



Legislative Council Staff

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Final Fiscal Note

Drafting Number: LLS 21-0891 Date: September 20, 2021
Prime Sponsors: Sen. Bridges; Simpson Bill Status: Signed into Law
Rep. Valdez D.; Pelton Fiscal Analyst: Clare Pramuk | 303-866-2677
clare.pramuk@state.co.us

Bill Topic: FUNDING FOR COLORADO PROUD

- Summary of Fiscal Impact:
State Revenue
State Expenditure
State Transfer
TABOR Refund
Local Government
Statutory Public Entity

This bill appropriates \$2.5 million from the General Fund to the Agricultural Markets Division in the Department of Agriculture for FY 2020-21. Funding may be spent through FY 2021-22.

Appropriation Summary: For FY 2020-21, the bill includes an appropriation of \$2.5 million to the Department of Agriculture.

Fiscal Note Status: The fiscal note reflects the enacted bill.

Table 1
State Fiscal Impacts Under SB 21-203

Table with 4 columns: Category, Current Year FY 2020-21, Budget Year FY 2021-22, Out Year FY 2022-23. Rows include Revenue, Expenditures (General Fund), Transfers, and TABOR Refund.

Summary of Legislation

This bill appropriates \$2.5 million from the General Fund to the Agricultural Markets Division in the Department of Agriculture (CDA) for FY 2020-21. Any money not expended prior to July 1, 2021, is further appropriated to the department for FY 2021-22 for the same purpose.

Background

The Markets Division in the CDA helps increase marketing opportunities for Colorado's farmers, ranchers, and food companies, and fosters the development of value-added and processing business ventures. Key initiatives for promoting products locally are the Colorado Proud program and international marketing efforts. The budget for both programs is approximately \$1.0 million per year.

Colorado Proud. The Colorado Proud program was developed by the Colorado Department of Agriculture to identify food and agricultural products from Colorado. This program educates consumers on how to shop, find, and purchase Colorado Proud products. It also helps producers and business owners utilize marketing opportunities by using the Colorado Proud logo at no cost. More than 3,000 producers, business owners, retailers, restaurants, and farmers' markets participate in the program.

International Marketing Program. This program was created to help Colorado companies boost exports. The program helps Colorado companies in business development and finding new export markets both domestic and overseas.

State Expenditures

The bill will increase General Fund expenditures for the Department of Agriculture by \$2.5 million between FY 2020-21 and FY 2021-22 to support the Colorado Proud and International Markets programs in the Markets Division. This will be accomplished with existing staffing.

Effective Date

The bill was signed into law by the Governor and took effect June 21, 2021.

State Appropriations

For FY 2020-21, the bill includes a General Fund appropriation of \$2,500,000 to the Department of Agriculture for the Agricultural Markets Division. Remaining funds are further appropriated to the department for the FY 2021-22 state fiscal year for the same purpose.

State and Local Government Contacts

Agriculture