



# Membership **INFORMATION**

**St. Joe Today**

301 State Street, St. Joseph, MI 49085

(269) 985 1111

[stjoetoday.com](http://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.

## **ST. JOE TODAY GIFT CERTIFICATE PROGRAM**

A popular gift for a wide variety of occasions, members can join the SJT gift certificate program at no cost! Members retain 100% of the profit earned from gift certificates 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](mailto: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 SJT Gift Certificate Program
- Potential for marketing in bi-monthly "Talk of the Town" email to residents and visitors, SJT blog mentions
- Website listing on [stjoetoday.com](http://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](http://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](http://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 Certificate 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**

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.

## **Downtown Kiosks and Welcome Center Posters**

SJT 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; posters are rotated according to timeliness and submission date. For the Welcome Center, 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.

## **Gift Certificate Program**

SJT members are automatically enrolled in the St. Joseph Today Gift Certificate Program. Certificates work just like a check, so no hassle or additional equipment required. 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 send event or offer details to [carly@stjoetoday.com](mailto:carly@stjoetoday.com) for information about how to best take advantage of benefits.



# Member Benefit **DESCRIPTIONS** continued

## **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 with opportunities like Chalk the Block and Ice Fest.

## **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](mailto:carly@stjoetoday.com) for info.

## **Website Listing and Enhanced Listing including Gallery & Events**

All members have a member listing on [stjoetoday.com](http://stjoetoday.com), including the ability to post events. Premier and Premier Plus members can even add photos to their page!

## **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](mailto:carly@stjoetoday.com) for more info!



# 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



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

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](mailto: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: \_\_\_\_\_