



WHERE IT STARTS




QUARTERLY REPORT
Q1 2024

WINSTONSALEM.COM



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



Linville | Team Partners
COMMERCIAL REAL ESTATE



GRAND OPENING



Our new office is officially open! We held a ribbon cutting on April 4 celebrating the offices at 525 Vine Street, Suite 240 in the Innovation Quarter. The workspace serves Greater Winston-Salem, Inc. and Forsyth Tech Small Business Center team operations. An open concept gathering space and multiple meeting rooms are designed to accommodate meetings, events, and networking. The office space and co-located workforce hub is supported by ARPA funding through Forsyth County. Shelco served as the general contractor for the project, which was designed by Stitch Design Shop.





NEW WORKFORCE RESOURCE FOR JOB SEEKERS AND EMPLOYERS

We are excited to share a new platform hosting workforce information all in one unified resource: ForsythWorksNC.com. We invite you to get involved with Forsyth Works!

FORSYTH WORKS RESOURCES:

- CAREER PATHWAYS IN TOP INDUSTRIES
- EDUCATION & UPSKILLING
- WORKFORCE EVENTS
- INFORMATION FOR EMPLOYERS
- BARRIER RESOURCES
- & MORE

FORSYTH WORKS PARTNERS:

GREATER WINSTON-SALEM, INC., FORSYTH TECH, GOODWILL INDUSTRIES OF NORTHWEST NC, WINSTON-SALEM/FORSYTH COUNTY SCHOOLS, AND FORSYTH COUNTY.

Forsyth Works is made possible by Forsyth County ARPA funding.

A banner for the Forsyth Works website. The background is a night cityscape of Winston-Salem, NC, featuring the Winston Tower and several water towers. Overlaid on the image are green geometric lines and a white 'X' shape. Text is overlaid in white and yellow.

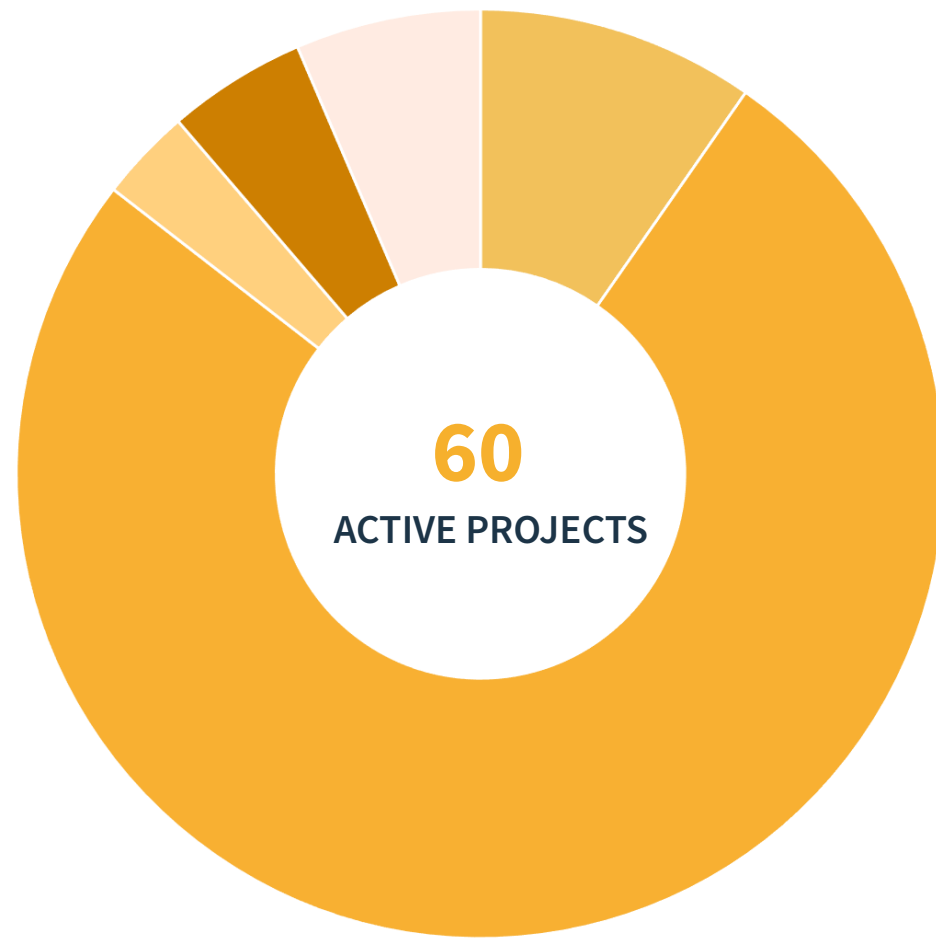
**Forsyth Works
for Building
Talent and
Exploring
Careers**

We are bringing together our community's comprehensive solutions for growing employment and expanding career opportunities in Winston-Salem and Forsyth County.

Who We Are

FORSYTHWORKSNC.COM

ACTIVE PROJECTS



- ADVANCED MFG | 47
- FOOD & BEV MFG | 2
- AVIATION | 3
- LIFE SCIENCES | 6
- OTHER | 4

\$7.6B

POTENTIAL INVESTMENT

13K

POTENTIAL JOBS



10

AVERAGE MONTHLY
PROJECT INTAKE



6

SITE VISITS HOSTED
IN Q1

DIGITAL MARKETING



579k
IMPRESSIONS



354k
IMPRESSIONS



215k
IMPRESSIONS

TOP METROS

CHICAGO.....2K
NEW YORK.....1.6K
CHARLOTTE.....1.5K
ATLANTA.....1.4K



KALEIDEUM OPENS

The reimagined Kaleideum is now open! The museum offers hands-on exhibits, interactive displays, and educational programs that fuse science, technology, engineering, arts, and mathematics (STEAM) disciplines.

Kaleideum's ribbon cutting ceremony was held on February 15th. Calvin McRae, Greater Winston-Salem, Inc.'s Vice President of Public Policy, took part in the ceremony representing his role as Kaleideum's Board Chair.



CLOVERDALE OUTPATIENT SURGERY CENTER

Atrium Health Wake Forest Baptist held a groundbreaking ceremony to mark the beginning of construction on the new \$78 million Cloverdale Outpatient Surgery Center in January.

The 72,000 square foot surgery center will include eight operating rooms, two procedure rooms, a simulation operating room and a robotic surgery training room, along with 32 beds to accommodate prep, recovery and post-anesthesia care.



WFIRM TO LEAD REGIONAL REGEN HUB BACKED BY NSF FUNDING

The Piedmont Triad Regenerative Medicine Engine, based in Winston-Salem, is a recipient of the first-ever US. National Science Foundation Regional Innovation Engine (NSF Engines) awards in partnership with educational institutions and other organizations across the region.

The NSF Engines grant provides \$15 million for the first 2 years of the project and up to \$160 million for 10 years.

Led by Wake Forest Institute for Regenerative Medicine (WFIRM), the regional innovation engine team includes Forsyth Technical Community College (FTCC), North Carolina Agricultural and Technical State University (N.C. A&T), the RegenMed Development Organization (ReMDO), and Winston Salem State University (WSSU).

#7

US METRO WITH MOST LIFE SCIENCES DEVELOPMENT

A new report from Commercial Search on life sciences construction around the US finds the Triad in the top ten US markets for life sciences growth, driven by the developments underway for Innovation Quarter Phase 2. Furthering Winston-Salem's recognition as a hub for life sciences, particularly regenerative medicine, Innovation Quarter Phase 2 includes plans for 2.7 million square feet of new development on 28 acres. This will roughly double the size of the current Innovation Quarter footprint.

NSF ENGINE GRANT

\$15M

FIRST TWO YEARS

\$165M

POTENTIAL FUNDING OVER 10 YEARS

RIBBON CUTTINGS



BYTOR BUSINESS CENTER



KIDS STREET URGENT CARE



SERENITY SUITE
AT NU DIMENSIONS



CHARTER MEDICAL
INNOVATION HUB



COMPLEATKIDZ

Q1 NEW MEMBERS

- CISCO SITE SERVICES, LLC
- COMPLEATKIDZ
- CONE HEALTH
- CONE HEALTH URGENT CARE
- DIVE BAR WINSTON
- ELK RIVER RECRUITING COMPANY
- FAMILY SERVICES, INC
- HEAVEN NAILS STUDIO, LLC
- KALEIDEUM
- KIDSSTREET URGENT CARE
- LINGO STAFFING NC
- MAGNIFY ERP INC
- MARZANO CAPITAL GROUP
- MONTEITH CONSTRUCTION CORP.
- NU DIMENSIONS HAIR STUDIO
- OMNIVERUS GENERAL CONTRACTORS
- SERENITY COUNSELING & RESOURCE CENTER, INC
- SOUTHSIDE DISCOUNT PHARMACY
- STEWART, INC
- THE CMPND
- TIFFANY BORNE JONES / MAGNOLIA ROOTS CONSULTING, LLC
- TRU TAEKWONDO
- VIATOR DESIGN AND CONSTRUCTION INC
- WORKFORCE UNLIMITED
- ZIEHL-ABEGG, INC

STAFF AND BOARD



JESSICA HARPE

VICE PRESIDENT OF MEMBERSHIP & ENGAGEMENT

Jessica Harpe joined Greater Winston-Salem, Inc. in March. As a member of the leadership team, Jessica will manage and lead marketing, member, and investor relations efforts.



ELLIS KEIFER

VICE PRESIDENT OF ECONOMIC DEVELOPMENT

Ellis Keifer was named Vice President of Economic Development in February and serves on the organization's leadership team. Since 2021, she has worked to support the creation of over 1,600 jobs and \$565M in capital investment in Forsyth County to-date.



JT WARREN

ECONOMIC DEVELOPMENT MANAGER

JT Warren assumed his new role in February. He manages the organization's economic development efforts, collaborates with local and external partners, and implements industry growth strategies, focusing on lead generation and economic research functions.

2024 BOARD OF DIRECTORS

NEW MEMBERS

JEREMY BJORK, HANESBRANDS

STEVE BREWER, JOHN DEERE KERNERSVILLE

MIKE FOX, PIEDMONT TRIAD PARTNERSHIP

DR. ANTHONY GRAHAM, WINSTON-SALEM STATE UNIVERSITY

CHAD SETLIFF, NOVANT HEALTH

QUINTIN WILLIAMS, DEBBIE'S STAFFING

DR. DAVID ZAAS, ATRIUM HEALTH WAKE FOREST BAPTIST

LEADERSHIP

CHAIR

CATHY PACE, ALLEGACY FEDERAL CREDIT UNION

CHAIR-ELECT

MIKE LANCASTER, FRANK L. BLUM CONSTRUCTION CO.



[CLICK HERE TO MEET OUR BOARD](#)

FEATURED PROPERTIES

WHERE GROWTH STARTS

ONE TECHNOLOGY PLACE



± 18,000 SF OF LAB SPACE

LAB MODULES FROM 350-2,500 SF

SHARED KITCHEN & CONFERENCE ROOM
AMENITIES

LOCATED IN INNOVATION QUARTER ADJACENT TO
WFIRM

285 LOGISTICS CENTER



50,000-1M SF

MULTIPLE SUBDIVISIONS POSSIBLE

POTENTIAL FOR RAIL SPUR

RENOVATED FOR INDUSTRIAL WAREHOUSE OR
LIGHT MANUFACTURING

FRONTAGE TO INTERSTATE 285

3333 BROOKVIEW HILLS BLVD



5,803 AVAILABLE SF

18 EXAM OFFICES

LAB SPACE & PRIVATE BREAKROOM

POSSIBLE UPFIT ALLOWANCE/RECONFIGURATION

EASY ACCESS TO HANES MALL BLVD & I40



LOOKING FOR COMMERCIAL SPACE?

Find commercial real estate listings in a fully customizable search engine at winstonsalem.com.

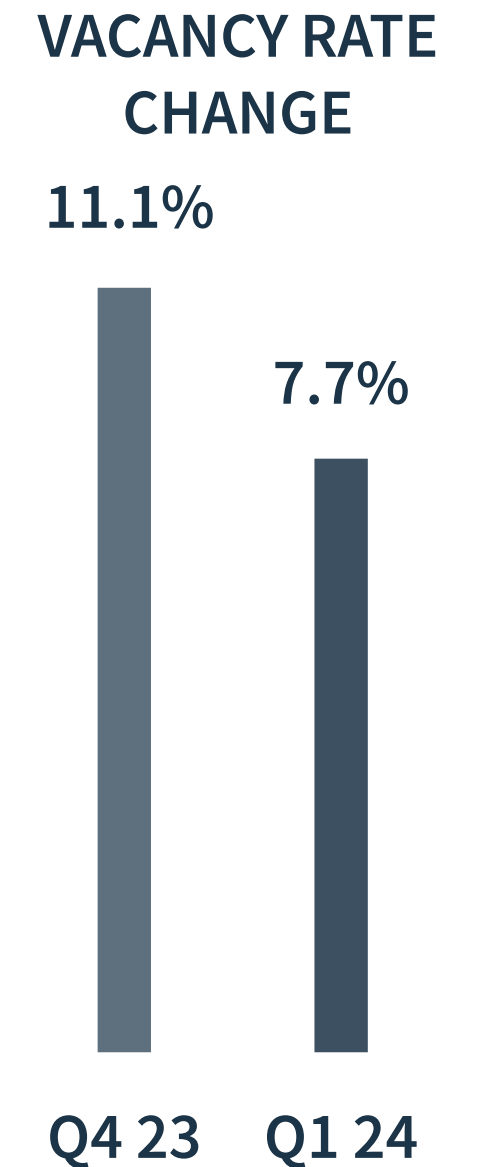
DOWNTOWN OFFICE SPACE



Downtown office rents have increased 13.1% over the past three years and are currently averaging around \$19.30 PSF. Rent growth over the past 12 months is 1.4%.

Linville Team Partners broker Katie Hayes says “we get calls daily about office spaces downtown and they go quickly! It seems that more businesses are hiring hybrid or in-person positions.”

	VACANCY RATE	MARKET RENT
★★★★★ 4 & 5 STAR	9.7%	\$23.08
★★★ 3 STAR	7.8%	\$18.04
★★ 1 & 2 STAR	3.8%	\$15.17



PRESIDENT'S LETTER



MARK OWENS

PRESIDENT & CEO

A MILESTONE FOR OUR COMMUNITY

Through my 15+ years working as a chamber of commerce professional, I have participated in hundreds of ribbon cutting and grand opening celebrations, feeling the excitement of business teams marking a special milestone in their company's journey. It was a highlight of my career to finally host one for our own organization as Greater Winston-Salem, Inc. celebrated the opening of our new space in the Innovation Quarter.

I am excited for the ways our new offices, co-located with Forsyth Tech's Small Business Center, will open up opportunities for our entire community to grow.

Already, we have been utilizing the space for networking, site visit meetings, workforce education sessions, our Winston Under 40 group, and more.

Our office space serves as the physical workforce hub while our new initiative, Forsyth Works, is our online platform connecting job seekers and employers in our community with new opportunities to succeed.

I ask all of you to explore ForsythWorksNC.com and follow on your favorite social platforms. We are excited to partner with you to meet the workforce needs of Forsyth County.

If you missed our grand opening on April 4, get in touch with us soon to come by and see our new space - we look forward to seeing you here soon!

A handwritten signature in black ink that reads "Mark E. Owens". The signature is written in a cursive, flowing style.



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

Linville | *Team Partners*
COMMERCIAL REAL ESTATE

PROUDLY LOCATED IN THE

NC CAROLINA
CORE

