



LEGISLATIVE PRIORITIES



WINSTONSALEM.COM

**A financial institution
with roots in
Forsyth County,
not just branches.**

Truliant.org



In addition to offering a brighter banking alternative, Truliant is proud of the meaningful work we've done to make a positive difference and impact where we all live, work and worship. We remain fully committed to join you in making Forsyth County the best place to establish and grow our families, our businesses and our future.





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.

ECONOMIC DEVELOPMENT

Greater Winston-Salem, Inc. is the unified voice for business expansion and development in Winston-Salem and Forsyth County. We work with companies of all sizes to help facilitate growth and expansion and create jobs.

PUBLIC POLICY

Greater Winston-Salem, Inc. will advocate for and inform members of key governmental developments that are directly related to doing business here. We will advocate for the best business environment as it relates to economic development, fostering a strong workforce, infrastructure needs, and work-ready programs that benefit employers.

TARGET INDUSTRIES



ADVANCED MANUFACTURING



AVIATION & AEROSPACE



HEALTHCARE & LIFE SCIENCES



HEADQUARTERS & BUSINESS SERVICES



TECH & HIGH GROWTH
ENTREPRENEURSHIP

FOCUS AREAS



TAX, TORT. AND FISCAL REFORM



INFRASTRUCTURE



EDUCATION & WORKFORCE
DEVELOPMENT

TAX, TORT, & FISCAL REFORM

Greater Winston-Salem, Inc. will support legislative actions that progress Greater Winston-Salem, Inc.'s 2030 Vision.

Greater Winston-Salem, Inc. will work with elected officials to provide access to increasingly flexible state and local business incentives that will spur explosive economic activity and make Winston-Salem/Forsyth County a premiere site for business growth.

Greater Winston-Salem, Inc. will help reimagine legislative precedents that hinder business growth and introduce language that presents Winston-Salem/Forsyth County as an even more attractive location for new business.



INFRASTRUCTURE

Greater Winston-Salem, Inc. supports legislative action to further reduce carbon emissions, modernize the electric grid, and keep energy prices as affordable as possible for businesses in our region.

Greater Winston-Salem, Inc. will support additional medical infrastructure and medical access to provide a more robust business climate for healthcare and life science businesses.

Greater Winston-Salem, Inc. will partner with medical and educational institutions to help grow our region's presence and create jobs and opportunities in healthcare & life sciences, advanced manufacturing, and regenerative medicine industries.

Greater Winston-Salem, Inc. will actively advocate for infrastructure efforts that will lead to upgrades to roads, broadband, sewer, wastewater, and other improvements that can make Winston-Salem/Forsyth County a more attractive business region.

Greater Winston-Salem, Inc. will work with city officials to capitalize on building adaptive reuse opportunities as infrastructure assets as businesses reevaluate their real estate priorities in a Post-COVID economy.

Greater Winston-Salem, Inc. will work with developers and local officials to increase access to housing for the Winston-Salem/Forsyth County workforce as part of an overarching goal to make Winston-Salem the best community for individuals to live, work, and play.



EDUCATION & WORKFORCE DEVELOPMENT

Greater Winston-Salem, Inc. will continue to grow equitable internship opportunities for high school juniors and seniors in our region that will create upward mobility for students and their families.

Greater Winston-Salem, Inc. will work closely with Forsyth Tech to provide workforce development, workforce training, and active upskilling to ensure Winston-Salem/Forsyth County has the strongest workforce possible.

Greater Winston-Salem, Inc. will amplify the work being done to ensure comprehensive Pre-K through K-12 reforms occur and that our students are college and career ready.

Greater Winston-Salem, Inc. supports efforts that help close the 3rd grade reading gap in Winston Salem/Forsyth County Schools and will pilot programs in partnership with WSFCS that support that effort.

Greater Winston-Salem, Inc. supports Federal programs that are fiscally responsible and help states bridge funding gaps for local schools.



OUR MISSION

To initiate, influence, engage, and empower community leadership to create economic growth and prosperity for all.

winstonsalem.com

336.728.9200 | info@winstonsalem.com

