



General Assembly

January Session, 2021

Committee Bill No. 5482

LCO No. 4007



Referred to Committee on COMMERCE

Introduced by:
(CE)

***AN ACT IMPLEMENTING THE RECOMMENDATIONS OF THE
WORKING GROUP ON A PUBLIC-PRIVATE PARTNERSHIP TO
RECRUIT BUSINESSES TO CONNECTICUT.***

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

1 Section 1. (*Effective from passage*) (a) Not later than January 1, 2022,
2 and within available appropriations, the Commissioner of Economic
3 and Community Development shall develop and implement a state
4 marketing strategy that includes the following components: (1)
5 Marketing of positive portrayals of the state as a good place to do
6 business using existing video testimonials and social media posts; (2) a
7 social media photo competition highlighting the strengths and beauty
8 of the state, which may include the establishment of "I Heart
9 Connecticut" Twitter, Facebook and Instagram pages and the use of the
10 hashtag "#iheartconnecticut" or a variation of such hashtag, provided
11 such social media photo competition is consistent with the Department
12 of Economic and Community Development's existing marketing
13 strategy; (3) highlighting of the institutions of higher education in the
14 state; and (4) a media engagement campaign that includes, but need not
15 be limited to, engagement with newspaper editorial boards and other
16 print, television and social media networks to showcase positive stories

17 of businesses that are growing within and moving into the state. The
18 commissioner shall consult the business community and the
19 Connecticut Economic Resource Center in the process of developing
20 such marketing strategy.

21 (b) The commissioner shall examine the feasibility of including the
22 following components in the marketing strategy described in subsection
23 (a) of this section: (1) A "Connecticut Comeback" campaign targeting
24 former residents between the ages of thirty and forty-five and
25 encouraging such former residents to move back to Connecticut
26 through the use of personal testimonials, nostalgia and updates on new
27 initiatives and opportunities in the state; (2) improvement and
28 promotion of print marketing materials at airport lounges; (3) an
29 increase in the number of state officials that attend trade shows in order
30 to compete with the large presence of business recruiters from other
31 states; (4) an update to the state's "Still Revolutionary" logo or the design
32 of a new logo, including by engaging middle school students in the state
33 in an annual logo design competition; and (5) the establishment of a
34 "Made in Connecticut" day. Any such component the commissioner
35 concludes to be feasible shall be included in the marketing strategy
36 described in subsection (a) of this section.

37 (c) After implementing the marketing strategy described in
38 subsection (a) of this section, the commissioner shall: (1) Review the
39 state's current marketing efforts and analyze the return on investment
40 from such marketing efforts, including, but not limited to, how much of
41 the state's new business and jobs and economic growth is attributable to
42 each other state and country in which the state currently advertises; and
43 (2) depending on the findings of such review, consider implementing
44 such marketing strategy in a more narrow, focused approach centered
45 on a smaller number of states and countries.

This act shall take effect as follows and shall amend the following sections:		
Section 1	<i>from passage</i>	New section

Statement of Purpose:

To implement the recommendations of the working group on a public-private partnership to recruit businesses to the state.

[Proposed deletions are enclosed in brackets. Proposed additions are indicated by underline, except that when the entire text of a bill or resolution or a section of a bill or resolution is new, it is not underlined.]

Co-Sponsors: REP. LEEPER, 132nd Dist.; REP. SIMMONS, 144th Dist.

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