



House of Representatives

General Assembly

File No. 197

January Session, 2021

Substitute House Bill No. 5482

House of Representatives, March 30, 2021

The Committee on Commerce reported through REP. SIMMONS, C. of the 144th Dist., Chairperson of the Committee on the part of the House, that the substitute bill ought to pass.

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

CE *Joint Favorable Subst.*

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.

OFA Fiscal Note

State Impact:

Agency Affected	Fund-Effect	FY 22 \$	FY 23 \$
Department of Economic & Community Development	Tourism Fund - Potential Cost	See Below	See Below

Municipal Impact: None

Explanation

The agency's statewide marketing campaign costs approximately \$4.3 million annually to operate. Substantial alterations to the plan and expansions of the scope of the state's marketing campaign overall would result in one-time and ongoing, significant costs ranging from several hundred thousand dollars to potentially over \$1 million depending upon implementation by the Department of Economic and Community Development (DECD).

Background

The bill requires: (1) the Commissioner of the DECD, in consultation with AdvanceCT and the business community, to develop and implement a state marketing strategy by January 1, 2022, that includes specified components (e.g., a media engagement campaign); and (2) requires the DECD commissioner to analyze the marketing efforts' return on investment, particularly in relation to their effectiveness in specific states and countries, and to consider narrowing the focus of the strategy.

The Out Years

The annualized ongoing fiscal impact identified above would continue into the future subject to inflation.



OLR Bill Analysis

sHB 5482

AN ACT IMPLEMENTING THE RECOMMENDATIONS OF THE WORKING GROUP ON A PUBLIC-PRIVATE PARTNERSHIP TO RECRUIT BUSINESSES TO CONNECTICUT.

SUMMARY

The Office of Legislative Research does not analyze Special Acts.

COMMITTEE ACTION

Commerce Committee

Joint Favorable Substitute

Yea 22 Nay 1 (03/16/2021)