



General Assembly

**Substitute Bill No. 5482**

January Session, 2021



**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.