



Lindsay Pattan
Lindsay@Pattan.Co
(314) 620-0023

For Immediate Release

CityArchRiver Economic Impact Study finds Gateway Arch National Park, Riverfront and Kiener Plaza Renovations are integral to Downtown's resurgence

CityArchRiver Project sites generated \$572.1 million in regional economic impact in 2024.

ST. LOUIS, MO (June 23, 2025)—The CityArchRiver Project is proving to be one of the region's most successful public-private investments in recent history. To demonstrate the economic impact the CityArchRiver Project has on the St. Louis region, Gateway Arch Park Foundation commissioned independent consulting firm [Tripp Umbach](#) to conduct an economic impact study. The study found that the recently renovated Gateway Arch National Park, St. Louis Riverfront, and Kiener Plaza generated more than \$486.4 million in economic impact for St. Louis City and County and more than \$572.1 million throughout the St. Louis region in 2024. More than 2.5 million people visited Gateway Arch National Park last year.

"The CityArchRiver Project was a monumental undertaking. But, even years after the Arch grounds' reimagining, it's an endeavor that continues to bring economic benefits to the St. Louis region through an enhanced, world-class visitor experience," said Ryan McClure, executive director of Gateway Arch Park Foundation. "These findings show that continued investment in Gateway Arch National Park and surrounding areas in Downtown St. Louis, will keep paying dividends for the St. Louis region."

History of the CityArchRiver Project

Five decades after the completion of the Gateway Arch, the site remained "an island," severed from the rest of the City of St. Louis by highways and disconnected from the nearby Mississippi River. But a public-private plan, known as the CityArchRiver Project, sprung to life in 2009, with the goal of transforming the Arch grounds and the nearby St. Louis Riverfront and Kiener Plaza to enhance the visitor experience. The \$380-million CAR Project in Downtown St. Louis stemmed from a historic partnership among the private sector and federal, state, and local government agencies that included the National Park Service, Gateway Arch Park Foundation, Great Rivers Greenway, Bi-State Development, Missouri Department of Transportation, City of St. Louis, and Jefferson National Parks Association and represents the largest private investment (\$250 Million) in a National Park Service project in the agency's history. In addition, voters in St. Louis City and County approved Proposition P, which provided \$90 million for the project and continued operations and maintenance funding.

Today, in partnership with the National Park Service, Gateway Arch Park Foundation collaborates to operate and maintain the CAR Project improvements through preservation and conservation efforts and continually activate the grounds through inclusive educational and community programming.

Economic Impact Report Findings

The economic impact study found that the CAR Project:

- Generated \$599.4 million in total economic impact in the St. Louis region, supported 4,458 jobs, and generated \$14.1 million in tax revenue during its five-year construction period from 2013 to 2018.



GATEWAY ARCH PARK FOUNDATION

- Generated \$572.1 million, supported 4,854 jobs, and generated \$30.7 million in tax revenue in the St. Louis region from the operations and visitors to CAR Project sites in 2024, which includes the jobs created in areas such as tourism, hospitality, and park management to support the activities and amenities offered to visitors.

The study also found that, in 2024, Gateway Arch Park Foundation attracted 75,707 visitors to the CAR Project area for special events, totaling \$9.7 million in total economic impact for the St. Louis region.

- Blues at the Arch Festival held in August 2024 drew 15,500 individuals and produced an economic impact of \$2 million on the St. Louis region.
- Winterfest, held from November 2024 to December 2024, drew 53,135 individuals and produced an economic impact of nearly \$6.8 million on the St. Louis region.
- The Foundation's health and wellness series brought 1,887 people to CAR Project sites and created \$241,536 in economic impact on the St. Louis region.
- The Foundation's educational program, the Journey Fund, brought 2,956 students and educators to CAR Project sites and generated \$378,368 in economic impact on the St. Louis region.
- Other GAPF programming, such as Arch Bark, Paddle Your Park, and fundraising and volunteer events attracted 2,229 visitors and drove \$260,096 in economic impact on the St. Louis region.

The economic impact study also cites a 2024 analysis from the *St. Louis Business Journal* that highlighted 16 projects that are under development in Downtown St. Louis, with a combined cost of \$3.8 billion.¹ Although CAR Project sites are not directly related to these projects, the presence of the Gateway Arch and its recent redevelopment are important contributors and motivators of future economic activity in Downtown St. Louis.

“When public spaces thrive, so do its surrounding areas,” according to McClure. “As seen in this report, the CAR Project area is vital to the future of Downtown St. Louis, not only in driving further investment and economic prosperity, but also in bringing communities together, promoting civic pride, and serving as an educational and cultural hub. The Foundation and our partners are committed to ensuring these spaces remain a well-supported resource for the community and nation for generations to come.”

Methodology

Tripp Umbach used IMPLAN (IMPact analysis for PLANning) data and software that utilizes classic input-output analysis combined with regional-specific multipliers to complete this assignment. IMPLAN is the industry-standard tool used by thousands of public and private agencies, research centers, and universities. Findings presented in the report were based on Fiscal Year 2024 data and are not cumulative over multiple years. IMPLAN models were designed to derive economic, employment, and tax revenue estimates for two geographies: the St. Louis Metropolitan Statistical Area and the combined St. Louis City and County.

###

About Gateway Arch Park Foundation

[Gateway Arch Park Foundation](#) is the official philanthropic partner and nonprofit conservancy for Gateway Arch National Park. Its mission is to ensure the Gateway Arch, its grounds, neighboring public spaces, and attractions

¹ *St. Louis Business Journal*: Largest Downtown Developments, January 12-18, 2024.



GATEWAY ARCH PARK FOUNDATION

are a vital, welcoming, well-supported resource to the community and nation for generations to come. It seeks to fulfill its mission by providing for ongoing conservation, preservation and education at the park, in addition to hosting, facilitating and promoting community programs that bring the park and its surrounding areas in Downtown St. Louis to life. The Foundation is part of the Arch Alliance, which includes the National Park Service, Bi-State Development, Great Rivers Greenway, Jefferson National Parks Association, and the City of St. Louis. For more information, visit archpark.org.

About the Arch Alliance

The Arch Alliance is a public-private partnership that includes the National Park Service, Gateway Arch Park Foundation, Great Rivers Greenway, the City of St. Louis, Bi-State Development, and Jefferson National Parks Association. All partners are determined to bring increased vitality to the Gateway Arch, the riverfront, St. Louis, and the region.

About Tripp Umbach

Tripp Umbach is a national leader in conducting economic impact studies, consultation, and communication services for a wide variety of clients, including National Heritage Areas, leading corporations, colleges/universities, hospitals, medical schools, academic medical centers, industry associations, and tourist destinations. Tripp Umbach has provided consultation and economic impact analysis services to more than 500 clients in all regions of the United States since 1990. Our consultants are skilled in all types of economic impact analysis, including linear cash flow modeling, IMPLAN, RIMSII, REMI, and Input/Output Analysis. Our studies are customized to match the needs of our diverse clients.