

# St. Joe Today Annual Meeting

## March 19, 2025





# WHAT IS ST. JOE TODAY?

**St. Joe Today is a nonprofit 501(c)3 organization.**

Founded in 1980, our mission is to market our community and to develop year-round programming that inspires visitors and residents to explore **St. Joseph, Michigan and surrounding communities**. We are not a branch of city government, but we work closely with the City of St. Joseph and other organizations!

St. Joe Today puts on over 70 events each year, including favorites like **Chalk the Block, Ice Fest, Winter Beer Fest, St. Joe Farmers Market, Chili Tour, Antiques on the Bluff** and more!



# **APPROVAL OF: 2024 Annual Meeting Minutes**



# **Recognition of Current Board of Directors**

## **Recognition of Outgoing Board Members**

**Mike Gross – Silver Harbor Brewing Company**

**Seth Timmons – Blossomland Accounting**

**Rick Dyer – Next Chapter Consulting**

# APPROVAL OF:

Vote  
needed

## Incoming Board Members

Elizabeth Hacker – Inn at Harbor Shores (2030)

Scott Crawford – Sturgis Bank (2031)

Jamie Gross – Silver Harbor Brewing Company (2031)

Vote  
needed

## Renewing Board Members

David Costas – Silver Beach Pizza (2026) – Past Chair

Vote  
needed

## Executive Board Members

Lauren Kniebes – Lazy Ballerina (2027) – Chair

Katie White – Holt Bosse (2028) – Vice Chair

Elizabeth Hacker – Inn at Harbor Shores (2027) – Secretary

David Costas – Silver Beach Pizza (2026) – Immediate Past Chair

Treasurer – TBD

# 2025 BOARD OF DIRECTORS

**Lauren Kniebes – Lazy Ballerina (2027) – Chair** *(pending vote)*

**Katie White – Holt Bosse (2028) – Vice Chair** *(pending vote)*

**Elizabeth Hacker – Inn at Harbor Shores (2030) – Secretary** *(pending vote)*

**David Costas – Silver Beach Pizza (2026) – Immediate Past Chair** *(pending vote)*

**Rick Molitor – The Market (2026)**

**Aaron Darling – Infusco Coffee (2027)**

**Tameka Robertson – Whirlpool (2027)**

**Cheyenne Galbraith – Houndstooth (2028)**

**Jenna Podjan – Bud Distributing (2029)**

**Scott Crawford – Sturgis Bank (2031)** *(pending vote)*

**Jamie Gross – Silver Harbor Brewing Company (2031)** *(pending vote)*

**Emily Hackworth & Brook Thomas – City of St. Joseph | Marcy Simpson – SWMI Tourist Council**  
**Ex Officio Members**





# FINANCIAL REPORT

# BALANCE SHEET

	12/31/2022 Review	12/31/2023 Review	12/31/2024 Internal
<b>Assets</b>			
Cash - Unrestricted	\$ 170,534	\$ 159,801	\$ 120,733
Cash - Restricted	\$ 10,549	\$ 40,549	\$ 35,690
Leasehold Improvements	\$ 53,267	\$ 53,267	\$ 53,267
Equipment	\$ 48,157	\$ 48,157	\$ 48,156
Accumulated Depreciation (1)	\$ (74,333)	\$ (77,884)	\$ (81,384)
<b>Total Assets</b>	<b>\$ 208,174</b>	<b>\$ 223,890</b>	<b>\$ 176,462</b>
<b>Liabilities</b>			
Credit Card Balance	\$ 5,101	\$ 4,649	\$ 3,596
Outstanding Gift Certificates	\$ 46,556	\$ 52,221	\$ 40,033
Other Short-term Liabilities	\$ 3,498	\$ 3,685	\$ 3,614
<b>Total Liabilities</b>	<b>\$ 55,155</b>	<b>\$ 60,555</b>	<b>\$ 47,243</b>
<b>Capital</b>			
Capital without donor restrictions	\$ 142,470	\$ 122,786	\$ 93,529
Capital with donor restrictions	\$ 10,549	\$ 40,549	\$ 35,690
<b>Total Capital</b>	<b>\$ 153,019</b>	<b>\$ 163,335</b>	<b>\$ 129,219</b>
<b>Total Liabilities &amp; Capital</b>	<b>\$ 208,174</b>	<b>\$ 223,890</b>	<b>\$ 176,462</b>

(1) Accumulated depreciation is estimated for 12/31/2024



# INCOME STATEMENT

	12/31/2022 Review		12/31/2023 Review		12/31/2024 Internal	
<b>Income</b>						
Membership	\$	59,196 9.55%	\$	64,900 9.56%	\$	81,375 12.95%
Sponsorships/Support	\$	290,906 46.93%	\$	265,522 39.12%	\$	276,650 44.01%
SWMTC Support	\$	60,000 9.68%	\$	80,000 11.79%	\$	80,000 12.73%
Service Income	\$	65,000 10.49%	\$	35,000 5.16%	\$	35,000 5.57%
Events/Participation	\$	91,771 14.81%	\$	155,738 22.94%	\$	153,426 24.41%
Grants	\$	27,139 4.38%	\$	35,000 5.16%	\$	- 0.00%
Mural Project	\$	22,000 3.55%	\$	37,500 5.52%	\$	- 0.00%
Other Income	\$	3,838 0.62%	\$	5,141 0.76%	\$	2,136 0.34%
<b>Total Income</b>	<b>\$</b>	<b>619,850 100.00%</b>	<b>\$</b>	<b>678,801 100.00%</b>	<b>\$</b>	<b>628,587 100.00%</b>
<b>Expense</b>						
Employee Expense	\$	235,883 38.05%	\$	269,397 39.69%	\$	281,014 44.71%
Program Expense	\$	239,782 38.68%	\$	220,162 32.43%	\$	211,445 33.64%
Marketing/Advertising	\$	48,836 7.88%	\$	66,370 9.78%	\$	58,289 9.27%
Occupancy	\$	44,636 7.20%	\$	52,848 7.79%	\$	51,466 8.19%
Professional Services	\$	13,494 2.18%	\$	17,760 2.62%	\$	16,944 2.70%
Insurance	\$	4,857 0.78%	\$	8,089 1.19%	\$	7,722 1.23%
Operational	\$	30,141 4.86%	\$	28,000 4.12%	\$	31,022 4.94%
Depreciation	\$	3,576 0.58%	\$	3,551 0.52%	\$	3,500 0.56%
Other Expense	\$	4,035 0.65%	\$	2,308 0.34%	\$	1,298 0.21%
<b>Total Expense</b>	<b>\$</b>	<b>625,240 100.87%</b>	<b>\$</b>	<b>668,485 98.48%</b>	<b>\$</b>	<b>662,700 105.43%</b>
<b>Net Income</b>	<b>\$</b>	<b>(5,390) -0.87%</b>	<b>\$</b>	<b>10,316 1.52%</b>	<b>\$</b>	<b>(34,113) -5.43%</b>

(1) Depreciation expense is estimated for 12/31/2024



# MEMBERSHIP

St. Joe  
TODAY

# 2024 MARKETING

## SOCIAL MEDIA ANALYTICS

### SJT Facebook

- 32,395 followers *(as of Dec. 2024)*
- 3,468 average post reach  
*(Avg. number of people who see a single post)*
- 490,936 total annual page reach  
*(Number of accounts that saw any of our page content)*

### Instagram

- 7,646 followers *(Dec. 2024)*
- 639 – 10,784 impressions per week  
*(Number of times our content was shown to users)*

## WEBSITE ANALYTICS

**Sessions:** 252,364

**Page Views:** 497,622

**Most Visited Page:**  
stjoetoday.com/events

## OTHER MARKETING

**EBLASTS:** 75 sent

**TALK OF THE TOWN:** 25 sent

**TOTAL SUBSCRIBERS:** 6,093 *(as of Mar. 2025)*

**RADIO:** Weekly on Thursdays, 47 guests

**TV:** 19 interview dates

**PRINT ADS:** 67 *(HP, MailMax and others)*



# Member **BENEFITS**

Are you getting  
all the perks of your  
St. Joe Today  
membership?



## **BASIC**

Posters in the downtown kiosks

Rack cards and brochures  
displayed in the Welcome Center

Sponsorship opportunities

Event Participation opportunities

Love Local SWMI Gift Card  
enrollment

Occasional Talk of the Town and  
SJT Blog mentions

SJT website listing and event  
listings

...and more!

## **PREMIER**

All the benefits of  
**BASIC** membership

Regular postings  
on the SJT  
social media pages

...and more!

## **PREMIER PLUS**

All the benefits of  
**BASIC & PREMIER**  
membership

Radio guest spot and  
mentions

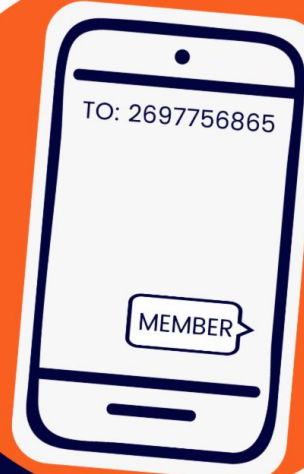
Member Feature  
EBlasts & Instagram  
Features

...and more!

Contact Carly at [carly@stjoetoday.com](mailto:carly@stjoetoday.com) to take advantage of all these benefits.

Sign up to get member  
**TEXT REMINDERS**  
from St. Joe Today

Scan the  
QR code:



**OR**

Text: **MEMBER**  
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St. Joe  
**TODAY**

*presents*

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**LOCAL**  
SOUTHWEST MICHIGAN  
**GIFT CARDS**

*A new digital gift card program*

**[stjoetoday.com/giftcards](https://stjoetoday.com/giftcards)**

To be a  
participating  
location,  
contact Carly at  
**[carly@stjoetoday.com](mailto:carly@stjoetoday.com)**





# 2025 PROJECTS

St. Joe  
TODAY



A row of several black buckets filled with vibrant, colorful flowers, including dahlias, cosmos, and daisies, each wrapped in brown paper. The flowers are arranged in a line, creating a sense of depth. In the background, blurred figures of people are visible, suggesting a busy outdoor market or festival setting.

St. Joe **TODAY**

**EAT • SHOP • STAY • PLAY**