



2024
IMPACT REPORT
SUSTAINING A LEGACY



GATEWAY ARCH PARK
FOUNDATION

FROM THE EXECUTIVE DIRECTOR

In my role, I have the privilege of meeting with community leaders, elected officials, and everyday St. Louisans to share the mission of Gateway Arch Park Foundation. When I reflect on those conversations and the collective work we've accomplished in 2024, I am filled with immense pride and deep gratitude.

I'm proud Gateway Arch Park Foundation continues to live up to its legacy as the largest public-private partnership in the National Park Service's history. I'm proud that we seize new opportunities while fulfilling our role as the park's conservancy—working each day to preserve, enhance, and activate this treasured space. And above all, I am grateful for your support, which allows us to ensure the Gateway Arch and its surrounding public spaces remain vital, accessible, and welcoming to all.

As you'll see in this report, 2024 was a banner year. We expanded our free-to-the-public programs and events that bring the community together, grew our co-managed volunteer program's efforts to conserve our parkland and riverfront, and continued to improve the visitor experience with preservation projects throughout the park. From record-breaking attendance at Blues at the Arch, to new festivities at Winterfest, to providing even more students with educational experiences through the Journey Fund, our impact reached new heights. This momentum propels us into an exciting and ambitious 2025.

Our commitment to this park, downtown, and our region led us to take a bold step: beginning the process to purchase the Millennium Hotel site. As stewards of Gateway Arch National Park, we saw this as a unique opportunity to carry out our mission, ensuring that when it comes to the development of the park and its surroundings, our community's best interests would be front and center. This big milestone was made possible by the strength of our Board, our trusted partners, and YOU!

While the federal government keeps the park running, it is your support that makes it thrive. You expect big things from us, and your generosity allows us to deliver.

Thank you for your belief in us, in our mission, and for your unwavering commitment to Gateway Arch National Park and St. Louis.

With gratitude,



Ryan B. McClure
Executive Director,
Gateway Arch Park Foundation





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PRESERVATION

Gateway Arch Park Foundation plays a critical role in preserving the historic and cultural assets of Gateway Arch National Park.



Preserving History: Progress Continues for the Old Courthouse Renovations

Throughout 2024, the Old Courthouse at Gateway Arch National Park continued its \$27.5 million renovation, bringing it closer to its highly anticipated reopening.

After making critical updates to the building's structure, including tearing down walls and ceilings and modernizing piping, venting, electrical, and heating systems, it was time to shift focus to the building's public-facing features. Crews meticulously repaired and installed plaster walls and ceilings in preparation for incoming exhibits and office spaces. Also, to enhance visitor safety while preserving clear sightlines of breathtaking architecture, a curved, glass guardrail was installed on the second floor of the building's iconic rotunda.

Visitors will also notice major improvements to the building's lighting and accessibility. The courthouse's four wings and gift shop space were outfitted with bright, adjustable lighting, ensuring its exhibits, artwork, and

merchandise are beautifully illuminated. One of the most transformative updates is the installation of the courthouse's first-ever elevator. This two-story, family-sized elevator provides an inclusive experience, allowing guests with mobility challenges and their companions to move seamlessly between floors.

As construction fencing came down last fall, those who live and work in Downtown St. Louis got to see the exterior changes firsthand. The restoration includes newly repaired exterior windows and accessible entrance ramps, ensuring the Old Courthouse is as welcoming as it is historic.

By the time of this publication, Gateway Arch National Park and Gateway Arch Park Foundation will have celebrated the reopening of the Old Courthouse on May 3, 2025.

Enhancing the Park Experience: Small Improvements, Big Impact

Beyond the highly visible projects and programs, like the Old Courthouse renovations or Winterfest, the Foundation is proud to support our hometown national park in ways that may not be immediately noticeable to the more than 2.5 million visitors to the park each year.

In July, we completed the North Gateway Power Project, adding new power sources to the 7.5-acre event space to better support concerts and festivals like Blues at the Arch. The Foundation also began funding updates to the park's wayside maps, improving durability and accessibility for visitors. Additionally, new welcome desks are in development to help park staff better assist visitors.

Volunteers Digitize 15 Years of CityArchRiver Project Documentation

Volunteers are critical to the Foundation's mission. Not only do they assist with large-scale projects like riverfront cleanups, but they are also working with the Foundation behind the scenes on critical projects like digitizing important records. In 2024, we worked with volunteers to digitize 15 years of CityArchRiver files, dating back to the beginning of the project.



CONSERVATION

Gateway Arch Park Foundation proudly supports the conservation of our hometown national park and its neighboring public spaces.



Riverfront Cleanups Remove a Record 5,100+ Pounds of Materials

The Foundation partnered with the National Park Service on April 20 to clean up the St. Louis Riverfront and celebrate National Park Week. With the help of 172 volunteers, 730 pounds of materials were collected, including 133 pounds of recyclable materials.

On September 28, National Public Lands Day, 112 volunteers joined forces for another cleanup to remove 2,495 pounds from the river, including 92 pounds of recyclables.

In the fall, 55 volunteers gathered at the Mississippi River for an additional cleanup and removed 1,917 pounds of materials, including 66 pounds of recyclables.

Volunteer Program Introduces Drop-In Days of Service

Through our co-managed volunteer program with the park, the volunteer team kicked off the first drop-in days of service. The program provides a designated day each month for individuals who want to drop-in and help the National Park Service's grounds team with various projects, including weeding, planting grass plugs, mulching, and more.



New Ecological Monitor Position and BioBlitz Events

As the co-managed volunteer program between Gateway Arch National Park and Gateway Arch Park Foundation continues to expand, a new role has been introduced: Ecological Monitor. These volunteers help document the park's wildlife by photographing creatures they encounter within the park's boundaries and upload the images to iNaturalist, a smartphone app that aids in species identification and tracking. This data provides valuable insight for both National Park Service staff and the public, helping to better understand the biodiversity within our urban national park.

By monitoring the park's animal and insect populations, this initiative supports research on what wildlife can thrive in cities and helps urban planners consider what they can do to help wildlife and humans live peacefully among each other.

To further support this type of data collection, the volunteer program hosted two BioBlitz events in 2024. BioBlitzes are events where people gather during a specific and short amount of time to photograph and identify as many species as possible, giving researchers a glimpse at the biodiversity of a particular location at a specific point in time.



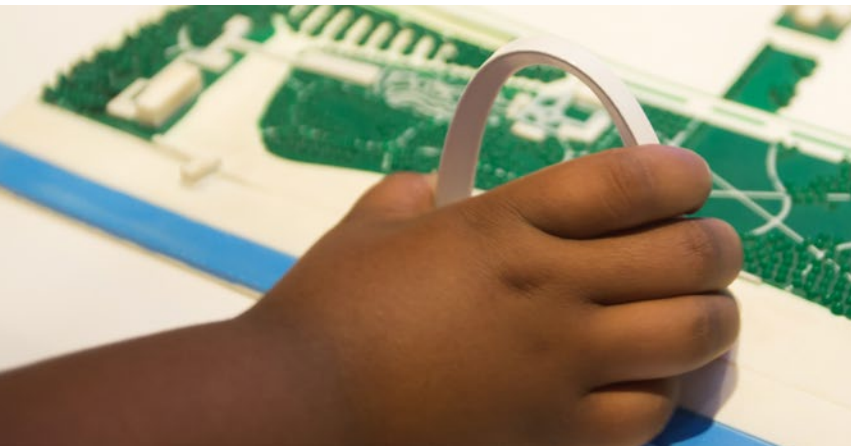
200 Pounds of Grass Seed Planted

In 2024, volunteers planted more than 200 pounds of grass seed in the North Gateway Meadow as a part of our Corporate Volunteer Program.



EDUCATION

Gateway Arch Park Foundation supports education at and around Gateway Arch National Park in a variety of ways.



Journey Fund Hosts More Than 3,000 Students to Enjoy Gateway Arch National Park, Increases Access by 33%

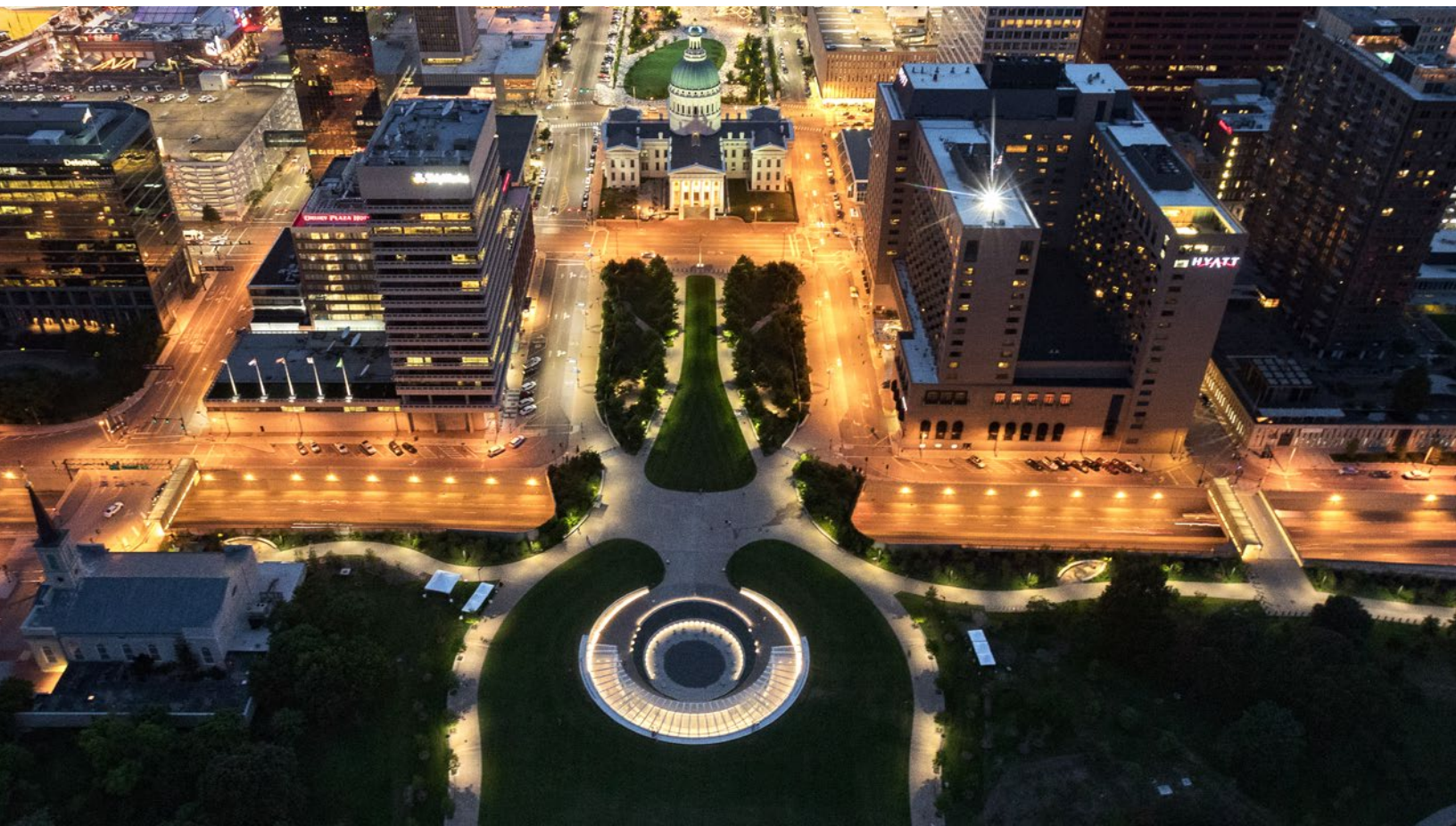
Gateway Arch National Park belongs to everyone, which is why the Journey Fund is one of Gateway Arch Park Foundation's most essential and impactful programs. Thanks to our donors, in the last year alone, the Journey Fund enabled 49 classes to access, enjoy, and learn in Gateway Arch National Park. That means 3,046 students—87.5% of which qualified for free and reduced lunches—and educators from under-resourced schools in St. Louis received subsidized transportation, meals, and activities like Tram Rides to the Top, the "Monument to the Dream" documentary film, and riverboat excursions. Since its inception in 2019, the Journey Fund has welcomed more than 8,900 students and educators to Gateway Arch National Park. The program is made possible with initial and continued funding from the Regional Business Council, and additional support from AT&T, Bi-State Development, Emerson, Great Southern Bank, and the Mary Ranken Jordan and Ettie A. Jordan Charitable Foundation.

232 Elementary School Students Experience the Great Outdoors through Paddle Your Park Program

Last May, 12 classes from elementary schools in St. Louis and East St. Louis, Illinois traded in their computers and classrooms for canoe paddles, spending a day at either George Winter Park in Fenton, MO or Riverlands in West Alton, MO. The Paddle Your Park Program serves elementary students from local Title I and underserved communities, providing the students with outdoor learning opportunities. The day-long trip supplements classroom education with a field experience that motivates the next generation to take action to restore and protect natural habitats. Paddle Your Park is hosted by the National Park Service in partnership with Gateway Arch Park Foundation, the U.S. Army Corps of Engineers Water Safety Team, U.S. Fish and Wildlife, Missouri State Parks, the Missouri Department of Natural Resources, and the Audubon Center at Riverlands. A special thank you to the Regional Business Council and the Mary Ranken Jordan and Ettie A. Jordan Charitable Foundation for supporting this program.

More than 270,000 Virtual Views of the Arch

For Arch aficionados or those who just want to see the view from the top, Gateway Arch Park Foundation offers a 24/7 livestream through two webcams from the top of St. Louis' most iconic landmark. In 2024, more than 6,400 people contributed over 270,000 page views to the webcams, accounting for around 22% of all visits to the Foundation's website. The livestream footage is also available as part of the keystone exhibit in the Arch Visitor Center for guests who may not be able to take a tram ride to the top. Thank you to the National Park Service for supporting the livestream and to the Foundation members whose donations support this technology.



New Behind-the-Scenes Tours for Members

Gateway Arch Park Foundation members are essential not only to helping our park thrive, but also to spreading the word about the beauty, history, and impact the park has on our community. To educate and inspire our members, we were thrilled to begin monthly membership tours in fall 2024, offering an insider's view of the stunning renovations made to the museum during the CityArchRiver Project, and showing how invaluable membership support of our mission contributes to the ongoing maintenance and innovation of this iconic landmark. The tours, hosted by Foundation staff, connected members with one another, provided unique insights into the museum's renovations, fascinating details about St. Louis history, and ongoing projects and programming that membership helps support throughout the park.

Volunteers Reach 34,700 Interactions, Providing Train Riders Education on Regional History

Last year, Trails & Rails volunteers spent 923 hours sharing the heritage of our region with passengers aboard Amtrak trains between St. Louis and Springfield, IL and Jefferson City, MO. A partnership between Amtrak and the National Park Service, the national Trails & Rails program enhances the journeys of Amtrak passengers, continuing education of locals and visitors to and from St. Louis. "The biggest thing that stays with me today are the smiles and joy we brought folk along the way," said one of last year's volunteers.





COMMUNITY PROGRAMS

In 2024, Gateway Arch Park Foundation continued to see growing attendance at our programs and events for the St. Louis community.



1,200 St. Louisans and their Dogs Enjoy Fun Under the Arch

St. Louis dog lovers celebrated spring weather with their four-legged friends by heading down to Arch Bark. Thanks to Gateway Arch Park Foundation's partner and presenting sponsor, Purina, the free event welcomed people with and without dogs to enjoy family-friendly activities such as a morning yoga session focused on dogs and their humans, pet (and people!) caricatures, Purina Incredible Dog Team Performances, and more. As one attendee said, "I had so much fun at my first ever Arch Bark! The perfect day and the perfect treats and the perfect walk to kick off National Park Week." We couldn't agree more!

Sunrise Yoga Celebrates Record Attendance and Just Breathe Yoga Back by Popular Demand

More than 1,650 people got to say 'namaste' with views of the Arch this summer thanks to another year of Sunrise Yoga. These free classes are open to the public and take place once a week from May to September. This event—which broke attendance records—was made possible by members and supporters of Gateway Arch Park Foundation. In September, the Foundation also facilitated another series of yoga classes for all levels in partnership with The Collective STL and Just Breathe STL Yoga at the Arch, which drew in an additional 232 participants. We look forward to seeing yoga enthusiasts again as we head into summer!

BLUES AT THE ARCH FESTIVAL

The ninth annual Blues at the Arch Festival returned to the North Gateway from Aug. 9 to 10, with a Blues Brunch rounding out the weekend on Aug. 11 at 612North in Laclede's Landing.

St. Louis is proud to be an epicenter of blues music, and there is no better way to honor our musical heritage than with a weekend blues festival, featuring views of our iconic landmark. The ninth annual Blues at the Arch Festival, presented by the Missouri Division of Tourism, brought together more than 15,500 St. Louisans and music lovers from all over the region for free performances, immersing attendees in the rich history of blues music while showcasing the genre's profound influence on country, gospel, rock 'n' roll, and more.

The only music festival of its kind to take place on national park grounds, the festival continues to grow in popularity, with a 29% increase in attendance compared to 2023. Last year's festival, produced in partnership with the National Blues Museum, introduced a new premium experience for music aficionados, including the opportunity to enjoy the music with upgraded amenities, top-notch hospitality and one-on-one access to renowned blues artists.



“This is a family event that we love to have our kids experience and get to know where blues comes from. It touches our hearts, and we wanted it to touch theirs, as well.”

—Ellie G., Blues at the Arch Attendee



WINTERFEST

Winterfest returned for its ninth year, drawing more than 52,000 attendees to Downtown St. Louis for the six-week event in Kiener Plaza.

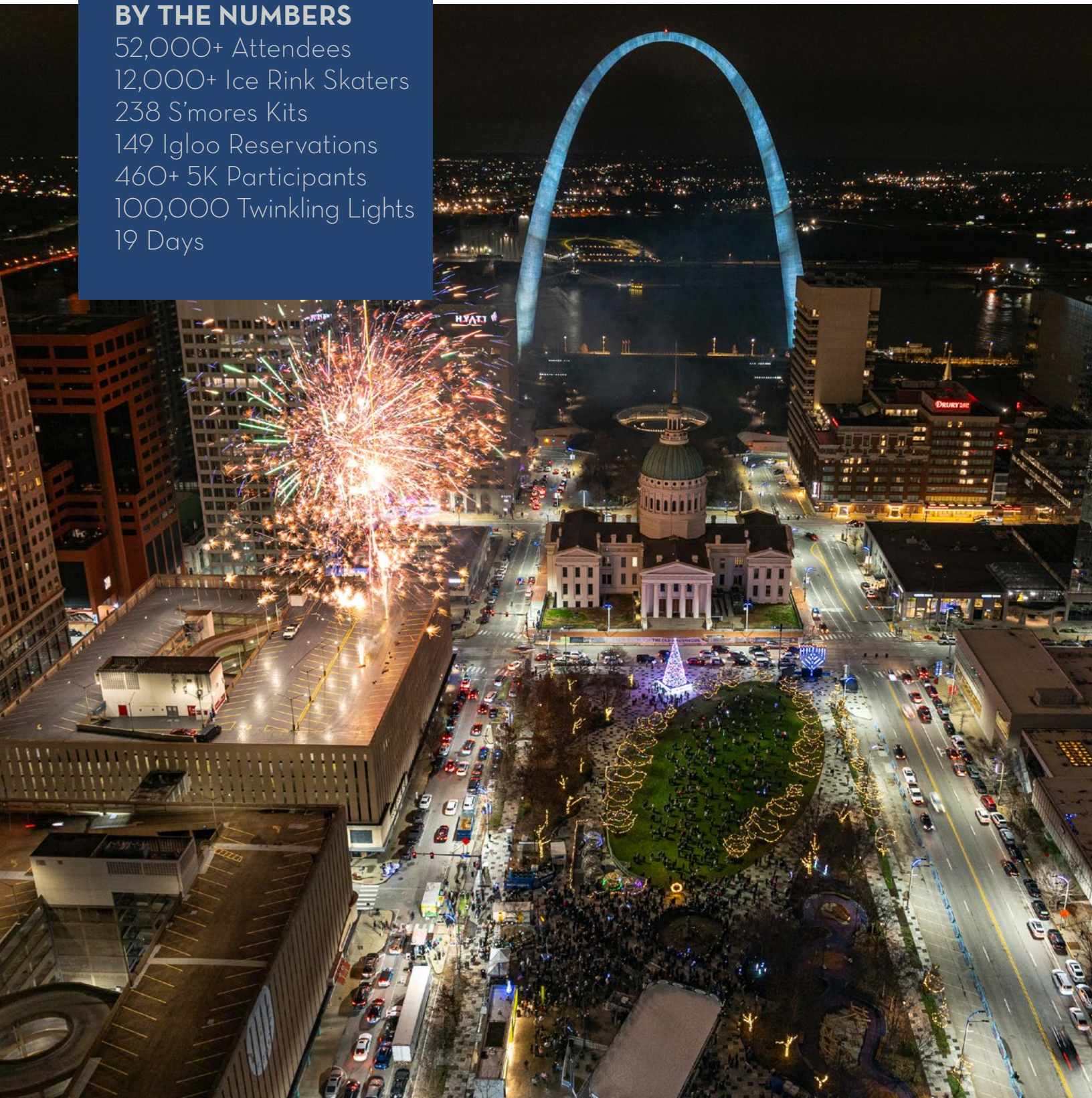
The Winterfest 5K has become the unofficial starting line of the holiday season in St. Louis. Taking place on Nov. 23, the Winterfest 5K saw a record-breaking 462 runners lace up their sneakers to run past Kiener Plaza, the Old Courthouse, and the beautiful grounds of Gateway Arch National Park.

The conclusion of the race marks the official opening of the Winterfest festivities, presented by Bank of America and World Wide Technology. Over 52,000 visitors headed downtown for holiday magic at Winterfest, including 12,000 people who took part in ice skating and nearly 150 parties that warmed up in the igloos. In the fire pit area, guests enjoyed 238 s'mores kits—all underneath 100,000 twinkling lights in the shadow of the Gateway Arch. In addition, we were excited to offer even more activities for families and adults alike who needed a night out on the town. UKRAFT created a winter wonderland at downtown's newest pop-up bar, The Lodge at Winterfest; Chef Juwan Rice returned to the Winterfest Café to nourish attendees with a menu of winter treats, and Pour Decisions kept everyone warm with seasonal cocktails and mocktails. Winterfest concluded with New Year's Eve 'Neon Nights,' a family-friendly fireworks show made possible with support from Greater St. Louis, Inc. Winterfest is made possible by the Foundation's sponsors, members, and supporters.



BY THE NUMBERS

52,000+ Attendees
12,000+ Ice Rink Skaters
238 S'mores Kits
149 Igloo Reservations
460+ 5K Participants
100,000 Twinkling Lights
19 Days





PERSONNEL AND PARTNERS

Volunteer Program Continues to Grow, Volunteers Increase by More than 23%

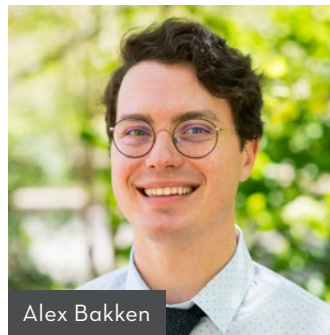
St. Louis has always been known for its commitment to community, and this past year's volunteer numbers prove it. In 2024, 464 volunteers spent a total of 6,132 hours and 1,604 shifts through the co-managed volunteer program between Gateway Arch National Park and Gateway Arch Park Foundation to make our national park shine. From educating visitors about the park's history and heritage, to language translation projects, assisting at sunrise yoga, or helping with riverfront maintenance—our volunteers are part of the team that makes the park come to life for more than 2.5 million visitors every year. In addition to a 23% increase in volunteers year over year, corporate and community group days of service also expanded with 23 groups volunteering and a 45.5% increase in the number of community and corporate volunteers who participated.



STAFF UPDATES

In 2024, Alex Bakken was promoted to Manager, Communications and Marketing, and Alissa Korn was promoted to Assistant Director, Individual Giving & Stewardship. The Foundation team also expanded, hiring Ainsley Worthley as Coordinator, Communications and Marketing and Grace Teofilo Hilker as Volunteer Manager.

With the new additions to the team, the Foundation will be able to enhance our mission, build on the growth of our volunteer program, and expand our reach to new audiences.



Alex Bakken



Alissa Korn



Ainsley Worthley



Grace Teofilo Hilker



ADIDAS

PURINA

GATEWAY ARCH PARK
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PURINA

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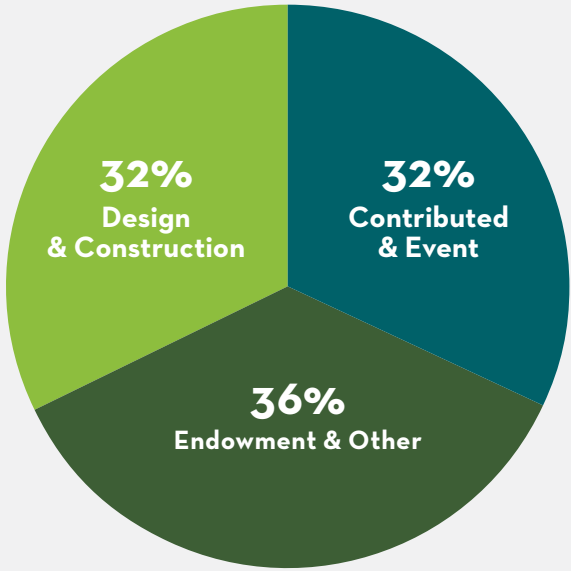
PHILANTHROPIC EVENTS

We extend immense gratitude to our members, donors, corporate partners and foundations, and event sponsors. Your support enables us to fulfill our mission and serve our city, our region, and visitors who come from all over the world.

Picnic in Your Park Increases Its Impact by 37%

The fourth annual Picnic in Your Park was another resounding success, thanks to our Friends Advisory Board who hosted the benefit. More than 288 people enjoyed the festivities, raising over \$85,000—a 37% increase over last year. Attendees enjoyed a catered picnic lunch from Butler’s Pantry, return performances by the Red & Black Brass Band, yard games, photo opportunities, and an exclusive discount to a St. Louis Cardinals game series.





REVENUE

Contributed and Event Revenue:

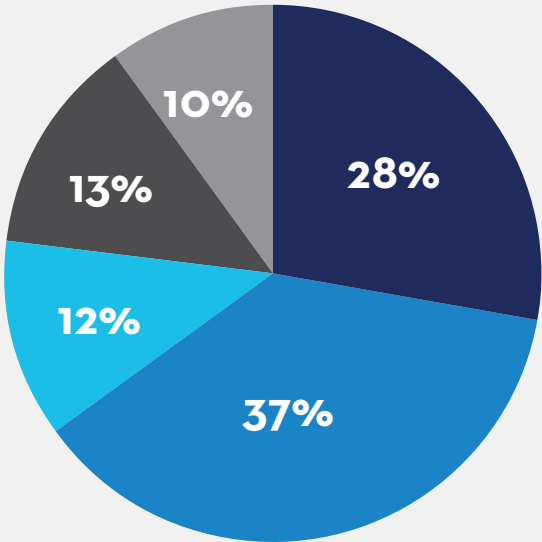
Annual Campaign: \$769,476
 Earned revenue, Special events, and Volunteer activities: \$844,642
 Campaigns and Special projects: \$916,000
Total Contributed and Event Revenue: \$2,530,118

Endowment and Other Revenue

Endowment Support*: \$2,522,316
 Investment Income: \$330,799
Total Endowment and Other Revenue: \$2,853,115

Design & Construction: \$2,467,812**

TOTAL REVENUE: \$7,851,045



EXPENSES

Programming/Events/Marketing: \$1,880,743
 Design/Construction*: \$2,467,812
 Operations/Maintenance: \$785,386
 Development: \$863,129
 General and Administrative: \$625,431

TOTAL EXPENSES: \$6,622,501

- Programming/Events/Marketing
- Design/Construction
- Operations/Maintenance
- Development
- General and Administrative

Based on unaudited 2024 financials

* Supports operations and maintenance of Gateway Arch National Park and Kiener Plaza, and the Foundation's mission
 **Consists of prior designated funds raised for the CityArchRiver Project in support of the renovation of the Old Courthouse



LOOKING FORWARD

TODAY, TOMORROW, FOR GOOD

As we reflect on the achievements of 2024, we do so with immense gratitude and pride, knowing that together, we have continued to make a difference through our mission. With your unwavering support, we have enhanced the visitor experience, deepened our community engagement, and strengthened our commitment to preserving and celebrating the legacy of Gateway Arch National Park and surrounding downtown spaces. Last year was one for the books—2025 will be no exception.

2025 is a marquee year for the Foundation.

It's a year of major anniversaries. We're celebrating 10 years of the Blues at the Arch Festival and Winterfest and five years of the Winterfest 5K. Picnic in Your Park is in its fifth year. And, our beloved Gateway Arch turns 60.

It's also a year of continued revitalization.

As you've seen, we are leading the charge in revitalizing the vacant Millennium Hotel site into a dynamic destination that will energize the city's urban core and strengthen connections to Gateway Arch National Park and the riverfront. Through a rigorous process earlier this year, we selected The Cordish Companies to lead the redevelopment of the site with a proposed \$670 million plan that will be transformational for our region.

The Old Courthouse also reopened this year after only the second major renovation in its history. In partnership with the National Park Service, by the time of this publication, we will have officially cut the ribbon on May 3, opening its historic doors to the public once again, and have celebrated with a community festival in Kiener Plaza.

But, our mission is not just about these big moments—it's the small ones too. From every seed planted by our volunteers to the thousands of visitors who come downtown for our events, our mission is tangible in many ways from Kiener Plaza to the Riverfront.

This work doesn't happen without visionary leaders who recognize that investing in the Arch is investing in St. Louis. The generosity of our supporters fuels progress, elevates our city's reputation, and creates a lasting legacy—thank you for being part of it.

We look forward to seeing you on the beautiful Arch grounds throughout 2025 as we celebrate these moments, big and small.

MEMBERS ARE MONUMENTAL

Gateway Arch Park Foundation's more than 800 members provide critical support for our mission—helping us sustain the park and maintain a world-class visitor experience, today and for generations to come. From conserving 91 acres of urban parkland to preserving more than 200 years of American history, there are truly no limits to what our members' generosity makes possible. **Thank you, members!**



EERO SAARINEN SOCIETY

Gateway Arch Park Foundation acknowledges the following members as well as those who wish to remain anonymous who made leadership gifts of \$1,000 or more in support of our 2024 Membership Campaign (Jan. 1-Dec. 31). Every effort has been made to ensure the accuracy of this list.

Joe Adorjan
Albers/Kuhn Family Foundation
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Linda and F. Dale Whitten
Ana and Adam Woodard
Karen and Sandon Wool
Lynn and Douglas Yaeger

*Deceased

CORPORATE & FOUNDATION PARTNERS

Gateway Arch Park Foundation acknowledges the following corporate and foundation partners and event sponsors that made leadership gifts and sponsorships of \$1,500 or more in support of our 2024 conservation, preservation, education, and community programs. Every effort has been made to ensure the accuracy of this list.

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MISSION STATEMENT

The official philanthropic partner and conservancy of Gateway Arch National Park, Gateway Arch Park Foundation is a 501(c)(3) nonprofit organization with a mission to ensure the Gateway Arch, its grounds, neighboring public spaces, and attractions will be a vital, welcoming, and well-supported resource for the community and nation for generations to come.

DIVERSITY, EQUITY, AND INCLUSION

The Arch belongs to everyone.

Gateway Arch Park Foundation seeks to create inclusive environments for people to be themselves by identifying, accepting, embracing, and celebrating our differences. We are authentic in our work in Gateway Arch National Park and Downtown St. Louis by creating places, programming, and experiences that reflect the community.

We are committed to ensuring all feel welcome at the Arch.



**GATEWAY ARCH PARK
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