



WORLD OF WORK PRESENTED BY BLUM CONSTRUCTION & FORSYTH COUNTY
SEE PAGE 7

WHERE IT STARTS




QUARTERLY REPORT
YEAR IN REVIEW 2023

WINSTONSALEM.COM



WINSTON-SALEM
IS GROWING.
SO ARE WE.
LEARN MORE
ABOUT JOINING US.



Linville | Team Partners
COMMERCIAL REAL ESTATE



YEAR AT A GLANCE

MEMBERSHIP & EVENTS



ANNUAL EVENTS



MEMBER ENGAGEMENT



INCLUDES REGISTRATIONS FOR UPCOMING EVENTS



83 NEW MEMBERS



18 RIBBON CUTTINGS / GRAND OPENINGS



\$223k MBE GRANT FUNDING

YEAR AT A GLANCE

WHERE GROWTH STARTS

LOCATIONS & EXPANSIONS



2023

59
NEW JOBS

\$41.7M
CAPITAL INVESTMENT

60+
NEW JOBS

\$65M
CAPITAL INVESTMENT

50
NEW JOBS

\$21M
CAPITAL INVESTMENT

199
NEW JOBS

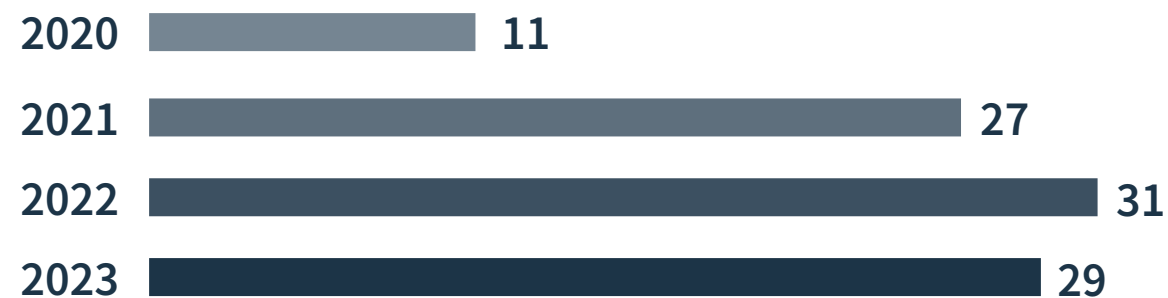
\$50M
CAPITAL INVESTMENT

368+
NEW JOBS

\$177.7M
CAPITAL INVESTMENT

QUARTERLY PROJECT INTAKE

ANNUAL AVERAGE











PROJECT PIPELINE



YEAR AT A GLANCE

WHERE GROWTH STARTS

COMMUNITY INSIGHTS

	TOTAL EMPLOYMENT	267,242	
	TOTAL POPULATION	389,157	
	GRADUATION RATE	87%	
	MEDIAN HOUSEHOLD INCOME	\$56,830	

-US BUREAU OF LABOR STATISTICS, US CENSUS

2023 RANKINGS

TOP 50	Best Places to Live WINSTON-SALEM <i>-US NEWS & WORLD REPORT</i>	+5 FROM 2022
TOP 20	Most Affordable Places to Live WINSTON-SALEM <i>-US NEWS & WORLD REPORT</i>	
TOP 15	Best Cities to Start a Business WINSTON-SALEM <i>-WALLETHUB</i>	

EXISTING EMPLOYER ASSISTANCE

150+ EXISTING EMPLOYER TOUCHPOINTS FOR ECONOMIC DEVELOPMENT ASSISTANCE

- Workforce development support/connections to Forsyth Tech and Forsyth County
- Expansion opportunities (real estate and incentive support)
- Community engagement and connection to potential partners



\$2M INVESTED IN STARTUPS
(CUMULATIVE 22-23)

DIGITAL MARKETING



2M IMPRESSIONS



900k IMPRESSIONS



660k IMPRESSIONS

TOP METROS

NEW YORK.....	910K
RALEIGH.....	450K
CHARLOTTE.....	421K
ATLANTA.....	283K

SOCIAL ENGAGEMENT

2,165 NEW FOLLOWERS

248k AVERAGE MONTHLY IMPRESSIONS

TRADITIONAL ADVERTISING

2.2M IMPRESSIONS

14 MEDIA OUTLETS

COMMUNICATIONS EXCELLENCE AWARD

FOR NATIONAL TALENT MARKETING

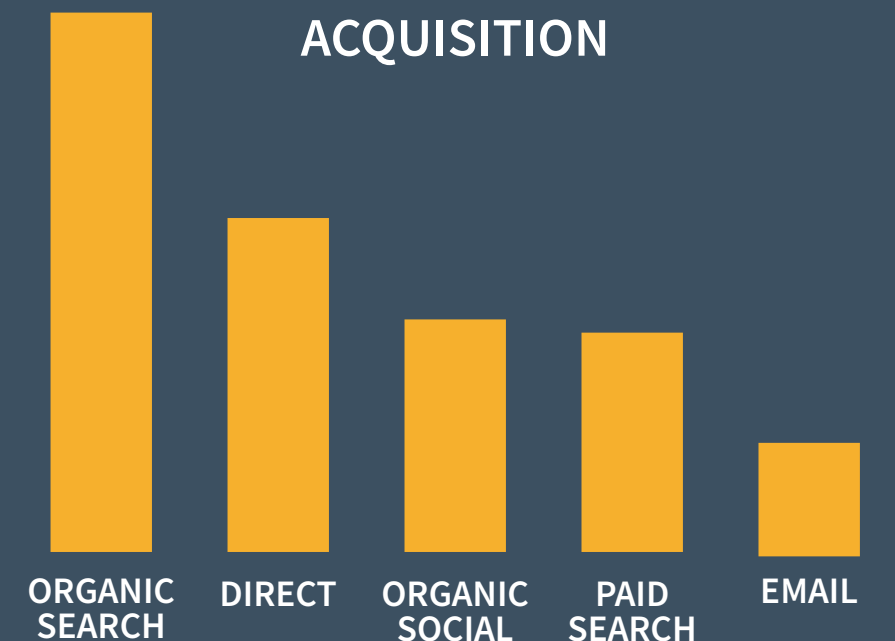
4x REGIONAL AWARDS RECEIVED

WEBSITE VISITS

123k USERS

WINSTON-SALEM.....	15,000
CHARLOTTE.....	5,800
ATLANTA.....	5,800
ASHBURN/WASH DC....	5,000
NEW YORK.....	4,400

ACQUISITION





ASPIRE W-S

118
CREDENTIALS
EARNED

105
INTERNSHIPS
COMPLETED

30+
EMPLOYER
PARTNERS

SENIOR ACADEMY

1,700
STUDENTS
SERVED
SINCE 2007

98%
GRADUATION
RATE

WORLD OF WORK

5,000+
STUDENTS
ATTENDED

75+
EMPLOYERS
PARTICIPATED

SPONSORS: BLUM CONSTRUCTION, FORSYTH COUNTY, WINSTON-SALEM/FORSYTH COUNTY SCHOOLS, FORSYTH TECH



BRUCE CHAPMAN PHOTOGRAPHY

STATE OF EDUCATION

At the State of Education presented by Bank of America, WS/FCS Superintendent Tricia McManus presented an update on public education and invited the business community to work together for student success. Highlights included:

- 72% of schools met or exceeded expected growth
- 95% staffed
- Highest ever graduation rate at 87%

PHOTO: Mark Owens, Tricia McManus, and Greg Cox (Bank of America) with graduates of the ASPIRE Work-Ready Credential program.



SAIL OFF PHOTOGRAPHY

**2023
LEADERSHIP
AWARDS**

DR. MARQUIS BARNETT
MARK BATTEN
CHRISTY BELLIS
MIRIAM DINEEN
EMILY DRESSLER

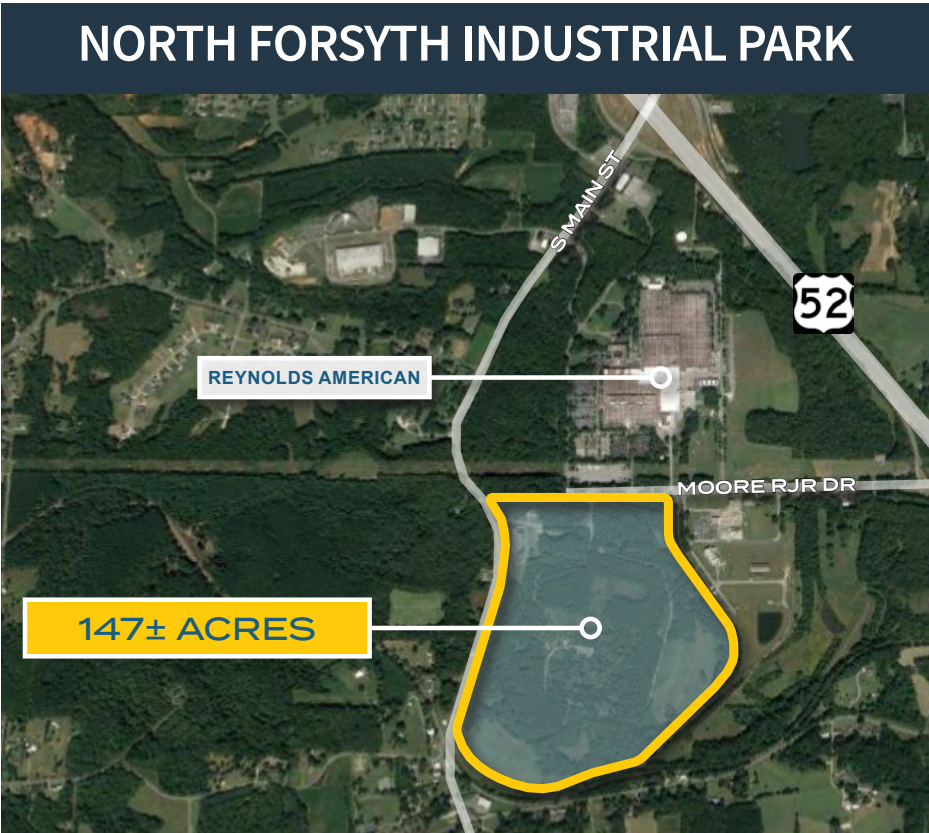
JEFF FANSLER
CHRISTINE FARISS
TASMIN FARZANA
TARYN JEREZ
TASHA KOLBE

DR. KATE LAMBERT
LOVE' LEMON
DR. ALLISON MATHEWS
NICOLE MOORE
JULIA POWERS

MYLES REGIER
NATALIE SAHLOFF
DREW SIEGRIST
JAMES SINGLETARY
INGE SMITH

DR. TIM STORHOFF
JAMARKUS SWINSON
ROLANDO VALLE
SHATORIA WHITESIDE
KANE WILKERSON

FEATURED PROPERTIES



NORTH FORSYTH INDUSTRIAL PARK

± 147 ACRES

ZONING: GENERAL INDUSTRIAL

RAIL LINE ACCESS CAN BE MADE AVAILABLE

IMPROVED HIGHWAY ACCESS VIA PROXIMITY TO NEW BELTWAY



UNION CROSS INDUSTRIAL CENTER

BUILDING 4: 144,000 SF SPEC BUILDING

32 FT CEILING HEIGHT

10 LOADING DOCKS + 16 ADDITIONAL DOCK POSITIONS WITH KNOCKOUT PANELS

PROXIMITY TO I-40 AND US 311



107 SOUTH STRATFORD ROAD

9,400 AVAILABLE SF

LOCATED IN STRATFORD VILLAGE

SOUGHT-AFTER RETAIL CORRIDOR

MULTIPLE OFFICES & WORKROOMS

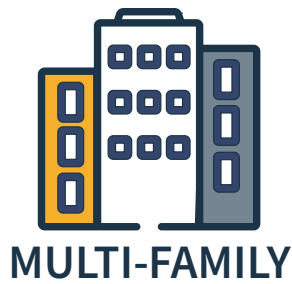
AMPLE SURFACE PARKING



LOOKING FOR COMMERCIAL SPACE? Find commercial real estate listings in a fully customizable search engine at winstonsalem.com.

LINVILLE TEAM PARTNERS
MARKET REPORT
YEAR-IN-REVIEW

WHERE GROWTH STARTS



DELIVERED

502
UNITS

VACANCY RATE

8.1%

RENT GROWTH

1.4%

Demand is slightly down, keeping rates steady. Winston-Salem remains an attractive option among investors, and multiple large sales have closed in 2023.



381K
SQUARE FEET

3.2%

4.6%

In the past year, 370,000 SF of retail space has been delivered, and 320,000 SF has been absorbed by the market. Rents are averaging around \$16.40/SF.



1.8M
SQUARE FEET

4.2%

8.7%

Over 30% of the market's industrial stock is currently under construction which could result in higher vacancy rates. However, having additional industrial property is a selling point for companies looking to expand or relocate here.



11.1K
SQUARE FEET

7.9%

1.6%

A dip in new construction has helped the market avert spikes in the vacancy rate and helped keep rates steady. Sales this year have focused on smaller square footage. Overall, the Winston-Salem office market remains an attractive option for startups and entrepreneurial ventures.



OUR INVESTORS

ATRIUM HEALTH WAKE FOREST BAPTIST

NOVANT HEALTH

REYNOLDS AMERICAN INC.

TRUIST

WELLS FARGO

BETHANY MEDICAL

COOK MEDICAL

FORSYTH COUNTY

HANESBRANDS INC.

KELLY OFFICE SOLUTIONS

KILPATRICK TOWNSEND & STOCKTON LLP

TRULIANT FEDERAL CREDIT UNION

TWIN CITY DEVELOPMENT FOUNDATION

WINSTON-SALEM/FORSYTH COUNTY SCHOOLS

WOMBLE BOND DICKINSON (US) LLP

REPORT SPONSOR

PROUDLY LOCATED IN THE



Q4 NEW MEMBERS

6AM CITY INC

AH FIWI

BARBOUR SPANGLE DESIGN

CAREER MAVEN CONSULTING

CITY BARBEQUE

CREATE A HEART MARKETING, LLC

DESIGN OF THE TIMES, INC.

EARL'S W-S

GRIMEGURU JANITORIAL SERVICE LLC

INDUSTRY HILL

K K LACT AND MOORE

LILLY'S NETWORK, LLC

MORRIS BUSINESS SOLUTIONS

MOZELLE'S

SERENDIPITY ACTIONCOACH

WEST SALEM PUBLIC HOUSE

WET 'N WILD EMERALD POINTE

WILKERSON REAL ESTATE

WSSU FOUNDATION, INC

