

**AMENDMENT TO H.R. 4450**

**OFFERED BY** Rep. Schakowsky

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 para-  
graph (and redesignate the succeeding paragraphs ac-  
cordingly):

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 per-  
formance 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

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).”.

