

— BOARD OF SUPERVISORS —  
**RESOLUTION**

**Resolution No.: 24-388**

Adopt a resolution recognizing **Paper Tacos** as the Salinas Valley Chamber of Commerce 2024 Legacy of Leadership Outstanding Business Honoree..... )

**WHEREAS**, The Salinas Valley Chamber of Commerce Legacy of Leadership Gala aims to recognize and celebrate exceptional individuals and businesses who have made significant positive contributions to our community; and

**WHEREAS**, The Legacy of Leadership Gala presents an award to a selected few, who have demonstrated exemplary leadership and dedication to improving the lives of others; and

**WHEREAS**, This year's Outstanding Business Award is presented to a successful business with origins from a historically marginalized community and have demonstrated overcoming unique challenges to grow and build a successful business operation; and

**WHEREAS**, **Paper Tacos** is a greeting card brand that celebrates the vibrant traditions and humor of Mexican culture; and

**WHEREAS**, Jesús Ruvalcaba, founder and creative of **Paper Tacos**, founded **Paper Tacos** with just \$2,500 of his own savings as a way to combine his love for art, design, and cultural heritage; and

**WHEREAS**, **Paper Tacos** mission is to create bold, funny, and culturally relevant greeting cards that reflect the beauty and spirit of Mexican culture; and

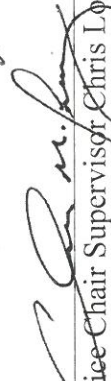
**WHEREAS**, **Paper Tacos** provides a playful twist on classic birthday greeting cards like "Sapo Verde" instead of "Happy Birthday" or heartfelt moments captured in the "Las Mañanitas" card, their products allow people to connect in an authentic and unique way; and

**WHEREAS**, **Paper Tacos** continues to thrive, with over 200 retail wholesale customers, ranging from brick-and-mortar to national retail like HomeGoods and Macy's.

**NOW, THEREFORE BE IT RESOLVED**, that the County of Monterey Board of Supervisors, on behalf of the County and all residents thereof, hereby congratulate **Paper Tacos** as the Salinas Valley Chamber of Commerce 2024 Legacy of Leadership Outstanding Business Honoree and wish them continued success in all their future endeavors.

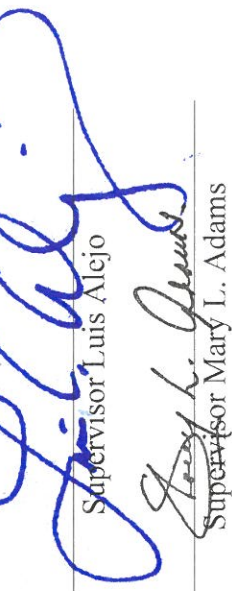
**PASSED AND ADOPTED** on this 12<sup>th</sup> day of November 2024

  
Chair Supervisor Glenn Church

  
Vice-Chair Supervisor Chris Lopez

  
Supervisor Wendy Root Askew

  
Supervisor Luis Alejo

  
Supervisor Mary L. Adams

