



ST. AUGUSTINE
PONTE VEDRA
FLORIDA'S HISTORIC COAST®

VCB Board of Directors Meeting Packet
Tuesday, July 22, 2026
Embassy Suites by Hilton St. Augustine Beach Resort
300 A1A Beach Blvd., St. Augustine, FL 32080

PACKET CONTENTS

ANTI-TRUST & CONFLICT OF INTEREST STATEMENT	PAGE 1
AGENDA	PAGES 2-3
MINUTES FROM JUNE 2026 MEETING	DISTRIBUTED AT THE MEETING
FINANCIAL STATEMENTS	DISTRIBUTED AT THE MEETING
STR REPORT	DISTRIBUTED AT THE MEETING
TDC BED TAX COLLECTION REPORT	PAGE 4-6
INDUSTRY EMAIL BLAST STATS	PAGES 7
INQUIRY REPORT	PAGES 8-18



**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, 2026 1:30 pm
 Embassy Suites by Hilton, St. Augustine Beach, Coquina 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 2026 Minutes (vote required) – VCB Board Members
2. Financial Reports (vote required) – Samantha Palmer
3. President's Report – Susan Phillips
 - a. Primary Metrics & Departmental Reports – Susan Phillips
4. June 2026 Advertising/Media Report – Susan Phillips
5. VCB 2026 Annual Meeting – Susan Phillips
6. FY2027 Marketing Plan Executive Overview – Susan Phillips

Committee Reports:

Leisure Sales & Conference Sales Committee Meetings – 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 Samora

Ex-officio Comments:

St. Johns County Chamber of Commerce: Isabelle Renault

St. Johns County Cultural Council: Jeff Potts

New Business:**Old Business:**

1. VCB Nominating Committee Update – Chair Charlie Robles

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									\$340,435,362.72	1.5%
EXEMPT RECEIPTS									-\$10,026,736.92	
TAXABLE RECEIPTS									\$330,408,625.80	
TOTAL TAX COLLECTED									\$16,520,431.29	2.1%
ADJUSTMENTS										
TOTAL TAX DUE									\$16,520,431.29	2.1%
LESS COLLECTION ALLOWANCE										
PLUS PENALTY										
PLUS INTEREST										
TOTAL AMOUNT REMITTED									\$16,520,785.01	2%
LESS TAX COLLECTOR & CLERK									-\$330,415.71	
NET TO TDC									\$16,190,369.30	2%

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									
July									
August									
September									
TOTAL	\$ 9,671,564.81			\$ 2,128,947.62			\$ 3,743,171.61		
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							\$ -		
July							\$ -		
August							\$ -		
September							\$ -		
TOTAL	\$ 462,032.96			\$ 515,078.11			\$ 16,520,795.11		

FY 2026 TOURIST DEVELOPMENT TAX REMITTED BY ZIP CODE

ST. JOHNS COUNTY TOURIST DEVELOPMENT COUNCIL

	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
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												
JUL												
AUG												
SEP												
FY YTD \$	5,321,800			\$ 3,131,667			\$ 6,864,289			\$ 208,134		

	WGV + west of I95			I95&SR16 + Palencia				Other			TOTAL
	32092	% TTL	+/- PY	32095	% TTL	+/- PY	92+95	OTHER	% TTL	+/- PY	
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											
JUL											
AUG											
SEP											
FY YTD \$	790,228			\$ 132,518				\$ 72,148			\$16,520,785.11

VCB INDUSTRY EMAIL STATISTICS JUNE 2026

Campaign Name	Sends	Opens	Open Rate	Clicks	Click Rate	Bounces	Unsubscribes
Capture the Sounds of Summer on Florida's Historic Coast	1323	580	44.9%	26	2.0%	30	0
Celebrate Father's Day with an Adventure on Florida's Historic Coast	1332	523	40.1%	27	2.1%	27	2
THIS WEEK 5-25-26	730	317	44.3%	27	3.8%	15	0
Get Outside with Sports, Fitness, and Plenty of Fun This Summer	1364	539	40.3%	29	2.2%	27	1
THIS WEEK 5-18-26	727	305	42.8%	26	3.6%	14	0
AI Seminar - May 14 2023 - reminder	20	12	63.2%	3	15.8%	1	0
2026 STI - guest reminder & parking notes	110	76	71.0%	2	1.9%	3	0
THIS WEEK 5-11-26	882	400	46.1%	26	3.0%	14	0
THIS WEEK 5-4-26	883	402	46.1%	36	4.1%	11	0

St. Johns County Visitors & Convention Bureau

Call Center Statistics

June 1 - June 30, 2026

Total Calls Received:	148
Total Call Minutes:	316.5
Average Answer Time:	5.1
Brochures Ordered:	17

St. Johns County Visitors & Convention Bureau

Requests By Guide

June 1 - June 30, 2026

<u>Guide</u>	<u># of Requests</u>
St Augustine Travel Planner	289
<u>GRAND TOTAL</u>	<u>289</u>

St. Johns County Visitors & Convention Bureau

Requests By Source

June 1 - June 30, 2026

<u>Guide</u>	<u># of Requests</u>
WebTraveler	58
Spring Events Calendar	148
2025 Visit Florida Magazine	6
2026 Visit Florida Magazine	60
Call Center	17
GRAND TOTAL	289

St. Johns County Visitors & Convention Bureau

Requests By State

June 1 - June 30, 2026

<u>STATE</u>	<u># of Requests</u>	<u>%</u>
FL	67	23.2%
GA	24	8.3%
NC	19	6.6%
NY	17	5.9%
IL	15	5.2%
SC	14	4.8%
OH	11	3.8%
TX	11	3.8%
KY	10	3.5%
IN	9	3.1%
PA	8	2.8%
MD	7	2.4%
MI	7	2.4%
TN	7	2.4%
VA	7	2.4%
CA	6	2.1%
NJ	6	2.1%
WI	5	1.7%
AL	4	1.4%
CO	3	1.0%
Foreign	3	1.0%
LA	3	1.0%
MO	3	1.0%
CT	2	0.7%
DE	2	0.7%
IA	2	0.7%
ME	2	0.7%
MN	2	0.7%
MS	2	0.7%
OR	2	0.7%
WA	2	0.7%
AR	1	0.3%
AZ	1	0.3%
MA	1	0.3%
MT	1	0.3%
SD	1	0.3%

VT	1	0.3%
WV	1	0.3%

GRAND TOTAL	289
--------------------	------------

St. Johns County Visitors & Convention Bureau

Requests By Country

June 1 - June 30, 2026

<u>COUNTRY</u>	<u># of Requests</u>	<u>%</u>
USA	286	98.96%
Canada	2	0.69%
United Kingdom	1	0.35%
GRAND TOTAL	289	

St. Johns County Visitors & Convention Bureau

Have you visited our area before?

June 1 - June 30, 2026

<u>Visit Before?</u>	<u>This month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
No	13	76%	105	59.32%
Yes	4	24%	72	40.68%
TOTAL	17		177	

St. Johns County Visitors & Convention Bureau

When do you plan to visit? (Month Year)

June 1 - June 30, 2026

<u>When Visiting?</u>	<u>This</u> <u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
Jan-26	0	0%	3	2%
Feb-26	0	0%	19	11%
Mar-26	0	0%	35	20%
Apr-26	0	0%	32	18%
May-26	0	0%	16	9%
Jun-26	1	6%	15	8%
Jul-26	6	35%	12	7%
Aug-26	3	18%	8	5%
Sep-26	3	18%	12	7%
Oct-26	2	12%	4	2%
Nov-26	0	0%	3	2%
Dec-26	0	0%	7	4%
Jan-27	0	0%	4	2%
Feb-27	0	0%	1	1%
Mar-27	1	6%	2	1%
Apr-27	0	0%	0	0%
May-27	0	0%	0	0%
Jun-27	0	0%	0	0%
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	1	6%	4	2%
Unsure 2027	0	0%	0	0%
TOTAL	17		177	

St. Johns County Visitors & Convention Bureau

How long do you plan to stay?

June 1 - June 30, 2026

<u>Length of Stay</u>	<u>This</u> <u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
1 day	0	0%	4	2%
2 days	0	0%	11	6%
3 days	7	41%	52	29%
1 week	6	35%	63	36%
2 weeks	2	12%	15	8%
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	2	12%	23	13%
TOTAL	17		177	

St. Johns County Visitors & Convention Bureau

How many people will be traveling in your party?

June 1 - June 30, 2026

<u>Number of People</u>	<u>This</u>			
	<u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
1	1	6%	9	5%
2	11	65%	89	50%
3	1	6%	16	9%
Four or more	3	18%	48	27%
Don't know	1	6%	15	8%
TOTAL	17		177	

St. Johns County Visitors & Convention Bureau

What type of accommodations are you interested in?

June 1 - June 30, 2026

<u>Type</u>	<u>This</u> <u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
All	13	76%	123	69%
Hotel / Motel	1	6%	24	14%
Bed / Breakfast	2	12%	15	8%
Condo	1	6%	3	2%
RV	0	0%	2	1%
Single Family	0	0%	3	2%
Efficiency / Suite	0	0%	7	4%
TOTAL	17		177	