



Saint Louis Attractions Association

December 2010/January 2011 Newsletter



President's Corner

Laurie Howard

We are in the midst of the holiday season, and St. Louis has an abundance of holiday traditions for you, your family and friends to participate. It is also that time of year when we spend a majority of our time planning for the perfect gifts and spending much effort into wrapping the gifts that we will give to friends, family and business associates. We want to give the perfect present with just the right presentation.

Not only are we personally wrapping our holiday gifts, we are also *Wrapping up 2010*. As always, the end of the calendar year is a good time to look back at the year behind and look ahead to the New Year: 2011.

As we look back at the first half of the 2010 SLAA season, we would like to recognize our co-chairpersons of the 2010 SLAA Silent Auction, Julie Donnelly and Ted Zimmerman, and their committee for a job well done. Thank you to our venue: St. Louis Union Station. It was a pleasure and honor to have our annual auction hosted at the historic Grand Hall. Many thanks to every individual and organization that contributed an item to the auction, attended the auction and participated in the spirited competitive bidding. A good time was had by all! A portion of the event's proceeds benefit our Carole Moody Scholarship Fund, we greatly appreciate your support.

Looking forward to the second half of the SLAA season, it is that time of year for your membership renewals. Check your e-mail, as the renewals were sent December 1st. We are able to accept your membership renewal online for your convenience, just as we did last year. You can contact our Administrator, Q&A Business Solutions at (314) 416-2233 or our Membership Co-Chairpersons, Julie Kruempel and Monietta Slay if you have any questions.

I also look forward to seeing you all at our next meeting on January 19th at the Clarkson Jewelers Club in the Edward Jones Dome. Mayor Francis G. Slay will speak at our January meeting on St. Louis development projections and our *Spirit of St. Louis Award Winners* will be announced. See details inside this newsletter.

The calendar says that 2010 is coming to an end, but the Saint Louis Attraction Association's season is still on the move and has more to offer. See you in 2011.

Celebrate the Season - Wishing You all the Best!

Laurie K. Howard

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Mark Your Calendar for January 19, 2011 What's New in the Lou for 2011! Presented by: Mayor Francis Slay

Join us at the beautiful Clarkson Jewelers Club at the Edward Jones Dome on Wednesday, January 19, 2011 as we hear from the Honorable Mayor Slay. Be in the know about what's going on in Downtown St. Louis. Hear from the Mayor regarding updates on such attractions as Peabody Opera House, BallPark Village, and more. Learn about St. Louis City updates, the New Mississippi River Bridge and overall happenings! Also, hear the Mayor's take on how important your attraction or business is to our area. Don't miss your chance to hear firsthand from our city's top official about what's new and exciting for the new year!

Schedule:

11:00 a.m. Registration & Networking
11:30 a.m. Luncheon & Program
1:00 p.m. SLAA Announcements & Conclusion

Pricing:

\$25.00 Members
\$35.00 Non-Members & Walk-Ins

Location:

Clarkson Jewelers Club at the Edward Jones Dome

Parking:

St. Louis Parking is offering discounted parking for SLAA members at America's Garage located at 7th & Convention Plaza for \$2.00. A coupon for the discounted rate will be available at the registration desk.

[Click here to register](#)
or visit **www.stlattractions.org**.

Hosted by:



Sponsored by:



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Who Will Win?

Spirit of St. Louis Awards to be presented at January meeting

Don't miss the annual Saint Louis Attractions Association Spirit Awards presentation at the January luncheon. Join us as we honor those in our tourist and hospitality industry that have gone above and beyond this past year and exemplify the Spirit of St. Louis. The awards will be presented to the winners during the luncheon. Come out and see the excellent work and outstanding achievements your colleagues have accomplished.

DID YOU KNOW?

Tourism generated \$669.8 million in Missouri state tax revenues for the fiscal year 2009 which ran July 1, 2008 - June 30, 2009.

Source - TNS Travels America and the University of Missouri

January Trip Raffle

Make sure to bring those \$5 bills for our January trip raffle titled "**Mardi Gras...St. Louis Style.**" Donated by Mardi Gras, Inc, this package includes two tickets to the Wine Taste on February 18th (\$70 value), two tickets to the Crystal Cajun Cook-Off on February 19th (\$70 value), two booklets to the Southern Comfort Taste of Soulard on February 26th and 27th (\$50 value) and two tickets to the Rex's VIP Tent in the Bud Light Corporate Village on March 5th (\$200 value). See you there!

Reminder: 2011 Membership Renewals Due

It is time to renew your SLAA Membership and stay informed! The Saint Louis Attractions Association's 2011 agenda is filled with networking opportunities with key tourism contacts and the exchange of successful marketing campaigns.

Don't miss out on our meetings this year that include presentations from local political and industry leaders! Mayor Francis G. Slay will speak at our January meeting on St. Louis development projections. Kitty Ratcliffe, President of the St. Louis Convention & Visitors Commission, and Katie Steele Danner, Director of MO Tourism, will educate SLAA by presenting at our March meeting.

SLAA is hitting the tourism ground running in 2011, so make sure you renew! [Click here to complete your online membership renewal.](#)

Renewals must be completed by January 31, 2011 for inclusion in the online members-only directory. If you have any questions of difficulties navigating through the process, please contact the SLAA office at (314) 416-2233 or slaa@qabs.com.

Purchase a SLAA Season Pass

Give yourself a break! Sign up for the SLAA Season Pass by simply filling out one expense report for SLAA meeting attendance for the ENTIRE YEAR. For \$150 you will receive full registration* at every SLAA meeting. The pass is transferrable within your organization if you are unable to attend a specific meeting. Payment is accepted by check or credit card. [Click here to purchase a 2011 season pass today!](#)

** Please note: Season Pass holder must RSVP for each meeting. Pass is good for the following meetings: January, March, May, July, September and November 2011.*

Welcome New Members!

Two new members have joined since our last newsletter. Our current membership total is now 95 (65 Attractions/40 Allied). Please welcome:

Attraction: City Museum

Contact: Rick Erwin & Angie Golaszewski

An eclectic mix of children's playground, funhouse, surrealistic pavilion, and architectural marvel made out of unique, found objects. The brainchild of internationally acclaimed artist Bob Cassilly, a classically trained sculptor and serial entrepreneur, the museum opened for visitors in 1997.

Allied: Macklind Business District

Contact: Ashley Raineri & Michele Racinelli

The mission of the Macklind Business District is to promote and maintain a prosperous business community along Macklind Avenue in the Southampton Neighborhood and to develop an attractive commercial component to compliment the residential character of the neighborhood.

Website Update

Some exciting plans are in the works to freshen up our website, and we need your help! If you are a current member and appreciate the many benefits of belonging to the Saint Louis Attractions Association, we want to hear from you! We understand that there are many organizations out there, each having their own focus, benefits and mission. We truly appreciate your support and would like to share your feedback with other members, as well as potential new members. Your testimonial regarding your association with SLAA and how our organization benefits you would be greatly appreciated!

Also, if you have any great photos of your attraction that you would like to share with us, send us a .jpeg or .pdf. We will include it on our site so we can continue promoting your attraction! Please forward your brief **testimonial** and/or **pictures to:** info@stlattractions.org.

Save the Date - 2nd Annual Jefferson City Tourism Trip Wednesday, February 9, 2011

The Public Affairs Committee invites you to join your fellow Saint Louis Attractions Association members as we travel to Jefferson City to speak with Missouri state lawmakers regarding the important role that tourism plays in the Missouri economy. Join us as we help to put a face to the St. Louis tourism industry. Be on the lookout for the official email invitation and registration information. For more information about the trip, contact Sue Albers at (314) 727-2400 or sue@destinationstlouis.com.

Silent Auction a Success

Thank you to everyone who attended the Auction last month to benefit the Carole Moody Scholarship Fund. Through your generosity, we raised more than \$4,700, the most in recent years!! A special thanks to Frances Percich and St. Louis Union Station for hosting us in the Grand Hall. It was the perfect place to host the auction and Frances was instrumental in ensuring the event's success.



A BIG thanks to our auction emcee Laura Tobey with the Gateway Arch Riverfront. She brought great fun in letting everyone know how their items were doing. We sincerely appreciate her great personality and humor for the duration of the event.

Congratulations also to Anne McGinnis of Amtrak on winning the 50/50 raffle.

Finally, we express our sincere gratitude to all of you who bid on baskets and to those who donated their products and services to make the event a great success. We couldn't have done it without you!

Julie Donnelly & Ted Zimmerman
Auction Co-Chairs



Thank You to Our Donors!

54th Street Grill & Bar
American Kennel Club
Museum of the Dog
America's Incredible Pizza Company
Ameristar Casino Resort Spa
Anheuser-Busch Tour Center
Barnes-Jewish Hospital Gift Shop
Baymont Inns & Suites
Blueberry Hill
Brunswick Zone Lakeside
Cahokia Mounds Museum Society
Cracker Barrel Old Country Stores
CTM Media Group
Cultural Festivals
Dance St. Louis
Dave & Buster's
Destination St. Louis
DH Productions
Dierdorf & Hart's
Donut Drive-In
Drury Hotels Company, LLC
Fair Saint Louis Foundation
Family Foods & Concessions
Gateway Arch at the
Core of Discovery
GEM Transportation, LLC
GIFTS St. Louis
Graceland/Elvis Presley Enterprises
Gretchen Wilson Club 27
Guido's Pizzeria & Tapas

Harry S. Truman Presidential
Library & Museum
Holiday Inn Select
St. Louis-Downtown
Holocaust Museum &
Learning Center
Images Today & Beyond
Jefferson National Parks Association
John D. McGurks
Kansas City Zoo
Lucas Park Grille
Martin Truex Jr. Foundation
Mary Kay Cosmetics
Maryland Heights CVB
Meramec Caverns
Mike Shannon's Steaks & Seafood
Miniature Museum of
Greater St. Louis
Missouri Botanical Garden
Missouri History Museum
Missouri Valley Conference
Mud Island River Park
Museum of Science &
Industry Chicago
Nick's Pub
Orlando's Catering
Plaza Frontenac
Powell Gardens
Raging Rivers Waterpark
Repertory Theatre of St. Louis

Riverside Golf Club
Saint Louis Science Center
Salon Papillon
Shedd Aquarium
Shepherd of the Hills
Showboat Branson Belle
Silver Dollar City
Silver Maple Farm
Skydeck Chicago
Sophia M. Sachs Butterfly House
St. Louis Brewery/Schlaffly
St. Louis Convention &
Visitors Commission
St. Louis Rams
St. Louis Symphony Orchestra
Stages St. Louis
Staybridge Suites
Target Brentwood
Team Central Gymnastics Academy
The Aries Co.
The Family Arena
The Lifestyle Center
The Magic House
Children's Museum
The Ridge Club
Tower Tee Golf Complex
Vitality Unlimited Spa
Where Magazine

Public Affairs Report

New Faces in New Places: There will be a record number of freshmen legislators in Jefferson City come January. It is now more important than ever to contact your legislator to let him/her know how strongly you feel about tourism and its positive effect on the Missouri economy. Tourism means jobs, and the newly elected officials need to hear that message from their constituents. For a link to your legislator's contact information, visit http://www.senate.mo.gov/lookup/leg_lookup.aspx.

New Public Affairs Link: Be sure to visit the new Public Affairs link on the Saint Louis Attractions Association home page: www.stlattractions.org. Home to industry links and resources, the Public Affairs page also contains sample constituent letters that may be sent to state lawmakers. The information on this link is a work in progress, so feel free to contact a member of the Public Affairs committee if you have any suggestions for content.

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Featured Attraction City Museum



Imagination runs wild at City Museum! Housed in the 600,000-square-foot former International Shoe Company, the museum is an eclectic mixture of children's playground, funhouse, surrealist pavilion and architectural marvel made out of unique, found objects. The brainchild of internationally acclaimed artist Bob Cassilly, a classically trained sculptor and serial entrepreneur, the museum opened for visitors in 1997 to the riotous approval of young and old alike.

Cassilly and his longtime crew of 20 artisans have constructed the museum from the very stuff of the city, giving it deep urban roots. Reaching no farther than municipal borders for its reclaimed building materials, City Museum boasts features such as old chimneys, salvaged bridges, construction cranes, miles of tile and even two abandoned planes!



“City Museum makes you want to know,” said Cassilly. “The point is not to learn every fact, but to say, ‘Wow, that’s wonderful.’ And if it’s wonderful, it’s worth preserving.”

The City Museum's winter hours are 9 a.m. to 5 p.m. Wednesday and Thursday, 9 a.m. to 1 a.m. Friday, and 11 a.m. to 5 p.m. Sunday (closed Monday and Tuesday). General admission is \$12 for ages 3 and up.



The City Museum is located at 701 North 15th Street in St. Louis. For more information on the City Museum's attractions, activities and visitor amenities, visit www.citymuseum.org or call (314) 231-CITY.

St. Louis Update

*Compiled by Jennifer Hollenkamp
jhollenkamp@explorestlouis.com*

Holiday Magic Thanks to everyone that may have sponsored, exhibited, volunteered or visited Holiday Magic this year. We are excited to report we exceeded last year's attendance record and the second annual Holiday Magic was a great success!

Training & Development Calendar The CVC is offering two programs that can help you help your employees create a positive guest experience. St. Lou is... Me focuses on employees becoming St. Louis ambassadors. St. Lou is... Hospitality focuses on customer service for frontline employees. Find more detailed class descriptions, registration information and calendar on our website at www.explorestlouis.com/cvc/membership.asp. Click on the link on the left side of the page marked "Training & Development." For more information, please contact Lorraine Gustavis at (314) 992-0618 or lgustavis@explorestlouis.com.

St. Charles Update

*Compiled by Pamela Schulz
gscvcb@historicstcharles.com*

Christmas Traditions Shopping by sparkling lights, live greenery and over 20 colorful characters and Santas from around the world celebrate the holidays on Main Street during the Christmas Traditions festivities, continuing through December 26th. Enjoy late-night shopping on Wednesdays, Fridays and Saturdays evenings until 9 p.m. The young and young at heart will be entertained by carolers and the Lewis and Clark Fife and Drum Corps, plus you can keep Trading Card mementos from all your favorite Christmas characters. On the weekends, enjoy the Santa Parades at 1:30 p.m., Santa's Train Land and Pictures with Santa. Visit www.historicstcharles.com for a complete listing of times and days for these festivities along with other holiday celebrations throughout the area.

Ice Skating returns to Frontier Park With traditional yuletide carols floating in the air, you can twirl to your heart's content or you might even have the opportunity to interact with your favorite Christmas Traditions character...on ice! The Katy Depot will provide a location for warm beverages and snacks along with skate rentals. Cozy up by the fire pit or keep warm with a cup of hot chocolate...The Fete de Glace...Ice Carving Competition along North Main Street will take place January 29th.

Illinois Update

*Compiled by Dan Krankeola
dkrankeola@thetourismbureau.org*

BRRRR it's cold...but don't let that stop you from attending the many Consumer Shows taking place in Southwestern Illinois during these frosty months! Both the Belle Clair Fairgrounds Expo Center in Belleville and the Gateway Center in Collinsville have just what it takes to warm you up this wintery season.

Be it a flea market, Motorcycle Swap, Bi-State Green Expo or RV & Camper Show, the Belle Clair Fairgrounds and Exposition Center has got it for you. Shows and events are held year-round for your enjoyment in Southern Illinois' Premier Indoor/Outdoor Market. For a complete listing of the many upcoming events taking place, explore their new website: www.bcfairgrounds.net. Belle Clair Fairgrounds Park, 200 S. Belt East, Belleville, IL 62220; phone (618) 235-0666.

And, just 10 minutes from downtown St. Louis in Collinsville, visit Gateway Center: The Great Place to Gather! Their winter line-up is sure to please you...ranging from the "Let's Go Fishing Show," Midwest Bicycle Expo & Swap Meet and the Gateway Bridal show in January to their St. Louis Deer Classic & Outdoor Expo in February. In the heart of Southwestern Illinois, Gateway Center offers something for everyone! For a detailed listing of events, visit www.gatewaycenter.com. Gateway Center, One Gateway Drive, Collinsville, IL 62234; phone (618) 345-8998

Area updates are compiled by liaisons to the SLAA Board. If you have information to include, please contact your representative directly via e-mail.