

**Proposed Substitute
Bill No. 5482**

LCO No. 5416

**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 AdvanceCT in
19 the process of developing such marketing strategy.

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

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