



FOR IMMEDIATE RELEASE:

February 25, 2025

‘THERE’S SOMETHING SPECIAL HERE’: STE. GENEVIÈVE, MISSOURI, UNVEILS NEW BRAND IDENTITY

(SAINTE GENEVIÈVE, MO) — The City of [Ste. Geneviève, MO](#), has revealed a new brand identity aligning the [city government](#), [Chamber of Commerce](#), and [Ste. Geneviève County](#) and promoting the region as an exceptional destination to visit, live, and work. Centered around the tagline “There’s Something Special Here,” the new brand shines a spotlight on the rich culture and history of Missouri’s oldest community, and how those traits are shaping an exciting future.

“Ste. Geneviève, to me, is what places like Sedona and Asheville were 40 years ago: authentic destinations with unique, tight-knit communities of interesting people,” said Aaron Smith, Ste. Geneviève Tourism Marketing Director. “The best part is, while those destinations have gotten away from that authentic charm, Ste. Geneviève is just getting started.”

“We looked for a brand that all our partners across Ste. Geneviève County could get behind,” said Brad Arnold, Executive Director of the Ste. Geneviève County Community Center and River Rapids Waterpark. “Whether you’re a winery, a historic site, the waterpark, or one of our many unique small businesses, you should be able to take this brand, the slogan, and the brand promise and use it to expand what you offer.”

Now being leveraged by the City of Ste. Geneviève as the focal point of a multi-year integrated marketing effort, the new brand and logo will be featured across all marketing investments.

“All of the pieces are there that make Ste. Geneviève a great family destination for people who want to unplug, unwind, and experience a community that supports each other,” Smith said. “It’s all about the packaging and I think we’ve found that through this rebranding exercise. It gives us a great template to build the next 30 years of tourism development.”

Creating the Brand

The new Ste. Geneviève brand is built upon five brand pillars:

- 1. Confident but Humble**

We’re proud of who we are — our heritage, our people, and the sense of community that combine to form. But we’re not flashy. We don’t shout for attention or try to be something we’re not. Instead, we let our quirks, charm, and authenticity speak for themselves.

- 2. Genuinely Inviting**

Ste. Geneviève welcomes everyone, whether you’re visiting for a weekend or considering putting down roots. Our hospitality is personal, real, and easygoing — no pretense, just real connection.

- 3. Historic but Vibrant**

Our history runs deep, but we’re more than protectors of the past. We’re explorers of the



present and visionaries of the future. Connoisseurs of the finer things, caretakers of the sacred things, and purveyors of the art of living well.

4. **Intentionally Slow**

In a world that moves too fast, we take our time and invite others to do the same. There's a quiet magic in the everyday rhythms of Ste. Genevieve. Time takes its time here, encouraging people to slow down, savor every moment, and reconnect with what truly matters.

5. **Creatively Inspiring**

We spark creativity and fresh perspectives while staying rooted in our values and community. From art and architecture to festivals and food, this is a romantic place that stirs the soul and inspires imagination, connection, and big dreams.

The new logo draws inspiration from French imagery such as the fleur-de-lis as well as landmarks around Ste. Genevieve like the Catholic Church steeple, The Orris, and the Ste. Genevieve rail ferry. "We were looking for something that made it immediately discernible that we are the oldest town in Missouri but also hints at our growing reputation as an affordable luxury destination," Smith said. "Incredible hiking and biking opportunities? Check. Gorgeous, hill-top wineries with excellent facilities? Check. A walkable, historic downtown with serene B&Bs everywhere? Check. Fun things for kids to do like a waterpark in the summer, a pumpkin patch in fall, and athletic tournaments every weekend? Check. Great place to get away and be anonymous for the week or weekend? Check."

The Brand Promise

Ste. Genevieve has never been an easy place to describe. It's the kind of town where history isn't just preserved — it's alive. It's woven into every street, building, and festival. It's where our ancestors carved a future from the banks of the Mississippi, and where their resilience and ingenuity still thrive today. But it's not just the history that's special. It's the way people here care for each other, coming together for traditions that feel as timeless as the town itself. It's the quiet moments on a hiking trail, the commotion of a community festival, the unexpected warmth of a neighbor's welcome. This is a place where newcomers can become family. Where stories are shared over coffee and where dreams have room to grow. It's not a town frozen in time — it's a canvas for what comes next.

In Ste. Genevieve, there's something special for everyone. A past to discover, a community to connect with, and a future full of possibility.

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