



General Assembly

February Session, 2012

Amendment

LCO No. 4743

SB0000104743HR0

Offered by:
REP. NOUJAIM, 74th Dist.

To: Subst. Senate Bill No. 1 File No. 400 Cal. No. 468

(As Amended by Senate Amendment Schedule "A")

"AN ACT CONCERNING JOBS AND THE ECONOMY."

-
- 1 Strike section 8 in its entirety and insert the following in lieu thereof:
- 2 "Sec. 8. (NEW) (*Effective October 1, 2012*) The Commissioner of
- 3 Economic and Community Development shall, within available
- 4 appropriations, establish and administer a program to promote the
- 5 marketing of products produced in Connecticut or products produced
- 6 or finished using tools produced in Connecticut for the purpose of
- 7 encouraging the development of manufacturing and production in the
- 8 state. The commissioner may, within available appropriations, provide
- 9 a grant-in-aid to any person, firm, partnership or corporation engaged
- 10 in the promotion and marketing of such products, provided the words
- 11 "CONNECTICUT-MADE" or "CT-Made" are clearly incorporated in
- 12 such promotional and marketing activities. The commissioner shall (1)
- 13 provide for the design, plan and implementation of a multiyear, state-
- 14 wide marketing and advertising campaign, including, but not limited

15 to, television and radio advertisements, promoting the availability of,
16 and advantages of purchasing, Connecticut-made products, (2)
17 establish and continuously update a web site connected with such
18 advertising campaign that includes, but is not limited to, a
19 comprehensive listing of Connecticut manufacturers, Connecticut-
20 made products and Connecticut retailers selling Connecticut-made
21 products, (3) direct Connecticut manufacturers and producers of
22 Connecticut-made products in need of assistance to the appropriate
23 economic development entity or state agency, and (4) conduct efforts
24 to promote interaction and business relationships between Connecticut
25 manufacturers and producers of Connecticut-made products and
26 retailers, marketers, chambers of commerce, regional tourism districts
27 and other potential institutional purchasers of Connecticut-made
28 products, including, but not limited to, (A) linking Connecticut
29 manufacturers and producers of Connecticut-made products with
30 potential purchasers through a separate feature of the web site
31 established pursuant to this section, and (B) organizing state-wide or
32 regional events promoting Connecticut manufacturers and producers
33 of Connecticut-made products, where such manufacturers, producers
34 and institutional purchasers are invited to participate. The
35 commissioner shall use his or her best efforts to solicit cooperation and
36 participation from Connecticut manufacturers, producers of
37 Connecticut-made products, retailers, marketers, chambers of
38 commerce and regional tourism districts in such advertising, Internet-
39 related and event planning efforts, including, but not limited to,
40 soliciting private sector matching funds. The commissioner shall
41 administer this program within available appropriations. On or before
42 January 1, 2013, and annually thereafter, the commissioner shall
43 report, in accordance with the provisions of section 11-4a of the general
44 statutes, to the joint standing committee of the General Assembly
45 having cognizance of matters relating to commerce on issues with
46 respect to efforts undertaken pursuant to the requirements of this
47 section, including, but not limited to, the amount of private matching
48 funds received and expended by the Department of Economic and
49 Community Development. The commissioner may adopt such

50 regulations, in accordance with chapter 54 of the general statutes, as he
51 or she deems necessary to carry out the purposes of this section."