

WHERE IT STARTS



QUARTERLY REPORT
Q3 2021



WINSTONSALEM.COM

BY 2030 WE WILL...

BE THE TOP MID-SIZE CITY IN THE SOUTHEAST

We will encourage accelerated growth through strategic recruitment and expansion efforts while advancing our entrepreneurial ecosystem.

BE A MORE EQUITABLE COMMUNITY

We will use education initiatives and community partnerships to increase economic equity and mobility for all Forsyth County residents.

BE THE BEST PLACE TO RAISE A FAMILY

We will work with our community partners to ensure a high quality of life and access to world-class amenities in order to attract and retain the best talent.



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Greater Winston-Salem, Inc. supports economic growth through initiatives in business recruitment and retention, talent and workforce development, advocacy, and entrepreneurial programming.

WHERE GROWTH STARTS

**NATURE'S
VALUE**

\$18M

**PROPERTY, MACHINERY
& EQUIPMENT**

250

NEW JOBS CREATED



VITAMIN MANUFACTURER LOCATES NEW HQ IN WINSTON-SALEM

Nature's Value, a manufacturer of vitamins and dietary supplements, will be expanding some of its operating headquarters here from Coram, New York. The company is in contract to purchase a 426,000 square foot building in the Whitaker Park development. It plans to invest a minimum of \$18 million in property, renovations, machinery, and equipment. The expansion is expected to create at least 250 new jobs by the end of 2023.

Nature's Value currently operates facilities in Coram, NY and in Davidson County. It will consolidate its headquarters, manufacturing, and distributing operations into the new facility in Winston-Salem.

The addition of Nature's Value brings another life sciences related headquarters into Forsyth County's growing healthcare, biotech, and research sector - the county's largest sector by employment.

“

It was easy to narrow our focus for a new headquarters to the Carolina Core and Forsyth County specifically due to the significant workforce and location advantages here. We distribute our products to 21 countries, and our capabilities to reach clients around the globe is unmatched from here in Winston-Salem.

**OSCAR RAMJEET
CEO, NATURE'S VALUE**

GARNER FOODS INVESTS IN CONTINUED GROWTH IN FORSYTH COUNTY

Garner Foods, makers of Texas Pete® and Green Mountain Gringo® products, has broken ground at a new facility in Winston-Salem nearby Smith Reynolds Airport.

The 31- acre property will provide room for the preliminary facility construction and adequate room for future planned expansions. The first project will be the construction of a new warehouse facility that will provide a substantial expansion of space for Garner Foods' products to help deliver on growing demand. The new facility will provide a 65% increase in useable warehouse space.

The company expects to move into the new phase 1 warehouse by May 2022.



GARNER FOODS & TEXAS PETE HISTORY:

1929

THE GARNER FAMILY
BEGINS SELLING
BARBECUE AND HOT
SAUCE TO MAKE ENDS
MEET

1942

THE CURRENT TEXAS PETE
FACTORY IS CONSTRUCTED
ON THE FAMILY'S LAND IN
WINSTON-SALEM

1946

THE FAMILY
INCORPORATES GARNER
FOODS COMPANY, STILL
FAMILY-OWNED TODAY

WHERE GROWTH STARTS







GRANTS FUEL SMALL BUSINESS ECONOMY

FUNDING WINDOW OPENS FOR BLACK AND LATINX OWNED LOCAL BUSINESSES

Applications for the Fall 2021 round of funding through the MBE Grant Program will be accepted from October 8-November 12. The MBE Grant Program was launched in 2020 and has raised a total of more than \$1.2 million to support the COVID-19 economic recovery of Black and Latinx-owned local businesses. The fund is overseen by the Entrepreneurial Advisory Committee, an independent volunteer committee of Black and Latinx business leaders. The grant fund is focused on improving business success, job retention, and job creation for minority-owned businesses.

ELIGIBILITY:

-  LOCATED IN FORSYTH COUNTY
-  IN BUSINESS ON OR PRIOR TO JANUARY 1, 2021
-  1-25 FULL-TIME EMPLOYEES
-  \$1M OR LESS GROSS ANNUAL SALES

FUNDING:

\$25,000

MAX GRANT AMOUNT

May be used for special projects or general operating expenses such as salary, wages, lease, rent payments, working capital, or capital expenditures.

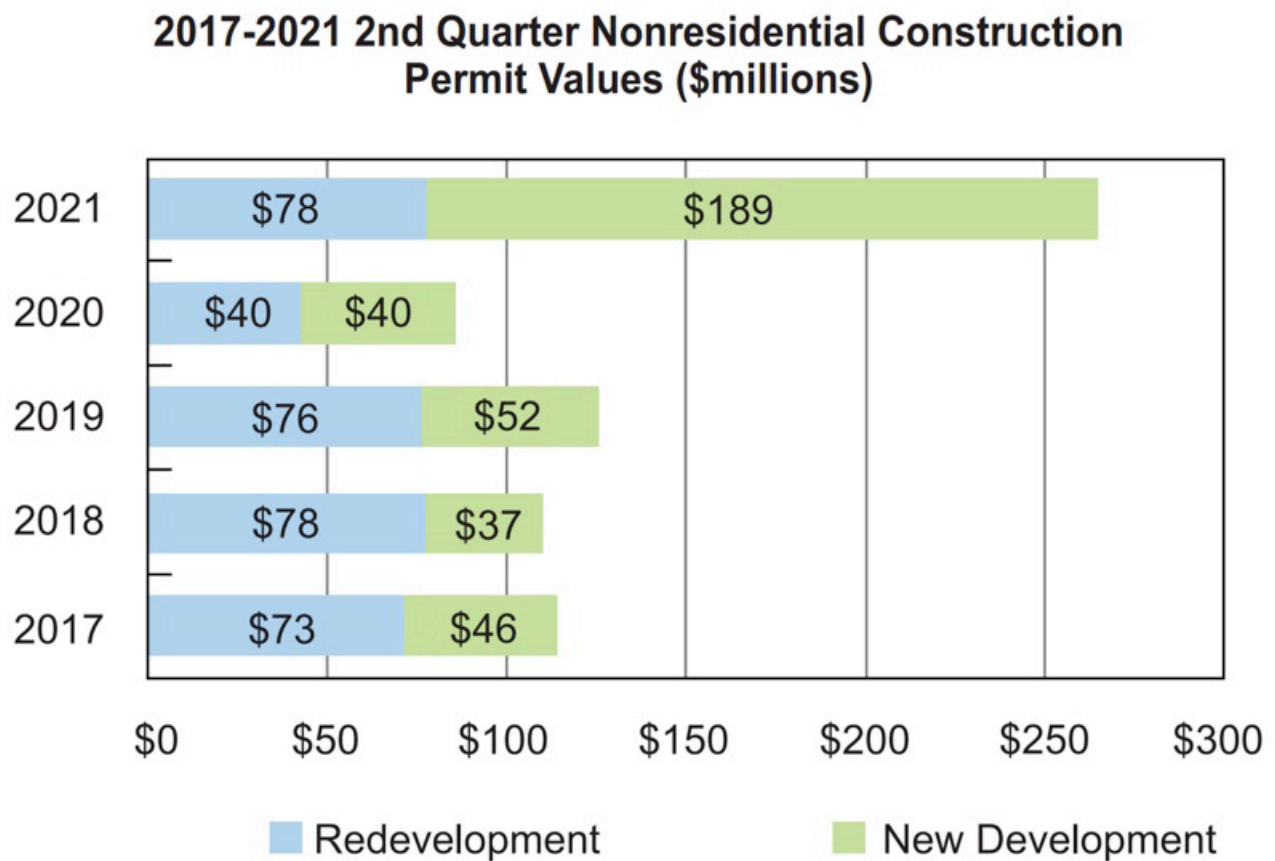


CLICK HERE FOR DETAILS AND APPLICATION INSTRUCTIONS
WINSTONSALEM.COM/MBEGRANTS

*See website for additional information & requirements.
Applications are available in English and Spanish.*

COMMERCIAL CONSTRUCTION RECORD

NON-RESIDENTIAL NEW CONSTRUCTION SHATTERS 5-YEAR HIGHS



Forsyth County's nonresidential construction is hitting a record. The permitted nonresidential construction value for the 2nd quarter of 2021 (\$267 million) eclipsed the previous five-year high (set in 2019) by \$139 million.

The total permitted construction value (\$395 million) for the quarter bested the previous 2nd quarter record by \$169 million and exceeded the total permit value for all of calendar year 2014.

Development projects including the Forsyth County Courthouse and campus improvements at both Atrium Health Wake Forest Baptist and Forsyth Medical Center are included in the quarter's total construction value.

Source: Forsyth County Planning and Development Services

WHERE INNOVATION STARTS

WSPR FUND

WINSTON-SALEM
PARTNERS ROUNDTABLE
EARLY-STAGE INVESTMENTS

APPLY FOR
FUNDING

WSPR FUND LAUNCHES

SEEKING PROMISING STARTUPS FOR EARLY-STAGE INVESTMENT

The Winston-Salem Partners Roundtable (WSPR) Fund has opened for applications. The fund is looking for companies that are seeking seed-level investments, which will typically range from \$100,000 and \$300,000 but have the potential to be larger.

Companies must be based in or committed to relocating to Winston-Salem/Forsyth County to be eligible. Along with capital, WSPR portfolio companies will also garner access to the expertise of the 60+ WSPR members and will be able to utilize the resources of the 30+ organizations in Winston-Salem's entrepreneurial ecosystem to support their growth.

Applicants will be reviewed in order to determine which companies are selected to pitch to the entire WSPR Fund membership. Fund members can choose which companies to invest in and how much to invest per company.

TYPICAL INVESTMENT:

\$100K-\$300K

NO DEADLINE TO APPLY

TARGET INDUSTRIES:

HEALTHCARE

TECHNOLOGY

DATA ANALYTICS

AVIATION

VIRTUAL REALITY & MORE

ENTREPRENEURIAL RESOURCE FINDER

WEBSITE TOOL PUTS STARTUP RESOURCES AT YOUR FINGERTIPS

For entrepreneurs with a business idea or early-stage startups, Winston-Salem is full of resources to help them succeed. The entrepreneurial ecosystem in Forsyth County includes incubators and accelerators, access to capital, mentorship opportunities, coworking space, resources for minority and woman-owned businesses, and more.

For the first time, all of those resources are in one place as Greater Winston-Salem, Inc. launches its Entrepreneurial Resource Finder. The digital directory helps entrepreneurs quickly and easily connect to the support they need with search results that can be filtered and shared.

The directory can help local entrepreneurs launch and grow their businesses while also attracting startups to relocate here to take advantage of the concentrated local entrepreneurial network.

To add your organization to the Resource Finder, contact Clay Johnson: cjohnson@winstonsalem.com.



WINSTONSALEM.COM/ENTREPRENEURIAL-ECOSYSTEM



BROWSE ENTREPRENEURIAL RESOURCES

CLICK HERE TO VISIT THE ENTREPRENEURIAL RESOURCE FINDER.

WHERE INNOVATION STARTS

CULTIVATING TECH TALENT

GREATER WINSTON-SALEM, INC. LAUNCHES THE TECH TALENT RECRUITMENT FUND

\$2,500

PER NET NEW HIRE DIRECT
FROM A FORSYTH COUNTY
UNIVERSITY, COLLEGE OR
APPROVED CERTIFICATE OR
CREDENTIALLED PROGRAM

\$5,000

PER NET NEW HIRE
RELOCATING FROM OUTSIDE
OF FORSYTH COUNTY

Greater Winston-Salem, Inc. is encouraging the growth of the technology talent pipeline through the launch of the Tech Talent Recruitment Fund. The fund offers \$2,500 - \$5,000 in direct payments to companies for each full-time technology position they fill.

Tech talent positions are important to the workforce in all industries as they provide the innovations, systems, and security for businesses to thrive in a digital world.

The Tech Talent Recruitment Fund is supported by the Truist Foundation and the City of Winston-Salem.

Companies are eligible for annual disbursements of up to \$20,000.

COMPANIES CAN APPLY ONLINE FOR DISBURSEMENTS:
WINSTONSALEM.COM/TECHTALENT

FIRST IN FLIGHT

ATRIUM HEALTH WAKE FOREST BAPTIST IS FIRST HOSPITAL TO DELIVER COVID-19 VACCINE BY DRONE

Atrium Health Wake Forest Baptist and its healthtech business enterprise operated through the Innovation Quarter, iQ Healthtech Labs, are taking COVID-19 vaccination efforts to new heights with drone deliveries – the first COVID-19 vaccine drone delivery program in the country. This new initiative – operated by UPS and its subsidiary, UPS Flight Forward– expands Atrium Health Wake Forest Baptist’s existing drone program that was launched in July 2020.

The COVID-19 vaccine took flight in its specialized container on August 24, flying from Atrium Health Wake Forest Baptist to Piedmont Plaza.



PHOTO: ATRIUM HEALTH

SHOWCASING LOCAL STARTUPS

Founders in Winston-Salem's entrepreneurial ecosystem are in the spotlight. In the article, *"Four Winston-Salem Startups that are Shaking Up Their Industries"*, published on the national platform **Livability**, founders are telling their stories of scaling their companies and finding success utilizing local startup resources.

This is a quick look at some of their innovations - be sure to click below to read and share the full content!

UNBOX THE DRESS:

FOUNDER:
GRACE ROJEK

TRANSFORMING THE WEDDING DRESS
INDUSTRY BY TURNING FAMILY GOWNS INTO
NEW KEEPSAKES FOR BRIDES.

SNEEZ:

FOUNDER:
DR. BILL SATTERWHITE

HELPING YOU STAY HEALTHY FROM YOUR
SMARTPHONE BY TRACKING ILLNESS DATA IN
COMMUNITIES

BEAM DYNAMICS:

CO-FOUNDER:
DAVID KASZYCKI

ON A MISSION TO HELP FILM AND
PRODUCTION COMPANIES AUTOMATE THEIR
EQUIPMENT MANAGEMENT

POINT MOTION:

FOUNDERS:
KEVIN & IMAN CLARK

USES MOTION CAPTURE TECHNOLOGY TO
TRACK PATIENT PROGRESS & INCORPORATES
MUSIC TO ENGAGE PATIENTS



READ MORE:

Read more about these startups, along with additional content about Winston-Salem, on [Livability.com](https://www.livability.com).

WHERE LEARNING STARTS

STATE OF EDUCATION

SUPERINTENDENT TRICIA MCMANUS OFFERS INSIGHTS

STRATEGIC PLAN GOALS

WS/FCS will raise student achievement, close achievement gaps and enable all students to take ownership of their learning.

WS/FCS will ensure equal and equitable access to quality instruction and strive to eliminate barriers to rigorous and diverse opportunities. WS/FCS will provide quality instructional facilities and learning environments for all students.

WS/FCS will build and strengthen partnerships and communication with families, local businesses, educational organizations, community agencies and advocacy groups in order to engage families and community stakeholders in the entire educational process for all students.

WS/FCS will recruit and retain a highly effective and diverse workforce that supports district goals to ensure excellence for all.

WS/FCS will foster an inclusive climate that values the safety and well-being of all students, faculty and staff and foster an environment that creates a sense of belonging.

WS/FCS Superintendent Tricia McManus hosted the keynote discussion during the State of Education virtual meeting on September 21. Ms. McManus presented the district's strategic plan on student achievement, equity and access, community engagement, human resources development, and climate and safety. She also provided context about the district's Our Way Forward plan to tackle the COVID-19 pandemic.

The district's objectives include comprehensive partnerships with community and business partners to help students meet educational goals. **As a community, one of the most important things we can do is help support our children's learning.**



GET INVOLVED:

Learn more about partnering and volunteering with WS/FCS.



HOST AN INTERN:

[CLICK HERE TO LEARN MORE.](#)



PHILIP SCALES

EMPLOYER: GOODWILL INDUSTRIES NWNC



DALLIA LINDELL

(R) EMPLOYER: FORSYTH COUNTY

INTERNSHIPS CREATE OPPORTUNITIES

SOME ASPIRE WS INTERNS END THE SUMMER WITH JOB OFFERS

For some students in the ASPIRE WS internship program, a summer internship was just the start of their employment journey. Several ASPIRE summer interns have remained in part-time positions with their host employers.

ASPIRE WS is a comprehensive initiative that formally brings together local employers, students, and education partners to provide paid internships for WS/FCS students. It is helping to build opportunity and create pathways to college and career success. Consider joining our growing number of ASPIRE WS host employers!

AARF OF WINSTON-SALEM
BELL, DAVIS, AND PITT
THE COOK AND BOARDMAN GROUP
FORSYTH COUNTY GOVERNMENT
GOODWILL INDUSTRIES OF NWNC

HANESBRANDS, INC.
THE LITTLE THEATRE OF WINSTON-SALEM
NOVANT HEALTH
THE RESOURCE

FEATURED PROPERTIES

3655 REED STREET



INDUSTRIAL WAREHOUSE WITH OFFICE, COLD STORAGE

66,048 SF INDUSTRIAL FACILITY ON
4.88 ACRES OF LAND

11 WALK-IN FREEZERS AND COOLERS

AVAILABLE Q3 2022 OR SELLER WILL LEASE
BACK THROUGH 12/31/2022

CONVENIENT ACCESS TO I-40 AND
HIGHWAY 52

3 DOCKS AND 3 DRIVE-IN DOORS

CEILING HEIGHT 18 FEET AT EAVE, 20
FEET AT ROOF RIDGE

622-626 TRADE STREET



FOR LEASE IN THE ARTS DISTRICT

540 SF - 626 N TRADE
5,480 SF - 622 N TRADE
CAN BE LEASED SEPARATELY OR TOGETHER

ADJACENT 50 SPACE SURFACE PARKING LOT

LOCATED IN THE ARTS DISTRICT BETWEEN THE ENTERTAINMENT ZONE AND 4TH ST.

NEW STOREFRONT EXTERIOR AND DECKING OPPORTUNITIES

905-907 S BROAD STREET



RETAIL/OFFICE PROJECT NEAR OLD SALEM

560-5,910 SF AVAILABLE
AVAILABLE SPRING 2022

IDEAL LOCATION IN WEST SALEM WITH CONVENIENT PARKING

CLOSE TO BUSINESSES & RESIDENTIAL DEVELOPMENT BY OLD SALEM AND UNCSA

ADJACENT TO LESSER KNOWN BEER COMPANY, COMING SPRING 2022



LOOKING FOR OFFICE SPACE?

Find commercial real estate listings in a fully customizable search engine at winstonsalem.com.

WELCOME TO OUR TEAM



DITRA MILLER

Director of Member Relations & Engagement

Ditra serves as a key contact for local businesses, connecting members to opportunities to get involved in the business community and contribute to building talent, workforce, and economic programs that advance Winston-Salem and Forsyth County.

She leads efforts to help local businesses sustain growth through referral groups and programs for minority and women-owned businesses, startups in the entrepreneurial ecosystem, and more.

ANNA LUMMUS

Intern, WFU Senior

Anna Lummus joins Greater Winston-Salem, Inc. for an internship project focused on college student talent retention. Anna will complete research on college students' perceptions of Winston-Salem and Forsyth County as a place to locate and use the findings to make recommendations for a college student retention plan.



GET TO KNOW THE REST OF OUR TEAM!

BROWSE OUR MEET THE STAFF POSTS ON SOCIAL MEDIA



INITIATE, INFLUENCE, ENGAGE, & EMPOWER

The “lazy days” of Summer have felt anything but slow-paced as our team has worked on projects and programs across our initiative areas. We welcomed a new headquarters with Nature’s Value and celebrated a local expansion with Garner Foods. In entrepreneurship, we’re working with investors to fund startups through the WSPR Fund, we’ve expanded digital access to the local entrepreneurial ecosystem, and more. In talent and workforce, the Senior Academy mentor program and the ASPIRE WS internship program have both launched for the new school year. We remain as focused as ever on supporting locally-owned small businesses too, with the Fall round of the Buy Local or Bye Local campaign imminent and the MBE Grant program underway for 2021.

Creating meaningful economic and community development momentum requires a comprehensive approach. Without skilled talent, companies must look elsewhere for the workforce they need. Without a healthy job market, talent must take their skills elsewhere. Without equitable access and opportunities for all in education and business, a community stifles new ideas and innovations.

We have the right formula in Forsyth County, and our business community displays that every day. We are a community of resilient, innovative, and determined people that continue to work tirelessly to not only make it through these hard times, but to thrive. Our organization is here to help. Greater Winston-Salem Inc.’s mission is to initiate, influence, engage, and empower community leadership to create economic growth and prosperity for all. We work towards achieving that mission every day, and we will continue to move our community forward – together.

MARK OWENS
President & CEO

THANK YOU TO OUR INVESTORS

ATRIUM HEALTH WAKE FOREST BAPTIST

COOK MEDICAL

NOVANT HEALTH

REYNOLDS AMERICAN INC.

TRUIST

WELLS FARGO

BETHANY MEDICAL

BLUECROSS AND BLUESHIELD OF NC

FORSYTH COUNTY

HANESBRANDS INC.

KELLY OFFICE SOLUTIONS

ONPAR TECHNOLOGIES

TRULIANT FEDERAL CREDIT UNION

WINSTON-SALEM/FORSYTH COUNTY SCHOOLS

WOMBLE BOND DICKINSON (US) LLP