



General Assembly

Amendment

January Session, 2023

LCO No. 8457



Offered by:

REP. MORRIN BELLO, 28th Dist.

REP. BLUMENTHAL, 147th Dist.

REP. FARRAR K., 20th Dist.

To: Subst. House Bill No. 6347

File No. 613

Cal. No. 395

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

1 Strike everything after the enacting clause and substitute the
2 following in lieu thereof:

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

13 (b) The provisions of this section shall not apply to state agency

14 contracts for print or digital advertising services for tourism or
15 employee recruitment.

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

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