

St. Joe  
**TODAY**

**EAT • SHOP • STAY • PLAY**

**MEMBER  
MEETING**

Wednesday,  
March 5

9:00am

Virtual + In-Person

# **WELCOME & INTRODUCTIONS**

# UPCOMING EVENTS

## **March Mannequins**

Friday, March 7 | 7p–8:30p

## **Spring Artisan Fair**

Saturday, March 8 | 11a–4p

## **Spring/Summer 2025 Event Packet**

will be available at the Annual Meeting on  
March 19.

**MEMBERSHIP**

# NEW MEMBERS

Local Pour, Inc

Hydes Lifestyle Taekwondo LLC

Relief Chiropractic & Wellness Center

Zo's Mini Donuts

Sunrise Farms Venue

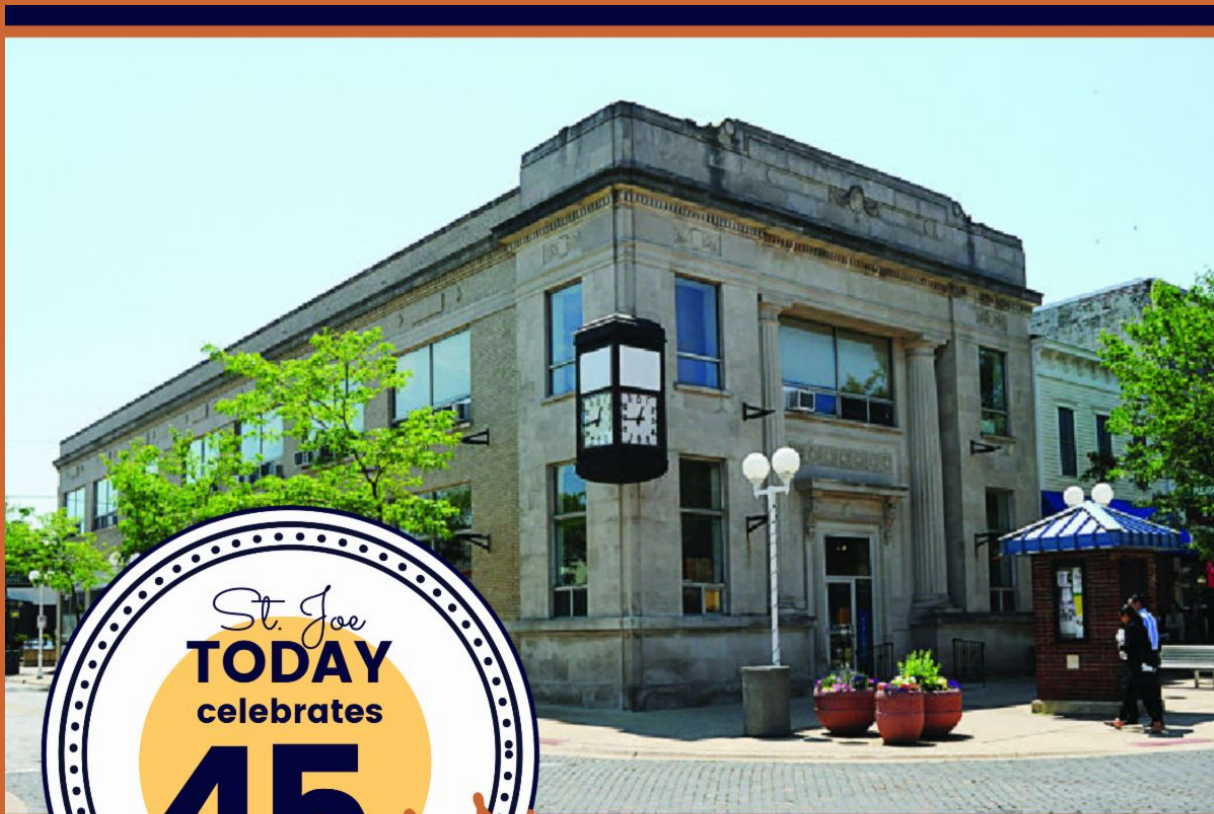
Be Our Guest MI

Hill District by North Pier

Stoke Riders

Beegl. LLC

Secret Garden at the Harbor



# St. Joe Today Annual Meeting

Ticket includes food, drink  
ticket, and a fun night  
celebrating 45 years of  
St. Joe Today!

## 2025 Annual Member Meeting

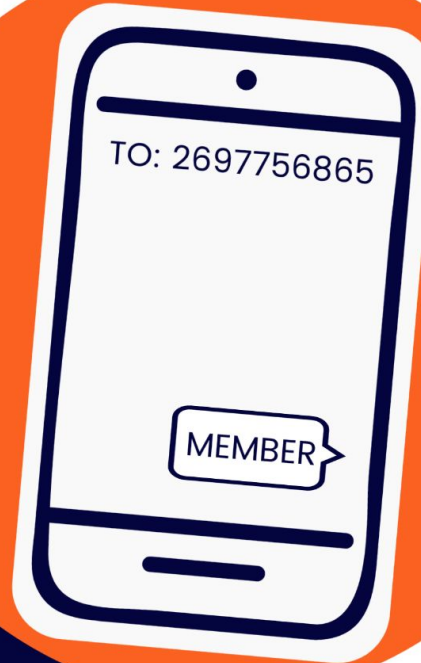
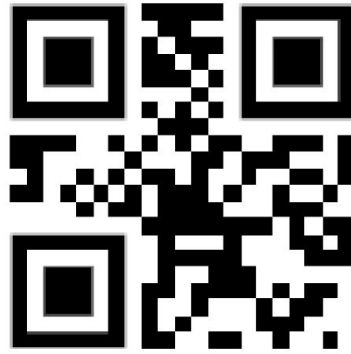
Wednesday, March 19 | Doors open at 5:30p

Meeting will be held at  
**Silver Harbor Brewing's Union + Social Event Venue**  
(216 Court Street, St. Joseph)

**RSVP by March 10 at**  
**[stjoetoday.com/annualmeeting](https://stjoetoday.com/annualmeeting)**

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

Scan the  
QR code:



**OR**

Text: **MEMBER**  
to 269 775 6865



St. Joe  
**TODAY**

*presents*

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

*A new digital gift card program*

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

# **MEMBER BENEFITS & MARKETING**

- St. Joe Today Website
  - Email for your Member Portal website login
- Posters for Downtown Kiosks
  - 6 posters (8.5x11 or 11x17) to Welcome Center
- Brochures & rack cards
- Social Media
  - Premier and Premier Plus members, email us info to post!
- Member Feature E-Blasts/Instagram Features and Radio
  - Premier Plus members
  - Email Carly to reserve a 2025 date

**Questions?**

**Email Carly at [carly@stjoetoday.com](mailto:carly@stjoetoday.com)**

# **MAUD PRESTON PALENSKE LIBRARY**

**Summer Reading  
Program Sponsorship**

# **SJT EXECUTIVE DIRECTOR UPDATES**

**CITY OF  
ST. JOSEPH  
REPRESENTATIVE**



# Downtown Parking Program

WEDNESDAY, MARCH 5



# How we arrived here





# Parking Study



STUDY COMPLETED JULY 2019

The ideal parking utilization  
is around **85% capacity**



That's about **one available spot**  
per block at any given time

On a mid-July Saturday (non-special  
event), **only 60% of parking capacity was  
used at once**

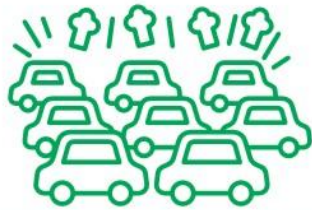
Parking **west** of Main Street was near  
capacity, and parking **east** of Main Street  
had significant availability



Lake  
Michigan



# Other Challenges



Parking downtown in the summer has been an issue for years



Downtown parking is often occupied by beachgoers or employees



The 2-hour time limit is too short for many visitors.



Main Street is a barrier for pedestrians, making parking east less desirable and increasing demand for parking west







City parking lots and other infrastructure in downtown is in need of repair



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St. Joseph



# Objectives

FOR TRAFFIC	FOR BUSINESSES	FOR LOCALS	FOR VISITORS
Reduce traffic created by drivers searching for parking	Increase turnover, improving access to downtown businesses	Move public parking to a system funded by users	Improve the experience of visiting downtown
 <b>30%</b> the average number of cars in traffic cruising for parking	 Paid parking motivates long-term parkers to find less expensive spots, discouraging visitors from parking on the bluff for the beach	 City residents pay for parking through taxes: downtown maintenance would be paid by the users instead, including visitors	 Everyone wants a downtown with less traffic, and parking can fund improvements to the area
Encourage longer-term parkers to use lower-demand locations	Extend on-street time limits to address business concerns	Adjust time limits seasonally to reflect demand	Simplify system by removing lot time limits
Encourage the use of alternative modes of transportation	Maintain 30-minute spaces for quick needs		

# Your feedback has made a difference

Updates made after 2/12 specifically  
to address business-owner feedback

## Concerns about flexibility/ability to adjust

Specific details of the program will be drafted **via Resolution** instead of Ordinance.

Ordinances must be read and approved at two separate commission meetings, then take an additional 10 days to go into effect.

**Resolutions** only need to be read and approved by the Commission once, and go into effect immediately. **This allows easy changing of pricing or other details, if needed.**

## Concerns that the paid parking season may be too long and drive away local business before tourists arrive

The paid parking season has been **shortened by four weeks**, from May 1–Sept 30, to **May 15–Sept 15**.

## Concerns about customers who want to take quick trips downtown or add on to their purchased parking time

Visitors may choose to purchase **15 minutes, 30 minutes, 1 hour, 2 hours or 3 hours** of on-street parking. Additionally, the **existing 30-minute short-term parking will remain at no cost.**

## Concerns about creating hardship for downtown employees

A **waiver** process will be available for **any** downtown employee who struggles with both their ability to walk distance and who may encounter financial hardship if they must pay to park for their job.

# Employee parking during the summer

OPTIONS	PROS	CONS
Park for free east of Main	Employees don't have to pay to park	Employees may need to walk up to 4-5 blocks, depending on their parking spot (less than 10 mins)
Pay to park in a lot west of Main	Depending on the lot spot they secure, employees may not have to walk as far	It can still be up to a 4 block walk if the All Day lots closest to their employer are full Employees will need to pay \$1/hour to park
IF YOUR EMPLOYEE STRUGGLES WITH MOBILITY:		
SOS Yellow Sticker (free public parking anywhere in MI)	<b>Qualifications:</b> Must qualify for a disability placard from the Secretary of State and be unable to either walk 20' or have difficulty using fine motor skills to interact with a meter	<b>Process:</b> Complete the paperwork for a disability placard with your care provider, including section 3
SJ City Waiver	<b>Qualifications:</b> Must have difficulty with mobility and an income of less than 300% of the federal poverty level	<b>Process:</b> Visit City Hall to complete the waiver application. Bring proof of income and sign an affidavit attesting to mobility and financial hardship



# Our Downtown Parking Program

Paid parking will **be in effect from May 15–Sept. 15** during our busiest season.



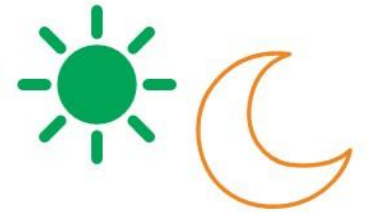
Parking downtown is free the rest of the year.

MAY 15–SEPTEMBER 15:



Paid parking will only be in effect west of Main Street. **All parking east of Main Street is free year-round.**

Paid parking will **only be in effect from 9:00 a.m. to 9:00 p.m.** Overnight or parking outside of these hours is free.



## ON-STREET PARKING WEST OF MAIN STREET:

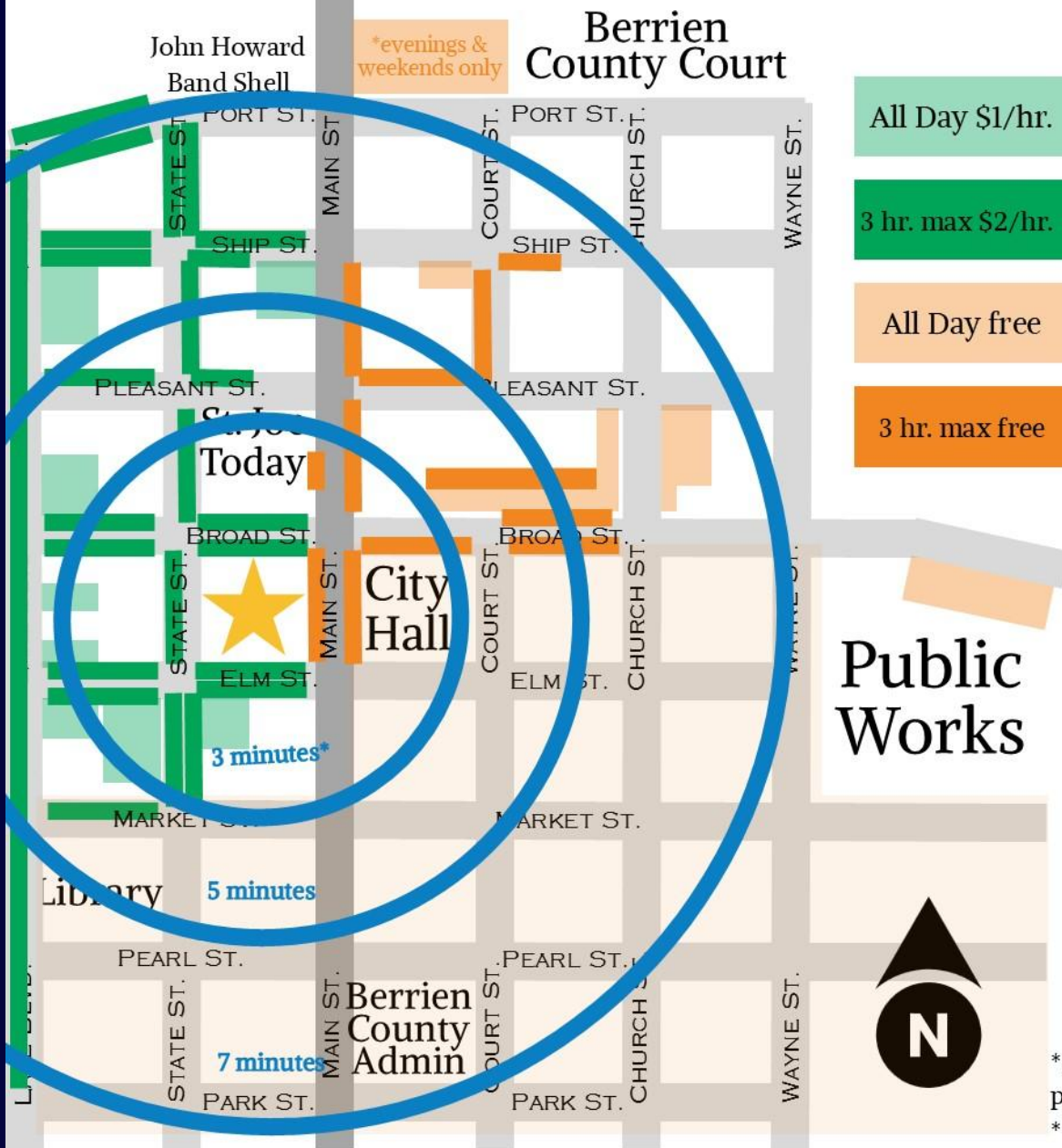
\$2/hour  
Time limit raised to 3 hours  
Max parking cost: \$6



## LOT PARKING WEST OF MAIN STREET:

\$1/hour  
All lots are now all-day parking  
Max parking cost: \$12 per day





- All Day \$1/hr.
- 3 hr. max \$2/hr.
- All Day free
- 3 hr. max free

# Total Parking

Above the bluff within a 10-minute walk of State & Broad

## FREE PARKING

- 129 3-hour parking
- ~704 All-day parking\*\*
- 191 Evenings & weekends
- 15 (13 W, 2 E) 30-minute parking
- 1,039 Total free parking spaces

## PAID PARKING

- 371 3-hour parking
- 436 All-day parking
- 807 Total paid parking spaces

\*3 minutes is approximately the time it takes to cross from the far edge of the Meijer parking lot to the store  
 \*\*including residential area parking





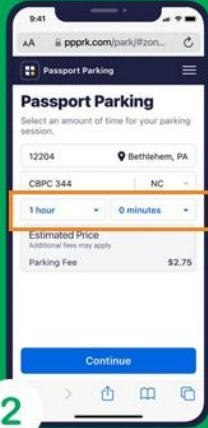
# Two ways

## VIA MOBILE



1

You'll need your **license plate** and **zone number**



2

Select the amount of time for your parking session

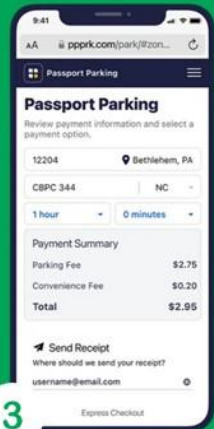


Download **Passport Parking** from your app store

**Save time!** The passport mobile app can save your pay information and license plates to take the hassle out of pay-to-park.

The Passport app will also send you automatic notifications when your time is close to expiring.

**Tip:** this is the same app we use for our City Parks!



3

Enter and review payment information



4

Pay and your session is confirmed! **No need for a physical receipt or tag.**



Make sure you know your license plate number before going to the pay station!



## Pay Station Tips

When locating the nearest pay station, make sure to go to an **on-street** station if you parked on-street, or **your lot's** station if you parked in a lot.

Pay stations are **card only** and do not accept cash payments.



You **do not** need to display your receipt in your car; all parking is tracked by license plate.



# to pay

## VIA PAY STATION



# Additional Resources

Paid parking will only be in effect from May 15–Sept. 15 during our busiest season.

Parking downtown is free the rest of the year.

**BETWEEN MAY 15–SEPT. 15:**

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Paid parking will only be in effect from 9:00 a.m. to 9:00 p.m. Overnight or parking outside of these hours is free.

**ON-STREET PARKING WEST OF MAIN STREET:**

- \$2/hour
- Time limit raised to 3 hours
- Maximum parking cost: \$6

**LOT PARKING WEST OF MAIN STREET:**

- \$1/hour
- All lots are now All Day Parking
- Max parking cost: \$12 per day

Public Works

**Parking in Downtown St. Joseph**

EVERYTHING YOU NEED TO KNOW

Brochure  
(in development)

City Website  
(live)

**GOVERNMENT**  
Departments & Services

**COMMUNITY**  
Residents & Visitors

**HOW DO I...**  
Resources & FAQs

Search

**COMMUNITY**

**Our Downtown Parking Program**

John Howard Band Shell

St. Joe Today

St. Joseph Municipal Band

**Contact Information**

**Address:**  
700 Broad Street  
St. Joseph, MI 49085

**Phone:**  
(269) 983-5541

**Fax:**  
(269) 985-0346

[View Full Contact Details](#)

**Upcoming Events**

Best Way Residential Recycling Pickup

**All About our Downtown Parking Program**

Please note: our downtown parking program differs from parking in our parks. Please visit our [Public Safety](#) pages for more information on park parking.

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Paid parking will only be in effect west of Main Street. **All parking east of Main Street is free year-round.**

Paid parking will only be in effect from **9:00 a.m. to 9:00 p.m.** Overnight or parking outside of these hours is free.

**On-Street Parking West of Main Street:**

- \$2/hour
- Time limit raised to 3 hours
- Maximum parking cost: \$6

**Lot Parking West of Main Street:**

- \$1/hour
- All lots are now All Day parking
- Maximum parking cost: \$12/day

**Pay Via Mobile**

Save time! The passport mobile app can save your pay information and license plates to take the hassle out of pay-to-park.

Make sure you note down your license plate number and zone number in order to pay.



# Parking Benefits District

Ensures that revenue generated from paid parking is reinvested into the downtown, providing tangible benefits to downtown residents and visitors

All operating expenses of the parking system should be paid from parking revenues first  
The remaining net revenue should be split 80/20 between the PBD and the General Fund



St. Joseph



# Anticipated Revenue & Expenses

ESTIMATED REVENUE		ESTIMATED OPERATING EXPENSES	
On-Street Parking	\$619,000	Recurring Pay Station Fees	\$18,000
Surface Lot Parking	\$213,000	Equipment/Signage Maintenance	\$20,000
<i>Gross Parking Revenue</i>	<i>\$832,000</i>	Additional Enforcement/Ambassador Personnel	\$45,000
Credit Card Fees	(\$67,000)	Recurring Enforcement Equipment Costs	\$15,000
Net Parking Revenue	\$765,000	Total Operating Expenses	\$98,000
Estimated Annual Net Income		\$667,000	

# Bringing the Downtown Vision Master Plan to life



## PARKING BENEFIT DISTRICT REVENUE COULD BE USED TO:

- Offset current downtown expenses
- Fund future enhancements to downtown:
  - Streetscape improvements
  - Parking lot improvements
  - Lake Bluff Park redevelopment
  - Alley improvements
  - Pleasant Street and Court Place Plaza development
  - Improved downtown amenities
  - Catalyze new development
  - Support tourism
  - Improve ongoing maintenance and management



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# **MEMBER COMMENTS**

# NEXT MEETING:

**April 2 at 9a** (In-Person and Online)

