



# WHERE IT STARTS



**GREATER  
WINSTON  
SALEM INC**

QUARTERLY REPORT  
Q1 2022

[WINSTONSALEM.COM](http://WINSTONSALEM.COM)

small business



L  
T

big  
impact

Winston-Salem is the #1 city  
for small business growth.

WalletHub 2019

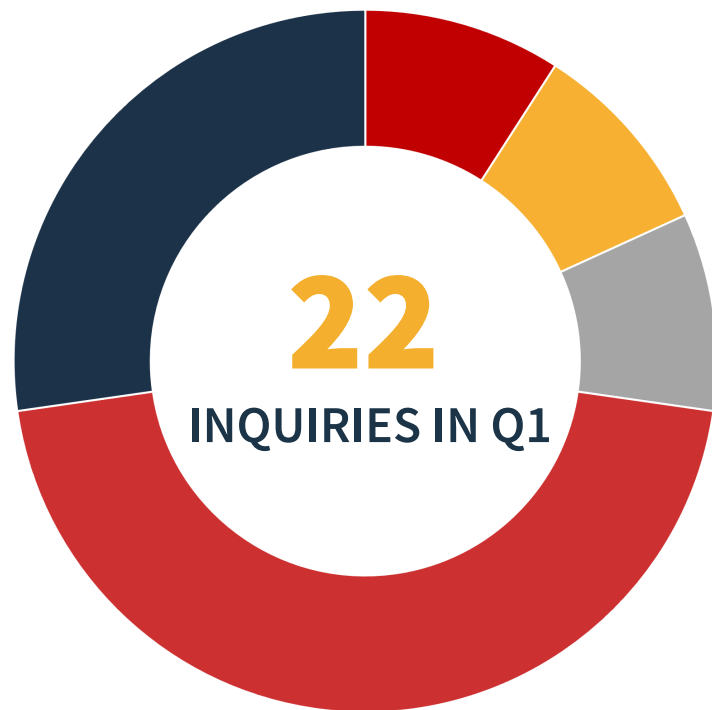
# WHAT'S INSIDE

- **ECONOMIC DASHBOARD**  
Quarterly snapshot of our project pipeline.
- **MBE GRANTS**  
Announcement of 2021 recipients plus an overview of outcomes and jobs created by 2020 grants.
- **TECH TALENT**  
MedTech startup Wellnecity builds workforce with Tech Talent Recruitment Fund.
- **RISING RESEARCHERS**  
Two local institutions receive funding to further research opportunities.

- **INTERN UPDATES**  
ASPIRE interns are on the job with local employers.
- **MARKET REPORT**  
New projects, apartments, entertainment, and amenities abound in the downtown core.
- **FEATURED PROPERTIES**  
Find commercial property in Winston-Salem and Forsyth County.
- **PRESIDENT'S LETTER**  
A sneak peek at how Greater Winston-Salem, Inc. is working to build talent for tomorrow.

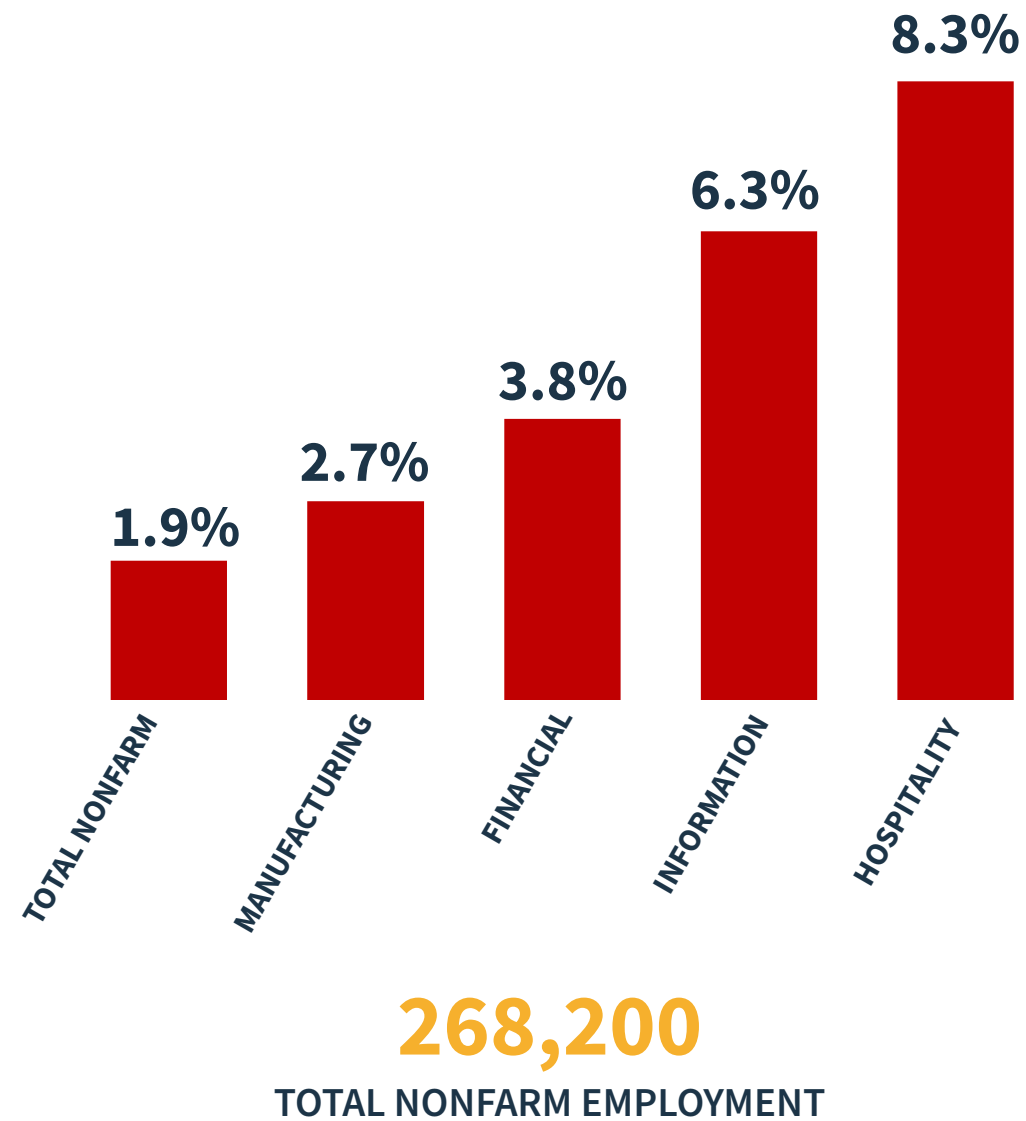


## NEW PROJECT INTEREST TARGET INDUSTRIES



- AVIATION 2
- LIFE SCIENCES 2
- HEADQUARTERS 2
- ADVANCED MANUFACTURING 10
- FOOD & BEVERAGE MFG 6

## EMPLOYMENT GROWTH BY INDUSTRY JAN 2021-JAN 2022



US BUREAU OF LABOR STATISTICS

## SITE VISITS IN Q1

**380**  
POTENTIAL  
NEW JOBS

**\$152M**  
POTENTIAL  
INVESTMENT

## RANKINGS



ONE OF THE SOUTH'S BEST  
COLLEGE TOWNS 2022  
*SOUTHERN LIVING*



CITIES BLACK AMERICANS  
SHOULD CONSIDER FOR  
CAREER GROWTH 2022  
*TRAVEL NOIRE*

# MBE GRANTS

The MBE Grant fund is available to Black and Latinx-owned small businesses in Forsyth County to assist in job creation and economic recovery from COVID-19. The fund has received \$1.2M in pledged donations and will distribute grants for a period of 5 years. It is managed by the Entrepreneurial Advisory Committee.

## 2021 GRANT CYCLE

# \$219,715

GRANTS AWARDED IN 2021

# 17

RECIPIENTS

- ARENA TOTAL IMAGE CENTRE
- BAILEY PRESCHOOL
- THE BREATHING ROOM
- CREANDO FAMILIAS FELICES
- DESIGN EDGE
- DESIGN+ BY CASSANDRAMICHELLE, INC.
- DIGNITY JUSTIFIED, LLC
- DOVE INNERCITY NOTARY LLC
- GENERATIONS PRESCHOOL & CHILDCARE, INC.

- HOME AGAIN SENIOR LIVING COMMUNITIES
- INNOVATION HEALTHCARE SOLUTIONS ENTERPRISE\*
- JAZMINE TIENDA MEXICANA, INC.
- NU DIMENSIONS HAIR STUDIO, INC.
- SHERMAN'S DROP IN, INC.
- SIMPLY SOUL, LLC
- SUPPORT SYSTEMS OF FORSYTH COUNTY TRANSPORTATION LLC
- TOTAL ENTERPRISE MAJOREL, LLC

## 2020 OUTCOMES

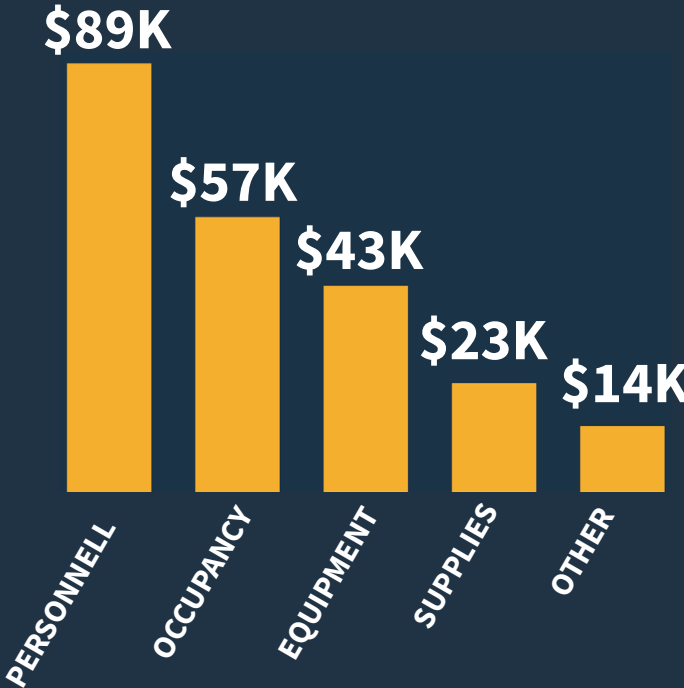
# \$229K

GRANTS AWARDED IN 2020

# 21

RECIPIENTS

## RECIPIENT EXPENDITURES



## JOBS CREATED

# 17

PART-TIME

# 5

FULL-TIME

# 18

CONTRACT

## TECH TALENT RECRUITMENT FUND

BY THE NUMBERS



18

TECH WORKERS EMPLOYED

\$45K

HIRING REIMBURSEMENT PROVIDED

TO-DATE



EMPLOYEES AT WELLNECITY POSE IN FRONT OF AN OFFICE WALL WHERE THE COMPANY DISPLAYS FLAGS OF THE ALMA MATERS AND HOMETOWNS OF THE STAFF FROM AROUND THE COUNTRY.

## APPLY FOR FUNDING:

FULL-TIME TECH POSITIONS

\$2,500 REIMBURSEMENT FOR LOCAL HIRES

\$5,000 REIMBURSEMENT FOR RELOCATING WORKERS

## WINSTON-SALEM IT JOB TRENDS

+84%

INCREASE IN JOB OPENINGS  
SINCE FEB 2021

1,000+ IT JOB POSTINGS

-NC TECH ASSOCIATION, FEB 2022

“Tech workers are essential staff in many different organizations and industries, but they are especially important to our company as we scale a growing healthtech startup. We have utilized the Tech Talent Recruitment Fund to hire several employees who are valuable members of our team and help us keep up with growing demand.”

JOHN QUINN

FOUNDER & CEO, WELLNECITY



## NSF BACKS LOCAL RESEARCH



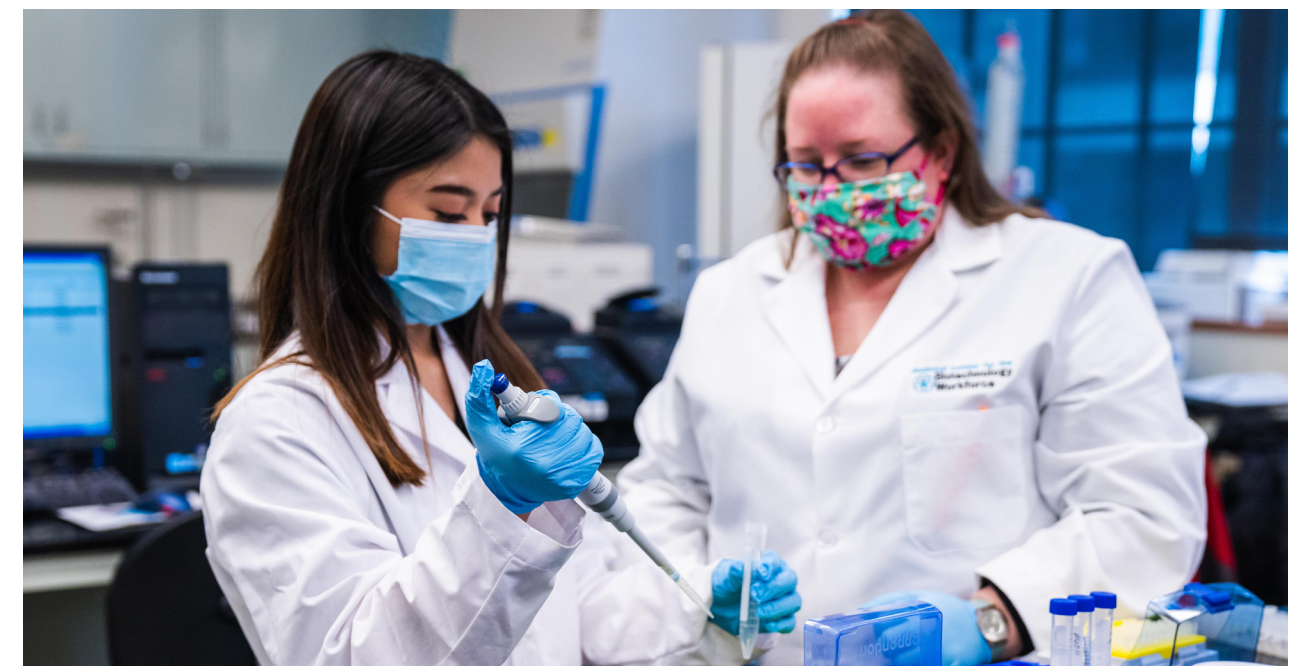
WAKE FOREST  
UNIVERSITY

A team of researchers at Wake Forest University, the University of Kentucky, and Princeton University have received a National Science Foundation Special Creativity extension for their work developing organic semiconductors. Physics professor Dr. Oana Jurchescu leads the Wake Forest effort, and is the first Wake Forest faculty member to receive this award. The team is developing cutting-edge methods to get flexible electronics technology on the market more quickly, to be used in healthcare applications.

## ADVANCING BIOMANUFACTURING



A multi-organizational team that includes Forsyth Tech is one of sixteen member teams in the nation to receive funding to accelerate bioindustrial manufacturing in the United States from BioMADE: the Bioindustrial Manufacturing and Design Ecosystem. Forsyth Tech's member team will focus on nanobiotechnology to inspire the next generation of the skilled biomanufacturing workforce. The program will inspire students to learn about leveraging microbes in bioindustrial manufacturing. They will use cutting-edge technologies like hand-held DNA sequencers and scanning electron microscopes in classrooms.



# INTERN UPDATE

WHERE LEARNING STARTS



**LILLIAN STORK**  
COOK & BOARDMAN GROUP

**RESPONSIBILITIES:**

Human resources tasks and projects.

*“I’ve learned more about human resources and the behind-the-scenes of a large company. I’ve also learned the hiring and recruitment process of their employees.”*



**EMILY AGUILAR**  
LINVILLE-TEAM PARTNERS

**RESPONSIBILITIES:**

Marketing, rental, and social media projects.

*“I’d never have had this opportunity to go into the real world of work without ASPIRE WS. The knowledge I gain will help me to succeed in the future.”*



**CATHERINE MEANS**  
COUNSELING WITH A PURPOSE

**RESPONSIBILITIES:**

Managing client files, social media.

*“I have learned a great deal while working at Counseling with a Purpose such as HIPPA and the different certifications needed to be a licensed therapist.”*



**HELP TALENT THRIVE AND LEARN.** [Click here to learn more about ASPIRE WS and access FAQ’s for students, parents, and employers.](#)



## CENTRAL BUSINESS DISTRICT

**4.3%**  
VACANCY RATE

**\$97**  
AVG. PRICE/SF  
SALES - PAST 12 MONTHS

**\$14.80**  
AVG. PRICE/SF  
TRIPLE NET LEASE RATE



### APARTMENTS

THE EASLEY.....	300
SECOND STREET	
THE LINK.....	224
FOURTH STREET	
THE ARTREUX.....	242
INDUSTRY HILL	

**766**  
UNITS  
UNDER CONSTRUCTION

## WHAT TO WATCH FOR: CENTRAL BUSINESS DISTRICT

### INDUSTRY HILL

A *Forbes* “neighborhood to watch,” Industry Hill is growing with projects such as Brunson Elementary, Two Cities Church, Robert Hall and Huntley House that will continue to push the boundaries of this area and bring more traffic into retail spaces.

### DOWNTOWN CORE

The new Kaleideum children’s museum building is under construction while work has recently begun on the adjacent Merschel Park - projects that will bring energy to the downtown area and provide family-friendly fun.

### INNOVATION QUARTER

Bailey Power Plant and Bailey South have continued to grow and bring new retail energy into IQ. Retailers such as 600 Degrees and Anchor Coffee have recently opened and brought new excitement to the area.

# FEATURED PROPERTIES

## BAILEY SOUTH



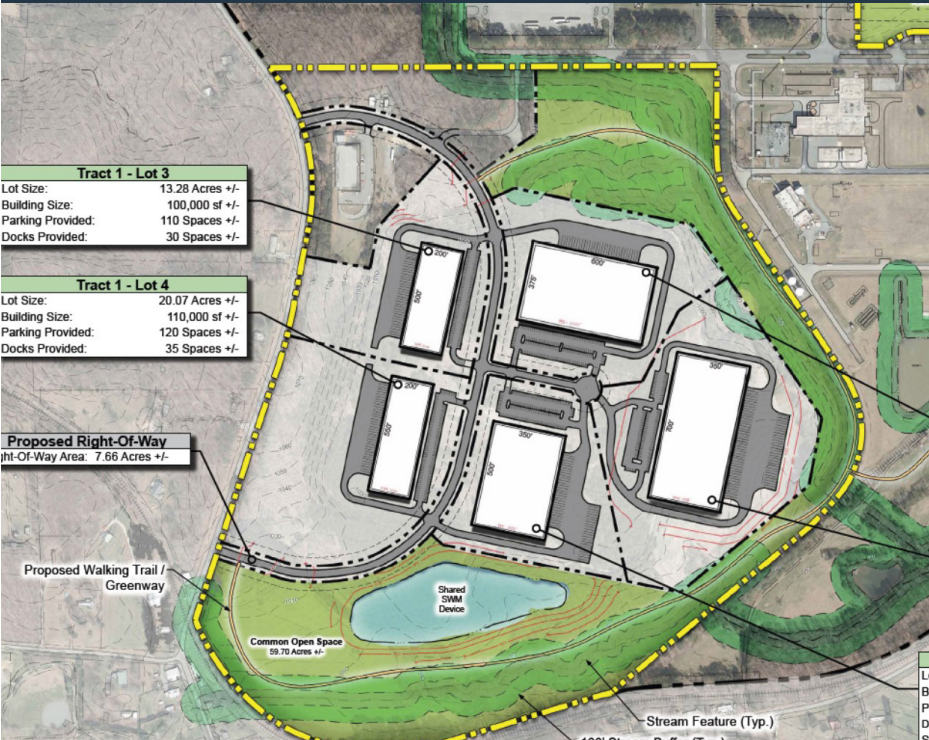
- ± 8,949 RSF OF AVAILABLE OFFICE SPACE
- ± 15,987 RSF OF AVAILABLE RETAIL SPACE
- DIRECT ACCESS TO 4TH STREET
- 5,000 SF OF ROOFTOP DECKS
- ACCESS TO ALL INNOVATION QUARTER AMENITIES

## 250 WEST FIRST



- AUCTION: APRIL 21-APRIL 28
- 22,444+/- SQ. FT OF CLASS A OFFICE SPACE
- 11,000+/- SQ. FT OF PARKING BELOW
- 4 SEPARATE OFFICE CONDOMINIUMS
- LOCATED IMMEDIATELY OFF OF SALEM PARKWAY

## NORTH FORSYTH INDUSTRIAL PARK



- MOORE-RJR DRIVE, TOBACCOVILLE, NC
- 147± ACRES GENERAL INDUSTRIAL (GI)
- FLEXIBLE BUILDING OPTIONS: ONE FACILITY OR MULTIPLE BUILDINGS
- POWER, NATURAL GAS, WATER, & WASTEWATER SERVICE
- 0.5 MI FROM US 52



**LOOKING FOR COMMERCIAL SPACE?** Find commercial real estate listings in a fully customizable search engine at [winstonsalem.com](http://winstonsalem.com).

# PRESIDENT'S LETTER



**MARK OWENS**

PRESIDENT & CEO

## TALENT FOR TOMORROW

This quarter I am excited to share that we have received funding that will allow us to embark on one of our largest workforce initiatives ever.

All of our efforts are backed by our 2030 Vision: to be the top mid-sized city in the Southeast, to be a more equitable community, and to be the best place to raise a family.

**Workforce opportunities are an underlying requirement for each of these goals.**

Everyone in Winston-Salem and Forsyth County should be able to easily access the tools for success: to find education, training, and apprenticeships aligned with the most in-demand skill sets, and to build family-sustaining careers right here at home.

Winston-Salem has got the right assets to make this vision a reality. With more than 28,000 degree-seeking students and growing medical, logistics, engineering, and construction

workforce clusters we have the ability to match talent to opportunity.

We are also lucky to have one additional asset integral to the success of our vision and goals: strong partnerships.

Alongside Forsyth Tech, Goodwill Industries of Northwest North Carolina, and other community partners, we envision designing an even more innovative, accessible, and equitable workforce pipeline to create talent for tomorrow.

As employers throughout our community, you are the most important piece of this puzzle and without you we can't complete the picture.

Thank you for your ongoing support, and I can't wait to see what we build together!

A handwritten signature in black ink that reads "Mark E. Owens". The signature is fluid and cursive, with a large, sweeping "M" and "O".

# ANNUAL MEETING

PRESENTED BY  
 **BETHANY MEDICAL**



**WITH STEVE BRATSPIES,  
HANESBRANDS CEO**



MAY 19



LJVM COLISEUM



ANNUAL AWARDS

**CLICK FOR TICKETS, TABLES, AND SPONSOR OPPORTUNITIES**



## OUR INVESTORS

ATRIUM HEALTH WAKE FOREST BAPTIST

COOK MEDICAL

NOVANT HEALTH

REYNOLDS AMERICAN INC.

TRUIST

WELLS FARGO

BETHANY MEDICAL

FORSYTH COUNTY

HANESBRANDS INC.

KELLY OFFICE SOLUTIONS

TRULIANT FEDERAL CREDIT UNION

TWIN CITY DEVELOPMENT FOUNDATION

WINSTON-SALEM/FORSYTH COUNTY SCHOOLS

WOMBLE BOND DICKINSON (US) LLP

REPORT SPONSOR

**Linville** | *Team Partners*  
COMMERCIAL REAL ESTATE

PROUDLY LOCATED IN THE

**NC** CAROLINA  
**CORE**

