



Membership **INFORMATION**

St. Joe Today

301 State Street, St. Joseph, MI 49085

(269) 985 1111

stjoetoday.com

We...



are a non-profit



**promote our community
through destination
marketing endeavors**

**develop event &
year-round programming**



**support small
businesses through
community events &
marketing efforts**

Member ANALYTICS

as of December 2023



335+
members



5,509
e-newsletters
subscribers



44%
e-newsletter open
rate *(Higher than industry average)*

335+ 
Member
Website Listings



389,675
Website Pageviews

 **4,118**
average FB post reach

 **30,898**
Facebook Followers

100+ 
SJT Gift Certificate
Program Participants

 **6,713**
Instagram Followers

 **70+**
events hosted

 **20,000+**
average yearly
Welcome Center Visitors

75+
yearly TV/radio
segments 

Why **BECOME A MEMBER?**

EXTENSION OF YOUR MARKETING PLAN

We provide additional marketing opportunities for our members that include digital, print, television, radio and onsite event presence.

BRAND EXPOSURE & COMMUNITY INVOLVEMENT

Members have the opportunity to have their brand introduced to thousands of residents and visitors each year through SJT events, SJT website listing, downtown kiosks and the downtown Welcome Center.

NETWORKING

Members are connected through our weekly member to member newsletter, partnership referrals, regularly scheduled member meetings and event mixers.

LOVE LOCAL SWMI GIFT CARD PROGRAM

A popular gift for a wide variety of occasions, members can join the digital Love Local SWMI Gift Card program at no cost! Members retain 100% of the profit earned from gift cards redeemed at the store.

Member TESTIMONIALS



"St Joe Today has been beneficial in several ways to our business. Everything from creating events which create traffic and exposure opportunities for our brand to helping businesses like ours work with the City on policy changes like the new Social District. Plus several opportunities enabling us to connect with other business owners to share best practices and come together to help better our community."

-Mike Gross | Owner, Silver Harbor Brewing Company

"ARS Gallery Arts & Culture is proud to be a St. Joe Today member! We love being a part of the St. Joseph area and having our communities connected, through St Joe today. We have benefited greatly from the awareness SJT gives the Benton Harbor area businesses and surrounding area!"

-Anna Russo Sieber | Director, Founder, and President, ARS Arts & Culture Center



"Being a St. Joe Today member doesn't just help elevate our marketing efforts, but it helps connect us to our community. Through monthly member meetings and newsletters, we're constantly learning how we can help, and collaborate with, other area organizations and businesses. As a nonprofit, our mission is to serve our community. Being a St. Joe Today member helps us with that mission."

-Jill Haboush | Chief Development Officer, YMCA of Greater Michiana

"St. Joe Today has gone above and beyond, especially over the past 2 years, when we needed it the most. Before we were even officially members, they stepped up willingly, and were an integral part of our new streetside patio being such a huge success in warmer months. Amy and her staff are such a joy to work with, quick to respond, and eager to help in any way. We will be St. Joe Today Members for life!"

-Jayme Bendoski | Owner, Full Circle Cafe





St. Joe Today is a nonprofit 501(c)3 organization founded in 1980. Our mission is to market our community and to develop and maintain year-round programming that inspires visitors and residents to explore St. Joseph, Michigan and surrounding communities.

For more information, please contact:

Carly Hubers, Membership Coordinator

St. Joe Today | 301 State St., St. Joseph, MI 49085

carly@stjoetoday.com | (269) 985 1111

BASIC MEMBERSHIP—\$200/annual

- Brochure rack at the Welcome Center (20,000+ visitors annually)
- 5 Downtown kiosks and Welcome Center bulletin board for event posters
- Discounted advertising with The Herald-Palladium and MailMax
- Ability to enroll in Love Local SWMI Gift Card Program
- Potential for marketing in bi-monthly "Talk of the Town" email to residents and visitors, SJT blog mentions
- Website listing on stjoetoday.com
- Referrals and participation in special SJT events

PREMIER—\$250/annual

all of the Basic membership benefits plus:

- Social Media promotion (27,000+ Facebook likes, 6,000+ Instagram followers)
- Enhanced website listing on stjoetoday.com includes gallery for photos and event listings

PREMIER PLUS—\$300/annual

all of the Basic and Premier membership benefits plus:

- Radio guest spot on the WOW FACTOR (94.9 WSJM); event mentions on 98.3 The Coast and 94.9 WSJM
- 3 Member Feature EBlasts and/or Instagram Features sent to SJT subscribers

SEASONAL MEMBERSHIP— \$175/6 months

for businesses and organizations operating 6 months or less per year; membership term is May through October.

- Brochure rack at the Welcome Center (20,000+ visitors annually)
- 5 Downtown kiosks (rotating placement for promotional materials)
- Potential for marketing in bi-monthly "Talk of the Town" email to residents and visitors, SJT blog mentions
- Website listing on stjoetoday.com
- Social media promotion (27,000+ Facebook likes, 6,000+ Instagram followers)

Are you a non-profit? Take 50% off any membership option!



Membership LEVELS

Member Benefits	Premier Plus	Premier	Basic
Brochure/Rack Card Space in Welcome Center			
Posters in Downtown Kiosks and Ads on Welcome Center Screens			
Discounted Advertising			
Gift Card Program			
Email Marketing and Blog Mentions			
Referrals, Event Participation and Sponsorship Opportunities			
Website Listing			
Enhanced Website Listing (including gallery & events)			X
Social Media			X
Radio Spot and Weekly Mentions		X	X
Member Feature Eblasts and/or Instagram Features		X	X

Member Benefit DESCRIPTIONS

Brochure Space in the Welcome Center and Downtown Kiosks

Promote your business through your brochures and rack cards at the Welcome Center. The Welcome Center is open 7 days a week Memorial Day – Labor Day and 6 days a week after Labor Day – late May. Annually, 20,000+ visitors came into our downtown St. Joseph location, making it an ideal place to display your business' literature. SJT also manages 5 kiosks situated prominently in the downtown business district and near the entrance of Silver Beach. Members provide posters for these kiosks and the Welcome Center board. Members can bring fliers and handouts anytime.

Discounted Advertising

New members can take advantage of discounts in several local and regional publications, including The Herald-Palladium and MailMax.

Love Local SWMI Gift Card Program

SJT members are eligible to sign up for the digital Love Local SWMI Gift Card Program. Members retain 100% of the profit earned from gift certificates redeemed at the store.

Email Marketing and Blog Mentions

Share your events with the SJT team and you may be featured in our bi-monthly "Talk of the Town" email and website blog. Members of SJT include private practices, service-based companies, small businesses and local nonprofits. Please contact carly@stjoetoday.com for information about how to best take advantage of benefits.

Referrals, Event Participation and Sponsorship

Member referrals are given when responding to in-person requests at the Welcome Center (20,000+ visitors annually) and phone/web-based inquiries. SJT also hosts multiple events, bringing business into the area and showcasing our members.

Website Listing and Enhanced Listing including Gallery & Events

All members have a member listing on stjoetoday.com, including the ability to post events. Premier and Premier Plus members can even add photos to their page!

Member Benefit DESCRIPTIONS **continued**

Social Media

Premier and Premier Plus members have the social media support and promotion of SJT, including Facebook (30k+ likes) and Instagram (6k+ followers). Posts about events, offers, new items and updates can reach new customers and engaged audience quickly. These posts increase visibility for members' social platforms and websites. Email carly@stjoetoday.com for info.

Radio Spot and Weekly Mention

Premier Plus members are offered 1 highlight/guest appearance per calendar year on the WOW Factor on 94.9 WSJM (Thursdays mornings)- over \$200 in value. In addition to this promotion, Premier Plus members receive event mentions on 98.3 The Coast and 94.9 WSJM regularly. Interview slots are reserved on a first come, first serve basis.

Member Feature EBlasts and/or Instagram Features (3/year, tailored to member)

SJT maintains an email list of visitors and residents and has a great social media following! Premier Plus members may sign up 3 times per year for any combination of EBlasts or Instagram Features. Eblast newsletters are tailored for your business & reach out to seasonal clients and market to year-round residents all on the SJT email list. Signing up for an Instagram Feature lets your business be a special member highlight on the SJT Instagram Story! EBlasts & Instagram Features are scheduled on a first-come, first-serve basis. Please reach out to carly@stjoetoday.com for more info!

Special Note:

St. Joe Today does not promote any political or religious events on our social media/marketing or in the Welcome Center that are not neutral in nature. All of our members are permitted to upload their community events to the website through Member Portal, so long as they fit the following guidelines:

- Anything harmful, hurtful, violent or negative towards the community or a community member is not permitted. This applies to the event title, description and any linked informational pages. We seek to have positive promotion of our local communities and our world.
- Please refrain from posting weekly religious services to help keep the "Events" webpage readable and easy to navigate. Feel free to include this information on your landing page description.
- St. Joe Today reserves the right to use our discretion when promoting and/or removing events on our platforms.



St. Joseph Today **STAFF DIRECTORY**

CARLY HUBERS | MEMBERSHIP COORDINATOR

carly@stjoetoday.com, (269) 985 1111

- Membership Signups
- New & Existing Member Benefit Questions
- Newsletters, E-Blasts & Social Media
- Website Troubleshooting

DANIELE CREVIER | EVENTS & OPERATIONS MANAGER

daniele@stjoetoday.com, (269) 985 1111

- Event Planning, Participation Opportunities & Information
- Radio Scheduling

PAUL KNAPP | EXECUTIVE DIRECTOR

director@stjoetoday.com, (269) 985 1111

- Sponsorship Opportunities
- St. Joe Today Strategic Planning and Mission



Annual St. Joseph Today Events

January: Chili Tour

January: St. Joe Winter Beer Fest

February: Ice Fest

March: March Mannequins

May–October: Antiques on the Bluff

May: Memorial Day Parade

May–August: Wednesday Night Market

May–October: St. Joe Farmers Market

June– September: Lake Bluff Artisan Fair

June: Makers Trail Festival

June–September: Love Local & Friday Night Concert

July: Mike Yore Memorial Car Show

August: Chalk the Block

September: Fall Fest

October: Pumpkins on Parade

October: Trick–or–Treat (Downtown & BH Arts District)

November: Luminary

November: Countdown to New Year

November: Small Business Saturday

December: Window Wonderland

December: Fanny Mae Memorial Reindog Parade

December: Santa’s House

December: Holiday Artisan Fair

...and more!

ST. JOE TODAY

MEMBERSHIP APPLICATION



St. Joe Today is a nonprofit 501(c)3 organization founded in 1980. Our mission is to market our community and to develop and maintain year-round programming that inspires visitors and residents to explore St. Joseph, Michigan and surrounding communities.

BUSINESS NAME: _____

LISTING INFORMATION

This information will be used for your listing at stjoetoday.com.

ADDRESS: _____

CITY: _____

STATE: _____ ZIP: _____

PHONE: _____

WEBSITE: _____

EMAIL: _____

SOCIAL MEDIA? (Please check all that apply)

Facebook Instagram

CONTACT INFORMATION

PRIMARY CONTACT: _____

EMAIL: _____

PHONE: _____

BILLING CONTACT: _____

EMAIL: _____

PHONE: _____

PREFERRED METHOD OF INVOICE: Email Mail

MARKETING CONTACT: _____

EMAIL: _____

PHONE: _____

ITEM	COST	
MEMBERSHIP (choose one)		
Basic Membership	\$200	
Premier Membership	\$250	
Premier Plus Membership	\$300	
Seasonal Membership	\$175	
DISCOUNTS		
Non-Profit	50% off	
ADD-ONS		
Welcome Center Shelf Display – Bring in your own supplies to decorate a shelf to showcase your business to visitors!		
6 Month Welcome Center Shelf Display	\$40	
FEES		
Joining Fee (One time fee, paid upon joining)	\$50	
TOTAL		

Thank you for your membership with SJT! We are an organization with over 350 diverse members throughout Southwest Michigan. We are excited for your partnership and looking forward to helping you promote your business!

Please let us know if you have any questions.

Carly Hubers, Membership Coordinator

St. Joseph Today | 301 State St., St. Joseph, MI 49085

carly@stjoetoday.com | (269) 985 1111

I understand my membership with St. Joe Today is an annual membership; after 12 months of membership, I will be invoiced for an additional term. If I represent a 501(c)3 organization, I have provided proof of the organization's tax-exempt status.

Authorized Signature _____ Date _____

FOR OFFICE USE ONLY:

TOTAL PAYMENT: _____ PAYMENT METHOD (please circle): CHECK CASH CREDIT CARD

Payment Received: _____ INITIAL: _____ Membership Dates: _____