



General Assembly

**Substitute Bill No. 305**

February Session, 2026



**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.*