

PROFILE

STL

# St. Louis

## BUSINESS

THE GATEWAY CITY'S BUSINESS COMMUNITY IS DRIVING INNOVATION

P. 86

## TOURISM

FROM THE ARCH TO THE ARTS, ST. LOUIS IS ALL ABOUT FAMILY-FRIENDLY FUN

P. 102







# STL Made, STL Proud

WITH CREATIVITY, INNOVATION AND MIDWESTERN SPIRIT AT ITS CORE, ST. LOUIS IS READY FOR A RENAISSANCE.

BY AMANDA HONIGFORT

► Penny Pennington is a managing partner of Edward Jones, the global financial firm headquartered in St. Louis. She often invites prospective employees to spend a weekend in St. Louis with their families—then asks them what they think of the area.

Without fail, they will launch into a list of the affordable attractions, cultural activities and sports they enjoyed. “They all say, ‘I did not realize how much this region has going for it!’” Pennington says.

Those assets are a big part of the city’s latest initiative: STLMade.

It’s a movement that showcases the spirit of the region, plus all its individual strengths—from urban development to the arts, technological innovation and affordability—that make St. Louis a place where its citizens can “start up, stand out and stay.”

Kicked off in March, STLMade aims to embrace innovation and creativity, “celebrating a place that insists on moving forward by bringing people, businesses and institutions together in bold ways.”

“They’re big ideas and it’s kind of visionary, but we are a really smart group of people that have got a lot of resources. Why not?” says Lee Broughton, founder of Broughton Brand Company and the lead voice of STLMade.

## A Hard Place to Leave

STLMade encompasses what those who live and do business in St. Louis already know: This is an environment that fosters innovation, all fueled by Midwestern humility and warmth.

As Broughton puts it, “Once you get to know it, St. Louis is a hard place to leave.”

That’s true not just for residents, but for the





CLOCKWISE FROM TOP LEFT: AUDREY & MARK MCCLROY (ARCH); SAM FENTRESS (HOK); LOU BOPP (AIRPORT)

**CLOCKWISE FROM FAR LEFT: The 630-foot-tall Gateway Arch; Danforth Plant Science Center; Centene Corporation; Edward Jones employees volunteering; HOK's St. Louis office; Enterprise Holdings was founded in St. Louis in 1957; Terminal 1 at St. Louis Lambert International Airport.**

a 24-office, 1,800-person global company of architects, designers, planners and engineers. For HOK, St. Louis not only signifies the company's roots—it still serves as a prime location from which to do business.

"St. Louis is a fantastic location for a large, multiregional company because of its central location, growing downtown and access to some of the top talent in the nation," says Eli Hoisington, design principal for HOK's St. Louis practice. "The city as a whole offers a really unique work-life balance. You can be part of important projects and have a global impact while maintaining a quality of life that is second to none."

Enterprise Holdings, which includes Enterprise Rent-A-Car, National Car Rental and Alamo Rent A Car, is 13th on *Forbes'* list of the largest privately held companies in the United States, with approximately \$24 billion in yearly revenue.

"We know St. Louis well and it's just a great place to do business and a great place to have a young family," says Andy Taylor, executive chairman. "There are these great Midwestern values, the trust people have for one another, the mutual support. It's a very tight community and [my father's] business was supported here, which allowed it to spread."

"We have a legacy of very entrepreneurial, creative people here," says Dennis Lower, president and CEO of Cortex Innovation Community. "We're continuing that legacy with a new batch of companies, and we don't know which ones are going to come to the front and be the new national or global leader, but some of them will."

#### Central Location

St. Louis' position near the middle of the country means air travel to major business markets is easy and quick. St. Louis Lambert International Airport serves passengers from St. Louis, eastern Missouri and southern Illinois with more than 250 daily departures to 70-plus nonstop destinations on most major airlines, including Delta Air Lines. ("If you are a businessperson who is in the air a lot—like I am—it's really nice to be in the center of the country," says Taylor.)

St. Louis also sits near six class 1 freight railroads, the confluence of the Missouri and Mississippi rivers and several major interstate highway routes.

"[We have] these assets which are undeniably, centrally a focus point for transportation all across the Midwest," says Taulby Roach, pres-

#### St. Louis by the Numbers

**\$8  
BILLION**

THE VALUE OF DEVELOPMENT CURRENTLY UNDERWAY IN AND AROUND ST. LOUIS' CORE.

**630 FEET**

HEIGHT OF THE GATEWAY ARCH, WHICH IS TALLER THAN THE STATUE OF LIBERTY OR THE GREAT PYRAMID OF GIZA.

**\$334  
MILLION**

AMOUNT OF VENTURE CAPITAL INVESTED IN A TOTAL OF 48 LOCAL STARTUPS IN 2017.

**1764**

THE YEAR THE CITY OF ST. LOUIS WAS FOUNDED AS A FUR TRADING POST. IT HAD BEEN SETTLED BY NATIVE AMERICANS IN THE 9TH CENTURY.

**2<sup>ND</sup>**

ST. LOUIS' RANK AMONG U.S. CITIES FOR MILLENNIAL HOME OWNERSHIP.

**8%**

THE COST OF DOING BUSINESS IN ST. LOUIS IS 8 PERCENT BELOW THE NATIONAL AVERAGE.

SOURCES: ST. LOUIS ECONOMIC DEVELOPMENT PARTNERSHIP; AMERICAN COMMUNITY SURVEY; FORBES; ST. LOUIS REGIONAL CHAMBER





## CITY-COUNTY SOLIDARITY

MORE THAN A CENTURY AFTER THEY SPLIT APART, A MERGER BETWEEN ST. LOUIS CITY AND ST. LOUIS COUNTY IS CONSIDERED FOR 2020.



It likely isn't apparent at first glance, but the area you know as St. Louis is actually two entities: the city of St. Louis and St. Louis County. It's a complicated situation stemming from a "great divorce" in 1876. Today, an array of communities in St. Louis County are governed completely separately from St. Louis City—which is not technically part of a county, but essentially operates its own "county" offices and is governed by its own mayor and a 28-member board.

However, two different efforts are underway to rejoin the city and county into one "Metro City." The task would be daunting no matter which way it potentially happens, and the change would be immense: For one, St. Louis' population would become about 1.3 million compared to just over 300,000 currently.

One effort, Better Together, is headed up by a city-county governance task force—a group endorsed by both St. Louis mayor

Lyda Krewson (pictured, left) and St. Louis County executive Steve Stenger (right). Better Together is a "proposal that is expected to be on the [statewide] ballot in 2020," says Krewson. "The benefit that I see from that is that we would begin to make our big decisions regionally." (An alternative to Better Together, the Municipal League Board of Freeholders initiative, also is in the works.) The statewide 2020 vote would amend the Missouri constitution to rejoin the city and county under one elected metro mayor, prosecutor and assessor as well as a 33-person city council, one police department and one municipal court. All of this change would take effect after a two-year transition period.

Stenger says that based on the examples of other cities that have merged, it's likely that the city and county joining forces "does a great deal for economic development, service delivery and national statistics."

ident and CEO of Bi-State Development, which serves economic development and transportation in the city of St. Louis, St. Louis County and into Illinois' St. Clair County. "Here in St. Louis, [goods] can move from an intermodal center to anywhere in the country almost untouched by human hands, so they move very quickly and efficiently," says Roach.

Investments in transportation within the city itself also will contribute to the quality of life for residents and businesses.

"A healthy, vibrant and thriving metro area depends heavily on a thoughtful and efficient public transit system," says Fred Pestello, Ph.D., president of Saint Louis University and a member of the Bi-State Development board of commissioners. "Bi-State Development plays a number of critical roles, both as a driver of economic growth and as an organization that ensures affordable public transportation is available to everyone."

### Agriculture Behind the Scenes

In addition to being centrally located, St. Louis is the epicenter of agriculture in the United States, with 50 percent of U.S. agricultural production occurring within a 500-mile radius of the city. The region is home to approximately 1,000 plant science Ph.D.s—the largest concentration in the world.

"There's nowhere else in the United States that has a complete ecosystem for agriculture technology innovation from basic research to applied research to commercialization," says

Donn Rubin, president and CEO of BioSTL, which works with the region's medical and plant bioscience industries to advance innovation and entrepreneurship. Indeed, the largest plant biotech enterprise in the world has a presence in St. Louis: Bayer's Crop Science division.

Brett Begemann, COO of Bayer's Crop Science division, notes, "This is an exciting time for the St. Louis region, which is becoming known the world over as a technology hub. Our roots run deep in this community. Bayer also is a global company focused on developing wide-range solutions to advance food and nutrition, health and farming. The collaborations that we're establishing with new and emerging companies provide unlimited opportunities for agricultural innovation."

Bayer's Crop Science division is in 39 North—a 600-acre innovation district about 15 miles from St. Louis. Approximately 5,000 Bayer employees work in St. Louis, with the Crop Science division bringing in approximately \$16 billion in total net sales. Bayer expects to increase the number of plant science positions in St. Louis through the integration of Monsanto and its subsidiary, The Climate Corporation, which helps farmers improve productivity and sustainability with the help of digital tools.

"Proximity to the farmer is essential to our success. Our St. Louis operations bring unprecedented agronomic expertise to the digital farming industry and ensure that we're closely connected to our Bayer colleagues," says Mike Stern, head of Digital Farming and The Climate





BioSTL supports St. Louis' bioscience and health care industries.

Corporation.

The Donald Danforth Plant Science Center, also in 39 North, is the largest independent research institute in the world focused solely on plant science. Founded in 1998 by William H. Danforth (and named in honor of his late father, the onetime leader of the Ralston Purina Company), the 303,000-square-foot center is where 260 employees from 24 countries apply scientific knowledge to critical challenges related to hunger, human health, energy and the environment. It has been awarded more than \$200 million in competitive research funding and generates more than \$217 million in annual economic impact.

"The Danforth Plant Science Center is all about discovery, community and impact at the nexus of agriculture and the environment. The unique contributions to and from this region are a large part of our success," says James C. Carrington, Ph.D., president of the center.

#### Health Care Heavyweights

In addition to many medical schools and health care corporations, the region is home to prominent hospital systems. "There's more health care buying power in St. Louis than there is in Boston or Philadelphia," says Rubin. "St. Louis represents

about 1 percent of the population of the United States; about 8 percent of the health care spend flows through St. Louis organizations, which gives us tremendous power to be able to engage and attract health care innovators from around the world."

Centene Corporation, a St. Louis-based health care company, has more than 5,000 local employees and a \$770 million expansion of its current headquarters in nearby Clayton underway. The company projects that the new headquarters is creating at least 4,300 construction jobs and 2,400 indirect jobs throughout its three years of construction. "We're now the largest public company in the state, and with that comes the responsibility to move things ahead," says Michael Neidorff, chairman and CEO.

Express Scripts, purchased by Cigna in 2018, was founded in St. Louis in 1986. President Tim Wentworth calls it the "world's most innovative health services company," encompassing retail pharmacy claims processing, prescription drug home delivery, benefit consultation, drug utilization review, formulary management and clinical programs as well as several subsidiary health care companies.

It employs 27,000 people and serves ap-

**Our roots  
run deep**

Chances are, you've seen us around the house, or around the yard. In the store, or even out in the field. In fact, families and farmers have turned to Bayer for six generations and counting.

Because for over 150 years, we've been right by your side. Advancing the health of the people, plants and pets you love.

**Thank you for trusting us, then and now.**

[bayer.com](http://bayer.com) @Bayer bayerofficial

**B  
A  
Y  
E  
R**

Science for a **better life**



proximately 100 million members. The company generated \$3.8 billion in direct economic impact in Missouri between 2006 and 2013. "In just 32 years, we went from an idea to a \$100 billion industry leader," Wentworth says.

### Community Challenges

Almost every sizable company in the region is involved in, and gives back to, the community. Charity Navigator regularly ranks St. Louis as one of the most charitable cities in the United States.

"St. Louis has one of the largest United Way campaigns in the country," says Kavanaugh. "I do not think we always get represented in that way, and we need to do a better job collectively of talking about the good things that are going on."

In the wake of the 2014 unrest in the St. Louis suburb of Ferguson, community engagement and investment has become more important than ever. Centene, for example, responded to the turmoil by announcing that it would build a service center facility in Ferguson. About 300 people now work in technical jobs at the facility; Centene also built a community center and child care center and hired local employees in what Neidorff calls a "community effort."

"We've got big challenges like everyone does. But we're also working on them, and we're working on them in an open and honest way," says Jason Hall, co-founder and CEO of Arch To Park LLC, a civic investment organization focused on St. Louis' economic growth. "I would say that this new civil rights movement in some way was catalyzed in Ferguson, and I think that's put us at the frontlines of finding innovative solutions."

One of those solutions is fostering diversity. "Diversity is essential for a successful innovation community," says Cortex's Lower. "Diversity of all types—gender, race, culture, technologies, creeds, disciplines."

Cortex, a 200-acre innovation community, was founded in 2002 by Saint Louis University, Washington University, the University of Missouri–St. Louis, BJC Healthcare and the Missouri Botanical Garden. The innovation center sponsors a coding class with local nonprofit LaunchCode—started by St. Louis native, Square co-founder and serial entrepreneur Jim McKelvey—that targets underrepresented populations.

LaunchCode provides free skills-based tech education supported by mentors. The classes set participants up to transfer into a technology



The 200-acre Cortex Innovation Community is home to about 400 companies, 350 of them startups.







ABOVE, FROM LEFT: World Wide Technology's global headquarters; Express Scripts' research lab; Bayer's Crop Sciences division focuses on plant breeding, biotechnology, crop protection and data science.

career. "I love the fact that we're a region with so many people on the ground making individual contributions every day to move this region forward—on economic growth, racial equity and other social efforts," Hall says.

### Stellar Startup Scene

There are four main nodes of the St. Louis innovation community: T-Rex downtown, Cortex, 39 North and the OPO in St. Charles, as well as other coworking spaces and support organizations sprinkled across town. In October 2018, St. Louis-based entrepreneur network ITEN predicted 60 percent growth in regional tech jobs over the next three to five years.

The Republic of Tea, a purveyor of premium teas and herbs, expanded in September 2018 with an e-commerce office in Cortex. "It's such an entrepreneurial and innovative place; it really fits into our culture," says minister of enlightenment and commerce, Kristina Richens.

The tea is blended in Nashville, Illinois (about an hour away), and the company's president is a St. Louis native—so when The Republic of Tea needed to open a new office, the thriving startup scene here felt like the best bet.

The Nvested crowdfunding platform, launched in cooperation with the St. Louis Economic Development Partnership, encourages people to invest in local companies. It's the only such platform sponsored by an economic development group, says Rodney Crim, interim CEO of SLEDP.

"What we're doing here is the future of St. Louis. We need a new generation of Enterprise, Purina, McDonnell Douglas," says Lower.

### Geospatial Intelligence and the Promise Zone

Another exciting frontier is the geospatial information industry, which relates to data that has a geographic component—a concept that feeds into infrastructure, utilities, agriculture, routing systems, urban planning and countless other

applications.

The National Geospatial-Intelligence Agency will begin building its new headquarters in North St. Louis this summer. The site will bring 3,100 jobs when it opens within the next five years (with an average salary of about \$100,000).

Saint Louis University's Collaborative Research and Development Agreement with the NGA on geospatial research, training and innovation initiatives, says Pestello.

Hall calls the nearly \$2 billion headquarters a "catalyst" for St. Louis. "You have a major anchor institution in a technology era where geospatial technology is driving a lot of other industries."

The NGA campus will be in the St. Louis Promise Zone: a federal growth- and inclusivity-driving designation applied to parts of St. Louis and St. Louis County—including Ferguson—that have experienced high unemployment, high crime and mortality rates and homelessness. NGA will be less than 2 miles from T-Rex's building, where the incubator is investing in a currently under-construction geospatial resource center called Geosaurus.

"T-Rex, Cortex, the NGA, our universities, LaunchCode—all of those collectively ladder up to 'this is the place you need to be if you're in the business of geospatial and you really want to be successful,'" says Hall.

### Revamping the Central Corridor

Currently, Hall counts upwards of \$8 billion in redevelopment projects in the urban core.

"I think St. Louis is doing great right now. I think we have tremendous momentum," says St. Louis mayor Lyda Krewson. "When you think about what's happening, you can take a visual ride from the Gateway Arch to Kiener Plaza to [the St. Louis Cardinals'] Ballpark Village and its expansion to CityGarden and the Enterprise Center, which now has about \$95 million of improvements."



# THE SPIRIT OF ST. LOUIS RUNS DEEP



It's that can-do, start-up spirit that prompted Jack Taylor to found Enterprise here in 1957 and grow it into the world's largest car rental provider. And it's why we've continued to make it our home. Forbes ranks it among the most affordable places to live in the U.S.\* Recently, St. Louis saw the largest upward shift of startup activity in the country.\*\* We're proud of that. But we're even more proud of the St. Louis spirit that makes it happen.



\*Forbes.com, 4/17/2018 \*\*The Kaufmann Index, 2017 © Enterprise Rent-A-Car. The 'e' logo and Enterprise are registered trademarks of Enterprise Holdings, Inc.





The Republic of Tea team members.

The mayor's list is just the beginning. Part of the historic Union Station train depot is being transformed into a family entertainment complex that includes an almost \$200 million aquarium. The Saint Louis University Hospital on SLU's south campus is being rebuilt and a new mixed-use development, Iron Hill, will bring the "perfect blend of high-density development that the area needs," says Pestello.

When complete, Great Rivers Greenways' Chouteau Greenway project will include a series of walking and biking paths connecting Gateway Arch National Park in the east to Forest Park in the west.

The Chouteau Greenway is an "amazing, mind-blowingly creative opportunity that we have in our city to really look at how public space—and the ways in which we navigate our city—can be reimagined and reenlivened to honor so many different types of people who have made our city what it is," says De Nichols, co-founder and principal of social practice and design at Civic Creatives, who is consulting on the project.

The Chouteau Greenway will head past the BJC Medical Campus and St. Louis College of Pharmacy before finally reaching Forest Park—which, at about 45 acres larger than Central Park, Mayor Krewson calls "iconic."

St. Louis County executive Steve Stenger has a lot to be excited about as well. In 2018 alone, he says, "we've had \$2.8 billion of new business investment proposed, completed, earned or under construction in St. Louis County."

#### Fostering the Next Generation

Given everything happening here, it should be no surprise that St. Louis has experienced growth among its millennial population. "I think part of what we see here is that our new younger workforce, they want to live here with great walkable neighborhoods, great communities where people know their neighbors. [They] feel engaged," says Mayor Krewson.

"One of the most powerful things about St. Louis is that there are certain leaders across industries who have taken seriously the idea of artists being at the table. Not just artists, but designers and creators and young entrepreneurs who have such innovative ideas," says Nichols.

"It's a city on the rise. It's a region on the rise," says Hall. "I think if you are looking for opportunity, if you want to be in a place that has world-class amenities, if you want to be in a city that's big enough to matter but small enough to be a part of making a difference—this is the place to live or bring your ideas to pursue." ▼

## FLYOVER COUNTRY? NOT ANYMORE.

“

St. Louis is a hidden gem in health care. I was blown away by the level of innovation and scope of their health care systems. GlobalSTL is THE navigator for **startups** to connect with St. Louis.

- Ziv Ofek, MDClone CEO, Tel Aviv -



BIOSTL

BIOGENERATOR | GLOBALSTL

FIND OUT WHY ST. LOUIS IS GLOBAL LEADER IN MEDICAL SCIENCE AND AGTECH AT [BIOS.ORG](http://BIOS.ORG)

#### DISCOVERIES

that lead to a more sustainable future happen here.



DONALD DANFORTH  
PLANT SCIENCE CENTER

[DANFORTHCENTER.ORG](http://DANFORTHCENTER.ORG)



# Voices of ST. LOUIS BUSINESS

THESE GATEWAY CITY BUSINESS LEADERS ARE MOVING THE REGION FORWARD.

BY JENNIFER BRADLEY FRANKLIN



**MICHAEL F. NEIDORFF**  
Chairman and CEO, Centene Corporation

**SECTOR:** Health care

**LOCAL CONNECTION:** I joined Centene in 1996 and have been chairman and CEO since 2004. My wife, Noémi, and I moved to St. Louis in 1984. We're St. Louisans by choice, not by birth.

**PROUDEST ACCOMPLISHMENT:** Our connection to the Ferguson community is a focal point. Centene came together with other corporate and community leaders to begin the work of moving Ferguson forward. I proposed building a new Centene Service Center there, bringing economic development and high-quality jobs. We're honored to employ more than 5,000 individuals in the greater St. Louis area.

**VISION:** Centene's business model remains relevant, purposeful and disciplined as we continue expanding our U.S. and international footprint.



**CHRISSEY TAYLOR**  
President and COO, Enterprise Holdings Inc.

**SECTOR:** Travel, transportation

**LOCAL CONNECTION:** I was born and raised in St. Louis. My grandfather, Jack Taylor, founded Enterprise here in 1957.

**PROUDEST ACCOMPLISHMENT:** It's been exciting to work with our CEO, Pam Nicholson, and our leadership team to execute an international expansion. Today we operate in more than 90 countries and territories, including in North America, Central America, South America, the Caribbean, Europe and parts of the Asia-Pacific region and the Middle East.

**VISION:** Our industry is undergoing a huge change, much of it driven by technology. In this new era, I believe that Enterprise will be the company that brings transportation innovation to life at scale for customers.



**MARGARET MCDONALD**  
Senior principal, HOK

**SECTOR:** Architecture

**LOCAL CONNECTION:** I was born and raised in St. Louis. After moving away for school, obtaining two degrees and working a number of jobs, I was excited to get back.

**PROUDEST ACCOMPLISHMENT:** Seeing the impact HOK has had on the city's growth is inspiring. We were founded here in 1955 and our buildings have helped shape this community. At 700 Market, I had the opportunity to be part of transforming the iconic but long-vacant Philip Johnson building.

**VISION:** It's a dynamic time. Technology allows us to create and understand space differently. My vision is that HOK remains a leader in blending design and technology to create spaces that are thriving, dynamic and lasting civic assets.



**PENNY PENNINGTON**  
Managing partner, Edward Jones

**SECTOR:** Financial services

**LOCAL CONNECTION:** I relocated from Michigan to St. Louis in 2006. I was named to my current role January 1, 2019.

**COMMUNITY ASSETS:** Our city is home to many established businesses, but it also has been a leader in innovation and technology, successfully attracting entrepreneurial and creative talent.

**PROUDEST ACCOMPLISHMENT:** Edward Jones is the largest corporate donor to both the United Way campaign and to the Arts & Education Council of St. Louis. Home office associates contributed 14,000 volunteer hours last year.

**VISION:** To continue to grow so that we can serve tens of millions of clients and their families across the United States and Canada, helping them achieve financially what is most important to them.



**TIM WENTWORTH**  
President, Express Scripts and Cigna Health Services

**SECTOR:** Health care

**LOCAL CONNECTION:** I moved to St. Louis when Express Scripts acquired Medco Health Solutions in 2012. I've been with the company for more than 20 years, most recently serving as CEO of Express Scripts until taking on my new role in December.

**COMMUNITY ASSETS:** St. Louis is a can-do city in the Show Me State. The collaboration between companies is unique, as is the breadth of industries.

**LOCAL ENGAGEMENT:** My wife, Robin, and I are active supporters of Covenant House and St. Louis Community College; I am proud to lead the region's United Way campaign this year.

**VISION:** Now that Express Scripts is part of Cigna, we have an even greater opportunity to improve care, expand choice and lower costs.



**ROBERT F. O'LOUGHLIN**  
Chairman and CEO, Lodging Hospitality Management

**SECTOR:** Hospitality

**LOCAL CONNECTION:** We started LHM here in 1986 and are now the largest privately owned hotel company in the region with more than 5,000 guest rooms.

**COMMUNITY ASSETS:** St. Louisans are very proud of their community and the region has a wealth of historic buildings that are being given new life by the region's businesses. The corporate citizens are known for giving back and LHM shares that philosophy.

**LOCAL ENGAGEMENT:** We've formed the St. Louis Aquarium Foundation to provide access to the new LHM-owned St. Louis Aquarium at Union Station for children in underserved schools. LHM also supports charitable entities including the Saint Louis Zoo and the American Cancer Society.





**Lab.Express-Scripts.com**

It doesn't get better, or bigger, than that.



© 2019 Express Scripts. All Rights Reserved. 19EME45313  
Express Scripts, part of Cigna, unlocks new value in pharmacy, medical, and beyond to further total health for all.





# Lofty Goals

THE WORLD IS EVOLVING, AND ST. LOUIS' PREMIER HIGHER EDUCATION INSTITUTIONS ARE RISING TO NEW CHALLENGES. **BY SELENA FRAGASSI**

► St. Louis always has had lofty goals—which is fitting for a city whose calling card is the towering Gateway Arch. In 2019 and beyond, as it focuses on renewal and collaboration, this Midwestern city is challenging itself even more. Of the \$8 billion in funding being spread throughout the city's core, much of it is a combined effort of local industry and higher education institutions pumping in resources. It's all in the name of innovation, helping St. Louis continue to be one of the most rapidly growing cities for startup entrepreneurship and, in turn, fostering an already impressive local workforce.

At the center of this activity is the new Cortex Innovation Community, which will create 15,000 new jobs in a variety of sectors over the next decade. Washington University has been a lead partner in the Cortex project along with Saint Louis University, the University of Missouri–St. Louis, BJC Healthcare and the Missouri Botanical Garden. Washington University's executive vice chancellor and chief administrative officer, Henry S. Webber, is chair of the board.

"The university contributes to a wide spread of initiatives designed

CLOCKWISE FROM FAR LEFT: Students at Maryville University; Washington University; Washington University commencement; Saint Louis University's iconic gateway.

to improve quality of life and make us a more inclusive and economically vibrant region," says Webber, who says that the Cortex Innovation Community is a huge next step. "A successful and vibrant urban economy has to be very diverse, with wide representation in the types and sizes of companies that are established—as well as diversity in where those companies are in their evolution—and there has to be a mix of industries, all of which will be apparent within the Cortex community," he says.

Webber believes that the higher education sector will help St. Louis stand out in the future. There are about 50 higher education institutions in the St. Louis region, including public and private colleges, universities, trade schools, community colleges and specialized schools.

"The city is among the top 10 in percentage of college student populations in the country," Webber says. "We have large research institutions that are contributing to the business spectrum. With research universities like the ones here, there is the opportunity to generate intellectual property and new ideas that get adapted in business."

Here's how some of the leading institutions of higher learning in St. Louis are shaping the city of tomorrow.

## School of Service

Of all its accolades, one of the most meaningful honors bestowed upon Saint Louis University is recognition for its unique service-focused mission that aligns with its Jesuit roots.

In recent years, *The Princeton Review* has named Saint Louis University the No. 1 university in the nation for community service engagement as well as among the top 10 universities in the country for making an impact. The 13,000 students of the 200-year-old university—the first to be established west of the Mississippi River in 1818—are challenged to make the world a better place through innovation and leadership.

A new interdisciplinary research institute will encourage students to make novel discoveries, the same type of discoveries that have made Saint Louis University a national leader in vaccine development and geospatial research.

"As we enter our third century as a global, mission-focused, student-centered, research-driven Jesuit university, we will continue to engage throughout the St. Louis community in reimagining, revitalizing and transforming our city," says president Fred P. Pestello, Ph.D.





Saint Louis University's campus.

### Digital Classroom

Maryville University's unique curriculum even has Apple paying attention. For the second time, the tech giant has named the St. Louis campus an Apple Distinguished School for the 2018-2021 school term.

Through the university's Digital World initiative, every incoming full-time undergraduate student receives an iPad stocked with digital course materials and 185 apps with the intended outcome of encouraging students to develop their digital skills while experiencing an interactive education.

*The Chronicle of Higher Education* cites Maryville as the fourth-fastest-growing private university in the United States with enrollment growing more than 80 percent in the past five years, an impressive feat for the nearly 150-year-old university. Current enrollment figures stand at 9,300 students enrolled in 90 degree programs, including a robust online degree offering.

Maryville's career placement rate is at 97 percent with many alumni choosing to stay in the St. Louis region. Incoming freshmen are matched with life coaches, who offer them career guidance and personal support from the onset of their education.

"Maryville created its personalized student learning model on the idea that everyone develops and grows at different rates," says president Mark Lombardi, Ph.D.

"The question is which key best unlocks that ability. At Maryville, this approach is why many students choose us and why our graduates have outstanding career outcomes," he says.

### Research Leader

Washington University believes investment in the world starts right at home. Founded in 1853, the university has a reputation for being a global leader in teaching, research and patient care, with a commitment to local engagement.

Between 2013 and 2018, it's estimated that university researchers received more than \$3 billion in research funding, most of which remains in the St. Louis area. About 15,000 undergrad, graduate and professional students are enrolled in seven schools that cover an array of traditional and interdisciplinary fields.

"Washington University was founded with the inherent vision to provide educational access and community resources for those who live in the St. Louis region," says chancellor-elect Andrew Martin. "We will continue to strengthen that vision." ▽

MARYVILLE UNIVERSITY

## LEADS THE REVOLUTION

Higher Education today is about student outcomes. It is about students developing competitive job skills in order to succeed in the economy of tomorrow.

- Our cyber security students provide free cyber defense for 150 non-profits throughout St. Louis and the nation in our state of the art Cyber Fusion Center.
- Our business/marketing students work in the satellite office of Abstrakt Marketing Group located on the Maryville campus.
- Maryville listens to and collaborates with industry leaders to design market-relevant curriculum that adapts to the changing landscape of the professional world.
- Our undergraduate students partner with a life coach to assess their individual strengths and learning styles so that their education is tailored to them.

JOIN THE REVOLUTION.  
Find out more at [maryville.edu](http://maryville.edu)



## WELCOME TO METRO WE'RE HERE TO GET YOU THERE.



Easy access from St. Louis Lambert International Airport to downtown St. Louis, hotels and attractions.

[MetroStLouis.org](http://MetroStLouis.org)







# Baseball, Beer and Beyond

FAMILIES, FOODIES AND ARTS AFICIONADOS ALIKE ALL WILL FIND THEIR SCENE IN ST. LOUIS.

BY MARY MCHUGH

► As soon as you arrive in the Gateway City, it's clear that something wonderful is afoot.

From the first glimpse of the iconic Gateway Arch upon arrival into St. Louis Lambert International Airport to the offbeat gems that thrive in its 79 unique neighborhoods, St. Louis has fully emerged from its shell, shedding its perception as an unassuming, bashful Midwestern city.

Long synonymous with Budweiser beer and toasted ravioli, the city has unveiled itself as a global culinary hot spot full of unique neighborhoods and attractions that continually get the top nod in

national rankings.

Kitty Ratcliffe, president of Explore St. Louis, cites the local food and beverage scene as a prime example of the region's innovation and creativity.

"Numerous James Beard award winners and nominees are stirring the pot—so to speak—and joining countless other chefs, bakers, brewmasters and distillers who are offering up some of the best fare anywhere in the nation," Ratcliffe says.

With 170 parks and green spaces, dozens of golf courses, hundreds of miles of greenway trails, plus an overwhelming number of performing arts venues, museums, breweries and restaurants—not to mention St. Louis Cardinals and St. Louis Blues home games—there are plenty of memorable (and Instagram-able) moments all over the city.

As local celebrity Sterling K. Brown exuberantly points out in Explore St. Louis' "In the Know" TV spots that tout the city's classic and offbeat landmarks, St. Louis is chock-full of both the iconic and the unbelievable—from skyline to table to stage.





### A Skyline Transformed

Though long defined by the Gateway Arch—Eero Saarinen's geometric marvel that stands at the base of the riverfront—the St. Louis skyline is being enhanced with quirky boutique hotels in renovated buildings that date back to the 1800s, rooftop bars and pools, a 200-foot observation wheel and an expanded second phase of **Ballpark Village's** entertainment district, adjacent to **Busch Stadium**.

"There is a tremendous amount of innovation that is going on throughout our community that touches all facets of living and visiting St. Louis," Ratcliffe says. "And it's creating a greater sense of wonder for everyone."

The city, the only one in the United States with a national park in its urban core, garnered global attention for its recent \$380 million renovation of the **Gateway Arch National Park and Arch Visitor Center**. The project signaled the end of a decades-old dream of connecting the riverfront to the rest of downtown. Visitors now can traverse a 1-mile path from the riverbank to **Union Station**. Highlights include the **Basilica of Saint Louis**, the oldest church west of the

CLOCKWISE FROM FAR LEFT: The Fabulous Fox Theatre; Anheuser-Busch Budweiser Brewery Experience; Union Station; Gamlin Whiskey House in the Central West End; Creve Coeur Lake in Maryland Heights; The Economy Museum at the Federal Reserve Bank of St. Louis.

Mississippi; the **Old Courthouse**, where Dred and Harriet Scott sued for their freedom; **Kiener Plaza**, with its green space, splash pad and playground; **CityGarden**, a lush urban oasis; and the **Soldiers Memorial Military Museum**, with its lovingly restored mosaic-tiled Gold Star.

**Union Station**, the city's former rail transportation hub, is finishing up its \$187 million family entertainment complex that will feature a 200-foot observation wheel with 42 year-round climate-controlled gondolas, a carousel, an 18-hole miniature golf course and a lake with daily fire and water shows, according to Cameron Schoeffel, director of sales and entertainment.

When complete, the facility also will house the 125,000-square-foot **St. Louis Aquarium** for fresh and saltwater life with more than 10,000 aquatic animals, including 60 sharks and rays. (St. Louisan John Goodman voices the aquarium's impressive promotional video.) A mirror maze, three transportation-themed restaurants and 28 new rooms at the existing Hilton hotel round out Union Station's interior renovations.

### Global Table

Influenced by the city's diverse roots, St. Louis is a true foodie's paradise with all the flavor of a global farmers market—and the world is taking note. Award-winning chefs are pushing the envelope in terms of multinational restaurants and bold menus that feature everything from new creations to innovative twists on comfort food.

"When we first opened, we were inspired by the diversity of what [James Beard award-winning St. Louis chefs] Gerard Craft and Kevin Nashan were already creating in their restaurants. Diners were eager for a more chef-driven experience," says Tara Gallina, co-owner and general manager of **Vicia**. "Visitors today have such a wide variety of choices, including a healthy dose of international restaurants. I'm excited to eat here."

Gallina is quick to recognize the talent of local chefs such as Loryn Nalic of **Balkan Treat Box**, whose award-winning food truck-turned-brick-and-mortar restaurant has been bringing food from the Balkan Peninsula to the mainstream.

Craft, a six-time Beard semifinalist and 2015 winner of Best Chef Midwest, creates South American-inspired food at the city's newest upscale hot spot, **Cinder House**, which sits atop the **Four Seasons Hotel St. Louis**. The adjoining

"ST. LOUIS IS THE BEST FAMILY TRAVEL DESTINATION IN THE COUNTRY. NO MATTER IF YOU ARE TRAVELING HERE FOR BUSINESS OR PLEASURE, YOU ARE SURE TO HAVE A WORLD-CLASS EXPERIENCE AND NOT BREAK YOUR BUDGET TO MAKE IT HAPPEN."

—KITTY RATCLIFFE, PRESIDENT, EXPLORE ST. LOUIS







One of Great Rivers Greenways' bike trails.

open rooftop bar and poolside lounge chairs offer one of the best views of the city's riverfront and skyline.

"St. Louis has so many interesting food choices at every price point, along with a tight group of chefs who are pushing some really innovative foods," Craft says.

These award-winning chefs are satiating palates with the same intensity as those serving up gooey butter doughnuts at **Strange Donuts**, the extravagant Peanut Butter Bomb at **The Chocolate Pig** in Midtown and the renowned Clothesline Bacon at the **Grand Tavern** by David Burke in the Grand Center Arts District, to name a few.

The Chocolate Pig's executive pastry chef, Tyler Davis, goes so far as to incorporate experimental techniques, such as liquid nitrogen, into the pastry program. He says he loves the "dessert show kitchen" aspect of The Chocolate Pig because he can interact with customers.

Desserts "should be more than an afterthought," says Davis. "I believe they should be celebrated like the final note of an incredible concerto, always leaving you wanting more."

Global palates are feted with a cavalcade of food trucks serving everything from Korean-Mexican fusion (**Seoul Taco**) to Filipino street


food (**Guerrilla Street Food**) to neighborhood restaurants reflecting virtually every nationality. Visit award-winning barbecue joints such as **Pappy's Smokehouse** or try David Molina's Cuban Reuben at **Sugarfire Smokehouse**, which won first place in the 2018 Sandwich World Championship. The macarons are a must-try at Kirkwood's **Nathaniel Reid Bakery**. Reid, schooled at the famed Le Cordon Bleu in Paris, has created a sweet-tooth's dream come true. Of course, no visit to St. Louis is complete without a stop at **Ted Drewes Frozen Custard**, now in its 90th year.

Boozy and vegan ice cream concoctions are all the rage at **Baileys' Range** downtown, while the locally owned Baileys' Restaurants company operates other dynamic dining spots all over the city, ranging from **Small Batch** (a whiskey lounge located in a former Ford Model T showroom) to **Hugo's Pizzeria** to **Pop**, a restaurant and bar centered around all things sparkling: champagne, cider and even fizzy kefir-based cocktails.

#### Brewing Past and Present

To say that there's something brewing in St. Louis would be an understatement. With more than 75 brewers operating within a 100-mile


NANCY WINKELMANN



When you visit The Arch, we'll be there. It's good not to be home.

When you plan your next getaway to St. Louis, you won't want to miss the excitement of the revitalized Gateway Arch grounds. And there's no place better to call home base than Hyatt Regency St. Louis at The Arch, the closest hotel to the city's iconic landmark and convenient to Busch Stadium and the rest of downtown. For reservations, call 314 655 1234 or visit [hyattregencystlouis.com](http://hyattregencystlouis.com).

HYATT REGENCY ST. LOUIS  
AT THE ARCH  
315 Chestnut Street  
St. Louis, Missouri, USA, 63102



The trademarks HYATT®, Hyatt Regency® and related marks are trademarks of Hyatt Corporation. ©2019 Hyatt Corporation. All rights reserved.

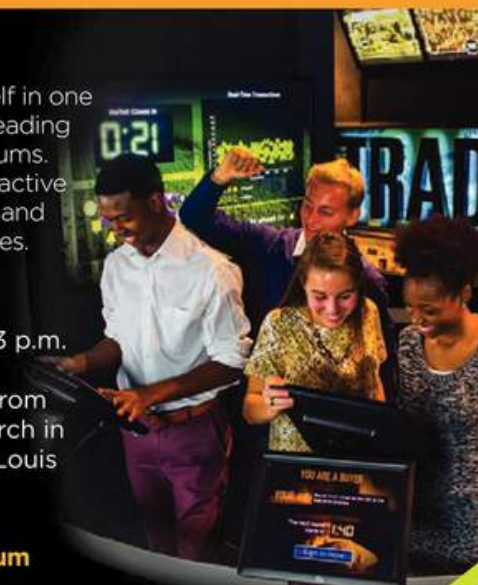
## Fun. Interactive. Free.

Immerse yourself in one of the nation's leading economy museums. Nearly 100 interactive exhibits, games and videos for all ages.

**FREE**  
M-F 9 a.m. to 3 p.m.

Minutes away from the Gateway Arch in downtown St. Louis

[stlouisfed.org/economymuseum](http://stlouisfed.org/economymuseum)



**ECONOMY MUSEUM**  
AT THE ST. LOUIS FED

**FREE**  
shredded money souvenir





**Soldiers Memorial Military Museum in downtown St. Louis.**

radius of the city, the St. Louis beer scene is not only thriving, but is a true microcosm of the national brewing community, according to Troika Brodsky of STL Beer, the public face of the St. Louis Brewery Heritage Foundation. The nonprofit foundation promotes the region as a premier beer destination.

"We have everything from award-winning home brewers and five-barrel nanobreweries to the largest seller of beer in the world within miles of one another," Brodsky says. "When it comes to brewing, St. Louis brewers are mic-dropping on their execution."

A proud member of the St. Louis brewing community for more than 167 years, of course, is Anheuser-Busch, home of the King of Beers and the Budweiser Clydesdales. Nestled in the historic Soulard neighborhood, the brewery site was originally chosen because of its proximity to the Mississippi River and the natural cave formations that were used to store beer prior to artificial refrigeration.

Visitors can tour the historic complex, including the majestic **Brew House** with its famous clock tower, see the "Gentle Giant" Clydesdale horses in their circular stable and sample the beers at the **Anheuser-Busch St. Louis Brewery** tour center and **Biergarten**—all for free.

In 1991, the **Saint Louis Brewery**, maker of Schlafly beer, became the first new brewery to open since Prohibition, helping to ignite the independent brewery scene. Today, Schlafly offers more than 60 beer styles. Florian Kuplent's **Urban Chestnut Brewing Company** releases a new beer nearly every week between its three locations in Midtown and The Grove. Other leading favorites include **4 Hands Brewing Co.** and **Perennial Artisan Ales**.

For handcrafted seasonal cocktails, check out **Planter's House**, a 2019 James Beard semi-finalist for Outstanding Bar Program, or **Three Sixty's** rooftop bar, directly across the street from **Busch Stadium**. Wine connoisseurs should try **Bridge Tap House & Wine Bar**, with a 100-plus wine list.

### **A City of Neighborhoods**

Seventy-nine neighborhoods, each with its own architectural backdrop and bevy of restaurants, museums, landmarks and lakes, create an all-consuming sensory experience.

The Great Rivers Greenway regional parks and trails district is working to build a 600-mile network of greenways connecting neighborhoods, communities and waterways in St. Louis, St. Louis County and Charles County. To



Enriching people's lives through premium teas and herbs. Receive free shipping on any purchase of \$25 or more using promo code: TEA at checkout. #SipbySip

**800-298-4832**

  
**The REPUBLIC of TEA**  
LEADING PURVEYOR OF PREMIUM TEAS

[republicoftea.com](http://republicoftea.com)



Meet us in St. Louis! An instant classic, Goodnight St. Louis takes readers of all ages on a whimsical tour of the city's iconic landmarks and most popular destinations.



[goodnightstlouis.com](http://goodnightstlouis.com)



Find personal connections to St. Louis history. Find individual voices that tell the story of our shared past. Find yourself here.

**314-746-4599**

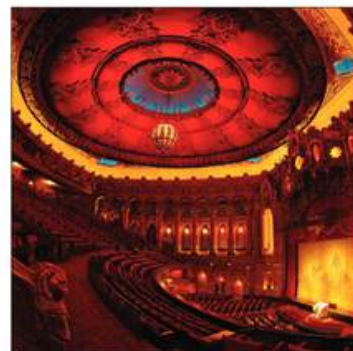
5700 Lindell Blvd., St. Louis



**MISSOURI HISTORY MUSEUM**

MISSOURI HISTORICAL SOCIETY

[mohistory.org](http://mohistory.org)



The Fabulous Fox is a magnificently restored 1929 movie palace, presenting the best of Broadway, concerts, family shows, dance and more.

**314-534-1111**

527 N. Grand Blvd., St. Louis



[FabulousFox.com](http://FabulousFox.com)



date, more than 125 miles of greenways have been constructed as a part of the project. The planned **Chouteau Greenway** linking **Forest Park** and the Gateway Arch will give visitors a chance to hit all the iconic landmarks on foot or bike while meandering among off-the-beaten-path retail, restaurants, green spaces and the Mighty Mississippi.

"We provide a way for visitors to enjoy a bit of life outside while connecting with some of our region's greatest features," says Susan Trautman, CEO of Great Rivers Greenway.

If history is your thing, visit **Lafayette Square** to see the meticulously restored 150-year-old two- and three-story colorfully painted Victorian mansions. In **Soulard**, bargain for exotic spices and fresh vegetables at the **Soulard Farmers Market**, in business for 240 years. This National Historic District is home to French-influenced architecture, authentic Irish music at **John D. McGurk's Irish Pub** and Beard award-winner Kevin Nashan's menu at **Sidney Street Café**. The neighborhood also hosts one of the largest Mardi Gras celebrations in the world.

In the pedestrian-friendly **Central West End**—which some call St. Louis' answer to New York City's Greenwich Village—stroll past the

historic winged-griffin lampposts and view the elegant homes that date to the 1904 World's Fair. The neighborhood, which abuts Forest Park, is filled with art galleries, boutiques, dozens of restaurants and streetside patios for people-watching.

Make your move at the **Saint Louis Chess Club** or take a photo of the world's largest chess piece (at 20 feet tall) outside of the **World Chess Hall of Fame**. **Writers' Corner** features metal busts of Tennessee Williams, William Burroughs, Kate Chopin and T. S. Eliot (all literary greats who hail from the neighborhood).

You can find that obscure read at **Left Bank Books**, the region's oldest independently operated bookstore. Signature events such as **BookFest St. Louis** and **CWE Window Walk** draw in thousands of visitors each year.

For a little more spice, head to **The Grove**, where indie music, art, cabaret, food and craft beer seem to collide on every corner. The 1-mile business district along Manchester Road is a popular stop for LGBTQ travelers. It literally lights up at dusk with the sights and sounds of an all-inclusive adventure.

Remember to remove your earbuds before you visit the **Delmar Loop**. Voted one of the "10 Great Streets in America" by the American



Chicken with preserved lemon and sage jus, beurre blanc and squash hash at Pop.



**A Historical Icon of St. Louis, now a Journey Like No Other.**

ST. LOUIS  
**UNION STATION**

**CURIO**  
COLLECTION  
BY HILTON™

1820 Market Street St. Louis, MO 314.621.5262 [stlouisunionstation.com](http://stlouisunionstation.com)



# FROM ARTISTIC TO "HIPSTORIC"

CHECK OUT—AND INTO—ST. LOUIS' UNIQUE HOTELS.

The immersive hotel experience in St. Louis involves more than just a good night's sleep. Guests can rest in the shadow of an iconic landmark at the Hyatt Regency St. Louis at The Arch, travel back in time to the city's days as a rail hub at the St. Louis Union Station Hotel, make a pair of custom shoelaces in the lobby at The Last Hotel, play vinyl on the record players in every room at the Louis Sullivan-designed Hotel Saint Louis or book rooms based on their feelings at the Angad Arts Hotel. These are just a few of the uncannily creative experiences available at the numerous hotels either recently completed or currently in development throughout the St. Louis region.

In terms of Gateway Arch views, it doesn't get any closer than at Hyatt Regency St. Louis at The Arch, which sits right next to the newly refurbished grounds of the Arch downtown. Guest rooms and the lobby received an \$11 million renovation in 2017. Walk along the riverfront; enjoy 6 miles of trails; or listen to a concert at the outdoor amphitheater. Busch Stadium, Ballpark Village and the Cardinals' Hall of Fame & Museum are all within walking distance. Or stay in your room and take in the architectural wonder that is the Gateway to the West.

Get a glimpse of the city's past at The St. Louis Union Station Hotel (part of the Curio Collection by Hilton). The hotel, within the Union Station National Historic Landmark, just added 28 new luxurious rooms. Harkening back to the days when St. Louis truly was the gateway to the West with fresco paintings, gold leaf detailing and 65-foot-tall ceilings in the Grand Hall, Union Station will soon have a new family

entertainment complex and is close to local landmarks.

The Last Hotel, located in the repurposed International Shoe Co. building downtown, is named after the wooden shoe forms used to make footwear in the early 1900s.

Original shoes from the company's famous lines, the Weatherbird and Star brands, are on display throughout the boutique hotel. The lobby features marble and terrazzo flooring, a working shoelace machine and The Pantry, a store that sells leather goods, canned vegetables and pickles made by executive chef Evelyn Swoboda.

Renovators Amy and Amrit Gill, founders of Restoration St. Louis, use the term *hipstoric* to describe the fusion of historic and contemporary vibes at Hotel Saint Louis. Original wallpaper reflects Sullivan's terra cotta design and rugs and headboards are patterned after the Arch. Form Skybar, the rooftop bar, is named in honor of Sullivan's famous line, "Form follows function."

Love the arts? Then the Angad is for you. The colorfully hued hotel, located in the heart of the Grand Center Arts District, is an immersive visual, culinary and performing arts experience. Book your room by emotion: tranquility blue, happy yellow, passionate red or green rejuvenation. The hotel is steps away from more than 12,000 theater seats representing 50 arts organizations.



Union Station's Grand Hall

TOM PAULE

## BUSTLING

St. Louis is home to the world's tallest arch. The nation's best zoo. A vibrant theater, music, and culinary scene. A thriving tech hub. And best of all, Delta Air Lines® gives you up to 31 chances a day to get here.\* So, what are you waiting for?



ST. LOUIS LAMBERT  
INTERNATIONAL AIRPORT.

FLYSTL.COM

\* 31 flights per day based on M-F schedule, May 2019.



Planning Association, this six-block business district is inextricably linked to rock 'n' roll godfather Chuck Berry. Play air guitar, throw darts or listen to live music at the iconic **Blueberry Hill** restaurant and famed **Duck Room**, where Berry performed more than 200 consecutive months up until his death in 1971.

Ride the Loop's vintage trolley to the neighborhood's more than 60 multinational restaurants, three live music venues, the **Tivoli Theatre** (which dates to 1924) and the **St. Louis Walk of Fame**.

For visitors who need to expend some energy, **Creve Coeur Lake Memorial Park** in **Maryland Heights** will provide that outdoor fix.

Karen Krispin, director of Visit Maryland Heights, touts the **Go Ape Zip Line & Treetop Adventure**, a two- to three-hour high-ropes course through the forest canopy. You also can hike, row, sail and paddleboard or just photograph passing deer and waterfowl who live in the area's wetlands.

Maryland Heights is home to the 20,000-seat outdoor **Hollywood Casino Amphitheatre**, the **Historic Aircraft Restoration Museum**, **Funny Bone Comedy Club** and the **St. Louis Community Ice Center**, the practice facility of the St. Louis Blues hockey team. (Munch on St. Louis'

signature dish, toasted ravioli, at **Charlie Gitto's** at Hollywood Casino.)

Test out your bocce ball skills at **Milo's** in **The Hill**, the Italian-American community that baseball greats Yogi Berra and Joe Garagiola called home, then sample fare from the authentic Italian bakeries and trattorias that abound in the neighborhood.

In **Maplewood**, you'll rub elbows with the butcher (**Bolyard's Meat & Provisions**), the baker (**Great Harvest Bread Co.**) and the soap maker (**Maven**)—oh, and the blacksmith, at **NHB Knife-Works**. This hipster neighborhood is a gift-buying paradise. When you're finished shopping, order coffee and relax with the free-roaming cats at **Mauhaus Cat Cafe & Lounge**.

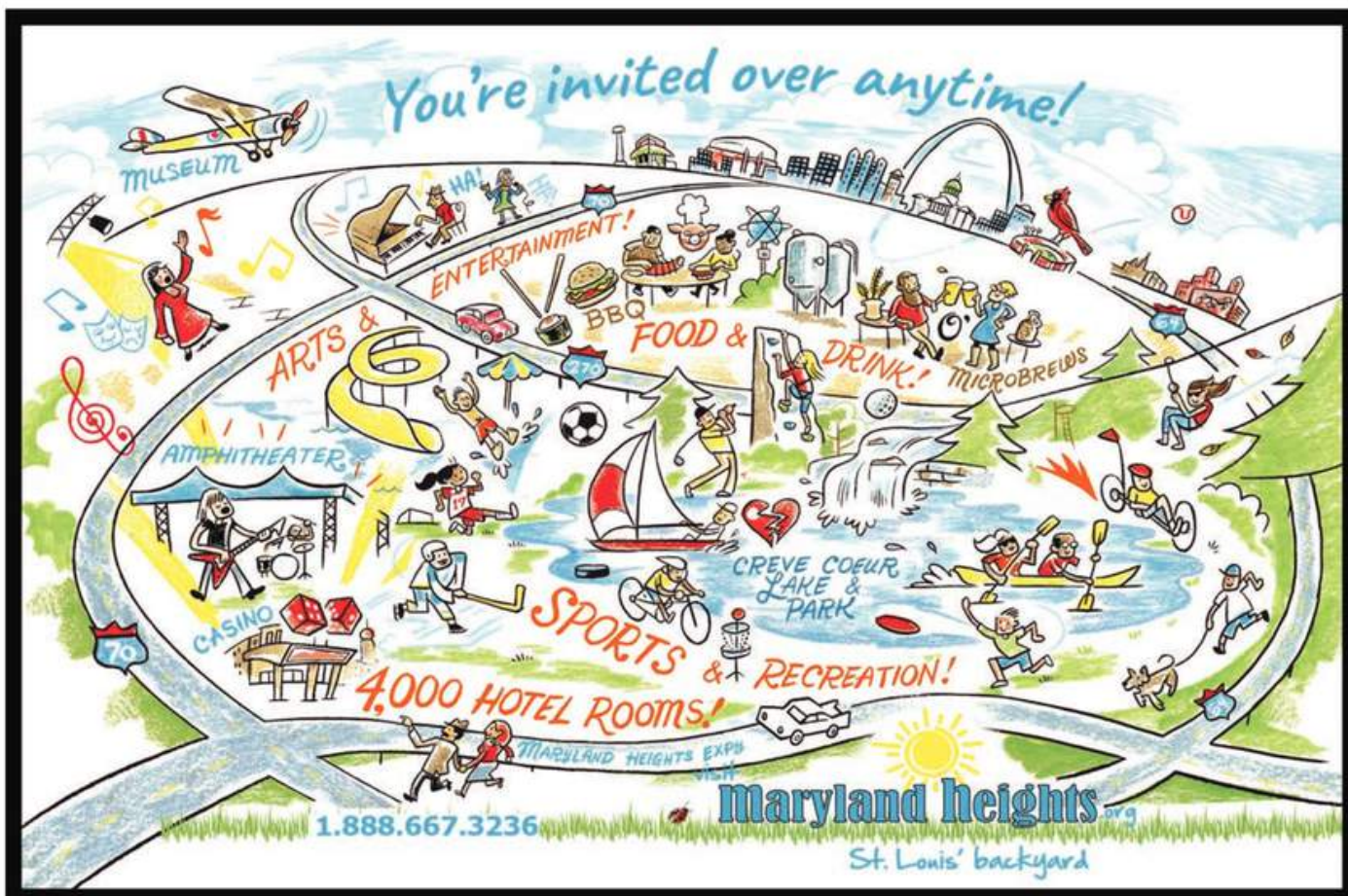
### Family Fun

With affordable attractions and plenty of indoor and outdoor spaces to wander, St. Louis naturally lends itself to family-friendly fun.

For those traveling with little ones, map out your adventures using *Goodnight St. Louis*, a whimsical children's book that not only features the region's most popular landmarks and neighborhoods, but also doubles as a memory album where kids can add mementos, notes and photos from their trip.



Seared diver scallops at **The Chocolate Pig**.







Sea lion show at the Saint Louis Zoo.

There are 100 free exhibits at the **Economy Museum** inside the historic Federal Reserve Bank of St. Louis. Play Trading Pit, a game that lets visitors act as "buyer" or "seller." Enjoy a video sneak peek of the 90,000-pound vault door that protects the real money and even learn how many dollar bills it takes to equal the height of the Gateway Arch. Beginning in June, visitors will be able to lift a 28-pound gold bar that is worth \$500,000. This will be the only exhibit of its kind in the United States, says museum director Tom Shepherd.

On the arts front, watch Frenchman Stéphane Denève at the helm of the world-famous **Saint Louis Symphony Orchestra**—the second-oldest symphony in the country. Catch Wynton Marsalis and other jazz greats at **Jazz St. Louis** or local bassist Tonina Saputo at the intimate Dark Room at the **Grandel Theatre**.

See a touring Broadway show at the **The Fabulous Fox Theatre**, a magnificently restored movie palace that dates to 1929. Arrive early so you can take in the stunning 5,280-pound chandelier, jewel-encrusted columns and Siamese-Byzantine architecture. Spring brings the musical *Come from Away*, as well as the O'Jays and Vampire Weekend, to the theater.

Sit in the egg-shaped cars that take you to the top of the **Gateway Arch** or stare up at its dizzying height from the ground below. Bottle-feed the goats at **Grant's Farm**, look for wolves at the **Endangered Wolf Center**, stroll through the Japanese Garden at the **Missouri Botanical Garden**, take a tasting tour at **Bissinger's** chocolate factory or drive the **Great Rivers National Scenic Byway** along the confluence of the Missouri, Mississippi and Illinois rivers.

At 1,300 acres, **Forest Park** is the largest urban park in the country. It is home to the **St. Louis Art Museum**, the **Missouri History Museum** (which includes an exhibit on the 1904 World's Fair, plus performances, lectures and kids' events), the **James S. McDonnell Planetarium**, **Saint Louis Science Center** and **The Muny**, the largest and oldest outdoor music theater in the country. Then there are the 18,000 animals that call Forest Park home at the 90-acre **Saint Louis Zoo**.

According to Ratcliffe, it's easy to lose yourself in the beauty of Forest Park, the crown jewel of the city. "Our park has something that everyone in the St. Louis region can enjoy," she says, "and something every visitor should seek to find." ▽

KARIR FRYE/ SAINT LOUIS ZOO



PROMOTION

# CENTRAL WEST END

NAMED ONE OF THE NATION'S TOP 10 NEIGHBORHOODS



## PI PIZZERIA

400 N EUCLID AVE | 314-367-4300

Served in Obama White House: Award-winning deep, thin pizza. Locations: CWE, Loop, Downtown, Washington DC. Draft, cocktails, patio. Parties, events welcome. Menu, locations: pi-pizza.com. Vegan and GF friendly.



## SAINT LOUIS CHESS CLUB & THE WORLD CHESS HALL OF FAME

4652-7 MARYLAND AVE | 314-367-9243

Visit Guinness World Records' Largest Chess Piece in the heart of the Nation's chess capital and learn more about the globally-inclusive sport and artform.



## MARYLAND PLAZA

#26 - #52 MARYLAND PLAZA | 314-345-1020

St. Louis' Destination for Shopping and Dining. An intimate cityscape offering a mix of locally owned favorites and national retailers.

lululemon • bonobos • suit supply •  
scape american bistro • eye roc • the cup



## ENCHANTING EMBELLISHMENTS

4732 McPHERSON AVE | 314-361-5300

Fine women's apparel, jewelry, and purses; featuring Canadian designers Frank Lyman, Joseph Ribkoff and Cartise. Stay for a unique dining experience in MaryAnn's Tea Room.



## KINGSIDE DINER

4651 MARYLAND AVE | 314-454-3957

Great breakfast and lunch fare, featuring the delicious St. Louis classic, "Kingside Slinger," and griddle burgers, salads, flatbreads, and a full bar with sidewalk and rooftop dining. Open 6 a.m., daily.



## WARBY PARKER

304 N EUCLID AVE | 314-222-2326

Warby Parker was founded in 2010 with a lofty objective: to offer designer eyewear at a revolutionary price while leading the way for socially conscious businesses.