



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

VCB Board of Directors Meeting Packet
Tuesday, February 24, 2026
Renaissance St. Augustine Historic Downtown
6 W. Castillo Dr., 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.



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

VCB Board of Directors Meeting Agenda

February 24, 2026, 1:30 p.m.

Renaissance St. Augustine Historic Downtown

6 W. Castillo Dr., St. Augustine, Florida 32084

Call to order:

Acknowledge Anti-Trust Statement and Conflict of Interest Statement:

Roll Call:

Public Comments:

Agenda Items

1. Approval of January 2026 Minutes (vote required) – Chair Charlie Robles
2. President's Report – Susan Phillips
 - a. Primary Metrics & Departmental Reports – Susan Phillips & Craig Schoninger
3. Financial Reports (vote required) – Samantha Palmer
4. January 2026 Advertising/Media Reports – Susan Phillips
5. March 2026 Tourism Advisory Workshops Update – Susan Phillips
6. Tourism Employee of the Year Update – Susan Phillips
7. 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:

1. Annual Report – Chair Charlie Robles & Susan Phillips
2. VCB Socials - Chair Charlie Robles
3. St. Johns County Day in Tallahassee - Chair Charlie Robles & Susan Phillips
4. Legislative Update - Susan Phillips

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%		
EXEMPT RECEIPTS	-\$1,215,706.71	2.9%	-\$940,725.34	-28.8%	-\$1,231,116.70	-14.1%		
TAXABLE RECEIPTS	\$ 28,071,699.00	6.3%	\$ 36,356,521.80	6.4%	\$ 47,459,941.20	3.5%		
TOTAL TAX COLLECTED	\$ 1,403,584.95	6.3%	\$ 1,817,826.09	6.4%	\$ 2,372,997.06	3.5%		
ADJUSTMENTS								
TOTAL TAX DUE	\$ 1,403,584.95	6.3%	\$ 1,817,826.09	6.4%	\$ 2,372,997.06	3.5%		
LESS COLLECTION ALLOWANCE	-\$11,457.89		-\$14,459.31		-\$17,992.94			
PLUS PENALTY	\$11,689.91		\$19,288.17		\$25,246.30			
PLUS INTEREST	\$409.29		\$1,008.05		\$705.95			
TOTAL AMOUNT REMITTED	\$ 1,404,226.26	6.4%	\$ 1,823,663.00	6.3%	\$ 2,380,956.37	3.9%		
LESS TAX COLLECTOR & CLERK	\$ (28,084.53)	6.4%	\$ (36,473.26)	6.3%	\$ (47,619.13)	3.9%		
NET TO TDC	\$ 1,376,141.73	6.4%	\$ 1,787,189.74	6.3%	\$ 2,333,337.24	3.9%		

FEB	% PY	MAR	% PY	APR	% PY	MAY	% PY
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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
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GROSS RECEIPTS								\$115,275,710.75	4.5%
EXEMPT RECEIPTS								-\$3,387,548.75	
TAXABLE RECEIPTS								\$111,888,162.00	
TOTAL TAX COLLECTED								\$5,594,408.10	5.1%
ADJUSTMENTS									
TOTAL TAX DUE								\$5,594,408.10	
LESS COLLECTION ALLOWANCE									
PLUS PENALTY									
PLUS INTEREST									
TOTAL AMOUNT REMITTED								\$5,608,845.63	5.3%
LESS TAX COLLECTOR & CLERK								-\$112,176.91	
NET TO TDC								\$5,496,668.72	5.3%

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									
February									
March									
April									
May									
June									
July									
August									
September									
TOTAL	\$ 3,482,614.51			\$ 510,353.35			\$ 1,246,266.01		
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							\$	-	
February							\$	-	
March							\$	-	
April							\$	-	
May							\$	-	
June							\$	-	
July							\$	-	
August							\$	-	
September							\$	-	
TOTAL	\$ 153,393.39			\$ 216,228.37			\$ 5,608,855.63		

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												
FEB												
MAR												
APR												
MAY												
JUN												
JUL												
AUG												
SEP												
FY YTD \$	1,570,096			\$ 913,172			\$ 2,667,466			\$ 78,545		

	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											
FEB											
MAR											
APR											
MAY											
JUN											
JUL											
AUG											
SEP											
FY YTD \$	302,061			\$ 51,504			\$ 26,002				\$5,608,845.63



VCB INDUSTRY EMAIL STATISTICS JANUARY 2026

Time Sent ↓	Campaign Name	Sends	Opens	Clicks	Bounces	Unsubscribes
Fri, Jan 30, 2026, 11:2 PM	Connect Mind, Body, and Soul with a Winter Wellness Retreat	1,313	539 42%	23 2%	16 1%	0 0%
Thu, Jan 29, 2026, 10:00 AM	VCB Social Feb 10 2026 - AC Hotel - 2	482	230 49%	20 4%	9 2%	0 0%
Tue, Jan 27, 2026, 2:43 PM	2026 STI Sponsorship outreach	519	285 56%	15 3%	9 2%	0 0%
Mon, Jan 26, 2026, 8:25 AM	THIS WEEK 1-26-26	880	398 46%	27 3%	8 1%	0 0%
Thu, Jan 22, 2026, 1:45 PM	Florida's Historic Coast Celebrates James Beard-Nominated Chef Barry Honan	1,321	549 42%	30 2%	28 2%	0 0%
Wed, Jan 21, 2026, 12:27 PM	Florida's Historic Coast and Tinsley Advertising Launch New Multimedia Campaign	1,948	668 41%	34 2%	338 17%	3 1%
Tue, Jan 20, 2026, 4:11 PM	SATW Freelance Council follow-up.	30	26 90%	1 3%	1 3%	0 0%
Tue, Jan 20, 2026, 1:30 PM	VCB Social Feb 10 2026 - AC Hotel - 1	512	261 52%	47 9%	11 2%	0 0%
Mon, Jan 19, 2026, 9:00 AM	THIS WEEK 1-19-26	884	411 47%	24 3%	17 2%	0 0%
Fri, Jan 16, 2026, 9:54 AM	Runs, Biking, and Sailing Events Coming to Florida's Historic Coast	1,861	629 41%	37 2%	331 18%	0 0%
Thu, Jan 15, 2026, 1:56 PM	Social Media Rights Request and Content Submission Form 2026	496	266 55%	53 11%	11 2%	0 0%
Mon, Jan 12, 2026, 3:00 PM	Experience Centuries of Black History on Florida's Historic Coast	1,858	650 43%	40 3%	331 18%	0 0%
Mon, Jan 12, 2026, 8:43 AM	THIS WEEK 1-12-26	727	340 47%	31 4%	11 2%	0 0%
Fri, Jan 9, 2026, 8:46 AM	SATW Freelance Shuttle updates	32	29 94%	11 35%	1 3%	0 0%
Thu, Jan 8, 2026, 11:35 AM	Help Improve Nights of Lights Business Survey	222	114 54%	31 15%	10 5%	0 0%
Wed, Jan 7, 2026, 2:00 PM	We look forward to seeing you this weekend!	32	27 87%	17 55%	1 3%	0 0%
Wed, Jan 7, 2026, 11:00 AM	AI Seminar - January 8 - final	501	220 45%	10 2%	12 2%	0 0%
Tue, Jan 6, 2026, 10:00 AM	250th Anniversary Celebration on FHC - 2	521	199 39%	13 3%	10 2%	0 0%
Mon, Jan 5, 2026, 9:00 AM	THIS WEEK 1-5-26	728	334 47%	34 5%	14 2%	0 0%

St. Johns County Visitors & Convention Bureau

Call Center Statistics

January 1 - January 31, 2026

Total Calls Received:	167
Total Call Minutes:	520.5
Average Answer Time:	8.1 sec
Brochures Ordered:	39

St. Johns County Visitors & Convention Bureau

Requests By Guide

January 1 - January 31, 2026

<u>Guide</u>	<u># of Requests</u>
St Augustine Travel Planner	5232
<u>GRAND TOTAL</u>	<u>5232</u>

St. Johns County Visitors & Convention Bureau

Requests By Source

January 1 - January 31, 2026

<u>Guide</u>	<u># of Requests</u>
AdQuire	4598
WebTraveler	108
Nights of Lights	288
Spring Events Calendar	99
2025 Visit Florida Magazine	92
2026 Visit Florida Magazine	5
Website - Travel Planner	3
Call Center	39
<u>GRAND TOTAL</u>	<u>5232</u>

St. Johns County Visitors & Convention Bureau

Requests By State

January 1 - January 31, 2026

<u>STATE</u>	<u># of Requests</u>	<u>%</u>
FL	1659	31.7%
GA	865	16.5%
NC	712	13.6%
IL	578	11.0%
SC	394	7.5%
VA	241	4.6%
MD	233	4.5%
IN	88	1.7%
DC	62	1.2%
PA	39	0.7%
WV	39	0.7%
OH	29	0.6%
NY	28	0.5%
TX	25	0.5%
AL	24	0.5%
WI	23	0.4%
MI	22	0.4%
MN	18	0.3%
TN	18	0.3%
NJ	16	0.3%
MO	11	0.2%
KY	10	0.2%
MA	9	0.2%
CA	8	0.2%
Foreign	6	0.1%
IA	7	0.1%
LA	7	0.1%
CT	6	0.1%
MS	6	0.1%
AR	5	0.1%
ME	5	0.1%
NE	5	0.1%
OK	4	0.1%
AZ	3	0.1%
DE	3	0.1%
ND	3	0.1%

WA	3	0.1%
CO	2	0.0%
ID	2	0.0%
NH	2	0.0%
OR	2	0.0%
PR	2	0.0%
VT	2	0.0%
GU	1	0.0%
KS	1	0.0%
MT	1	0.0%
NV	1	0.0%
SD	1	0.0%
UT	1	0.0%
GRAND TOTAL	5232	

St. Johns County Visitors & Convention Bureau

Requests By Country

January 1 - January 31, 2026

<u>COUNTRY</u>	<u># of Requests</u>	<u>%</u>
USA	5226	99.89%
United Kingdom	3	0.06%
Canda	2	0.04%
Germany	1	0.02%
<u>GRAND TOTAL</u>	<u>5232</u>	

St. Johns County Visitors & Convention Bureau

Have you visited our area before?

January 1 - January 31, 2026

<u>Visit Before?</u>	<u>This month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
No	22	56%	22	56%
Yes	17	44%	17	44%
TOTAL	39		39	

St. Johns County Visitors & Convention Bureau

When do you plan to visit? (Month Year)

January 1 - January 31, 2026

<u>When Visiting?</u>	<u>This</u> <u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
Jan-26	3	8%	3	8%
Feb-26	13	33%	13	33%
Mar-26	10	26%	10	26%
Apr-26	6	15%	6	15%
May-26	2	5%	2	5%
Jun-26	1	3%	1	3%
Jul-26	0	0%	0	0%
Aug-26	0	0%	0	0%
Sep-26	2	5%	2	5%
Oct-26	0	0%	0	0%
Nov-26	1	3%	1	3%
Dec-26	0	0%	0	0%
Jan-27	1	3%	1	3%
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		39	

St. Johns County Visitors & Convention Bureau

How long do you plan to stay?

January 1 - January 31, 2026

<u>Length of Stay</u>	<u>This month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
1 day	1	3%	1	3%
2 days	1	3%	1	3%
3 days	16	41%	16	41%
1 week	13	33%	13	33%
2 weeks	6	15%	6	15%
3 weeks	0	0%	0	0%
1 month	0	0%	0	0%
2 months	0	0%	0	0%
3 months	1	3%	1	3%
Don't know	1	3%	1	3%
TOTAL	39		39	

St. Johns County Visitors & Convention Bureau

How many people will be traveling in your party?

January 1 - January 31, 2026

<u>Number of People</u>	<u>This month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
1	3	8%	3	8%
2	20	51%	20	51%
3	4	10%	4	10%
Four or more	11	28%	11	28%
Don't know	1	3%	1	3%
TOTAL	39		39	

St. Johns County Visitors & Convention Bureau

What type of accommodations are you interested in?

January 1 - January 31, 2026

<u>Type</u>	<u>This</u> <u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
All	30	77%	30	77%
Hotel / Motel	5	13%	5	13%
Bed / Breakfast	2	5%	2	5%
Condo	0	0%	0	0%
RV	0	0%	0	0%
Single Family	0	0%	0	0%
Efficiency / Suite	2	5%	2	5%
TOTAL	39		39	