



Substitute Senate Bill No. 1026

Public Act No. 19-21

***AN ACT CONCERNING A MARKETING PLAN TO PROMOTE THE
BIOSCIENCE INDUSTRY IN THE STATE.***

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

Section 1. (NEW) (*Effective July 1, 2019*) Not later than February 1, 2020, Connecticut Innovations, Incorporated shall, in consultation with a bioscience trade group, contract with an advertising agency to create a marketing plan, social media campaign and dedicated Internet web site to promote Connecticut as a bioscience hub. Not later than January 1, 2021, Connecticut Innovations, Incorporated shall submit a report on the results of such marketing plan, social media campaign and dedicated Internet web site to the joint standing committee of the General Assembly having cognizance of matters relating to commerce, in accordance with the provisions of section 11-4a of the general statutes.

Approved June 13, 2019