

WHERE IT STARTS



QUARTERLY REPORT
Q4 2021 | YEAR IN REVIEW



WINSTONSALEM.COM

GREATER WINSTON-SALEM, INC.

2

2020

1

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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.

YEAR IN REVIEW

EXPANSIONS & RELOCATIONS

505

**NEW
JOBS**

\$ 296

**MILLION
INVESTED**

FEATURED PROJECTS



HAYWARD INDUSTRIES



ARDAGH GROUP



PHOTO COURTESY: WHITAKER PARK

NATURE'S VALUE



GARNER FOODS

2021 RANKINGS

TOP
10

THE SOUTH'S BEST CITIES ON THE RISE
-SOUTHERN LIVING, MARCH

#**2**

THE BEST TECH JOB MARKET FOR WOMEN
-MAGNIFY MONEY, APRIL

#**11**

US METRO THAT GAINED THE MOST WORKERS IN 2020
-McKINSEY, APRIL

#**12**

OVERALL AFFORDABILITY
-US BUREAU OF ECONOMIC ANALYSIS, OCTOBER

PLACEMAKING

Greater Winston-Salem, Inc. is raising the profile of Winston-Salem and Forsyth County through dynamic, multi-platform digital campaigns targeted to reach talent, startups, and location decision-makers in key markets. In 2021, our strategy resulted in the top engagement rate among six peer economic development organizations.

	IMPRESSIONS	CLICKS
FACEBOOK	3,048,314	57,668
LINKEDIN	512,435	1,760
GOOGLE	170,872	5,832

TOP ENGAGED METROS:*

NEW YORK
LOS ANGELES
RALEIGH-DURHAM
CHARLOTTE
HOUSTON

*FACEBOOK

#**1**

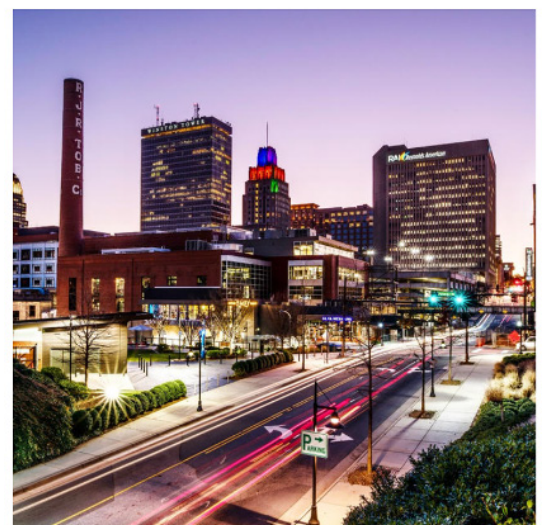
**ENGAGEMENT
RATE AMONG
PEER EDOs**



Greater Winston-Salem, Inc.
Sponsored ·

...

Winston-Salem is one of the nation's top 15 metro destinations for relocating workers. Find out why people are making the move.



WINSTONSALEM.COM
This Is Where it Starts.
Explore Winston-Salem.

LEARN MORE



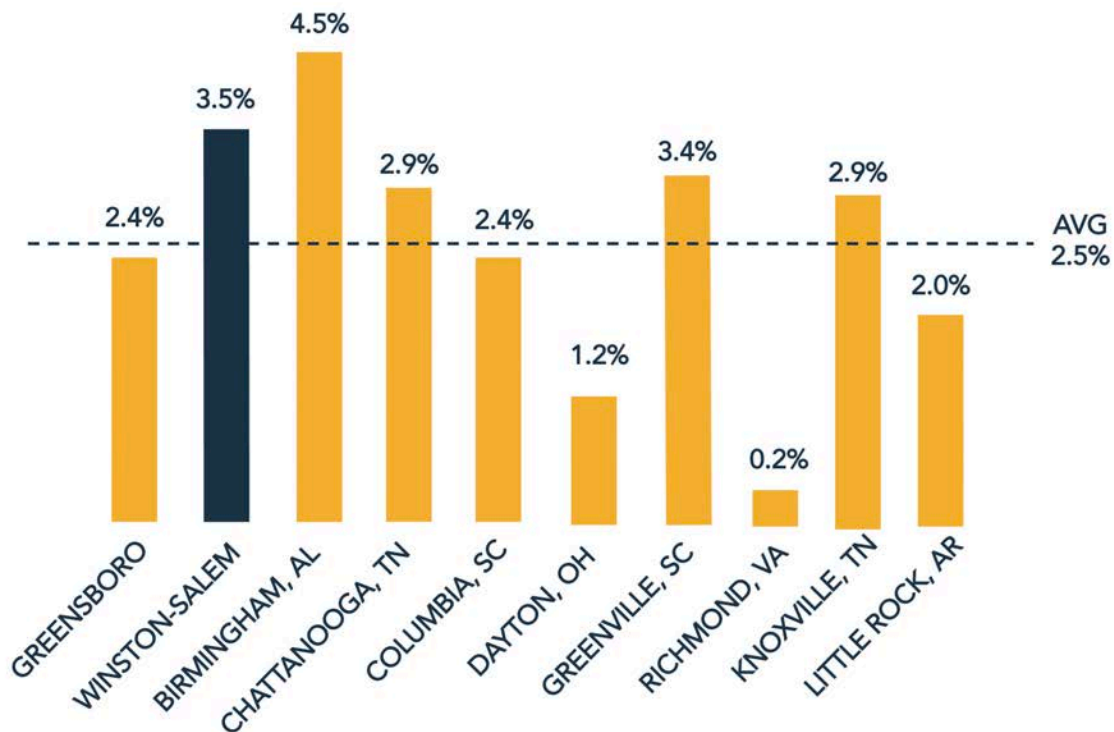
EXPLORE OUR LIFESTYLE.
CLICK HERE TO LEARN MORE.

YEAR IN REVIEW

ECONOMIC DASHBOARD

NON-FARM EMPLOYMENT GROWTH

SIMILAR-SIZED METROS, OCT 2020-OCT 2021



80+

EXISTING INDUSTRY VISITS IN 2021

70+

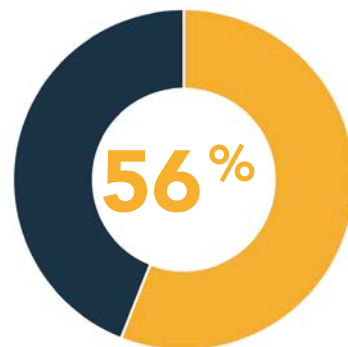
ACTIVE PROJECTS

\$5.4B

POTENTIAL CAPITAL INVESTMENT

600%

INCREASE IN LIFE SCIENCES INTEREST
SINCE 2018



OF ACTIVE PROJECTS ARE IN
ADVANCED MANUFACTURING

INVESTMENT UPDATE

WSPR FUND

THE WINSTON-SALEM PARTNERS ROUNDTABLE IS A GROUP OF OVER 60 ACCREDITED INVESTORS WHO ARE ADVANCING THE ECONOMY OF WINSTON-SALEM BY INVESTING TOGETHER IN PROMISING EARLY STAGE COMPANIES.



4

STARTUPS HAVE
PITCHED TO INVESTORS



\$300K+

ANTICIPATED INVESTMENT
BY THE END OF 2021

INTERESTED IN PITCHING? [CLICK HERE TO LEARN MORE.](#)

TALENT & WORKFORCE

ASPIRE W-S

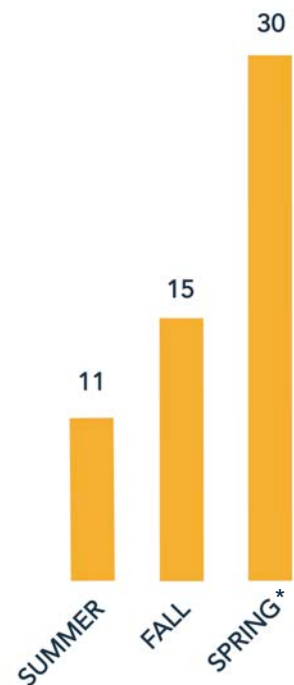
PROGRAM GROWTH

26

STUDENTS
PLACED IN
INTERSHIPS,
2021

100%

COMPLETION
RATE, SUMMER
PILOT



*ANTICIPATED PLACEMENTS

MEMBERSHIP



2.2M+

DIGITAL, BILLBOARD, & VIDEO
IMPRESSIONS PROMOTING
LOCAL BUSINESS



90+

VIRTUAL + IN-PERSON EVENTS



2,500+

EVENT ATTENDEES IN 2021



188%

NEW MEMBERS JOINED VS.
FORECASTED IN 2021

WHAT'S NEXT





- 1 KALEIDEUM
- 2 FORSYTH CO. COURTHOUSE
- 3 ATRIUM HEALTH TOWER
- 4 NOVANT CRITICAL CARE TOWER
- 5 INNOVATION QUARTER PHASE II
- 6 MERSCHER PARK

WHERE INNOVATION STARTS



THE INNOVATION QUARTER ANNOUNCES NEW LAUNCHPAD

Sparq will become the newest resource for Winston-Salem small businesses when it launches at Bailey Power Plant in early 2022. Sparq will offer resources and programming free to the community such as pitch practice and office hours with attorneys, accountants and marketing professionals. Paid memberships include coworking space and other amenities. Sparq will be a primary feeder for startups to participate in iQ labs, such as the iQ Healthtech Lab and the iQ Community Lab.

NORDIC AMPLIFY

ACCELERATED US MARKET ENTRY FOR PROMISING NORDIC MEDTECH COMPANIES.

US DISCOVERY TOUR: FEBRUARY 28-MARCH 4, 2022

PITCH NIGHT: MARCH 3



MEDICAL SOLUTIONS

HEAR PITCHES FROM GROWING
DIGITAL HEALTH & MEDTECH
NORDIC COMPANIES



MARKET VALIDATION

NORDIC AMPLIFY
COMPANIES HAVE PROVEN
HEALTHCARE SOLUTIONS



PLANS TO EXPAND

PARTICIPANTS PLAN TO
CONSIDER US MARKET ENTRY
THROUGH WINSTON-SALEM

STARTUPS INNOVATE IN 2021

TECH BRIEFING HIGHLIGHTS LOCAL SCALING COMPANIES

Greater Winston-Salem, Inc. held the 20th annual Tech Briefing on December 14th, highlighting six local emerging companies utilizing new technologies to advance multiple industries.



BEAM Dynamics is a SaaS-based platform that allows the film & entertainment industry to manage the lifecycle of their technology assets.



inStryde is a hybrid hard tech company using A.I. and 3D printing to make custom foot orthotics more accessible and affordable.



Smoodi designed, built, and patented a healthy 'smoothie-store-in-a-box' that makes delicious, on-the-go nutrition convenient.



TaglineCo. specializes in information technologies with experiential proximity marketing techniques, including a line of InteractiveWear products.



Takeoff Monkey is a pre-construction solution that enables construction contractors to increase both the quality and quantity of their estimates and proposals while maintaining or lowering their overhead expense.



The TheraBionic P1 device is used to treat patients with advanced hepatocellular carcinoma who have either failed first and second line therapies or are intolerant of first and second line therapies.

TECH BRIEFING PRESENTING SPONSOR: COOK MEDICAL
SUPPORTING SPONSOR: NC BIOTECHNOLOGY CENTER



BROWSE ENTREPRENEURIAL RESOURCES

[CLICK HERE TO VISIT THE ENTREPRENEURIAL RESOURCE FINDER.](#)

WHERE BUSINESS STARTS

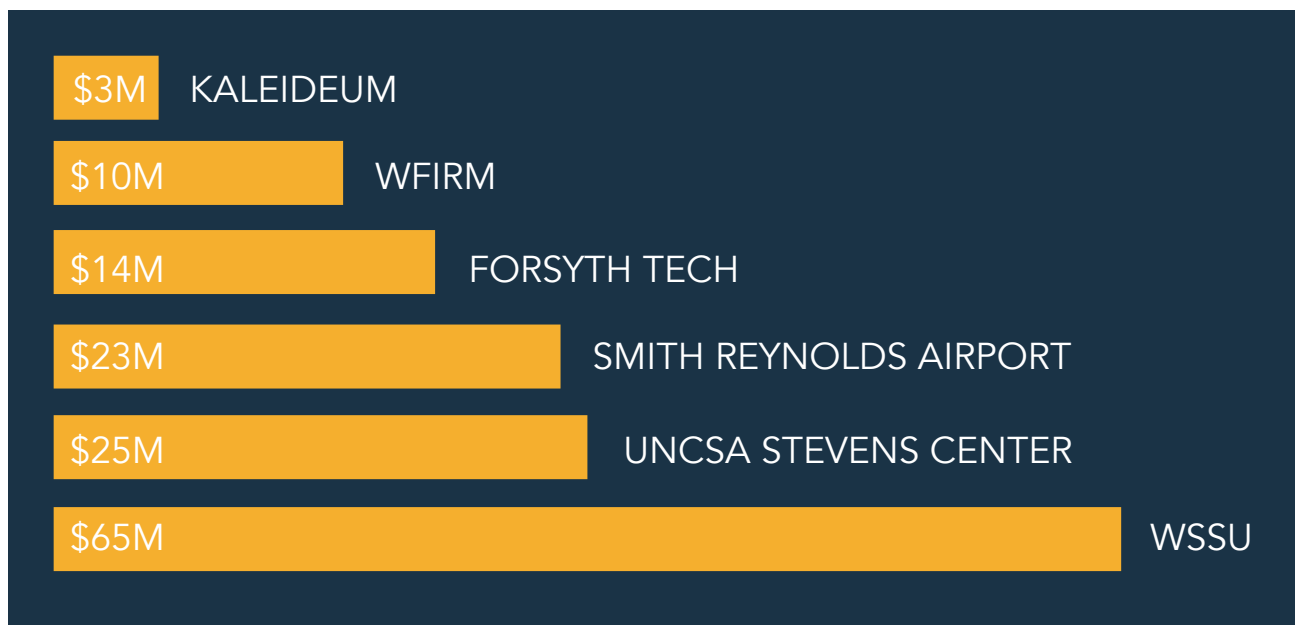
PUBLIC POLICY

YEAR IN REVIEW

\$300M

IN STATE FUNDING WILL BE ALLOCATED TO ENTITIES IN FORSYTH COUNTY FOLLOWING THE RATIFICATION OF THE 2021-2023 BUDGET

STATE BUDGET HIGHLIGHTS:



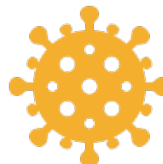
ADVOCACY HIGHLIGHTS:

50+

LETTERS OF SUPPORT SIGNED FOR LOCAL BUSINESSES TO ACQUIRE PANDEMIC RELIEF



SECURED FUNDING FOR THE COMPLETION OF MERSCHER PARK



SECURED FUNDING TO HELP OFFSET THE NEGATIVE ECONOMIC IMPACT OF COVID-19



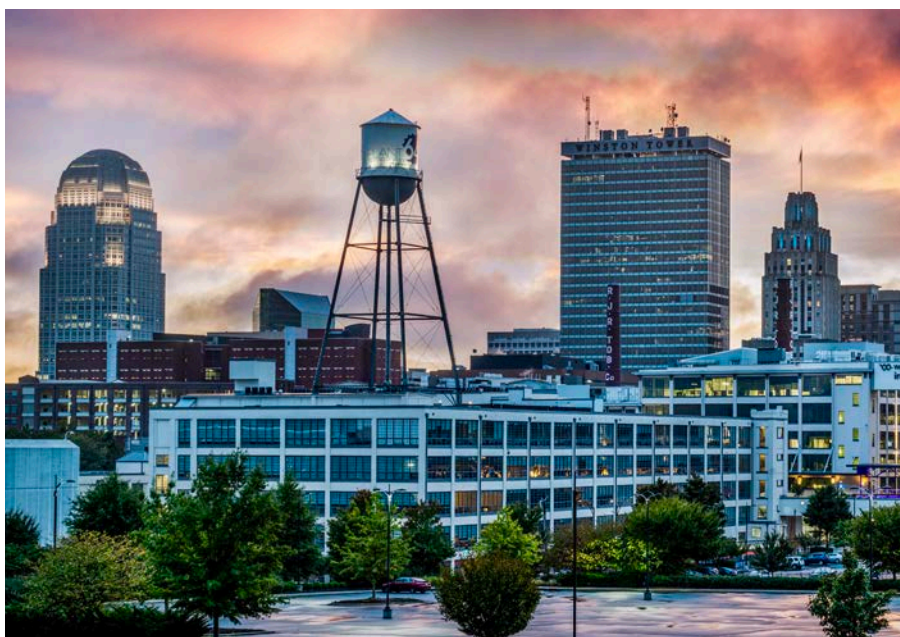
REACHED A RESOLUTION ON THE LOCAL SIGN ORDINANCE PROTECTING BUSINESSES FROM NEW SIGN EXPENSES



HELPED BUSINESSES UNDERSTAND AND NAVIGATE EVOLVING MASK MANDATES

LEADER IN SMALL BUSINESS GROWTH

LINKEDIN NAMES WINSTON-SALEM METRO A LEADER IN THE "ENTREPRENEURIAL RENAISSANCE"



4

**FASTEST GROWING
SMALLER CITY FOR
ENTREPRENEURS**

-GSO-WS METRO, LINKEDIN,
OCTOBER 2021

LinkedIn's State of Entrepreneurship report finds a growing number of founders are choosing mid-sized metros to launch their new ventures. The Triad metro saw 42% growth, 4th highest nationwide. New business applications grew by 24% overall between 2019 and 2020, according to data from the U.S. Census Bureau.

GRANTS FUEL PANDEMIC RECOVERY

The 2021 funding round of the MBE Grant program has concluded with 20+ businesses expected to receive a total of \$200,000+ to sustain their growth and retain jobs. Businesses will receive award funding in early 2022.

The MBE Grant program is open to black and latinx-owned local businesses in Forsyth County. It launched in 2020 and will distribute grant funding over a five-year period.

Companies are eligible for a maximum award of \$25,000 each.

\$ 1.2M

**RAISED BY LOCAL DONORS
TO SUPPORT A 5-YEAR GRANT
PROGRAM FOR SUSTAINED
RECOVERY OF BLACK AND
LATINX-OWNED BUSINESSES
IMPACTED BY THE PANDEMIC**

WHERE LEARNING STARTS

STUDENTS 'ASPIRE' TO CAREER GOALS

Students are getting to work in Winston-Salem, being paired for paid internship opportunities and workforce skills training through the ASPIRE WS internship program.

Available to WS/FCS juniors and seniors in six local high schools, ASPIRE aims to provide students with real-world experience to support their career development while allowing them to earn a wage. Students are prepared for their internship by completing an employability workshop with Forsyth Tech as a prerequisite to starting work.

ASPIRE launched in Summer 2021 and will offer Spring, Fall, and Summer internship terms.

ASPIRE WS is a partnership between Greater Winston-Salem, Inc., Winston-Salem Forsyth County Schools, Forsyth Tech, and local employer partners. It is funded through support from the Truist Foundation.

HOW IT WORKS



**LOCAL EMPLOYERS SIGN UP
TO OFFER INTERNSHIPS**



**STUDENTS GET PAID TO WORK
(GUARANTEED \$10 PER HOUR)**



**GWSI CONNECTS STUDENTS
AND EMPLOYERS**

ASPIRE EMPLOYER PARTNERS

A/PERTURE
BELL, DAVIS, AND PITT
THE COOK AND BOARDMAN GROUP
COUNSELING WITH A PURPOSE
FORSYTH COUNTY GOVERNMENT
GREATER WINSTON-SALEM, INC.

LINVILLE TEAM PARTNERS
THE LITTLE THEATRE OF WINSTON-SALEM
LOVE OUT LOUD
PERSONALIZED PHYSICAL THERAPY & WELLNESS
TRULIANT FEDERAL CREDIT UNION



GET INVOLVED IN WORKFORCE DEVELOPMENT

Click here to learn more about ASPIRE WS and access FAQ's for students, parents, and employers.

ASPIRE ^{WS} IN THEIR OWN WORDS:



“My internship helped me indicate what careers I wanted to pursue. An internship will give you the skill sets to assess yourself and your best aspects when interacting within the workforce.”

RUBY POWERS
EMPLOYER: FORSYTH COUNTY



“ASPIRE WS has given me an abundance of information and insight on how to secure a job and prosper in the workforce. I learned how to write a resume, have a successful job interview, network with potential employers, and more.”

LENORE WILLIAMS
EMPLOYER: NOVANT HEALTH

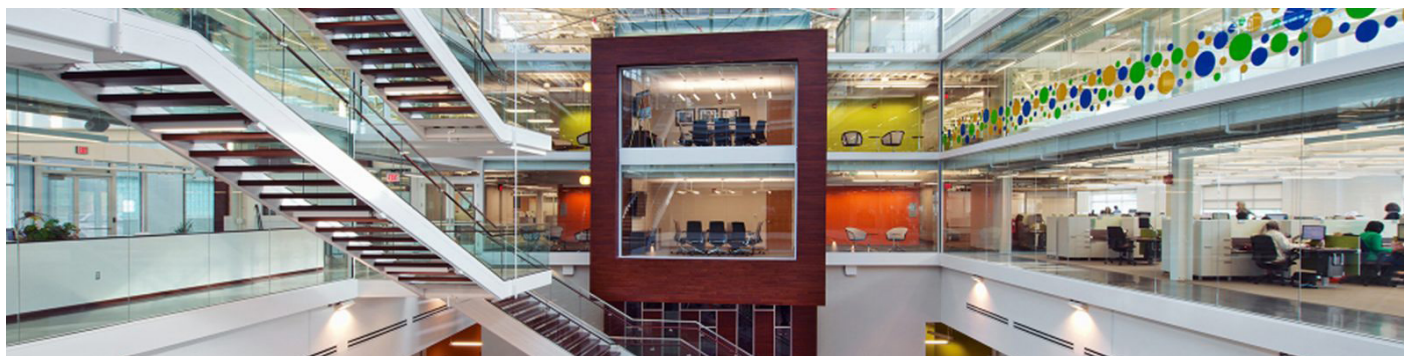


“This is such an excellent opportunity to engage high school students with local organizations and business, enhance their professional development and the community’s workforce. Simply put, ASPIRE is a win-win for the community!”

TIM TSUJII
DIRECTOR OF ELECTIONS, FORSYTH COUNTY

FEATURED PROPERTIES

635@VINE



CREATIVE & INNOVATIVE DOWNTOWN OFFICE SPACE

20,000SF - 242,000 SF AVAILABLE

PLATINUM LEED CERTIFIED

5 FLOORS WITH FULL-HEIGHT GLASS
ATRIUM LOBBY

EMERGENCY GENERATOR

LOCATED IN INNOVATION QUARTER

AMPLE SURFACE PARKING (PRIVATE)

AVAILABLE APRIL 2022



LOOKING FOR COMMERCIAL SPACE?

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

INDUSTRIAL OPPORTUNITIES



475 ENTERPRISE PARK BLVD

42,000-110,000± SF
CLASS-A INDUSTRIAL SPEC BUILDING
CUSTOMIZATION AVAILABLE
LOCATED IN UNION CROSS BUSINESS PARK
DELIVERY Q1 2022



NORTHRIDGE BUSINESS PARK

430,00± SF POTENTIAL FOR FACILITY
62± ACRES
ZONED LIGHT INDUSTRIAL



3608 OLD LEXINGTON ROAD

157,500± SF
14.26± ACRES
FOR LEASE / BUILD TO SUIT
10 DOCK HEIGHT DOORS INCLUDED
40 TRAILER PARKING SPACES

INSPIRING YOUNG LEADERS

Winston Under 40 is excited to present the 2021 Leadership Awards recipients! This year's recipients are entrepreneurs and professionals that work and volunteer with dozens of organizations, helping to advance our community.



2021 LEADERSHIP AWARDS

ROW 1

DEVIN ALLEN
AMANDA BALWAH
PAIGE BOSWORTH
DR. ANDREW BRADBURY
KELLY BROWN

ROW 2

DR. LENI CALDWELL
KAYLA CONWAY
ANDREW DARCY
RACHEL DRAKE
CRISSY FAISON

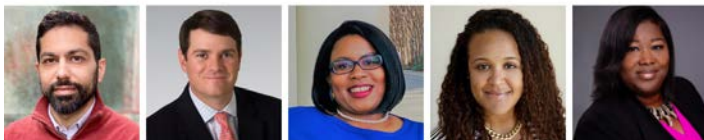


ROW 3

CHIEDZA HOOKER
ANDREA HULIGHAN
BRANDON LOWE
LIZ MILLER
HASANI MITCHELL

ROW 4

KASEM R. MOHSEN
FULLER PARHAM
DARLENE STEELE
JOY NELSON THOMAS
MICHELLE THOMAS



MEET THE RECIPIENTS

INAUGURAL GOLF TOURNAMENT

Under balmy, sunny skies, Greater Winston-Salem, Inc. held its inaugural Golf Tournament on November 1! We greatly appreciate our members' support in joining us for a fantastic event!

WINNERS:

1ST PLACE: SHELCO
2ND PLACE: FLOW LAND ROVER
3RD PLACE: AMERICAN NATIONAL BANK TIED WITH
FREEDMAN THOMPSON WITT CEBERIO & BYRD, PLLC

SPONSORS:

KILPATRICK, TOWNSEND & STOCKTON
MERCEDES-BENZ OF WINSTON-SALEM
TRULIANT FEDERAL CREDIT UNION
ALLEGACY FEDERAL CREDIT UNION
FRONT STREET CAPITAL
FLOW LAND ROVER
TRUIST
FREEDMAN THOMPSON WITT CEBERIO & BYRD, PLLC

GOLF COURSE:

BERMUDA RUN



SHELCO, WINNING TEAM. SAIL OFF PHOTO



WE ARE JUST GETTING STARTED

2021 is a significant year for Greater Winston-Salem, Inc. as it marks our first full year of operations under the unified vision of economic development set forth when we launched as a new organization in 2020.

In many ways we are just getting started. Programs in entrepreneurship, talent and workforce, place marketing, and target industry sector recruitment are new. We've introduced inaugural events, championed our vibrant small business community, and debuted a strategic vision and goals.

We've assisted in existing company expansions representing historic continued investments into the community and welcomed a new headquarters this year (pg 3). This growth is also happening across our region and the Carolina Core.

These local and regional investments are all we need to see to confirm what we already knew—our time is now. It is time to prepare Forsyth County for imminent growth, new jobs, and greater opportunities.

Together, we are setting Winston-Salem and Forsyth County up for success by implementing initiatives to attract industry, startups, and talent, to build our workforce, and to promote local business growth.

January 1, 2022 brings us one year closer to our 2030 vision of being the top mid-sized city in the southeast, being a more equitable community, and being the best place to raise a family. This broader vision and the concrete goals to get us there are incremental. We won't wake up on January 1, 2030 and find we've achieved these overnight. The debut of Greater Winston-Salem, Inc. and our first full year of operations in many ways marked the starting line.

As our community partners, members, and investors, you are a part of this journey. We need your support. Join us by engaging in our efforts and investing in our work in 2022. While we have seen some immediate results, we are just getting started.

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