

# 1001

techies + foodies + makers

1001 S. MARSHALL STREET | WINSTON-SALEM, NC 27101  
1001ws.com

1001 is an active, community focused, mixed-use development project, within the 130,000 square foot Bahnson Company building, designed to embrace the broader community through creative and culinary opportunities into Winston-Salem's fast evolving arts and innovation ecosystem.



Located in a qualified NMTC census tract, 1001 aims to maximize the education, workforce and business benefits for community residents, connecting those who are currently left out of economic growth trends, by creating a sustainable, community based facility offering great space at the lowest possible cost.

## KEY PROGRAM COMPONENTS

- Shared Use Commercial Kitchen Incubator**—A state of the art commercial kitchen with a full range of food entrepreneur support services; over 75 businesses interested after initial community meetings.
- Culinary Workforce Training**—Building on Triad Community Kitchen's acclaimed Providence Restaurant training program and debuting Urban League's urbanEATS fellowship program.
- Creative Entrepreneurs & Scale Up Production**—A flexible, affordable home for Winston-Salem's creative and community based new businesses; skills training for creative lab spaces (ex: Textile Dye Lab).
- Community Arts**—Dance, Music and Theater Community Arts programs serving K-12 students and the broader WS community.
- Community Engagement Organizations**—HUSTLE W-S's Community Entrepreneurship Center will offer programming for community and tenant partners.
- Health & Wellness**—CHRISALine Studios' custom medical wigs; complementary businesses (salon, yoga, bodywork, art).
- Black Box Theater**—Small, flexible, affordable space for 100-200 people will offer a diverse range of arts, film and technology programming; event spill out space into Craneway and Strollyway will expand small venue options.

## PROPOSED TENANCY

Minority Owned (MO), Women Owned (WO), Non-Profit (NP)

### GAIA Conceptions (WO)—firm

Organic Clothing  
Design / Manufacturing

### Triad Community Kitchen (NP)—firm

Shared Use Commercial Kitchen  
Culinary Workforce Training

### CHRISTALine Studios (WO)—firm

MEDwig Custom Medical Wigs

### Chad's Chai—in progress

Tea Shop / Café

### HUSTLE WS (MO, NP)—in progress

Entrepreneurship Center  
Resources, Training, Programming

### Sawtooth School (NP)—exploratory

Collaborative Textiles Lab  
New Programing / Training

### Kenan Institute (NP)—exploratory

Expanded Creative Community Lab

### UNC School of the Arts—exploratory

Community Arts Programs  
Film Lab

Project Contact: 336-240-8374

## 1001 & The Strollway

Connecting key components of Winston-Salem's arts and innovation ecosystem to its neighborhoods. 1001 will be the connecting "hub" between neighborhood and the new economy.



### Creating a coherent, connected innovation strategy for the Winston-Salem region:

The goal is for 1001 to *complement* Winston-Salem's other key arts and innovation investments. Together with existing innovation programs and resources, 1001 will propel Winston-Salem's arts and innovation strategy to the next level.

Located on the Strollway across from Old Salem, 1001 connects WFIQ, UNCSA and downtown, anchoring the south side as a creative arts and culinary focused redevelopment. Clothing production, medical design and textile labs plus community arts programs and Forsyth County's first shared use kitchen are part of the synergistic mix of creative businesses and job training opportunities at 1001.

Examples of complementary offerings may include:

Creative entrepreneurs growing out of the MIXXER makerspace will have the opportunity to expand production into 1000-5000 SF space at 1001.

Food entrepreneurs will have growth potential through the commercial kitchen benefiting from support services offered through Triad Community Kitchen's incubator program as well as access to 1001's atrium space for pop up events.



## Economic and Community Impact

1001 is about long term, measurable benefits for the broader Winston-Salem community. Intense community focused programming will embrace all neighborhoods into the arts and innovation economy.



*GAIA Conceptions Organic Clothing Design & Production*



*Shared Commercial Kitchen with Triad Community Kitchen*

**Food Entrepreneurs**—Based on Cincinnati’s Findlay Kitchen model, we expect 70% of the 70 food entrepreneurs to be women or minority owned, neighborhood based businesses. With the attached 15,000 SF 1007 Market, we will offer neighborhood entrepreneurs an effective pathway from an idea to a state of the art commercial kitchen (with full incubator support services) to a temporary “pop up” for testing out their product and, ultimately, on to a full bricks and mortar enterprise.

**Goal**—70+ Food Enterprises Launched Creating 100+ New Jobs; Awareness, Education and Nutrition Programming for 200+ Community Members. By end of year two.

**Culinary Workforce Training**—Jeff Bacon has a great track record at creating a pathway for community residents into quality, career track jobs. With hands on experience at a social enterprise café, modeled on Providence Restaurant and perhaps partnering with our neighbors The Enrichment Center, Chef Bacon will also create a skilled workforce for food enterprises growing out of the 1001 kitchen business incubator.

**Goal**—40+ Trainees Placed in to Permanent Jobs / Year.

**Creative Digital Arts**—One of the hottest tech sectors is the nexus of film, creative digital arts, AI and tech. Building upon UNCSCA’s nationally ranked film program, 1001 will be an interdisciplinary hub and show place for advanced technologies.

**Goal**—30 Events and/or Creative Digital Arts Showcases / Year at 1001 Black Box Theater.

**Tech and Scale Up Production**—Finding flexible, affordable space with necessary production support services is a challenge for makers ready to scale up production.

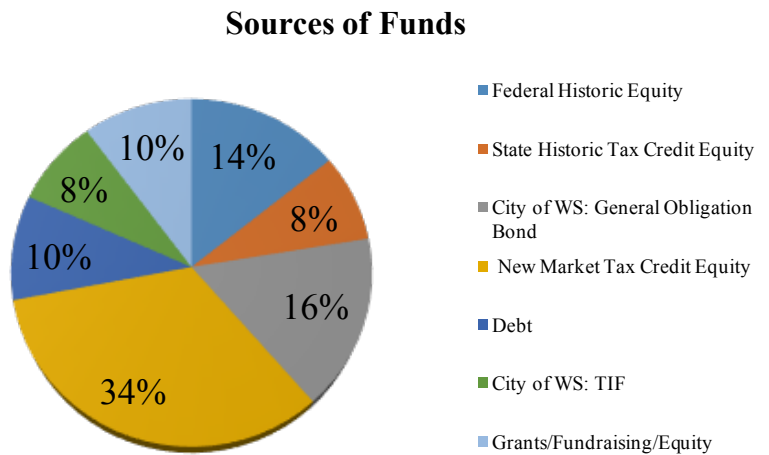
**Goal**—5 Scale Up Makers (ex: GAIA, MEDwig, Sawtooth’s Textile Lab) Creating 25 Permanent Jobs. By end of year two.

**Arts and Tech Education**—Expanding on Sawtooth and UNCSCA’s existing Community Arts outreach, programs at 1001 would form a dynamic partnership with Winston-Salem Public Schools.

**Goal**—Create After School, Weekend and Summer Arts Education Opportunities for 300 WSPS students annually.

**Job Creation**—The restoration of 1001 will support 100 direct construction jobs (of which at least 35% will be accessible to low-income persons) and fund a pre apprenticeship program for building trades in partnership with our general contractor and Youth Build. Post construction, 1001 conservatively projects a minimum of 200, 30-40 hour positions within the first three years, in part resulting from onsite workforce training. Based on Forsyth County’s living wage calculations ranging from a single adult to a family of three, we anticipate 125 jobs at a wage range of \$11.08-26.53 / hour and 75 jobs at a wage range of \$17-30.00 / hour. In addition, skilled part-time opportunities will be available for graduates of area universities looking to explore food service and entrepreneurship, creative light manufacturing, community arts education, management, health and wellness, or creative start-ups in arts and tech innovation and digital arts. By end of year three.

SOURCES OF FUNDS	AMOUNT	% OF TOTAL
Federal Historic Equity	3,744,661	14%
State Historic Tax Credit Equity	2,912,514	11%
City of WS: General Obligation Bond	4,000,000	15%
New Market Tax Credit Equity	8,580,000	33%
Debt	4,137,172	16%
Forsyth County / City of WS: TIF	2,000,000	8%
Grants/Fundraising/Equity	1,000,000	4%
<b>Total Sources</b>	<b>\$26,374,347</b>	<b>100%</b>



USES OF FUNDS	AMOUNT	% OF TOTAL
Acquisition	609,000	2%
Construction	16,806,543	64%
A&E + Environmental	785,003	3%
Marketing & Leasing	150,000	1%
Organizational / Professional	420,000	2%
Community Benefits	500,000	2%
Financing & Settlement	2,344,680	9%
Carrying Costs	851,161	3%
Developer Overhead & Profit	930,000	3%
Development Staffing & Management	1,400,000	5%
Contingency	1,577,593	6%
<b>Total Sources</b>	<b>26,374,347</b>	<b>100%</b>

### Pathway to Ownership

**Non-Profit Partners**—Non-profits with community focused programming will be the dominant uses in 1001, occupying over 70% of the 130,000 SF. Rather than a “maximize rents/maximize real estate value” approach, 1001 owners are committed to creating a “pathway to ownership” for its non profit partners. These partners and future owners could include: *Triad Community Kitchen, Sawtooth School for Visual Art, UNC School of the Arts, Kenan Institute, HUSTLE WS*

**Debt Free Ownership**—With an additional \$5 million of fundraising, the non-profit partners can own 1001 free and clear at the end of the 7 year tax credit compliance period.

**Economic Sustainability**—With no debt and only normal building operating expenses, the community programs can prosper into the long term future.

**TIF Support**— 1001 will enter into a PILOT agreement to assure property tax payments for the life of the TIF financing.