

THE
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Immediate release

Contact: Jordan Dechambre
414.530.6067 mobile
jordan@companyonline.com

Meet the First Team of The Last Hotel
New Downtown Hotel Announces Management

August 2018 (St. Louis) – The Last Hotel, which is on track for a spring 2019 opening in St. Louis’s downtown Garment District, today announced the individuals who will be fulfilling the key roles of hotel general manager, food and beverage director and executive chef. Jason Gifford, Will Rogers and Evelyn Swoboda, respectively, are leading the charge on behalf of Trust Hospitality to create and curate a new St. Louis landmark in the heart of the city.

St. Louis native Jason Gifford, who grew up just a few blocks from the building that now houses The Last Hotel and attended both high school and college in St. Louis, is the hotel’s General Manager. Gifford, who comes to The Last Hotel from The Stella Hotel in Bryon, Texas, has lent his time and talents to several hotels across the United States, including The Warwick Hotel in Denver; The Viceroy in Snowmass, Colo.; and The Westin in St. Louis.

“On behalf of Trust Hospitality, we are thrilled to open our first hotel in St. Louis — especially in the historic Garment District of the city,” says Gifford. “The Last Hotel is a celebration of the history of the building, the neighborhood and the region. We look forward to serving locals and visitors alike with exceptional hometown hospitality.” Gifford, who is engaged and has two daughters, is a huge St. Louis Cardinals fan and can often be found enjoying live music in the city.

Joining Gifford on the hotel’s leadership team is Will Rogers, who is filling the role of the hotel’s Director of Food & Beverage for its three outlets, The Last Kitchen & Bar, The Pantry and The Rooftop at The Last. Rogers is excited to take on this vital position, as The Last Hotel’s food and beverage program aims to be a top destination of the St. Louis culinary scene — think local food and spirit partners, a dedication to mindfully sourced ingredients, an on-site floating “greenhouse,” a posh yet approachable vibe, and unique weekly programming in the lobby bar, restaurant and rooftop lounge.

Rogers has a long tenure in food and beverage, having spent seven years as the Outlet Director for TRACE, The Living Room Bar and Wet at W Austin — and before that 10 years in nightlife, hotels and restaurants in Manhattan. In addition

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to overseeing The Last Kitchen + Bar, The Pantry and The Rooftop, Rogers — who spent years creating over-the-top weddings and events for VIP and celebrity clients in New York, Miami and Austin — will play a pivotal role in the food and beverage program of the Last’s meetings and events spaces.

Rogers says he is “thrilled to be a part of the team opening The Last Hotel and hopes to cultivate a very special food and beverage experience for local guests, travelers and martini-drinking aquatic mammals alike” — a tongue-in-cheek reference to something special in store for The Rooftop (stay tuned!). When he’s not crafting a new cocktail, you’ll find him exploring the culinary and cultural scene of St. Louis with wife, Meg, and their dog, Sam.

Evy Swoboda joins The Last Hotel as Executive Chef and is part of the opening team that is dedicated to creating a total St. Louis experience in the heart of the city. A Missouri native, Swoboda worked at St. Louis dining hotspot Pastaria by Niche, under the guidance of Gerard Craft and Ashley Shelton.

During her tenure at Pastaria she earned a Hotel and Restaurant Management degree from Forest Park Community College. Named a rising star on the St. Louis culinary scene by Feast Magazine, Swoboda says she is thrilled to lead the culinary vision of The Last Hotel’s food and beverage outlets, which will celebrate the history and people of her beloved city of St. Louis and the culinary delights found along the Mississippi River. When she’s not whipping up culinary delicacies, you’ll find her enjoying them — there’s nothing Evy and her husband, Matthew, love more than cooking up and digging into a big family meal (except perhaps playing fetch with their 140-pound Great Dane fur baby, Dixie.)

The Last Hotel will be managed by Trust Hospitality — international experts in independent hotels — under the guidance of well-known and venerated industry veteran Richard Millard, who has been at the helm of Trust Hospitality for nearly three decades.

About The Last Hotel

The Last Hotel is the reimagining of the former International Shoe Company building in the heart of St. Louis’s Garment District. The boutique hotel features 142 eclectic-chic guest rooms, three food and beverage outlets — including The Last Kitchen & Bar — event spaces for up to 200 guests, a rooftop pool and lounge, and a posh lobby that celebrates the art and vibe of a bygone era.

The Last Hotel is managed by Trust Hospitality.

About Trust Hospitality

Trust Hospitality, led by renowned hotelier Richard Millard, is a professional, full-service hotel management company that has operated branded and independent hotels throughout the Americas for more than 30 years. As pioneers in the management of urban and resort boutique hotels, Trust Hospitality offers comprehensive hotel management services tailored to the specific management requirements of each property. These customized solutions address not only the operational needs of each hotel but also the lifestyle

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character of the property, the brand, and the ever-increasing demands of reaching and engaging with each hotel's target customer.
Trust Hospitality is headquartered in Coral Gables, Florida, with additional offices in Guadalajara, Mexico; Bogota, Colombia and Salvador, Brazil. www.trusthospitality.com

