

113TH CONGRESS  
2D SESSION

# S. 2250

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

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## 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

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## 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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