

Winston-Salem a Thriving Technology City

Prepared by the Technology Council of the Greater Winston-Salem Chamber of Commerce

Winston-Salem's reputation as a growing and emerging center for technology is on the rise. With groundbreaking research and advances in biotechnology and the life sciences, new innovations in alternative energy and nanotechnology and an active digital design cluster, Winston-Salem and the Piedmont Triad is becoming one of the cities of choice for new and expanding technology companies.

■ **Winston-Salem Named as One of the Top Seven Intelligent Communities of the Year (2008) by the Intelligent Community Forum**

This is an international award bestowed on communities which demonstrate "prosperity and social inclusion in what ICF terms the 'broadband economy.'" Winston-Salem was one of only three US communities chosen for this award, and was specifically praised for building "a fiber network that spurred demand and led to an 88% broadband penetration rate," creating "an e-government portal that is number three in the nation" and its plans to "fund a program to put PCs and broadband connections into the homes of low-income students."

Read more about the Intelligent Community Forum and how Winston-Salem was chosen for this special award at www.intelligentcommunity.org.

■ **BusinessWeek Magazine Ranks Winston-Salem #7 on List of Best Places to Start Over**

Winston-Salem has landed on *BusinessWeek* magazine's list of the Top 10 places in the country to start over because "companies are hiring and the quality of life is high." This ranking is based on a recent Manpower survey that indicated about 22% of local companies were planning to hire in the next quarter. *BusinessWeek* also cited Winston-Salem's affordable housing stock and its diversifying, high-tech economy as additional assets in our local economy. Read more at http://images.businessweek.com/ss/09/06/0611_cities_to_start_over/1.htm.

■ **Winston-Salem Ranked as One of Top 25 Locations for Biotechnology by Business Facilities Magazine**

With the help of data compiled by the Brookings Institution, *Business Facilities* magazine ranked the Winston-Salem/Greensboro area number 24 on its "U.S. Biotech Top 40" list in November, 2003. Thirteen statistics were analyzed in order to rank the cities, including: biological science PhDs granted by area universities, percentage share of NIH funding, number of biotechnology-related patents awarded, number of life sciences R&D employees and more. Read more at www.businessfacilities.com.

■ **Winston-Salem Ranked #2 on List of Top Digital Cities**

The City of Winston-Salem tied for second place on the 2008 Digital Cities Top Ten list, an annual ranking and survey by the Center for Digital Government and the National League of Cities. Winston-Salem was named #2 in the 125,000-249,999 population category, tied with Salt Lake City, Utah. The survey "examines how cities use technology to create a seamless environment between local government and constituents." Read more at <http://www.govtech.com/dc/surveys/cities/89/2008>.

■ **Winston-Salem Appears on Forbes' List of the Best Places for Business and Careers (2009) and on Fortune Small Business Magazine's List of the Best Places to Live and Launch (2008)**

Recently ranked by *Forbes* as a "Best Place for Business and Careers in 2009," Winston-Salem is noted as a Top 25 of Best Metro areas with a ranking of #18 following Seattle, WA and preceding Charlotte, NC. And for cost of doing business, Winston-Salem ranks #7. Winston-Salem also appeared on this list in 2008.

The *Fortune Small Business* article specifically lauded Winston-Salem for shifting our "economic focus from tobacco, textiles and furniture to biotech, supply-chain logistics and product distribution" and for "broadening and better promoting" our "culinary and arts scenes."

Each magazine used data from several different areas to rank cities, including business cost indexes, educational attainment, cultural and recreational opportunities, job and income growth, crime rates, migration trends and more.

See details at www.fsb.com and www.forbes.com.

[see more, over](#) →

■ North Carolina Ranked as #1 Top Business Climate in US (2008) by *Site Selection Magazine*

For the fourth consecutive year and the seventh time in eight years, *Site Selection Magazine* has placed North Carolina at the top of its annual list of states with the Best Business Climate in the US. Fifty percent of the ranking comes from a survey of corporate real estate executives, and the other half is derived from actual project activity. Factors considered in the ranking include ease of permitting and regulatory procedures, transportation infrastructure, existing workforce skills, state and local tax scheme, utility infrastructure, availability of incentives, land/building prices and supply, and more. Read more at www.siteselection.com.

■ Piedmont Triad Research Park Poised to be North Carolina's Largest Urban Life Sciences Park

With 42 existing tenants like Targacept, Tengion and Wake Forest University Health Sciences and more than 800 employees from 24 countries, the Park is a growing, urban-based, mixed-use biotechnology and related technology research park that provides a formula for economic prosperity for the community, the Piedmont region and the entire state. A master plan to eventually develop 230 acres has been announced, featuring the renovation of existing vacant manufacturing buildings into residential, retail and research space. Find out more at www.ptrip.com.

PTRP is well-positioned to continue its growth (employment has quadrupled in less than 10 years) with newly established wet lab space to support inception stage start-up ventures, known as the BDI incubator and space for a company's next stage of R&D, known as the Wet Lab LaunchPad™. Additional strengths exist at PTRP such as the Wake Forest University Office of Technology Asset Management (OTAM) which ranks second in the nation in a *Forbes* magazine survey focused on universities turning research into revenue, with a 41% ROI on its R&D.

■ Piedmont Triad Area Committed to Growth in Biotechnology

Winston-Salem has the first regional office of the North Carolina Biotechnology Center located outside of RTP, which is focused on developing the bioscience industry in the Piedmont Triad. The area is home to 65 bioscience-related companies in a variety of disciplines, including regenerative medicine, genomic medicine and industrial biotechnology. Supporting this group of companies are 50 businesses providing sales, marketing and other professional services. See www.ncbiotech.org and click on the Piedmont Triad Regional Office link.

Forsyth Technical Community College in Winston-Salem is the lead institution of the National Center for the Biotechnology Workforce, part of a group of five community colleges around the nation committed to developing new learning models for building and enhancing our biotech workforce. Visit www.biotechworkforce.org for more information.

■ Other Area Advantages and Amenities

- ◆ Winston-Salem has two large medical centers with more than 20,000 employees, providing world-class care to the region. Wake Forest University Baptist Medical Center ranks as fourth-highest in the nation in annual royalty and licensing income, and has around 1,000 active research studies and \$190 million in outside research support.
- ◆ The Piedmont Triad area boasts more than 20 universities, colleges and technical schools with more than 50,000 students.
- ◆ FedEx is building a new Mid-Atlantic hub at the Piedmont Triad International Airport (set to open in 2009), only 20 minutes from Winston-Salem.
- ◆ For almost 20 years, the Technology Council of the Winston-Salem Chamber of Commerce has been a major force behind the effort to move our area from a manufacturing-based economy to a knowledge-based one.
- ◆ Winston-Salem and the Piedmont Triad are known for an exceptional and affordable quality of life. Situated only an hour from the mountains and three hours from the North Carolina coastline, the area is also host to NCAA sports action, numerous arts festivals, museums, a revitalized downtown and much more. See www.welcomewinstonsalem.com for details.



TECHCOUNCIL

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