
OLR Bill Analysis

sHB 6347 (as amended by House "A")*

AN ACT CONCERNING THE PURCHASE OF PRINT AND DIGITAL ADVERTISING BY THE STATE.

SUMMARY

This bill requires any executive branch state agency, when purchasing print or digital advertising services, to contract with in-state commercial or nonprofit entities for at least 50% of the total annual value of the agency's advertising contracts, unless doing so would interfere with the purpose of the advertising. Under the bill, a business is considered out-of-state if it is owned by a parent company whose principal place of business is in another state. Contracts for tourism or employee recruitment advertising are excluded from the requirement.

The bill requires the Department of Administrative Services (DAS) commissioner, beginning by February 1, 2025, to annually report on executive branch agencies' advertising purchases to the Government Administration and Elections Committee. The report must include a summary of (1) purchases made in the last fiscal year and (2) the amounts spent on these purchases.

*House Amendment "A" (1) removes the requirement that the DAS commissioner develop a plan to increase advertising contracts with in-state commercial or nonprofit entities, ensuring at least 50% of these contracts are with these entities; (2) instead mandates that at least 50%, by value, of these contracts are made with in-state businesses; and (3) exempts all, rather than just out-of-state, advertising for tourism or employment recruitment from this requirement.

EFFECTIVE DATE: July 1, 2023

COMMITTEE ACTION

Government Administration and Elections Committee

Joint Favorable Substitute

Yea 13 Nay 5 (03/27/2023)