

113TH CONGRESS
2D SESSION

H. R. 4450

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

IN THE HOUSE OF REPRESENTATIVES

APRIL 10, 2014

Mr. BILIRAKIS (for himself, Mr. WELCH, Mr. HECK of Nevada, Mr. FARR, Mr. WEBSTER of Florida, Ms. TITUS, Mr. JOLLY, Ms. WASSERMAN SCHULTZ, Mr. MILLER of Florida, Ms. WILSON of Florida, Mr. KINZINGER of Illinois, Ms. CASTOR of Florida, Ms. ROS-LEHTINEN, Mr. DIAZ-BALART, Mr. ROSS, Mr. CRENSHAW, Mr. PETERS of California, Mr. SOUTHERLAND, Mr. QUIGLEY, Mr. DESANTIS, Mr. RUSH, Mr. MURPHY of Florida, Ms. MATSUI, Mr. BUTTERFIELD, Ms. ESHOO, Ms. GABBARD, Ms. LORETTA SANCHEZ of California, Mr. PIERLUISI, Mrs. CAPPES, Mr. PETERSON, Mr. SHERMAN, Mr. CICILLINE, Ms. HAHN, Mrs. CHRISTENSEN, Ms. CHU, Mr. LOWENTHAL, Mr. COSTA, Mr. LONG, Mr. SMITH of Texas, Mr. SCHOCK, and Mr. GRIMM) 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 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,*

1 **SECTION 1. SHORT TITLE.**

2 This Act may be cited as the “Travel Promotion, En-
3 hancement, and Modernization Act of 2014”.

4 **SEC. 2. BOARD OF DIRECTORS.**

5 Subsection (b)(2)(A) of the Travel Promotion Act of
6 2009 (22 U.S.C. 2131(b)(2)(A)) is amended—

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

8 (A) in the first sentence, by striking “pro-
9 motion and marketing” and inserting “pro-
10 motion or marketing”; and

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

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

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

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

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

6 (2) by redesignating subparagraph (G) as sub-
7 paragraph (I); and

8 (3) by inserting after subparagraph (F) the fol-
9 lowing:

10 “(G) a description of, and rationales for,
11 the Corporation’s efforts to focus on specific
12 countries and populations;

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

17 “(ii) the ratio in which such channels are
18 used; and

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

21 **SEC. 4. BIENNIAL REVIEW OF PROCEDURES TO DETER-**
22 **MINE FAIR MARKET VALUE OF GOODS AND**
23 **SERVICES.**

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

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

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

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

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

14 (a) IN GENERAL.—The Travel Promotion Act of
15 2009 (22 U.S.C. 2131) is amended—

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

20 (2) in subsection (d)—

21 (A) in paragraph (2)(B), by striking
22 “2015” and inserting “2020”; and

23 (B) in paragraph (4)(B), by striking “fis-
24 cal year 2011, 2012, 2013, 2014, or 2015” and

1 inserting “each of the fiscal years 2011 through
2 2020”.

3 (b) SUNSET OF TRAVEL PROMOTION FUND FEE.—
4 Section 217(h)(3)(B)(iii) of the Immigration and Nation-
5 ality Act (8 U.S.C. 1187(h)(3)(B)(iii)) is amended by
6 striking “September 30, 2015” and inserting “September
7 30, 2020”.

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

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

11 (1) by redesignating subsections (e), (f), (g),
12 and (h) as subsections (h), (e), (i), and (j), respec-
13 tively; and

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

16 “(f) ACCOUNTABILITY.—

17 “(1) PERFORMANCE PLANS AND MEASURES.—

18 Not later than 90 days after the date of the enact-
19 ment of the Travel Promotion, Enhancement, and
20 Modernization Act of 2014, the Corporation shall es-
21 tablish performance metrics—

22 “(A) to measure the impact of marketing
23 efforts by the Corporation; and

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

1 “(2) GAO ACCOUNTABILITY.—Not later than
2 60 days after the date on which the Corporation re-
3 ceives a report from the Government Accountability
4 Office with recommendations for the Corporation,
5 the Corporation shall submit a report to Congress
6 that describes the actions taken by the Corporation
7 in response to the recommendations in such report.

8 “(g) PROCUREMENT REQUIREMENTS.—The Corpora-
9 tion shall—

10 “(1) establish a competitive procurement proc-
11 ess; and

12 “(2) certify in its annual report to Congress
13 under subsection (e)(3) that any contracts entered
14 into were in compliance with the established com-
15 petitive procurement process.”.

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