

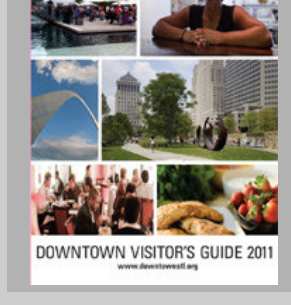
DOWNTOWN, BUZZ

HOME EVENTS RETAIL & RESTAURANTS

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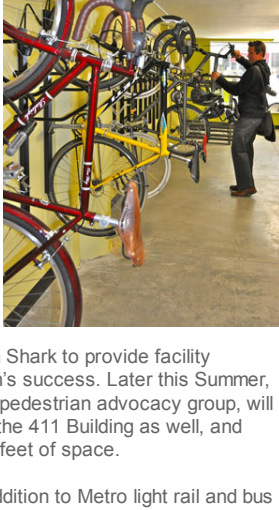


New/Renewed Members

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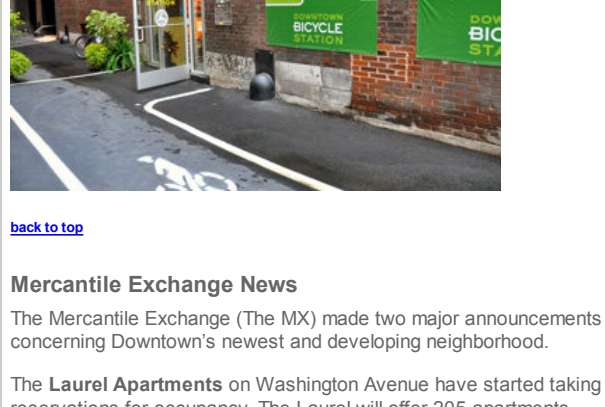
Downtown Bicycle Station Open

The City of St. Louis, Partnership for Downtown St. Louis, Trainnet, Great Rivers Greenway and founding sponsors joined Mayor Francis Slay last week at the Grand Opening & Dedication of the new Downtown Bicycle Station. Located at 1011 Locust Street in the 411 Building, this new amenity is 1,450 square feet, offers secure access and features more than 100 bike racks, showers and locker rooms... ideal for those cyclists commuting to work. It is also located next to Urban Shark, a new 3,500 square foot full-service bike shop offering all necessary bike equipment, repairs and bike rentals.



The Downtown CID will manage the Downtown Bicycle Station under contract with the City, as well as contract with Trainnet for marketing and membership services and Urban Shark to provide facility operations to help ensure the station's success. Later this Summer, Trainnet, the region's leading bicycle/pedestrian advocacy group, will be relocating their 20 employees to the 411 Building as well, and occupy approximately 4,500 square feet of space.

The Downtown Bicycle Station, in addition to Metro light rail and bus service, the Downtown Trolley, WeCar and Ridefinders makes Downtown a great neighborhood to enjoy for all transportation modes. For information on membership, [click here](#).



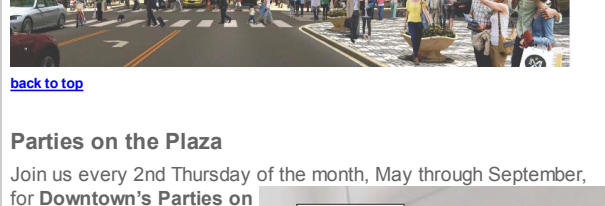
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Mercantile Exchange News

The Mercantile Exchange (The MX) made two major announcements concerning Downtown's newest and developing neighborhood.

The **Laurel Apartments** on Washington Avenue have started taking reservations for occupancy. The Laurel will offer 205 apartments, ranging from 648 to 2,888 square feet and offer unique floor plans, magnificent views, convenient in-building parking and hotel amenities (thanks to the 212-room Embassy Suite Hotel). The \$152 million Laurel project is led by Spinnaker St. Louis and Connecticut--based Spinnaker Real Estate Partners. The leasing office will open in late June, however for more information call 314.707.4071.

The MX also made its first restaurant announcement for the MX building, adding **PI Pizzeria**. This will be the first downtown location for PI. The 4,000 square-foot restaurant will feature a large patio and is expected to open along with the bulk of the MX restaurant, entertainment, art and cultural elements in the first quarter of 2012.



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Parties on the Plaza

Join us every 2nd Thursday of the month, May through September, for **Downtown's Parties on the Plaza** (presented by Laclede Gas). This free outdoor concert series and networking event is being held at the Old Post Office Plaza, 8th & Locust, from 5-8 pm. Plan to bring your co-workers, neighbors and friends to enjoy the following acts: May 12-Fat Pocket, June 9-Plastic, July 14-Hollywood 5, August 11-Jake Austin & The City Limits and September 8-Well Hungarians. Food and drink will be provided by Lumiere Place Casino and Hotels and River City Casino. This event is also brought to you by the following corporate event partners: Laclede Gas, Stolar Partnership, Larson Allen, Fleishman Hillard, First Bank, Missouri Lottery, Nestle Purina, Thompson Coburn and PwC.

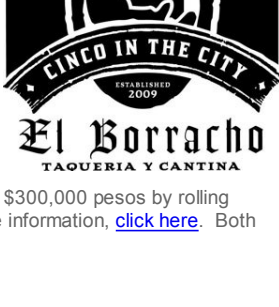


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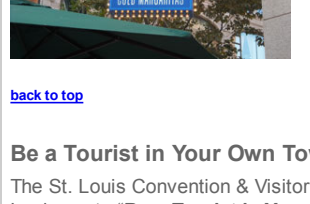
Cinco Celebrations

This Thursday, May 5, several events are going on around town to celebrate **Cinco de Mayo**. In Downtown...

El Borracho is hosting Cinco in the City and will feature live music, offer bottomless cups of Margarita, Modelo, and Corona as well as have donkeys, a dunk booth for Operation Food Search, Red Bull Volleyball court and more. For more information, [click here](#).



Rosalita's Cantina will be celebrating Cinco de Mayo all day with food, drinking and live music. You'll also have a chance at winning \$300,000 pesos by rolling C-U-E-R-V-O with the dice! For more information, [click here](#). Both events begin at 11 am.



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Be a Tourist in Your Own Town

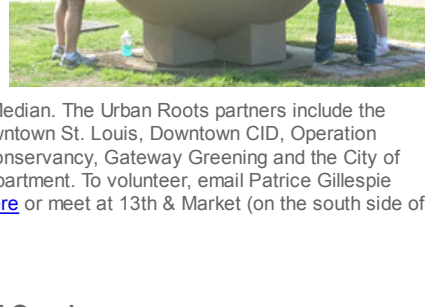
The St. Louis Convention & Visitor's Commission is encouraging St. Louisans to "Be a Tourist in Your Own Town" Thursday, May 5 from 10 am - 2 pm. The outdoor tradeshow will be at Kiener Plaza and feature more than 70 attractions and hotels. Come out and experience great music, food and give-a-ways as well as get some great ideas for your summer planner!



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Urban Roots Planting

Urban Roots, a collaborative of non-profit organizations committed to greening/beautifying downtown, will launch its annual Spring planting effort this Friday and Saturday, May 6 & 7. Volunteers are needed for the Saturday event, from 9 am to Noon, to help plant a mix of flowers in the Poelker Park Planters, City Hall Gardens, Window Boxes and new this year: A sustainable planting in the Tucker Boulevard Median. The Urban Roots partners include the Partnership for Downtown St. Louis, Downtown CID, Operation Brightside, Flora Conservancy, Gateway Greening and the City of St. Louis Parks Department. To volunteer, email Patrice Gillespie Smith by [clicking here](#) or meet at 13th & Market (on the south side of Market).

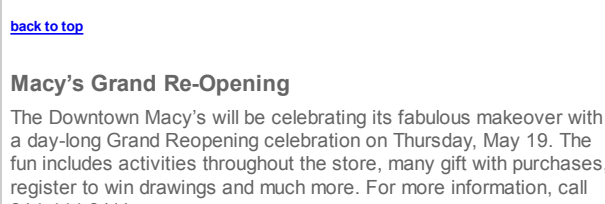


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Shula's 347 Grill Opening

NFL Hall of Fame coach Don Shula will open his newest restaurant, **Shula's 347 Grill** at the Roberts Tower this Friday, May 6. Named in honor of Don Shula's 347 career victories, Shula's 347 Grill follows a long line of successful restaurants founded on the tradition of Shula's Steak Houses. Shula's 347 features gourmet salads, fresh specialty fish, burgers and sandwiches and serves the best beef money can buy, the SHULA CUT® steaks. The atmosphere of the restaurant is sophisticated, casual, hip, and full of energy, characterized by a high-impact bar, dark wood, and multiple high-end flat panel screened televisions.

Shula's 347 Grill is located at 411 North 8th Street; situated on the Old Post Office Plaza. It is open for lunch, dinner, and cocktails seven days a week, 11 am to 10 pm Sunday through Thursday, and 11 am to 10:30 pm Friday and Saturday. Private dining for groups 10 - 200 is also available.



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Macy's Grand Re-Opening

The Downtown Macy's will be celebrating its fabulous makeover with a day-long Grand Reopening celebration on Thursday, May 19. The fun includes activities throughout the store, many gift with purchases, register to win drawings and much more. For more information, call 314.444.3111.

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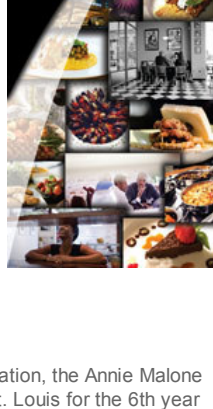
Clean Air Festival

The Annual Clean Air Festival, an event to officially kickoff off summer air quality forecasting, will take place in Kiener Plaza, May 19, 11 am - 1 pm. The event will offer downtown St. Louis employees convenient access to free information on how they can go green and do their share for cleaner air. More than 700 attendees are expected to gather at the event to enjoy live music from the Souldr Blues Band and the Green Strum Project, complimentary Ted Drewes frozen custard, prize giveaways, the chance to win St. Louis Cardinals tickets, and a host of exhibitors that will provide information on a variety of topics including the health effects of air pollution, tips for reducing energy use at home and the environmental benefits of carpooling, using mass transit and biking.

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Dining Guide Doubles as Downtown Map

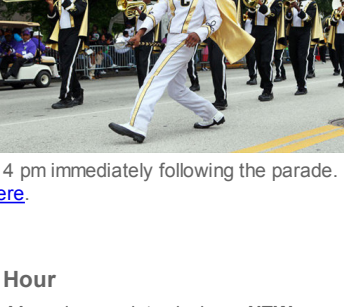
The all inclusive **2011 Downtown Dining Guide** is now available. The guide primarily includes as a comprehensive listing of ALL Downtown restaurants on the inside and also doubles as a full sized map on the outer cover. The Dining Guide continues to be one of our most highly requested publications and is the guide. Complimentary copies can be picked up at our offices Monday - Friday, 8:30 am - 4:30 pm. Contact Shuntae Shields Ryan by [clicking here](#) to reserve yours, or to preview the new guide [click here](#).



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Annie Malone Parade

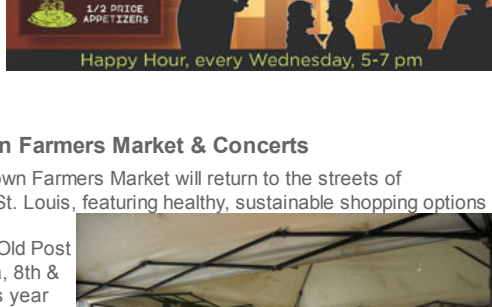
The oldest African-American parade in the nation, the Annie Malone May Day Parade, will return to Downtown St. Louis for the 6th year in a row Sunday, May 15 at 1 pm. Over 50,000 spectators are expected to attend the three hour parade as a variety of bands, organizations, and businesses from across the Midwest region march down Market Street from 20th to 7th Street. The McDonald's May Day Blues Fest will take place in Kiener Plaza at 4 pm immediately following the parade. For more information, [click here](#).



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Downtown-wide Happy Hour

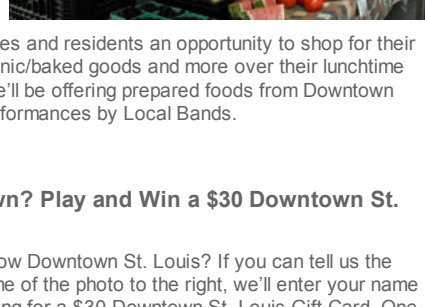
The Downtown CID and Alive Magazine are introducing a **NEW Downtown-wide happy hour, Wednesday Night Out**, beginning in June and continuing through August from 5-7 pm every Wednesday night. Participating downtown bars and restaurants will offer \$4 signature cocktails, \$3 wines, \$2 beers and half-priced appetizers. To see if your favorite restaurant/bar is participating, click here. (www.downtownstl.org/wednesdaynightout) Media partners for the event series are Alive Magazine, The Riverfront Times, MetroMix, Z107.7 and Majic 104.9. For more information about restaurant participation and sponsorship, contact Shuntae Shields Ryan at 314.436.6500 ext. 240 or [click here](#).



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Downtown Farmers Market & Concerts

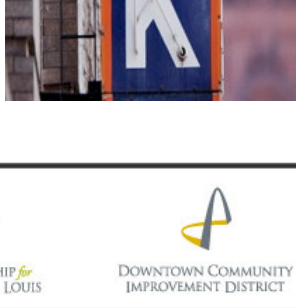
The Downtown Farmers Market will return to the streets of Downtown St. Louis, featuring healthy, sustainable shopping options all in one place—the Old Post Office Plaza, 8th & Locust. This year the Downtown Farmers Market will return with new hours, 11 am - 2 pm, starting June 2 and continuing every Thursday at lunchtime through October. The new time gives Downtown employees and residents an opportunity to shop for their fresh produce, organic/baked goods and more over their lunchtime hours. This year, we'll be offering prepared foods from Downtown restaurants and performances by Local Bands.



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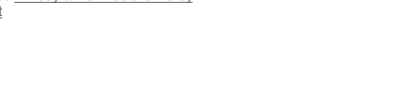
Where Downtown? Play and Win a \$30 Downtown St. Louis Gift Card!

How well do you know Downtown St. Louis? If you can tell us the correct building name of the photo to the right, we'll enter your name into a random drawing for a \$30 Downtown St. Louis Gift Card. One guess per person please. [Click here](#) to email your answer by May 15, and the winner will be notified by May 20.



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