

Resolution #20-0263
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**RESOLUTION APPROVING FINANCIAL ASSISTANCE TO PURPLE CROW/LA
TORTILLERIA, LLC**

WHEREAS, Purple Crow/La Tortilleria, LLC is a Winston-Salem-based distributor of more than 3,000 authentic Mexican snacks, meats, and dairy products from across Latin America; and

WHEREAS, Purple Crow/La Tortilleria, LLC distributes its product to wholesalers and stores all along the East Coast; and

WHEREAS, since 1995, the company has based its operation in Winston-Salem and currently employs a local workforce of 186, almost 60% of which are residents of Winston-Salem; and

WHEREAS, the company is undergoing a significant expansion of its facility at its current location; and

WHEREAS, the company has encountered substantial unanticipated costs associated with the relocation of public infrastructure required to provide the expanded facility with the appropriate fire protection; and

WHEREAS, the continuation of the current expansion project is contingent upon the company's receipt of financial assistance to help offset these unanticipated costs; and

WHEREAS, Purple Crow/La Tortilleria, LLC will invest a total of approximately \$13.3 million in real and tangible personal property over the first five years of the project; and

WHEREAS, the company has created 44 new jobs since the beginning of the current calendar year and plans to add a minimum of 10 additional new jobs over the term of the agreement; and

WHEREAS, given the public benefit including, but not limited, the job creation and new tax revenue generated by the project, the City of Winston-Salem is interested in assisting Purple Crow/La Tortilleria, LLC with its expansion efforts; and

WHEREAS, the project would not move forward but for the City's offering of financial assistance.

NOW, THEREFORE, BE IT RESOVLED, by the Mayor and City Council of the City of Winston-Salem, and in accordance with N.C.G.S. 158-7.1, that after a duly advertised public hearing, the Council hereby approves financial incentive assistance of up to \$203,904 from the City's Economic Development Project Fund to Purple Crow/La Tortilleria, LLC to assist them with their expansion.

BE IT FURTHER RESOLVED, that the Mayor and City Council hereby authorizes and approve the City Manager, City Attorney, and City Secretary to take such actions as may be necessary for the execution of an Economic Development Agreement with Purple Crow/La Tortilleria, LLC or its subsidiaries.