



Senate

General Assembly

File No. 291

February Session, 2026

Substitute Senate Bill No. 305

Senate, April 1, 2026

The Committee on Commerce reported through SEN. HARTLEY of the 15th Dist., Chairperson of the Committee on the part of the Senate, that the substitute bill ought to pass.

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:

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

8 (b) The working group shall consist of the following members: (1) The
9 chairpersons and ranking members of the joint standing committee of
10 the General Assembly having cognizance of matters relating to
11 commerce, or their designees; (2) the Commissioner of Economic and
12 Community Development, or the commissioner's designee; (3) the
13 Secretary of the Office of Policy and Management, or the secretary's
14 designee; (4) an employee of the office of the Governor, appointed by

15 the Governor; (5) a member of the Connecticut Tourism Council,
 16 appointed by its chairperson; and (6) any individuals the chairpersons
 17 of the joint standing committee of the General Assembly having
 18 cognizance of matters relating to commerce deem relevant and
 19 necessary to carry out the duties of the working group, including, but
 20 not limited to, a member of the Arts, Culture and Tourism Legislative
 21 Caucus, a member of one of the regional tourism districts in the state
 22 and representatives of organizations that advocate for hospitality,
 23 lodging or restaurant businesses in the state.

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

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

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:** None**Municipal Impact:** None**Explanation**

The bill has no fiscal impact by establishing a working group to conduct a study relating to state-wide marketing and tourism in the state. It is anticipated that the members of the working group will have the expertise necessary or consult with any persons or experts needed, as allowed by the bill, to complete the plan.

The Out Years**State Impact:** None**Municipal Impact:** None



OLR Bill Analysis

sSB 305

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

SUMMARY

The Office of Legislative Research does not analyze Special Acts.

COMMITTEE ACTION

Commerce Committee

Joint Favorable Substitute

Yea 20 Nay 0 (03/17/2026)