



Hotel Occupancy Tax Investment Q2 Update September 2020



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



September 14th,

2020 continues to throw curveballs and unforeseen challenges. We are reminded about the importance that traditions play in our lives and in our community. We continue to see a laser focus on virtual and e-commerce yet the desire for personal connections and familiar experiences continues to deepen amongst our visitors, residents and chamber members. Some days Round Top seems untouched by the chaotic conditions affecting so many other destinations and the devastating economic conditions across the country, have not yet made measurable impacts on our local economy.

This Hotel Occupancy Tax Investment Update covers the second quarter of 2020. (April, May, June, 2020). This format replaced the Stewardship report document for all 2020 and beyond reporting. We will continue with our revamped investment report format and make adjustments based on feedback from the Town Council and our stakeholders. 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 to enhance the destination appeal and economic sustainability of our beloved town.

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 are excited to continue our partnership 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

Round Top vendors regroup to stay in business during coronavirus pandemic

Diane Casner | March 19, 2020 | Updated March 21, 2020 12:48 a.m.



DINING

How a Round Top baker turned her business around in the pandemic

Since March, Tara Royer Steals reinvented her Brenham-Round Top bakery operation and published a new book, "Eat, Pis, Love."

Emma Baker | June 22, 2020 (updated: June 23, 2020, 9:42 am)



Round Top Spring Shows Cancellation Deals a Devastating Blow, Forces Dealers to Scramble to Adjust

How You Can Still Support Small Antiques Businesses and Shop Major Deals Remotely

BY ANNE LEE PHILLIPS // 03.25.20

SAVE ARTICLE

FAYETTE CO. JUDGE DECLARES LOCAL DISASTER, ORDERS CANCELLATION OF SPRING ANTIQUE SHOWS

Josh Reynolds | March 13, 2020

Junk Gypsy Company
March 13

As most of you know, Texas Antiques Week is near and dear to our hearts. It's what built this business. It's what has built many businesses; and more importantly, lifelong friendships. Round Top is the community we live in and love.

That said, we do not take lightly the decision of how to proceed with the ever-changing news regarding COVID-19. As the face of this year's antiques show has changed, we are acutely aware of the far-reaching effects on everyone ... from the tent companies to the vendors in the fields to the small mom and pop businesses that rely on this economic boost twice a year. It is heartbreaking.

However, for the safety of everyone involved, the Governor and County Judge Weber have decided to cancel Texas Antiques Week for Spring 2020.

Therefore, all events at the JG store will be canceled as well as Junk-O-Rama Prom @zaphall. The JG store will remain open at this time as we monitor the situation day by day.

Stay tuned for more deets ... sending big love to all. [See Less](#)

1K 145 Comments 140 Shares



Virus Concerns Are Impacting the Spring 2020 Shows

This is a very fluid event and rapid changes should be anticipated

Tuesday, April 7 @ 1:00p

All hotels, motels, bed & breakfasts, inns and Air B&B's are closed to travelers by order of Fayette County Judge. That includes all Round Top lodging until further notice.

Thursday, March 19 @ 7:30a

Most restaurants in Round Top remain open for business w/

Monday, March 16 @ 4:00p

Over this weekend of March 14/15 virtually all of the year-round open and operating business as usual. Today we are seeing are starting to announce closures. By example the **Junk Gyp** until Wednesday, March 18 when they will reevaluate opening

Saturday, March 15 @ 7:30a

The **La Bahia Antique Show** has reversed course and announced the Spring Show. As of now, there are no Texas Antique Weeks shows that will be open during March/April 2020.

While none of the antique show operators will be hosting visiting vendors, local Round Top - Warrington shops and restaurants will continue to be open for business.

Antiques Shows Are Cancelling Or Rescheduling As States Ban Large Gatherings Across America: A Running List

PUBLISHED: MARCH 11, 2020



COVID: Closures & Cancellations

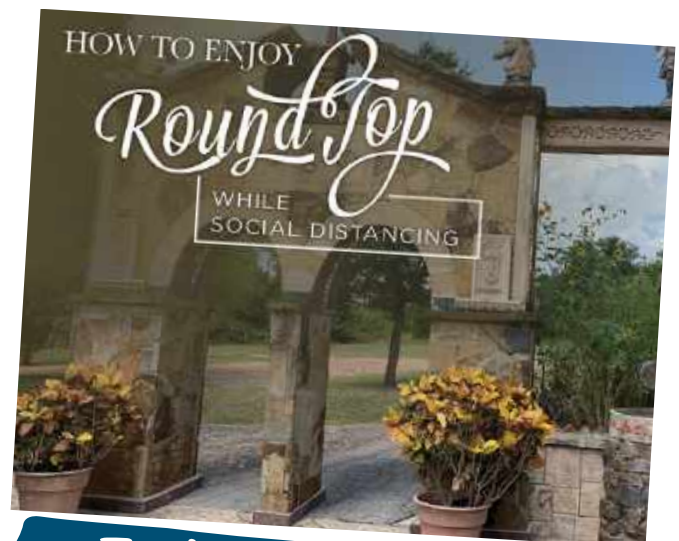
PIVOT & ENJOY

#BigTimeSmall

Take a Walk (Or a Drive, or a Ride on Horseback) Why not commune with nature while you're keeping your distance from people? The outdoors will never be closed, and it's the perfect way to get yourself out of the house and stretch your legs. Studies show that being outside helps you feel happier, too. And when it comes to scenery, we've got plenty of it – and it's downright beautiful. From fields of wildflowers to forests and creeks, there's a little something for every outdoor lover here.

Order In and Shop Online: While you may not be able to join friends at a table in one of our world-famous restaurants, you can still enjoy the food from home. Teague's Tavern, Royers Café, The Garden Company, The Stone Cellar and JW Steakhouse are all offering curbside pickup and delivery. Armando and Cinda Palacios have consolidated their Round Top restaurants, Mandito's, Lulu's and Popi Burger into one – a limited menu from each restaurant is being served from Mandito's at 102 South Washington. Some restaurants are even offering alcoholic beverages to-go (as long as you order food, too), so this carry-out only thing may not be so bad after all. With all this extra time on our hands, it's also a great time to do some online shopping. While many independent business owners in Round Top are choosing to close their physical stores for the time being, most shops offer online ordering of their unique goodies and gifts, and it's a great way to support local business.

Get Together (Virtually) The spirit of Round Top lies in our small-town hospitality and the sense of community we embody every day, and nothing can take that away from us! So even if keeping in touch means having a glass of wine with your friends over FaceTime, the power of letting each other know that we're all in this together is invaluable. Send a text, make a call or press that video chat button, because everyone could use some socializing right about now. And until we're all together in Round Top again, that makes all the difference. Learn more about the amazing lodging, dining and shopping options in Round Top, as well as upcoming events and more, at explorertop.com.



Explorertop.com
April 6th, Blog Post

MARKETING

Q2 BY THE NUMBERS

820

The number of blog posts consumed by website visitors



3,955

The number of times Explore Round Top appeared in Google my business searches

67.5%

Email Subscription Growth Rate

Q2 HOT INVESTMENT BY THE NUMBERS Explore Round Top

Financial Statements as of July 31, 2020
Budget vs. Actuals 2020 Budget FY20 P&L

	Actual	Budget	over Budget	Total % of Budget
INCOME				
Ad Sales	350.00	1,400.00	-1,150.00	17.88 %
Fund-Raisers	2,408.60	0.00	2,408.60	
Raffle	865.00		865.00	
Total Fund-Raisers	3,273.60	0.00	3,273.60	
Membership Dues	37,881.25	50,400.00	-12,518.75	75.16 %
Merchandise Sales		0.00	0.00	
T-shirts	20.00		20.00	
Total Merchandise Sales	20.00	0.00	20.00	
Miscellaneous Income	3,147.35		3,147.35	
Occupancy Tax	17,851.33	25,000.00	-7,148.67	71.41 %
Sales of Product Income	80.00		80.00	
Sponsorship Income	819.74	2,000.00	-1,180.26	40.99 %
Unapplied Cash Payment Income	305.00		305.00	
Total Income	53,628.27	78,800.00	-15,171.73	80.75 %
GROSS PROFIT	53,628.27	78,800.00	-15,171.73	80.75 %
EXPENSES				
Advertising				
Local Advertising	5,030.00	8,350.00	-3,320.00	60.24 %
Social Media	748.71	2,220.00	-1,471.29	33.73 %
Tourism Map	125.00		125.00	
Tourism Promotions	26,670.46	33,400.00	-6,729.54	79.87 %
Total Advertising	32,590.17	43,970.00	-11,389.83	74.10 %
Bank Service Charges	25.00		25.00	
Building Maintenance		60.00	-60.00	
Donations		175.00	-175.00	
Dues and Subscriptions		127.00	-127.00	
Event Costs				
Catering		600.00	-600.00	
Venue rental		1,250.00	-1,250.00	
Total Event Costs		1,750.00	-1,750.00	
Fundraiser	-78.15		-78.15	
Insurance	996.00	420.00	576.00	237.14 %
Internet Access	398.15	595.00	-196.85	68.92 %
Merchandise		2,000.00	-2,000.00	
Miscellaneous	2,850.00		2,850.00	
Office Supplies/Expense	1,944.30	2,806.00	-861.70	69.25 %
Payroll Expenses		22,015.00	-22,015.00	
Taxes	1,532.81		1,532.81	
Wages	18,958.20		18,958.20	
Total Payroll Expenses	20,491.10	22,015.00	-1,523.90	93.06 %

	Actual	Budget	over Budget	Total % of Budget
Postage	205.30	270.00	-64.70	76.04 %
Printing	706.01	1,160.00	-453.99	72.44 %
Professional Fees		3,700.00	-3,700.00	
Services	2.09		2.09	
Total Professional Fees	2.09	3,700.00	-3,697.91	0.06 %
QuickBooks Payments Fees	633.35	1,580.00	-946.65	40.09 %
Rent	2,800.00	3,150.00	-350.00	88.89 %
Supplies		98.00	-98.00	
Taxes	52.00		52.00	
Telephone (CVC)	738.59	664.00	74.59	111.29 %
Temp liquor license		240.00	-240.00	
Travel / Meals / Entertainment	120.17		120.17	
Meals	102.95	1,000.00	-897.04	10.30 %
Mileage		140.00	-140.00	
Total Travel / Meals / Entertainment	232.13	1,140.00	-907.87	20.36 %
Unapplied Cash Bill Payment Expense	4,295.99		4,295.99	
Uncategorized Expense	192.02		192.02	
Utilities	685.27	1,050.00	-364.73	65.26 %
Total Expenses	69,840.12	86,910.00	-17,069.88	80.36 %
NET OPERATING INCOME	-6,211.85	-8,110.00	1,898.15	76.99 %
OTHER INCOME				
Interest Income	12.99	35.00	-22.01	37.11 %
Total Other Income	12.99	35.00	-22.01	37.11 %
NET OTHER INCOME	12.99	35.00	-22.01	37.11 %
NET INCOME	\$ -6,198.86	\$ -8,075.00	\$ 1,876.14	78.77 %

Q2 HOT \$3,200



Membership Directory Calendar News & Blog

Stay in the Know: LATEST CHAMBER DOCUMENTS

Meeting Minutes, Financials & More

We invite fellow Chamber members and the Round Top community to stay up-to-date with the latest information from the Round Top Area Chamber of Commerce. Monthly board meeting minutes, yearly financials and more are available for your reference.

CHAMBER MEETING AGENDAS AND MINUTES

Please note that Chamber Meeting Minutes are tagged as Draft until they are reviewed and approved at the following month's meeting.

- Meeting Agenda - September 01, 2020 (Draft)
- Meeting Minutes - August 13, 2020 (Draft)
- Meeting Agenda - August 13, 2020 (Final)
- Meeting Minutes - July 9, 2020 (Final)

CHAMBER FINANCIAL REPORTS

Please note that the Chamber Financial Reports are presented and reviewed at the monthly meeting. Therefore, these reports may be subject to change.

- Financial Report - July 2020 (Approved)
- 1Q 2020 Hotel Occupancy Tax (HOT) Investment Stewardship Report (Final)
- Financial Report - June 2020 (Approved)
- Financial Report - May 2020 (Approved)
- Financial Report - April 2020 (Approved)
- Financial Report - March 2020 (Approved)

HELPFUL RESOURCES for Business Owners

- April 2020: The Governor's Report to Open Tr



roundtopchamber.com/chamber-documents



INSERT RAFFLE #'s VISITOR LOG INFO?



COMING SOON



2020 SHOW DATES
Thursday, October 15 -
Sunday, November



December 5th



November 6-8



Visit us online at exploreroundtop.com for more information.