

Q3 REPORT



JULY | AUGUST | SEPTEMBER 2026

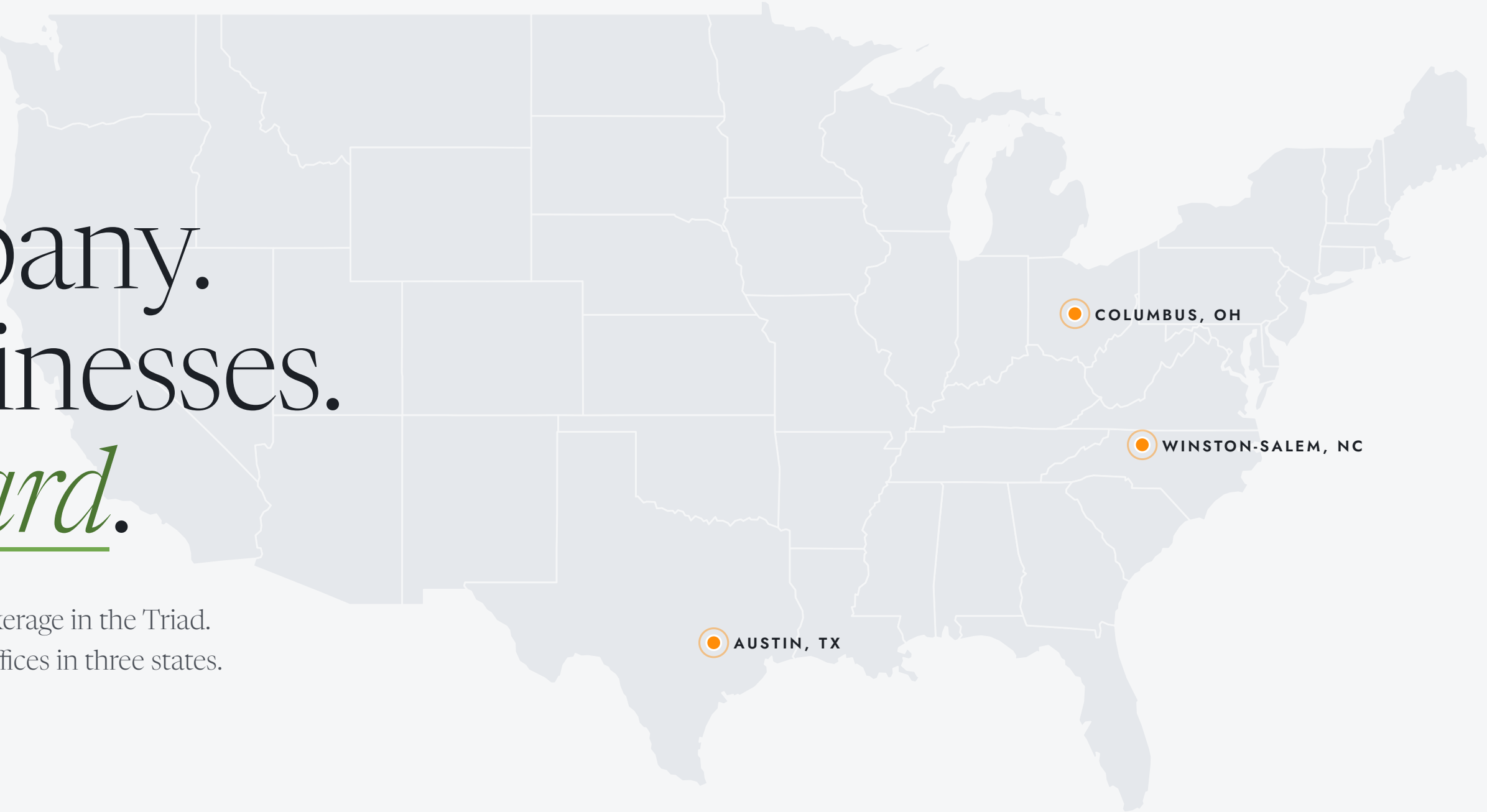
Economic Development | Talent and Workforce | Market Report | Member Updates



Inside: Students explore career opportunities and meet local employers to discover the World of Work

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We started as a commercial real estate brokerage in the Triad.
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MARK OWENS
PRESIDENT & CEO

LETTER FROM THE PRESIDENT

This quarter, we saw the many ways our community is creating momentum for economic growth and opportunity. From the economy to workforce development, we're seeing our region strengthen its position as a place to invest, work, learn, and thrive.

At our State of the Economy event, NC Secretary of Commerce Lee Lilley joined us to discuss the forces shaping North Carolina's economy and the opportunities ahead for our region. You can hear a more in-depth conversation with Lee Lilley and myself on the new podcast: the Imagine Winston-Salem Podcast, out now!

Earlier this year we saw Winston-Salem's growing global profile firsthand as Team Germany made our community home during the FIFA World Cup. We now know their presence is estimated to have

generated nearly \$10 million in local economic impact, showcasing the value of our hospitality, infrastructure, and community partnerships.

And through the World of Work field trip, more than 2,000 tenth-grade students connected with 80+ employers and education partners, allowing them to learn and discover career possibilities ahead.

Our momentum continues this fall. We invite you to join us November 17 for our Annual Meeting presented by Atrium Health Wake Forest Baptist, where we'll announce the results of the Imagine Winston-Salem strategic plan and look toward the next chapter of sustainable growth, economic prosperity, and placemaking in our community.

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

STATE OF THE ECONOMY

PRESENTED BY ALLEGACY FINANCIAL



At the State of the Economy presented by Allegacy Financial, we heard the vision for economic growth from NC Secretary of State Lee Lilley. Guests also got economic development updates from Mark Owens and Ellis Keifer, VP of Economic Development.

PRESENTING SPONSOR: ALLEGACY FINANCIAL
SPONSORS: REYNOLDS AMERICAN, TRULIANT FEDERAL CREDIT UNION, NC CAROLINA CORE



TRULIANT FEDERAL CREDIT UNION COLLABORATION OF THE YEAR

At the State of the Economy, we recognized the Team Germany World Cup Basecamp partners as the Truliant Federal Credit Union Collaboration of the Year: Wake Forest University, Graylyn Estate, Visit Winston-Salem, GWSI, the City of Winston-Salem, Forsyth County, Visit NC, and EDPNC.

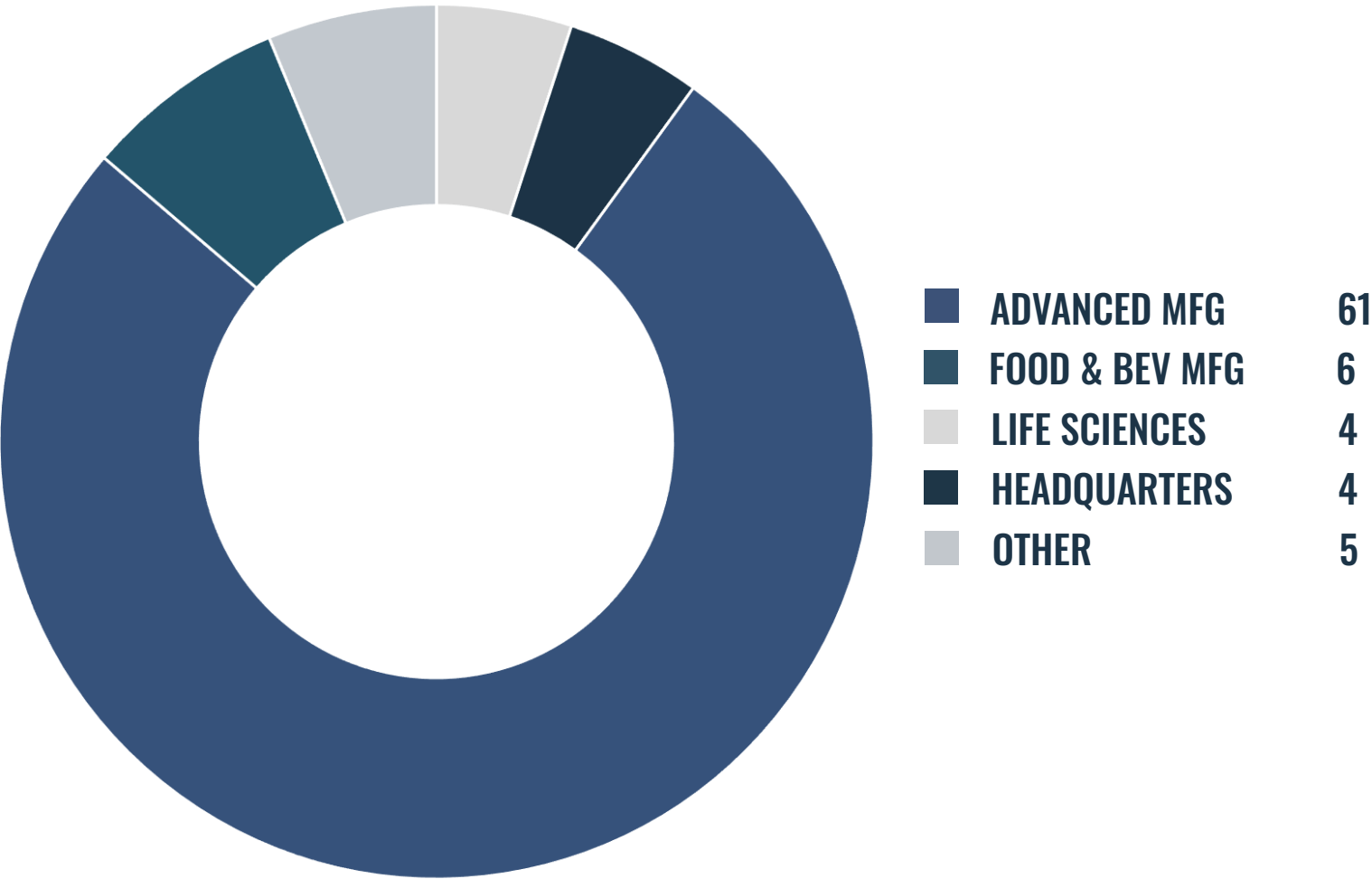


NC ORDER OF THE LONG LEAF PINE

Scott Wierman, a community leader and former head of the Winston-Salem Foundation, was honored with the North Carolina Order of the Long Leaf Pine during the event. Under his leadership the Foundation’s assets expanded from \$45 million to more than \$600 million. The award was presented by Jeff Smith of Smitty’s Notes.

ECONOMIC DEVELOPMENT

ACTIVE PROJECTS BY INDUSTRY



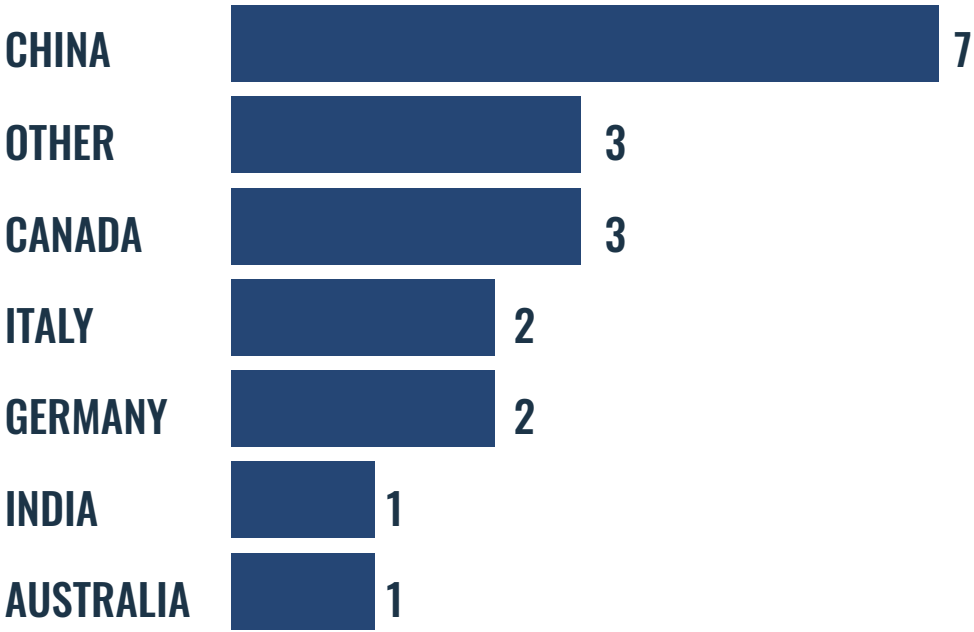
80

ACTIVE PROJECTS IN THE
ECONOMIC DEVELOPMENT
PIPELINE

PROJECT INTAKE BY QUARTER



FOREIGN DIRECT INVESTMENT PROJECTS



MEMBER HIGHLIGHTS

TAKING A LOOK BACK AT THE COMMUNITY CONVERSATIONS, CELEBRATIONS, NETWORKING OPPORTUNITIES, AND EVENTS OF Q3



DEAC FOR A DAY

WINSTON UNDER 40 GOES BEHIND THE SCENES OF WAKE FOREST SPORTS



PURE SWEAT SAUNA STUDIO

A morning of networking and discovering downtown's sauna therapy boutique at Wake Up Winston.



WINSTON UNDER 40 SOCIAL

Making new introductions and connecting with young professionals is always a winning play!



WAKE UP WINSTON

Connecting over coffee and conversations at Sunbird Storage.



WORKOUT FOR A CAUSE

Our Winston Under 40 group hit the courts for Workout for a Cause at Dill Dinkers, benefiting Jim Shaw ACE Academy.

NEW MEMBERS

A LA CART WINSTON-SALEM
ALZHEIMER'S ASSOCIATION
ART CLASSES BY FC
ASENDIA BUSINESS SERVICES
BIOSPHERIX LLC
BLIND POWER COMPANY
BRITISH SWIM SCHOOL OF WS
BRITTIAN CHIROPRACTIC
CHANDLER PICOT, BEHAVIORIAL HEALTH
CHURCH INTERIORS AUDIO & VIDEO INC.
CUSTOM WOOD PRODUCTS OF RURAL HALL
DREAMS KREAMS ARISANAL CREAMERY
EL TORO'S CIGAR COMPANY
EPOCA
FLEET FEET WINSTON-SALEM
FOSTER CAVINESS
GEMCAP CAPITAL
GEN-CON GROUP
GOLDEN HARMONY HOME CARE
HBD GLOBAL LLC
HCTEC

HOUSE OF LIFE TONAL SPA
INFLUENCEHR CONSULTING
INTELLIGENT OFFICE
INTERIOR DESIGN FIRM: RESIDENTAL
INTI HOUSE BOLIVIAN EXPRESSO BAR
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MONKEE'S FRANCHISING INC
MUDDY CREEK CAFÉ AND LISTENING ROOM
NC CHILDREN'S HEALTH
NORTH STATE SECURITY GROUP
PANDA EXPRESS
PHOENIX PACKAGING
POLYVLIES USA
RICCOBENE ASSOCIATES FAMILY DENISTRY

ROOT AND RISE BRANDING
SAWTOOTH
SCHNEIDER AUDIO VISUAL SYSTEMS INC.
SPECTRUM REACH
SWIFT'S PET SITTING
T. E. JOHNSON'S AND SONS
TAYLOR DEVELOPMENT GROUP
TEARS REAP JOY FOUNDATION
TEO'S FENCE
THE FLAWLESSKIN COMPANY
THE RGU GROUP
THREE MAGNOLIAS FINANCIAL ADVISORS
TIBOR NEMETH PHOTOGRAPHY
TRIAD CULTURAL ARTS
TRIAD HONOR FLIGHT
TROODIE
TURNSTONE VIDEO AGENCY
WFU CENTER FOR PRIVATE BUSINESS
WINDSOR DALTON DESIGNS



LOOKING FOR MORE LOCAL BUSINESSES?

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

RIBBON CUTTINGS

APOTHECA

DYNAMIC COLLISION

HAVET ENGRAVED

HOUSE OF LIFE TONAL SPA

LIZZIE'S ALL NATURAL PRODUCTS

NC SOLAR NOW

SKYBOUND FLIGHT FESTIVAL

UNITED HEALTH CENTERS

WINSTON-SALEM RESCUE MISSION

WRIGHT CHOICE PLUMBING



The Little Theatre

Brownsboro Road



Triad Law Group

Lewisville Clemmons Road



Piedmont Opera

Holly Avenue



Panda Express

Hampton Inn Court



WORLD OF WORK

PRESENTED BY



Forsyth Works

WS FCS
Winston-Salem Forsyth County Schools

2,000+ STUDENT PARTICIPANTS **70+** EMPLOYERS & EDUCATION PATHWAYS

EXPLORE THE WORLDS

These are just a few examples of the hands-on experiences students saw at the World of Work:

WS/FCS 10th graders experienced the World of Work on September 16th. WOW was also open to independent schools and the WOW Community Career Fair in the afternoon.

CO-HOST: WINSTON-SALEM/FORSYTH CO SCHOOLS
PRESENTING SPONSOR: FORSYTH COUNTY
COMMUNITY CAREER FAIR SPONSOR: GOODWILL
BREAKFAST SPONSOR: BANK OF AMERICA
PREMIERE HIRING SPONSOR: ZIEHL-ABEGG
GOLD SPONSOR: ALLEGACY FINANCIAL
SILVER SPONSOR: TRULIANT FEDERAL CREDIT UNION
PHOTOS: UNFILTERED PHOTOGRAPHY



TECHNOLOGY & ENTREPRENEURSHIP

Employers demonstrated technologies, career pathways, and innovations.



HEALTHCARE & LIFE SCIENCES

From first responders to medical professions, there is a range of careers in healthcare and life sciences.



ADVANCED MANUFACTURING

Ziehl-Abegg showed students how their company makes industrial fans.



FEATURED POST

Graylyn Estate is named the #1 Boutique Hotel in the US by USA Today!



INTRODUCING MIKE SCHMID, VICE PRESIDENT OF INNOVATION

Local startup founder Mike Schmid has been announced as the next President of Winston Starts. As a part of this role he will also serve as the Vice President of Innovation for Greater Winston-Salem Inc. Mike has a background in R&D and founded InStryde, a custom orthotics company. With InStryde, Mike was involved in the Winston Starts ecosystem and participated in Tech Stars.



ONE-YEAR IMPACT REPORT

The BioNest Fund was established by Greater Winston-Salem Inc. with the support of the Whitaker Park Development Authority. It provides funding for high-potential growth-stage companies in the life sciences that are locating or expanding in Forsyth County.

125k
AWARDS
DISTRIBUTED

52
PROJECTED
NEW JOBS

9.1M
PROJECTED 3-YR
INVESTMENT



1/3
RECRUITMENT
2/3
RETENTION



85%
IN REGEN MED
ECOSYSTEM

FEATURED PROPERTIES



4245 ENVISION DRIVE

UP TO $\pm$ 300,233 SF

$\pm$ 54 DOCK BAYS

LOCATED IN UNION CROSS INDUSTRIAL CENTER

LESS THAN 1 MILE TO I-40 AND LESS THAN 2 MILES TO I-74



PERIMETER CENTER NORTH

SITES OR BUILD TO SUIT UP TO 500,000 SF

ZONED LI-S LIMITED INDUSTRIAL

ALL UTILITIES AVAILABLE

IMMEDIATELY OFF I-74/US52



1340 CREEKSHIRE WAY

4,925 SF CLASS A OFFICE SPACE

AVAILABLE IMMEDIATELY

FITS 13-40 PEOPLE

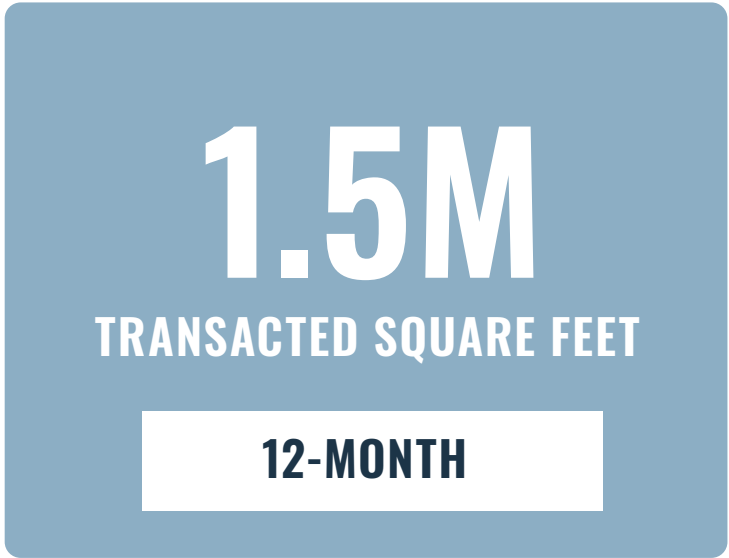
NATURAL LIGHT & OPEN WORKSPACES

CONFERENCE ROOM & KITCHEN



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OFFICE MARKET SNAPSHOT

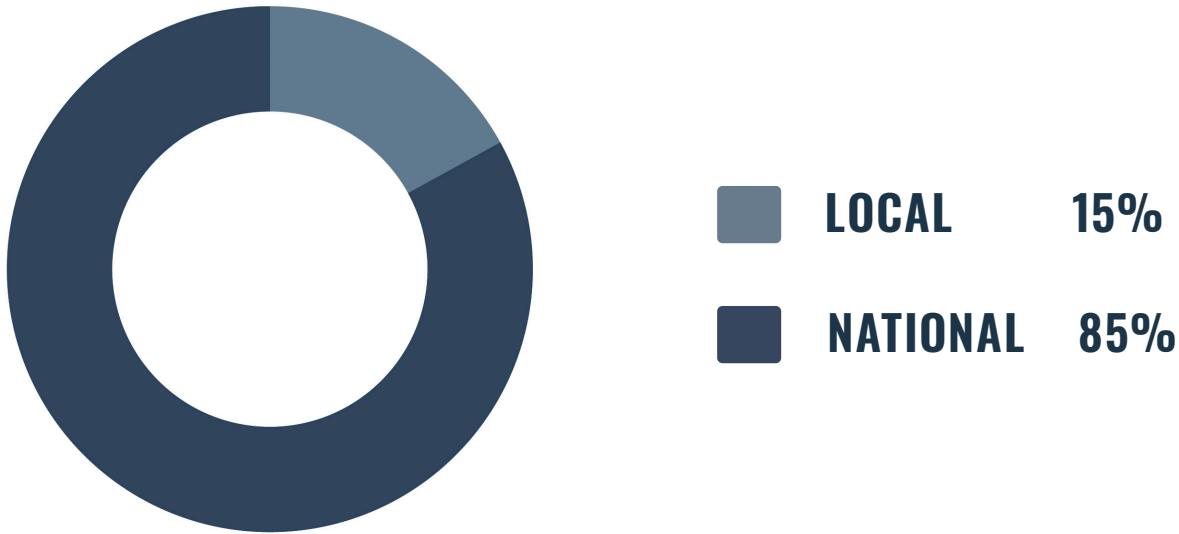


Office sales activity in Winston-Salem has been above average recently, with transaction volume totaling \$179 million over the past year, compared to the market’s 10-year annual average of \$97.9 million, driven in part by one large sale.

While sales volume has been well above normal, the number of office transactions in Winston-Salem has been in line with historical norms. Over the past year, there have been 99 office property sales here, compared with an average of 90 deals in the market each year over the past decade.

The average price paid for office properties in Winston-Salem over the past year has been \$143/SF, which is a significant discount to the national average of \$210/SF.

SALES VOLUME BY BUYER ORIGIN - PAST 12 MONTHS



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ANNUAL MEETING

PRESENTED BY  **Atrium Health**
Wake Forest Baptist

WITH THE REVEAL OF THE

IMAGINE WINSTON-SALEM PLAN

11.17

5:00PM COCKTAIL HOUR 6:00-8:00PM PROGRAM
BENTON CONVENTION CENTER



OUR INVESTORS

ATRIUM HEALTH WAKE FOREST BAPTIST
NOVANT HEALTH
REYNOLDS AMERICAN INC.
TRUIST

ALLEGACY FINANCIAL
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
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