

[SB21-203 Funding For Colorado Proud](#)

Thursday, April 22 2021

Senate Agriculture and Natural Resources

Kelly Brough, President & CEO, Denver Metro Chamber of Commerce

Support Testimony

Thank you, Madame Chair and members of the committee, for the opportunity to provide this written testimony today. My name is Kelly Brough and I am the president and CEO of the Denver Metro Chamber of Commerce. I am here today on behalf of the Chamber, our 3,000 members and their 400,000 employees, to express our support of Senate Bill 203.

This bipartisan bill distributes additional funding to Colorado Proud, an existing program that has over 2,700 members in Colorado's agriculture industry. The Colorado Proud program provides new opportunities for Colorado's food and agricultural producers to increase sales globally and helps support the growth and resiliency of Colorado food systems.

The Chamber has long recognized and supported Colorado's agriculture industry, which generates \$40 billion in economic activity annually and provides jobs to more than 170,000 Coloradans.

As the funding in this bill will benefit the agriculture industry, a major economic engine in the state, we urge you to vote yes on Senate Bill 203 and reinforce how important our agricultural products are to Coloradans.