

GREATER WINSTON SALEM INC

2020: STRATEGIC PRIORITIES



COVID-19 RESPONSE

Greater Winston-Salem, Inc. is working diligently with our members and the community to assist local businesses through the economic effects of social distancing and other measures taken to reduce the spread of Covid-19. Throughout these unprecedented times, our team is committed to leading our members through these challenges and becoming stronger than ever before.

Retain Forsyth County Small Businesses

We are continually monitoring the rapidly evolving pandemic to provide assistance, information and support to all small businesses in Forsyth County with the goal of keeping as many in business as possible.

Communicate Constantly

We are providing up to date, pertinent and digestible information for all business in Forsyth County. We are utilizing our wide reach of community and government partners to rapidly obtain information on evolving current affairs and disseminate vital resources through daily email updates to 3,500+ contacts. Additional communications are on multiple platforms to ensure ease of access and the largest possible reach.

Advocate for Essential Businesses

We are in constant contact with local, state and federal officials – particularly as it pertains to relief aid, public health mandates, taxes, and other economic implications of COVID-19. This information is distributed in real time. We are also working one-on-one with many of our members to address specific business concerns

Facilitate & Ensure Manufacturer/Healthcare Connections

We are leading the process of transitioning manufacturers to PPE and ensuring they are connected to our hospital systems. We have already coordinated the efforts of 25+ manufacturers with logistics coordinators from both Novant and Wake Forest Baptist Health to help meet the resource needs of our healthcare systems. We are relying on innovative thinking and resource partners, such as the Project Management Institute, to find creative and effective supply chain solutions. We are in the process of developing a website specifically for this initiative in partnership with the Charlotte Regional Business Alliance.

Conference Calls & Webinars

To date we have hosted 200+ participants on expert Q&A conference calls covering SBA Loans and the CARES Act. Calls have also covered changes to unemployment law, FMLA, and paid sick leave policies. Call recordings and follow up information is accessible to the entire business community.

Surveys & Member Calls

We are gathering survey responses from members about how their operations are being affected by Covid-19 and what resources they need. Results will help to quantify both immediate impact and economic recovery. Our team has completed individual outreach calls to more than 200 member businesses and continue to reach out to more.

WinstonSalem.com

As Greater Winston-Salem, Inc. launched digitally, new economic development and site selection resources were incorporated into the website while our Covid-19 resource center remains prominent on the site. With a focus on long-term recovery and business continuity, a Back to Business page has been added to the site offering a list of goods and services that can permit businesses to operate in accordance with anticipated safety guidelines.

ONGOING PRIORITIES

Lead Community Efforts to Recover and Rebound from Covid-19

We continue to serve our members and community at the highest standards, while providing leadership in the community for longterm recovery efforts. GWS is uniquely positioned to lead, manage and implement initiatives and programs to ensure a vibrant Forsyth County for years to come. We are currently working with community organizations' CEO's and Executive Directors to be prepared for economic recovery when restrictions are lifted.

Launch National Marketing Campaign

Using DCI's comprehensive "Elevating Winston-Salem" marketing plan, we will continue the launch of a complete and multi-faceted national marketing campaign focused on our target sectors. Tactics are extensive and include digital ad placements, proactive site selector outreach and public relations handled by a national firm. We are already communicating directly with more than 400 of the leading site selectors across the country to introduce Greater Winston-Salem, Inc. In addition to launching the marketing campaign, we will continue to focus on projects including Whitaker Park, Smith Reynolds Airport, and multiple active projects.

Focus on Organizational Excellence

GWS remains committed to continuous improvement across all aspects of the organization. We are committed to building a world-class team within the first year of the organization.

Provide Grants

We have changed the Foundation charter to allow for providing financial assistance to local small businesses. We are currently finalizing criteria and discussing funding options with community partners.

Share the Story

We are the leading voice for business in Winston-Salem and Forsyth County, and will continue to promote stories that showcase the community's unique spirit, resilient strength, and collaborative efforts for overcoming COVID 19.

Launch Comprehensive Internship & Work-Based Learning Program

In partnership with WS/FCS and local businesses, we are developing and launching an impactful program designed to provide opportunities for more than 1,000 students to gain job skills and explore career choices.



GREATER WINSTON-SALEM, INC.

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