



January 6, 2022

Denver City Council  
c/o Scott Robinson, Senior City Planner  
Department of Community Planning and Development  
City and County of Denver  
200 West Colfax Avenue  
Denver, CO 80202

Dear City Council Members:

Although I cannot comment specifically on Pepsi's plans to construct a new beverage manufacturing plant in the High Point development, I write on behalf of our organization to express our support for Pepsi and its role in the community here in Denver.

The Colorado Hispanic Chamber of Commerce (COHCC) is the State's largest minority chamber, representing over 2,500 members directly throughout the State and more than 120,000 Hispanic-owned businesses in Colorado. Our goals are centered around building a prosperous community through creating economic opportunities for minority-owned businesses.

After serving as the President and CEO of the Colorado Hispanic Chamber of Commerce for over five years, Pepsi is always at the top of the list when I think of great corporate partners. Pepsi, Shawn Early, and their entire team have provided significant financial, in-kind, and staff support. He is a brief list of the highlights of their support.

- Padrino Member: Pepsi has participated and supported the Chamber at our highest level (Padrino) for as long as I can recall.
- Noche NBA: They are an annual partner helping to provide free nuggets tickets to DPS children and teachers
- Leadership Program: Pepsi always provides annual attendees and financial and staff support. Additionally, Shawn Early personally volunteers as one of our highest-rated presenters.
- Boulder County Home Builders Expo for Fire Victims: With three days' notice, Pepsi donated staff and products for two days to support a homebuilders expo.
- Radio Program: Pepsi has consistently supported our daily Spanish radio program.
- Sabor: Pepsi has long supported Sabor with substantial staff, in-kind, financial, and additional resources.
- Soccer Clinic- Pepsi provides staff, products, financial and other resources to help us provide a free soccer clinic with an international professional soccer player.

Pepsi has proven to be a solid corporate citizen and community member in Denver by providing the support above and partnering with us. To the extent Pepsi's proposed expansion will allow it to continue that type of support for other community organizations, we believe that such an opportunity can only benefit the community we serve and us.

Sincerely,

A handwritten signature in black ink, appearing to read 'Mike Ferrufino', with a stylized flourish at the end.

Mike Ferrufino  
President/CEO  
Colorado Hispanic Chamber of Commerce