

Committee Print

[SHOWING THE TEXT OF H.R. 3851 AS FORWARDED BY THE SUBCOMMITTEE
ON CONSUMER PROTECTION AND COMMERCE ON NOVEMBER 14, 2019]

116TH CONGRESS
1ST SESSION

H. R. 3851

To extend funding for Brand USA through fiscal year 2027, and for other
purposes.

IN THE HOUSE OF REPRESENTATIVES

JULY 18, 2019

Mr. WELCH (for himself, Mr. BILIRAKIS, Ms. TITUS, and Mr. LONG) introduced the following bill; which was referred to the Committee on Energy and Commerce, and in addition to the Committee on Homeland Security, for a period to be subsequently determined by the Speaker, in each case for consideration of such provisions as fall within the jurisdiction of the committee concerned

A BILL

To extend funding for Brand USA through fiscal year 2027,
and for other purposes.

1 *Be it enacted by the Senate and House of Representa-*
2 *tives of the United States of America in Congress assembled,*

3 **SECTION 1. SHORT TITLE.**

4 This Act may be cited as the “Brand USA Extension
5 Act”.

1 **SEC. 2. THE CORPORATION FOR TRAVEL PROMOTION.**

2 Subsection (b) of the Travel Promotion Act of 2009
3 (22 U.S.C. 2131(b)) is amended—

4 (1) in paragraph (2)(A)—

5 (A) in clause (ii), by inserting “or
6 foodservice” after “restaurant”;

7 (B) in clause (v), by inserting “, such as
8 outdoor recreation” before the semicolon at the
9 end; and

10 (C) in clause (viii), by inserting “commer-
11 cial or private” before “passenger air sector”;

12 (2) in paragraph (5)(A)—

13 (A) in clause (iii), by inserting “speaking
14 conventions, sales missions,” after “trade
15 shows,”;

16 (B) in clause (iv), by striking “and” at the
17 end;

18 (C) in clause (v), by striking the period at
19 the end and inserting “; and”; and

20 (D) by adding at the end the following:

21 “(vi) to promote tourism to the
22 United States through digital media, online
23 platforms, and other appropriate me-
24 dium.”; and

25 (3) in paragraph (7)(C), by striking “3 days”
26 and inserting “5 days”.

1 **SEC. 3. ACCOUNTABILITY MEASURES.**

2 Subsection (c) of the Travel Promotion Act of 2009
3 (22 U.S.C. 2131(c)) is amended—

4 (1) in paragraph (2), by striking “\$500,000”
5 and inserting “\$450,000”; and

6 (2) in paragraph (3)—

7 (A) by redesignating subparagraph (I) as
8 subparagraph (K);

9 (B) in subparagraph (H)(iii), by striking
10 “and” at the end; and

11 (C) by inserting after subparagraph
12 (H)(iii) the following:

13 “(I) a list of countries the Corporation
14 identifies as emerging markets for tourism to
15 the United States;

16 “(J) a description of the efforts the Cor-
17 poration has made to promote tourism to rural
18 areas of the United States; and”.

19 **SEC. 4. EXTENSION OF FUNDING FOR BRAND USA.**

20 Subsection (d) of the Travel Promotion Act of 2009
21 (22 U.S.C. 2131(d)) is amended—

22 (1) in paragraph (2)(B), by striking “2020”
23 and inserting “2027”;

24 (2) in paragraph (3)(B)(ii), by striking “70
25 percent” and inserting “50 percent”; and

