



Asa Hutchinson
Governor
Stacy Hurst
Secretary

April 29, 2020

CARES Act Steering Committee
c/o Secretary Elizabeth Smith, Chair

Dear Committee Members,

In response to the devastating impact on the economy created by COVID-19, Governor Hutchinson created the Arkansas Economic Recovery Task Force. The task force, led by Steuart Walton, will develop industry-specific strategies and make recommendations to the Governor to strategically loosen restrictions on Arkansas's economy. These strategies and recommendations will be guided by concern for the public health and will work to bolster our state's economic recovery.

The Governor, Chairman Walton and task force members recognized immediately that a vitally important piece of reenergizing the economy is consumer confidence. While removing restrictions is the first step, we know that consumers won't participate in the marketplace unless they have confidence that they can do so safely. A well-designed public education campaign to inform and educate the public and instill confidence is a critical component of our work.

The proposal is attached to this cover letter. The Governor and task force members will continue to shape messaging and content in collaboration with the Arkansas Department of Health. I respectfully request federal CARES funds to cover this unbudgeted expense related to COVID-19.

Sincerely,

A handwritten signature in blue ink, appearing to read "Stacy Hurst".

Stacy J. Hurst
Secretary
Arkansas Department of Parks, Heritage and Tourism