

'tis the season to shop, eat, drink and be merry!

HOLIDAY HAPPENINGS

In and Around Downtown

St. Joseph

Shopping • Dining • Luminary

- Countdown to New Year • Small Business Saturday
- Light Up the Bluff • Reindeer Parade • Santa's House
- Letters to Santa • Storytime with Mrs. Claus
- Holiday Artisan Market

This special section produced in partnership by MailMax and St. Joseph Today

For more information call St. Joseph Today at 269-985-1111 or visit stjoetoday.com

Luminary

Friday, November 21 • 5-8 pm

Stroll through our downtown as luminarias light your way to kick off the holiday season! Participating locations invite you to eat, shop, drink and be merry while you enjoy this charming lakeside town.

Shops will be open late to entice you with wonderful gift ideas and festive holiday décor. Merchants will host great sales, free gift wrapping, amazing product offerings and more! While downtown, enjoy a wide selection of restaurants and eateries. Sponsored by The Boulevard Inn & Bistro.

Additionally, attendees will enjoy a ride on the Holiday Trolley throughout downtown St. Joseph. Rides on the holiday-decorated trolley will be offered between 4:30pm-8:30pm.



Molly Nate

Real Estate Professional

Cell: 269.208.3153

Office: 269-588-5055

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2025-2026 Events

November 21, Luminary: 5:00pm-8:00pm, downtown St. Joseph.
Sponsored by **The Boulevard Inn and Bistro.**

November 21 - December 14, Countdown to New Year:
Daily giveaway event throughout the month of December.
Visit stjoetoday.com/countdown for more details!

Sponsored by the **Southwest Michigan Regional Chamber.**

November 29, Small Business Saturday:
Support local businesses & shop local throughout Southwest Michigan.
Sponsored by the **Southwest Michigan Regional Chamber.**

December 5, Light up the Bluff, presented by the City of St. Joseph:
Lake Bluff Park, Ceremony (6:00pm) and Tree Lighting (6:30pm);
Lights will remain on through February 15.

December 1-23, Santa Series | Letters to Santa: Drop off letters to Santa at Santa's House, located outside the Welcome Center in downtown St. Joseph.
Sponsored by **The Herald Palladium.**

December 6, Reindog Parade: 3:00pm, downtown St. Joseph.
Sponsored by **Mighty Dog Roofing and FuzzyButz Pet Boutique & Bakery.**

December 6-23, Santa Series | Santa's House: Various dates in December, downtown St. Joseph. Visit stjoetoday.com/santa for the 2025 schedule!
Sponsored by **The Herald Palladium.**

December 7, Holiday Artisan Market: 11:00am-4:00pm, Union + Social.
Sponsored by **Silver Harbor Brewing.**

December 9, 16, 23, Santa Series | Storytime with Mrs. Claus: Mrs. Claus will read some of her favorite holiday books. Stories will be released online at stjoetoday.com/santa. Sponsored by **The Herald Palladium.**

December 21, A Jazzy Jolly Christmas, presented by the City of St. Joseph: 7:00pm, St. Joseph High School. Join the St. Joseph Municipal Jazz Band for their annual holiday concert.

January 30, 2026, Chili Tour: 5:00pm-8:00pm, downtown St. Joseph.
Sponsored by **The Market.**

January 31, 2026, St. Joe Winter Beer Fest: 12:00pm-4:00pm, downtown St. Joseph. Sponsored by **Beaudoin Electrical Construction, RE/MAX by the Lake, St. Joe Community Taproom, Bud Distributing, ServPro and NOBO.**

February 6-8, 2026, Ice Fest: All Weekend, downtown St. Joseph.
Sponsored by **Silver Beach Pizza and many others.**

March 2-31, 2026, Savor the Shoreline: Restaurant month throughout SWMI.

March 6, 2026, March Mannequins: 7:00pm-8:30pm, downtown St. Joseph.

March 7, 2026, Spring Artisan Market: 11:00am-4:00pm, Union + Social.
Sponsored by **Silver Harbor Brewing.**

State Street Stuff

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40%-75% OFF FABULOUS FINDS!

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Reindog Parade

Saturday, December 6 • 3 pm

The annual Reindog Parade is a great time for all. This event features dressed-up pets and their owners in a variety of holiday garb. Be prepared to see all kinds of costumes from "Santa Bernards" to "Reindeer Rottweilers" – definitely a must-see event! Sponsored by Mighty Dog Roofing and FuzzyButz Pet Boutique & Bakery.

Judging and Registration

Judging for the event takes place from 1:00pm–2:45pm in front of the St. Joe Today Welcome Center located at 301 State Street.

Owners can pre-register in-person at St. Joe Today or online at stjoetoday.com/reindog through December 5. Day of registration is also available in-person at St. Joe Today from 12:00pm–2:45pm. Cost: \$5 per dog; each additional pet is \$3. A portion of net proceeds will be donated to a local animal rescue organization. Event info and the registration form can be found at stjoetoday.com/reindog.



Holiday Artisan Market

Sunday, December 7 • 11 am - 4 pm

Join us for an indoor Holiday Artisan Market on Sunday, December 7 from 11:00am–4:00pm at Union + Social. Visit

stjoetoday.com/artisanfair for more info. Sponsored by Silver Harbor Brewing.



MATTSON'S HOUSE OF DÉCOR

Join us for our annual
Holiday Open House
November 21st, 22nd, 23rd
Friday & Saturday 10-7pm
Sunday 11-5pm
Specials • Refreshments • Door Prizes
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6472 Paw Paw Ave, Coloma MI 49038

Christmas Holiday

Open House

Sat Dec 6th

Join us Before the Reindog Parade!

12-3pm

Pets Welcome!
Please use stairs

Gift Items

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Silent Auction

Memory Tree

Bake Sale

Adoptable Pets!

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- Melissa & Doug
- Home & Garden
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Merry & Bright Weekend

Friday, December 5 - Sunday, December 7

All weekend long, celebrate the winter season in Michigan's Great Southwest! Enjoy holiday events such as the Reindog Parade, Santa's House and the Holiday Artisan Market. Attendees will also enjoy extended shopping hours, events, special offers and more. Visit stjoetoday.com/merryandbright for more info.

In addition, Light up the Bluff will transform Lake Bluff Park into a winter wonder-

land. At 6:00pm, the St. Joseph High School Choir begins with Christmas carols followed by the tree lighting at 6:30pm. The one million lights will remain on through Valentine's Day in Michigan's Most Romantic City. Starting December 5, attendees can enjoy the lights 5:30am-8:30am and 5:30pm-midnight. Presented by the City of St. Joseph.

Santa Series: Santa's House, Letters to Santa & Storytime with Mrs. Claus

- Santa's House is moved from the North Pole each year to the corner of State & Pleasant Streets in downtown St. Joe! Santa will be available for wish list conversations and holiday photo ops on weekends in December. Don't forget to bring a camera to capture this magical visit!
- Grab a postcard from the Welcome Center to write a letter to Santa. Santa's

House will take its spot in downtown St. Joseph to serve as a drop off for letters. As we wait in anticipation, Mrs. Claus has offered to read some of her favorite books! St. Joe Today will be releasing weekly videos at stjoetoday.com/santa for our Storytime with Mrs. Claus series! Santa Series is sponsored by The Herald Palladium.

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WINE & DINE

Eat Local in Michigan's Great Southwest

Many dining options can also be found in and around St. Joseph. Whether you are craving that perfect burger, a hot pizza pie, cuisine that features local produce, the perfect glass of wine or a mug of craft beer, or just something to satisfy that sweet tooth – it is all here! To learn more about area dining, visit stjoetoday.com/eat.

Gift cards to area restaurants are also great ideas for the foodie in your life. Not sure what restaurant to pick? Purchase a Love Local SWMI Gift Card that's good at various local restaurants! For more information, visit stjoetoday.com/giftcards.

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WINE & DINE



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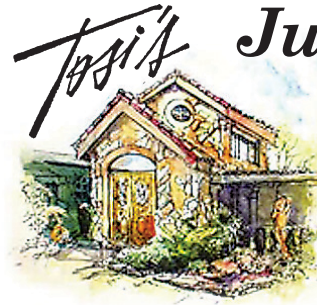
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A LA CARTE OR BUFFET
Sunday, December 14th
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FRIDAY NIGHT IS NIGHT



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Sat, Nov 15 - **H!GH V!ZZ**

Sat, Nov 22 - **SmartyPants**

Wed, Nov 26 - **THX-EVE PARTY**

The Incredible Johnsons

Sat, Nov 29 - **Spectrum**

Sat, Dec 6 - Partymouth

Sat, Dec 13 - The **Hipposonics**

Sat. Dec 20 - **Tyler Gitchel Band**

Sat, Dec 27 - **Mysteria**

Wed, Dec 31 - New Year's Eve
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Searching for a unique gift for someone special? Southwest Michigan offers a variety of stores featuring everything from jewelry to clothing, home goods to housewares, art to accessories, classes and more.

Not sure what to buy?

Consider a Love Local SWMI Gift Card! This digital gift card can be used at more than 40 area locations, including shops, restaurants, markets and more. Love Local SWMI Gift Card can be purchased at stjoetoday.com/giftcards.




St. Joseph
MICHIGAN



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Ice Arena



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9AM-5PM

- 40+ Artisans, Makers & Studio Artists
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Small Business Saturday

Countdown to New Year

Saturday, November 29

Holiday shoppers seeking great deals will find them throughout Southwest Michigan, on Black Friday, Nov. 28, and Small Business Saturday, Nov. 29. Select merchants will begin their holiday sales on Black Friday. Visit stjoetoday.com/shopsmall for more details! Shoppers will also enjoy a ride on the Holiday Trolley throughout downtown St. Joseph. Rides on the holiday-decorated

trolley will be offered between 12:00pm-5:00pm.



Southwest Michigan businesses and restaurants host a Countdown to New Year, a daily giveaway event, throughout the month of December. Shoppers earn one entry per \$25 purchase (one time or cumulative) at a St. Joe Today (SJT) member business. Qualifying purchases must be made between November 21 and December 14. Receipts for purchases must be presented to an SJT staff member at the Welcome Center by December 14. Visit stjoetoday.com/countdown for more information.



LIGHT UP THE BLUFF

December 5th, 2025
6:00pm - Choir Caroling • 6:30pm - Tree & Bluff Lighting



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GROUP

Winter Lights & Holiday Music in Downtown St. Joseph

Shoppers and diners alike will enjoy a magical experience downtown this winter season. Holiday music will play throughout downtown St. Joseph, November 21–December 24. Additionally, winter lights have been placed along State St. (from Elm St. to Ship St.), Broad St. and Ship St. (Lake Blvd. to Main St.), and Pleasant St. (Lake Blvd. to Court St.). The winter lights will kick off on November 21 and remain up through February in conjunction with Light up the Bluff (December 5–February 15). The Light Up the Bluff project is presented by the City of St. Joseph.



St. Joe Winter Beer Fest

Bundle up and venture outdoors for the annual St. Joe Winter Beer Fest! St. Joe Today invites craft beer novices and enthusiasts to enjoy sampling from local and regional Michigan breweries. Join us in downtown St. Joseph on Saturday, January 31, 2026, from 12:00pm–4:00pm. Tickets go on sale at 10:00am on December 1. Visit stjoetoday.com/beerfest for more information!



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WINTER EVENTS

COMMUNITY MEMBERS' SHOW

NOV. 22, 2025 - JAN. 11, 2026

FALL FINALE

DECEMBER 4, 6 - 8 PM

WARM UP DURING

LIGHT UP THE BLUFF

DECEMBER 5, 6 - 8 PM

XL FAMILY FUN FEST

DECEMBER 6, 10 AM - 2 PM

FOR MORE INFO GO TO WWW.KRASL.ORG



Ho Ho HOME *for the Holidays*



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Let's meet for the HOLIDAYS

LUMINARY

FRIDAY, NOV. 21 | 5-8p | Downtown St. Joseph
stjoetoday.com/luminary

SMALL BUSINESS SATURDAY

SATURDAY, NOV. 29 | All Day | THROUGHOUT SWMI
stjoetoday.com/shopsmall

COUNTDOWN TO NEW YEAR

FRIDAY, NOV. 21 – SUNDAY, DEC. 14 | THROUGHOUT SWMI
stjoetoday.com/countdown

MERRY & BRIGHT WEEKEND

FRIDAY, DEC. 5 | Light Up the Bluff City of SJ Event
Lake Bluff Park | 6p stjoetoday.com/merryandbright

SATURDAY, DEC. 6 | Reindog Parade
Downtown St. Joseph | 3p stjoetoday.com/reindog

SATURDAY, DEC. 6 | Santa's House
Downtown St. Joseph | 4-7p stjoetoday.com/santa

SUNDAY, DEC. 7 | Holiday Artisan Market
Union + Social | 11a-4p stjoetoday.com/artisanfair

SUNDAY, DEC. 7 | Santa's House
Downtown St. Joseph | 1-5p stjoetoday.com/santa

Meet me in
ST. JOSEPH



EAT | SHOP | STAY | PLAY
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