



Hotel Occupancy Tax Investment Q1 Update

August 2020

Prepared and Submitted by the Round Top Area
Chamber of Commerce Board of Directors

QUARTER ONE HOT TAX INVESTMENT REPORT JANUARY, FEBRUARY, MARCH 2020

August 7th, 2020

2020 is not what anyone expected it to be. With a laser focus on virtual, a strong desire for more connections, and a renewed appreciation for travel & event experiences the market is dynamic. It is important to adapt, pivot and plan with intention in a chaotic rapidly changing world. Change may be the one constant thing that 2020 has provided so many.

We are capitalizing on this unforeseen opportunity, the spirit of change, and revamped our reporting format, design and methodology. As stewards of taxpayer dollars, that you, the Round Top Town Council invests with our organization, we are honored and appreciative of your trust as we continue to enhance Round Top's destination appeal.

This Hotel Occupancy Tax Investment Update covers the first quarter of 2020. (January-March, 2020). This format will replace the Stewardship report document that many of you are used to seeing. We greatly value our partnership and respect the need to provide transparent and meaningful communications to demonstrate the value and return on the Town's investment. We greatly appreciate your trust in the Round Top Area Chamber of Commerce and our Board of Directors to leverage a percentage of the Town's hotel occupancy tax dollars.

Please feel free to reach out to our Board of Directors should you have any questions, concerns, or suggestions for this report as we continue to enhance the Round Top Story and strengthen its appeal as a year round tourist destination through our marketing initiatives and promotional efforts. We look forward to our continued partnership with the Town Council, the residents and business of Round Top, and to our visitor community.

Respectfully,

*Round Top Area Chamber of Commerce
Board of Directors*



PLAN NOW,

Road Trip LATER

The Chamber Staff and Board of Directors is excited to once again partner with the Town Council as we work on the behalf of our Citizens. It is our intention to:

#bigtimesmall 2020

- Serve as the one stop shop for visitor information and services highlighting the offerings of Round Top properties and businesses
- Continue to provide meaningful experiences for visitors and locals to build community
- Serve as an advocate and partner for the Citizens and Town of Round Top
- Provide an economic return on the Town Council's Hotel Occupancy Tax Investment
- Raise awareness of Round Top as a year-round destination
- Bring additional foot traffic into town during non peak shopping times
- Provide regular communications and updates to our residents and visitors
- Generate opportunities for hotel occupancy room night bookings for the Town of Round Top
- Continue integrating both traditional marketing and digital marketing strategies to strengthen the Round Top brand

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In addition to our stewardship responsibilities, we will continue to adapt, pivot, support, inform, listen and provide COVID-19 Cowboy Etiquette tips (innovate) to help our businesses thrive as we work together to keep our town open for business and our residents and guests #bigtimesmall time and time again.

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COVID-19: What to Do

- Wash hands often for 20 seconds and encourage others to do the same.
- If no soap and water available, use hand sanitizer with at least 60% alcohol.
- Cover coughs and sneezes with a tissue, then throw the tissue away.
- Avoid touching your eyes, nose, and mouth with unwashed hands.
- Disinfect surfaces, buttons, handles, knobs and other places touched often.
- Avoid close contact with people who are sick.

Symptoms of COVID-19 may show up 2-14 days after exposure and may include fever, cough and shortness of breath. If you are in generally good health and have a mild illness, avoid going and take care of yourself like you would for the flu. If symptoms worsen, call your doctor.

If you are 65 years or older and/or have other medical problems like heart disease, lung disease, diabetes, high blood pressure or cancer, you have more at risk for severe illness. If you are not sick enough to be hospitalized, you can recover at home.

COVID-19

For updates and more information, visit dhs.texas.gov/coronavirus

Round Top Area Chamber Update

**TOWN OF ROUND TOP, TEXAS
MAYOR DECLARES
LOCAL STATE OF DISASTER
DUE TO PUBLIC HEALTH EMERGENCY**

Ordinance and orders by the Town of Round Top are enforceable by a combination of ordinance 22379-19 that can range from fines to license suspension and court-ordered incarceration including bonds.

COVID-19 shows many common symptoms people who are in close contact with you whether through respiratory droplets produced when an infected person coughs or sneezes.

Note: The Commissioner of the Texas Department of State Health Services issued a proclamation declaring that COVID-19 poses an imminent threat to persons in the state and declaring a state of public health disaster. Thereby, on the Mayor of Round Top I have issued a proclamation declaring a local state of disaster to protect public health emergency is hereby declared by the Town of Round Top. These provisions shall remain in effect until the Texas Governor's Order.

The steps of response for public health emergency and controls for a state of emergency have been established by the State of Texas. All actions and measures shall be coordinated by the Texas Governor of the State of Texas.

This proclamation of a local state of disaster authorizes the Town of Round Top to take emergency management, plan, and authorize the handling of all and subsequent orders to disseminate and enforce the Town's law any action necessary to protect health and support the

Check out our most recent blog at explorroundtop.com

Emergency Communications were distributed via our e-newsletter and social media channels to help inform our local business community, residents, hundreds of vendors and thousands of visitors.

Safety guidelines were distributed to our business community to help protect and inform visitors and residents

#BigTimeSmall

Impact

#BigTimeSmall Investment

- Invested almost \$2,000 in billboard advertising during Q1 with an additional \$5500 committed through 2020.
- Migrated Chamber web content from roundtop.org to roundtopchamber.com, so that the Chamber website is easily recognized and exploreroundtop.com can be the voice of the destination itself.
- Maintained Visitor Center operations during the quarter amidst COVID-19 at a cost of approximately \$2,000, not including staff or volunteer labor. We estimated we will spend another \$6,000 during 2020.
- Assisted with communications, marketing and outreach for the annual Winter Show as well as spent countless hours of energy and capacity assisting with the inconveniences caused by the Spring Show Cancellation.
- Executed a 12-month advertising contract with the Round Top Register to highlight events, activities, shopping, dining and lodging at a soft cost of \$1500.
- Served as the official Town of Round Top voice for the Fayette County Tourism Association at a cost of \$1500 annually. We participated in their winter roundtable event in January.
- Produced #BigTimeSmall decals to increase brand recognition for a little over \$1500 dollars.

**Please note additional design services, digital subscription costs, and personnel expenses are not highlighted here but were still incurred*

MARKETING BY THE NUMBERS

Destination: Round Top

14

Digital Email
Campaigns
distributed during Q1

Round Top Lodging
requests fulfilled the
first three months of
2020

316

1347

The number of
social media
engagements
during January,
February, March

59,780

The number of Explore Round Top
branded messages landed in an email
inbox



Round Top Area Chamber of Commerce

BUDGET OVERVIEW: 2020 BUDGET - FY20 P&L
January - March, 2020

	JAN - MAR, 2020	TOTAL
Income		
Ad Sales	800.00	\$800.00
Fund Raisers	0.00	\$0.00
Membership Dues	48,800.00	\$48,800.00
Merchandise Sales	0.00	\$0.00
Occupancy Tax	12,000.00	\$12,000.00
Sponsorship Income	0.00	\$0.00
Total Income	\$61,200.00	\$61,200.00
GROSS PROFIT		
\$61,200.00	\$61,200.00	
Expenses		
Advertising		\$0.00
Local Advertising	4,100.00	\$4,100.00
Social Media	980.00	\$980.00
Tourism Promotions	13,600.00	\$13,600.00
Total Advertising	18,680.00	\$18,680.00
Building Maintenance	0.00	\$0.00
Donations	75.00	\$75.00
Dues and Subscriptions	75.00	\$75.00
Event Costs		\$0.00
Catering	0.00	\$0.00
Entertainment	0.00	\$0.00
Service Fees	0.00	\$0.00
Venue rental	0.00	\$0.00
Total Event Costs	0.00	\$0.00
Insurance	820.00	\$820.00
Internet Access	255.00	\$255.00
Merchandise	0.00	\$0.00
Office Supplies/Expense	1,774.00	\$1,774.00
Payroll Expenses	9,435.00	\$9,435.00
Postage	180.00	\$180.00
Printing	200.00	\$200.00
Professional Fees	1,900.00	\$1,900.00
QuickBooks Payments Fees	820.00	\$820.00
Registration Expense	0.00	\$0.00
Rent	1,350.00	\$1,350.00
Supplies	45.00	\$45.00
Telephone (CVC)	344.00	\$344.00
Temp liquor license	0.00	\$0.00
Travel / Meals / Entertainment		\$0.00
Meals	300.00	\$300.00
Message	20.00	\$20.00
Total Travel / Meals / Entertainment	320.00	\$320.00
Utilities	450.00	\$450.00

Thursday, August 11, 2020 07:51 PM GMT-05:00

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Round Top Area Chamber of Commerce

BUDGET OVERVIEW: 2020 BUDGET - FY20 P&L
January - March, 2020

	JAN - MAR, 2020	TOTAL
Total Expenses	\$36,333.00	\$36,333.00
NET OPERATING INCOME	\$24,867.00	\$24,867.00
Other Income		
Interest Income	17.50	\$17.50
Total Other Income	\$17.50	\$17.50
NET OTHER INCOME	\$17.50	\$17.50
NET INCOME	\$24,884.50	\$24,884.50

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Q1 HOT:
\$6,586.13

**Q1 HOT
INVESTMENT
BY THE NUMBERS**
Explore Round Top



Advocacy & Engagement

Destination: Round Top



IT'S TIME TO
ROUND TOP AGAIN

Local Shops & Restaurants Are Reopening

It's a new day in Round Top. With local restaurants and shops opening their doors again (and social distancing safety precautions in place), it's time to take a quick family trip to Round Top to support local Texas business – and have a little much-needed fun while you're at it.



April 15, 2020
The Honorable John Cornyn
United States Senate
Washington, D.C. 20541

The Honorable Ted Cruz
United States Senate
Washington, D.C. 20541

Dear Senator Cornyn:

As a small business owner, I am excited about the possibility of receiving relief from the economic impact of the COVID-19 pandemic. I am writing to you to request that you support the Small Business Administration's (SBA) efforts to provide relief to small businesses and to support the economic recovery of our country.

While SBA's new payroll protection loans are a valuable resource for our small businesses, I am concerned that the current limitations on the amount of the loan and the length of the loan term may not be sufficient to help our businesses survive the current economic crisis.

The Small Business Administration's efforts to provide relief to small businesses are a critical part of our economic recovery. I am writing to you to request that you support the SBA's efforts to provide relief to small businesses and to support the economic recovery of our country.

Thank you for your attention to this matter. I am confident that your support will help our small businesses survive the current economic crisis and support the economic recovery of our country.

Sincerely,

David Top
Round Top Area Chamber of Commerce
2020 Elm St. Round Top, TX 77871



IT'S TIME TO *Come Round* FOR THE **HOWDY!** ROUND TOP RAFFLE

Buy Tickets and Help Support Local Round Top Businesses and the Round Top Area Chamber of Commerce.

We're having our **BIG 50 DRAWING** for prizes, plus so much more! And all you have to do is buy a raffle ticket (or 20) to help support local Round Top businesses.

NOW UNTIL AUGUST 25, 2020

\$10 per ticket

Up for Grabs

Drawings for New Gift Cards for the national food store.

- \$1,000
- \$500
- \$250

Plus:

Additional drawings for Round Top shopping and dining gift certificates, merchandise, and gift packages and more!

Ready to make a donation to purchase or fund Round Top businesses or to round up your fundraising?

Check out exploreroundtop.com for more information.



For the Love, Follow exploreroundtop.com



IT'S TIME TO ROUND TOP AGAIN!



2020 SHOW DATES
Thursday, October 15 -
Sunday, November

COMING SOON

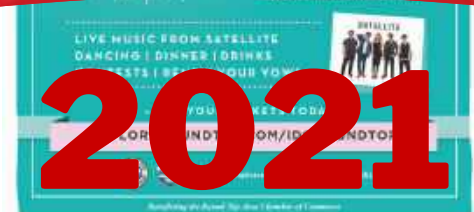


COMING SOON



November 6-8

December 5th



Visit us online at exploreroundtop.com for more information.