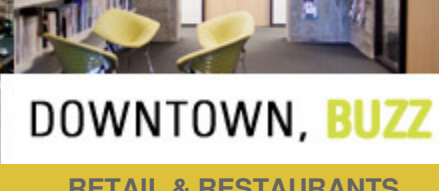
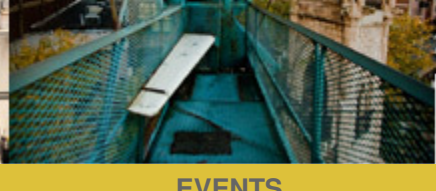
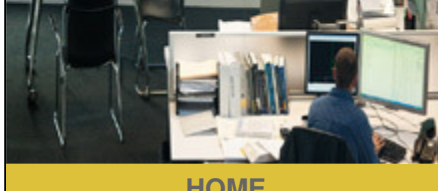


DOWNTOWN, ST. LOUIS



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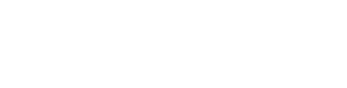
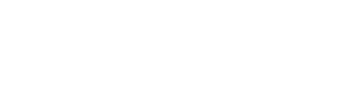
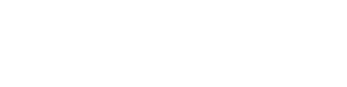
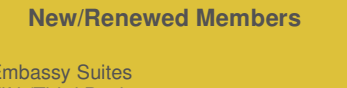
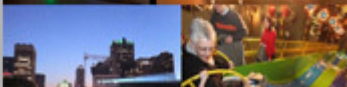
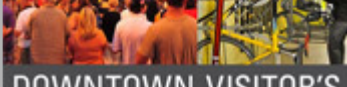
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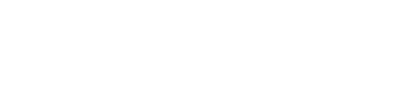
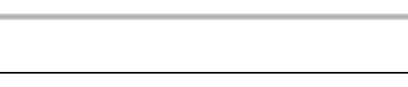
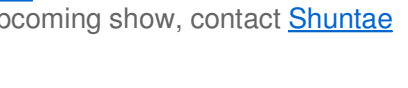
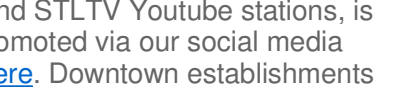
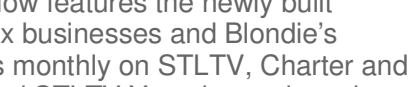
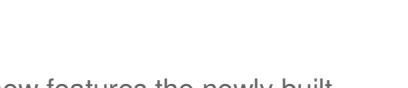
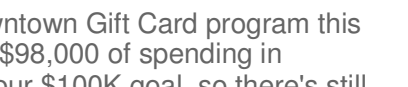
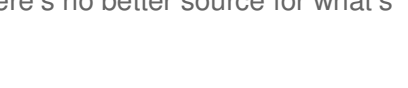
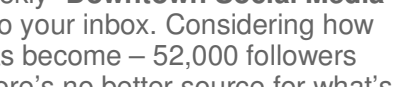
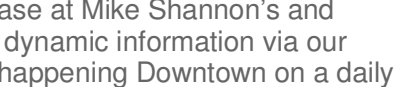
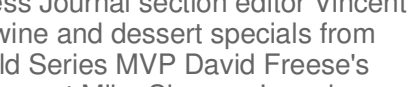
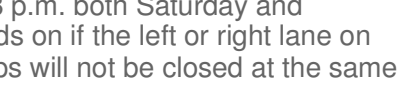
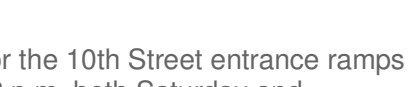
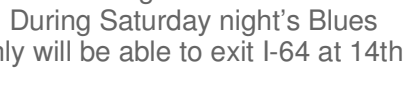
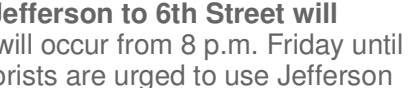
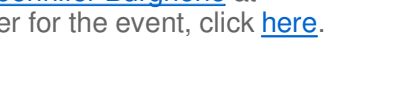
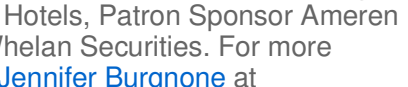
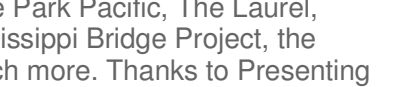
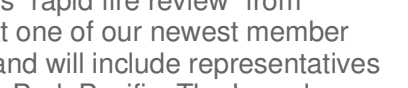
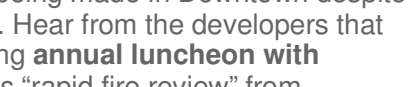
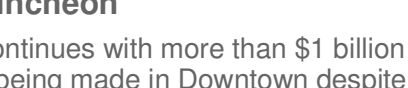
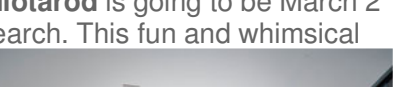
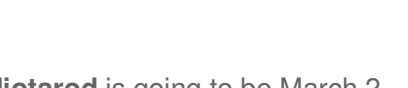
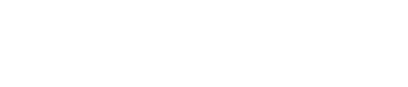
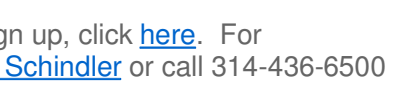
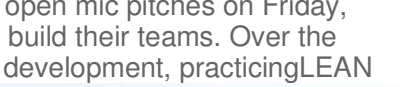
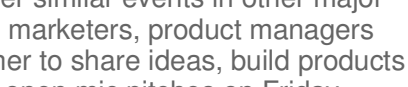
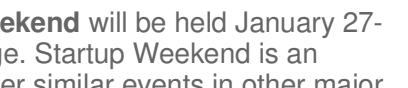
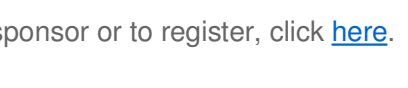
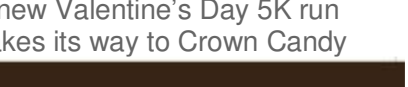


Downtown Buzz is a newsletter published by the Downtown St. Louis Community Improvement District for its members, downtown property and business owners, the downtown business and residential community and all others interested in downtown revitalization. Send all news and events related submissions and inquiries to Shuntae Shields Ryan, Senior Director, Marketing, Communications & Public Relations, via e-mail.

New Downtown Visitors Guides

The 2012 **Downtown Visitors Guide** is now available. The full color brochure features all Downtown attractions, restaurants, arts & entertainment venues, hotels and more! A few places Downtown where you can pick up copies include our offices, any of the Downtown visitor's centers, hotels, attractions or local Schnucks, Dierbergs and Shop N Save locations in the Bi-State region. To order your complimentary copies, contact [Shuntae Shields Ryan](#) or, visit the front page of our [website](#) to download your copy now.

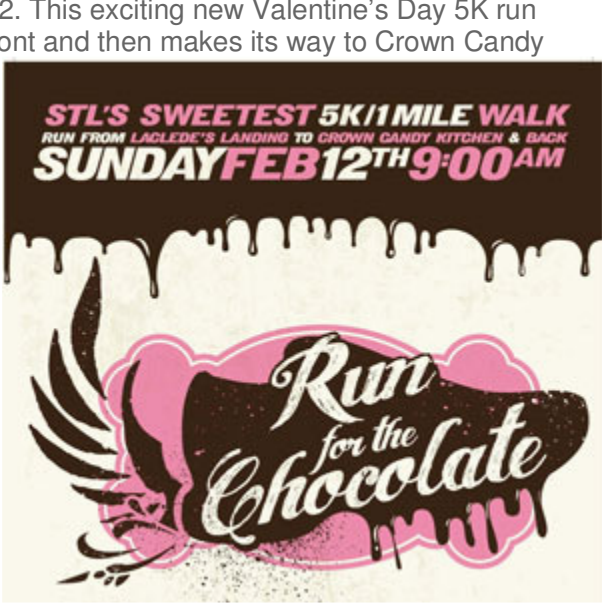
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Run for the Chocolate

Downtown's sweetest new event, "Run for the Chocolate", is Sunday, February 12. This exciting new Valentine's Day 5K run starts on the Riverfront and then makes its way to Crown Candy Company, with the downtown skyline as its backdrop. Net proceeds from this new event will benefit the Downtown Bicycle Station, the Downtown neighborhood's newest amenity. We hear that the prizes will be delicious. For more information, contact [Lindsay Van Quaethem](#) at 314.436.6500 ext. 237. Click [here](#) for opportunities to sponsor or to register, click [here](#).



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Startup Weekend

The first ever **St. Louis Startup Weekend** will be held January 27-29 at T-REx in the Railway Exchange. Startup Weekend is an intensive 54-hour event modeled after similar events in other major cities, where developers, designers, marketers, product managers and startup enthusiasts come together to share ideas, build products and launch startups. Beginning with open mic pitches on Friday, attendees bring their best ideas and build their teams. Over the weekend, teams focus on customer development, practicing LEAN Startup Methodologies and building a minimal viable product. On Sunday evening teams demo their prototypes and receive valuable feedback from a panel of experts. For details or to sign up, click [here](#). For sponsorship information, email [Matt Schindler](#) or call 314-436-6500 ext. 223.



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Downtown STL Idiotarod

The annual **Downtown St. Louis Idiotarod** is going to be March 2 and 3, benefiting Operation Food Search. This fun and whimsical event, also produced in other cities around the world including New York, Los Angeles and Chicago will pay homage to the Alaskan Iditarod, except here we will replace the dogs with people, sleds with shopping carts, courage and endurance with weirdness, and compete at various stops, all for a good cause. Last year, the event raised over \$20,000 in donations for Operation Food Search! To register both corporate and open teams as well as see themes and costumes from last year, click [here](#). For more information or to become a sponsor contact [Lindsay Van Quaethem](#) at 314-436-6500 ext. 237.



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Joint BOMA & Partnership Luncheon

Downtown St. Louis' renaissance continues with more than \$1 billion dollars of new investment currently being made in Downtown despite the worst economy in over 80 years. Hear from the developers that are making it happen at our upcoming **annual luncheon with BOMA on January 25 at noon**. This "rapid fire review" from Downtown developers will be held at one of our newest member hotels, the Four Seasons St. Louis and will include representatives from the Peabody Opera House, the Park Pacific, The Laurel, Mercantile Exchange, the New Mississippi Bridge Project, the Central Library Renovation and much more. Thanks to Presenting Sponsor Lumiere Place Casino and Hotels, Patron Sponsor Ameren Missouri and Supporting Sponsor Whelan Securities. For more information on sponsorship contact [Jennifer Burgnone](#) at 314.436.6500 ext. 225. Or, to register for the event, click [here](#).

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Traffic Alert

All eastbound lanes of I-64 from Jefferson to 6th Street will close this weekend. The closures will occur from 8 p.m. Friday until 8 p.m. Sunday for bridge work. Motorists are urged to use Jefferson to I-44 as a detour to get downtown. During Saturday night's Blues game, drivers heading downtown only will be able to exit I-64 at 14th Street starting at 6 p.m.

On westbound I-64, the Broadway or the 10th Street entrance ramps will also close between 5 a.m. and 8 p.m. both Saturday and Sunday. Either ramp closure depends on if the left or right lane on westbound I-64 is closed. Both ramps will not be closed at the same time.

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Social Media Round-up

A great testimonial from STL Business Journal section editor Vincent Brennan about moving Downtown, wine and dessert specials from Blondie's, a picture of the 2011 World Series MVP David Freese's jersey in the World Series Trophy Case at Mike Shannon's and more...find the most up-to-date and dynamic information via our social media outlets. To see what's happening Downtown on a daily basis - click [Facebook](#) and [Twitter](#).

Roundup next week, look for your weekly "Downtown Social Media Roundup" news delivered straight to your inbox. Considering how strong our social media following has become - 52,000 followers today on Facebook and Twitter - there's no better source for what's happening in Downtown St. Louis.

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Downtown Gift Card Report

Thanks to all for supporting the Downtown Gift Card program this season! By doing so, you kept over \$98,000 of spending in Downtown STL. We're just short of our \$100K goal, so there's still time to support Downtown merchants. If you order over \$1000 in Downtown Gift Cards by the end of this week, you will get a \$100 Gift Card as a thank you from us. If you order \$100 or more, you will get a \$10 Downtown Gift