

Internal									
Department	Item Requested	Detail/Description	FY 21-22	Munis ORG	Account #	Account Total	Account Name	Project Code (Munis)	
ADMINISTRATION									
ICVB F&A	In-office staffing (CS)	Relief receptionist	\$4,000.00	22015200	510230	\$4,000.00	PT/CS Wages	GFARPACV21-EXPENSES-	PAYROLL
ICVB F&A	Source Strategies Reports		\$1,000.00	22015200	600025		Subscriptions-Publications	GFARPACV21-EXPENSES-	SUPPLIES
ICVB F&A	STR Reports		\$17,000.00	22015200	600025		Subscriptions-Publications	GFARPACV21-EXPENSES-	SUPPLIES
ICVB F&A	Air DNA Reports		\$3,143.00	22015200	600025		Subscriptions-Publications	GFARPACV21-EXPENSES-	SUPPLIES
ICVB F&A	Y-drink Reports		\$350.00	22015200	600025	\$21,493.00	Subscriptions-Publications	GFARPACV21-EXPENSES-	SUPPLIES
ICVB F&A	TPID Consultant		\$75,000.00	22015200	640021		Professional Services	GFARPACV21-EXPENSES-	OUT SERVIC
ICVB F&A	Microsoft & Adobe Licenses		\$35,000.00	22015200	640021		Professional Services	GFARPACV21-EXPENSES-	OUT SERVIC
ICVB F&A	IT Contractor Support		\$55,000.00	22015200	640021	\$165,000.00	Professional Services	GFARPACV21-EXPENSES-	OUT SERVIC
ICVB - IT	IT Modernization	See attached	\$186,353.00	22015200	600025 / 700026 / 640021	\$186,353.00	Computers	GFARPACV21-EXPENSES-	SUPPLIES or CAP EXP or OUT SERVIC
ICVB - Mult	Professional Development	General Industry Training	\$20,000.00	22015200	645001		Travel and Training	GFARPACV21-EXPENSES-	MISC
ICVB F&A	Hotel Data Conference		\$5,000.00	22015200	645001		Travel and Training	GFARPACV21-EXPENSES-	MISC
ICVB F&A	Professional Development	Industry/Organizational Leadership in Trying Times	\$10,000.00	22015200	645001		Travel and Training	GFARPACV21-EXPENSES-	MISC
ICVB F&A	Professional Development	Diversity, Equity & Inclusion for Destinations	\$15,000.00	22015200	645001		Travel and Training	GFARPACV21-EXPENSES-	MISC
ICVB F&A	Professional Development	Team Re-Building After Disruption	\$20,000.00	22015200	645001		Travel and Training	GFARPACV21-EXPENSES-	MISC
ICVB F&A	Professional Development	Certification required training	\$12,000.00	22015200	645001		Travel and Training	GFARPACV21-EXPENSES-	MISC
ICVB F&A	DI-Various Board Travel		\$5,000.00	22015200	645001	\$87,000.00	Travel and Training	GFARPACV21-EXPENSES-	MISC
ICVB - Mult	Memberships		\$25,000.00	22015200	645021	\$25,000.00	Memberships and Dues	GFARPACV21-EXPENSES-	MISC
ICVB - O	COI Administrative Fee	Costs for utilization of city services (4%)	\$215,898.00	22015200	661005	\$215,898.00	Admin Cost Reimbursement	GFARPACV21-EXPENSES-	MISC
ICVB F&A	Texas Hotel & Lodging Association Partnership		\$47,800.00	22015200	662014	\$47,800.00	Sponsorships	GFARPACV21-EXPENSES-	MISC
ICVB F&A	LiveNation	ICVB - 8 Seat Licenses/Box	\$90,000.00	22015200	662026		Local Programs	GFARPACV21-EXPENSES-	MISC
ICVB F&A	LiveNation	COI - 6 Seat Licenses/Box	\$60,000.00	22015200	662026		Local Programs	GFARPACV21-EXPENSES-	MISC
ICVB F&A	Irving Hospitality Industry 50th Anniversary	Scholarship Fund Raiser	\$10,000.00	22015200	662026	\$160,000.00	Local Programs	GFARPACV21-EXPENSES-	MISC
ICVB F&A	Volunteer Visitor Info Center		\$5,000.00	22015200	662027	\$5,000.00	ICVB Volunteer Prog	GFARPACV21-EXPENSES-	MISC
			\$917,544.00			\$917,544.00			

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SALES									
ICVB S&S	Convention Services Staffing		\$15,400.00	22015201	510230	\$15,400.00	PT/CS Wages	GFARPACV21-EXPENSES-	PAYROLL
ICVB S&S	Event Economic Impact Calculator		\$7,725.00	22015201	640021		Professional Services	GFARPACV21-EXPENSES-	OUT SERVIC
ICVB S&S	EmpowerMINT Database		\$10,400.00	22015201	640021		Professional Services	GFARPACV21-EXPENSES-	OUT SERVIC
ICVB S&S	TxMET Database		\$750.00	22015201	640021		Professional Services	GFARPACV21-EXPENSES-	OUT SERVIC
ICVB S&S	Database Contractor		\$15,000.00	22015201	640021		Professional Services	GFARPACV21-EXPENSES-	OUT SERVIC
ICVB S&S	E-Auto Feedback						Professional Services	GFARPACV21-EXPENSES-	OUT SERVIC
		Loaned resource to hotels, addl							
ICVB S&S	Contract Sales Manager	CVB sales	\$60,000.00	22015201	640021		Professional Services	GFARPACV21-EXPENSES-	OUT SERVIC
ICVB S&S	We Are Meetings App		\$3,600.00	22015201	640021	\$97,475.00	Professional Services	GFARPACV21-EXPENSES-	OUT SERVIC
ICVB S&S	Trade Show Uniforms		\$8,000.00	22015201	640028	\$8,000.00	Sales Resources	GFARPACV21-EXPENSES-	OUT SERVIC
ICVB S&S	Strategic Partnerships	HelmsBriscoe, Lamont, etc	\$50,000.00	22015201	662014	\$50,000.00	Sponsoships	GFARPACV21-EXPENSES-	MISC
ICVB S&S	Host TSAE Annual Meeting		\$75,000.00	22015201	645001		Travel and Training	GFARPACV21-EXPENSES-	MISC
ICVB S&S	Sales Travel/Trade Shows		\$200,000.00	22015201	645001		Travel and Training	GFARPACV21-EXPENSES-	MISC
ICVB S&S	Certification & Required Training		\$3,500.00	22015201	645001		Travel and Training	GFARPACV21-EXPENSES-	MISC
ICVB S&S	Austin Client Familiarization Tour		\$35,000.00	22015201	645001		Travel and Training	GFARPACV21-EXPENSES-	MISC
ICVB S&S	Austin Market Client Events	4x/year	\$18,000.00	22015201	645001	\$331,500.00	Travel and Training	GFARPACV21-EXPENSES-	MISC
ICVB S&S	Convention Services Collateral		\$20,000.00	22015201	662012		CS Materials	GFARPACV21-EXPENSES-	MISC
ICVB S&S	Convention Services Promotional								
ICVB S&S	Items		\$60,000.00	22015201	662012		CS Materials	GFARPACV21-EXPENSES-	MISC
ICVB S&S	Convention Services Uniforms		\$10,000.00	22015201	662012	\$90,000.00	CS Materials	GFARPACV21-EXPENSES-	MISC
ICVB S&S	Business Development Incentive								
ICVB S&S	Program	Hotel/event rebates to offset costs	\$500,000.00	22015201	662019		BizDlp	GFARPACV21-EXPENSES-	MISC
ICVB S&S	Bid Fees		\$100,000.00	22015201	662026		BizDlp	GFARPACV21-EXPENSES-	MISC
		Professional Triathlete Organization							
ICVB S&S	Hosting Rights	US Open - 10 year agreement	\$100,000.00	22015201	662026	\$700,000.00	BizDlp	GFARPACV21-EXPENSES-	MISC
ICVB S&S	Client Entertaining, Site Visits		\$60,000.00	22015201	662026		Local Programs	GFARPACV21-EXPENSES-	MISC
ICVB S&S	Meet The Bureau/Irving Industry								
ICVB S&S	Forum		\$15,000.00	22015201	662026		Local Programs	GFARPACV21-EXPENSES-	MISC
ICVB S&S	TSAE 2022		\$75,000.00	22015201	662026	\$150,000.00	Local Programs	GFARPACV21-EXPENSES-	MISC
			\$1,442,375.00			\$1,442,375.00			

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MARKETING								
ICVB M&C	Adara	Predictive traveler intelligence & analytics	\$30,000.00	22015202	640021		Professional Services	GFARPACV21-EXPENSES-OUT SERVIC
ICVB M&C	Advertising Agency Resources		\$500,000.00	22015202	640021		Professional Services	GFARPACV21-EXPENSES-OUT SERVIC
ICVB M&C	Brand Development/Study		\$275,000.00	22015202	640021		Professional Services	GFARPACV21-EXPENSES-OUT SERVIC
ICVB M&C	Cision, etc	Clippings data	\$25,000.00	22015202	640021		Professional Services	GFARPACV21-EXPENSES-OUT SERVIC
ICVB M&C	Contract Digital Content Creator/s		\$45,000.00	22015202	640021		Professional Services	GFARPACV21-EXPENSES-OUT SERVIC
ICVB M&C	Contract Digital Media Buyer		\$55,000.00	22015202	640021		Professional Services	GFARPACV21-EXPENSES-OUT SERVIC
ICVB M&C	Contract Writers/Bloggers/Influencers		\$20,000.00	22015202	640021		Professional Services	GFARPACV21-EXPENSES-OUT SERVIC
ICVB M&C	Conversion Rate Optimization	Optimize for hotel bookings	\$50,000.00	22015202	640021		Professional Services	GFARPACV21-EXPENSES-OUT SERVIC
ICVB M&C	Digital Asset Management		\$10,000.00	22015202	640021		Professional Services	GFARPACV21-EXPENSES-OUT SERVIC
ICVB M&C	Digital Campaigns	Leisure, Meetings, OTA, Hotel Re-Marketing	\$400,000.00	22015202	640021		Professional Services	GFARPACV21-EXPENSES-OUT SERVIC
ICVB M&C	Hotel Guest/Eco Impact Study		\$60,000.00	22015202	640021		Professional Services	GFARPACV21-EXPENSES-OUT SERVIC
ICVB M&C	ICC Event-Specific Micro Campaigns		\$20,000.00	22015202	640021		Professional Services	GFARPACV21-EXPENSES-OUT SERVIC
ICVB M&C	Micro-Campaigns	Music & Events	\$200,000.00	22015202	640021		Professional Services	GFARPACV21-EXPENSES-OUT SERVIC
ICVB M&C	Photography / Videography		\$50,000.00	22015202	640021		Professional Services	GFARPACV21-EXPENSES-OUT SERVIC
ICVB M&C	Public Relations Agency		\$50,000.00	22015202	640021		Professional Services	GFARPACV21-EXPENSES-OUT SERVIC
ICVB M&C	Search Engine Marketing/Search Engine Optimization	Paid search placements	\$50,000.00	22015202	640021		Professional Services	GFARPACV21-EXPENSES-OUT SERVIC
ICVB M&C	Simpleview Annual Agreement	CRM & CMS Systems	\$269,000.00	22015202	640021		Professional Services	GFARPACV21-EXPENSES-OUT SERVIC
ICVB M&C	Social Media Paid Advertising		\$35,000.00	22015202	640021		Professional Services	GFARPACV21-EXPENSES-OUT SERVIC
ICVB M&C	Threshold 360	Video for hotel & restaurant partners	\$38,000.00	22015202	640021		Professional Services	GFARPACV21-EXPENSES-OUT SERVIC
ICVB M&C	Website Redesign/Site Merges		\$100,000.00	22015202	640021		Professional Services	GFARPACV21-EXPENSES-OUT SERVIC
ICVB M&C	Year-Round Digital Content Promotion		\$20,000.00	22015202	640021	\$2,302,000.00	Professional Services	GFARPACV21-EXPENSES-OUT SERVIC
ICVB M&C	Promotional Items		\$25,000.00	22015202	640027	\$25,000.00	Marketing Resources	GFARPACV21-EXPENSES-OUT SERVIC
ICVB M&C	Media Advertising	Traditional Media - Trades etc.	\$500,000.00	22015202	640053		Media Advertising	GFARPACV21-EXPENSES-OUT SERVIC
ICVB M&C	CVENT		\$60,000.00	22015202	640053	\$560,000.00	Media Advertising	GFARPACV21-EXPENSES-OUT SERVIC
ICVB M&C	South by Southwest		\$100,000.00	22015202	645001		Travel and Training	GFARPACV21-EXPENSES-MISC
ICVB M&C	Media Travel / Trade Shows		\$10,000.00	22015202	645001		Travel and Training	GFARPACV21-EXPENSES-MISC
ICVB M&C	Professional Development/Travel		\$10,000.00	22015202	645001	\$120,000.00	Travel and Training	GFARPACV21-EXPENSES-MISC
ICVB M&C	Event Sponsorships		\$30,000.00	22015202	662014	\$30,000.00	Sponsorships	GFARPACV21-EXPENSES-MISC
ICVB M&C	Irving Marathon	Post-Race Hospitality Event	\$20,000.00	22015202	662026		Local Programs	GFARPACV21-EXPENSES-MISC
ICVB M&C	Hosting Writers		\$20,000.00	22015202	662026	\$40,000.00	Local Programs	GFARPACV21-EXPENSES-MISC
			\$3,077,000.00			\$3,077,000.00		