



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

2021

 **350+**
members

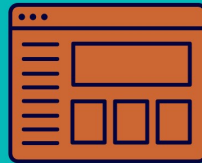


5,108
e-newsletters
subscribers



32%
e-newsletter open
rate

350+ 
Member
Website Listings



349,816
Website Pageviews



3,289
average FB post reach



25,703
Facebook Likes



100+
SJT Gift Certificate
Program Participants



5,506
Instagram Followers



70+
events hosted



20,000+
average yearly
Welcome Center Visitors

112+
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."

-Alexandra Newman | Marketing Director, 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 scrolling screen for event posters
- Discounted advertising with The Herald-Palladium and MailMax
- Ability to enroll in SJT Gift Certificate Program
- Email marketing in bi-monthly "Talk of the Town" to residents and visitors and 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 (25,000+ Facebook likes, 5,000+ 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 business-specific Member Feature email blasts to SJT email lists
- 2 Instagram features




























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)
- Email marketing in weekly bi-monthly "Talk of the Town" to residents and visitors
- Website listing on stjoetoday.com
- Social media promotion (25,000+ Facebook likes, 5,000+ 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			
Social Media			X
Enhanced Website Listing (including gallery & events)			X
Radio Spot and Weekly Mentions		X	X
Member Feature Email Blasts		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 Screens

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 screen, a JPEG of the poster is required.

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.

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 hosted multiple events, bringing business into the area and showcasing our members with opportunities like Chalk the Block and Ice Fest. For sponsorship opportunities, contact please contact amy@stjoetoday.com.

Social Media

Premier and Premier Plus members have the social media support and promotion of SJT, including Facebook (25k+ likes) and Instagram (5k+ 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. Premier Plus members receive 2 Instagram features per year. Email carly@stjoetoday.com for info.

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.

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 at 8:10am), over \$200 value. In addition to this promotion, Premier Plus members receive event mentions on 98.3 The Coast and 94.9 WSJM.

Member Feature Email Blasts (3/year, tailored to member needs)

SJT maintains an email list of visitors and residents. Premier Plus members receive access to this list 3 times per year for business-specific email blast newsletters, reaching out to new seasonal clients and marketing to year-round residents. E-Blasts are scheduled on a first-come, first-serve basis. We ask that you do not use more than 2 e-blasts per month. Please reach out to carly@stjoetoday.com to schedule.

St. Joseph Today **STAFF DIRECTORY**

AMY ZAPAL | EXECUTIVE DIRECTOR

amy@stjoetoday.com, (269) 985 1111

- Sponsorship Opportunities & Information

DANIELE CREVIER | EVENTS & OPERATIONS MANAGER

daniele@stjoetoday.com, (269) 985 1111

- Event Participation, Opportunities & Information
- Radio Scheduling

CARLY HUBERS | MEMBERSHIP COORDINATOR

carly@stjoetoday.com, (269) 985 1111

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

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

June– September: Lake Bluff Artisan Fair

May–October: St. Joe Farmers Market

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 & 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