



**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  
June 23, 2026 1:30 pm  
Hyatt Place, Vilano Beach  
117 Vilano Road  
St. Augustine, FL 32084

**Call to order:**

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

**Roll Call:**

**Public Comments:**

**Agenda Items**

1. Approval of April 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. April & May 2026 Advertising/Media Reports – Susan Phillips
5. Tourism Employee of the Year – Susan Phillips
6. May 2026 State of the Tourism Industry (STI) Recap - Susan Phillips
7. Distribution of FY2027 Marketing Plan – 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 Somora

**Ex-officio Comments:**

St. Johns County Chamber of Commerce: Isabelle Renault

St. Johns County Cultural Council: Jeff Potts

**New Business:**

1. Presentation of New Data Dashboard – Craig Schoninger
2. VCB Annual Meeting (September 2026) Location Approval – Chair Charlie Robles

**Old Business:**

1. Update on VCB Board Nomination Process – 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%
<b>TOTAL TAX COLLECTED</b>	<b>\$ 1,403,584.95</b>	<b>6.3%</b>	<b>\$ 1,817,826.09</b>	<b>6.4%</b>	<b>\$ 2,372,997.06</b>	<b>3.5%</b>	<b>\$ 1,693,813.30</b>	<b>-8.9%</b>
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	
<b>TOTAL AMOUNT REMITTED</b>	<b>\$ 1,404,226.26</b>	<b>6.4%</b>	<b>\$ 1,823,663.00</b>	<b>6.3%</b>	<b>\$ 2,380,956.37</b>	<b>3.9%</b>	<b>\$ 1,691,721.52</b>	<b>-9.2%</b>
LESS TAX COLLECTOR & CLERK	(28,084.53)	6.4%	(36,473.26)	6.3%	(47,619.13)	3.9%	(33,834.43)	-9.2%
<b>NET TO TDC</b>	<b>\$ 1,376,141.73</b>	<b>6.4%</b>	<b>\$ 1,787,189.74</b>	<b>6.3%</b>	<b>\$ 2,333,337.24</b>	<b>3.9%</b>	<b>\$ 1,657,887.09</b>	<b>-9.2%</b>

	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			
EXEMPT RECEIPTS	-\$1,433,531.94	-43.6%	-\$1,328,036.65	0.0%	-\$1,458,641.99			
TAXABLE RECEIPTS	\$ 39,448,246.00	3.3%	\$ 57,428,461.00	2.0%	\$ 46,794,489.20			
<b>TOTAL TAX COLLECTED</b>	<b>\$ 1,972,412.30</b>	<b>3.3%</b>	<b>\$ 2,871,423.05</b>	<b>2.0%</b>	<b>\$ 2,339,724.46</b>			
ADJUSTMENTS								
TOTAL TAX DUE	\$ 1,972,412.30	3.3%	\$ 2,871,423.05	2.0%	\$ 2,339,724.46			
LESS COLLECTION ALLOWANCE	-\$16,662.92		-\$22,882.53		-\$19,429.64			
PLUS PENALTY	\$ 17,880.85		\$20,750.59		\$12,571.33			
PLUS INTEREST	\$ 1,948.79		\$1,360.20		\$303.44			
<b>TOTAL AMOUNT REMITTED</b>	<b>\$ 1,975,579.02</b>	<b>3.6%</b>	<b>\$ 2,870,651.31</b>	<b>2.4%</b>	<b>\$ 2,333,169.59</b>			
LESS TAX COLLECTOR & CLERK	(39,511.58)	3.6%	(57,413.03)	2.4%	(46,663.40)			
<b>NET TO TDC</b>	<b>\$ 1,936,067.44</b>	<b>3.6%</b>	<b>\$ 2,813,238.28</b>	<b>2.4%</b>	<b>\$ 2,286,506.19</b>			

	JUNE	% PY	JULY	% PY	AUG	% PY	SEP	% PY	YTD	
GROSS RECEIPTS									\$298,470,321.65	1.9%
EXEMPT RECEIPTS									-\$9,034,697.45	
TAXABLE RECEIPTS									\$289,435,624.20	2.4%
<b>TOTAL TAX COLLECTED</b>									<b>\$14,471,781.21</b>	<b>2.4%</b>
ADJUSTMENTS										
TOTAL TAX DUE									\$14,471,781.21	
LESS COLLECTION ALLOWANCE										
PLUS PENALTY										
PLUS INTEREST										
<b>TOTAL AMOUNT REMITTED</b>									<b>\$14,479,967.07</b>	<b>2.3%</b>
LESS TAX COLLECTOR & CLERK									-\$289,599.35	
<b>NET TO TDC</b>									<b>\$14,190,367.72</b>	<b>2.3%</b>

**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%	<b>6.0%</b>	\$150,139.24	10.7%	<b>-0.3%</b>	\$279,991.92	19.9%	<b>8.2%</b>
November	\$1,128,634.03	61.9%	<b>0.9%</b>	\$171,068.72	9.4%	<b>8.7%</b>	\$397,515.84	21.8%	<b>17.3%</b>
December	\$1,472,859.42	61.9%	<b>3.5%</b>	\$189,145.39	7.9%	<b>-3.9%</b>	\$568,758.25	23.9%	<b>12.0%</b>
<b>2026 January</b>	\$965,414.55	57.1%	<b>-9.8%</b>	\$263,814.61	15.6%	<b>2.0%</b>	\$351,259.45	20.8%	<b>-13.2%</b>
February	\$1,121,874.84	56.8%	<b>3.0%</b>	\$294,214.36	14.9%	<b>-9.2%</b>	\$407,685.45	20.6%	<b>13.9%</b>
March	\$1,614,335.50	56.2%	<b>2.3%</b>	\$442,507.12	15.4%	<b>-5.1%</b>	\$671,078.98	23.4%	<b>12.1%</b>
April	\$1,333,819.61	57.2%	<b>4.5%</b>	\$334,964.12	14.4%	<b>-0.1%</b>	\$554,769.77	23.8%	<b>10.4%</b>
May									
June									
July									
August									
September									
<b>TOTAL</b>	<b>\$ 8,518,059.01</b>			<b>\$ 1,845,853.56</b>			<b>\$ 3,231,059.66</b>		

OCC. MNTH	Camp	% of Ttl	PV+-	B&B	% of Ttl	PV+-	TOTAL
October	\$40,792.33	2.9%	<b>23.5%</b>	\$52,191.71	3.7%	<b>13.6%</b>	\$1,404,236.26
November	\$51,663.20	2.8%	<b>33.6%</b>	\$74,781.21	4.1%	<b>20.2%</b>	\$1,823,663.00
December	\$60,937.86	2.6%	<b>-10.3%</b>	\$89,255.45	3.7%	<b>-6.9%</b>	\$2,380,956.37
<b>2026 January</b>	\$49,376.20	2.9%	<b>-24.7%</b>	\$61,856.81	3.7%	<b>-2.3%</b>	\$1,691,721.62
February	\$78,292.42	4.0%	<b>1.5%</b>	\$73,511.95	3.7%	<b>24.2%</b>	\$ 1,975,579.02
March	\$77,049.92	2.7%	<b>-9.9%</b>	\$65,679.79	2.3%	<b>-13.6%</b>	\$ 2,870,651.31
April	\$58,535.04	2.5%	<b>-12.1%</b>	\$51,081.05	2.2%	<b>-25.0%</b>	\$ 2,333,169.59
May							\$ -
June							\$ -
July							\$ -
August							\$ -
September							\$ -
<b>TOTAL</b>	<b>\$ 416,646.97</b>			<b>\$ 468,357.97</b>			<b>\$ 14,479,977.17</b>

**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
<b>Fiscal Year 2026</b>												
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%	<b>\$279,810.55</b>	16.5%	-24.3%	\$734,506.31	43.4%	-7.0%	<b>\$22,566.41</b>	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												
JUN												
JUL												
AUG												
SEP												
<b>FY YTD</b>	<b>\$ 4,581,102</b>			<b>\$ 2,699,970</b>			<b>\$ 6,126,023</b>			<b>\$ 184,006</b>		

	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%	<b>\$1,404,226.26</b>
NOV	\$101,537.26	5.6%	3.2%	\$15,157.05	0.8%	-10.2%	6.4%	\$8,124.05	0.4%	19.6%	<b>\$1,823,663.00</b>
DEC	\$120,280.65	5.1%	-0.1%	\$21,869.89	0.9%	-5.7%	6.0%	\$12,243.11	0.5%	-31.8%	<b>\$2,380,956.37</b>
JAN	\$85,522.48	5.1%	-6.4%	\$13,677.09	0.8%	1.2%	5.9%	\$8,636.62	0.5%	-6.5%	<b>\$1,691,721.62</b>
FEB	\$101,812.14	5.2%	6.1%	\$17,780.23	0.9%	7.4%	6.1%	\$7,792.77	0.4%	-27.7%	<b>\$1,975,579.02</b>
MAR	\$124,400.16	4.3%	6.8%	\$21,596.85	0.8%	-4.1%	5.1%	\$12,460.29	0.4%	4.6%	<b>\$2,870,651.31</b>
APR	\$91,679.41	3.9%	3.8%	\$15,462.03	0.7%	-1.0%	4.6%	\$8,478.61	0.4%	-13.2%	<b>\$2,333,169.59</b>
MAY											
JUN											
JUL											
AUG											
SEP											
<b>FY YTD</b>	<b>\$ 705,475</b>			<b>\$ 120,020</b>				<b>\$ 63,371</b>			<b>\$14,479,967.17</b>

Time Sent	Campaign Name	Sends	Opens	Open Rate	Clicks	Click Rate	Bounces	Unsubscribes
2026/05/28 5:00 PM	Capture the Sounds of Summer on Florida's Historic Coast	1323	576	44.5%	25	1.9%	30	0
2026/05/26 2:15 PM	Celebrate Father's Day with an Adventure on Florida's Historic Coast	1332	513	39.3%	27	2.1%	27	2
2026/05/25 8:30 AM	THIS WEEK 5-25-26	730	313	43.8%	27	3.8%	15	0
2026/05/19 10:15 AM	Get Outside with Sports, Fitness, and Plenty of Fun This Summer	1364	536	40.1%	29	2.2%	27	1
2026/05/18 8:27 AM	THIS WEEK 5-18-26	727	304	42.6%	26	3.6%	14	0
2026/05/13 11:00 AM	AI Seminar - May 14 2023 - reminder	20	12	63.2%	3	15.8%	1	0
2026/05/11 3:49 PM	2026 STI - guest reminder & parking notes	110	76	71.0%	2	1.9%	3	0
2026/05/11 8:31 AM	THIS WEEK 5-11-26	882	399	46.0%	26	3.0%	14	0
2026/05/04 8:42 AM	THIS WEEK 5-4-26	883	402	46.1%	36	4.1%	11	0

# St. Johns County Visitors & Convention Bureau

## Call Center Statistics

May 1 - May 31, 2026

Total Calls Received:	133
Total Call Minutes:	327.5
Average Answer Time:	24.9
Brochures Ordered:	21

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# St. Johns County Visitors & Convention Bureau

## Requests By Guide

May 1 - May 31, 2026

<u>Guide</u>	<u># of Requests</u>
St Augustine Travel Planner	335
<b><u>GRAND TOTAL</u></b>	<b><u>335</u></b>

# St. Johns County Visitors & Convention Bureau

## Requests By Source

May 1 - May 31, 2026

<u>Guide</u>	<u># of Requests</u>
WebTraveler	127
Spring Events Calendar	110
2024 Visit Florida Magazine	1
2025 Visit Florida Magazine	16
2026 Visit Florida Magazine	60
Call Center	21
<b><u>GRAND TOTAL</u></b>	<b><u>335</u></b>

# St. Johns County Visitors & Convention Bureau

## Requests By State

May 1 - May 31, 2026

<u>STATE</u>	<u># of Requests</u>	<u>%</u>
FL	70	20.9%
GA	28	8.4%
SC	21	6.3%
NY	18	5.4%
NC	16	4.8%
OH	15	4.5%
TX	13	3.9%
IL	12	3.6%
PA	11	3.3%
KY	10	3.0%
IN	9	2.7%
MD	9	2.7%
TN	9	2.7%
WI	9	2.7%
MI	8	2.4%
NJ	8	2.4%
VA	8	2.4%
CA	7	2.1%
LA	7	2.1%
MO	7	2.1%
AL	5	1.5%
KS	5	1.5%
MN	5	1.5%
CT	3	0.9%
AZ	2	0.6%
IA	2	0.6%
MS	2	0.6%
NV	2	0.6%
WA	2	0.6%
CO	1	0.3%
HI	1	0.3%
ID	1	0.3%
MA	1	0.3%
ME	1	0.3%
NM	1	0.3%
OK	1	0.3%

OR	1	0.3%
RI	1	0.3%
SD	1	0.3%
VT	1	0.3%
WV	1	0.3%

**GRAND TOTAL** **335**

# St. Johns County Visitors & Convention Bureau

## Requests By Country

May 1 - May 31, 2026

<u>COUNTRY</u>	<u># of Requests</u>	<u>%</u>
USA	335	100.00%
<b><u>GRAND TOTAL</u></b>	<b><u>335</u></b>	

# St. Johns County Visitors & Convention Bureau

## Have you visited our area before?

May 1 - May 31, 2026

<u>Visit Before?</u>	<u>This month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
No	13	62%	92	57.50%
Yes	8	38%	68	42.50%
<b>TOTAL</b>	<b>21</b>		<b>160</b>	

## St. Johns County Visitors & Convention Bureau

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

May 1 - May 31, 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	12%
Mar-26	0	0%	35	22%
Apr-26	0	0%	32	20%
May-26	2	10%	16	10%
Jun-26	5	24%	14	9%
Jul-26	2	10%	6	4%
Aug-26	3	14%	5	3%
Sep-26	4	19%	9	6%
Oct-26	1	5%	2	1%
Nov-26	0	0%	3	2%
Dec-26	2	10%	7	4%
Jan-27	1	5%	4	3%
Feb-27	0	0%	1	1%
Mar-27	1	5%	1	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	0	0%	3	2%
Unsure 2027	0	0%	0	0%
<b>TOTAL</b>	<b>21</b>		<b>160</b>	

# St. Johns County Visitors & Convention Bureau

## How long do you plan to stay?

May 1 - May 31, 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	3%
2 days	1	5%	11	7%
3 days	3	14%	45	28%
1 week	9	43%	57	36%
2 weeks	2	10%	13	8%
3 weeks	1	5%	3	2%
1 month	2	10%	3	2%
2 months	1	5%	2	1%
3 months	0	0%	1	1%
Don't know	2	10%	21	13%
<b>TOTAL</b>	<b>21</b>		<b>160</b>	

# St. Johns County Visitors & Convention Bureau

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

May 1 - May 31, 2026

<u>Number of People</u>	<u>This</u> <u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
1	1	5%	8	5%
2	11	52%	78	49%
3	1	5%	15	9%
Four or more	7	33%	45	28%
Don't know	1	5%	14	9%
<b>TOTAL</b>	<b>21</b>		<b>160</b>	

# St. Johns County Visitors & Convention Bureau

## What type of accommodations are you interested in?

May 1 - May 31, 2026

<u>Type</u>	<u>This</u> <u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
All	11	52%	110	69%
Hotel / Motel	4	19%	23	14%
Bed / Breakfast	2	10%	13	8%
Condo	0	0%	2	1%
RV	1	5%	2	1%
Single Family	1	5%	3	2%
Efficiency / Suite	2	10%	7	4%
<b>TOTAL</b>	<b>21</b>		<b>160</b>	