



Governor Brad Little

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The Idaho Rebounds Economic Advisory Committee is requesting the CFAC committee appropriate **\$6 million** towards the Idaho Rebounds Marketing plan. The goal of the campaign is to rebuild consumer and employee confidence and promote Idaho.

\$2,500,000	One Idaho Campaign
\$ 500,000	Recreate Responsibly Idaho Campaign
\$3,000,000	Idaho Tourism Campaign

The Idaho Department of Commerce will lead the effort in combination with the advisory group. Utilizing existing expertise at the Department and trusted communication channels will help make this campaign even more impactful.

The campaign will focus on three central market segments; businesses, employees, and citizens. The media plan will be comprehensive with a holistic approach to communicating its message to all Idahoans and outside visitors.