



General Assembly

January Session, 2019

Committee Bill No. 7008

LCO No. 5208



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, 2020,
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 Outreach to start-up businesses, entrepreneurs and other business
6 owners encouraging them to include positive portrayals of the state as
7 a good place to do business in video testimonials and social media
8 posts; (2) a social media photo competition highlighting the strengths
9 and beauty of the state, which may include the establishment of "I
10 Heart Connecticut" Twitter, Facebook and Instagram pages and the
11 use of the hashtag "#iheartconnecticut" or a variation of such hashtag;
12 (3) highlighting of the institutions of higher education in the state; and
13 (4) a media engagement campaign that includes, but need not be
14 limited to, engagement with newspaper editorial boards and other
15 print, television and social media networks to showcase positive
16 stories of businesses that are growing within and moving into the

17 state. The commissioner shall consult the business community and the
18 Connecticut Economic Resource Center in the process of developing
19 such marketing strategy.

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

36 (c) Prior to 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
40 of the state's new business and jobs and economic growth is
41 attributable to each other state and country in which the state currently
42 advertises; and (2) depending on the findings of such review, consider
43 implementing such marketing strategy in a more narrow, focused
44 approach centered 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. SIMMONS, 144th Dist.

H.B. 7008