



General Assembly

Amendment

June 12 Special Session, 2012

LCO No. 5794

HB0600105794SR0

Offered by:
SEN. MARKLEY, 16th Dist.

To: House Bill No. 6001

File No.

Cal. No.

**"AN ACT IMPLEMENTING PROVISIONS OF THE STATE BUDGET
FOR THE FISCAL YEAR BEGINNING JULY 1, 2012."**

1 Strike section 207 in its entirety and insert the following in lieu
2 thereof:

3 "Sec. 207. (NEW) (Effective October 1, 2012) The Commissioner of
4 Economic and Community Development shall, within available
5 appropriations, establish and administer a program to promote the
6 marketing of products produced in Connecticut or products produced
7 or finished using tools produced in Connecticut for the purpose of
8 encouraging the development of manufacturing and production in the
9 state. The commissioner may, within available appropriations, provide
10 a grant-in-aid to any person, firm, partnership or corporation engaged
11 in the promotion and marketing of such products, provided the words
12 "CONNECTICUT-MADE" or "CT-Made" are clearly incorporated in
13 such promotional and marketing activities. The commissioner shall (1)
14 provide for the design, plan and implementation of a multiyear, state-
15 wide marketing and advertising campaign, including, but not limited

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

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