



ST. AUGUSTINE
PONTE VEDRA
FLORIDA'S HISTORIC COAST®

VCB Board of Directors Meeting Packet
August 26, 2025, 1:30 p.m.
Hyatt Place Vilano Beach
117 Vilano Rd., 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 26, 2025 1:30 p.m.
 Hyatt Place Vilano Beach
 117 Vilano Rd., 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 FY2026 Media Plan – Tinsley Advertising Agency (vote required)
2. Approval of July 2025 Minutes – VCB Board of Directors (vote required)
3. President's Report – Susan Phillips
 - a. Primary Metrics & Departmental Reports – Susan Phillips & Craig Schoninger
4. Financial Reports – Dave Chatterton
5. July 2025 Advertising/Media Report – Susan Phillips
6. VCB 2025 Annual Meeting – Susan Phillips

Committee Reports:

Leisure Sales Committee – Cindy Stavely or Craig Schoninger

Conference Sales Committee – Craig Schoninger

Government Liaisons' Comments:

St. Johns County Board of County Commissioners: Commissioner Ann Taylor

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. VCB Nominating Committee Update – Chair Charlie Robles (vote required)

Old Business:

Adjournment:

ST. JOHNS COUNTY TOURIST DEVELOPMENT TAX
FISCAL YEAR 2025

OCCUPANCY/REPORTING MONTH	OCT	% PY	NOV	% PY	DEC	% PY	JAN	% PY	FEB	% PY	MAR	% PY
GROSS RECEIPTS	\$27,592,427.26	-15.1%	\$35,478,105.61	8.7%	\$47,278,718.11	7.3%	\$38,400,339.41	4.3%	\$40,719,522.38	-3.5%	\$57,643,609.00	-4.8%
EXEMPT RECEIPTS	-\$1,181,211.46	-31.0%	\$ (1,320,708.41)	39.9%	-\$1,433,321.11	1.6%	-\$1,194,918.21	-17.8%	-\$2,541,163.98	92.3%	-\$1,328,630.80	14.2%
TAXABLE RECEIPTS	\$ 26,411,215.80	-14.2%	\$ 34,157,397.20	7.8%	\$ 45,845,397.00	7.5%	\$ 37,205,421.20	5.2%	\$ 38,178,358.40	-6.6%	\$ 56,314,978.20	-5.2%
TOTAL TAX COLLECTED	\$ 1,320,560.79	-14.2%	\$ 1,707,869.86	7.8%	\$ 2,292,269.85	7.5%	\$1,860,271.06	5.2%	\$ 1,908,917.92	-6.6%	\$ 2,815,748.91	-5.2%
ADJUSTMENTS												
TOTAL TAX DUE	\$ 1,320,560.79	-14.2%	\$ 1,707,869.86	7.8%	\$ 2,292,269.85	7.5%	\$ 1,860,271.06	5.2%	\$ 1,908,917.92	-6.6%	\$ 2,815,748.91	-5.2%
LESS COLLECTION ALLOWANCE	-\$10,886.83		\$ (12,138.80)		-\$16,438.52		-\$12,995.36		-\$14,216.41		-\$21,684.57	
PLUS PENALTY	\$10,068.36		\$ 19,738.92		\$15,201.82		\$14,247.28		\$ 12,500.79		\$9,639.18	
PLUS INTEREST	\$378.31		\$ 631.74		\$661.32		\$963.78		\$ 302.88		\$579.14	
TOTAL AMOUNT REMITTED	\$ 1,320,120.63	-13.9%	\$ 1,716,101.72	8.2%	\$ 2,291,694.47	7.5%	\$ 1,862,486.76	5.4%	\$ 1,907,505.18	-6.3%	\$ 2,804,282.66	-5.3%
LESS TAX COLLECTOR & CLERK	\$ (26,402.41)	-13.9%	\$ (34,322.03)	8.2%	\$ (45,833.89)	7.5%	\$ (37,249.74)	5.4%	\$ (38,150.10)	-6.3%	\$ (56,085.65)	-5.3%
NET TO TDC	\$ 1,293,718.22	-13.9%	\$ 1,681,779.69	8.2%	\$ 2,245,860.58	7.5%	\$ 1,825,237.02	5.4%	\$ 1,869,355.08	-6.3%	\$ 2,748,197.01	-5.3%

	APR	% PY	MAY	% PY	JUNE	% PY	JULY	% PY	AUG	% PY	SEP	% PY	YTD	
GROSS RECEIPTS	\$45,832,407.89	2.8%	\$42,367,335.90	0.8%	\$46,021,728.95	-5.5%	\$ -		\$ -		\$ -		\$ 381,334,194.51	-1%
EXEMPT RECEIPTS	-\$1,216,631.49	-13.2%	-\$1,366,125.70	36.0%	-\$1,158,104.35	-57.7%	\$ -		\$ -		\$ -		\$ (12,740,815.51)	
TAXABLE RECEIPTS	\$ 44,615,776.40	3.3%	\$ 41,001,210.20	-0.1%	\$ 44,863,624.60	-2.4%	\$ -		\$ -		\$ -		\$368,593,379.00	
TOTAL TAX COLLECTED	\$ 2,230,788.82	3.3%	\$ 2,050,060.51	-0.1%	\$ 2,243,181.23	-2.4%	\$ -		\$ -		\$ -		\$18,429,668.95	-1%
ADJUSTMENTS	\$ -													
TOTAL TAX DUE	\$ 2,230,788.82	3.3%	\$ 2,050,060.51	-0.1%	\$ 2,243,181.23	-2.4%	\$ -		\$ -		\$ -		\$16,186,487.72	
LESS COLLECTION ALLOWANCE	-\$17,304.41		-\$16,387.64		-\$21,324.22		\$ -		\$ -		\$ -		\$ (143,376.76)	
PLUS PENALTY	\$34,585.66		\$17,981.33		\$19,042.02		\$ -		\$ -		\$ -		\$153,005.36	
PLUS INTEREST	\$957.88		\$452.32		\$605.94		\$ -		\$ -		\$ -		\$5,533.31	
TOTAL AMOUNT REMITTED	\$ 2,249,027.95	4.5%	\$ 2,052,106.52	0.3%	\$ 2,241,504.97	-2.3%	\$ -		\$ -		\$ -		\$18,444,830.86	-0.4%
LESS TAX COLLECTOR & CLERK	\$ (44,980.56)	4.5%	\$ (41,042.13)	0.3%	\$ (44,830.10)	-2.3%	\$ -		\$ -		\$ -		\$ (368,896.62)	
NET TO TDC	\$ 2,204,047.39	4.5%	\$ 2,011,064.39	0.3%	\$ 2,196,674.87	-2.3%	\$ -		\$ -		\$ -		\$18,075,934.24	-0.4%

FY2025 TOURIST DEVELOPMENT TAX REMITTED BY ACCOMMODATIONS TYPE

OCC. MNTH	H/M	%	PV+-	Condo	%	PV+-	Apts	%	PV+-
October	\$831,589.44	63.0%	-13.9%	\$150,640.19	11.4%	-13.8%	\$258,887.70	19.6%	-11.0%
November	\$1,118,948.60	65.2%	12.3%	\$157,385.40	9.2%	12.4%	\$338,867.19	19.7%	4.4%
December	\$1,423,365.12	62.1%	6.0%	\$196,800.91	8.6%	-9.3%	\$507,725.79	22.2%	21.7%
2025 January	\$1,070,233.46	57.5%	10.1%	\$258,708.48	13.9%	-8.4%	\$404,603.49	21.7%	12.2%
February	\$1,089,405.16	57.1%	-5.5%	\$323,880.55	17.0%	-4.3%	\$357,851.32	18.8%	-8.4%
March	\$1,577,812.82	56.3%	-6.0%	\$466,116.13	16.6%	-6.6%	\$598,757.85	21.4%	-4.4%
April	\$1,276,570.35	56.8%	-0.1%	\$335,280.33	14.9%	5.6%	\$502,471.46	22.3%	17.3%
May	\$1,150,599.12	56.1%	-2.9%	\$311,374.53	15.2%	8.1%	\$452,059.41	22.0%	-2.8%
June	\$1,007,231.16	44.9%	-1.6%	\$540,118.78	24.1%	-9.3%	\$588,288.74	26.2%	4.4%
July									
August									
September									

OCC. MNTH	Camp	%	PV+-	B&B	%	PV+-	TOTAL
October	\$33,042.41	2.5%	-28.0%	\$45,960.89	3.5%	-18.2%	\$1,320,120.63
November	\$38,680.67	2.3%	-33.9%	\$62,219.86	3.6%	-6.6%	\$1,716,101.72
December	\$67,927.97	3.0%	32.1%	\$95,874.68	4.2%	-7.7%	\$2,291,694.47
2025 January	\$65,609.95	3.5%	-19.6%	\$63,331.38	3.4%	-10.5%	\$1,862,486.76
February	\$77,163.52	4.0%	-6.3%	\$59,204.63	3.1%	-16.5%	\$1,907,505.18
March	\$85,562.96	3.1%	18.4%	\$76,032.90	2.7%	-10.6%	\$2,804,282.66
April	\$66,628.72	3.0%	12.4%	\$68,077.09	3.0%	-1.6%	\$2,249,027.95
May	\$80,390.52	3.9%	59.6%	\$57,682.94	2.8%	-2.5%	\$2,052,106.52
June	\$56,972.10	2.5%	-8.0%	\$48,894.19	2.2%	-0.5%	\$2,241,504.97
July							
August							
September							
Total							\$18,444,830.86

FY 2025 TOURIST DEVELOPMENT TAX REMITTED BY ZIP CODE

ST. JOHNS COUNTY TOURIST DEVELOPMENT COUNCIL

FY2025	Anastasia Island			Ponte Vedra Beach			St. Augustine/Villano/N. Bch			Shores/South/207		
	32080	% TTL	+/- PY	32082	% TTL	+/- PY	32084	% TTL	+/- PY	32086	% TTL	+/- PY
OCT	\$388,397.75	29.4%	-15.3%	\$249,063.57	18.9%	-28.2%	\$542,600.54	41.1%	-9.4%	\$22,125.58	1.7%	2.8%
NOV	\$502,601.36	29.3%	18.8%	\$304,702.42	17.8%	-3.1%	\$774,005.27	45.1%	7.5%	\$12,746.40	0.7%	-56.6%
DEC	\$658,287.57	28.7%	4.7%	\$241,630.95	10.5%	-11.4%	\$1,186,923.21	51.8%	10.7%	\$43,263.01	1.9%	82.3%
JAN	\$555,175.32	29.8%	-3.3%	\$369,761.37	19.9%	23.1%	\$789,635.44	42.4%	6.9%	\$33,834.34	1.8%	-15.5%
FEB	\$664,840.53	34.9%	-5.2%	\$317,754.18	16.7%	-15.9%	\$762,459.53	40.0%	-3.0%	\$39,143.53	2.1%	-5.0%
MAR	\$1,049,553.84	37.4%	-0.7%	\$529,032.15	18.9%	-17.7%	\$1,031,772.56	36.8%	-3.2%	\$43,050.22	1.5%	54.6%
APR	\$839,665.80	37.3%	11.9%	\$436,975.62	19.4%	-6.3%	\$828,671.08	36.8%	5.5%	\$30,043.36	1.3%	59.8%
MAY	\$755,287.96	36.8%	7.4%	\$373,500.36	18.2%	-20.2%	\$756,020.53	36.8%	2.7%	\$50,324.93	2.5%	174.8%
JUN	\$1,034,463.66	46.2%	47.1%	\$348,184.96	15.5%	-25.6%	\$737,427.98	32.9%	0.2%	\$26,496.68	1.2%	44.7%
JUL												
AUG												
SEP												
FY YTD	\$ 6,448,274			\$ 3,170,606			\$ 7,409,516			\$ 301,028		

	WGV + west of I95			I95&SR16 + Palencia				Other			
	32092	% TTL	+/- PY	32095	% TTL	+/- PY	92+95	OTHER	% TTL	+/- PY	TOTAL
OCT	\$87,517.29	6.6%	-3.1%	\$14,402.56	1.1%	30.2%	7.7%	\$16,013.34	1.2%	147.8%	\$ 1,320,120.63
NOV	\$98,374.55	5.7%	21.3%	\$16,879.96	1.0%	23.4%	6.7%	\$6,791.76	0.4%	37.7%	\$ 1,716,101.72
DEC	\$120,448.10	5.3%	12.1%	\$23,200.63	1.0%	32.2%	6.3%	\$17,941.00	0.8%	79.9%	\$ 2,291,694.47
JAN	\$91,329.46	4.9%	5.6%	\$13,512.13	0.7%	-5.7%	5.6%	\$9,238.70	0.5%	-28.3%	\$ 1,862,486.76
FEB	\$95,972.78	5.0%	-8.4%	\$16,560.17	0.9%	-0.7%	5.9%	\$10,774.46	0.6%	42.7%	\$ 1,907,505.18
MAR	\$116,438.45	4.2%	-16.3%	\$22,518.54	0.8%	16.0%	5.0%	\$11,916.90	0.4%	19.7%	\$ 2,804,282.66
APR	\$88,283.90	3.9%	-18.1%	\$15,617.90	0.7%	0.8%	4.6%	\$9,770.29	0.4%	22.5%	\$ 2,249,027.95
MAY	\$94,711.91	4.6%	-3.3%	\$13,120.05	0.6%	-13.7%	5.3%	\$9,140.78	0.4%	8.9%	\$ 2,052,106.52
JUN	\$73,330.23	3.3%	-25.1%	\$11,274.92	0.5%	-25.8%	3.8%	\$10,326.54	0.5%	23.0%	\$ 2,241,504.97
JUL											
AUG											
SEP											
FY YTD	\$ 866,407			\$ 147,087				\$ 101,914			\$ 18,444,831



VCB INDUSTRY EMAIL STATISTICS JULY 2025

Time Sent ↓	Campaign Name	Sends	Opens	Clicks	Bounces	Unsubscribes
Mon, Jul 28, 2025, 3:34 PM	St. Augustine Celebrates 460 Years with Founder's Day Festivities	1,383	633 46%	19 1%	19 1%	1 1%
Mon, Jul 28, 2025, 2:03 PM	Sing Out Loud Festival Celebrates Music on Florida's Historic Coast	1,363	562 42%	20 1%	17 1%	0 0%
Mon, Jul 28, 2025, 1:05 PM	VCB Social 7-30 - Schooner Freedom - 2	334	173 53%	20 6%	5 1%	0 0%
Mon, Jul 28, 2025, 8:57 AM	THIS WEEK, 7-28-2025	890	414 47%	50 6%	9 1%	1 1%
Fri, Jul 25, 2025, 4:45 PM	Corrected Florida Pro/Am Skimboarding Tournament Slides onto Vilano Beach	1,369	633 47%	18 1%	20 1%	2 1%
Fri, Jul 25, 2025, 4:28 PM	31st Annual Florida Pro/Am Skimboarding Tournament Slides onto Vilano Beach	1,369	615 46%	18 1%	20 1%	0 0%
Mon, Jul 21, 2025, 1:04 PM	VCB Social 7-30 - Schooner Freedom - 1	335	188 57%	33 10%	5 1%	0 0%
Mon, Jul 21, 2025, 12:31 PM	THIS WEEK, 7-21-2025	897	426 48%	48 5%	14 2%	0 0%
Tue, Jul 15, 2025, 10:13 AM	VCB Social 7-18 - River House Events - 2	478	248 52%	28 6%	3 1%	0 0%
Mon, Jul 14, 2025, 9:18 AM	THIS WEEK, 7-14-2025	893	436 49%	76 9%	12 1%	0 0%
Fri, Jul 11, 2025, 9:07 AM	PartnerCom 7-11-25	480	252 53%	21 4%	5 1%	0 0%
Tue, Jul 8, 2025, 10:13 AM	VCB Social 7-18 - River House Events - 1	479	250 53%	33 7%	3 1%	0 0%
Mon, Jul 7, 2025, 8:43 AM	THIS WEEK, 7-7-2025	894	451 51%	74 8%	13 1%	0 0%

Email Performance

Opt-in Subscribers

39,553

MESSAGES SENT

27%

CTOR

749

SESSIONS

0:03:55

AVG. SESSION
DURATION

Other Source Subscribers

161,954

MESSAGES SENT

51%

CTOR

447

SESSIONS

0:03:58

AVG. SESSION
DURATION

St. Johns County Visitors & Convention Bureau

Call Center Statistics

July 1 - July 31, 2025

Total Calls Received:	81
Total Call Minutes:	304.5
Average Answer Time:	23
Brochures Ordered:	25

St. Johns County Visitors & Convention Bureau

Requests By Guide

July 1 - July 31, 2025

<u>Guide</u>	<u># of Requests</u>
St Augustine Travel Planner	940
<u>GRAND TOTAL</u>	<u>940</u>

St. Johns County Visitors & Convention Bureau

Requests By Source

July 1 - July 31, 2025

<u>Guide</u>	<u># of Requests</u>
WebTraveler	201
2024 Visit Florida Magazine	9
2025 Visit Florida Magazine	91
Call Center	25
Summer Events Calendar	614
GRAND TOTAL	940

St. Johns County Visitors & Convention Bureau

Requests By State

July 1 - July 31, 2025

<u>STATE</u>	<u># of Requests</u>	<u>%</u>
FL	300	31.9%
GA	102	10.9%
NC	74	7.9%
SC	71	7.6%
IL	39	4.1%
TN	29	3.1%
TX	28	3.0%
PA	27	2.9%
IN	25	2.7%
OH	23	2.4%
KY	20	2.1%
AL	17	1.8%
NY	16	1.7%
NJ	15	1.6%
MO	14	1.5%
LA	13	1.4%
MI	11	1.2%
VA	10	1.1%
CA	9	1.0%
MS	9	1.0%
WI	9	1.0%
Foreign	8	0.9%
MD	6	0.6%
AZ	5	0.5%
KS	5	0.5%
MN	5	0.5%
WV	5	0.5%
CO	4	0.4%
CT	4	0.4%
DE	4	0.4%
NH	4	0.4%
AR	3	0.3%
IA	3	0.3%
MA	3	0.3%
OR	3	0.3%
ID	2	0.2%

NE	2	0.2%
NV	2	0.2%
OK	2	0.2%
RI	2	0.2%
AK	1	0.1%
HI	1	0.1%
ME	1	0.1%
NM	1	0.1%
PR	1	0.1%
WA	1	0.1%
WY	1	0.1%
GRAND TOTAL	940	

St. Johns County Visitors & Convention Bureau

Requests By Country

July 1 - July 31, 2025

<u>COUNTRY</u>	<u># of Requests</u>	<u>%</u>
USA	932	99.15%
Brazil	2	0.21%
Canada	2	0.21%
United Kingdom	2	0.21%
Bangladesh	1	0.11%
Egypt	1	0.11%
<u>GRAND TOTAL</u>	<u>940</u>	

St. Johns County Visitors & Convention Bureau

Have you visited our area before?

July 1 - July 31, 2025

<u>Visit Before?</u>	<u>This month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
No	15	60%	91	72%
Yes	10	40%	36	28%
TOTAL	25		127	

St. Johns County Visitors & Convention Bureau

When do you plan to visit? (Month Year)

July 1 - July 31, 2025

<u>When Visiting?</u>	<u>This</u> <u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
Jan-25	0	0%	0	0%
Feb-25	0	0%	8	6%
Mar-25	0	0%	11	9%
Apr-25	0	0%	1	1%
May-25	0	0%	3	2%
Jun-25	0	0%	16	13%
Jul-25	4	16%	15	12%
Aug-25	4	16%	11	9%
Sep-25	4	16%	13	10%
Oct-25	4	16%	11	9%
Nov-25	4	16%	8	6%
Dec-25	3	12%	7	6%
Jan-26	1	4%	2	2%
Feb-26	0	0%	0	0%
Mar-26	1	4%	2	2%
Apr-26	0	0%	0	0%
May-26	0	0%	0	0%
Jun-26	0	0%	0	0%
Jul-26	0	0%	0	0%
Aug-26	0	0%	0	0%
Sep-26	0	0%	0	0%
Oct-26	0	0%	0	0%
Nov-26	0	0%	0	0%
Dec-26	0	0%	0	0%
Unsure 2025	0	0%	19	15%
Unsure 2026	0	0%	0	0%
TOTAL	25		127	

St. Johns County Visitors & Convention Bureau

How long do you plan to stay?

July 1 - July 31, 2025

<u>Length of Stay</u>	<u>This</u> <u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
1 day	0	0%	1	1%
2 days	1	4%	5	4%
3 days	10	40%	38	30%
1 week	9	36%	43	34%
2 weeks	0	0%	7	6%
3 weeks	0	0%	0	0%
1 month	0	0%	1	1%
2 months	0	0%	0	0%
3 months	0	0%	1	1%
Don't know	5	20%	31	24%
TOTAL	25		127	

St. Johns County Visitors & Convention Bureau

How many people will be traveling in your party?

July 1 - July 31, 2025

<u>Number of People</u>	<u>This</u>			
	<u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
1	4	16%	8	6%
2	12	48%	47	37%
3	3	12%	11	9%
Four or more	4	16%	37	29%
Don't know	2	8%	24	19%
TOTAL	25		127	

St. Johns County Visitors & Convention Bureau

What type of accommodations are you interested in?

July 1 - July 31, 2025

<u>Type</u>	<u>This</u> <u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
All	16	64%	98	77%
Hotel / Motel	3	12%	16	13%
Bed / Breakfast	2	8%	3	2%
Condo	1	4%	4	3%
RV	1	4%	2	2%
Single Family	1	4%	2	2%
Efficiency / Suite	1	4%	2	2%
TOTAL	25		127	