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## FISCAL UPDATE Article

Fiscal Services Division

June 24, 2019



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### IOWA LAUNCHES "THIS IS IOWA" CAMPAIGN

On June 17, 2019, Governor Kim Reynolds announced a new "[This is Iowa](#)" Marketing Campaign to encourage people from across the nation to visit, live, and work in Iowa. The Campaign is intended to raise awareness of the numerous opportunities that exist to establish careers, raise families, and have new experiences in Iowa. The Campaign is supported with Iowa Economic Development Authority (IEDA) marketing funds. The IEDA has budgeted a total of \$5.2 million for all marketing for FY 2020.

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