

## City Council – Action Request Form

**Date:** June 9, 2025

**To:** The Mayor, Mayor Pro Tempore, and Members of City Council

**From:** Ken Millett, Economic Development Director  
Ben Rowe, Assistant City Manager

### Council Action Requested:

Approve Economic Development Assistance for Project Flower pursuant to N.C.G.S. 158-7.1

**Strategic Focus Area:** Economic Vitality and Diversity

**Strategic Objective:** Retain and Recruit Employers

**Strategic Plan Action Item:** No

**Key Work Item:** No



### Summary of Information:

An economic development project code named Project Flower involves a four-year-old company that manufactures hemp derived wellness products such as CBD extract and CBD body care. Their products are plant-based (botanical) and do not involve animal testing in its processes. The company has both domestic and international clients.

The company has domestic and international clients and currently utilizes a contract manufacturer for production. Project Flower would locate all manufacturing into one facility in a 12,000 square foot facility. In addition to the Winston-Salem building, the company is considering a location in Maryland.

Project Flower is seeking financial assistance to reduce its capital outlay associated with a Winston-Salem facility, which would create 41 new jobs at an average wage of \$79,354. Taxable capital investment is expected to total \$2.965 million over the first five years of the project (\$1.45 million in real property and \$1.515 million in machinery and equipment).

### Committee Action:

Committee	Committee of the Whole 06-09-2025	Action	Approval
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For	Unanimous	Against	
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**Remarks:**

A representative sample of jobs at the facility includes manufacturing technicians, sales, analysts, client success managers, operations, and agricultural technology.

The attached resolution authorizes the City to provide up to \$43,784 in performance based economic development assistance to Project Flower. The City's assistance is based upon an amount equal to 50% of the estimated net, new property taxes expected to be generated over its first five years.

If approved, the first annual incentive payment would be made on or about July 1 following the first full year's property tax payment by the company for the facility, machinery, equipment, and business personal property. Subsequent payments would be made annually thereafter on or about July 1.

North Carolina General Statute 158-7.1 authorizes cities to make appropriations for economic development purposes. The project is consistent with the City's public policy justification to stimulate the local economy through the creation of new jobs and investment. Forsyth County and the State of North Carolina are also considering financial incentives.

If approved by the Committee of the Whole, a public hearing would be held at the City Council meeting on June 16.