

DEAR FRIENDS,

2019

The board and staff of the Gateway Arch Park Foundation are pleased to issue this 2019 Impact Report, which reflects all that we accomplished as the conservancy for, and official fundraising partner of, Gateway Arch National Park. Grateful for your support, we have much to be proud of and even more to look forward to – together.

After the historic renovations to the Gateway Arch grounds, Kiener Plaza, and the Riverfront were completed in July 2018, the Foundation turned its focus to ensuring Gateway Arch Park Foundation is vital, welcoming and well-supported for future generations as a conservancy.

Your support helps us sustain a national treasure

That means:

- Providing funding and resources to care for the park, museum and visitor center that ensures it is maintained at an excellent level and the visitor experience is always amazing
- Providing cultural, health, and educational programming that enlivens Gateway Arch National Park, Kiener Plaza, and the Riverfront, welcoming tens of thousands of people to the heart of Downtown St. Louis throughout the year
- Connecting St. Louis and all who visit our amazing region to the Arch and its surroundings
- Just a few ways we accomplished these things include:

- Welcoming more than 63,000 people through 100+ free community programs including, our Health and Wellness Series, Blues at the Arch, Salute to Veterans, Winterfest and many more
- Funding field trips for more than 900 students and educators from underserved communities to the Arch
- Providing funding and resources to care for the Museum at the Gateway Arch and Gateway Arch National Park

The staff and the Board of Gateway Arch Park Foundation are proud to do this work. It is an absolute honor to work every day to support this park and what it means to our city. In 2020 we will take an even larger role in supporting our iconic park through directly contracting for maintaining and improving the museum, adding new technology for visitors to the park, and expanding our programming. We are incredibly grateful for your support, which makes all of this possible. Without you, our mission doesn't happen. It starts with you – and St. Louis starts at the Arch!

Sincerely,  
Ryan McClure  
Executive Director

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More than 800 members support the Gateway Arch National Park through their Gateway Arch Park Foundation membership. These generous donors are important advocates whose support allows the Gateway Arch to continue to be St. Louis' internationally renowned icon.

## EERO SAARINEN SOCIETY

We are proud and grateful to acknowledge our Eero Saarinen Society Members who made leadership gifts of \$1,000 or more to our Membership program from January 1, 2019 through December 31, 2019.

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## Thank you, St. Louis

The Gateway Arch Park Foundation acknowledges our 2019 corporate and foundation partners and event sponsors for their generous support of our mission of conservation, education, and community engagement.



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\*Includes gifts, grants and sponsorships of \$1,500 or more from January 1, 2019 through December 31, 2019

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**CAMILLE BROOKS**  
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**SHANIQUE JONES**  
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Assistant Director of Development

**GINA WAKE**  
Data Manager

**CARLA HUDSON**  
Administrative Assistant

To learn more about how you can support the mission of the Gateway Arch Park Foundation, visit [www.archpark.org](http://www.archpark.org) or call us at 314-881-2015

## 2019 OPERATIONS

Programming	\$785,992.80
Design & Construction	\$1,695,204.09
Park Operations & Maintenance	\$118,521.97
<b>Total</b>	<b>\$2,599,718.86</b>

## 2019 JOURNEY FUND VISITORS

## 933 STUDENTS & EDUCATORS

With initial funding from the Regional Business Council, the Gateway Arch Park Foundation was pleased to establish the Gateway Arch Park Journey Fund. The Journey Fund provides funding to underserved schools and youth groups for transportation to, and educational opportunities at, the park. Our goal is to continue growing the Journey Fund so that as many children possible have the opportunity to experience and enjoy all that Gateway Arch National Park has to offer them.

# 3,370,135 visitors

at Gateway Arch National Park since the new museum and visitor center opened in 2018.



## MUSEUM FACTS

**6** new galleries

The galleries span from 1764 to 1965 with topics covering Colonial St. Louis, Jefferson's Vision, Manifest Destiny, The Riverfront Era, New Frontiers, and Building the Gateway Arch. New universal design elements, make the museum experience accessible for everyone.

**201** year history

The Museum at the Gateway Arch covers 201 years of history about the westward expansion of the United States with an emphasis on St. Louis' paramount role in that era. Interactive story galleries guide visitors through time from the founding of St. Louis in 1764 to the building of the Gateway Arch, completed in 1965.

## PROMOTING HEALTH & FAMILY ACTIVITY

Each year, the Gateway Arch Park Foundation provides events that focus on the health and well-being of visitors. 2019 featured walking groups, yoga, boot camps, and children's programs.

**CENTENE**  
Charitable Foundation

### HEALTH AND WELLNESS

**55** events + **2,600+** participants + **400+** children

We reached more than 400 children and their families through Kiener Kids, which consisted of three Saturday mornings featuring yoga, storytellers, community vendors, magicians, and more!

For the fourth straight year, we partnered with certified instructors to lead Tuesday morning yoga and Wednesday afternoon boot camps, welcoming more than 2,200 fitness enthusiasts of all levels.

Due to the overwhelming popularity of Sunrise Yoga, the National Park Service approved moving those classes indoors during the winter months. This is exciting as it enables us to promote ongoing health and wellness opportunities in and around the park year-round!

## FREE COMMUNITY EVENTS

### VETERANS DAY SALUTE



Honoring the bravery and sacrifice of all retired U.S. military personnel, our 2019 event featured a free performance by the Airlifter Brass Quintet of the U.S. Air Force Band of Mid-America.

### ARCH BARK

**2,000+** attendees



Celebrating the dog-friendly nature of Gateway Arch National Park, we welcomed hundreds of dogs (and their owners) for a morning of free activities including agility courses, Paws on the Pavement one-mile fun walk, live music, and more!

The Gateway Arch Park Foundation was proud to produce free community events for friends, neighbors, and visitors to the area.

More than **100** days of free community programming | More than **63,000** event attendees

### BLUES AT THE ARCH

**11k** in attendance

Produced in partnership with the National Blues Museum, this annual free concert series welcomed renowned Blues musicians to the park for what has become one of St. Louis' favorite late-summer traditions.



### WINTERFEST



More than 42,000 people came to our fourth annual festival, which was bigger, better, and brighter! New attractions included the Winterfest Market, Igloo Village, and Winterfest Café by Sugarfire.

**T**he Arch is one of the iconic symbols of the United States that embodies the adventurous spirit of America and the crucial role the Louisiana Purchase and the westward expansion played in building the United States. Also known as the "Gateway to the West" the Arch is the centerpiece of the Gateway Arch National Park, a 91-acre site that stretches from the Mississippi river westward, including St. Louis' Old Courthouse, a significant historic structure and one of the oldest standing buildings in St. Louis, begun in 1839.

Now is the time to rediscover the Gateway Arch. 5.5 miles of new paths create great recreational trails - including a historical trail marking the significant events that happened within the park. In the museum, rediscover the history of St. Louis. Take a tram ride to the top and gaze 30-miles out to see the Gateway Arch's connection to the entire region.

**91**

acres of urban national park

**5+**

miles of trails

**3,200**

trees located throughout the park

