

OFFICE OF LEGISLATIVE RESEARCH
PUBLIC ACT SUMMARY



PA 19-21—sSB 1026

Commerce Committee

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

SUMMARY: This act requires Connecticut Innovations (CI), in consultation with a bioscience trade group, to contract with an advertising agency by February 1, 2020, to create a marketing plan, social media campaign, and dedicated website promoting Connecticut as a bioscience hub. CI must report to the Commerce Committee on the results of the marketing plan, campaign, and website by January 1, 2021.

EFFECTIVE DATE: July 1, 2019