

Q1 REPORT



JAN | FEB | MARCH 2026

Economic Development | Talent and Workforce | Market Report | Member Updates



INTERNATIONAL SPOTLIGHT
**Winston-Salem
welcomes German
national team**
WORLD CUP COMING SOON

Inside: Community input shapes vision of the community's future through Imagine Winston-Salem plan.

REAL ESTATE INVESTING
SIMPLIFIED

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**BUILT FOR INVESTORS WHO WANT ACCESS,
WITHOUT ANOTHER FULL-TIME JOB.**

WANT TO LEARN MORE?
REQUEST AN INTRO CALL



Disclaimer: This investment opportunity is for verified accredited investors only under Regulation D, Rule 506(c).

WORD FROM THE PRESIDENT



MARK OWENS
PRESIDENT & CEO

A major world event is happening this summer, and Winston-Salem is in the international spotlight! As June approaches and the FIFA World Cup kicks off, we are honored to host the four-time world champions, Team Germany, in Winston-Salem at the Graylyn Estate and training at Wake Forest University.

Also being hosted in the Carolina Core, Team Norway selected Greensboro for their home base during the tournament. This continues to develop the Triad's reputation for

excellent quality of life and amenities as we host international fans and visitors.

While these visits are happening, we are looking ahead at developing those strengths of our community, working together with Visit Winston-Salem on the Imagine Winston-Salem plan - a unified vision for economic growth, placemaking, and destination development. This work ensures that the same assets attracting global attention today will continue to serve our

residents, businesses, and workforce for years to come.

The momentum we are experiencing reinforces what we know to be true: Winston-Salem is a place where opportunity, talent, and quality of life intersect. It's important that we not only tell that story but also actively build it. Be sure to lend your voice to the plan survey which is open through the end of April!

A handwritten signature in black ink that reads "Mark E. Owens".

QUARTERLY HEADLINES



IMAGINE WINSTON-SALEM

In partnership with Visit Winston-Salem, the Imagine Winston-Salem plan is shaping a unified vision for economic growth, talent development, and destination appeal. This plan belongs to everyone - take the survey to inform our efforts.

[» TAKE THE SURVEY](#)

WORLD CUP HOST

Winston-Salem is on the global stage as the German Men's National Team, Deutscher Fussball-Bund (DFB), prepares to train at Wake Forest University and reside at Graylyn Estate during this summer's FIFA World Cup. They are being hosted here in partnership with Visit Winston-Salem.

Alongside Team Norway's presence in Greensboro, these international visits highlight the Triad's growing reputation for quality of life, hospitality, and world-class amenities.

There will be many opportunities for fan involvement during the team's stay. Stay tuned for open practice sessions and more!

The World Cup will take place from June 11 to July 19 across the U.S., Canada, and Mexico.



SPONSORS:

PARTNER: VISIT WINSTON-SALEM

GOLD: DUESCHE BANK | FLOW AUTOMOTIVE | SIEMENS ENERGY
STRICKLAND BROTHERS | ZIEHL-ABEGG, INC.

SILVER: ARCO DESIGN/BUILD | EDPNC | KILPATRICK TOWNSEND &
STOCKTON

BRONZE: FRONT STREET CAPITAL | REYNOLDS AMERICAN

MEMBER HIGHLIGHTS

TAKING A LOOK BACK AT THE COMMUNITY CONVERSATIONS, CELEBRATIONS, NETWORKING OPPORTUNITIES, AND EVENTS OF Q1



#1 LADY RAMS CELEBRATE CIAA CHAMPIONSHIP
CELEBRATE CHAMBER OF THE YEAR JERSEY RECOGNITION AT HOME GAME



WAKE UP WINSTON AT FLOW BMW

Our first member networking event of the new year!



LUNCH WITH LEADERS

Featuring insights from Sue Henderson, executive director of the WFU Face to Face forum.



WAKE UP WINSTON WITH WRITING CONNECTIONS

The team at Writing Connections hosted our March Wake Up Winston at Second Harvest Food Bank.



NETWORKING NIGHT

Conversations and connections were on the menu at Dutch Light in Bailey Park.



FORSYTH TECH CHAMPS

We were on court to celebrate the Trailblazer's Region 10 championship win!

NEW MEMBERS

4TH FIGURE, LLC
ALLSTATE INSURANCE
ANCHORWORKS
AURORA BENEFITS GROUP
BATTEN & COMPANY
BOBBY BOY BAKESHOP
BUILDING CONFIDENCE INSPECTIONS
CAROLINA HANDLING
COMMERCIAL GENERAL CONSTRUCTION SERVICES
COURTYARD BY MARRIOTT WINSTON-SALEM
DOWNTOWN
DIGNITY JUSTIFIED, LLC
DOUBLETREE BY HILTON WINSTON SALEM
EASTERN KITCHEN, INC.
EYES ON TRADE
FIRESTONE COMPLETE AUTO CARE
FOURTH ELM CONSTRUCTION
HALL NICOLAS CONSULTING, LLC
HISPANIC CONTRACTORS OF THE TRIAD
ASSOCIATION, INC.
HORIZON EQUIPMENT RENTALS
KALYSSE COSMETICS
KELLER WILLIAMS REALTY ELITE
LHH RECRUITMENT SOLUTIONS
MARK RANDOLPH LAW, PLLC

MONTY'S HANDYMAN SERVICES PIEDMONT TRIAD
MRS. PUMPKIN'S
NAEBSTYLIN LLC
NASON, BROWN & ASSOCIATES - AMERIPRISE
FINANCIAL
NEXT LEVEL MARTIAL ARTS
NURTURING GENERATIONS
OPTICAL CONCEPTS
PACE OF THE TRIAD
PAGES SCREENPRINTING LLC
PARK DELI
PAUL DAVIS RESTORATION OF TRIAD-WEST,
PIEDMONT & MOUNTAIN REGION, NC
PENN ENGINEERING
PIEDMONT OPERA
POTBELLY SANDWICH WORKS
PRIDE WINSTON-SALEM
PRIME CHOICE PHYSICAL THERAPY
PRINCIPAL FINANCIAL
PUROCLEAN OF WINSTON-SALEM NORTH
PURPLE HONEYBEE BOOKMOBILE
PURPOSE PARTNER SOLUTIONS
REGION NC
REYNOLDA SMILES FAMILY DENTISTRY
SALEM COUNSELING & CONSULTING, PLLC

SEMMAX FINANCIAL GROUP
SIGMA SOFTWARE VERTEX
STANCIL CREATIVE GROUP
STRUGGLE BUS COACHING
STUDIO NOVELLA WINSTON
SUD STUDZ AERIAL WASH, LLC.
SUPERIOR AIR SYSTEMS, LLC
TERRACON
THE BABUSIAK INSURANCE AGENCY
THE COOK AND BOARDMAN GROUP
THE GROVE CREATIVE
THE TIPSY TWOSOME
THINKTECH ADVISORS
TIENDITA HISPANA LOS PAISAS
TRIAD FOUNDATIONS REALTY
TRINITY GLEN- LUTHERAN SERVICES CAROLINAS
VOLVO CARS WINSTON-SALEM
WAYFARIST MEDIA
WEB MALLS LIVE INC
WILLIAMS DEVELOPMENT GROUP
WORTH PAINTING LLC
ZOE B ORGANIC



LOOKING FOR MORE LOCAL BUSINESSES?

Click here to browse our member directory and connect with businesses in Winston-Salem!



PACE of the Triad

Motor Road



The Goddard School

Peacehaven Road

RIBBON CUTTINGS



Mac & Cheese Productions

On-site Workshops & Programming



ArchWell Health

Silas Creek Parkway



United Community Bank

Oakwood Drive



FEATURED POST

Bailey Park shines in the Springtime in this Greater Winston-Salem Inc. post highlighted on @ourstatemag!



LEGISLATIVE BREAKFAST

In collaboration with Forsyth Tech, Greater Winston-Salem Inc. was honored to welcome attendees to the Legislative Breakfast featuring a briefing from Representative Donny Lambeth. We also shared GWSI's legislative priorities used to advocate at the local, state, and national levels.

CO-HOST: FORSYTH TECH

**SPONSORS: KILPATRICK TOWNSEND & STOCKTON
GOODWILL INDUSTRIES**



WSPR FUNDS THREE STARTUPS

The Winston-Salem Partners Roundtable angel investment fund has supported three local early-stage companies:

KeraVet Bio is the maker of KeraVet® Gel, a topical that simplifies wound and incision care for pets.

on Holiday produces craft wine spritzes with whole natural ingredients.

Patient Ready is a leader in AI-powered clinical education, creating capable, confident and compassionate clinicians.

ECONOMIC DEVELOPMENT

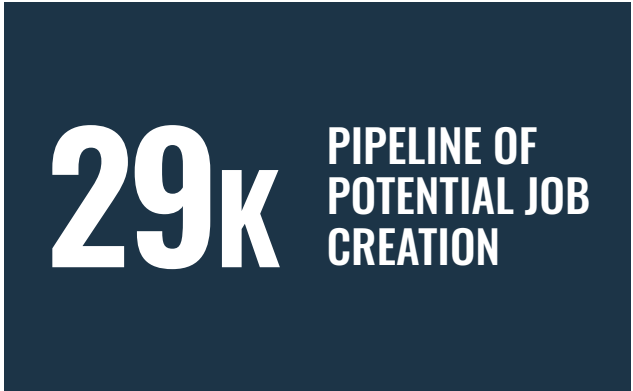
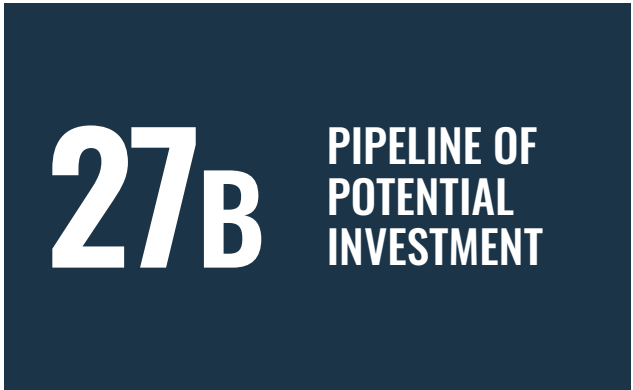
ACTIVE PROJECTS



- ADVANCED MFG 93
- LIFE SCIENCES 9
- FOOD & BEV MFG 4
- AVIATION 4
- HEADQUARTERS 4
- OTHER 4

118 ACTIVE PROJECTS IN THE ECONOMIC DEVELOPMENT PIPELINE

PIPELINE GROWTH



PROJECTS BY STAGE





TALENT & WORKFORCE



INTERACTIVE CONTENT

Click through the stories on this page to learn more about our programs and events.

398

STUDENTS HAVE COMPLETED EMPLOYABILITY TRAINING THROUGH ASPIRE

PRINCIPAL FOR A DAY

Collaboration between the business community and schools was deepened during Principal for a Day. More than 80 business professionals got a glimpse of a day in the life of a local principal before coming together to share what they learned.

CO-HOST: WINSTON-SALEM/FORSYTH CO SCHOOLS
SPONSORS: NORTHINGTON & ASSOC. | Z. SMITH
REYNOLDS FOUNDATION | UNITED HEALTH CENTERS |
WINSTON-SALEM DASH



ASPIRE EMPLOYABILITY WORKSHOP

Students capped off their Work-Ready Credential with workshops and resume training.



WORKPLACE IMPROV

Professionals gained skills and confidence in this workshop facilitated by Mac & Cheese Productions.



PROFESSIONAL NETWORKING

Attendees enjoyed a networking lunch and sharpened their skills while making new connections.

FEATURED PROPERTIES



2655 ANNAPOLIS DRIVE

± 385,000 SF

± 22,000 SF FINISHED OFFICE SPACE

35.42 ACRES

41 DOCK DOORS

200 TRAILER PARKING SPACES



4015 REYNOLDS COURT

± 10,000-20,000 SF

NEW CONSTRUCTION FLEX IN WHITAKER PARK

BUILD TO SUIT OPTION

ZONED GENERAL INDUSTRIAL

AVAILABLE Q3 2026



3655 REED STREET

± 66,048 SF WAREHOUSE WITH OFFICES

1 MILE FROM I-40

18FT+ CEILING HEIGHTS

MULTIPLE DOCKS AND DRIVE-IN DOORS

HEAVY POWER



LOOKING FOR COMMERCIAL SPACE? [Click here to browse real estate listings on winstonsalem.com](https://www.winstonsalem.com)

INDUSTRIAL DEMAND

CAROLINAS INDUSTRIAL MARKETS BY INVENTORY

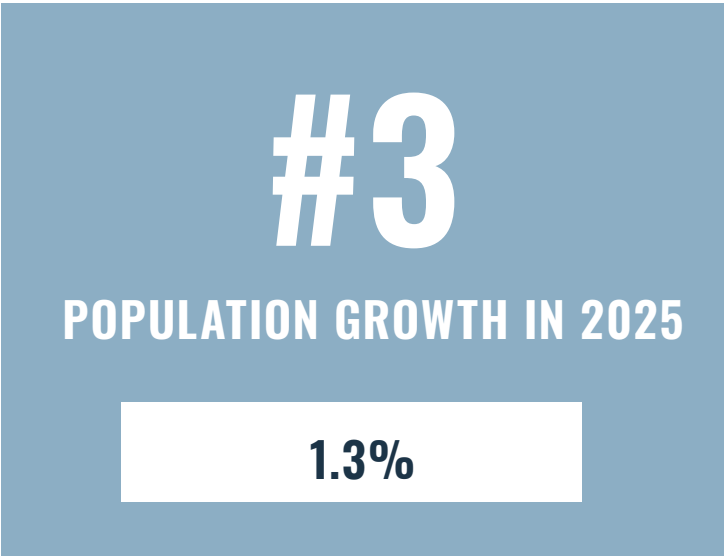


North Carolina ranks third in the country for population growth at 1.3% and second nationally for job growth at 1.6% in 2025. This momentum signals a region that continues to attract both people and employers.

These dynamics are especially important for the industrial sector. Strong job creation and in-migration support a growing labor pool, which remains a key driver for manufacturing, logistics, and distribution users. At a time when many markets are seeing demand cool, the Carolinas' relative strength positions Winston-Salem to remain competitive.

There is also a high concentration of industrial property in the Triad, second only to the Charlotte area throughout the Carolinas. With over 500K SF under construction in Winston-Salem, over 30% is already pre-leased.

NORTH CAROLINA



A Catalyst for
Our Community

TRIADBUSINESSBANK

LEARN MORE

Welcome to
brighter banking.

Proud to be the largest financial institution
headquartered in the Triad.



Coming Soon

An innovative
transformation
with reimagined
meeting space.



Built for impact.
Backed by values.



Real Estate Development | Property Management | Investment

FRONTSTREETCAPITAL.COM





OUR INVESTORS

ATRIUM HEALTH WAKE FOREST BAPTIST

NOVANT HEALTH

REYNOLDS AMERICAN INC.

TRUIST

ALLEGACY FEDERAL CREDIT UNION

CITY OF WINSTON-SALEM

COOK MEDICAL

FLOW AUTOMOTIVE

FORSYTH COUNTY

FORSYTH TECH

FRONT STREET CAPITAL

GILDAN

KELLY OFFICE SOLUTIONS

MERCEDES-BENZ OF WINSTON-SALEM

QUALITY OIL

TRIAD BUSINESS BANK

TRULIANT FEDERAL CREDIT UNION

TWIN CITY DEVELOPMENT FOUNDATION

WINSTON-SALEM/FORSYTH COUNTY SCHOOLS

WOMBLE BOND DICKINSON (US) LLP



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