ABOUT ST LOUIS, MO

Beneath the famed St. Louis Gateway Arch is a city with many worthy attractions, including nationally acclaimed universities, Fortune 500 companies and accomplished sports teams. The greater St. Louis area is the 18th largest metropolis in the US with 2.8 million people and 200,000 businesses.

In anticipation of its 250th Birthday Celebration this year, St. Louis has tirelessly renovated, restored and upgraded its downtown neighborhoods converting them from empty warehouse space to vibrant lofts with a wide variety businesses and food outlets on the ground floor.

Getting around Downtown St. Louis (http://www.downtownstl.org/), where the Hyatt Regency St. Louis at the Arch is located, has become even more appealing and easy with the introduction of new trolleys, a MetroBus service. Residents, workers and tourists are able to “jump on” to travel to all of the attractions, restaurants, hotels, stores, stadiums and office buildings in the Downtown area. The route loops through downtown from the Civic Center MetroLink Station, traveling on 14th Street, Spruce Street, Market Street, 4th Street (Hyatt Regency St Louis at the Arch), Broadway, and Washington Avenue to the City Museum before returning on 14th Street to the Civic Center. With the purchase of an all-day pass, customers can get on and off the shuttle all day long at any of the stops for the discounted fare of $2 for adults and $1 for children. The trolleys also accept Metro passes and transfers. Tickets can be purchased on the trolleys or at the MetroRide Center in America’s Center at 7th Street and Washington Avenue. The new downtown trolley service will operate from 5:30 a.m. to midnight Monday through Friday and 7 a.m. to midnight on Saturday. Service will reach each stop every 10 minutes from 10 a.m. to 2 p.m. daily, and every 20 minutes the rest of the time.

A recent Brookings Institution study of U.S. Census data found that more people are migrating to the area, especially college-educated people between the ages of 25 and 34 – a target market group for the growth of ASCH membership.

Part of the appeal for young people is the city’s reputation as one of the top 10 places to live, according to Money magazine. St. Louis was also named one of Forbes magazine’s “150 Best Metropolitan Areas” in the U.S. for 2005. Also, six St. Louis-based companies – Panera Bread, Talx, Labarge, Reliv International, Young Innovations and ESCO Technologies-- made Forbes’ list of “The 200 Best Small Companies” in the U.S. this year. In addition, Talx and Reliv also made Forbes’ list of “100 Fastest Growing Public Companies.”

It’s not all work though-- there’s plenty of opportunities for play in St. Louis. The city offers more, free visitor attractions than any other place outside of the nation’s capital, according to the St. Louis Regional Chamber and Growth Association (RCGA). There’s the Saint Louis Art Museum, Saint Louis Zoo, Cahokia Mounds, Museum of Westward Expansion, St. Louis Science Center, Missouri History Museum, Anheuser-Busch Brewery and Grant’s Farm.

Washington Ave Loft District, just 4 blocks from the Hyatt, ASCH attendees can explore this vibrant area.

Originally the Garment District of St. Louis, Washington Avenue has been resurrected to become one of the trendiest and hottest spots in St. Louis. After over $100 million in renovations, this once desolate street has become the perfect combination of modern chic meets classic 19th century architecture lined with beautiful lofts, eclectic boutiques and restaurants and exciting nightlife.

Let your taste buds delight with award winning pizza from Pi Pizzeria. Explore the world of calzones at Sauce on the Side. Experience David Bailey’s St. Louis-centric family of restaurants which includes Rooster, Bridge Tap House, Bailey’s Range, The Fifth Wheel @ 4Hands, and Small Batch. The Bailey family of restaurants endeavors to bring you eco-conscious, local, completely homemade Farm-to-table fare without breaking the bank. Or stop by the Lucas Park Grille, a casually elegant Wash Ave. spot for some New American cuisine and an incomparable wine selection of over 300 bottles.

If you prefer to avoid a restaurant atmosphere hit up Culinaria, a Schnucks’ Market on Market Street to grab a quick takeout lunch from their extensive salad bar, deli, and grill. Culinaria is a hybrid urban market perfect for a fine food and culinary experience.

If you’re in the mood to play, the Flamingo Bowl offers a variety of signature cocktails, pizza, sandwiches and more while you bowl a few frames in an upscale nightclub setting. The Jive & Wail offers great live music in a fun sing-a-long venue.

For the ultimate shopping spree, check out Beverly’s Hill for the latest in women’s loungewear, swimwear and intimates, and the fellows can stop by Boxers for an extensive collection of men’s underwear, athletics and accessories. When you’re on the go downtown and just need the essentials CeCi is your one stop shop for unique souvenirs, wearable art and eclectic jewelry and bags.
New Frontiers in Hypnosis and their Therapeutic Applications

Jefferson National Expansion Memorial and the Gateway Arch
They Hyatt Regency St. Louis at the Arch is, as the name states, located adjacent to the Jefferson National Expansion Memorial and the famous Gateway Arch on the banks of the Mississippi River. (The building in the left of the picture to the left is the Hyatt.)

A half century ago, workers gingerly hoisted into place the final of 142 stainless steel sections of the 630-foot-tall Gateway Arch — the shimmering tribute to President Thomas Jefferson and pioneers for whom St. Louis served as a gateway to the West. Located at the Jefferson National Expansion Memorial, the world’s tallest arch and St. Louis’ famously defining feature, along the Mississippi River’s western bank, officially celebrated its 50th birthday this year.

To celebrate this monumental occasion, St Louis has undertaken an ambitious $380 million renovation that includes a planned 46,000-square-foot expansion of the visitor center and a redesigned, modernized Museum of Westward Expansion, both located underneath the monument. The makeover of the grounds also includes creating a park atop a concrete-and-steel lid being built over an interstate highway between the Arch and the city’s downtown, thereby expanding the green space.

Before you hit the road, stop into the Old Courthouse. An icon in the St. Louis skyline today, this elegant Federal-style building would have dominated the landscape in the 1880s. The now-hushed galleries inside once roared with dissension as attorneys contested the legal issues of the day. Here, Virginia Minor demanded the right to vote, and Dred Scott the right to live as a free man.

Citygarden
The city has put millions of dollars into cleaning up and developing the 11 public parks in the downtown area, including the Citygarden, which features two dozen works of modern and contemporary sculpture by some of the world’s most highly regarded artists.

Soulard
Soulard, the city’s oldest neighborhood, exhibits a leisurely pace and an appreciation of days gone by. The historic streets are lined with red brick townhomes that house live music clubs and unique restaurants. Located just five minutes south of the Arch, the lively neighborhood was named for Antoine Soulard, a Frenchman who surveyed colonial St. Louis for the King of Spain. Today, structures built by early brewery workers have been turned into music clubs, shops and restaurants, many of which offer outdoor dining in elaborate courtyards.

Soulard Farmers Market (http://www.soulardmarket.com/), the cornerstone of this neighborhood, is the oldest Farmers Market west of the Mississippi. The historic Farmers Market keeps St. Louisians supplied with fresh produce, baked goods, exotic spices, fresh flowers, handmade soap, and more.

Numerous award-winning restaurants, many of which offer charming outdoor courtyard dining and provide a wide range of cuisines are located within this mainly residential neighborhood.

Soulard comes alive at its many pubs and clubs. Music lovers can enjoy some of the best blues, jazz, and folk music the city has to offer.

City Museum (www.citymuseum.org)
If Willie Wonka were to have designed a museum space, surely it would look like the City Museum. Housed in the 600,000 square-foot former International Shoe Company, the museum is an eclectic mixture of children’s playground, funhouse, surrealistic pavilion, and architectural marvel made out of unique and 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.

City Museum consists largely of repurposed architectural and industrial objects and is housed in the former International Shoe building in the Washington Avenue Loft District.
In front of the building is MonstroCity, opened in 2002 it’s an interactive sculpture/playground featuring: two Sabreliner 40 aircraft fuselages suspended high in the air, a fire engine, a castle turret, a 25-foot (7.6 m) cupola, four-foot-wide Slinkies that can be crawled through, and two ball pits filled with large, rubber dodge balls.

Cassilly and his longtime crew of 20 artisans have constructed the museum from the very stuff of the city; and, as a result, it has urban roots deeper than any other institutions’. 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!

St. Louis Zoo [www.stlzoo.org]

The St. Louis Zoo conserves animals and their habitats through animal management, research, recreation, and educational programs that encourage the support and enrich the experience of the public.

Located on 90 acres in beautiful Forest Park, the Zoo is home to more than 600 species of animals, many of them rare and endangered. It is one of the few free zoos in the nation.

Union Station [www.stlouisunionstation.com]

A National Historic Landmark with historic hotel, unique specialty shops, restaurants and entertainment venues. Free Memories Museum, self-guided walking tour and guided tours.

Other notable attractions in the St. Louis area include:

Sports:
- America’s Center®
- Anheuser-Busch Brewery Tour
- Busch Stadium (Cardinals)
- Scottrade® Center (Blues)
- Edward Jones Dome (Rams)

Culture:
- Basilica of St. Louis (Old Cathedral)
- Cathedral Basilica (New Cathedral)
- Missouri Botanical Garden
  - The Magic House (a St. Louis Children’s Museum)
- Contemporary Art Museum [contemporarystl.org]

Entertainment:
- Grant’s Farm
- Lumiere Place Casino
- Peabody Opera House