



General Assembly

January Session, 2019

**Proposed Bill No. 7008**

LCO No. 1125



Referred to Committee on COMMERCE

Introduced by:  
REP. SIMMONS, 144th Dist.

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

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

- 1 That the general statutes be amended to implement the
- 2 recommendations of the working group on a public-private marketing
- 3 partnership to recruit businesses to Connecticut, established pursuant
- 4 to special act 17-18, including: (1) Creating a chief marketing officer for
- 5 the state, (2) enhancing business marketing efforts to recruit businesses
- 6 to Connecticut through targeted digital media and increased presence
- 7 of Department of Economic and Community Development officials at
- 8 business trade shows, (3) redesigning the state's logo, (4) launching a
- 9 Connecticut Comeback initiative to recruit young people back to the
- 10 state, (5) improving marketing of higher education opportunities in the
- 11 state, and (6) improving marketing of the state's positive attributes.

**Statement of Purpose:**

To attract businesses, jobs and people to Connecticut through enhanced business marketing efforts.