



General Assembly

February Session, 2012

***Raised Bill No. 75***

LCO No. 790

\*        SB00075F IN   042612   \*

Referred to Committee on Commerce

Introduced by:  
(CE)

***AN ACT CONCERNING A "CONNECTICUT-MADE" MARKETING CAMPAIGN.***

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

1       Section 1. (NEW) (*Effective October 1, 2012*) The Commissioner of  
2       Economic and Community Development shall establish and  
3       administer a program to promote the marketing of products produced  
4       in Connecticut for the purpose of encouraging the development of  
5       manufacturing and production in the state. The commissioner may,  
6       within available appropriations, provide a grant-in-aid to any person,  
7       firm, partnership or corporation engaged in the promotion and  
8       marketing of such products, provided the words "CONNECTICUT-  
9       MADE" or "CT-Made" are clearly incorporated in such promotional  
10      and marketing activities. The commissioner shall (1) provide for the  
11      design, plan and implementation of a multiyear, state-wide marketing  
12      and advertising campaign, including, but not limited to, television and  
13      radio advertisements, promoting the availability of, and advantages of  
14      purchasing, Connecticut-made products, (2) establish and  
15      continuously update a web site connected with such advertising  
16      campaign that includes, but is not limited to, a comprehensive listing  
17      of Connecticut manufacturers, Connecticut-made products, and

18 Connecticut retailers selling Connecticut-made products, (3) direct  
19 Connecticut manufacturers and producers of Connecticut-made  
20 products in need of assistance to the appropriate economic  
21 development entity or state agency, and (4) conduct efforts to promote  
22 interaction and business relationships between Connecticut  
23 manufacturers and producers of Connecticut-made products and  
24 retailers, marketers, chambers of commerce, regional tourism districts  
25 and other potential institutional purchasers of Connecticut-made  
26 products, including, but not limited to, (A) linking Connecticut  
27 manufacturers and producers of Connecticut-made products with  
28 potential purchasers through a separate feature of the web site  
29 established pursuant to this section, and (B) organizing state-wide or  
30 regional events promoting Connecticut manufacturers and producers  
31 of Connecticut-made products, where such manufacturers, producers  
32 and institutional purchasers are invited to participate. The  
33 commissioner shall use his best efforts to solicit cooperation and  
34 participation from Connecticut manufacturers, producers of  
35 Connecticut-made products, retailers, marketers, chambers of  
36 commerce and regional tourism districts in such advertising, Internet-  
37 related and event planning efforts, including, but not limited to,  
38 soliciting private sector matching funds. The commissioner shall  
39 administer this program within available appropriations. The  
40 commissioner shall report annually to the joint standing committee of  
41 the General Assembly having cognizance of matters relating to  
42 commerce on issues with respect to efforts undertaken pursuant to the  
43 requirements of this section, including, but not limited to, the amount  
44 of private matching funds received and expended by the department.  
45 The commissioner may adopt, in accordance with chapter 54 of the  
46 general statutes, such regulations as he deems necessary to carry out  
47 the purposes of this section.

This act shall take effect as follows and shall amend the following sections:		
Section 1	<i>October 1, 2012</i>	New section

**CE**      *Joint Favorable*

**APP**     *Joint Favorable*

**FIN**      *Joint Favorable*