



Saint Louis Attractions Association

February/March 2011 Newsletter



President's Corner

Laurie Howard

Seeing everyone and connecting at the January Membership Meeting was such a nice way to start 2011.

Thank you all for attending. The Clarkson Jewelers Club in the Edward Jones Dome was a fun venue. Rodney Crim, Executive Director of the St. Louis Development Corporation, was there to speak to our members and keep us in the know about what is going on in St. Louis and the upcoming projects that affect the hospitality industry. In addition, we announced the winners of the Spirit Awards.

Congratulations to the winners of the 2010 Spirit of St. Louis Awards.

Program

Vatican Splendors, Missouri History Museum
Kidnapped Chicago, St. Louis CVC

Individual

Brian Hall, St. Louis CVC

Hall of Fame

Frank Viverito, St. Louis Sports Commission

You can read in detail about their accomplishments in this newsletter. Great Job!

The enthusiasm continues and is contagious. We encourage all our members to become active with their membership and contribute their time and talent. Our membership meetings are a great opportunity to engage more directly with other members. Be sure to arrive at 11:00 AM to come together with other members prior to our lunch and program.

Just a reminder to those who have not yet renewed your membership for this year: membership renewals are due **now**. If you have any questions, contact the SLAA office at (314) 416-2233 or one of our Membership Co-Chairpersons, Julie Kruempel and Monietta Slay.

The detailed membership listings with contact information on the SLAA website are password protected. If you have forgotten your login information, please e-mail info@stlattractions.org and we'll send it over to you.

Our next meeting will be on March 16th at the Palladium. Kitty Ratcliffe and Katie Steele-Danner will be our speakers and will discuss **"What is Ahead in 2011"** as it pertains to the State of Tourism in St. Louis and Tourism in the State of Missouri. More information can be found in this newsletter.

I look forward to seeing you on the 16th and the *Wearing of the Green!*

All the Best!

Laurie K. Howard
Laurie@GiftsStLouis.com

DID YOU KNOW?

287,666 Missourians were employed in the tourism industry in FY09 which ran July 1, 2008 – June 30, 2009. The number of people employed in the industry in just the City of St. Louis and St. Louis numbers over 86,000.

Source - TNS Travels America, University of Missouri and Missouri Department of Revenue and Labor and Industrial Relations

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Laurie Howard

GIFTS

636-458-2439

laurie@giftsstlouis.com

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Tara Creamer

Gateway Arch at the

Core of Discovery

314-982-1425

tcreamer@metrostlouis.org

VP - Administration

Ted Zimmerman

Radio Disney AM 1260 St. Louis

314-428-4023 ext. 223

ted.m.zimmerman@disney.com

VP - Finance

Frances Percich, SCMD

St. Louis Union Station

314-421-6699 ext. 7032

frances.percich@am.jll.com

Past President

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Missouri Botanical Garden

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karen.hill@mobot.org

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Harras's Casino & Hotel

314-770-7652

mimiller@caesars.com

SLCVC Liaison

Jennifer Hollenkamp

St. Louis CVC

314-992-0642

jhollenkamp@explorestlouis.com

Illinois Liaison

Dan Krankeola

Tourism Bureau of

Southwestern Illinois

618-397-1488

dkrankeola@thetourismbureau.org

Directors

Sue Albers

Destination St. Louis

314-727-2400

sue@destinationstlouis.com

Laura Brahan

Maryland Heights CVB

314-738-2497

laura@mhcvb.com

Julie Donnelly

Fair Saint Louis Foundation

314-880-8143

jdonna@celebratestlouis.org

Pat Eisel

Barnes-Jewish Hospital

314-362-5955

pse8570@bjc.org

Julie Kruempel

Dance St. Louis

314-289-4106

jkruempel@dancestlouis.org

Monietta Slay

CTM Media Group

314-754-7735

mslay@ctmmedia.com

What's Ahead for Tourism in 2011? March 16, 2011 Lunch Meeting

Please join us for an informative discussion with **Katie Steele Danner**, Director of the Missouri Division of Tourism and **Kathleen "Kitty" Ratcliffe**, President of the St. Louis Convention & Visitors Commission. Katie and Kitty will discuss what's ahead for the tourism industry in 2011. With both the state and local levels covered, come learn what these travel professionals expect to see in the coming 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

Location:

Palladium Saint Louis

1400 Park Place

St. Louis, MO 63104

[Click here to register or visit
www.stlattractions.org.](http://www.stlattractions.org)

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Scholarship Applications Available Online for 2011 School Year

Scholarship applications are now available online at www.stlatractions.org for the 2011 Saint Louis Attractions Association Carole Moody Scholarship. The scholarship is open to any undergraduate college student or high school senior entering college majoring in a field that could contribute to the tourism/hospitality industry and maintain a 3.0 or B grade point average. In addition, the student must have accomplished one of the following:

1. Work in the industry for a SLAA member
2. Completed an internship with a SLAA member
3. Be a current member of SLAA (student memberships are available)
4. Be a family member of a SLAA member
5. Belong to a hospitality organization

Each July at the SLAA luncheon meeting, one or more students are awarded a scholarship in the amount of at least \$1,000. One or more students may be awarded an Honorable Mention Award in the amount of \$500.

A scholarship has been awarded to deserving students interested in the tourism/hospitality industry for the past 14 years. Applications will be sent to more than 90 area high schools and colleges. **Please note that the deadline to apply for the scholarship is June 1, 2011.**

For additional information, visit www.stlatractions.org or contact the Scholarship Committee Chairman, Jennifer Hollenkamp, at jhollenkamp@explorestlouis.com or (314) 992-0642.

January Trip Raffle

Congratulations to our winners at the January meeting. **Leslie Davis** with Destination St. Louis won \$50 in the 50/50 drawing. Our trip raffle winner, **Sherri Cliffe** with Cliffedge Marketing, won a great VIP prize pack from Mardi Gras, Inc.



Benefit Reminder – Host a SLAA Social!

If your attraction/organization is having a special event, consider hosting a Saint Louis Attractions Association social as part of your planning! Not only will you get extra exposure for your event, you will be boosting your attendance. It's a great networking opportunity for all. If you have an event, program or exhibition that you'd like to invite fellow SLAA members to at a reduced or free rate, contact us at info@stlatractions.org.

We Need Your Help! Testimonials & Photos Requested

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 on our site so we can continue promoting your attraction! Please forward your brief **testimonial** and/or **pictures** to: info@stlatractions.org.

March Trip Raffle

Grab those \$5 bills and get ready to purchase tickets for a great prize pack to Kansas City, MO. Trip raffle includes one night stay at any Kansas City Drury Brand Hotel, two admissions to the Truman Presidential Museum & Library, two admissions to Powell Gardens, and two admissions to the Arabia Steamboat Museum.

And the Winner is...

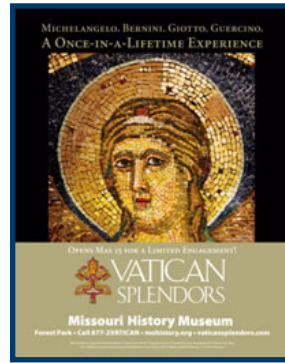
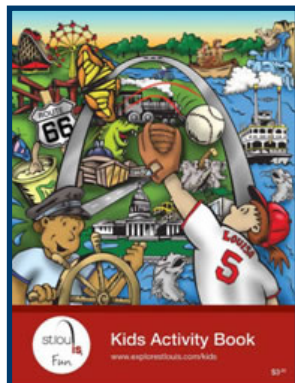
The Saint Louis Attractions Association has announced the winners of the organization's 2010 Spirit of St. Louis Awards. **Brian Hall**, chief marketing officer for the St. Louis Convention & Visitors Commission (CVC), received the Spirit of St. Louis Individual Award for exemplifying the spirit of the tourism and hospitality industry in the St. Louis region. Two local entities received the Spirit of St. Louis Program Award - the Missouri History Museum for their "**Vatican Splendors: A Journey through Faith and Art**" exhibition and the St. Louis CVC for their "**Kidnapped Chicagoan**" campaign. **Frank Viverito**, president of the St. Louis Sports Commission, was honored with the Hall of Fame Award for his sustained contributions to the tourism and hospitality industry. The awards were presented at the SLAA membership meeting on Wednesday, January 19th.

The **Spirit of St. Louis Individual Award** is given annually to honor an individual who has gone the extra mile and put forth exemplary effort in helping to further the goals, objectives and spirit of the tourism and hospitality industry.



As chief marketing officer for the CVC, Brian Hall led more than 40 program partners in the Regional Wayfinding Program to help visitors and residents navigate St. Louis more easily. Under his guidance, attendance at the CVC's second annual Holiday Magic event increased by 23 percent and the CVC's website achieved a record high

4.65 million hits. He initiated partnerships with local companies to create unique St. Louis-themed trade show booths; launched the CVC's first Kids Activity Book; developed the "St. Louis is...4Kids" and "Pet Friendly" modules on www.explorestlouis.com; and through partnership helped develop the Downtown Trolley. His tireless public relations efforts have helped St. Louis achieve the 2010 Distinctive Destination honor and features in Alaska Airlines and Southwest Airlines in-flight magazines.



The **Spirit of St. Louis Program Award** is given to a program, activity or event that has contributed to the St. Louis region in that it raised public awareness, increased visitorship or in general had a positive impact on the tourism and hospitality industry. Two winners tied in this category. The

Missouri History Museum was awarded the honor for "Vatican Splendors: A Journey through Faith and Art." The exhibition was one of the largest collections of art, documents and historically significant objects from the Vatican ever to tour North America, presented in galleries and recreated environments that enhanced the visitor's understanding of their historical and artistic significance. Items in the collection included mosaics; frescoes; paintings by Renaissance masters; works by well-known sculptors; intricately embroidered silk vestments; precious objects from the Papal Mass; uniforms of the Papal Swiss Guard; historical maps; and documents and relics. Many of the works and documents exhibited were never before on public display or outside the Vatican. More than 138,000 people visited the exhibition from all over the region. In only 121 days, Vatican Splendors exceeded the visitation of any other special exhibition in the Missouri History Museum's history.



The St. Louis CVC was also awarded the honor for their "Kidnapped Chicagoan" creative campaign. The CVC "kidnapped" a native Chicagoan and ran a teaser advertising campaign on Chicago mass transit, driving consumers to www.kidnappedchicagoan.com. Once on the site, St. Louis was revealed as the Chicagoan's location. Visitors could browse photos and video of his adventures at different sites on an interactive Google



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map, follow his Twitter feed and Foursquare check-ins, and listen to voice mail via the cell phone number published on the ads. The element of discovery was key throughout the campaign, as the media

was purposefully left unbranded to create a sense of mystery. The campaign ran during May and June of 2010 and delivered more than 108 million website impressions, 23,000 unique visitors generating 70,000-plus page views, and more than 4,000 phone calls.



The **Hall of Fame Award** is the Saint Louis Attractions Association's highest honor, reserved for individuals who have made and sustained noteworthy contributions that have broadly impacted the tourism and hospitality industry. Nominees must have served in the industry for ten or more years. As president of the St. Louis

Sports Commission, Frank Viverito has created, attracted and managed major sporting events for the St. Louis region. He has been instrumental in the production of diverse, high-profile events that have excited area sports fans and attracted hundreds of thousands of visitors. During his tenure, the Sports Commission's events have generated more than \$225 million in direct visitor spending for the region. From 2000 to 2009, St. Louis hosted 10 high-profile NCAA Division I championships in five different sports. Viverito led the way for St. Louis to achieve the designation as an NCAA "Championship City," one of only five other cities with the honor. In addition to bringing the best in sports to St. Louis, Viverito oversees the Sports Commission's series of youth programs, reaching out to coaches, parents, officials, athletes and fans to make youth sports more enjoyable and reinforce the ideals of respect, civility, integrity and fair play at all levels.



Congratulations to all of our winners!

Public Affairs Report

The Public Affairs committee sponsored its second annual "Trip to Jefferson City" on Wednesday, February 9th. Twelve SLAA members traveled to Jefferson City to visit with legislators and let them know that tourism is important to the St. Louis region and to the state. Seasoned visitors to the halls of the Capitol were paired up with those new to the process, and the SLAA team spent the day talking with both veteran and freshman lawmakers.

The Public Affairs committee would like to thank *Vandalia Bus Lines* for their help in organizing this trip. The committee would also like to thank *State Rep. Michele Kratky D-St. Louis* who represents District 65, an area that encompasses South St. Louis City. Rep. Kratky, and her legislative assistant Donna Gentzsch, were a huge help in planning the details of the trip and offered us a warm welcome once we arrived in Jefferson City.

Some of you may be asking "how does this affect me or why should I care?" Remember that nearly 290,000 Missourians depend upon the tourism industry for their livelihood; over 86,000 in the St. Louis area alone. Most people reading this newsletter are counted in that statistic. We want legislators and citizens alike to realize that the tourism industry is a vital part of the economic engine of the state of Missouri.

If SLAA members have questions about the trip or would like more information on how to contact your state legislator, contact Sue Albers, chair of the Public Affairs committee. Sue can be reached via email at sue@destinationstlouis.com. You can also visit the Public Affairs section of the SLAA website for more information.



Featured Attraction

The Miniature Museum of Greater St. Louis



The Miniature Museum of Greater St. Louis has been in existence since 1989. The group shared a common goal: to establish a centrally located museum to house and display miniature works and collections for people of all ages to enjoy.

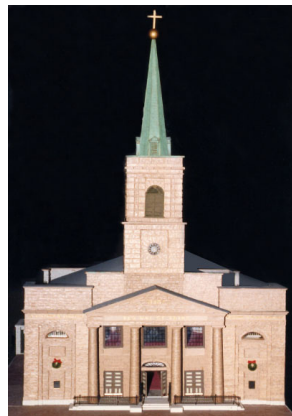
In February 2000, a building was purchased and is in the process of being renovated. The Miniature Museum officially opened at 4746 Gravois Ave. on June 27, 2001. Sneak a peek at the collections by visiting http://www.miniaturemuseum.org/our_collection.htm. A gift shop and library devoted to miniatures are also available. Future renovations will include exhibit and class space.

Various fundraising events are held throughout the year, including the Gateway Fair Show and Sale held in the spring and fall. Dealers from around the country come to sell and conduct workshops. The museum also sponsors a "miniatures only" Garage Sale each year.

The Miniature Museum has over 200 members and is governed by an all-volunteer Board of Directors. Members receive free admission to the museum, invitations to special events, access to the library and a subscription to the quarterly newsletter.

The Miniature Museum is open Wednesday through Saturday from 11 a.m. to 4 p.m. and Sunday from 1 to 4 p.m. Admission is \$5 for adults and \$2 for children ages 1 to 12.

Visit www.miniaturemuseum.org or call (314) 832-7790 for more information.



St. Louis Update

Compiled by Jennifer Hollenkamp
jhollenkamp@explorestlouis.com

2011 Official St. Louis Visitors Guide

Be sure to check out the *2011 Official St. Louis Visitors Guide* produced by the St. Louis Convention & Visitors Commission. Keep up with all the great new attractions, restaurants and nightlife that make St. Louis a special getaway any time of the year. 400,000 copies will be distributed to meeting and convention attendees, tour groups, family reunions and leisure visitors. 10,000 of those copies include a special Meeting Planners section. An e-version of the guide is available at www.explorestlouis.com.

Be a Tourist in Your Own Town Tradeshow

The St. Louis Convention & Visitors Commission's (CVC) annual "*Be a Tourist in Your Own Town*" promotion continues to be a big hit with St. Louis area residents and participating CVC members. Members are invited to again join the CVC in an event that celebrates National Tourism Week, May 7-15, 2011. The national observance recognizes the important contributions hospitality industry makes to the economy.

"*Be a Tourist in Your Own Town*" 2011 is set for **Thursday, May 5 from 10 a.m. until 2 p.m.** at Kiener Plaza in downtown St. Louis. That same day, a St. Louis Cardinals' game is scheduled for 12:45 p.m. which means a large crowd should stop by the tables. The cost for participating is only \$100. For more information, contact Donna Andrews at dandrews@explorestlouis.com.

Upcoming St. Louis CVC Membership Events

Membership Connection - The Malt House Cellar
Tuesday, March 15
5:00 - 7:00 p.m.

National Tourism Week Luncheon - America's Center
Wednesday, May 11
11:30 a.m. - 1:30 p.m.

Illinois Update

Compiled by Dan Krankeola, dkrankeola@thetourismbureau.org

It's Wine Time in Southwestern Illinois! Three new wineries have opened in Southwestern Illinois, and we're excited to tell you about them. This would be a great way to spend a weekend getaway or group road trip.

- **Jo-Al Winery:** No grapes are crushed to make wine at Jo-Al Winery. Really! Locally grown fruit is the basis for their signature sweet wines. They are all produced on site in Mascoutah where the winery is located in a former mechanic's garage. The wine list - with names drawn from the fruit - includes Jonathan, Jonnie Be Good - Oak Aged, Peach, Peach Pie, Golden Delicious, Blackberry, Strawberry and Spiced Apple. Visitors are invited to taste the wine and browse the Country Store for art, craft items, jewelry, games, handbags and other items created by local artists.
- **Roundhouse Wine Company:** The vineyards, winery and pavilion are nestled amidst the natural beauty of Raccoon Lake. This is the perfect setting for an intimate gathering, reception or large special event. Roundhouse Wine Company's goal is to showcase the best that Southwestern Illinois has to offer with their premium handcrafted wines made predominately from locally grown grapes and other fruits.

- **Winery at Shale Lake:** "From Mine to Wine" sums up the story of the Winery at Shale Lake in Williamson. The former Mount Olive and Staunton Coal Mine has been reclaimed with ten acres of wine grapes, a 24 acre fishing lake, a tasting room and patio and plans for lots more. David and Susan Wesa have been working on their dream for 11 years and opened it to the public in 2010. The tasting room has a selection of six different wines: Chambourcin, Traminette, Blush, Norton, Marechal Foch and Illinois White. A Vignoles, Red Table wine and Blueberry Fruit wine are coming soon. Beer, appetizers and pizza are also available Friday-Sunday year-round. Additionally, the facility offers billiards and surrey bicycles for rent. Future plans include a 78-site overnight stay campground and banquet facility. The Winery is located off I-55 (take the Livingston exit).

St. Charles Update

Compiled by Pamela Schulz, gscvcb@historicstcharles.com

- For the fourth year in a row, the Family Arena in St. Charles will be the site for the **2011 Missouri Valley Conference Women's Basketball Tournament**, March 10-13.
- **The Moolah Shriners** return to St. Charles in March, kicking off with their parade on March 5 in the Historic District. The Moolah Shriners Circus will be held at The Family Arena, March 17-20.

- The new **2011 St. Charles Visitors Guide** is slated to hit the streets mid-March.
- The **Working Women's Survival Show** is returning to the Saint Charles Convention Center February 25-27 with over 350 exhibitors.

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