

H.R. 2744, USAID Branding Modernization Act

As reported by the Senate Committee on Foreign Relations on December 17, 2019

By Fiscal Year, Millions of Dollars	2020	2020-2024	2020-2029
Direct Spending (Outlays)	0	0	0
Revenues	0	0	0
Increase or Decrease (-) in the Deficit	0	0	0
Spending Subject to Appropriation (Outlays)	*	*	*
Statutory pay-as-you-go procedures apply?	No	Mandate Effects	
Increases on-budget deficits in any of the four consecutive 10-year periods beginning in 2030?	No	Contains intergovernmental mandate?	No
		Contains private-sector mandate?	No
* = between zero and \$500,000.			

H.R. 2744 would authorize the U.S. Agency for International Development (USAID) to use the U.S. flag to identify products provided through its foreign assistance programs. Current law directs USAID to brand such assistance as “American Aid.” H.R. 2744 would explicitly authorize the agency to mark foreign assistance with a depiction of the U.S. flag. The agency indicates that changing its labeling to include the U.S. flag would not change the branding costs for foreign assistance programs.

In addition, the act would require the Inspector General of USAID to conduct an audit of the agency’s branding practices. Using information about the costs of audits of similar size and scope, CBO estimates that satisfying the audit requirement in H.R. 2744 would cost less than \$500,000 over the 2020-2024 period; such spending would be subject to the availability of appropriated funds.

On May 30, 2019, CBO transmitted a [cost estimate for H.R. 2744](#), USAID Branding Modernization Act, as ordered reported by the House Committee on Foreign Affairs on May 22, 2019. The two pieces of legislation are similar and CBO’s estimates of their budgetary effects are the same.

The CBO staff contact for this estimate is Ann E. Futrell. The estimate was reviewed by Leo Lex, Deputy Assistant Director for Budget Analysis.