

*Frequently
Asked Questions
August
2026 Updates*

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Question 1: “What is happening in St. Charles?”

Answer: In August 2025, the Borgmeyer administration presented a plan to restructure the St. Charles Tourism Department (CVB). This original plan essentially hollowed out the department to be a shell of itself by stripping away dedicated social media and marketing professionals away from Tourism and moving Tourism’s signature events (Legends & Lanterns, Saint Charles Christmas Traditions, and Once Upon a Valentine) to the City Hall Special Events Department (under the supervision of individuals with no experience with these large-scale festivals).

After intense public backlash, the Mayor and administration tabled the plan until a new Tourism Director could be hired. Majority of the city council expressed support for keeping the tourism department as it has always successfully run. The Borgmeyer administration refused to commit to no changes. In July of 2026, longtime assistant tourism director suspiciously unexpectedly departed. That same month, a new tourism director was hired. In August of 2026, administrative director who proposed restructuring plan is removed from office due to undisclosed circumstances.

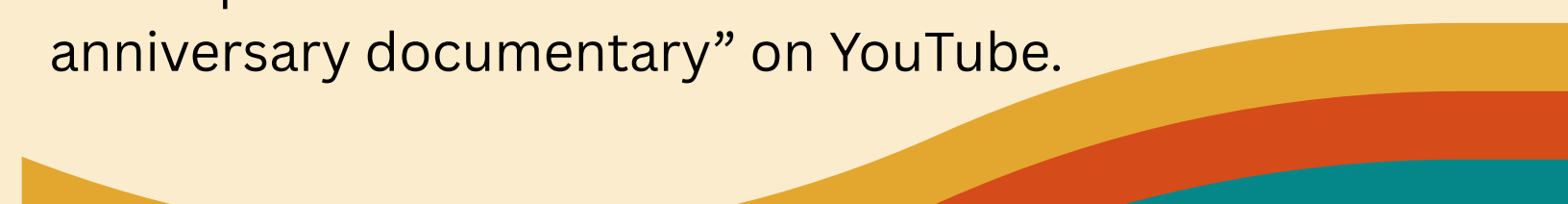
Question 2: “What is happening with communications?”

Answer: A communication director has been hired. This team has been working with the Tourism Department communication team, but the teams have not merged. It is important to note that Discover St. Charles (tourism) and the St. Charles City Government communication teams are two different teams. They must stay separate as their goals are not the same, and these goals must be approached from two different perspectives. Both highly important to the function and success of St. Charles.



Question 3: Doesn't it make sense to move events like Christmas Traditions to the City Hall Special Events Department?

A: It might seem like it, but no. The City Hall Special Events and Tourism Center (CVB) Signature Events are two entirely different animals. City Hall Special Events focus on smaller-scale community events (i.e. Paw Parade, Mardi Gras Parade, Farmers Markets, Summer Concert Series, etc.) that center around booking vendors and organizing participant applications. Signature Events like Legends & Lanterns and Christmas Traditions are entirely self produced in every detail by the Tourism Department (CVB) and provide seasonal jobs for over 110 local cast & crew members from our community. Programming, scripts, costume construction, music direction, souvenir design and production, historical exhibits, graphic design, marketing, etc. what may seem simple to a visitor, takes a year's worth of preparation from a team of professionals from the tourism and theatre industries. This is expertise that simply does not exist in the City Hall Special Events Department, and cannot be "learned on the fly." Don't hand the keys of a Lamborghini to a student driver. Want to get an idea of the work that goes into producing a Tourism festival? Look up "St. Charles Christmas Traditions 50th anniversary documentary" on YouTube.



Question 4: “Are the festivals (Legends & Lanterns, Saint Charles Christmas Traditions) being cancelled?”

A: No. These events are continuing for 2026.

However, Support St. Charles Tourism is monitoring any possible proposed changes in leadership and/or structure. These changes in leadership structure (take producing responsibilities away from the expertise of the Tourism Center/CVB) would cause a mass exodus of long time performers and staff. This would result in a noticeable change in quality of the events. You don't have to cancel something to essentially end it.

It should also be noted that with the new year will come a new mayoral election. Community members and businesses will be encouraged to ask direct questions to all candidates regarding their previous support or non-support of St. Charles tourism.



Question 5: “I am a St. Charles business owner. How does this impact me?”

A: Any possible changes to the Tourism Department could impact the number of visitors coming to Main Street. The ripple effects could lead to change in profits, staffing abilities, etc. In regards to the signature festivals (i.e. Legends & Lanterns, Saint Charles Christmas Traditions), you only get one chance to make a bad impression. A noticeable downturn in quality of these events could cause many event-goers to choose to spend their time and money elsewhere during the holidays. Additionally, as St. Louis is close by, a Tourism Department sets the area (and its events) apart as a “must see” destination in the area and provides competition to St. Louis’ world-class free attractions.

Business owners can proactively keep an eye on any possible proposed changes as well as invest in upcoming mayoral candidates who support St. Charles tourism.



Question 6: “Why should I care if I am not a fan of special events and festivals?”

A. The efforts of the Tourism Department mean that thousands of visitors come to St. Charles and spend money at local businesses and hotels. This generates sales taxes that is then invested back into the community. This is money that is not reliant on St. Charles residents to provide that then helps pay for essential services and programs. If you are a St. Charles tax payer, think of this Tourism as an investment that in the long run keeps more dollars in your wallet.



Question 7: “I am not a St Charles resident. Should I do something?”

A: YES! What happens in one region can impact everyone. Many who work in St. Charles live in other counties. The decisions made by the St. Charles city administration stand to impact hundreds of individuals.



Question 8: “How can I help?”

A: Wonderful!!

- Follow the Support St. Charles Tourism page on Facebook
 - Participate in any calls to action noted on this page
 - Support upcoming mayoral candidates who seek to understand and support tourism
 - Attend festival events (Legends & Lanterns, Christmas Traditions, and Once Upon a Valentine) and shop and eat at local businesses during these events!
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