

WINSTON-SALEM FORSYTH COUNTY



THE CITY OF ARTS AND INNOVATION



wsbi

WINSTON-SALEM BUSINESS INC.

OUR MISSION

To recruit new businesses to Winston-Salem and Forsyth County, North Carolina.

The accomplishment of this mission will facilitate growth and economic diversification. As new businesses and industries continue to locate in this area, residents will enjoy an enhanced lifestyle (benefiting from better job opportunities) and expanding services (generated from a broader tax base).

A COMMITMENT TO HELP BUSINESS THRIVE



From manufacturing facilities to information technologies, WSBI has focused on bringing new companies and their latest technologies to our region. WSBI has assisted 145 companies, representing more than \$1.7 billion in tax base and 16,592 new jobs.

WSBI is the only local economic development agency that conducts an external marketing and public relations campaign promoting Winston-Salem and Forsyth County as an exceptional business location.

WSBI has a staff of three professionals and is governed by a Board of Directors comprised of 21 local business, community and elected leaders. To achieve its goals, WSBI implements an aggressive outreach marketing campaign directed at site location consultants, real estate professionals and targeted company contacts. WSBI focuses on five major industry clusters:

Advanced Manufacturing

Local companies draw from a regional workforce of over 800,000. They are supported by focused training at Forsyth Technical Community College and a wealth of higher education options at area colleges and universities.

Logistics/Distribution

The region has one of the largest concentrations of trucking companies on the East Coast. FedEx Ground and UPS Ground both maintain regional sorting hubs in the area.

Healthcare/Life Sciences

While many communities claim to be ideal for biotechnology and life science, Forsyth County proves it with a track record, ample resources, infrastructure and available facilities.

Financial Services

The community is home to a number of Fortune 500 headquarters, strong financial and insurance institutions, large corporate data centers, customer service operations and other back office functions.

Data Centers

Winston-Salem was ranked #4 for cost effective Data Centers in the United States by the Boyd Company.

Our Team is:



Bob Leak, Jr.
CEcD, President



Garrett Owens
Vice President



Kathleen Hess
Director of
Client Services



WINSTON-SALEM BUSINESS INC.

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www.wsbusinessinc.com

WINSTON-SALEM, FORSYTH COUNTY WHERE BUSINESS COMES TO LIFE

Winston-Salem is a city of progress. From its origins as an early Moravian settlement nearly 250 years ago and the merger of the towns of Winston and Salem over 100 years ago, the community has grown to be a center for business and technology in North Carolina and the Southeast.

Winston-Salem is a primary city of North Carolina's Piedmont Triad Region—a 12-county area of more than 1.6 million people—representing a significant market and labor resource.

Located in Forsyth County, Winston-Salem has long had a well-established industrial base, contributing significantly to North Carolina's role as a leader in new manufacturing locations. As in many areas of the country, Winston-Salem has seen rapid expansion in the service sector, with financial institutions and health care leading the way.

Now in the 21st century, Winston-Salem continues to build on its past by preparing for the future needs of the new economy and growth industries such as life science and biotechnology, logistics, advanced manufacturing, data management and finance.



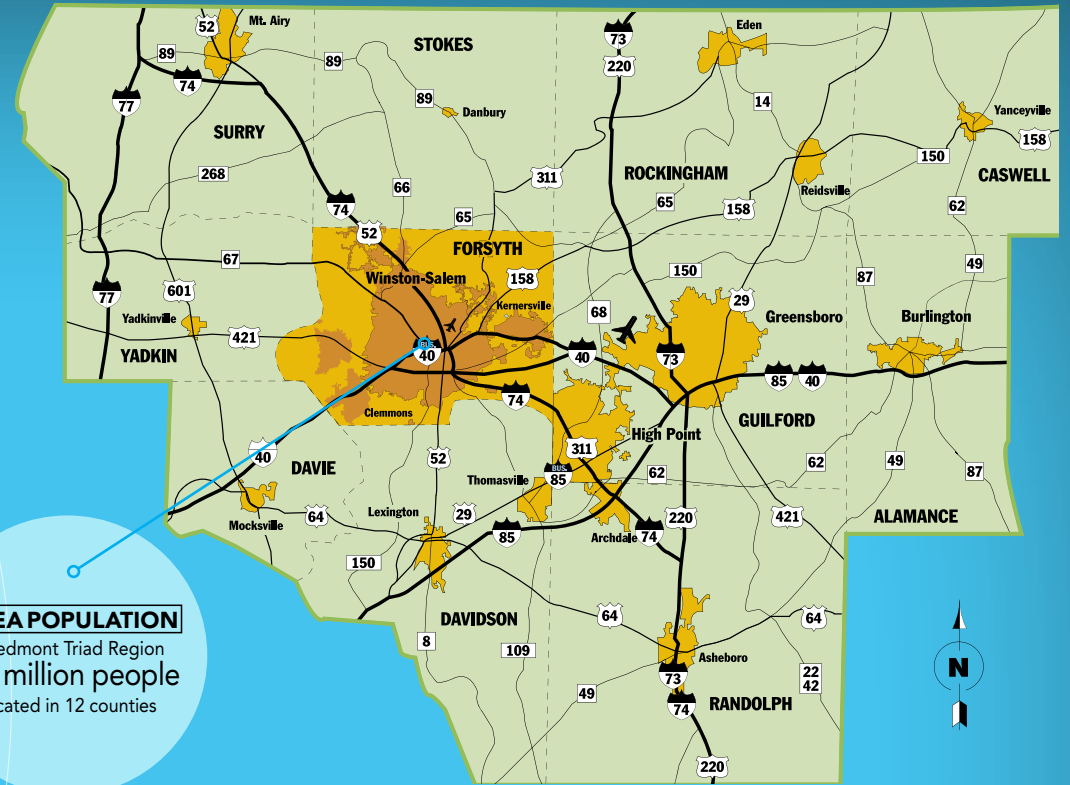
LOCATION

Winston-Salem is located in Forsyth County, North Carolina, in the heart of the state's Piedmont Triad region. This area is situated halfway between Washington, DC and Atlanta, GA along the strategic East Coast corridor.

People and products move smoothly throughout the Piedmont region thanks to an efficient transportation network that includes an international airport and the nation's largest state-maintained highway system.



Winston-Salem, Forsyth County is within 650 miles of more than half of the U.S. population.



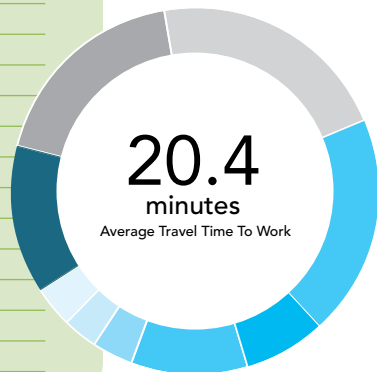
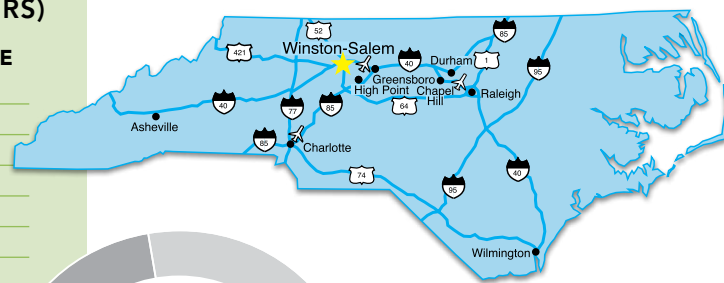
AREA POPULATION

Piedmont Triad Region
1.6 million people
located in 12 counties

WINSTON-SALEM FORSYTH COUNTY & THE PIEDMONT TRIAD DISTANCES TO SELECTED CITIES (APPROX. HOURS)

CITY	MILES	DRIVING TIME
Atlanta	342	5.0
Baltimore	372	5.5
Boston	780	12.75
Chicago	718	12.5
Cincinnati	422	7.0
Dallas	1,111	16.0
Detroit	603	10.5
Houston	1,124	16.5
Kansas City	989	15.5
Los Angeles	2,460	36.0
Memphis	658	9.5
Miami	833	12.0
New York	569	9.0
Pittsburgh	411	6.75
San Francisco	2,758	42.0
Seattle	2,791	44.5
St. Louis	738	11.75

PERCENTAGE OF WORKERS, BY TRAVEL TIME

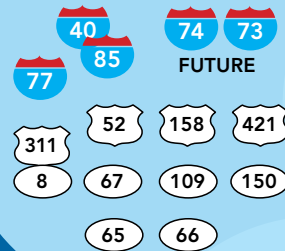


Travel Time to Work

- 13.2% <10 Minutes
- 18.3% 10 – 14 Minutes
- 21.4% 15 – 19 Minutes
- 19.5% 20 – 24 Minutes
- 7.2% 25 – 29 Minutes
- 10.3% 30 – 34 Minutes
- 3.4% 35 – 44 Minutes
- 3.2% 45 – 59 Minutes
- 3.4% 60+ Minutes

TRANSPORTATION

ROAD



AIR

Non-Stop Service to:
 Atlanta
 Charlotte
 Chicago
 Cincinnati
 Dallas
 Denver
 Detroit
 Houston
 Miami
 NY-La Guardia
 Newark
 Orlando-Sanford
 Philadelphia
 Punt Gorda
 Tampa Bay
 Washington Dulles
 Washington National

Winston-Salem is served by Piedmont Triad International Airport (about 25 minutes from the downtown area) and Smith-Reynolds Airport (just 10 minutes from downtown). Smith-Reynolds offers corporate hangars, charter service, and repair facilities operated by Landmark Aviation.

RAIL

Norfolk Southern
 Winston-Salem Southbound
 Yadkin Valley Railroad

Motor Freight
 Daily Service: 120
 Local Terminals: 55

56,585
 Out Commuters from Forsyth County

89,933
 In Commuters to Forsyth County

86,314
 Residents live and work in Forsyth County

FEDEX MID-ATLANTIC HUB

FedEx operates its Mid-Atlantic sorting hub at the Piedmont Triad International Airport. It is the company's fifth U.S. hub. In addition to the new facility, a third parallel 9,000-foot runway has been constructed at PTIA to accommodate the HUB's operation. It is estimated that the FedEx hub will create nearly 20,000 new jobs in a 14-county area.

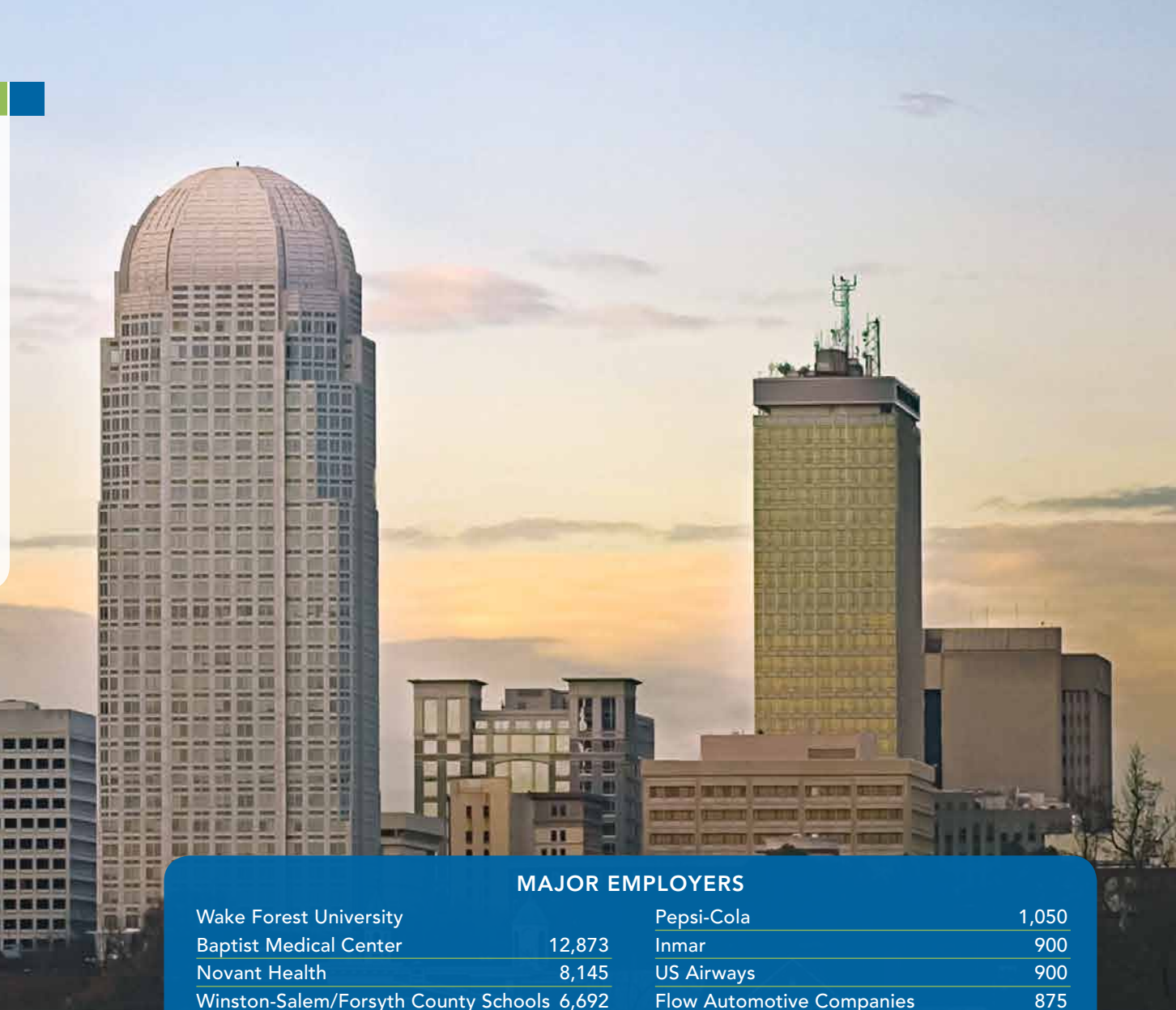
Commuting Patterns Source: Labor and Economic Analysis Division, NCDOC

DEMOGRAPHICS

WINSTON-SALEM, FORSYTH COUNTY

Forsyth County Population	367,119
Winston-Salem Population	236,441
Kernersville	23,567
Clemmons	19,329
Lewisville	13,216
% White	62.1
% Black or African American	26.6
% Hispanic or Latino (of any race)	12.7
% Asian or Pacific Islander	2.1
% Some other race	9.2
Winston-Salem Metro	647,893
North Carolina	9,944,000
Per Capita Personal Income	\$26,014
% Bachelor's Degree/higher	31.9

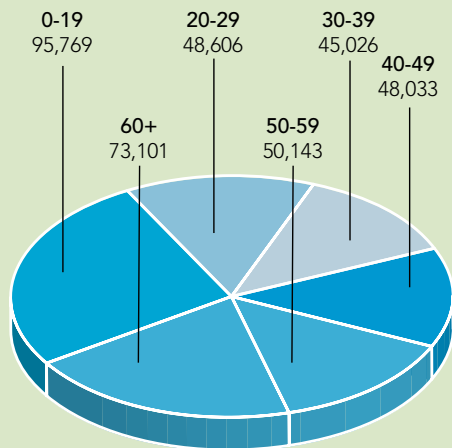
Source: NC State Data Center, Northwest Piedmont Workforce Board, EASI Demographics on Demand, US Census Bureau



MAJOR EMPLOYERS

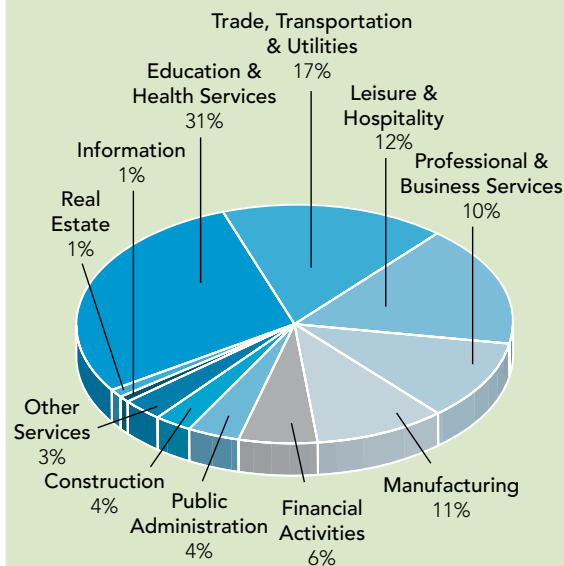
Wake Forest University		Pepsi-Cola	1,050
Baptist Medical Center	12,873	Inmar	900
Novant Health	8,145	US Airways	900
Winston-Salem/Forsyth County Schools	6,692	Flow Automotive Companies	875
City & County Governments	4,689	Hayward Industries	800
Reynolds American	3,000	GMAC	700
Wells Fargo Bank	2,800	Aon Consulting	650
Hanesbrands, Inc	2,251	Republic Mortgage Insurance Company	600
BB&T Corporation	2,200	Rock Tenn	600
Wake Forest University	1,680	Salem Leasing Corporation	600
Lowe's Foods	1,500	Womble Carlyle Sandridge & Rice	573
Forsyth Technical Community College	1,298	Krispy Kreme Doughnuts	554
Winston-Salem State University	1,200	Cook Medical	550
B E Aerospace, Inc.	1,100	Caterpillar, Inc.	500
Deere-Hitachi	1,059	Herbalife	500
YMCA of Northwest NC	1,056		

FORSYTH COUNTY POPULATION BY AGE GROUP



Source: NC Department of Commerce

EMPLOYMENT BY SECTOR FORSYTH COUNTY, 2014



Source: Labor & Economic Analysis Division, NCDOC

GREATER TRIAD LABOR FORCE

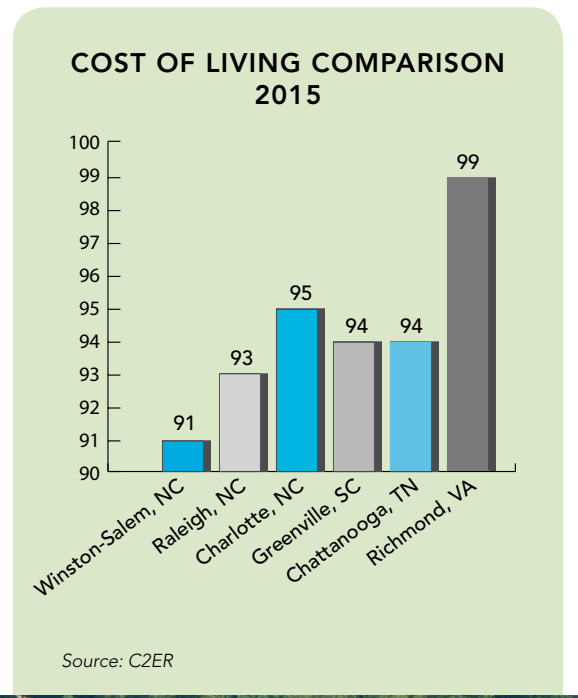
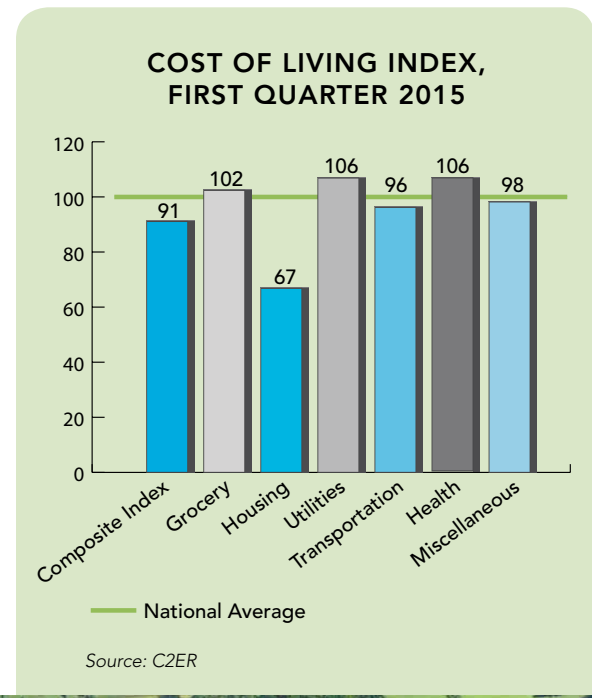
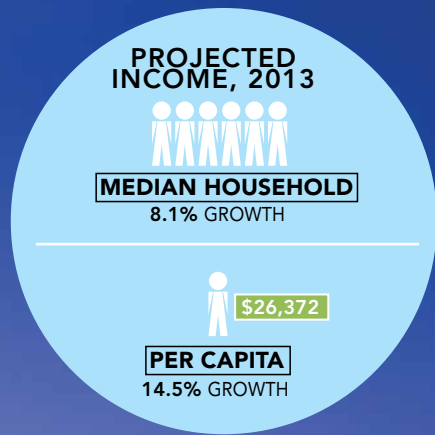
Year	Workforce	Unemp. Rate
2011	790,989	10.0%
2012	820,575	9.2%
2013	837,755	8.9%
2014	794,529	6.6%
2015	799,448	5.7%

Source: Labor and Economic Analysis Division, NCDOC

FORSYTH COUNTY LABOR FORCE

Year	Workforce	Unemp. Rate
2011	174,611	9.1%
2012	177,812	8.5%
2013	178,139	8.4%
2014	176,670	5.8%
2015	174,834	5.3%

Source: Labor and Economic Analysis Division, NCDOC



PIEDMONT TRIAD REGION, 2015

CLASSIFICATION	ENTRY	AVERAGE	EXPERIENCED
Management Occupations	\$32.37	\$58.05	\$70.89
Business and Financial Operations Occupations	\$20.38	\$34.07	\$40.91
Computer and Mathematical Occupations	\$20.20	\$35.07	\$42.51
Architecture and Engineering Occupations	\$21.36	\$34.73	\$41.42
Life, Physical, and Social Science Occupations	\$18.30	\$30.72	\$36.93
Community and Social Services Occupations	\$14.36	\$20.04	\$22.89
Legal Occupations	\$13.96	\$41.83	\$55.77
Education, Training, and Library Occupations	\$13.11	\$29.08	\$37.06
Arts, Design, Entertainment, Sports, and Media Occupations	\$10.45	\$21.61	\$27.18
Healthcare Practitioners and Technical Occupations	\$18.68	\$32.64	\$39.62
Healthcare Support Occupations	\$9.06	\$12.46	\$14.17
Protective Service Occupations	\$9.40	\$16.51	\$20.07
Food Preparation and Serving-Related Occupations	\$8.08	\$9.69	\$10.49
Building and Grounds Cleaning and Maintenance Occupations	\$8.10	\$10.24	\$11.31
Personal Care and Service Occupations	\$8.07	\$11.83	\$13.71
Sales and Related Occupations	\$8.16	\$16.92	\$21.31
Office and Administrative Support Occupations	\$10.83	\$16.47	\$19.29
Farming, Fishing, and Forestry Occupations	\$10.33	\$16.53	\$19.63
Construction and Extraction Occupations	\$11.79	\$18.21	\$21.42
Installation, Maintenance, and Repair Occupations	\$12.52	\$20.27	\$24.15
Production Occupations	\$9.46	\$16.62	\$20.20
Transportation and Material Moving Occupations	\$9.35	\$14.54	\$17.13

Source: Department of Commerce, Division of Workforce Solutions (2015)



RECREATION

Private Golf Courses	4
Public Golf Courses	11
Public Parks	88
Recreation Centers	15
Tennis Courts	117
Swimming Pools	11
Special Use Facilities	13

Over 5,000 acres of park land are located in Forsyth County alone. Eight state parks within a one-hour drive offer outdoor activities such as climbing/rappelling, hiking, fishing, biking, bridle and canoeing. Locally, there are over 18 facilities for a variety of activities ranging from mountain/road biking, skating, indoor rock climbing, fishing, hiking, canoeing, volleyball and Frisbee golf.

TAX INFORMATION

PROPERTY TAXES (2015-2016)

Forsyth County	\$0.7310
City of Winston-Salem	\$0.565
Combined	\$1.296

INVENTORY TAX

Finished Goods	None
Raw Materials	None
Goods-in-Process	None
Mat'l. Consumed in Mfg.	None

INTANGIBLES TAX

None

SALES TAX

State & Combined County 6.75%

Special Provisions: The North Carolina Department of Revenue recognizes certain special sales tax provisions for electricity, natural gas, manufacturing fuels, manufacturing equipment and local telephone services. These special provision rates range from 1-3%. Please visit the department's website for further information.



5%

CORPORATE INCOME TAX

The corporate income tax rate is 5% for 2015. The rate will fall to 4% in 2016.

5.75%

INDIVIDUAL INCOME TAX



UNEMPLOYMENT COMPENSATION

New Employers (per \$100)	1.20%
Deficit Employers (max rate)	5.705
Minimum Tax Rate	0.00%
Average Tax Rate	0.3%
Tax Base	\$19,300

BASE

Levied on net income allocable to the state. In determining net income, the state allows corporations to deduct operating expenses, depreciation, taxes paid or accrued in the year (except taxes on income), contributions not to exceed 5% of net income, income from tax exempt securities, payments to employee pensions, current year losses and net economic losses.

FINANCIAL MANAGEMENT

Both the City of Winston-Salem and Forsyth County have been assigned a **AAA debt rating** by Standard & Poor's. Just a handful of localities in the entire nation share this distinction.

UTILITIES

TELECOMMUNICATIONS

LOCAL EXCHANGE CARRIERS
 AT&T
 Alltel
 KMC Telecom
 Sprint
 Time Warner Telecom
 TC Deltacom
 DukeNet

LONG DISTANCE
 (Point of Presence)
 AT&T
 Sprint
 MCI

100% digital switching. Extensive Fiber Optic network has been deployed throughout the city.

ELECTRIC

SUPPLIER
 Duke Energy, EnergyUnited

RATES
 Average high load
 industrial rate:
 \$ 0.053 kWh

NATURAL GAS SERVICE

DISTRIBUTION
 Piedmont Natural Gas

RATES
 Vary by Usage

WATER SERVICE

SUPPLIER
 City/County

SOURCE
 Yadkin River

CAPACITY
 97 MGPD

AVERAGE LOAD
 42 MGPD

ELEVATED STORAGE
 3,550,000 Gal

GROUND STORAGE
 27,000,000 Gal

WASTE WATER TREATMENT

SUPPLIER
 City/County

CAPACITY
 51 MGPD

AVERAGE LOAD
 35 MGPD

SURPLUS CAPACITY
 16 MGPD

TYPE
 Activated Sludge

STORM SEWERS
 SEPARATE

SOLID WASTE DISPOSAL

OPERATOR
 City of Winston-Salem

LIFE EXPECTANCY
 10 Years

COMMERCIAL REMOVAL
 Private

HAZARDOUS WASTE DISPOSAL

None Local

OPERATOR
 GSX Chemical

CLOSEST SITE
 Pinewood, SC

PUBLIC SECTOR SERVICES

WELL-CONNECTED. WELL-SERVED.

Winston-Salem and Forsyth County are well supplied with local services, including emergency service personnel. The metropolitan areas in Forsyth County maintain their own police, fire and emergency service departments. Law enforcement in non-urbanized areas is provided by the Sheriff's department, with emergency fire and medical services being supported by a combination of full-time professional staffs and volunteer organizations.

54,000
STUDENTS

29
PRIVATE
SCHOOLS

20 PAROCHIAL

9 INDEPENDENT

81
SCHOOLS

43

ELEMENTARY

14

MIDDLE

15

HIGH

9

SPECIALTY

WINSTON-SALEM FORSYTH COUNTY SCHOOLS

4,000
FULL/PART-TIME
TEACHERS

ALSO INCLUDING
ADMINISTRATORS
COUNSELORS
PSYCHOLOGISTS
SOCIAL WORKERS
GENERAL STAFF

575
FOOD SERVICE
WORKERS

360

BUS
DRIVERS

300

HOUSE
KEEPERS

7,000+
EMPLOYEES

2014-15
Total Budget
for Forsyth County
School System

\$502
Million

60% from State
25% from Forsyth County
15% from Federal/Other

EMPLOYEE TRAINING

SMART SOLUTIONS AT WORK

Businesses of any size can turn to Forsyth Tech for a wide variety of services. Helping the business community grow and prosper is an important part of our mission, and we are eager to work with local businesses to provide training, assessments and advice.

We have helped everyone from Fortune 500 companies like Caterpillar and Hanesbrands to entrepreneurs with an idea and a dream who need guidance, and now we are ready to help you.



Forsyth Tech Training Programs 2013-2014

Staff	1,461
Current Enrollment	12,940
Economic and Workforce Development from Corporate & Continuing Ed	24,342
Campuses	11
Associate Programs	87
Diploma Programs	37
Certificate Programs	70



Learn more
www.forsythtech.edu/services-businesses/

COLLEGE AND UNIVERSITY ENROLLMENT PIEDMONT TRIAD 2015

UNC-Greensboro	18,074
N.C. A&T State University	10,561
Wake Forest University	7,602
Winston-Salem State University	5,339
Elon University	6,305
High Point University	4,199
Guilford College	2,302
Greensboro College	1,012
Salem College	1,187
UNC School of the Arts	912
Bennett College	680
Piedmont International University	384

PIEDMONT TRIAD COLLEGE AND UNIVERSITY TOTAL **58,617**

COMMUNITY COLLEGE ENROLLMENT

Guilford Technical Community College	13,656
Forsyth Technical Community College	12,940
Davidson County Community College	4,073
Randolph Community College	3,024
Surry Community College	3,454
Rockingham Community College	1,854
Alamance Community College	4,161
TOTAL	43,162

FORSYTH COUNTY ENROLLMENT

28,364

THE ARTS

A REPUTATION FOR CREATIVITY

Home to the nation's first Arts Council, the world-renowned North Carolina School of the Arts and the National Black Theatre Festival, Winston-Salem boasts a wealth of artistic and cultural experiences. Local galleries, museums and performance companies offer the region's most impressive exhibits and stimulating programming.

A GROWING COMMUNITY OF ECLECTIC GALLERIES AND CRAFT SHOPS

- Downtown Arts District
- Associated Artists of Winston-Salem
- Arts for Arts Sake
- Piedmont Craftsmen
- Winston-Salem Crafts Guild
- Associated Photographers
- Sawtooth Center of Visual Design
- Winston-Salem Fibre Guild

UNIVERSITY NORTH CAROLINA SCHOOL OF THE ARTS

The North Carolina School of the Arts offers a first look at the artists who will shape the future of film, theater and visual art.



MILTON RHODES CENTER FOR THE ARTS



EVENTS THAT BRING THE ARTS IN DOWNTOWN WINSTON-SALEM TO LIFE

- RiverRun International Film Festival
- Fourth Street Jazz and Blues
- National Black Theater Festival
- Summer On Trade
- DADA Gallery Hops
- Alive After Five

ENGAGING PERFORMANCES FROM EMERGING LOCAL TALENT TO ACCOMPLISHED ARTISTS AROUND THE GLOBE

- Milton Rhodes Center for the Arts
- Piedmont Opera Theatre
- Winston-Salem Symphony
- Moravian Music Foundation
- Winston-Salem Dance Forum
- Piedmont Chamber Singers
- Piedmont Opera Theatre
- Winston-Salem Symphony
- Chorale
- Fiddle & Bow Society
- Delta Arts Center
- Chamber Music Society
- North Carolina Black Repertory Co.
- Children's Theatre
- The Little Theatre, Inc.
- Flonnie Anderson Theatrical Association
- Kernersville Little Theatre
- Bethabara Concert Band
- Brass Society
- Piedmont Blues Preservation Society
- Salem Band
- Winston-Salem Children's Chorus
- Winston-Salem Cinema Society

MUSEUMS THAT ARE HISTORICAL, VISUAL, INTERACTIVE AND SCIENTIFIC

- Graylyn Estate
- Historic Bethabara Park
- Museum of Early Southern Decorative Art
- Museum of Man
- Reynolda House, Museum of American Art
- SciWorks
- Southeastern Center for Contemporary Art (SECCA)
- Old Salem Village



RIVERRUN INTERNATIONAL FILM FESTIVAL
APRIL 15-25 2010 WINSTON SALEM NC WWW.RIVERRUNFILM.COM

FACILITIES & SITES

ROOM TO GROW HERE, HERE, AND HERE. FACILITIES & SITES

A wide selection of available sites and facilities for administrative and manufacturing operations exist in Winston-Salem, Forsyth County.

Downtown Winston-Salem, with its easy access to area highways and residential settings, offers several buildings with excellent corporate visibility. Additional office complexes, built in key hub areas, allow corporate relocation specialists to find space that suits the specific needs of relocating companies.

WAKE FOREST INNOVATION QUARTER



240-Acre
RESEARCH PARK
LOCATED IN DOWNTOWN
WINSTON-SALEM

- Wake Forest Institute for Regenerative Medicine
- Piedmont Triad office of the North Carolina Biotechnology Center
- Future home to Wake Forest School of Medicine
- Wake Forest Biotech Place, a state-of-the-art multipurpose biotechnology research and innovation center developed by the Wexford Group.

To date,
\$483.2 million
public and private
dollars have been
invested in the
Innovation Quarter.

Innovation Quarter offers

- Future retail and entertainment space,
- Class A offices and laboratories,
- A design center,
- A conference center,
- An atrium entertainment center (Wake Forest Biotech Place)
- Bailey Park, a rails-to-trails linear park and lake.

Winston-Salem has a rich history in financial services

Companies desiring Class A office space will find that downtown Winston-Salem offers world-class facilities at a fraction of the cost compared to most major markets across the country.

The cost of land in the Winston-Salem area is generally less than comparable sites in many other cities, and construction costs are significantly below the national average. The area has a number of experienced architectural and construction companies to work with firms wanting to build.



Whitaker Park is a 220- acre manufacturing complex recently donated by Reynolds America to Winston-Salem and Forsyth County. The complex is two miles north of downtown Winston-Salem and directly adjacent to Wake Forest University. The park has quick access to major interstates including I-40, I-85, I-77 and future I-74. It has a Norfolk Southern rail spur onsite. It's also less than 30 minutes from Piedmont Triad International Airport and FedEx's regional hub.

SQ. FT. AVAILABLE

W WHITAKER PARK WEST
1,278,050

E WHITAKER PARK EAST
499,788

T TOXICOLOGY LAB
50,000



About 2 miles to Interstate 40 via Union Cross Road

WINSTON-SALEM BUSINESS SITE

- 99.40 acres available
- Completed North Carolina Department of Commerce's Certified Sites Program.
- Completed Austin Consulting's Food & Beverage Manufacturing Certification Program.
- Phase I ESA, wetlands delineation, threatened and endangered species study, historical and archaeological survey, and geotechnical assessment have been completed.
- Electrical, water/sewage, natural gas, and telecommunication infrastructure located on-site.




wsbi


WINSTON-SALEM BUSINESS INC.

Visit us to learn more. Or, connect with us online to stay up-to-date on the latest business development information about Winston-Salem/Forsyth County.

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 <http://wsbusinessinc.com/blog>

