

113TH CONGRESS
2D SESSION

S. 2250

To extend the Travel Promotion Act of 2009, and for other purposes.

IN THE SENATE OF THE UNITED STATES

APRIL 10, 2014

Ms. KLOBUCHAR (for herself, Mr. BLUNT, Mr. BEGICH, Mr. KIRK, Mr. SCHATZ, Mr. WICKER, Mr. REID, Mr. HELLER, Mr. SCHUMER, Ms. AYOTTE, Mr. WARNER, Mr. GRAHAM, Ms. HIRONO, Mr. CHAMBLISS, Mr. DURBIN, Mr. BOOZMAN, Mr. NELSON, Mr. HOEVEN, Mr. BLUMENTHAL, Mr. HATCH, Ms. MURKOWSKI, Mr. VITTER, Ms. COLLINS, Mrs. SHAHEEN, and Ms. MIKULSKI) introduced the following bill; which was read twice and referred to the Committee on Commerce, Science, and Transportation

A BILL

To extend the Travel Promotion Act of 2009, 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 “Travel Promotion, En-
5 hancement, and Modernization Act of 2014”.

1 **SEC. 2. ADDITION OF NEW MEMBERS TO BOARD OF DIREC-**
2 **TORS.**

3 Subsection (b)(2)(A) of the Travel Promotion Act of
4 2009 (22 U.S.C. 2131(b)(2)(A)) is amended—

5 (1) in the matter preceding clause (i)—

6 (A) by striking “promotion and mar-
7 keting” and inserting “promotion or mar-
8 keting”; and

9 (B) by inserting “At least 5 members of
10 the board shall have experience working in
11 United States multinational entities with mar-
12 keting budgets. At least 2 members of the
13 board shall be audit committee financial experts
14 (as defined by the Securities and Exchange
15 Commission in accordance with section 407 of
16 Public Law 107–204 (15 U.S.C. 7265)). All
17 members of the board shall be a current or
18 former chief executive officer, chief financial of-
19 ficer, or chief marketing officer, or have held an
20 equivalent management position.”; and

21 (2) in clause (x), by striking “intercity pas-
22 senger railroad business” and inserting “land or sea
23 passenger transportation sector”.

24 **SEC. 3. ANNUAL REPORT TO CONGRESS.**

25 Subsection (c)(3) of the Travel Promotion Act of
26 2009 (22 U.S.C. 2131(c)(3)) is amended—

1 (1) in subparagraph (F), by striking “and” at
2 the end;

3 (2) by redesignating subparagraph (G) as sub-
4 paragraph (I); and

5 (3) by inserting after subparagraph (F) the fol-
6 lowing:

7 “(G) a description of, and rationales for,
8 the Corporation’s efforts to focus on specific
9 countries and populations;

10 “(H)(i) a description of, and rationales for,
11 the Corporation’s combination of media chan-
12 nels employed in meeting the promotional objec-
13 tives of its marketing campaign;

14 “(ii) the ratio in which such channels are
15 used; and

16 “(iii) a justification for the use and ratio
17 of such channels; and”.

18 **SEC. 4. BIENNIAL REVIEW OF PROCEDURES TO DETER-**
19 **MINE FAIR MARKET VALUE OF GOODS AND**
20 **SERVICES.**

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

23 (1) in subparagraph (B)(ii), by striking “80
24 percent” and inserting “75 percent”; and

25 (2) by adding at the end the following:

1 “(E) BIENNIAL REVIEW OF PROCEDURES
 2 TO DETERMINE FAIR MARKET VALUE OF GOODS
 3 AND SERVICES.—The Corporation and the Sec-
 4 retary of Commerce (or their designees) shall
 5 meet on a biannual basis to review the proce-
 6 dures to determine the fair market value of
 7 goods and services received from non-Federal
 8 sources by the Corporation under subparagraph
 9 (B).”.

10 **SEC. 5. EXTENSION OF TRAVEL PROMOTION ACT OF 2009.**

11 (a) IN GENERAL.—Subsection (d) of the Travel Pro-
 12 motion Act of 2009 (22 U.S.C. 2131(d)) is amended—

13 (1) in subsection (b)(5)(A)(iv), by striking “all
 14 States and the District of Columbia” and inserting
 15 “all States and territories of the United States and
 16 the District of Columbia,”; and

17 (2) in subsection (d)—

18 (A) in paragraph (2)(B), by striking
 19 “2015” and inserting “2020”; and

20 (B) in paragraph (4)(B), by striking “fis-
 21 cal year 2011, 2012, 2013, 2014, or 2015” and
 22 inserting “each of the fiscal years 2011 through
 23 2020”.

24 (b) SUNSET OF TRAVEL PROMOTION FUND FEE.—
 25 Section 217(h)(3)(B)(iii) of the Immigration and Nation-

1 ality Act (8 U.S.C. 1187(h)(3)(B)(iii)) is amended by
2 striking “September 30, 2015” and inserting “September
3 30, 2020”.

4 **SEC. 6. ACCOUNTABILITY; PROCUREMENT REQUIREMENTS.**

5 The Travel Promotion Act of 2009 (22 U.S.C. 2131),
6 as amended by this Act, is further amended—

7 (1) by redesignating subsections (e), (f), (g),
8 and (h) as subsections (h), (e), (i), and (j), respec-
9 tively; and

10 (2) by inserting after subsection (e), as redesign-
11 nated, the following:

12 “(f) ACCOUNTABILITY.—

13 “(1) PERFORMANCE PLANS AND MEASURES.—

14 Not later than 90 days after the date of the enact-
15 ment of the Travel Promotion, Enhancement, and
16 Modernization Act of 2014, the Corporation shall es-
17 tablish performance metrics—

18 “(A) to measure the impact of marketing
19 efforts by the Corporation; and

20 “(B) to demonstrate any cost or benefit to
21 the economy of the United States.

22 “(2) GAO ACCOUNTABILITY.—Not later than
23 60 days after the date on which the Corporation re-
24 ceives a report from the Government Accountability
25 Office with recommendations for the Corporation,

1 the Corporation shall submit a report to Congress
2 that describes the actions taken by the Corporation
3 in response to the recommendations in such report.

4 “(g) PROCUREMENT REQUIREMENTS.—The Corpora-
5 tion shall—

6 “(1) establish a competitive procurement proc-
7 ess; and

8 “(2) certify in its annual report to Congress
9 under subsection (c)(3) that any contracts entered
10 into were in compliance with the established com-
11 petitive procurement process.”.

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