



## Senate

General Assembly

**File No. 208**

February Session, 2000

Substitute Senate Bill No. 565

*Senate, March 23, 2000*

The Committee on Commerce reported through SEN. LEBEAU of the 3<sup>rd</sup> Dist., Chairperson of the Committee on the part of the Senate, that the substitute bill ought to pass.

### ***An Act Concerning The Marketing Of The State's E-Commerce And Information Technology Industry.***

Be it enacted by the Senate and House of Representatives in General Assembly convened:

1 (NEW) The Department of Economic and Community Development  
2 shall establish a targeted e-commerce and information technology  
3 campaign that showcases the state's current information technology,  
4 software and e-commerce assets and advantages to: (1) Technology  
5 clusters nation-wide to attract companies; (2) students and graduates  
6 from flagship information technology and E-MBA programs, nation-  
7 wide; and (3) experienced workers residing in media markets serving  
8 national technology clusters.

**CE Committee Vote:** Yea 20 Nay 0 JFS

The following fiscal impact statement and bill analysis are prepared for the benefit of members of the General Assembly, solely for the purpose of information, summarization, and explanation, and do not represent the intent of the General Assembly or either House thereof for any purpose:

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**OFA Fiscal Note**

**State Impact:** Cost

**Affected Agencies:** Department of Economic and Community Development

**Municipal Impact:** None

**Explanation**

**State Impact:**

Requiring the Department of Economic and Community Development (DECD) to conduct a nationwide e-commerce and information technology promotional campaign for the state, targeting multiple market segments is estimated to cost a minimum of \$2 million. As an example, the state media campaign for tourism promotion in the New York metropolitan area is \$2.5 million a year.

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**OLR Bill Analysis**

sSB 565

***AN ACT CONCERNING THE MARKETING OF THE STATE'S E-COMMERCE AND INFORMATION TECHNOLOGY INDUSTRY.***

**SUMMARY:**

This bill directs the Department of Economic and Community Development to conduct a nationwide e-commerce and information technology promotional campaign for the state. The campaign must promote the state's information technology "assets and advantages," but these terms are not defined in the bill.

The campaign must have three nationwide targets: (1) technology clusters to attract companies to the state, (2) information technology students and graduates from recognized programs, and (3) experienced employees in media markets with technology clusters.

EFFECTIVE DATE: October 1, 2000

**COMMITTEE ACTION**

Commerce Committee

Joint Favorable Substitute

Yea 20 Nay 0