



GWSI

GREATER WINSTON-SALEM INC.

NATIONAL CHAMBER OF THE YEAR

WHERE IT STARTS



QUARTERLY REPORT
Q3 2024

WINSTONSALEM.COM



WINSTON-SALEM
IS GROWING.

SO ARE WE.



LEARN MORE ABOUT
JOINING OUR TEAM

Linville | *Team Partners*
COMMERCIAL REAL ESTATE



CHAMBER OF THE YEAR



GREATER WINSTON-SALEM INC. IS THE 2024 CHAMBER OF THE YEAR

We are proud to announce that Greater Winston-Salem Inc. has been named the Chamber of the Year for 2024! This prestigious honor was awarded by the Association of Chamber of Commerce Executives (ACCE) during their annual awards competition, which celebrates excellence among organizations in our industry.

Exceptional chambers that earn the award have demonstrated organizational strength and made an impact on key community priorities. The award reflects the positive economic and workforce growth impacting all of Winston-Salem and Forsyth County!

\$803M

CAPITAL INVESTMENT GENERATED SINCE 2020

2,033+

JOBS CREATED SINCE 2020

+1M

CONTRIBUTIONS & GRANTS

GWSI STAFF ARE RECOGNIZED AT THE WINSTON-SALEM DASH GAME FOR THE CHAMBER OF THE YEAR AWARD

LET'S CELEBRATE!

Access your Chamber of the Year Partner Toolkit here to promote & share this community recognition!

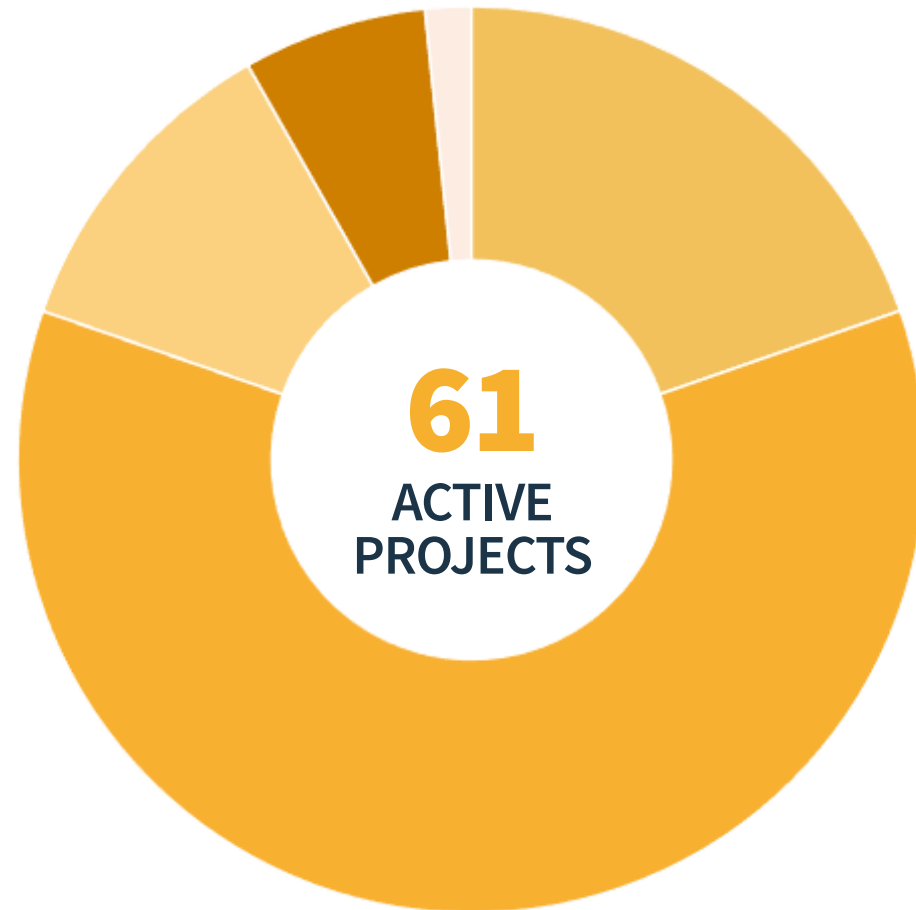


INTRODUCING THE GROUNDS

A transformative 100-acre mixed-use development is coming to the Deacon Boulevard area. The Grounds will enhance Winston-Salem's landscape and bolster its reputation as a premier sports and entertainment destination. Carter and Front Street Capital, in partnership with the City of Winston-Salem and Wake Forest University, plan to break ground on the project in late 2024.

Foster Caviness, a fresh food warehousing and distribution company with a legacy in the Triad, is announcing a new location in Winston-Salem. The expansion will generate capital investment of about \$6.25 million over five years and create or retain 305 jobs. The Winston-Salem facility is expected to produce 50 million packages per year. Following renovations and upfit, the facility will be fully operational by March 2025.

ACTIVE PROJECTS



- ADVANCED MFG | 37
- LIFE SCIENCES | 12
- FOOD & BEV MFG | 7
- AVIATION | 4
- OTHER | 1

PROJECT PIPELINE



DIGITAL MARKETING



380k
IMPRESSIONS

4k
CLICKS



275k
IMPRESSIONS

1.6k
CLICKS



237k
IMPRESSIONS

14k
CLICKS

TOP METROS

NEW YORK
ATLANTA
LOS ANGELES
CHARLOTTE

TOP OCCUPATIONS

OPERATIONS
BUSINESS DEVELOPMENT
SALES
INFORMATION TECHNOLOGY



WFIRM CANCER RESEARCH REACHES NEW HEIGHTS

The Wake Forest Institute for Regenerative Medicine (WFIRM) has announced that it has been selected by NASA to preform a pioneering cancer research project aboard the International Space Station.

The project, one of only five chosen through a competitive solicitation by the ISS National Lab in partnership with NASA, aims to explore the effects of microgravity on cancer development and treatment.

IMAGE COURTESY OF NASA



THE WSPR FUND INVESTS IN CN-SEAMLESS

The Winston-Salem Partners Roundtable (WSPR), an angel investment fund that offers capital to early-stage growing companies in Winston-Salem and Forsyth County, is announcing its largest investment to-date. WSPR has invested \$410,000 into CN-Seamless – a startup that has designed a portable metal cutter that can be used in a variety of fabrication uses.

Since launching in July 2021, the WSPR Fund has invested more than \$3 million in local startups. Startups can apply for funding at [WSPRfund.com](https://www.wsprfund.com).

STATE OF EDUCATION

PRESENTED BY **BANK OF AMERICA** 

We were excited to hear from Winston-Salem State University Chancellor Bonita Brown at the State of Education presented by Bank of America! WSSU's incoming Chancellor talked about how businesses and higher education can work together to increase economic mobility and student achievement. We had an amazing kickoff to the afternoon with the Red Sea of Sound!

Winston-Salem State University is the top university in North Carolina for economic and social mobility, as reported by the New York Times and US News and World Report. It is also one of the top ranking UNC institutions for student success.

Chancellor Brown aims to build on that long-standing legacy through strategic efforts to "Unleash the Genius" in all kinds of learners. The university's strategic priorities include fostering student success, equity, inclusion and social innovation, intellectual climate, institutional excellence, and resource sustainability.



SPECIAL THANKS:

Sponsors: Bank of America, Allegacy Federal Credit Union, Truliant Federal Credit Union, and Lambert Architecture + Interiors.

Photography: Unfiltered Photography, LLC, Jai'Lyn Lover

BONITA BROWN, MARK OWENS, ALESIA HILTON (GWSI), AND GREG COX (BANK OF AMERICA) SHARE THE STAGE WITH ASPIRE CAREER-READY PROGRAM PARTICIPANTS AT THE STATE OF EDUCATION

NCDOT VISIT



Greater Winston-Salem Inc. recently hosted the NC Department of Transportation Board in Winston-Salem. The group toured the Innovation Quarter, John Deere Kernersville, Salem Parkway, Union Station, the Wake Forest Institute for Regenerative Medicine, and more throughout their stay. They heard from many community representatives about infrastructure advantages and needs for our growing County.

Stephen “Pat” Ivey and Andrew M Perkins, Jr. were surprised with a special thank you for their service to our community and District 9. As Pat approaches his retirement date that was announced earlier this year, we were honored to recognize him in front of the entire NCDOT Board.

SPECIAL THANKS:

Sponsors: Forvis-Mazars, Reynolds American Inc., City of Winston-Salem and Forsyth County.



Q3 NEW MEMBERS

AARON'S
ACCIA FREIGHT
ACQUIRE PERSONNEL AND PAYROLL SOLUTIONS
AWARE HOT YOGA
BEATTY ENTERPRISES
BLOWOUTS AND BUBBLES
BROOKS CARTER VENTURES LLC
BRUMFIELD CLEANING COMPANY
CAROLINA PINES RETIREMENT COMMUNITY
CARTER BANK & TRUST
COMCAST BUSINESS
DRONE EXPRESS
ELITE MORTGAGE TEAM
GLORIFIED BODY WELLSPA
GROWING THROUGH IT, LLC

HEART MATH TUTORING
JAN-PRO OF THE TRIAD
LEAD GIRLS OF NC
MARY KAY
MPN--MISSION PIZZA NAPOLETANA
MYRICK CONSTRUCTION, INC.
NC ARMY NATIONAL GUARD
PINE STATE MARKETING
RESTORATION DENTAL
SALEM SPORTS EVENTS, LLC
SMITH LEONARD PLLC
SOUTHERN HARVEST CATERING
SPARK BY HILTON WINSTON SALEM- UNIVERSITY
SPORT CLIPS OF WINSTON SALEM AT THRUWAY
TARDIGRADE TECHNOLOGY

TARTAN PROFESSIONAL ORGANIZING
THE PIPE BOSS
TRC TALENT SOLUTIONS
TRIAD KIDS DENTAL
TRIAD NETWORK SYSTEMS. LLC
TRIAD'S FINEST REAL ESTATE BY EXP
TWIN CITY KIWANIS CLUB
VECINO CENTER FOR LANGUAGE AND CULTURE
VISIONTOVENTURE
WELLS INVESTMENT GROUP, INC.
WHISKEY ROSE BOUTIQUE
WINSTON-SALEM MASSAGE & WELLNESS / DNA
LIFESTYLE HEALTH & FITNESS
WRITING CONNECTIONS, LLC
ZENBUSINESS



LOOKING FOR MORE LOCAL BUSINESSES?

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

RIBBON CUTTINGS

RICOH 3D FOR HEALTHCARE
LAUNCH TOWER
AH FIWI

ZIEHL-ABEGG

STITCH DESIGN SHOP
THE LITTLE THEATRE

DRONE EXPRESS

SOUTHSIDE DISCOUNT PHARMACY

NAI PIEDMONT TRIAD



AH FIWI



ZIEHL-ABEGG



LAUNCH TOWER



SOUTHSIDE DISCOUNT PHARMACY

WORLD OF WORK

PRESENTED BY FORSYTH COUNTY

OCTOBER 22-23
LJVM COLISEUM

 REGISTER

Employer registration is open now for the World of Work - a career-exploration field trip for WS/FCS 8th and 10th graders. Students will have the opportunity to interact with businesses and educational institutions to learn more about the careers that interest them and how to get there. Showcase your business to the next generation!



9,000
WEBSITE
VISITORS

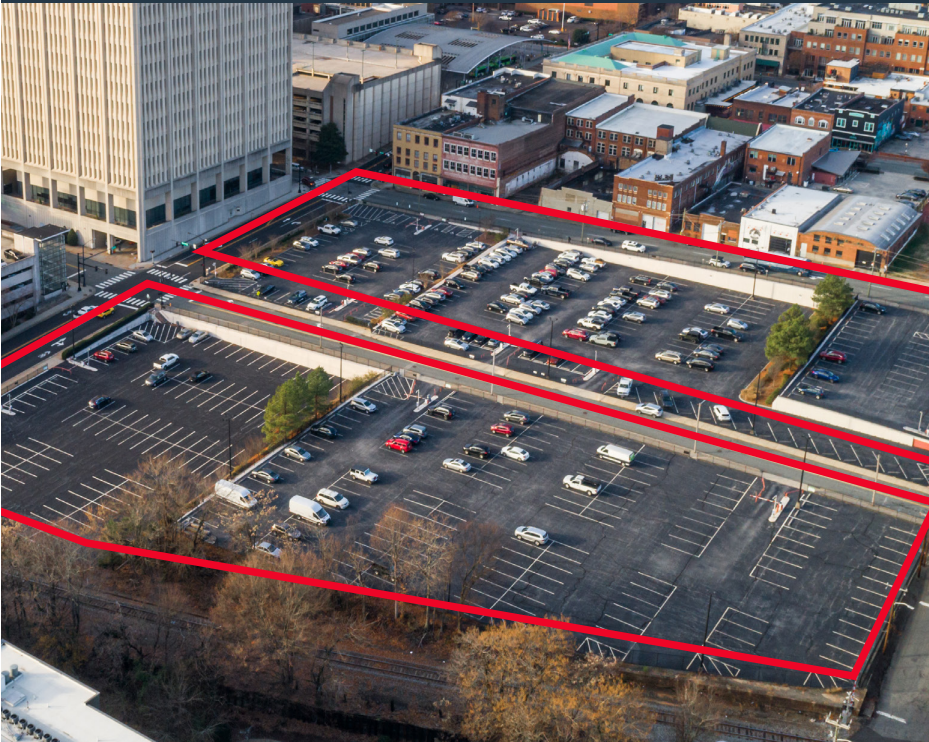
44K
SOCIAL
IMPRESSIONS

200+
PROGRAM
PARTICIPANTS



FEATURED PROPERTIES

CITY CENTER DEVELOPMENT



210,830 SF / 4.84 ACRES

OPPORTUNITY TO DEVELOP IN THE CENTER OF DOWNTOWN ADJACENT TO INNOVATION QUARTER MIXED-USE DEVELOPMENT

NORTH FORSYTH INDUSTRIAL PARK



3 TRACTS, ± 67 - ± 147 ACRES

TRACT 1: 1.4M BUILDABLE SF
TRACT 2: 750,000 BUILDABLE SF
TRACT 3: 545,000 BUILDABLE SF
FLEXIBLE CONCEPTUAL SITE PLANS
POTENTIAL RAIL SERVICE

3300 REYNOLDA ROAD



± 16,476 SF FLEX BUILDING

AMPLE PARKING AND HIGH VISIBILITY
LAYOUT AND SIZE ALLOWS FOR DIVERSE POTENTIAL OF USES
FOR SALE OR LEASE



LOOKING FOR COMMERCIAL SPACE?

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

MULTI-FAMILY MARKET SUMMARY

92.4%

CURRENT
OCCUPANCY

1,320

UNITS DELIVERED
OVER THE PAST
YEAR

\$1,207

ASKING RENT
PER UNIT

POPULATION GROWTH

4.7%

2.8%

WINSTON-SALEM NATIONAL AVERAGE



Winston-Salem's affordability and population growth will likely lead to long-term demand for multi-family housing, and we are seeing that trend continue to grow. Over the past year, net deliveries of multi-family properties in Winston-Salem have totaled 1,320 units, which is far above the market's historical annual average and has outpaced demand.

Over the longer term, job growth in Winston-Salem's manufacturing and trade, transportation, and utilities sectors and the region's robust education infrastructure should continue to support additional demand for multifamily housing.

The Piedmont Triad region's livability, infrastructure, access to skilled labor, and proximity to other markets should keep economic growth consistent in the near term. These qualities, along with the state's business-friendly environment, will likely continue attracting a diverse set of employers as well. As more employers make Winston-Salem their home, multifamily housing demand is expected to increase.

PRESIDENT'S LETTER



MARK OWENS

PRESIDENT & CEO

REFLECTING ON AN INCREDIBLE ACHIEVEMENT

Hearing “Greater Winston-Salem Inc.” being announced as the 2024 Chamber of the Year at the ACCE conference this July was exciting, shocking, and an incredible honor.

This is a remarkable achievement for our team and a definitive indicator of the transformative community impact we can make through leadership, vision, and collaboration.

When we launched as Greater Winston-Salem Inc. four years ago, we set a strong vision for a thriving business community, economic growth, and equitable access to educational and career opportunities for all.

Being named as the Chamber of the Year is recognition that we are leading the way in changing

how Chambers of Commerce serve and lead in their communities, shifting to meet the needs of today’s employers and workforce.

This notable achievement is not the finish line, it’s the starting point.

With great thanks to our team, our members, our investors, and our board, I look forward to continuing to push for initiatives that strengthen our economy and local businesses and generate opportunity for our workforce.

I am excited to celebrate with you all at the Annual Meeting presented by Novant Health later this Fall, and all year long as we recognize this achievement and its impact for Winston-Salem and Forsyth County.

INTRODUCING



[FORSYTHWORKSNC.COM](https://www.forsythworksnc.com)

Workforce resources for job seekers and employers.



TRUIST 

Leaders in banking.
Unwavering in care.

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Leading based on Truist ranking as a top 10 U.S. commercial bank as of 12/31/23.



Best physicians.
Amazing nurses.
Remarkable care.



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DICKINSON

A POINT OF VIEW LIKE NO OTHER

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OUR INVESTORS

ATRIUM HEALTH WAKE FOREST BAPTIST

NOVANT HEALTH

REYNOLDS AMERICAN INC.

TRUIST

WELLS FARGO

BETHANY MEDICAL

CITY OF WINSTON-SALEM

COOK MEDICAL

FLOW AUTOMOTIVE

FORSYTH COUNTY

FRONT STREET CAPITAL

HANESBRANDS INC.

KELLY OFFICE SOLUTIONS

KILPATRICK TOWNSEND & STOCKTON LLP

MERCEDES-BENZ OF WINSTON-SALEM

TRULIANT FEDERAL CREDIT UNION

TWIN CITY DEVELOPMENT FOUNDATION

WINSTON-SALEM/FORSYTH COUNTY SCHOOLS

WOMBLE BOND DICKINSON (US) LLP

REPORT SPONSOR



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