



**ST. AUGUSTINE
PONTE VEDRA**
FLORIDA'S HISTORIC COAST®

VCB Board of Directors Meeting Packet
Tuesday, March 24, 2026
A.C. Hotel by Marriott, St. Augustine Downtown
90 Riberia Street, St. Augustine, FL 32084

PACKET CONTENTS

ANTI-TRUST & CONFLICT OF INTEREST STATEMENT	PAGE 1
AGENDA	PAGES 2-3
MINUTES FROM FEBRUARY 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.



**ST. AUGUSTINE
PONTE VEDRA**
FLORIDA'S HISTORIC COAST®

VCB Board of Directors Meeting Agenda
March 24, 2026 1:30 p.m.
A.C. Marriott, St. Augustine Downtown
90 Riberia Street , St. Augustine, FL 32084

Call to order:

Acknowledge Anti-Trust Statement and Conflict of Interest Statement:

Roll Call:

Public Comments:

Agenda Items

- 1. Advertising Agency Presentation – Tinsley Advertising
- 2. Approval of February 2026 Minutes (vote required) – VCB Board Members
- 3. Financial Reports (vote required) – Samantha Palmer
- 4. President’s Report – Susan Phillips
 - a. Primary Metrics & Departmental Reports – Susan Phillips & Craig Schoninger
- 5. February 2026 Advertising/Media Reports – Susan Phillips
- 6. 2026 Tourism Advisory Workshops Update – Susan Phillips
- 7. Tourism Employee of the Year Update – Susan Phillips
- 8. May 2026 State of the Tourism Industry (STI) Annual Event- Susan Phillips

Committee Reports:

Leisure Sales Committee – Craig Schoninger

Conference Sales Committee Meeting – 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. Legislative Update – Susan Phillips
2. 2027 Nights of Lights Update – Chair Charlie Robles and Susan Phillips

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							
EXEMPT RECEIPTS							
TAXABLE RECEIPTS							
TOTAL TAX COLLECTED							
ADJUSTMENTS							
TOTAL TAX DUE							
LESS COLLECTION ALLOWANCE							
PLUS PENALTY							
PLUS INTEREST							
TOTAL AMOUNT REMITTED							
LESS TAX COLLECTOR & CLERK							
NET TO TDC							

JUNE	% PY	JULY	% PY	AUG	% PY	SEP	% PY	YTD
------	------	------	------	-----	------	-----	------	-----

GROSS RECEIPTS								\$150,578,914.87	1.2%
EXEMPT RECEIPTS								-\$4,814,486.87	
TAXABLE RECEIPTS								\$145,764,428.00	
TOTAL TAX COLLECTED								\$7,288,221.40	1.5%
ADJUSTMENTS									
TOTAL TAX DUE								\$7,288,221.40	
LESS COLLECTION ALLOWANCE									
PLUS PENALTY									
PLUS INTEREST									
TOTAL AMOUNT REMITTED								\$7,300,567.15	1.5%
LESS TAX COLLECTOR & CLERK								-\$146,011.34	
NET TO TDC								\$7,154,555.81	1.5%

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									
March									
April									
May									
June									
July									
August									
September									
TOTAL	\$ 4,448,029.06			\$ 774,167.96			\$ 1,597,525.46		

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							\$ -
March							\$ -
April							\$ -
May							\$ -
June							\$ -
July							\$ -
August							\$ -
September							\$ -
TOTAL	\$ 202,769.59			\$ 278,085.18			\$ 7,300,577.25

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												
MAR												
APR												
MAY												
JUN												
JUL												
AUG												
SEP												
FY YTD \$	2,117,098			\$ 1,192,982			\$ 3,401,973			\$ 101,111		

	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											
MAR											
APR											
MAY											
JUN											
JUL											
AUG											
SEP											
FY YTD \$	387,583			\$ 65,181			\$ 34,639				\$7,300,567.25



VCB INDUSTRY EMAIL STATISTICS FEBRUARY 2026

Time Sent ↓	Campaign Name	Sends	Opens	Clicks	Bounces	Unsubscribes
Fri, Feb 27, 2026, 10:00 AM	Tourism Employee of the Year Nominations for the year 2025 - 2	594	250 43%	15 3%	9 2%	0 0%
Thu, Feb 26, 2026, 10:59 AM	VCB Social Mar 17 2026 - Home2 Suites - 2	511	230 46%	12 2%	7 1%	0 0%
Tue, Feb 24, 2026, 11:31 AM	Florida's Historic Coast to Spotlight America's 250th Anniversary	1,352	563 42%	20 2%	19 1%	0 0%
Mon, Feb 23, 2026, 4:46 PM	Request for "What's New" Updates – Deadline March 5	466	254 55%	7 2%	8 2%	0 0%
Mon, Feb 23, 2026, 12:00 AM	THIS WEEK 2-23-26	895	429 48%	31 3%	7 1%	0 0%
Thu, Feb 19, 2026, 10:00 AM	VCB Social Mar 17 2026 - Home2 Suites - 1	533	240 46%	17 3%	6 1%	0 0%
Wed, Feb 18, 2026, 1:11 PM	correction: FHC Welcomes Spring with Flavors and Cultural Celebrations	1,321	576 44%	16 1%	14 1%	0 0%
Wed, Feb 18, 2026, 10:00 AM	PartnerCom 2-18-26	502	252 51%	16 3%	6 1%	0 0%
Tue, Feb 17, 2026, 2:20 PM	Florida's Historic Coast Welcomes Spring with Flavors and Cultural Celebrations	1,417	498 36%	30 2%	16 1%	0 0%
Mon, Feb 16, 2026, 8:45 AM	THIS WEEK 2-16-26	876	267 31%	31 4%	8 1%	0 0%
Fri, Feb 13, 2026, 12:40 PM	Tourism Employee of the Year Nominations for the year 2025 - 1	416	138 34%	10 2%	5 1%	0 0%
Thu, Feb 12, 2026, 11:15 AM	St. Augustine Food + Wine Festival Returns May 6-9 with New Saltworks Supper	1,374	356 26%	27 2%	15 1%	0 0%
Wed, Feb 11, 2026, 3:45 PM	THE PLAYERS Championship Tees Off March 10-15 in Ponte Vedra	1,383	538 39%	21 2%	13 1%	1 1%
Wed, Feb 11, 2026, 10:55 AM	St. Augustine & Pensacola Unite Launch From the 1500s, With Love Campaign	1,311	570 44%	27 2%	12 1%	0 0%
Mon, Feb 9, 2026, 8:51 AM	THIS WEEK 2-9-26	719	330 46%	27 4%	3 1%	0 0%
Thu, Feb 5, 2026, 5:39 PM	Find Romance that Lasts Centuries on Florida's Historic Coast	1,329	551 42%	32 2%	15 1%	2 1%
Mon, Feb 2, 2026, 9:36 AM	THIS WEEK 2-2-26	726	346 48%	27 4%	9 1%	1 1%

St. Johns County Visitors & Convention Bureau

Call Center Statistics

February 1 - February 28, 2026

Total Calls Received:	101
Total Call Minutes:	319
Average Answer Time:	21.3
Brochures Ordered:	39

St. Johns County Visitors & Convention Bureau

Requests By Guide

February 1 - February 28, 2026

<u>Guide</u>	<u># of Requests</u>
St Augustine Travel Planner	19703
<u>GRAND TOTAL</u>	<u>19703</u>

St. Johns County Visitors & Convention Bureau

Requests By Source

February 1 - February 28, 2026

<u>Guide</u>	<u># of Requests</u>
AdQuire	19187
WebTraveler	105
Spring Events Calendar	320
2025 Visit Florida Magazine	20
2026 Visit Florida Magazine	32
Call Center	39
<u>GRAND TOTAL</u>	<u>19703</u>

St. Johns County Visitors & Convention Bureau

Requests By State

February 1 - February 28, 2026

<u>STATE</u>	<u># of Requests</u>	<u>%</u>
FL	6918	35.1%
GA	3413	17.3%
NC	2534	12.9%
IL	2300	11.7%
SC	1358	6.9%
MD	979	5.0%
VA	971	4.9%
IN	340	1.7%
DC	253	1.3%
WV	110	0.6%
TX	50	0.3%
AL	42	0.2%
NY	42	0.2%
TN	38	0.2%
OH	33	0.2%
PA	32	0.2%
NJ	27	0.1%
WI	25	0.1%
MI	23	0.1%
MN	22	0.1%
MA	21	0.1%
CA	17	0.1%
KY	15	0.1%
CO	13	0.1%
MO	12	0.1%
LA	10	0.1%
CT	9	0.0%
AZ	8	0.0%
AR	7	0.0%
Foreign	6	0.0%
KS	6	0.0%
ME	6	0.0%
OK	6	0.0%
WA	6	0.0%
IA	5	0.0%
NM	4	0.0%

AK	3	0.0%
AP	3	0.0%
DE	3	0.0%
ID	3	0.0%
MT	3	0.0%
NV	3	0.0%
PR	3	0.0%
RI	3	0.0%
SD	3	0.0%
MS	2	0.0%
NE	2	0.0%
NH	2	0.0%
OR	2	0.0%
UT	2	0.0%
VT	2	0.0%
AA	1	0.0%
HI	1	0.0%
ND	1	0.0%
GRAND TOTAL	19703	

St. Johns County Visitors & Convention Bureau

Requests By Country

February 1 - February 28, 2026

<u>COUNTRY</u>	<u># of Requests</u>	<u>%</u>
USA	19697	99.97%
Canda	3	0.02%
Germany	1	0.01%
Portugal	1	0.01%
United Kingdom	1	0.01%
<u>GRAND TOTAL</u>	<u>19703</u>	

St. Johns County Visitors & Convention Bureau

Have you visited our area before?

February 1 - February 28, 2026

<u>Visit Before?</u>	<u>This month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
No	25	64%	47	60%
Yes	14	36%	31	40%
TOTAL	39		78	

St. Johns County Visitors & Convention Bureau

When do you plan to visit? (Month Year)

February 1 - February 28, 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	4%
Feb-26	6	15%	19	24%
Mar-26	17	44%	27	35%
Apr-26	6	15%	12	15%
May-26	3	8%	5	6%
Jun-26	1	3%	2	3%
Jul-26	0	0%	0	0%
Aug-26	0	0%	0	0%
Sep-26	0	0%	2	3%
Oct-26	1	3%	1	1%
Nov-26	2	5%	3	4%
Dec-26	3	8%	3	4%
Jan-27	0	0%	1	1%
Feb-27	0	0%	0	0%
Mar-27	0	0%	0	0%
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	0	0%	0	0%
Unsure 2027	0	0%	0	0%
TOTAL	39		78	

St. Johns County Visitors & Convention Bureau

How long do you plan to stay?

February 1 - February 28, 2026

<u>Length of Stay</u>	<u>This month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
1 day	0	0%	1	1%
2 days	6	15%	7	9%
3 days	12	31%	28	36%
1 week	13	33%	26	33%
2 weeks	2	5%	8	10%
3 weeks	1	3%	1	1%
1 month	1	3%	1	1%
2 months	0	0%	0	0%
3 months	0	0%	1	1%
Don't know	4	10%	5	6%
TOTAL	39		78	

St. Johns County Visitors & Convention Bureau

How many people will be traveling in your party?

February 1 - February 28, 2026

<u>Number of People</u>	<u>This</u> <u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
1	0	0%	3	4%
2	22	56%	42	54%
3	6	15%	10	13%
Four or more	8	21%	19	24%
Don't know	3	8%	4	5%
TOTAL	39		78	

St. Johns County Visitors & Convention Bureau

What type of accommodations are you interested in?

February 1 - February 28, 2026

<u>Type</u>	<u>This</u> <u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
All	30	77%	60	77%
Hotel / Motel	4	10%	9	12%
Bed / Breakfast	4	10%	6	8%
Condo	1	3%	1	1%
RV	0	0%	0	0%
Single Family	0	0%	0	0%
Efficiency / Suite	0	0%	2	3%
TOTAL	39		78	