



DOWN

TOWN

WINSTON-SALEM



Find Yourself Amazed

Welcome to the epicenter of a remarkable city.

A quarter-million people call Winston-Salem, N.C., home – along with major corporations like Hanes Brands, BB&T, Krispy Kreme, Inmar, and Reynolds American. The maker of Texas Pete is moving its headquarters to Downtown. Wake Forest Baptist Medical Center is training new doctors and developing new biotechnologies in its sprawling Downtown facility. Hundreds of new Downtown residential units are now occupied by professionals, students and retirees. The city is reimagining itself and transitioning from a manufacturing center to a leading-edge technology innovator. And driving this fast-paced renaissance is a steady migration of businesses, organizations and talented people to the city’s central core.



Downtown: as diverse as it is dynamic.

WORKERS

- Over **27,000** workers in our Downtown
- Support local restaurants and businesses on a daily basis

VISITORS

- Patronize restaurants, bars and shops seven days a week
- Around **one million** visitors travel to Forsyth County annually

STUDENTS

- Thanks to several higher education institutions in our community, Downtown businesses have the opportunity to target students and their families
- Winston-Salem State University
- Wake Forest University
- UNC School of the Arts
- Salem College
- Forsyth Technical Community College

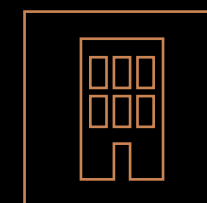
Downtown is home to businesses of all sizes and sectors.

In the process of becoming a vibrant hub for major innovation and research, Downtown has also attracted a variety of smaller businesses, including restaurants, boutiques, and entertainment venues. (For example, an independent movie theater is thriving). As more companies and employees have relocated to Downtown, foot traffic has increased dramatically.

Since 2000, over \$1.3 billion has been invested in Downtown Winston-Salem.



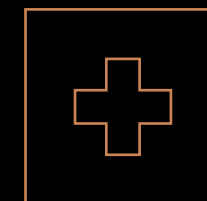
RESIDENTIAL
\$163,233,339



OFFICE
\$91,804,776



INSTITUTIONAL
PUBLIC
\$184,126,363



HEALTHCARE
TECHNOLOGY
\$445,572,075



ARTS
ENTERTAINMENT
\$50,307,682



INFRASTRUCTURE
\$214,980,210



COMMERCIAL
\$85,056,557



MULTIPLE USERS
\$98,153,258

Two developments that are currently underway:

Wake Forest Innovation Quarter is a mixed-use, historic rehabilitation project consisting of 717,000 square feet of developed space to date. Innovation Quarter has become a centerpiece for biomedical sciences and research. At this printing, the Downtown campus is home to more than **50** companies, **4** institutions, **3,000** workers and **2,000** students.

The National Cycling Center also recently chose Downtown Winston-Salem as its new home. The center is being considered as an Olympic training site, and will be located in a renovated historic location. In addition, the annual Winston-Salem Cycling Classic draws top professional cyclists from around the world.



The arts in Forsyth County create more than **\$136 million** in annual economic development and support more than **4,700** full-time equivalent jobs.

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New retail and restaurant projects are spicing up Downtown.

As retailers and restaurants open locations Downtown, a more vibrant central city has emerged – one that offers a wonderful array of shopping and dining experiences for residents and visitors year-round. People of all ages are drawn to the art galleries, delicious bakeries and coffee shops, one-of-a-kind retail boutiques, and top-flight restaurants. These businesses have also sparked the revitalization of long-dormant buildings and infrastructure. The numbers speak for themselves – along with one of Downtown’s impressive new establishments.

Encompassing over 15,000 square feet of retail space, Mast General Store’s ninth location is already a Downtown anchor in the burgeoning Arts District. The revitalization of the original 1929



property secured \$1.27 million in incentives for the \$10 million repurposing. Since its opening in 2015, Mast General has become a daily destination for visitors – allowing the retailer to meet its ambitious sales goal.

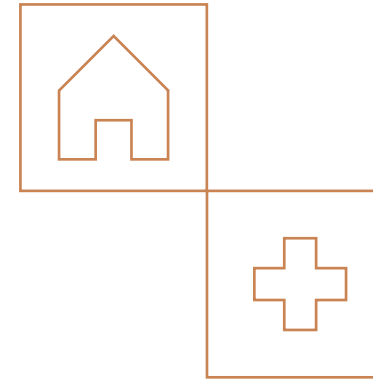
Diverse housing is drawing hundreds of new residents.

A large mix of residential options is available for people looking to move downtown – from multi-level townhouses and luxury condos to historic loft-style apartments, there’s something for everyone’s preference.

Around **1,000** residential units have been completed since 2005, and at least **400** housing units are currently under construction. There are more than **14,000** people who already live downtown, and that number’s growing.



Forbes.com named Winston-Salem's Downtown one of the best in the country, and Bloomberg Businessweek included it on their top-50 listings of America's Best Cities.



Within a 1-mile radius of Downtown's center, you'll find more than **65** restaurants and **75-plus** galleries and retail shops.

Well-situated hotels make visiting a pleasure.

Downtown Winston-Salem is dotted with a variety of modern hotels that let visitors walk to virtually any part of the central core including the Benton Convention Center, the Stevens Center for the Performing Arts, and scores of restaurants and shops. Downtown hotel brands include Marriott, Embassy Suites, Hampton Inn, and the newest addition – the luxurious Kimpton Hotel.

The Kimpton is located in the former R.J. Reynolds Building, which served as headquarters for the Reynolds Tobacco empire. The historic skyscraper (and original model for the Empire State Building) has been renovated as a mixed-use property, featuring the Kimpton, as well as



And let's not forget the nonstop fun.

Downtown Winston-Salem has become the go-to area destination for fun-filled days and nights. Visitors can park and walk to museums, theaters, shops, restaurants and breweries. Restaurant Row on Fourth Street can satisfy virtually any taste and budget. The Arts District is an ultra-hip area of downtown, and is lined with art galleries, coffee shops, bars, music venues, and award-winning restaurants. Plus, in 2015 more than **2,500** events took place in the Arts District and other Downtown areas – four times the number that were staged in 2006.



luxury apartments and a fine-dining restaurant. The project has attracted more than \$60 million in investments, and has maintained the original magnificence of the historic art deco tower.

Green spaces are creating peaceful oases.

Downtown Winston-Salem has its "soft" side as well. Whether it's a day at the park, an outdoor evening concert or a morning jog on the greenway, Downtown's residents and visitors can escape the bustle of the city in several strategically placed green spaces.

Bailey Park sits on 1.6 acres in the heart of Wake Forest Innovation Quarter. This "getaway in the city" offers a performance stage, food truck court and plenty of enjoyable lawn space.

As Winston-Salem's first art park, ARTivity on the Green pays homage to both the city's industrial past and its new reputation as "the city of arts and innovation." The half-acre park features mist-blowing "smokestacks," an artist performance shelter and areas for lounging or picnicking.

The planned update to Merschel Plaza will transform an underutilized part of Downtown into a center-city park. The plaza will be a destination for visitors of all ages, because it's also the proposed site for the newly merged SciWorks nature science center and the Children's Museum of Winston-Salem.



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BB&T Ballpark is a crowd-drawing 2010 addition to Downtown. It's the site of the Winston-Salem Dash minor league baseball team's home games, plus other special events.

Find Your Place
Our downtown revolution is well underway. And you're invited.

