March 29, 2016

Dear [Name],

As you already know, North Carolina has generated national news, with Republican Governor Pat McCrory signing discriminatory, anti-LGBT measures into law. Wittingly or unwittingly, the HB 2 bill sends a message to the world: North Carolina is closed-minded when it comes to human rights and does not celebrate the LGBT community.

I'm writing to let you know that we in Connecticut are quite the opposite. In our state, your employees and customers would not face such institutional discrimination. We are welcoming and inclusive.

Connecticut has been at the forefront of fighting for civil rights over the past few decades. Connecticut passed a comprehensive anti-discrimination law concerning sexual orientation in 1991 and then expanded that law to cover gender identity or expression in 2011. In 2005, while many states around the country were using constitutional amendments to prohibit marriage equality, Connecticut stepped forward as the second state to create civil unions and then in 2010, we transitioned to full marriage equality.

We've been a leader on these critical issues; that's why I'm writing you today. We would welcome your business in Connecticut if you were to consider relocating as a result of this discriminatory law.

Not only are we an inclusive state, but we have one of the best-educated and most productive workforces in the nation. We lead the U.S. in patents, business R&D, and venture capital deals. We are strategically located between Boston and New York City, within reach of one-third of U.S. consumers and, not least of all, offer a high quality of life, safe communities and great schools. If Connecticut were a country, we would rank seventh in the world for productivity—even higher than the U.S. itself. Connecticut is an incredible place to live. Our state routinely ranks among the highest in quality of life and education, and the skill and dedication of our workforce is second to none.
Further, Connecticut currently has a thriving bioscience workforce. Currently, biosciences employ over 50,000 people at more than 800 companies across the state. This industry is further supported by Connecticut’s educated workforce, with the fifth highest percentage of science and engineering doctorates in the nation. Just as important, Connecticut has a 33% higher concentration of high-tech workers than the national average, all of whom are capable of filling a wide array of jobs in the bioscience sector.

In short, beyond our openness and inclusiveness, we have much to offer to your business. Connecticut, for a small state, offers big opportunities for growth. Many other companies already know this and are prospering. Some of the most distinguished domestic and international companies in the world call our state home. We would welcome you and your employees in our state, no matter their sexual orientation.

HB 2 has obviously caused, and continues to cause, a national backlash that may be unconducive to the success of your company. As such, I hope you will consider relocating to the state of Connecticut and we would be happy to discuss this further.

I have instructed my chief business advocate in the state, Commissioner Catherine Smith of the Department of Economic and Community Development, to follow up and answer any questions you may have and discuss how the state can help your company realize its short- and long-term business objectives.

Sincerely,

Dannel P. Malloy
Governor