WINSTON-SALEM, FORSYTH COUNTY

LIVING IN THE CITY OF ARTS & INNOVATION

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 153 companies, representing more than $1.7 billion in tax base and 17,258 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.

OUR TEAM IS:

Bob Leak, Jr., CEcD, President
Tyler Chaffee Vice President
Kathleen Hess Director of Client Services

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 most cost-effective data centers in the United States by the Boyd Company.

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.

Sincerely,
Robert E. Leak, Jr.
President, Winston-Salem Business Inc.

TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Category</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>History</td>
<td>2–3</td>
</tr>
<tr>
<td>Location</td>
<td>4–5</td>
</tr>
<tr>
<td>Winston-Salem</td>
<td>6–7</td>
</tr>
<tr>
<td>Area Communities</td>
<td>8–9</td>
</tr>
<tr>
<td>Education</td>
<td>10</td>
</tr>
<tr>
<td>Training</td>
<td>11</td>
</tr>
<tr>
<td>Higher Education</td>
<td>12-13</td>
</tr>
<tr>
<td>Healthcare</td>
<td>14</td>
</tr>
<tr>
<td>Innovation Quarter</td>
<td>15</td>
</tr>
<tr>
<td>Philanthropy, Public Sector, Real Estate, Places of Worship</td>
<td>16</td>
</tr>
<tr>
<td>Shopping/Dining</td>
<td>17</td>
</tr>
<tr>
<td>Museums</td>
<td>18</td>
</tr>
<tr>
<td>The Arts</td>
<td>19-20</td>
</tr>
<tr>
<td>Theatres/Venues</td>
<td>21-22</td>
</tr>
<tr>
<td>Events &amp; Attractions</td>
<td>23</td>
</tr>
<tr>
<td>Recreation</td>
<td>24</td>
</tr>
</tbody>
</table>

Photography provided by Downtown Winston-Salem Partnership, Wake Forest Innovation Quarter, Visit Winston-Salem, and WSBI.

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.

**1753** Moravian Church in Bethabara

**1772** Salem College and Academy Founded
- The oldest women’s college in the U.S.

**1792** Slater Industrial Academy
- Dr. Simon Green Atkins creates a school to better educate African Americans in such disciplines as carpentry, blacksmithing, cooking, sewing and teaching.

**1819** Wake Forest College Moves Campus to Winston-Salem
- In 1967, Wake Forest College became Wake Forest University.

**1849** Forsyth County Founded

**1879** Wachovia National Bank
- William Lemly opens bank with the name Wachovia taken from the latin form of Wachau, that relates to land settled by the Moravians in Bethabara.

**1892** Dr. Simon Green Atkins creates Slater Industrial Academy
- The nation’s first state-supported school dedicated to the arts.

**1895** R.J. Reynolds Building
- The tobacco company headquarters also served as a model for the larger Empire State Building in New York.

**1899** W.E. B. Du Bois
- The W.E. B. Du Bois School of Business Administration

**1902** P.H. Hanes Knitting Company
- Pleasant Hanes sells his plug tobacco business and opens the South’s first knitting factory for underwear with his sons.

**1903** Manhattan Municipal Airport
- Built before the arrival of Charles Lindbergh.

**1905** Wachovia National Bank
- The oldest women’s college in the U.S.

**1906** Minor League Baseball Team is now known as the Winston-Salem Dash.

**1913** Winston-Salem Formed
- The Twin Cities of Winston and Salem became a single municipality.

**1919** Mills Building
- The first skyscraper in Winston-Salem

**1923** Miller Municipal Airport
- It would later be named Smith Reynolds Airport.

**1927** Miller Municipal Airport
- Built before the arrival of Charles Lindbergh.

**1937** Krispy Kreme Established

**1949** Winston-Salem Arts Council Formed

**1951** R.J. Reynolds Building
- Today, the building is home to luxury apartments and anchored by the Kimpton Cardinal Hotel. The hotel features Art Deco and modern touches that capture the feel of the original tobacco headquarters.

**1956** Minor League Baseball Team is now known as the Winston-Salem Dash.

**1963** NC School of the Arts
- The nation’s first state-supported school dedicated to the arts.

**1969** Winston-Salem State
- Dr. Simon Green Atkins Slater Industrial Academy becomes a university.

**1971** Wake Forest Innovation Quarter
- A 240-acre Research Park that has developed into a mixed-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 3,700 workers and 5,000 students.

**1985** Wake Forest University
- Today, there are more than 40 majors and 60 minors to choose from with about 40 undergraduate and graduate departments with high tech labs and liberal arts classrooms on campus and downtown.

**1994** Piedmont Triad Research Park
- A department of Wake Forest School of Medicine moves into a former R.J. Reynolds warehouse. The area has grown into a mix-use area for technology and innovation and is now called Wake Forest Innovation Quarter.

**First Quarter of the 21st Century**
- Winston-Salem Arts Council Formed
NORTH CAROLINA

The Piedmont Triad region of central North Carolina is one of the fastest-growing regions in the country, with an estimated 2015 population of over 6.3 million. This region is part of the South Atlantic Region, which the Census Bureau estimated having a population of over 63 million in the year 2015. North Carolina is the ninth most populous state in the nation, with an estimated 2015 population of 10,042,802.

**Winchester-Forsyth County is part of an 11-county area with more than 1.6 million residence**

Winchester/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.

**Travel Time to Work in Forsyth County 2014**

<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>
</tr>
<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>3.4%</td>
</tr>
<tr>
<td>30+ Minutes</td>
<td>3.2%</td>
</tr>
</tbody>
</table>

Average travel time to work (minutes) 20.8

**Percentage of Workers, by Travel Time**

Average Travel Time to Work 20.8 MINUTES

**LOCATION**

**Commuters**

80,013 Live and work in Forsyth County

59,017 Travel from Forsyth County for work

87,002 Travel to Forsyth County for work

Workers Earnings Per Month

<table>
<thead>
<tr>
<th>Workers Earnings Per Month</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;$1,250</td>
<td>23%</td>
</tr>
<tr>
<td>$1,251-$3,333</td>
<td>37%</td>
</tr>
<tr>
<td>&gt;3,333</td>
<td>40%</td>
</tr>
</tbody>
</table>

Workers Earnings Per Month

<table>
<thead>
<tr>
<th>Workers Earnings Per Month</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;$1,250</td>
<td>22%</td>
</tr>
<tr>
<td>$1,251-$3,333</td>
<td>39%</td>
</tr>
<tr>
<td>&gt;3,333</td>
<td>39%</td>
</tr>
</tbody>
</table>

Source: US Census Bureau, American Community Survey 5-year average from 2010-2014

**Four Distinct Seasons**

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.
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.
SURROUNDING COMMUNITIES HELP WINSTON-SALEM, FORSYTH COUNTY THRIVE

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
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.

Forsyth Tech Training Programs 2016–2017
Staff
1,461
Current Enrollment
12,940
Economic and Workforce Development from Corporate and Continuing Ed
24,342
Campuses
11
Associate Programs
87
Diploma Programs
37
Certificate Programs
70

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

Forsyth Tech
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
## Regional College and University Enrollment and Degrees

<table>
<thead>
<tr>
<th>College/University</th>
<th>Full-Time Enrollment</th>
<th>Degrees Conferred</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wake Forest University</td>
<td>8,302</td>
<td>1,974</td>
</tr>
<tr>
<td>Winston-Salem State University</td>
<td>6,297</td>
<td>1,530</td>
</tr>
<tr>
<td>UNC School of the Arts</td>
<td>972</td>
<td>202</td>
</tr>
<tr>
<td>Salem College</td>
<td>1,236</td>
<td>236</td>
</tr>
<tr>
<td>UNC-Greensboro</td>
<td>22,020</td>
<td>3,610</td>
</tr>
<tr>
<td>North Carolina A &amp; T State University</td>
<td>12,120</td>
<td>1,721</td>
</tr>
<tr>
<td>Elon University</td>
<td>6,832</td>
<td>1,432</td>
</tr>
<tr>
<td>High Point University</td>
<td>4,625</td>
<td>943</td>
</tr>
<tr>
<td>Guilford College</td>
<td>2,468</td>
<td>482</td>
</tr>
<tr>
<td>Greensboro College</td>
<td>1,045</td>
<td>169</td>
</tr>
<tr>
<td>Bennett College</td>
<td>736</td>
<td>74</td>
</tr>
<tr>
<td>John Wesley University</td>
<td>225</td>
<td>45</td>
</tr>
<tr>
<td>Alamance Community College</td>
<td>6,466</td>
<td>791</td>
</tr>
<tr>
<td>Davidson County Community College</td>
<td>5,522</td>
<td>1,820</td>
</tr>
<tr>
<td>Forsyth Technical Community College</td>
<td>13,036</td>
<td>1,556</td>
</tr>
<tr>
<td>Guilford Technical Community College</td>
<td>17,519</td>
<td>2,444</td>
</tr>
<tr>
<td>Randolph Community College</td>
<td>3,633</td>
<td>638</td>
</tr>
<tr>
<td>Rockingham Community College</td>
<td>2,537</td>
<td>355</td>
</tr>
<tr>
<td>Surry Community College</td>
<td>4,387</td>
<td>711</td>
</tr>
<tr>
<td>ITT Technical Institute-High Point</td>
<td>290</td>
<td>112</td>
</tr>
<tr>
<td>Virginia College-Greensboro</td>
<td>928</td>
<td>237</td>
</tr>
<tr>
<td>South University-High Point</td>
<td>678</td>
<td>63</td>
</tr>
<tr>
<td>TOTALS</td>
<td>121,874</td>
<td>21,145</td>
</tr>
</tbody>
</table>

Source: National Center for Education Statistics

### 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. Learn more [www.wfu.edu](http://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](http://www.uncsa.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](http://www.salem.edu)
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 hospitals 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.

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
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.

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.

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 music at a variety of unique venues. From West Sixth Street to North Trade, the area is filled with studios, galleries, shops, music venues and restaurants. Learn more 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. Learn more 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

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

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

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.

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

PLACES OF WORSHIP
Winston-Salem and Forsyth County has over 250 churches of varying denominations and size. Learn more www.winstonsalemchurches.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.

SHOPPING/DINING
PHOTO: COURTESY OF SCIWORKS

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.

MUSEUMS

PHOTO: COURTESY OF WSSU

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. Learn more www.oldsalem.org

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

Bethabara Park
The first Moravian settlement in North Carolina 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

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

Kaleideum Downtown
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

Old Salem Museum and Gardens
Explore the past in a living museum. Music and craftsmanship was an important aspect of the Moravian tradition. Learn more www.oldsalem.org

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.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

THEATRES

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/perure 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

The Little Theatre of Winston-Salem
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.thelittletheatreofws.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
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

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 usocc.org

JDL Fast Track
Learn more www.jdlfasttrack.com

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.

Bethabara Highland Games
Learn more www.bethabarapark.org

Benton Convention Center
Learn more www.twincityquarter.com

Burke Street Food Truck Festival
Learn more www.facebook.com/BurkeStreetFest

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

Dixie Classic Fair
Learn more www.dcfaic.com

Downtown Summer Music Series
Learn more www.downtownws.com/music

Harvest Day Old Salem
Learn more www.oldsalem.org

National Black Theater Festival
Learn more www.nabtf.org

NC Wine Festival and Salute
Learn more www.salutencwine.com

Piedmont Craftsman Fair
Learn more www.piedmontcraftsmen.org

RiverRun International Film Festival
Learn more www.riverrunfilm.com

Spring Folly (Kernersville)
Learn more www.kernersvillespringfolly.com

Tanglwood Park Festival of Lights
Learn more www.forsyth.cc/parks/tanglewood

Texas Pete Culinary Arts Festival
Learn more www.texaspetefest.com

Twin City Ribfest
Learn more www.twincityribfest.com

Winston-Salem Air Show
Learn more www.wsairshow.com

Winston-Salem Cycling Classic
Learn more USAcycling.org
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](http://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](http://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](http://www.innovationquarter.com/community/bailey-park)