# How tax credits turned a train station into a destination | Lodging Hospitality Management

**Graphic with title (00:00:00)**Enterprise Bank & Trust®  **Bob O'Loughlin (00:00:02)**  
Union station is so unique. It's iconic. It was built in 1894, the largest train station in the world when I bought it about six years ago.  
  
**Graphic with titles (00:00:11)**  
Bob O’Loughlin, CEO, Lodging Hospitality Management  
  
**Bob O'Loughlin (00:00:14)**  
This is something that's in every one of the people in Saint Louis. Their heart. They're rooting for it. In fact, the local Saint Louis magazine wrote an article, can we Save Union Station? And so we put a lot of effort into it. We have 150,000ft² of meeting space and exhibit hall, and then we had 120,000ft² left. And we said, what? What will we do with it? Why don't we convert it into an aquarium? We felt that would be a perfect fit.  
  
**Graphic with title (00:00:45)**St. Louis Aquarium, Artist’s rendering  
  
**Bob O'Loughlin (00:00:48)**  
Every time you do a project, you buy a hotel. You do have this angst. You don't know where it's going to go, what you're going to do. And then when you have the aha moment that I think I hit on something, that's pretty good, it is. I can't tell you the exhilarating feeling behind it. Project this size. You can see the immensity of it without the help of a banker that knows your projects and has faith in what you do. None of these projects could be successful. Enterprise is very integral to bring a successful hotel or project together. In fact, every part of this whole renovation with local companies, we like to keep the money in Saint Louis, where we like to work with Saint Louis people. And enterprise was started here. I like to go into a place and look at it and say, how can we make this unique? How can we make it where local people would like and people from out of town? So, we've got a creative mind to it, not just do the cookie cutter, but make something very unique and exciting that people will come in and really enjoy.

**Graphic with title (00:01:53)**Enterprise Bank & Trust®