ST. AUGUSTINE PONTE VEDRA
FLORIDA'S HISTORIC COAST®

VCB Board of Directors Meeting Packet
Tuesday, August 25, 2026 at 1:30 p.m.
A.C. Hotel St. Augustine by Marriott
90 Riberia St., St. Augustine, FL 32084

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ST. AUGUSTINE
PONTE VEDRA
FLORIDA'S HISTORIC COAST®

ST. AUGUSTINE, PONTE VEDRA & THE BEACHES VISITORS & CONVENTION BUREAU

Anti-Trust Statement

The purpose of this meeting today is to act upon matters relating to the business of St. Johns County Visitors and Convention Bureau and not to discuss or pursue the business interests of individual companies. We should proceed with caution and alertness, keeping in mind the requirements and prohibitions of Federal and State Antitrust laws. Specifically, but without limitation, there should be no discussions or deliberations relating to pricing methods, allocation of territories or customers, or restraints of trade as to property owners, suppliers or others. We should concern ourselves only with the business of St. Johns County Visitors and Convention Bureau as set forth in the agenda for this meeting.

Conflict of Interest Statement

It is the duty of every member of the Board of Directors who is in any way, directly or indirectly, interested in a contract or proposed contract with the St. Johns County Visitors and Convention Bureau to disclose the nature and extent of such interest and to refrain from voting in respect to the contract or proposed contract.

VCB Board of Directors Meeting Agenda
August 25, 2026 at 1:30 p.m.
A.C. Hotel St. Augustine by Marriott
90 Riberia St., St. Augustine, FL, 32084

Call to order:

Acknowledge Anti-Trust Statement and Conflict of Interest Statement:

Roll Call:

Public Comments:

Agenda Items

1. Presentation of FY2027 Media Plan (vote required) – Tinsley Advertising Agency
2. Approval of July 2026 Minutes (vote required) – VCB Board of Directors
3. Approval of July 2026 Financial Reports (vote required) – Samantha Palmer
4. President's Report – Susan Phillips
    a. Primary Metrics & Departmental Reports – Susan Phillips & Craig Schoninger
5. July 2026 Advertising/Media Report – Susan Phillips
6. VCB 2026 Annual Meeting – Susan Phillips

Committee Reports:

Leisure Sales & Conference Sales Committees – Craig Schoninger

Government Liaisons' Comments:

St. Johns County Board of County Commissioners: Commissioner Krista Joseph

City of St. Augustine: Commissioner Jon DePreter/Melissa Wissel

City of St. Augustine Beach: Commissioner Don Somora

Ex-officio Comments:

St. Johns County Chamber of Commerce: Isabelle Renault

St. Johns County Cultural Council: Jeff Potts

New Business:

1. Consideration of Continued Promotional Partnership (vote required) – Chair Charlie Robles

Old Business:

Adjournment:

ST. JOHNS COUNTY TOURIST DEVELOPMENT TAX
FISCAL YEAR 2026

OCCUPANCY/REPORTING MONTH	OCT	% PY	NOV	% PY	DEC	% PY	JAN	% PY
GROSS RECEIPTS	$29,287,405.71	6.1%	$37,297,247.14	5.1%	$48,691,057.90	3.0%	$35,303,204.12	-8.1%
EXEMPT RECEIPTS	-$1,215,706.71	2.9%	-$940,725.34	-28.8%	-$1,231,116.70	-14.1%	-$1,426,938.12	19.4%
TAXABLE RECEIPTS	$ 28,071,699.00	6.3%	$ 36,356,521.80	6.4%	$ 47,459,941.20	3.5%	$ 33,876,266.00	-8.9%
TOTAL TAX COLLECTED	**$ 1,403,584.95**	6.3%	**$ 1,817,826.09**	6.4%	**$ 2,372,997.06**	3.5%	**$ 1,693,813.30**	-8.9%
ADJUSTMENTS								
TOTAL TAX DUE	$ 1,403,584.95	6.3%	$ 1,817,826.09	6.4%	$ 2,372,997.06	3.5%	$ 1,693,813.30	-8.9%
LESS COLLECTION ALLOWANCE	-$11,457.89		-$14,459.31		-$17,992.94		-$13,653.96	
PLUS PENALTY	$11,689.91		$19,288.17		$25,246.30		$11,131.09	
PLUS INTEREST	$409.29		$1,008.05		$705.95		$431.09	
TOTAL AMOUNT REMITTED	**$ 1,404,226.26**	6.4%	**$ 1,823,663.00**	6.3%	**$ 2,380,956.37**	3.9%	**$ 1,691,721.52**	-9.2%
LESS TAX COLLECTOR & CLERK	$ (28,084.53)	6.4%	$ (36,473.26)	6.3%	$ (47,619.13)	3.9%	$ (33,834.43)	-9.2%
NET TO TDC	**$ 1,376,141.73**	6.4%	**$ 1,787,189.74**	6.3%	**$ 2,333,337.24**	3.9%	**$ 1,657,887.09**	-9.2%

	FEB	% PY	MAR	% PY	APR	% PY	MAY	% PY
GROSS RECEIPTS	$ 40,881,777.94	0.4%	$58,756,497.65	1.9%	$48,253,131.19	5.3%	$41,965,041.07	-0.9%
EXEMPT RECEIPTS	-$1,433,531.94	-43.6%	-$1,328,036.65	0.0%	-$1,458,641.99	19.9%	-$992,039.47	-27.4%
TAXABLE RECEIPTS	$ 39,448,246.00	3.3%	$ 57,428,461.00	2.0%	$ 46,794,489.20	4.9%	$ 40,973,001.60	-0.1%
TOTAL TAX COLLECTED	**$ 1,972,412.30**	3.3%	**$ 2,871,423.05**	2.0%	**$ 2,339,724.46**	4.9%	**$ 2,048,650.08**	-0.1%
ADJUSTMENTS								
TOTAL TAX DUE	$ 1,972,412.30	3.3%	$ 2,871,423.05	2.0%	$ 2,339,724.46	4.9%	$ 2,048,650.08	-0.1%
LESS COLLECTION ALLOWANCE	-$16,662.92		-$22,882.53		-$19,429.64		-$18,173.61	
PLUS PENALTY	$ 17,880.85		$20,750.59		$12,571.33		$9,685.58	
PLUS INTEREST	$ 1,948.79		$1,360.20		$303.44		$655.89	
TOTAL AMOUNT REMITTED	**$ 1,975,579.02**	3.6%	**$ 2,870,651.31**	2.4%	**$ 2,333,169.59**	3.7%	**$ 2,040,817.94**	-0.6%
LESS TAX COLLECTOR & CLERK	$ (39,511.58)	3.6%	$ (57,413.03)	2.4%	$ (46,663.40)	3.7%	$ (40,816.36)	-0.6%
NET TO TDC	**$ 1,936,067.44**	3.6%	**$ 2,813,238.28**	2.4%	**$ 2,286,506.19**	3.7%	**$ 2,000,001.58**	-0.6%

	JUNE	% PY	JULY	% PY	AUG	% PY	SEP	% PY	YTD	
GROSS RECEIPTS	$ 46,143,435.38	0.3%							**$386,578,798.10**	1.4%
EXEMPT RECEIPTS	$ (1,369,599.38)	18.3%							**-$11,396,336.30**	
TAXABLE RECEIPTS	$ 44,773,836.00	-0.2%							**$375,182,461.80**	
TOTAL TAX COLLECTED	**$ 2,238,691.80**	-0.2%							**$18,759,123.09**	1.8%
ADJUSTMENTS										
TOTAL TAX DUE	$ 2,238,691.80	-0.2%							**$18,759,123.09**	
LESS COLLECTION ALLOWANCE	$ (23,802.88)									
PLUS PENALTY	$ 12,466.48									
PLUS INTEREST	$ 399.45									
TOTAL AMOUNT REMITTED	**$ 2,227,754.85**	-0.6%							**$18,748,539.86**	1.6%
LESS TAX COLLECTOR & CLERK	$ (44,555.10)	-0.6%							**-$374,970.81**	
NET TO TDC	**$ 2,183,199.75**	-0.6%							**$18,373,569.05**	1.6%

FY 2026 TOURIST DEVELOPMENT TAX REMITTED BY ACCOMMODATIONS TYPE

OCC. MNTH	H/M	% of Ttl	PV+-	Condo	% of Ttl	PV+-	Apts	% of Ttl	PV+-
October	$881,121.06	62.7%	**6.0%**	$150,139.24	10.7%	**-0.3%**	$279,991.92	19.9%	**8.2%**
November	$1,128,634.03	61.9%	**0.9%**	$171,068.72	9.4%	**8.7%**	$397,515.84	21.8%	**17.3%**
December	$1,472,859.42	61.9%	**3.5%**	$189,145.39	7.9%	**-3.9%**	$568,758.25	23.9%	**12.0%**
2026 January	$965,414.55	57.1%	**-9.8%**	$263,814.61	15.6%	**2.0%**	$351,259.45	20.8%	**-13.2%**
February	$1,121,874.84	56.8%	**3.0%**	$294,214.36	14.9%	**-9.2%**	$407,685.45	20.6%	**13.9%**
March	$1,614,335.50	56.2%	**2.3%**	$442,507.12	15.4%	**-5.1%**	$671,078.98	23.4%	**12.1%**
April	$1,333,819.61	57.2%	**4.5%**	$334,964.12	14.4%	**-0.1%**	$554,769.77	23.8%	**10.4%**
May	$1,153,505.80	56.5%	**0.3%**	$283,094.06	13.9%	**-9.1%**	$512,111.95	25.1%	**13.3%**
June	$1,005,976.79	45.2%	**-0.1%**	$445,231.95	20.0%	**-17.6%**	$697,989.34	31.3%	**18.6%**
July									
August									
September									
TOTAL	**$ 10,677,541.60**			**$ 2,574,179.57**			**$ 4,441,160.95**		

OCC. MNTH	Camp	% of Ttl	PV+-	B&B	% of Ttl	PV+-	TOTAL
October	$40,792.33	2.9%	**23.5%**	$52,191.71	3.7%	**13.6%**	$1,404,236.26
November	$51,663.20	2.8%	**33.6%**	$74,781.21	4.1%	**20.2%**	$1,823,663.00
December	$60,937.86	2.6%	**-10.3%**	$89,255.45	3.7%	**-6.9%**	$2,380,956.37
2026 January	$49,376.20	2.9%	**-24.7%**	$61,856.81	3.7%	**-2.3%**	$1,691,721.62
February	$78,292.42	4.0%	**1.5%**	$73,511.95	3.7%	**24.2%**	$ 1,975,579.02
March	$77,049.92	2.7%	**-9.9%**	$65,679.79	2.3%	**-13.6%**	$ 2,870,651.31
April	$58,535.04	2.5%	**-12.1%**	$51,081.05	2.2%	**-25.0%**	$ 2,333,169.59
May	$45,385.99	2.2%	**-43.5%**	$46,720.14	2.3%	**-19.0%**	$ 2,040,817.94
June	$44,772.52	2.0%	**-21.4%**	$33,784.25	1.5%	**-30.9%**	$ 2,227,754.85
July							$ -
August							$ -
September							$ -
TOTAL	**$ 506,805.48**			**$ 548,862.36**			**$ 18,748,549.96**

FY 2026 TOURIST DEVELOPMENT TAX REMITTED BY ZIP CODE

ST. JOHNS COUNTY TOURIST DEVELOPMENT COUNCIL

	Anastasia Island			Ponte Vedra Beach			St. Augustine/Vilano/N. Bch			Shores/South/207		
	32080	% TTL	+/- PY	32082	% TTL	+/- PY	32084	% TTL	+/- PY	32086	% TTL	+/- PY
Fiscal Year 2026												
OCT	$427,312.70	30.4%	10.0%	$293,104.14	20.9%	17.7%	$564,887.43	40.2%	4.1%	$18,567.31	1.3%	-16.1%
NOV	$487,835.05	26.8%	-2.9%	$335,403.36	18.4%	10.1%	$850,369.51	46.6%	9.9%	$25,236.72	1.4%	98.0%
DEC	$654,948.55	27.5%	-0.5%	$284,664.08	12.0%	17.8%	$1,252,209.38	52.6%	5.5%	$34,740.71	1.5%	-19.7%
JAN	$547,002.16	32.3%	-1.5%	**$279,810.55**	16.5%	-24.3%	$734,506.31	43.4%	-7.0%	**$22,566.41**	1.3%	-33.3%
FEB	$639,255.41	32.4%	-3.8%	$378,813.48	19.2%	19.2%	$801,300.65	40.6%	5.1%	$28,824.34	1.5%	-26.4%
MAR	$995,430.91	34.7%	-5.2%	$603,864.08	21.0%	14.1%	$1,080,947.40	37.7%	4.8%	$31,951.62	1.1%	-25.8%
APR	$829,317.59	35.5%	-1.2%	$524,310.65	22.5%	20.0%	$841,802.66	36.1%	1.6%	$22,118.64	0.9%	-26.4%
MAY	$740,697.63	36.3%	-1.9%	$431,697.14	21.2%	15.6%	$738,265.99	36.2%	-2.3%	$24,128.41	1.2%	-52.1%
JUN	$980,429.46	44.0%	-5.2%	$412,068.14	18.5%	18.3%	$727,012.99	32.6%	-1.4%	$18,548.05	0.8%	-30.0%
JUL												
AUG												
SEP												
FY YTD	**$ 6,302,229**			**$ 3,543,736**			**$ 7,591,302**			**$ 226,682**		

	WGV + west of I95			I95&SR16 + Palencia				Other			
	32092	% TTL	+/- PY	32095	% TTL	+/- PY	92+95	OTHER	% TTL	+/- PY	TOTAL
OCT	$80,242.99	5.7%	-8.3%	$14,476.56	1.0%	0.5%	6.7%	$5,635.13	0.4%	-64.8%	**$1,404,226.26**
NOV	$101,537.26	5.6%	3.2%	$15,157.05	0.8%	-10.2%	6.4%	$8,124.05	0.4%	19.6%	**$1,823,663.00**
DEC	$120,280.65	5.1%	-0.1%	$21,869.89	0.9%	-5.7%	6.0%	$12,243.11	0.5%	-31.8%	**$2,380,956.37**
JAN	$85,522.48	5.1%	-6.4%	$13,677.09	0.8%	1.2%	5.9%	$8,636.62	0.5%	-6.5%	**$1,691,721.62**
FEB	$101,812.14	5.2%	6.1%	$17,780.23	0.9%	7.4%	6.1%	$7,792.77	0.4%	-27.7%	**$1,975,579.02**
MAR	$124,400.16	4.3%	6.8%	$21,596.85	0.8%	-4.1%	5.1%	$12,460.29	0.4%	4.6%	**$2,870,651.31**
APR	$91,679.41	3.9%	3.8%	$15,462.03	0.7%	-1.0%	4.6%	$8,478.61	0.4%	-13.2%	**$2,333,169.59**
MAY	$84,753.01	4.2%	-10.5%	$12,498.15	0.6%	-4.7%	4.8%	$8,777.61	0.4%	-4.0%	**$2,040,817.94**
JUN	$66,412.32	3.0%	-9.4%	$14,456.95	0.6%	28.2%	3.6%	$8,826.94	0.4%	-14.5%	**$2,227,754.85**
JUL											
AUG											
SEP											
FY YTD	**$ 856,640**			**$ 146,975**				**$ 80,975**			**$18,748,539.96**

VCB INDUSTRY EMAIL STATISTICS July 2026

Time Sent	Campaign Name	Sends	Opens	Open Rate	Clicks	Click Rate	Bounces	Unsubscribes
2026/07/30 10:00 AM	VCB Social Aug 11, 2026 - Kingfish Grill - 2	412	172	42.4%	9	2.2%	6	0
2026/07/29 4:25 PM	Free publicity opportunity - Tell us Your News.	360	157	44.4%	1	0.3%	6	0
2026/07/28 10:15 AM	America Marks 250th - The Nation's Oldest City Celebrates 461 Years	1312	556	43.3%	18	1.4%	28	3
2026/07/27 2:00 PM	AI Seminar - August 13 - 3	566	243	43.6%	8	1.4%	9	0
2026/07/27 8:30 AM	THIS WEEK 7-27-26	724	331	46.6%	31	4.4%	14	0
2026/07/23 10:00 AM	VCB Social Aug 11, 2026 - Kingfish Grill - 1	426	218	52.5%	32	7.7%	11	0
2026/07/21 10:15 AM	Slow Down and Savor Luxury on Florida's Historic Coast	1303	500	39.4%	17	1.3%	33	0
2026/07/20 8:35 AM	THIS WEEK 7-20-26	726	318	44.8%	29	4.1%	16	0
2026/07/16 10:00 AM	AI Seminar - August 13 - 2	541	231	43.3%	7	1.3%	7	1
2026/07/14 9:45 AM	Sing Out Loud Festival Returns to Its Roots Sept. 4-20	1302	554	43.4%	34	2.7%	26	0
2026/07/13 1:15 PM	VCB Social Jul 14, 2026 - Gone to Sea Boat Rentals - final reminder	414	187	45.8%	7	1.7%	6	0
2026/07/13 8:21 AM	THIS WEEK 7-13-26	871	420	49.0%	26	3.0%	13	0
2026/07/09 10:30 AM	St. Augustine Announces Dates for 2026–2027 Nights of Lights Festival	1312	560	43.4%	18	1.4%	23	0
2026/07/09 10:00 AM	VCB Social Jul 14, 2026 - Gone to Sea Boat Rentals - 2	523	228	44.1%	15	2.9%	6	2
2026/07/08 11:25 AM	St. Augustine Earns Wave of National Recognition	1371	556	41.2%	20	1.5%	23	0
2026/07/07 5:07 PM	AI Seminar - August 13 - announcement	540	234	43.9%	15	2.8%	7	1
2026/07/06 8:30 AM	THIS WEEK 7-6-26	742	338	46.4%	25	3.4%	14	2
2026/07/01 6:15 PM	PartnerCom 7-26	527	249	47.7%	10	1.9%	5	0

St. Johns County Visitors & Convention Bureau

Call Center Statistics

July 1 - July 31, 2026

Total Calls Received:	175
Total Call Minutes:	327.5
Average Answer Time:	21
Brochures Ordered:	23

St. Johns County Visitors & Convention Bureau

Requests By Guide

July 1 - July 31, 2026

Guide	# of Requests
St Augustine Travel Planner	5530
GRAND TOTAL	5530

St. Johns County Visitors & Convention Bureau

Requests By Source

July 1 - July 31, 2026

Guide	# of Requests
AdQuire	5207
Summer Events Calendar	126
WebTraveler	97
2026 Visit Florida Magazine	63
Call Center	23
2025 Visit Florida Magazine	13
2023 Visit Florida Magazine	1
GRAND TOTAL	5530

St. Johns County Visitors & Convention Bureau

Requests By State

July 1 - July 31, 2026

STATE	# of Requests	%
FL	1627	29.4%
GA	1067	19.3%
NC	932	16.9%
SC	623	11.3%
IL	554	10.0%
MD	220	4.0%
VA	148	2.7%
IN	115	2.1%
WV	41	0.7%
DC	38	0.7%
AL	19	0.3%
PA	16	0.3%
TN	12	0.2%
MA	11	0.2%
NY	10	0.2%
TX	9	0.2%
NJ	8	0.1%
OH	8	0.1%
KY	7	0.1%
MN	6	0.1%
AZ	5	0.1%
CT	5	0.1%
MO	5	0.1%
LA	4	0.1%
ME	4	0.1%
MI	4	0.1%
MS	4	0.1%
AR	3	0.1%
CA	3	0.1%
CO	3	0.1%
DE	3	0.1%
Foreign	2	0.0%
IA	2	0.0%
WA	2	0.0%
WI	2	0.0%
ID	1	0.0%

KS	1	0.0%
NM	1	0.0%
OK	1	0.0%
OR	1	0.0%
PR	1	0.0%
RI	1	0.0%
VT	1	0.0%

GRAND TOTAL	**5530**

St. Johns County Visitors & Convention Bureau

Requests By Country

July 1 - July 31, 2026

COUNTRY	# of Requests	%
USA	5528	99.96%
Canada	1	0.02%
United Kingdom	1	0.02%
GRAND TOTAL	**5530**	

St. Johns County Visitors & Convention Bureau

Have you visited our area before?

July 1 - July 31, 2026

Visit Before?	This month	Month %	YTD	YTD%
No	13	57%	118	59.00%
Yes	10	43%	82	41.00%
TOTAL	23		200	

St. Johns County Visitors & Convention Bureau

When do you plan to visit? (Month Year)

July 1 - July 31, 2026

When Visiting?	This month	Month %	YTD	YTD%
Jan-26	0	0%	3	2%
Feb-26	0	0%	19	10%
Mar-26	0	0%	35	18%
Apr-26	0	0%	32	16%
May-26	0	0%	16	8%
Jun-26	0	0%	15	8%
Jul-26	3	13%	15	8%
Aug-26	2	9%	10	5%
Sep-26	3	13%	15	8%
Oct-26	7	30%	11	6%
Nov-26	3	13%	6	3%
Dec-26	2	9%	9	5%
Jan-27	0	0%	4	2%
Feb-27	0	0%	1	1%
Mar-27	0	0%	2	1%
Apr-27	0	0%	0	0%
May-27	0	0%	0	0%
Jun-27	1	4%	1	1%
Jul-27	0	0%	0	0%
Aug-27	0	0%	0	0%
Sep-27	0	0%	0	0%
Oct-27	0	0%	0	0%
Nov-27	0	0%	0	0%
Dec-27	0	0%	0	0%
Unsure 2026	2	9%	6	3%
Unsure 2027	0	0%	0	0%
TOTAL	23		200	

St. Johns County Visitors & Convention Bureau

How long do you plan to stay?

July 1 - July 31, 2026

Length of Stay	This month	Month %	YTD	YTD%
1 day	0	0%	4	2%
2 days	2	9%	13	7%
3 days	5	22%	57	29%
1 week	11	48%	74	37%
2 weeks	2	9%	17	9%
3 weeks	0	0%	3	2%
1 month	0	0%	3	2%
2 months	0	0%	2	1%
3 months	0	0%	1	1%
Don't know	3	13%	26	13%
TOTAL	23		200	

St. Johns County Visitors & Convention Bureau

How many people will be traveling in your party?

July 1 - July 31, 2026

Number of People	This month	Month %	YTD	YTD%
1	1	4%	10	5%
2	10	43%	99	50%
3	3	13%	19	10%
Four or more	7	30%	55	28%
Don't know	2	9%	17	9%
TOTAL	23		200	

St. Johns County Visitors & Convention Bureau

What type of accommodations are you interested in?

July 1 - July 31, 2026

Type	This month	Month %	YTD	YTD%
All	9	39%	132	66%
Hotel / Motel	6	26%	30	15%
Bed / Breakfast	6	26%	21	11%
Condo	1	4%	4	2%
RV	1	4%	3	2%
Single Family	0	0%	3	2%
Efficiency / Suite	0	0%	7	4%
TOTAL	23		200	