



General Assembly

**Raised Bill No. 5426**

February Session, 2016

LCO No. 1981

\* \_\_\_\_\_HB05426CE\_\_\_\_\_031616\_\_\_\_\_\*

Referred to Committee on COMMERCE

Introduced by:  
(CE)

***AN ACT MANDATING THE CREATION OF THE CONNECTICUT-MADE DESIGNATION.***

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

1 Section 1. Section 32-6m of the general statutes is repealed and the  
2 following is substituted in lieu thereof (*Effective October 1, 2016*):

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

17 continuously update a web site connected with such advertising  
18 campaign that includes, but is not limited to, a comprehensive listing  
19 of Connecticut manufacturers, Connecticut-made products and  
20 Connecticut retailers selling Connecticut-made products, (3) direct  
21 Connecticut manufacturers and producers of Connecticut-made  
22 products in need of assistance to the appropriate economic  
23 development entity or state agency, and (4) conduct efforts to promote  
24 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 report  
43 to the joint standing committee of the General Assembly having  
44 cognizance of matters relating to commerce on issues with respect to  
45 efforts undertaken pursuant to the requirements of this section,  
46 including, but not limited to, the amount of private matching funds  
47 received and expended by the department. The commissioner may  
48 adopt such regulations, in accordance with chapter 54, as he or she  
49 deems necessary to carry out the purposes of this section.

This act shall take effect as follows and shall amend the following sections:

Section 1	<i>October 1, 2016</i>	32-6m
-----------	------------------------	-------

**CE**      *Joint Favorable*