



# House of Representatives

**File No. 827**

General Assembly

January Session, 2023

**(Reprint of File No. 613)**

Substitute House Bill No. 6347  
As Amended by House Amendment  
Schedule "A"

Approved by the Legislative Commissioner  
May 25, 2023

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

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

1 Section 1. (NEW) (*Effective July 1, 2023*) (a) Any state agency of the  
2 executive branch of the state government procuring print or digital  
3 advertising services shall contract with commercial entities or nonprofit  
4 entities whose principal place of business is in this state for not less than  
5 fifty per cent of the total annual value of such agency's contracts for such  
6 services, unless the agency determines that such an award would  
7 interfere with the purpose of the advertising. In the case of a commercial  
8 entity or nonprofit entity that is owned by a parent company that is  
9 located outside of this state, the principal place of business of such entity  
10 shall be deemed to be the location of such parent company.

11 (b) The provisions of this section shall not apply to state agency  
12 contracts for print or digital advertising services for tourism or  
13 employee recruitment.

14 (c) Not later than February 1, 2025, and annually thereafter, the  
15 Commissioner of Administrative Services shall submit a report, in  
16 accordance with the provisions of section 11-4a of the general statutes,  
17 to the joint standing committee of the General Assembly having  
18 cognizance of matters relating to government administration. The  
19 report shall summarize any advertising services purchased by executive  
20 branch state agencies during the preceding fiscal year, and shall include  
21 a summary of the amounts spent by such agencies on such advertising  
22 services.

This act shall take effect as follows and shall amend the following sections:		
Section 1	<i>July 1, 2023</i>	New section

*The following Fiscal Impact Statement and Bill Analysis are prepared for the benefit of the members of the General Assembly, solely for purposes of information, summarization and explanation and do not represent the intent of the General Assembly or either chamber thereof for any purpose. In general, fiscal impacts are based upon a variety of informational sources, including the analyst's professional knowledge. Whenever applicable, agency data is consulted as part of the analysis, however final products do not necessarily reflect an assessment from any specific department.*

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### **OFA Fiscal Note**

**State Impact:** None

**Municipal Impact:** None

### **Explanation**

The bill codifies current practices concerning print and digital advertising by the state which has no fiscal impact.

House "A" strikes the underlying bill and its associated fiscal impact resulting in the impact described above.

### **The Out Years**

**State Impact:** None

**Municipal Impact:** None

**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)