AMENDMENT TO H.R. 4450

OFFERED BY _____

Page 4, line 2, strike "75 percent" and insert "50 percent".

Page 4, after line 3, insert the following:

1   "(E) MAINTENANCE OF AN IN-KIND CON-
2   TRIBUTIONS POLICY.—The Corporation shall
3   maintain an in-kind contributions policy.

4   "(F) FORMALIZED PROCEDURES FOR IN-
5   KIND CONTRIBUTIONS POLICY.—Not later than
6   90 days after the date of enactment of the
7   Travel Promotion, Enhancement, and Mod-
8   ernization Act of 2014, the Secretary of Com-
9   merce, in coordination with the Corporation,
10   shall establish formal, publicly available proce-
11   dures specifying time frames and conditions
12   for—

13   "(i) making and agreeing to revisions
14   of the Corporation's in-kind contributions
15   policy; and

16   "(ii) addressing and resolving dis-
17   agreements between the Corporation and

1   its partners, including the Secretary of
2   Commerce, regarding the in-kind contribu-
3   tions policy.''.

Page 4, line 4, strike ''(E)'' and insert ''(G)''.

Page 5, after line 13, insert the following new paragraph (and redesignate the succeeding paragraphs accordingly):

4   (2) in paragraph (2) of subsection (c), by strik-
5   ing ''$5,000,000'' and inserting ''$500,000'';

Page 5, beginning on line 20, strike ''establish performance metrics'' and all that follows through line 25, and insert the following:

6   ''(A) establish performance metrics includ-
7   ing, time frames, evaluation methodologies, and
8   data sources for measuring—
9   ''(i) the effectiveness of marketing ef-
10 forts by the Corporation, including its
11 progress in achieving the long-term goals
12 of increased traveler visits to and spending
13 in the United States;
14 ''(ii) whether increases in visitation
15 and spending have occurred in response to
16 external influences, such as economic con-
17 ditions or exchange rates, rather than in

3

1   response to the efforts of the Corporation;

2   and

3   ''(iii) any cost or benefit to the econ-

4   omy of the United States; and

5   ''(B) conduct periodic program evaluations

6   in response to the data resulting from measure-

7   ments under subparagraph (A).''.

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