



ST. AUGUSTINE  
PONTE VEDRA  
FLORIDA'S HISTORIC COAST®

VCB Board of Directors Meeting Packet  
July 22, 2025, 1:30 p.m.  
Embassy Suites St. Augustine Beach Resort  
300 A1A Beach Blvd., St. Augustine, FL 32080

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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  
 July 22, 2025 1:30 pm  
 Embassy Suites by Hilton, St. Augustine Beach, Surf Crest Board Room  
 300 A1A Beach Boulevard  
 St. Augustine, FL 32080

**Call to order:**

**Acknowledge Anti-Trust Statement and Conflict of Interest Statement:**

**Roll Call:**

**Public Comments:**

**Agenda Items**

1. Approval of June 2025 Minutes – VCB Board of Directors
2. President's Report – Susan Phillips
  - a. Primary Metrics & Departmental Reports – Susan Phillips & VCB Directors
3. Financial Reports – Dave Chatterton
4. June 2025 Advertising/Media Report – Susan Phillips
5. VCB 2025 Annual Meeting – Susan Phillips

**Committee Reports:**

Leisure Sales Committee – Cindy Stavely or Evelyn Lopez-Kelley

Conference Sales Committee – Jennifer Jenkins

**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

**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%
<b>TOTAL TAX COLLECTED</b>	<b>\$ 1,320,560.79</b>	<b>-14.2%</b>	<b>\$ 1,707,869.86</b>	<b>7.8%</b>	<b>\$ 2,292,269.85</b>	<b>7.5%</b>	<b>\$1,860,271.06</b>	<b>5.2%</b>	<b>\$ 1,908,917.92</b>	<b>-6.6%</b>	<b>\$ 2,815,748.91</b>	<b>-5.2%</b>
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	
<b>TOTAL AMOUNT REMITTED</b>	<b>\$ 1,320,120.63</b>	<b>-13.9%</b>	<b>\$ 1,716,101.72</b>	<b>8.2%</b>	<b>\$ 2,291,694.47</b>	<b>7.5%</b>	<b>\$ 1,862,486.76</b>	<b>5.4%</b>	<b>\$ 1,907,505.18</b>	<b>-6.3%</b>	<b>\$ 2,804,282.66</b>	<b>-5.3%</b>
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%
<b>NET TO TDC</b>	<b>\$ 1,293,718.22</b>	<b>-13.9%</b>	<b>\$ 1,681,779.69</b>	<b>8.2%</b>	<b>\$ 2,245,860.58</b>	<b>7.5%</b>	<b>\$ 1,825,237.02</b>	<b>5.4%</b>	<b>\$ 1,869,355.08</b>	<b>-6.3%</b>	<b>\$ 2,748,197.01</b>	<b>-5.3%</b>

	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%	\$ -		\$ -		\$ -		\$ -		\$ 335,312,465.56	-0.04%
EXEMPT RECEIPTS	-\$1,216,631.49	-13.2%	-\$1,366,125.70	26.4%	\$ -		\$ -		\$ -		\$ -		\$ (11,582,711.16)	
TAXABLE RECEIPTS	\$ 44,615,776.40	3.3%	\$ 41,001,210.20	-0.1%	\$ -		\$ -		\$ -		\$ -		\$323,729,754.40	
<b>TOTAL TAX COLLECTED</b>	<b>\$ 2,230,788.82</b>	<b>3.3%</b>	<b>\$ 2,050,060.51</b>	<b>-0.1%</b>	<b>\$ -</b>		<b>\$ -</b>		<b>\$ -</b>		<b>\$ -</b>		<b>\$16,186,487.72</b>	-0.4%
ADJUSTMENTS	\$ -													
TOTAL TAX DUE	\$ 2,230,788.82	3.3%	\$ 2,050,060.51	-0.1%	\$ -		\$ -		\$ -		\$ -		\$16,186,487.72	
LESS COLLECTION ALLOWANCE	-\$17,304.41		-\$16,387.64		\$ -		\$ -		\$ -		\$ -		\$ (122,052.54)	
PLUS PENALTY	\$34,585.66		\$17,981.33		\$ -		\$ -		\$ -		\$ -		\$133,963.34	
PLUS INTEREST	\$957.88		\$452.32		\$ -		\$ -		\$ -		\$ -		\$4,927.37	
<b>TOTAL AMOUNT REMITTED</b>	<b>\$ 2,249,027.95</b>	<b>4.5%</b>	<b>\$ 2,052,106.52</b>	<b>0.3%</b>	<b>\$ -</b>		<b>\$ -</b>		<b>\$ -</b>		<b>\$ -</b>		<b>\$16,203,325.89</b>	-0.08%
LESS TAX COLLECTOR & CLERK	\$ (44,980.56)	4.5%	\$ (41,042.13)	0.3%	\$ -		\$ -		\$ -		\$ -		\$ (324,066.52)	
<b>NET TO TDC</b>	<b>\$ 2,204,047.39</b>	<b>4.5%</b>	<b>\$ 2,011,064.39</b>	<b>0.3%</b>	<b>\$ -</b>		<b>\$ -</b>		<b>\$ -</b>		<b>\$ -</b>		<b>\$15,879,259.37</b>	-0.08%

## 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	<b>\$502,601.36</b>	29.3%	18.8%	<b>\$304,702.42</b>	17.8%	-3.1%	<b>\$774,005.27</b>	45.1%	7.5%	<b>\$12,746.40</b>	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												
JUL												
AUG												
SEP												
FY YTD	\$ 5,413,810			\$ 2,822,421			\$ 6,672,088			\$ 274,531		

	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											
JUL											
AUG											
SEP											
FY YTD	\$ 793,076			\$ 135,812				\$ 91,587			\$ 16,203,326

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							
July							
August							
September							
Total							\$16,203,325.89



## VCB INDUSTRY EMAIL STATISTICS JUNE 2025

Time Sent ↓	Campaign Name	Sends	Opens	Clicks	Bounces	Unsubscribes
Mon, Jun 30, 2025, 8:51 AM	THIS WEEK, 6-30-2025	899	434 49%	37 4%	16 2%	0 0%
Wed, Jun 25, 2025, 10:07 AM	AI Seminar Questionnaire & Presentation recap	466	227 49%	22 5%	4 1%	0 0%
Tue, Jun 24, 2025, 10:09 AM	2026 Travel Planner display advertising sales	481	215 45%	7 1%	3 1%	0 0%
Mon, Jun 23, 2025, 9:05 AM	THIS WEEK, 6-23-2025	900	423 48%	34 4%	10 1%	1 1%
Mon, Jun 16, 2025, 9:37 AM	THIS WEEK, 6-16-2025	708	334 48%	38 5%	9 1%	1 1%
Fri, Jun 13, 2025, 4:30 PM	PartnerCom 6-13-25	482	266 56%	9 2%	3 1%	0 0%
Thu, Jun 12, 2025, 9:23 AM	4th of July Weekend on Florida's Historic Coast is an Absolute Blast	1,358	594 44%	36 3%	14 1%	3 1%
Thu, Jun 12, 2025, 9:05 AM	Social Media Seminar - June 12 - 4	482	227 47%	8 2%	3 1%	0 0%
Wed, Jun 11, 2025, 11:51 AM	VCB Social 6-25 - Savannah Bee Company - 1	363	204 57%	18 5%	3 1%	0 0%
Mon, Jun 9, 2025, 2:33 PM	Meet What's New on Florida's Historic Coast	1,346	581 44%	44 3%	19 1%	1 1%
Mon, Jun 9, 2025, 9:26 AM	THIS WEEK, 6-9-2025	873	431 50%	34 4%	13 1%	0 0%
Wed, Jun 4, 2025, 10:12 AM	The Road to Freedom Runs Through St. Augustine	1,379	579 42%	25 2%	16 1%	0 0%
Tue, Jun 3, 2025, 10:38 AM	The Beat is On This Summer on Florida's Historic Coast	1,373	566 42%	24 2%	22 2%	2 1%
Tue, Jun 3, 2025, 10:12 AM	Social Media Seminar - June 12 - 3	484	223 47%	9 2%	5 1%	0 0%
Mon, Jun 2, 2025, 10:28 AM	History Comes to Life at Fort Mose Historic State Park's New Fort	1,389	612 45%	17 1%	17 1%	0 0%
Mon, Jun 2, 2025, 9:17 AM	THIS WEEK, 6-2-2025	671	324 49%	43 6%	6 1%	0 0%
Sun, Jun 1, 2025, 5:15 PM	Fun on Florida's Historic Coast is for Everyone	1,461	632 44%	29 2%	22 2%	1 1%



## Email Performance

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### Opt-in Subscribers

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**37,824**

MESSAGES SENT

**23%**

CTOR

**702**

SESSIONS

**0:02:15**

AVG. SESSION  
DURATION

### Other Source Subscribers

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**161,404**

MESSAGES SENT

**33%**

CTOR

**365**

SESSIONS

**0:05:21**

AVG. SESSION  
DURATION

**St. Johns County Visitors & Convention Bureau**

**Call Center Statistics**

June 1 - June 30, 2025

Total Calls Received:	78
Total Call Minutes:	300
Average Answer Time:	24 sec
Brochures Ordered:	23

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**St. Johns County Visitors & Convention Bureau**

**Requests By Guide**

June 1 - June 30, 2025

<u>Guide</u>	<u># of Requests</u>
St Augustine Travel Planner	1061
<b><u>GRAND TOTAL</u></b>	<b><u>1061</u></b>

**St. Johns County Visitors & Convention Bureau**

**Requests By Source**

June 1 - June 30, 2025

<u>Guide</u>	<u># of Requests</u>
WebTraveler	122
2024 Visit Florida Magazine	2
2025 Visit Florida Magazine	57
Call Center	23
Summer Events Calendar	857
<b>GRAND TOTAL</b>	<b>1061</b>

# St. Johns County Visitors & Convention Bureau

## Requests By State

June 1 - June 30, 2025

<u>STATE</u>	<u># of Requests</u>	<u>%</u>
FL	351	33.1%
GA	142	13.4%
SC	79	7.4%
NC	73	6.9%
NY	43	4.1%
NJ	39	3.7%
TX	30	2.8%
TN	27	2.5%
PA	25	2.4%
IL	24	2.3%
AL	17	1.6%
VA	17	1.6%
IN	16	1.5%
MO	16	1.5%
OH	16	1.5%
CA	13	1.2%
KY	13	1.2%
WI	12	1.1%
IA	11	1.0%
MI	11	1.0%
MD	10	0.9%
LA	9	0.8%
CT	7	0.7%
CO	6	0.6%
MS	6	0.6%
Foreign	5	0.5%
OK	5	0.5%
WV	5	0.5%
AR	4	0.4%
MA	4	0.4%
MN	4	0.4%
KS	3	0.3%
NV	3	0.3%
AZ	2	0.2%
DC	2	0.2%
NH	2	0.2%

WA	2	0.2%
AK	1	0.1%
ID	1	0.1%
ME	1	0.1%
NM	1	0.1%
OR	1	0.1%
RI	1	0.1%
UT	1	0.1%
<b>GRAND TOTAL</b>	<b>1061</b>	

**St. Johns County Visitors & Convention Bureau**

**Requests By Country**

June 1 - June 30, 2025

<u>COUNTRY</u>	<u># of Requests</u>	<u>%</u>
USA	1056	99.53%
United Kingdom	3	0.28%
Canada	1	0.09%
Mexico	1	0.09%
<b><u>GRAND TOTAL</u></b>	<b><u>1061</u></b>	

**St. Johns County Visitors & Convention Bureau**

**Have you visited our area before?**

June 1 - June 30, 2025

<u>Visit Before?</u>	<u>This month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
No	15	65%	76	75%
Yes	8	35%	26	25%
TOTAL	23		102	



## St. Johns County Visitors & Convention Bureau

### When do you plan to visit? (Month Year)

June 1 - June 30, 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	8%
Mar-25	0	0%	11	11%
Apr-25	0	0%	1	1%
May-25	0	0%	3	3%
Jun-25	2	9%	16	16%
Jul-25	6	26%	11	11%
Aug-25	4	17%	7	7%
Sep-25	3	13%	9	9%
Oct-25	2	9%	7	7%
Nov-25	1	4%	4	4%
Dec-25	2	9%	4	4%
Jan-26	1	4%	1	1%
Feb-26	0	0%	0	0%
Mar-26	1	4%	1	1%
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	1	4%	19	19%
Unsure 2026	0	0%	0	0%
<b>TOTAL</b>	<b>23</b>		<b>102</b>	

## St. Johns County Visitors & Convention Bureau

### How long do you plan to stay?

June 1 - June 30, 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%	4	4%
3 days	10	43%	28	27%
1 week	5	22%	34	33%
2 weeks	3	13%	7	7%
3 weeks	0	0%	0	0%
1 month	0	0%	1	1%
2 months	0	0%	0	0%
3 months	1	4%	1	1%
Don't know	3	13%	26	25%
<b>TOTAL</b>	<b>23</b>		<b>102</b>	

**St. Johns County Visitors & Convention Bureau**

**How many people will be traveling in your party?**

June 1 - June 30, 2025

<u>Number of People</u>	<u>This</u> <u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
1	2	9%	4	4%
2	10	43%	35	34%
3	0	0%	8	8%
Four or more	9	39%	33	32%
Don't know	2	9%	22	22%
TOTAL	23		102	

**St. Johns County Visitors & Convention Bureau**

**What type of accommodations are you interested in?**

June 1 - June 30, 2025

<u>Type</u>	<u>This</u> <u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
All	14	61%	82	80%
Hotel / Motel	5	22%	13	13%
Bed / Breakfast	1	4%	1	1%
Condo	2	9%	3	3%
RV	0	0%	1	1%
Single Family	0	0%	1	1%
Efficiency / Suite	1	4%	1	1%
TOTAL	23		102	