

Frequently Asked Questions

1. “What is happening in St. Charles?”
2. “What’s so bad about Tourism’s social media & marketing team being transferred to the City’s general communication team?”
3. “Doesn’t it make sense to have events like Christmas Traditions moved to the City Hall Special Events Department?”
4. “Are the festivals (Legends & Lanterns, Saint Charles Christmas Traditions) being cancelled?”
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9. “I want to speak at the council meeting on Tuesday, January 6th, what do I need to know?”
10. “What are some rebuttal’s for Mayor Borgmeyer’s most often used criticisms of the ‘Support Tourism’ movement?”

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

Answer: In August, Mayor Borgmeyer 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). This restructure plan not only blindsided the Tourism Department but the City Council. After intense public backlash, the Mayor and administration tabled the plan for “90 days” to “conduct research.” Now administration is planning to bring a restructure plan back to the council, and it’s time to let your voice be heard: “hands off the St. Charles tourism department!”

Question 2: “What’s so bad about Tourism’s social media & marketing team being transferred to the City’s general communication team?”

A: St. Charles tourism marketing is among the highest performing small cities in the entire country. This is not opinion, this is fact with quantifiable data from industry professionals. The millions of visitors that flock to St. Charles each year are here partly due to their exposure to the Tourism Department’s (CVB) social media content, blogs, and specialty publications (i.e. the annual Discover St. Charles magazine and Bite Size restaurant guide). A plan to transfer these employees to the city’s communications department would take them away from their specialized focus on tourism to instead spend their days making Facebook posts about water main breaks, street construction, and town hall meetings. Less focus on tourism marketing means fewer tourists, and that has a ripple effect on the local economy. See for yourself the difference in quality: “Discover St. Charles, MO” Facebook/Instagram page (CVB) vs. “Saint Charles, Missouri - City Government” Facebook Page (Communications Dept.). discoverstcharles.com (CVB) vs. stcharlescitymo.gov (Communications Dept.), the annual “Discover St. Charles” magazine (CVB) vs. the monthly “STC Now” magazine (Communications Dept.)



Question 3. “Doesn’t it make sense to have events like Christmas Traditions moved 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. What 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. However, 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.

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.

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: There are many ways:

- Send an email to the member of the St. Charles City Council to voice your opposition to any plan to restructure the Tourism Department (CVB).
- Send an email to Mayor Dan Borgmeyer to advise against any plan to restructure the Tourism Department (CVB) [heymayordan@stcharlescitymo.gov]
- Attend the City Council meeting on Tuesday, January 6th at 7pm at City Hall. Bring friends. We want to pack the chamber with supporters.
 - There will be a jolly demonstration in support of Tourism outside of City Hall beginning at 6pm. Make sign to show your opposition to a restructure plan (Note: Signs cannot be brought into the Council Chambers for the meeting itself).
 - SPEAK at the meeting to voice your support. You do not need to be a St. Charles resident. Note: Speakers need to fill out a “speaker card” with your name prior to 7pm. See talking points below.

Question 9: “I want to speak at the council meeting on Tuesday, January 6th, what do I need to know?”

A: We want as many speakers as we can get in support of Tourism. You do not need to be a resident of St. Charles. All speakers must turn in a “speaker card” with their name before 7pm. NOTE: Speakers are limited to three minutes. So, time those talking points!

- Talking points:
 - BUSINESS: Appeal to the importance of tourism/Signature festivals to the local economy. Main Street merchants, this is where you are needed, speak to your experience. A down-turn in quality in festivals, tourism marketing, etc. will have a negative ripple effect on economic impact.
 - PERSONAL IMPACT: Has St. Charles tourism/Signature festivals had a positive impact on you, share your personal story and tie it into why the Tourism Department (CVB) should be left alone to continue to thrive, rather than be gutted with a restructure.
 - REBUTTAL: You can choose to counteract Mayor Borgmeyer’s popular criticisms of the “Support Tourism” movement (see below).

Question 10: “What are some rebuttal’s for Mayor Borgmeyer’s most often used criticisms of the ‘Support Tourism’ movement?”

A: “*No one knows what the plan is that I’m going to propose.*”

- True, he won’t submit his proposal to council until mid-January, but in August, we all got a clear view of his initial proposal that made significant changes and restructure to the Tourism Department (CVB). He showed his hand, and we witnessed straight from the horse’s mouth his lack of understanding of the role of tourism as well as his obsession with the City Hall Communications and Special Events Departments.
- “*People have got their hair on fire/are too emotional.*”
 - There is a difference between passion and emotion. But this is also coming from a man who called citizens concerned about a data center he hid from them a “lynch mob.”

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Question 10: Rebuttals Continued...

- *“I’m conducting ‘research’ to make my decision”*
 - His initial “research” was conducted by his personal assistant (not by an outside, independent source with expertise in the industry). It wasn’t until after receiving significant questioning from concerned individuals pressing for information on who was doing the research, their qualifications/metric for “success,” and if the city hall special events department was also being given the same scrutiny that the Tourism Department was receiving that the NEXT DAY the Tourism Department was invited into the conversation for the first time. The CVB submitted a 57-page document with facts and data reflecting their significant contribution to the city and its economy. All of these documents are available via a “sunshine request” from the City Clerk’s office.
- *“Nothing will change in regards to tourism.”*
 - This was an exact quote stated multiple times from City Administrator Larry Dobrowsky during the initial restructure proposal in September...while standing next to a projected flow-chart that showed no less than EIGHT significant changes to the Tourism Department.

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Question 10: Rebuttals Continued...

- *“I’m not running this City via Facebook.”*
 - Administration has a transparency problem (which came to a head this Fall during a failed Data Center project with familial ties to the Mayor). Concerned citizens are all ears to hear his point of view. Information shared online is based on not only his original restructure plan, but his snarky email responses to constituents about the topic, as well as his public disdain for the Tourism festivals compared to the City Hall Special Events Department (see his letter “So many festivals and events” in the December 2025 issue of STC Now magazine).
- *“I’m the CEO of the City.”*
 - The city is not a business, it is a place where people live and raise their families. Given the success of the Tourism Department (as reflected in their data), vs. the Mayor’s pet projects (i.e. the barren field that is “Riverpointe,” the failed and expensive Riverpointe Rover, the failed data center project, the over-budget new City Hall complex, the hole at 5th Street & First Capital, etc.) I would trust the success of the Tourism Department (CVB) which as it currently operates, results in millions of dollars in economic impact to the city at its businesses each year.

For More Information

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