOTAL NUMBER OF HOURS



**$71,791.16**
TOTAL FINANCIAL VOLUNTEER VALUE



## COMMITTEE **OVERVIEW**

- MARKETING & EVENTS
- HUB FOR THE ARTS
- BUILT ENVIRONMENT
- EXECUTIVE



## KEY FOCUS

### Champion Downtown Advocacy
Serve as the voice of downtown businesses, property owners, and residents, advocating for policies and initiatives that strengthen and improve the district.

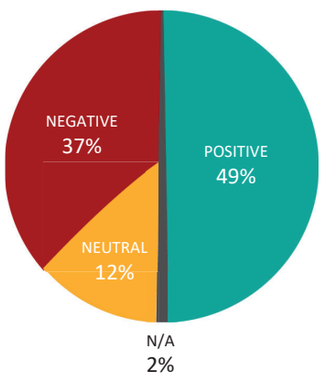
### Cultivate a Strong Sense of Place
Enhance downtown's identity through thoughtful design, preservation, and beautification efforts that reflect its unique character.

### Drive Economic Vitality
Support a vibrant, place-based economy by fostering business growth, attracting investment, and promoting historic preservation.

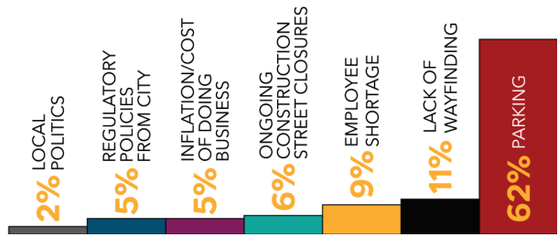
### Engage Our Community
Strengthen downtown's role as a gathering place through signature events, partnerships, and programming that celebrate local culture.

## SURVEY RESULTS

**ECONOMIC IMPACT ON EVENTS ON DOWNTOWN BUSINESSES**




**TOP 3 ISSUES IMPACTING THE SUCCESS OF YOUR BUSINESS**




## FUTURE STAKEHOLDER FOCUS?

| | |
|---|---|
| EXPANDED ADVOCACY FOR DOWNTOWN BUSINESSES, RESIDENTS, & PROPERTY OWNERS | 95% |
| IMPROVED PARKING SOLUTIONS FOR EMPLOYEES & VISITORS | 92% |
| ENHANCED SECURITY & SURVEILLANCE TO DETER VANDALISM | 90% |
| INCREASED ACCESS TO DOWNTOWN BATHROOMS | 80% |
| ENHANCED MAINTENANCE OF SIDEWALKS & INFRASTRUCTURE | 80% |
| PUBLIC ART INITIATIVES & OTHER PROJECTS TO ATTRACT VISITORS | 47% |
| INCREASED SPECIAL EVENTS | 12% |
| GREATER FOCUS ON RESIDENTIAL COMMUNITY ENGAGEMENT | 10% |

# UNDERSTANDING MAIN STREET AMERICA

NC Main Street Community

MAIN STREET
## 4 POINT APPROACH

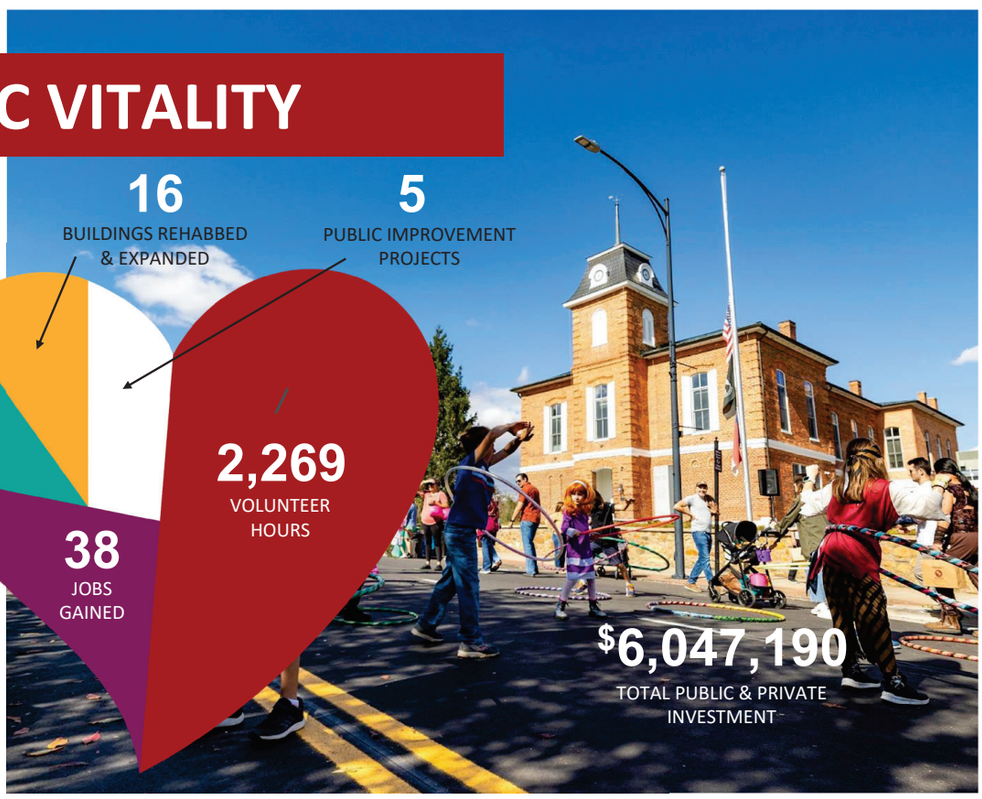



### ECONOMIC VITALITY
Build a diverse economic base, catalyze smart new investment, cultivate a strong entrepreneurship ecosystem

# 1 ECONOMIC VITALITY

**GOALS**
Strengthen and diversify the local economy.

**SERVICES**
- Business Retention and Expansion
- Business Recruitment
- Market Analysis
- Financial Incentives





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## OVER THE YEARS

**28** NEW PUBLIC IMPROVEMENT PROJECTS

**139** BUILDINGS REHABBED & EXPANDED

**468** NEW BUSINESSES OPENED

**26,557** VOLUNTEER HOURS

MAIN STREET
## 4 POINT APPROACH




### ECONOMIC VITALITY
Build a diverse economic base, catalyze smart new investment, cultivate a strong entrepreneurship ecosystem

### DESIGN
Create an inviting, inclusive atmosphere, celebrate historic character, foster accessible, people-centered public spaces

# 2 DESIGN

### GOALS
Enhance the physical appearance of the downtown area.

### SERVICES
- Vibrancy Grant
- UNCGA Free Facade Design
- Annual Walkable Center Assessment
- Liaison to HOB District During Times Arcade Alley Project




THE PAST **YEAR**

**$117K** GRANTS RECEIVED

**18** VIBRANCY GRANT RECIPIENTS

**$30K** ALLOCATED FOR SAFETY PROJECTS

**$2.4M** DOWNTOWN MASTERPLAN & STREETSCAPE

**$48K** HOB GRANTS FOR SMALL BUSINESSES

MAIN STREET
## 4 POINT APPROACH




### ECONOMIC VITALITY
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### DESIGN
Create an inviting, inclusive atmosphere, celebrate historic character, foster accessible, people-centered public spaces

### ORGANIZATION
Build leadership and strong organizational capacity, ensure broad community engagement, forge partnerships across sectors

# 3 ORGANIZATION
## STAFF & BOARD OF DIRECTORS

EXECUTIVE DIRECTOR
Nicole Bentley

EVENTS & VOLUNTEER MANAGER
Michele Izzarone

EXECUTIVE COMMITTEE
Adam Perkins, President
*DD Bullwinkel's Outdoors*

Shelia Carland, Vice President
*Comporium*

Taylor Singer, Secretary
*Heart of Brevard Resident*

Anna Davis, Treasurer
*PLATT*



# 3 ORGANIZATION
## STAFF & BOARD OF DIRECTORS

OTHER ELECTED MEMBERS
Victor Gomez-Flores
*Quixote Fine Cuisine*

Emrie Carlton Jackson
*Territory Brevard*

Doug Miller
*Newfound Artisan*

Paul Wilander
*Looking Glass Realty*

APPOINTED DIRECTORS
Maureen Copelof,
*City of Brevard*

Nory LeBrun,
*Transylvania County Representative, TwoBlueRhino*

Tamika Hunter,
*Transylvania Chamber of Commerce Representative*



## MAIN STREET
## 4 POINT APPROACH




### ECONOMIC VITALITY
Build a diverse economic base, catalyze smart new investment, cultivate a strong entrepreneurship ecosystem

### DESIGN
Create an inviting, inclusive atmosphere, celebrate historic character, foster accessible, people-centered public spaces

### ORGANIZATION
Build leadership and strong organizational capacity, ensure broad community engagement, forge partnerships across sectors

### PROMOTION
Market districts defining assets, communicate unique features through storytelling, support buy-local experience

# 4 PROMOTION

## GOALS
Market the downtown area as a destination for shopping, dining, and entertainment.

## SERVICES
- Signature Events and Festivals
- Branding and Marketing
- Social District Launch
- Think Local Transylvania








**45%** NEWSLETTER OPEN RATE

**231.5K** INSTAGRAM REACH IN 2024

**723.4K** FACEBOOK REACH IN 2024

**$127.5K** ESTIMATED ECONOMIC IMPACT

**75K** ANNUAL EVENT ATTENDEES

**6K** NEWSLETTER SUBSCRIBERS

**3.9K** INSTAGRAM FOLLOWERS

**10.6K** FACEBOOK FOLLOWERS

**27** PARTICIPATING BUSINESSES

## ADDITIONAL AREAS OF FOCUS

### PLACEMAKING
Creating vibrant public spaces that foster community interaction and contribute to the economic health of the area.

### ADVOCACY
Representing the interests of downtown businesses and residents in local government decisions and policymaking.

### WORKFORCE DEVELOPMENT
Providing training and resources to enhance the skills of the local workforce, ensuring businesses have access to qualified employees.

## EXAMPLES OF IMPACT

- REVITALIZATION OF DOWNTOWN AREAS
- INCREASED PROPERTY VALUES
- JOB CREATION
- COMMUNITY ENGAGEMENT

## LONG TERM GOALS:

1: ATTRACTING NEW BUSINESSES

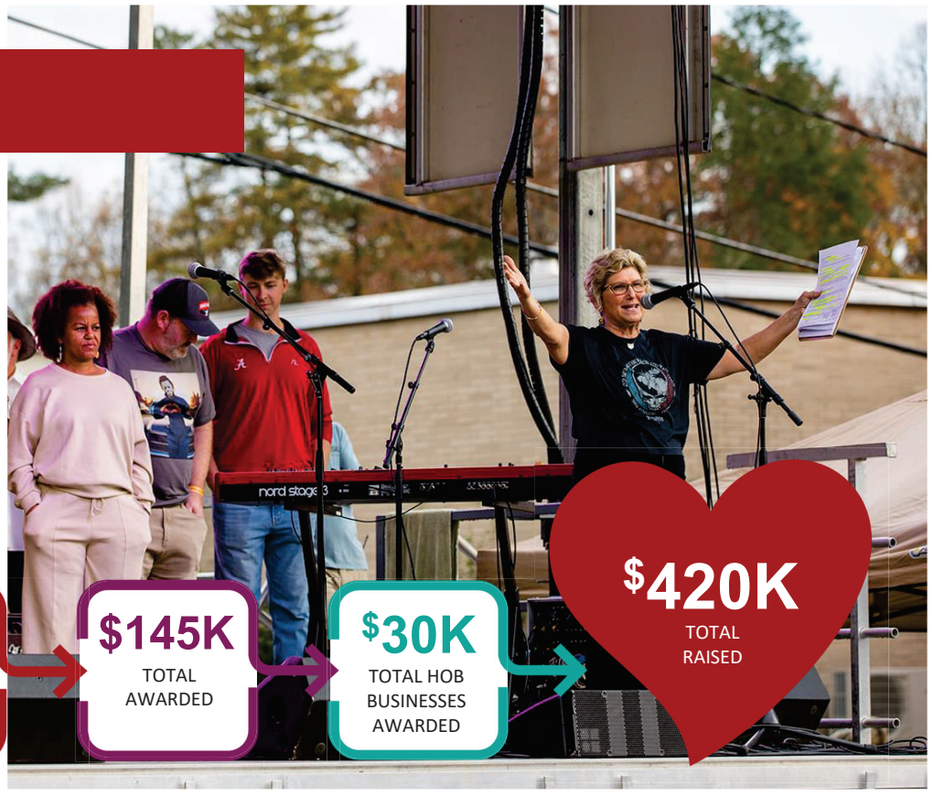
2: IMPROVING INFRASTRUCTURE

3: SUSTAINABLE GROWTH & ENVIRONMENTAL STEWARDSHIP

# KEY INIATIVES & PROJECTS

## HURRICANE HELENE + RECOVERY

- In response to the catastrophic impacts of Hurricane Helene, Transylvania Business Support Task Force has relaunched the **Transylvania Tomorrow Small Business Emergency Relief Fund** (Transylvania Tomorrow) to support the small business community in Transylvania County, NC.
- Partnered with the Transylvania Tomorrow Task Force to **raise over $400k, supporting 58 businesses** through grants in Transylvania County.
- Organized a **Community Benefit Concert** in conjunction with Halloweenfest to raise funds and unite the community.




**58** TOTAL BUSINESSES AWARDED

**26** TOTAL HOB BUSINESSES AWARDED

**$145K** TOTAL AWARDED

**$30K** TOTAL HOB BUSINESSES AWARDED

**$420K** TOTAL RAISED

## FUTURE PROJECTS

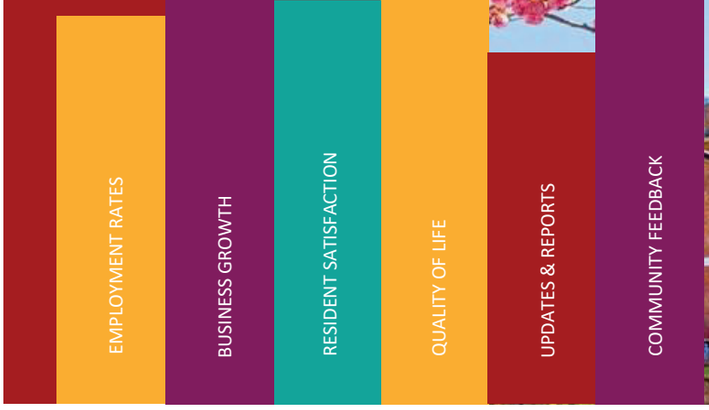
- ECUSTA TRAIL CONNECTION
- ADDITIONAL PUBLIC RESTROOMS
- EXPANDED PARKING SOLUTIONS
- EVENT-DRIVEN ECONOMIC ACTIVITIES



## HOW WE WILL **MEASURE UP**

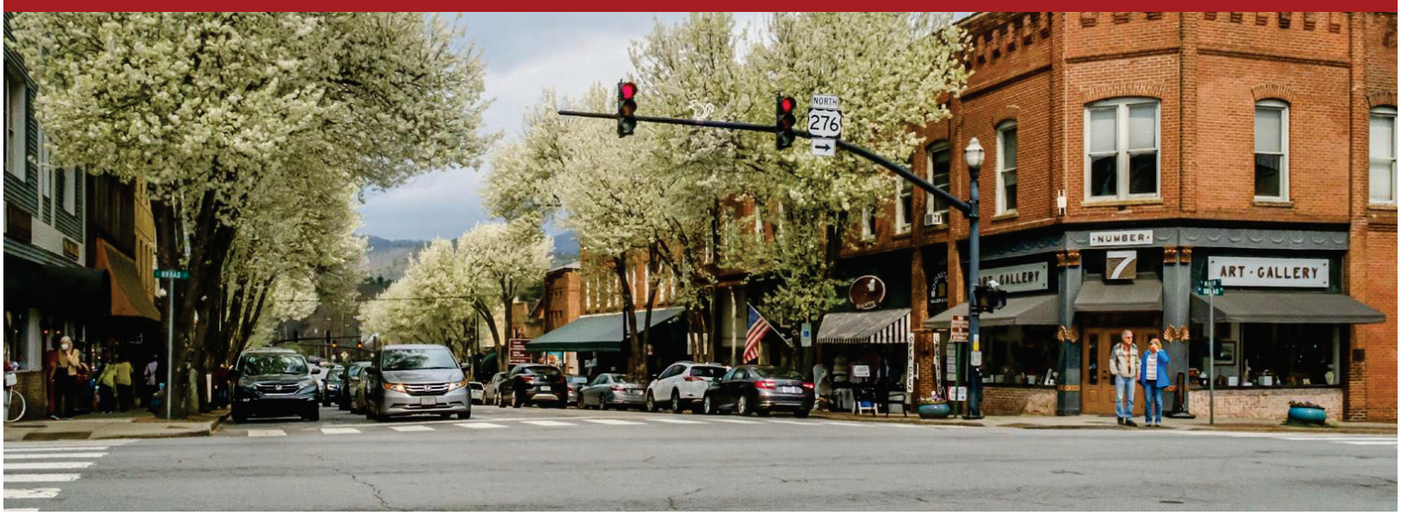
KEY METRICS

TRACKING PROGRESS






# QUESTIONS?




# THANK YOU

HEART OF BREVARD

BREVARDNC.ORG

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