



Substitute Senate Bill No. 305

Special Act No. 26-24

AN ACT ESTABLISHING A WORKING GROUP TO STUDY STATE-WIDE MARKETING AND TOURISM IN THE STATE.

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

Section 1. (*Effective from passage*) (a) There is established a working group to conduct a study relating to state-wide marketing and tourism in the state. Such study shall include, but need not be limited to, a review of investment and participation in state-wide marketing and tourism in the state for the purpose of positioning the state as a prime destination for leisure and business travelers and encouraging strategic investment in such sectors.

(b) The working group shall consist of the following members: (1) The chairpersons and ranking members of the joint standing committee of the General Assembly having cognizance of matters relating to commerce, or their designees; (2) the Commissioner of Economic and Community Development, or the commissioner's designee; (3) the Secretary of the Office of Policy and Management, or the secretary's designee; (4) an employee of the office of the Governor, appointed by the Governor; (5) a member of the Connecticut Tourism Council, appointed by its chairperson; and (6) any individuals the chairpersons of the joint standing committee of the General Assembly having cognizance of matters relating to commerce deem relevant and

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necessary to carry out the duties of the working group, including, but not limited to, a member of the Arts, Culture and Tourism Legislative Caucus, a member of one of the regional tourism districts in the state and representatives of organizations that advocate for hospitality, lodging or restaurant businesses in the state.

(c) The administrative staff of the joint standing committee of the General Assembly having cognizance of matters relating to commerce shall serve as administrative staff of the working group.

(d) Not later than January 1, 2027, the working group shall submit a report on its findings and recommendations to the joint standing committee of the General Assembly having cognizance of matters relating to commerce, in accordance with the provisions of section 11-4a of the general statutes. The working group shall terminate on the date that it submits such report or January 1, 2027, whichever is later.

Governor's Action:

Approved June 2, 2026