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.
BUSINESS. LIFE.

On behalf of our entire community, it is my pleasure to welcome you to Winston-Salem, North Carolina.

This brochure is designed to highlight Forsyth County’s multitude of resources available to new businesses, along with the world-class quality of life enjoyed by all of its residents.

Winston-Salem Business Inc. stands ready to assist your business in its expansion or relocation efforts into our unique and diverse community.

Whether you need help identifying real estate opportunities, understanding the local workforce, or determining potential incentive support, our professional team is eager and prepared to assist you.

Sincerely,

Robert E. Leak, Jr.
President, Winston-Salem Business Inc.
FROM AN EARLY MORAVIAN SETTLEMENT TO A CITY OF ARTS AND INNOVATION

Winston-Salem is a diverse, progressive community within a region that is rich in a multitude of resources which help companies succeed. While remaining connected to our roots in Moravian culture, we continue to look ahead by attracting talent and companies that want to take advantage of the unique opportunities our community has to offer.
How is Winston-Salem, Forsyth County well suited for business relocation and expansion?

You will see that Winston-Salem offers a diverse demographic makeup, strong labor force, competitive tax rates and an excellent supply of office and manufacturing sites. Companies draw from a regional labor force of over 800,000 and the local workforce is supported by focused training at Forsyth Technical Community College and a wealth of higher-education options at area colleges and universities.

How does Winston-Salem, Forsyth County achieve so much success in the highly competitive field of biotechnology and life sciences?

Winston-Salem, Forsyth County has a unique combination of affordability, accessibility and a collaborative relationship between business, medical research, and community. While many communities claim to be ideal for biotechnology and life science, Winston-Salem proves it with a track record, ample resources, infrastructure and available facilities. With a renowned medical school (Wake Forest University), a developing urban research park (Wake Forest Innovation Quarter), a regional office for the North Carolina Biotechnology Center and a critical mass of life science companies already here, we can state confidently that Winston-Salem is where healthcare and life science thrives.

Aside from being a great place for businesses to grow, what else does Winston-Salem, Forsyth County have to offer?

Whether you enjoy outdoor activities, an exciting nightlife, art and music or the simple pleasures of a family-oriented community, Winston-Salem offers residents a variety of opportunities to learn, play and grow. Winston-Salem adds a dash of cosmopolitan flavor to the region’s cultural life, boasting the first urban arts council in the nation that historically ranks number one in the U.S. in per capita contributions to the arts. North Carolina's City of The Arts offers a wide range of museums, shows and performances.
Winston-Salem/Forsyth County is located in the Piedmont Triad region of north central North Carolina. North Carolina is the ninth most populous state in the nation, with an estimated 2015 population of 10,042,802. The state is part of the South Atlantic Region, which the Census Bureau estimated having a population of over 63 million in the year 2015. This region is one of the fastest-growing parts of the U.S.

PERCENTAGE OF WORKERS, BY TRAVEL TIME

<table>
<thead>
<tr>
<th>Travel Time to Work</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;10 Minutes</td>
<td>12.3%</td>
</tr>
<tr>
<td>10–14 Minutes</td>
<td>18.5%</td>
</tr>
<tr>
<td>15–19 Minutes</td>
<td>22.3%</td>
</tr>
<tr>
<td>20–24 Minutes</td>
<td>18.2%</td>
</tr>
<tr>
<td>25–29 Minutes</td>
<td>7.5%</td>
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<tr>
<td>30–34 Minutes</td>
<td>10.4%</td>
</tr>
<tr>
<td>35–44 Minutes</td>
<td>3.9%</td>
</tr>
<tr>
<td>45–59 Minutes</td>
<td>3.4%</td>
</tr>
<tr>
<td>60+ Minutes</td>
<td>3.5%</td>
</tr>
</tbody>
</table>

Average Travel Time to Work: 20.8 minutes

Source: US Census Bureau, American Community Survey 5-year average from 2010–2014
Forsyth County and the Piedmont Triad enjoy a mild, four-season climate. As a result, fall foliage is often quite spectacular. Winter precipitation is generally less than nine inches and of very short duration. All of these factors result in a very comfortable mean annual temperature of 58° F.
WINSTON-SALEM

Population: 241,527

Winston-Salem has emerged as an outstanding business location in part because of the success the region has had at leveraging its innovative culture, skilled manufacturing base and strong foundation in a number of key industries. Creativity and collaboration have always been part of the culture of Winston-Salem. The unique collaborative spirit that exists here among business, community and education leaders creates a climate that helps make innovation not just possible, but probable. You can see it in the thriving arts community and in the breakthroughs that occur across different industries in the area.

TRANSPORTATION

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.

Aviation

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.

Top 10 areas to visit in downtown Winston-Salem

1. Innovation Quarter (see pgs. 14, 15)
2. Downtown Arts District (see pgs. 16, 20)
3. Stevens Center of the UNC School of the Arts (see pg. 21)
4. 4th Street Restaurants, Coffee Shops and Eateries (see pg. 16)
5. BB&T Ballpark (see pg. 24)
6. Milton Rhodes Center for the Arts and the Hanes Brands Theatre (see pg. 21)
7. a/pererture Cinema (see pg. 21)
8. Bailey Park (see pgs. 15, 24)
9. Children’s Museum (see pg. 19)
10. The Benton Convention Center (see pg. 22)

FedEx

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.

Top 10 areas to visit in downtown Winston-Salem

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9. Children’s Museum (see pg. 19)
10. The Benton Convention Center (see pg. 22)
Interstate System
North Carolina has the largest state-maintained highway system in the country, giving Forsyth County excellent access to interstates 40, 85, 81, 95, 77 and 73/74, as well as several major U.S. highways.

Port Access
An international port facility, located next the Piedmont Triad International Airport, allows companies to clear customs in the Triad region for inbound and outbound shipments moving through Wilmington and Morehead City ports.

Bus Transportation
The Winston-Salem Transit Authority (WSTA) provides 27 weekly routes and makes over 2 million passenger trips in Winston-Salem.
Kernersville
Population: 24,077
Key Facts: Centrally located in the Piedmont Triad, this small town is home to Körners Folly, a unique 22-room house museum and the Paul J. Ciener Botanical Garden. The city also hosts the annual Spring Folly, which attracts people from all over the Piedmont.

Clemmons
Population: 19,225
Key Facts: Located just southwest of Winston-Salem, Clemmons is home to Tanglewood Park. The park has championship golf courses, bike and horse trails, an Aquatic center and the Festival of Lights.

Lewisville
Population: 13,387
Key Facts: The town’s Shallowford Square is the center of activity in this fast-growing community. Westbend Vineyards is one of 40 nearby wineries in the Piedmont Triad Region where you can enjoy a tour and sample some of their great wine.

Walkertown
Population: 4,889

Rural Hall
Population: 3,077

Tobaccoville
Population: 2,545

Bethania
Population: 339
At the heart of Winston-Salem’s strong economic base is the Winston-Salem Forsyth County School System. It is the fourth-largest system in North Carolina. Students study subjects like art, music, physical education, languages, math, science, life skills, technology and computers.

In 2014, the Hanes Magnet School received the Dr. Ronald P. Simpson Distinguished Merit Award. An award that’s given to the top magnet school in the nation from Magnet Schools of America.

Learn more wsfc.k12.nc.us
EMPLOYEE TRAINING

Forsyth Tech Training
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.

COLLEGES AND UNIVERSITIES

Winston-Salem is home to several private and public colleges and universities—all recognized nationally for breaking new ground and/or setting high standards for excellence. All of these institutions take an active, collaborative role in the economic development of the area.

There are six main colleges and universities located in Winston-Salem and a total of 14 institutions of higher learning in the Triad.

College and University Enrollment
Piedmont Triad Region 2015

<table>
<thead>
<tr>
<th>Institution</th>
<th>Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNC-Greensboro</td>
<td>18,074</td>
</tr>
<tr>
<td>N.C. A&amp;T State University</td>
<td>10,561</td>
</tr>
<tr>
<td>Wake Forest University</td>
<td>7,602</td>
</tr>
<tr>
<td>Winston-Salem State University</td>
<td>5,339</td>
</tr>
<tr>
<td>Elon University</td>
<td>6,305</td>
</tr>
<tr>
<td>High Point University</td>
<td>4,199</td>
</tr>
<tr>
<td>Guilford College</td>
<td>2,302</td>
</tr>
<tr>
<td>Greensboro College</td>
<td>1,012</td>
</tr>
<tr>
<td>Salem College</td>
<td>1,187</td>
</tr>
<tr>
<td>UNC School of the Arts</td>
<td>912</td>
</tr>
<tr>
<td>Bennett College</td>
<td>680</td>
</tr>
<tr>
<td>Piedmont International University</td>
<td>384</td>
</tr>
<tr>
<td>TOTAL</td>
<td>58,617</td>
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Community College Enrollment

<table>
<thead>
<tr>
<th>Institution</th>
<th>Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guilford Technical Community College</td>
<td>13,656</td>
</tr>
<tr>
<td>Forsyth Technical Community College</td>
<td>12,940</td>
</tr>
<tr>
<td>Davidson County Community College</td>
<td>4,073</td>
</tr>
<tr>
<td>Randolph Community College</td>
<td>3,024</td>
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<tr>
<td>Surry Community College</td>
<td>3,454</td>
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<tr>
<td>Rockingham Community College</td>
<td>1,854</td>
</tr>
<tr>
<td>Alamance Community College</td>
<td>4,161</td>
</tr>
<tr>
<td>TOTAL</td>
<td>43,162</td>
</tr>
</tbody>
</table>
Wake Forest University

Wake Forest University is consistently rated one of the top universities in the country. Undergraduate degrees offered include a Bachelor of Arts and Bachelor of Science in 37 different disciplines. Over 400 full-time faculty teach at Wake Forest with an undergraduate student ratio of 10:1. WFU boasts a world-class medical school, school of law, school of business and MBA programs. The university represents a significant economic driver in the area as a major player in the development of Wake Forest Innovation Quarter, a mixed-use urban-based hub for research, business and education in biomedical science, information technology, clinical services and advanced manufacturing.

Learn more www.wfu.edu

UNC School of the Arts

UNC School of the Arts is the only state-assisted, residential arts school of its kind in the country, preparing students for professional careers in the arts.

Learn more www.uncsa.edu

Forsyth Tech Training Programs 2013–2014

Forsyth Technical Community College has developed a national reputation and has been recognized and visited by two U.S. presidents for innovative training programs in biotechnology and advanced manufacturing. It is the only community college in the Southeast offering a degree in Nanotechnology.

Learn more www.forsythtech.edu

Winston-Salem State University

WSSU has been recognized by the U.S. News & World Report as one of the Best Colleges in the South. It was the first African-American college to offer elementary education degrees in 1925. Today, WSSU offers more than 40 undergraduate and 10 graduate-level programs that prepare students to lead and serve in their communities.

Learn more www.wssu.edu

Salem Academy and College

An independent college for women. Founded in 1772, it is the oldest women’s college in the country. The college offers an individualized liberal arts education and state-of-the-art facilities for the sciences, athletics and performing arts.

Learn more www.salem.edu
WELCOME TO THE CITY OF
INNOVATION
WINSTON-SALEM, FORSYTH COUNTY

See your business thrive! In Winston-Salem, we’ve developed a robust infrastructure to support business growth well into the future.
MAJOR EMPLOYERS

<table>
<thead>
<tr>
<th>COMPANY</th>
<th>EMPLOYEES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wake Forest University</td>
<td>12,873</td>
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<tr>
<td>Baptist Medical Center</td>
<td></td>
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<tr>
<td>Novant Health</td>
<td>8,145</td>
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<tr>
<td>Winston-Salem/Forsyth County</td>
<td>6,692</td>
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<tr>
<td>Schools</td>
<td></td>
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<tr>
<td>City &amp; County Governments</td>
<td>4,689</td>
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<tr>
<td>Reynolds American</td>
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<tr>
<td>Wells Fargo Bank</td>
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<tr>
<td>Hanesbrands, Inc</td>
<td>2,251</td>
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<tr>
<td>BB&amp;T Corporation</td>
<td>2,200</td>
</tr>
<tr>
<td>Wake Forest University</td>
<td>1,680</td>
</tr>
<tr>
<td>Lowe’s Foods</td>
<td>1,500</td>
</tr>
<tr>
<td>Forsyth Technical Community College</td>
<td>1,298</td>
</tr>
<tr>
<td>Winston-Salem State University</td>
<td>1,200</td>
</tr>
<tr>
<td>B E Aerospace, Inc.</td>
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</tr>
<tr>
<td>Deere-Hitachi</td>
<td>1,059</td>
</tr>
<tr>
<td>YMCA of Northwest NC</td>
<td>1,056</td>
</tr>
<tr>
<td>Pepsi-Cola</td>
<td>1,050</td>
</tr>
<tr>
<td>Inmar</td>
<td>900</td>
</tr>
<tr>
<td>American Airlines</td>
<td>900</td>
</tr>
<tr>
<td>Flow Automotive Companies</td>
<td>875</td>
</tr>
<tr>
<td>Hayward Industries</td>
<td>800</td>
</tr>
<tr>
<td>GMAC</td>
<td>700</td>
</tr>
<tr>
<td>Aon Consulting</td>
<td>650</td>
</tr>
<tr>
<td>Republic Mortgage Insurance</td>
<td>600</td>
</tr>
<tr>
<td>Company</td>
<td></td>
</tr>
<tr>
<td>Westrock</td>
<td>600</td>
</tr>
<tr>
<td>Salem Leasing Corporation</td>
<td>600</td>
</tr>
<tr>
<td>Womble Carlyle Sandridge &amp; Rice</td>
<td>573</td>
</tr>
<tr>
<td>Krispy Kreme Doughnuts</td>
<td>554</td>
</tr>
<tr>
<td>Cook Medical</td>
<td>550</td>
</tr>
<tr>
<td>Herbalife</td>
<td>500</td>
</tr>
<tr>
<td>Caterpillar, Inc.</td>
<td>384</td>
</tr>
</tbody>
</table>

2016 TAX INFORMATION

- 4% Corporate Income Tax
- 5.75% Individual Income Tax
- 6.75% Sales Tax
- $1.29 City/County Combined Property Tax Rate

TOP 10 EMPLOYMENT SECTORS IN FORSYTH COUNTY

1. Education and Health Services
2. Trade, Transportation and Utilities
3. Leisure and Hospitality
4. Professional and Business Services
5. Manufacturing
6. Financial Services
7. Public Administration
8. Construction
9. Real Estate
10. Information and Other Service

Cost of Living Index, First Quarter 2015

Cost of Living Comparison 2015

Source: C2ER Cost of Living Index, 3rd Quarter 2014–2015 Average
HEALTHCARE

Wake Forest Baptist Medical Center
As Forsyth County’s largest employer, Wake Forest Baptist Medical Center provides the community with many benefits, including education, research, community outreach and charity.

U.S. News & World Report ranks Wake Forest Baptist the #1 Hospital in the Piedmont Triad for 2015–16. It ranks in the Nation’s Top 50 in seven categories: Cancer, Nephrology, Urology, Ear, Nose and Throat, Gastroenterology, Pulmonology and Neurology.

Also for the third straight year, Brenner Children’s Hospital ranks among the Nation’s best as a Top 50 hospital for orthopedics.

Novant Health
Novant Health is an integrated system of physicians, hospitals and care centers that offer quality and accessibility to patients in Forsyth County. Novant Health is committed to delivering exceptional healthcare and wellness programs to patients and communities.

Novant Health gives patients an easy way to view their health records. My Chart, a secure online health management system, provides patients with current medical information.

INNOVATION QUARTER

“At the end of the day, it’s all about the people...and the activity here...the city is a hidden gem...you can’t argue with the facts.”

Anthony Atala, MD
Director of the Wake Forest Institute for Regenerative Medicine, W. Boyce Professor and Chair of Urology at Wake Forest University

Innovation Quarter is a 240-acre Research Park that has developed into a mix-use site with a focus on collaboration and innovation that’s among some of the best and brightest in our community.

There are more than 60 companies and four leading academic institutions to go along with 3,100 workers and 5,000 students.

Learn more [www.innovationquarter.com](http://www.innovationquarter.com)
RESEARCH CENTERS AND LABORATORIES

Wake Forest Biotech Place
Biotech Place is one of the best research facilities in Innovation Quarter. It was developed with the help of Wexford Technology, a Biomed Realty company. The $100 million research space includes research departments from Wake Forest School of Medicine and several private companies.

Wake Forest School of Medicine
Wake Forest School of Medicine is one of the best medical schools in the United States. As leaders in clinical research and education along with high standards in patient care, the school plays an integral role in the quality of healthcare in Winston-Salem, Forsyth County.

North Carolina Biotech Center
The North Carolina Biotech Center plays a key role in connecting biotech, life science companies and educators to resources and funds needed to accomplish their goals. The Winston-Salem office is part of a statewide network with headquarters in the Research Triangle Park.

Innovation Quarter Features:
- Wake Forest Institute for Regenerative Medicine
- Piedmont Triad office of the North Carolina Biotechnology Center
- 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
- Forsyth Tech has the largest biotech program of any community college in the state. Their Wells Fargo Nanotechnology Program is the only two-year program offered in the Southeast.
- Inmar Headquarters, a technology company that uses data from secure transactions across online and offline networks for their partners
- WSSU Biomedical Research Infrastructure Center focuses on biomedical/behavioral research programs.
- Wet Lab LaunchPad™, affordable laboratories with collaborative work spaces
- Bailey Park, a rails-to-trails linear park and lake
Winston-Salem has a variety of restaurants, coffee shops, diners, bars, eateries and food trucks that are sure to please your palate. And once your appetite is satisfied, you can explore the many shopping opportunities.

**Downtown Arts District**
Hop from gallery to gallery and listen to live jazz music at Sweet Potatoes Restaurant. From West Sixth Street to North Trade, the area is filled with studios, galleries, shops, music venues and restaurants. Learn more [www.DADAws.org](http://www.DADAws.org)

**Reynolda Village Shops**
Reynolda Village is a group of buildings that were once part of the R.J. Reynolds family. They included dairy barns, a cattle shed, school, post office, smokehouse, blacksmith shop, and carriage house. There are wide variety shops boutiques, galleries, places to eat and even doggie treats. Learn more [www.reynoldavillage.com](http://www.reynoldavillage.com)

**Hanes Mall**
A family-friendly, covered mall that features over 200 stores, a food court and restaurants. While parents will enjoy shopping, kids will have fun climbing, bouncing and sliding in the Toy Box play area. The new playground features Fischer-Price® toys and characters like Thomas & Friends. Learn more [www.shophanesmall.com](http://www.shophanesmall.com)

**Thruway Center**
Winston-Salem’s first shopping center was built in the 1950s and named Thruway because of it’s proximity to the Highway. Today, the shopping center has over 45 Merchants and restaurants. In 2015, Thruway Center was the Winston-Salem Journal’s Readers Choice for best shopping center. Learn more [www.thruwaycenter.com](http://www.thruwaycenter.com)

**Bethania Mill and Village Shops**
The restored rustic village shops are located in historic Bethania and feature the Muddy Creek Cafe and Music Hall. Enjoy their renowned pimento cheese sandwich while enjoying some live folk, blues or mountain music. Learn more [www.BethaniaMillandVillageShoppes.com](http://www.BethaniaMillandVillageShoppes.com)

**West End and Fourth Street**
There are a host of eateries, shops, antique stores and nightlife in the area surrounding Fourth Street, Brookstown Ave and West End Blvd. These locally owned establishments are the heart and soul of dining and shopping in Winston-Salem.
REAL ESTATE

There are plenty of choices for commercial real estate in Winston-Salem, Forsyth County. While available sites boast state of the art connectivity and value, the area continues to attract major players in transportation and logistics industries, providing convenient access to major markets throughout the U.S. and internationally. Residential real estate has also fared well in the past few years compared with many other markets.

PHILANTHROPY

The Winston-Salem Foundation®
For 96 years the Winston-Salem Foundation® has invested in the local community, offering their expertise to assist organizations and individuals with their charitable giving. Learn more www.wsfoundation.org

Neighbors for Better Neighborhoods (NBN)
Started in 1991 by The Winston-Salem Foundation, NBN helps empower people and communities in Forsyth County to develop safe, strong neighborhoods. Learn more www.nbncommunity.org

Goodwill®
The revenue that comes from donated items sold in Goodwill® Stores is used to help people with education and employment. Learn more www.goodwill.org

Habitat for Humanity (Restore)
Mission Statement: “Habitat for Humanity of Forsyth County, rooted in Christian principles, brings together community partners and volunteers from all faiths to help qualified Partner Families construct, renovate and purchase well-built, affordable homes and become successful homeowners.” Learn more www.habitatforsyth.org

PUBLIC SECTOR

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.

PLACES OF WORSHIP

Winston-Salem and Forsyth County has over 250 churches of varying denominations and size. Learn more www.winstonsalemchurches.org
Welcome to the City of the Arts
Winston-Salem, Forsyth County

Winston-Salem is considered North Carolina’s City of the Arts. 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 cultural offerings.
LIVING MUSEUMS

Old Salem Museum and Gardens
Historic Old Salem preserves the past in a living museum. Music and craftsmanship was an important aspect of the Moravian tradition. While those traditions set the stage for the vibrant and diverse art scene today, that history is alive and well in historic Old Salem, an active living museum village located a short walk from downtown.
Learn more www.oldsalem.org

The Museum of Early Southern Decorative Arts (MESDA) is also located in Old Salem. The museum is well-known for exhibiting decorative arts and materials used by people living in the American South.
Learn more www.mesda.org

Bethabara Park
Bethabara Park is the site of the first Moravian settlement in North Carolina founded in 1753. The historic area features archaeological ruins, walking trails, gardens, exhibits, visitors center and a restored 1788 church.
Learn more bethabarapark.org

Reynolda House
The Reynolda House is an impressive and varied collection of American art in the gracious historic estate of Tobacco Magnate R.J. Reynolds.
Learn more www.reynoldahouse.org

Körners Folly
A unique 22-room house museum in Kernersville that was built by Jule Gilmer Körner in 1880. Körner’s Folly features artwork, hand-carved furnishings, a puppet theater and community events.
Learn more www.kornersfolly.org

MUSEUMS

SciWorks
SciWorks thrills children of all ages with interactive, hands-on exhibits, a planetarium and a 15-acre environmental park.
Learn more www.sciworks.org

Children’s Museum
Hands-on exhibits that nurture children’s imaginations and creativity. The Peppercorn Theater has live performances by emerging artist that both entertain and educate children of all ages.
Learn more www.childrensmuseumofws.org

New Winston Museum
Explore the diverse history and stories about the creation of Winston-Salem, Forsyth County. The museum holds free events that feature local historians, artists and more.
Learn more www.newwinston.org

Winston Cup Museum
The museum celebrates the 33 years that R.J. Reynolds Tobacco Company was the title sponsor of NASCAR. The Winston Cup Series began in 1971. Exhibits include the cars, drivers, owners and crews from a time period that helped established the NASCAR of today.
Learn more www.winstoncupmuseum.com

PHOTO: COURTESY OF SCIWORKS
ART GALLERIES AND CRAFT SHOPS

Downtown Arts District
The Downtown Arts District at Sixth and Trade Streets is a growing community of eclectic galleries and craft shops. The downtown area bustles with energy until late in the evening during the Gallery Hops, which take place on the first Friday of each month. There are also weekly outdoor concert events from May to October like Fourth Street Jazz and Blues and the Downtown Summer Music Series.

SECCA
The Southeastern Center for Contemporary Art features collections from local and national artists. The dynamic museum engages the community in a forum of creative ideas, art, technology, business and more. Learn more www.secca.org

Diggs Gallery at WSSU
Named in honor of James Thackery Diggs, the gallery is a cultural center at Winston-Salem State University. The gallery features one of the largest displays of African-American art. Learn more www.wssu.edu/diggs

Scales Fine Art Center and The Charlotte and Philip Hanes Art Gallery
These Wake Forest University sites feature theater, dance, music and art. The on-campus galleries, museums and venues provide artistic opportunities for students, faculty and the community. Learn more www.arts.wfu.edu/venues/scales-fine-arts-center/

ART SCHOOLS

UNC School of The Arts
UNC School of the Arts is the only state-assisted, residential arts school of its kind in the country, preparing students for professional careers in the arts. Learn more www.uncsa.edu

Sawtooth School for Visual Art
The nonprofit community art school partners with the Arts Council of Winston-Salem and Forsyth County. The school offers a variety of classes taught by professional artists and craftsmen. The site also features the Eleanor and Egbert Davis Gallery that showcases work by students and faculty. Learn more www.sawtooth.org

Arts-Based School
The K–8 charter school focuses on arts-based learning along with a strong core curriculum. Learn more www.artsbasedschool.com
THEATERS

Milton Rhodes Center for the Arts
The Center is owned and operated by the Arts Council and has event/conference spaces, art galleries and coffee shop. Also on site is The Sawtooth School for Visual Art. Adjacent to the center is the Hansbrands Theatre. The state-of-the-art theatre is the perfect venue for dance, film, music and private or corporate events.
Learn more www.rhodesartscenter.org

a/perture cinema
A local art house cinema that features independent, local, foreign, documentary and private screenings. The cinema has two 80-seat theaters, and one 45-seat screening room.
Learn more www.aperturecinema.com

Twin City Stage
For over 80 years, the theatre has been a part of the Winston-Salem community. The family-friendly theatre host a variety of main stage and youth productions along with youth acting classes.
Learn more www.twincitystage.org

Stevens Center
In 1929, the theatre played silent movies. It was transformed into a neoclassical theatre and reopened in 1983 as part of the UNC School of the Arts. It is also home to:

• The Winston-Salem Symphony started in 1946 and today the nationally recognized symphony employs 75 professional musicians and a 96-voice volunteer chorale. An education program consisting of youth orchestra and in-school ensembles provide opportunities for over 28,000 students a year.

• The Piedmont Opera is a regional opera company that was started in 1978 with support from the National Endowment for the Arts. It is now the second-largest opera company in North Carolina and has two main productions a year that attract people from all over the Piedmont and Virginia.
Learn more www.uncsa.edu/performances/stevens-center
www.wssymphony.org
www.piedmontopera.org
EVENTS AND ATTRACTIONS

Winston-Salem has a diverse mix of annual events and ongoing attractions. There are plenty of opportunities for music, food, entertainment and fun from local and traveling establishments. Here are some popular events in Forsyth County:

- Bethabara Highland Games
  Learn more [www.bethabarapark.org](http://www.bethabarapark.org)

- Benton Convention Center
  Learn more [www.twincityquarter.com](http://www.twincityquarter.com)

- Burke Street Food Truck Festival
  Learn more [www.facebook.com/BurkeStreetFest/](http://www.facebook.com/BurkeStreetFest/)

- DADA First Friday Gallery Hops
  Sixth and Trade and Liberty (Downtown Arts District)

- Dixie Classic Fair
  Learn more [www.dcfair.com](http://www.dcfair.com)

- Downtown Summer Music Series
  Learn more [www.downtownws.com/music/](http://www.downtownws.com/music/)

- Harvest Day Old Salem
  Learn more [www.oldsalem.org](http://www.oldsalem.org)

- National Black Theater Festival
  Learn more [www.nbtf.org](http://www.nbtf.org)
In 2002, the RiverRun International Film Festival chose to relocate to the facilities offered in Winston-Salem by the North Carolina School of the Arts. By 2004, there were over 100 movies shown throughout Winston-Salem with nearly one quarter of the entries from international film makers. The festival includes huge parties as well as forums and panels with experienced filmmakers.

Learn more www.riverrunfilm.com
SPORTING VENUES

Winston-Salem has a diverse mix of amateur and professional sporting events. The downtown BB&T Ballpark hosts minor league baseball. While Wake Forest has impressive facilities for professional and collegiate tennis, basketball, baseball, football, soccer, golf and more. Winston-Salem is also home to the JDL Fast Track, which is one of only two 200-meter indoor tracks in North Carolina, and a three-level, 42,000-square-foot National Cycling Center, set to open in downtown Winston-Salem.

BB&T Ballpark
Learn more winstonsalem.dash.milb.com

Wake Forest Tennis Center
Learn more www.wakeforestsports.com/facilities/tennis-complex

Winston-Salem Open
Learn more www.winstonsalemopen.com

RECREATION

There are over 5,000 acres of park land located in Forsyth County. Eight state parks within a one-hour drive offer outdoor activities such as climbing/rappelling, hiking, fishing, biking, horseback riding 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.

Tanglewood Park
Offers golf, tennis, swimming, hiking, running, horseback riding, gardens and more.
Learn more www.forsyth.cc/parks/tanglewood/

Salem Lake
A 365-acre lake with a 7-mile trail surrounding the lake.
Learn more www.cityofws.org/departments/recreation-parks/salem-lake

Bailey Park
1.6-acre green space located in Innovation Quarter
Learn more www.innovationquarter.com/community/bailey-park/

Bowman Gray Stadium
Learn more www.bowmangrayracing.com

Winston-Salem Entertainment Sports Complex (LJVM)
Learn more www.ljvm.com

USA Cycling’s National Cycling Center
Learn more usncc.org

JDL Fast Track
Learn more www.jdlfasttrack.com
LEARN MORE ABOUT WINSTON-SALEM, FORSYTH COUNTY

Winston-Salem Business Inc.
www.wsbusinessinc.com

Greater WS Chamber of Commerce
www.winstonsalem.com

Downtown WS Partnership
www.downtownws.com

City of Winston-Salem
www.cityofws.org

Visit Winston-Salem
www.visitwinstonsalem.com

Economic Development Partnership of North Carolina
www.edpnc.com
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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