



# LEGISLATIVE PRIORITIES



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



**A financial institution  
with roots in  
Winston-Salem,  
not just branches.**

**Truliant.org**



Truliant ensures a strong voice for our members by being a vocal advocate at every level. We champion the cause of financial opportunity through transformative grassroots programs, dedicated leadership, and active participation in supporting legislation that positively impacts our community.



## 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.

### TARGET INDUSTRIES



ADVANCED MANUFACTURING



AVIATION & AEROSPACE



HEALTHCARE & LIFE SCIENCES



HEADQUARTERS & BUSINESS SERVICES



TECH & HIGH GROWTH  
ENTREPRENEURSHIP

## 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.

### 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.

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.

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. WILL...

Advocate for policies to fund NC transportation infrastructure in light of trends in fuel diversification and increased ICE efficiency, likely resulting in long term lower consumption of petroleum and the tax revenue it generates.

Support legislative action to further reduce carbon emissions, modernize the electric grid, and keep energy prices as affordable as possible for businesses in our region.

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.

Support additional medical infrastructure and medical access to provide a more robust business climate for healthcare and life science businesses.

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.

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.

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.



## TALENT & WORKFORCE DEVELOPMENT

### GREATER WINSTON-SALEM, INC. WILL...

Advocate for increased Federal, State, and Local funds to support our workforce development initiatives to ensure Winston Salem/Forsyth County has the best trained workforce in the Southeast.

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.

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.

Amplify the work being done to ensure comprehensive Pre-K through K-12 reforms occur and that our students are college and career ready.

Support efforts that help close the 3rd grade reading gap in Winston Salem/Forsyth County Schools.

Support 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.

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