

WHERE IT STARTS

WINSTON-SALEM, NC



QUARTERLY REPORT

Q4 2020



**GREATER
WINSTON
SALEM** INC

WINSTONSALEM.COM



LONG BRANCH TRAIL

W - S

WHERE IT STARTS

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BUY LOCAL CAMPAIGN EARNS
NEARLY 1M IMPRESSIONS AND
COUNTING

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NC NAMED A TOP STATE
FOR BUSINESS IN 2020



PHOTO: TOLD BY SHIFT

STATE OF THE ECONOMY

REGIONAL, STATE, AND NATIONAL ECONOMIC DEVELOPMENT EXPERTS WEIGH IN ON FORSYTH COUNTY'S GROWTH

Greater Winston-Salem, Inc. hosted a virtual State of the Economy event on November 10 featuring a panel of economic development experts. They provided insight on Forsyth County's economic resilience to COVID-19, its outlook, and key opportunities for growth.

REGIONAL

STAN KELLY
PRESIDENT & CEO
PIEDMONT TRIAD PARTNERSHIP

- \$1B in new projects announced since March 2020 in the Carolina Core
- Opportunities for reshoring and regionalizing supply chains
- The Carolina Core has strengths in key sectors – logistics and transportation, manufacturing, biotech and life science, aviation, and entrepreneurship among others.

STATE

CHRIS CHUNG
CEO
ECONOMIC DEVELOPMENT PARTNERSHIP OF NC

- The state entered 2020 with a robust pipeline of active projects and record job creation.
- Business retention and expansion is just as important to overall economic development strategy as recruitment.
- Some sectors have outperformed while others, like tourism, face longer recovery.

NATIONAL

DARIEL CURREN
EXECUTIVE VICE PRESIDENT
DEVELOPMENT COUNSELLORS,
INTERNATIONAL (DCI)

- DCI research shows that location decision-making remains strong despite the pandemic.
- The top factors in location decisions remain the availability of a skilled workforce, labor costs, available sites, and a business-friendly government.
- NC is ranked #3 best state in DCI's research findings.



ECONOMIC RECOVERY

21 BLACK- AND LATINX-OWNED BUSINESSES
RECEIVE COVID-19 RELIEF GRANTS

THE ADVISORY BOARD
CELEBRATES WITH
RECIPIENTS AND DONORS
IN A VIRTUAL MEETING

\$229,000

GRANTS DISBURSED

\$1.25M

TOTAL FUNDING

The Minority Business Enterprise Grant Program has distributed a total of \$229,000 in COVID-19 relief funding to 21 Black- and Latinx-Owned local small businesses.

The Minority Business Enterprise (MBE) grant fund was launched in October and was designed

to assist with business success, job retention, and job creation for Black and Latino-owned businesses during the COVID-19 pandemic.

\$1.25 million has been pledged to the fund with the goal of ongoing fundraising and grant allocation for a period of 5 years.

The MBE grant program is managed by the Entrepreneurial Advisory Board, consisting of Black and Latino business leaders in Forsyth County. Greater Winston-Salem, Inc provides the grant program with financial oversight and organizational structure.

CLICK PAGE TO LEARN MORE & DONATE

MEET THE RECIPIENTS

A Step Above Cleaning Service, LLC

All Services LLC

DM Designs and Fabrics

EMACK Consulting LLC

Enbrace Inc.

First Class Bus Tours & Travel Services

Gifted Hands Salon & Spa

Innovation Health Care Solutions
Enterprise Inc.

Jazmine Tienda Mexicana Inc.

Long's Cleaning Service

LRS Garage

Motto Athletics, LLC

Occupational Testing Solutions

Sherman Logistic LLC

Sherman's Drop In, Inc

Simply Soul LLC

Tate Consulting TC, LLC

The Feelings Company

The Sweet Truth Bakery and Catering

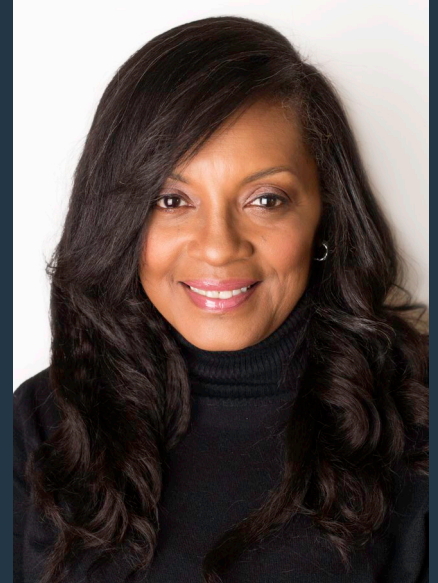
Total Enterprice Majorel, LLC

Winston-Salem Tees



This grant allows us to retain local individuals and companies as employees and contractors. We will also be able to ramp up our marketing and sales.

KAREN CUTHRELL
CEO, THE FEELINGS COMPANY



CURRENT DONORS

Allegacy Federal Credit Union, Mr. and Mrs. Bruce Babcock, The Budd Group, Alan and Lisa Caldwell, Cook Medical, Jean C. Davis, Duke Energy, Flow Automotive, Flow Lexus, Front Street Capital, Paul Fulton, Drew and Kelley Hancock, Javara, Modern Automotive, L. David Mounts, David Neill, Novant Health, the Prim Family Foundation, Reynolds American, Ben C. Sutton, Jr., the Truist Charitable Fund, Claire and Randall Tuttle, Wake Forest Baptist Health, Wake Forest University, Wells Fargo (Business) and the Wells Fargo Foundation, John Whitaker, and the Whitaker Park Development Authority.

BUY LOCAL OR BYE LOCAL

ADVERTISING CAMPAIGN URGES COMMUNITY SUPPORT FOR INDEPENDENT BUSINESSES

Greater Winston-Salem, Inc. launched its Buy Local or Bye Local campaign in November to encourage support for locally-owned businesses and restaurants through the holiday shopping season. Shopping local has never been more important as independent retailers and restaurants continue

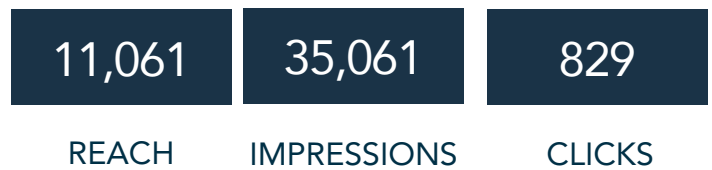
to cope with the impact of the pandemic. The campaign features recorded interviews with local business owners along with digital and print ads across multiple platforms, and integrates with the regional #TriadTogether initiative.

SOCIAL MEDIA:

BUY LOCAL OR BYE LOCAL ADS



VIDEOS



OTHER PLATFORMS:

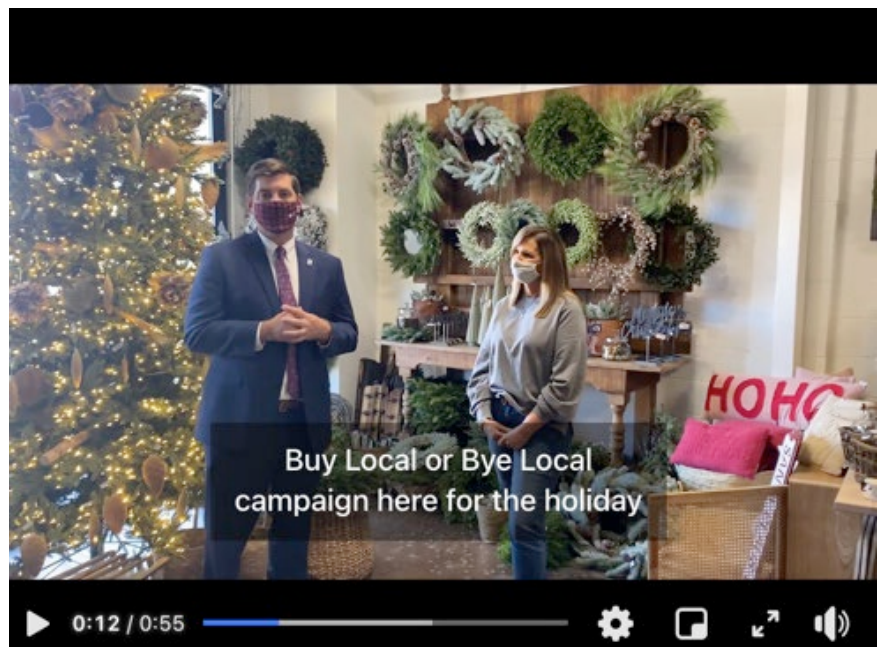
BILLBOARD-SALEM PARKWAY
THE CHRONICLE
LINKED IN
TRIAD CITY BEAT
WFDD
YOUTUBE

768,000+

OTHER IMPRESSIONS

918,093+

TOTAL IMPRESSIONS



72

9 Comments 23 Shares

Like

Comment

Share

⌵

Analytics as of December 13th

[CLICK HERE TO VIEW VIDEOS](#)

Triad Together Challenge



#TRIADTOGETHER

REGIONAL CAMPAIGN UNIFIES SMALL BUSINESS SUPPORT EFFORTS ACROSS THE TRIAD

The #TriadTogether Challenge is a cohesive, regional initiative to raise awareness and create a sense of urgency around the critical need to support locally owned businesses and restaurants. Greater Winston-Salem, Inc. is promoting the #TriadTogether campaign in conjunction with the Buy Local or Bye Local initiative.

Partners in the #TriadTogether Challenge include the Alamance Chamber of Commerce, Business High Point Chamber of Commerce, Greater Winston-Salem, Inc., Greensboro Chamber of Commerce, Kernersville Chamber of Commerce, Lewisville-Clemmons Chamber of Commerce, Piedmont

Triad Partnership, Wyndham Championship and Winston-Salem Open.

Other local organizations and businesses are also showing their support, like Flow Automotive which has launched its own co-branded ads and videos.

FLOW AUTOMOTIVE LAUNCHES CO-BRANDED CAMPAIGN





STRONG OUTLOOK

SITE SELECTION RANKS NORTH CAROLINA & GEORGIA TIED FOR THE TOP STATE BUSINESS CLIMATES FOR 2020

Site Selection magazine has named North Carolina and Georgia as the states with the Top Business Climates in the U.S.

The November 2020 issue of the magazine lists the top 25 state business climates based in part on a survey of corporate real estate executives and in part on an index of criteria derived from data in the Conway Projects Database.

Ohio ranks third followed by Texas and South Carolina in fourth place. Virginia, Alabama, Arizona, Kentucky and Tennessee round out the 10 top states.

In a survey published with the rankings, workforce skills were the most important criteria to site selectors for the fifth year in a row, with workforce development programs at No. 2. Transportation

infrastructure, ease of permitting and regulatory procedures and state and local taxes complete the top five.

The accolade echoes *Forbes* list, which NC has topped for the past three years.

Strong rankings contribute to out-of-market clients, domestic and international, increasingly interested in the state for projects.

A TOP CITY FOR REMOTE WORK

Winston-Salem is earning national recognition as one of the top US cities to attract newly-remote workers. Increased flexibility with remote work during the pandemic has led to many more teleworking professionals. Winston-Salem was ranked #15 on a recent Finance Buzz list of the best places for these employees to relocate.

RANKING FACTORS:



COST OF LIVING



WIFI SPEEDS



HOUSING & AMENITIES

NORDIC AMPLIFY

INTERNATIONAL COLLABORATION FOSTERS HEALTHCARE AND MEDTECH COMPANY ACCELERATION IN WINSTON-SALEM

A new business development program launching in Winston-Salem will bring the most promising healthcare IT and digital health companies from Sweden, Iceland, and Finland to the Triad to devise their US market entry strategies. The program, called Nordic AMPLify, has selected 12 growth-phase companies from more than 100 companies who expressed interest.

The multi-year program was organized by local venture fund, FCA Health Innovations. Nordic AMPLify is supported by Nordic Innovation and the official trade organizations of Finland (Business Finland), Sweden (Business Sweden), and Iceland

(Promote Iceland) as a mechanism to accelerate Nordic healthcare companies' US market entry.

Winston-Salem and the Greater Triad's healthcare, bioscience, and research industries, entrepreneurial ecosystem, and the ease of market entry compared to major metros, made it attractive to the Nordic countries.

Partners including Greater Winston-Salem, Inc., Winston Starts, the Innovation Quarter, Flywheel, CHMG Capital, and FCA Health Innovations are working with the Nordic team to plan and facilitate the Nordic AMPLify program.

2020 COHORT:



It is difficult for any early stage company, especially foreign companies, to get noticed in large American markets. Winston-Salem offers access to world-class healthcare and innovation systems combined with a startup-friendly atmosphere that increases the odds of success."

**LAURA JOHNSON
LEE**

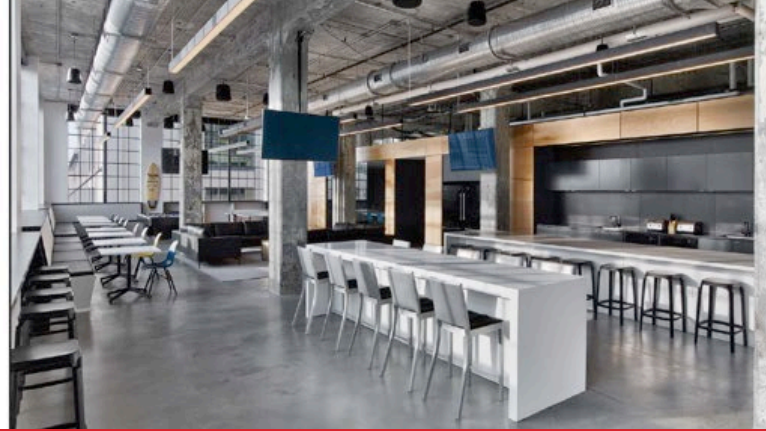
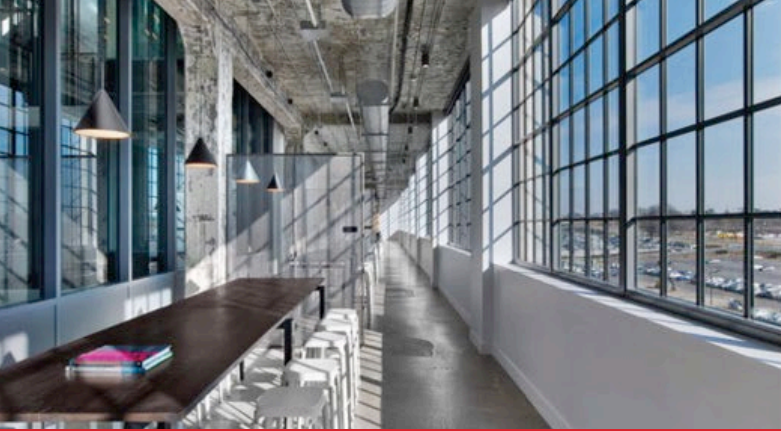
SENIOR VP OF ECONOMIC
DEVELOPMENT



FEATURED PROPERTIES

CLICKABLE
LISTINGS

525@VINE



20,000 SQ FT OF AVAILABLE OFFICE
SPACE

SUBLEASE TERM THROUGH
NOVEMBER 2025

SUITE ENTRANCE ADJACENT TO
ATRIUM

ACCESS TO BAILEY PARK, GREENWAYS,
AND ON-SITE YMCA

NIESSEN WAGON WORKS

1893 ROMANESQUE REVIVAL

33,000 SQ FT + 45 PARKING SPACES

HISTORIC AND OPPORTUNITY ZONE
TAX CREDITS AVAILABLE

IN THE HEART OF THE INNOVATION
QUARTER

NATIONAL AND LOCAL HISTORICAL
DESIGNATION



LOOKING FOR OFFICE SPACE
IN WINSTON-SALEM?

FIND COMMERCIAL REAL
ESTATE LISTINGS HERE.

UNION CROSS BUSINESS PARK



62,500 SQ FT OF AVAILABLE INDUSTRIAL SPACE

10 DOCK HIGH DOORS + 2 DRIVE-IN DOORS

30 FT CLEAR HEIGHT

90 PARKING SPACES

ABOUT THE PARK

403 ACRES ZONED FOR LIGHT INDUSTRIAL

29 LOTS WITH MULTIPLE OFFICE, WAREHOUSE, AND LIGHT INDUSTRIAL SITES

ACCESS TO INTERSTATES, AIRPORTS, RAIL, INLAND, & SEA PORTS



TALENT AND WORKFORCE

TERRI CUMMINGS NAMED VICE PRESIDENT OF TALENT AND WORKFORCE

Greater Winston-Salem, Inc. has named Terri Cummings as Vice President of Talent and Workforce. In this role, Terri will serve on the organization's leadership team and advance efforts to promote education and workforce alignment throughout Winston-Salem and Forsyth County. Working closely with industry partners, higher education institutions, and Winston-Salem/Forsyth County Schools, Terri will draw together stakeholders throughout the community to implement talent development initiatives including internships, apprenticeships, career-readiness training, and more.

Terri will lead partnership initiatives with Winston-Salem/Forsyth County schools including the implementation of a paid internship program for high schoolers sponsored by Truist Bank, and additional programming such as career-readiness training and Senior Academy, a student-success-oriented mentorship program with a 98% graduation rate.

Terri holds an undergraduate degree in Business with a concentration in Industrial-Organizational Psychology and a Master of Science in Leadership and Human Resource Development with a Concentration in Workforce Development. She is certified by the Human Resource Certification Institute as a Professional in Human Resources and by the Society for Human Resource Management as a Senior Certified Professional.



TERRI CUMMINGS

VICE PRESIDENT OF TALENT AND WORKFORCE

“ Internships and apprenticeships provide meaningful and quality learning opportunities to students and employers. There is a significant value for students to gain applied knowledge, as well as the opportunity for businesses and industry to build inclusive talent pipelines.”



MEET OUR INTERN

We are piloting our broader internship program by welcoming Jayda Bailey, a senior at East Forsyth High School, for a work-from-home role. Jayda has been a valued member of our team, performing research and projects within our Talent and Workforce Department.

Jayda says *“this internship has changed my outlook on the world of business and has inspired me in many ways. It has taught me that the business community is crucial for changing society in a positive way because business impacts everything.”*

Jayda's position is supported by Allegacy Federal Credit Union.

PUBLIC POLICY

ADVOCACY ACTIONS FOCUS ON PANDEMIC RELIEF FOR BUSINESSES AND THE COMMUNITY



VIRTUAL ROUNDTABLES
WITH ELECTED OFFICIALS



GRASSROOTS LOBBYING
FOR RESTAURANTS &
INDEPENDENT VENUES



SAFE WAYS TO OPTIMIZE
OUTDOOR DINING



CO-SPONSOR LETTER OF
ACTION ON FEDERAL RELIEF
PACKAGE

FORSYTH COUNTY PPE KIT PROGRAM

In partnership with Forsyth County, Greater Winston-Salem, Inc. is helping to promote and coordinate efforts to provide local businesses with PPE. A second round of PPE kits is now available upon request. Businesses who have already received PPE are eligible for an additional kit. Kits will be delivered.

[REQUEST A KIT](#)





WINSTON UNDER 40 SPONSORS:



LEADERSHIP AWARDS

THE 2020 WINSTON UNDER 40 LEADERSHIP AWARDS RECOGNIZE 20 YOUNG PROFESSIONALS SHAPING WINSTON-SALEM'S FUTURE THROUGH THEIR PROFESSIONAL AND PERSONAL ACCOMPLISHMENTS.

JESSICA AVEYARD	WINSTON-SALEM DASH
JENNY BRANNON	NOVANT HEALTH
PATRICK CLARK	WELLS FARGO
EMILY FLETCHER	KILPATRICK TOWNSEND & STOCKTON LLP
RAVEN GRIFFIN	KAPLAN EARLY LEARNING COMPANY
MEG HORVAT	LINVILLE TEAM PARTNERS
TAYLOR HUTCHINS	FORSYTH COUNTY
BRITNEY LOWERY	HABITAT FOR HUMANITY OF FORSYTH CO.
SUZANA MCCALLEY	THE BREATHING ROOM
GEORGE PETERSON	INMAR INTELLIGENCE
SHINY RAJAN	WAKE FOREST BAPTIST MEDICAL CENTER
JOSEPH ROSE	COOK MEDICAL
LINDSEY SCHWAB	INNOVATION QUARTER
CHRISTOPHER SEAMSTER	BLANCO TACKABERY
KIRSTEN SEAMSTER	FORSYTH TECHNICAL COMMUNITY COLLEGE
ADRIAN SMITH	FLYWHEEL FOUNDATION
JACKSON SUTTON	REYNOLDS AMERICAN
TIFFANY TATE	WAKE FOREST UNIVERSITY
KAMEKOLEÓN WALLS JR.	NORTHSIDE CLOTHING LLC
MAGALIE YACINTHE	HUSTLE AND SO-IN FORSYTH



NEW OPPORTUNITY IN THE NEW YEAR

“

Our community has a high quality of life, a strong workforce, diverse education opportunities, and strengths in key and growing sectors that will position us for new development opportunities in the coming year. As we look to rebound from this pandemic, we are poised for growth.

The first shipments of COVID-19 vaccines are arriving at medical centers around the nation this week, including our own healthcare systems, Novant Health and Wake Forest Baptist Health. For months, our healthcare industry workers, public service workers, front-line employees, and businesses of all sizes in our community have faced incredible challenges with strength and resilience. There is light at the end of the tunnel, and as a community we are prepared to embrace new opportunities in the new year.

At our virtual State of the Economy event in November (Page 2), we welcomed economic development experts at the regional, state, and national levels to examine upcoming trends and analyze their impact on Winston-Salem and Forsyth County. The overwhelming sentiment was a positive outlook for our Country, State, and Region.

Our community has a high quality of life, a strong workforce, diverse education opportunities, and strengths in key and growing sectors that will position us for new development opportunities in the coming year. As we look to rebound from this pandemic, we are poised for growth.

We are working harder than ever before to tell our story, promote our opportunities, and work together with our community to begin to heal from the effects of the pandemic. While this has been the hardest year ever for many of us, we have also been brought together more as a community. There has been heartbreak, but there have also been heartwarming stories. Stories that are unique to our community as we rally together.

Let's harness the sense of togetherness that this season has brought us and carry that forward into 2021.

We are stronger when we are together.

MARK OWENS
President & CEO

THANK YOU TO OUR INVESTORS

BB&T NOW TRUIST

COOK MEDICAL

NOVANT HEALTH

REYNOLDS AMERICAN

WAKE FOREST BAPTIST MEDICAL CENTER

WELLS FARGO

BETHANY MEDICAL CENTER

BLUECROSS AND BLUESHIELD OF NC

FORSYTH COUNTY

HANESBRANDS INC.

KELLY OFFICE SOLUTIONS

ONPAR TECHNOLOGIES

WINSTON-SALEM/FORSYTH COUNTY SCHOOLS

WOMBLE BOND DICKINSON (US) LLP