

GATEWAY ARCH PARK FOUNDATION CONNECTION

www.archpark.org    @GatewayArchPark

Looking Ahead

Gateway Arch Park Foundation signature events continue.

NOVEMBER

6

SALUTE TO VETERANS

Presented by Scott Credit Union with support from Boeing, this event honors U.S. military veterans with a performance by a brass quintet from the 399th Army Band.



KENDRA SCOTT

NOVEMBER

13

KENDRA GIVES BACK

Do your holiday shopping from 11 a.m. to 6 p.m. at the Central West End Kendra Scott location, and 20% of sales will benefit Gateway Arch Park Foundation.

NOVEMBER

20

WINTERFEST 5K

Presented by Caleres, this inaugural race and a Kids Fun Run will kick off the Winterfest season! Register: archpark.org/winterfest.



NOVEMBER

30

GIVING TUESDAY

Give back in a monumental way and ensure that this incredible national park remains vital for generations to come.

DECEMBER

31

WINTERFEST NEW YEAR'S EVE CELEBRATION AND FIREWORKS SHOW

Count down the hours to 2022 in Kiener Plaza.



BLUES AT THE ARCH

Relive this year's virtual concert series presented by Emerson, in partnership with NPS and the National Blues Museum. Visit archpark.org/blues.

EXPLORE



Winterfest: Bigger, Brighter and Better than Ever

Shining a Bright Light on Downtown St. Louis

Winterfest Returns from November 20 to January 2

Hours:
Fridays from 4 - 8 p.m.,
Saturdays & Sundays from 12 - 8 p.m.

December 25 (Christmas Day): 2 - 8 p.m.

Extended Hours:
December 27 - 31, 2021:
Open daily from 12 - 8 p.m.

Fridays: Kick off the weekend with festive beverages from a pop-up bar while enjoying DJs, music and theme nights.

Saturdays: Couples and small groups can rent heated igloos featuring comfortable seats, ice skate rentals, free parking and table service. Visit our website for unique opportunities to upgrade your igloo experience.

Sundays: The whole family can enjoy activities like open skating and visits with princesses and superheroes.

Free Skate Days: Kids skate free on Fridays and daily Dec. 25 through Jan. 1, courtesy of the St. Louis Blues.

Gateway Arch Park Foundation is thrilled to reintroduce Winterfest, presented by Bank of America and World Wide Technology and produced in partnership with the St. Louis Blues.

Winterfest is one of St. Louis' favorite seasonal traditions. In 2020, due to the pandemic, Winterfest pivoted along with the rest of the world and for the first time offered virtual activities to the community, including online story times, contests and holiday recipes.

Even though 2020 in-person events were canceled, Winterfest stayed true to its goal of lighting up Downtown St. Louis by debuting more than 60,000 lights through the trees of Kiener Plaza, transforming the park into a winter wonderland and complementing the stunning backdrop of the Gateway Arch and the Old Courthouse.

This year, the lights are back, along with everything else St. Louisans know and love about the festival.

From November 20 to January 2, on Fridays, Saturdays and Sundays, celebrate the magic of the season with ice skating, holiday lights and music, cozy igloos, s'mores stations, winter market and more.

This year's festival will also feature an inaugural Opening Day 5K presented by Caleres and corresponding Kids Fun Run supported by Famous Footwear, as well as the annual New Year's Eve celebration and fireworks show.

Visit ARCHPARK.ORG/WINTERFEST for regular schedule updates and details about appearances from Blues and Cardinals players, alumni and mascots. We can't wait to see you there, lighting up St. Louis.



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.

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of Trustees

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CHAIRMAN AND CEO,
Caleres

NEWS & NOTES

Stay Connected

A letter from our Executive Director

Dear Friends,

After the tumultuous last year and a half, this past summer has brought renewed vibrancy back to the grounds of Gateway Arch National Park, and we could not be more thrilled.

From a delightful inaugural Picnic in Your Park event hosted by our Friends Advisory Board that brought hundreds to the grounds in a safe manner, to the return of weekly yoga in Kiener Plaza and under the Arch, to the recent celebration of National Public Lands Day, seeing the residents of our region using and enjoying this urban national treasure fills us with optimism. The fact that more than 50 individuals gave up their Saturday morning to make sure that the "front door" of our city, the mighty Mississippi Riverfront, looks amazing - it is inspiring to see and humbling to have a role, with your support, in creating these opportunities.

On a Wednesday in July, I witnessed a simple moment out on the grounds that represents to me why we do what we do. A father and young son had grabbed their baseball gloves and were playing catch in front of the Arch. They were Cubs fans (we can forgive them for that!) who were in town to watch the series, and they told me they had been looking forward to doing this all week. As a father and lifelong Cards fan myself, I understood how much this meant to them and how it will be a memory shared with his dad that that child will carry throughout his life. And perhaps he will even come back in 30 years to do the same with his own child.

Thanks to your support, we can make sure that happens, that these grounds remain a beautiful and welcoming resource for future generations to enjoy simple, but meaningful moments with their families.

Thank you for your unwavering generosity and commitment to Gateway Arch National Park. We cannot wait to welcome you back in person to Winterfest this season, bigger, brighter and better than ever!

Ryan McClure
Executive Director
Gateway Arch Park Foundation



A MONUMENTAL EXPERIENCE

Become a steward of an international icon and enjoy special member benefits throughout the year, which may include:



"Tram Ride to the Top" passes



Complimentary parking passes



Special member-only events and experiences



Riverfront Cruise, Café and Shopping Discounts

JOIN TODAY!

Donors to Gateway Arch Park Foundation provide the support needed to help preserve and activate Gateway Arch National Park. Be our partner in making an impact on this international symbol of St. Louis. Foundation members are the driving force behind projects that will maintain Gateway Arch National Park for our community and nation. By joining today, YOU are making this incredible urban national park a vital and well-supported resource for generations to come.

ARCHPARK.ORG/MEMBERSHIP

ALLIANCE PARTNERS



JEFFERSON
NATIONAL PARKS
ASSOCIATION



GET TO KNOW

Meet the Team

Maria Tsikalas, Senior Manager of Communications

Gateway Arch Park Foundation is pleased to welcome Maria Tsikalas to the team as its new senior manager of communications. With a background in content creation and strategy, social media management and digital marketing, Maria will bring her strategic communications expertise to help further the Foundation's mission.

WHAT BROUGHT YOU TO THE FOUNDATION?

I was compelled by the Foundation's mission to ensure this newly beautified urban national park remains strong for present and future generations. As a new parent as well as a native St. Louisan, I appreciate the urgency of leaving our community better than we found it. I also love that the Foundation has positioned itself to work with and for the people of St. Louis as a proud ambassador of our beloved city, seeking to make not only the national park and downtown area but the entire region a more vibrant place for locals and tourists alike.

WHAT IMPACT DO YOU HOPE TO MAKE AT THE FOUNDATION?

Gateway Arch National Park and St. Louis in general have so many positive stories to tell. I hope to find new and creative ways to share these stories strategically, to grow our network of supporters and help people view the Arch as not just the amazing monument it is, but as a thriving national park that

can contribute to their physical and mental wellbeing and ignite their enthusiasm for our region.

During my third week on the job, I texted a group of high school friends about the activities the Foundation was sponsoring for National Public Lands Day, and one replied, "Who knew the Arch does so many fun things?!" I want everyone to know!

WHAT IS THE MOST SURPRISING THING YOU'VE LEARNED SINCE WORKING AT THE FOUNDATION?

There are a few! First, I have been blown away seeing the number of dedicated people working in partnership every day to protect and enhance Gateway Arch National Park and Downtown St. Louis. It is heartening and has made me even prouder to live here and be a part of it.

Second, I've gotten the chance to explore the Museum at the Arch a bit, and there is so much incredible St. Louis history preserved and told in fun, interactive ways. If you haven't been to the museum in years, plan a visit!

Finally, I have been impressed by the number of Foundation volunteers who cheerfully contribute their time, talent and treasure to make our events successful. At the recent Mississippi River Clean-up, I ran into a volunteer whom I used to babysit when he was a toddler. Today he's a pre-med college student who lives in town and cares about our riverfront. It's already been a joy!



IMPACT

The Journey Fund

Making the Gateway Arch National Park experience possible for every child



Every year, thousands of students come to the Gateway Arch to learn about St. Louis' history and take a tram ride to the top of the monument. It's an experience many of us fondly remember.

Gateway Arch Park Foundation wants as many children as possible to have the opportunity to enjoy all Gateway Arch National Park has to offer. Launched in 2019, the Journey Fund subsidizes transportation, meals and activities such as the Tram Ride to the Top, the "Monument to a Dream" documentary film, park ranger-led education and riverboat excursions for under-resourced schools and communities.

The Foundation extends a special thank you to the Regional Business Council for providing the initial funding to launch the Journey Fund, with support from AT&T and Bi-State Development. Since the program's inception, we have provided Journey Fund assistance to nearly 1,450 students and educators.

We invite you to be a part of showing every St. Louis child, regardless of income, why this monument and this park are so special, especially after so many children have had to forego field trips these past two years due to the pandemic.

Join us and help make more Journey Fund trips a possibility: visit ARCHPARK.ORG/VISIT/JOURNEY-FUND.

Gateway Arch Named Best U.S. National Park for Remote Work

A new analysis published in May 2021 by Speedtest found that Gateway Arch National Park is the best U.S. national park for visitors who need to stay "plugged in" while enjoying the great outdoors.

The analysis looked at mobile internet performance, availability and coverage in national parks in the U.S. and Canada. Perhaps unsurprisingly, the results showed that national parks located in or near urban areas had the fastest speeds and download times. Saguaro National Park bordering on Tucson, Arizona, and Mount Rainier National Park near Tacoma, Washington, took second and third place in download speed.

The high-speed WiFi that visitors can access across Gateway Arch National Park's 91 acres is provided to the public for free with your support through Gateway Arch Park Foundation.

NEWS & NOTES

Foundation Welcomes New Members to Board of Trustees, Names New Chair

Gateway Arch Park Foundation is proud to welcome four new members to its Board of Trustees: **SUSAN BROWN**, family office advisor, Moneta Group; **RUTH E. KIM**, general counsel, senior VP and senior partner, FleishmanHillard; **JAMES (JIM) LALLY**, president and CEO, Enterprise Financial Services Corp; and **DIANE SULLIVAN**, chairman and CEO, Caleres.

Additionally, Tom Melzer, co-founder and managing director of RiverVest Venture Partners, was named chair of the Gateway Arch Park Foundation Board of Trustees.

SUSAN BROWN is the former chair of the Foundation's Friends Advisory Board. Before joining the Moneta Group, she was a principal at The St. Louis Trust Company and an investment banking analyst at Stifel Nicolaus & Co. Currently, Susan is also a board member for the St. Louis Area Foodbank and a member of the St. Louis Symphony Orchestra Legacy Advisors Group.

RUTH E. KIM has extensive experience in business transactions; corporate, contracting, communications and media law; and risk management, and she is articles editor of the *Journal of Urban and Contemporary Law*. She is an avid supporter of all things St. Louis and

currently serves on the boards of the Donald Danforth Plant Science Center, St. Louis Civic Pride Foundation, International Institute of St. Louis, Marian Middle School, and as an advisory board member for Downtown STL.

JAMES (JIM) LALLY, a native of St. Louis, serves on the Wallis Companies Board, SSM Health Cardinal Glennon Children's Foundation Board of Governors, and the St. Louis Aquarium Foundation's Board of Directors. He is trustee of the St. Louis Archdiocesan Fund and is a current member of the Regional Business Council of St. Louis.

DIANE SULLIVAN, prior to joining Caleres, was vice chairman of the Footwear Group at Phillips-Van Heusen. Diane also served as president and COO of The Stride Rite Corporation and gained extensive consumer brand management and sales expertise at several companies, including M&M/Mars and The Mennen Company.

The Foundation is grateful to have the leadership and expertise of our board members, who represent numerous St. Louis-based institutions, in the important work of ensuring Gateway Arch National Park remains a vital, welcoming and well-supported resource for current and future generations.



SUSAN BROWN
Family Office Advisor,
Moneta Group



RUTH E. KIM
General Counsel, Senior
VP and Senior Partner,
FleishmanHillard



JAMES (JIM) LALLY
President and CEO, Enterprise
Financial Services Corp



DIANE SULLIVAN
Chairman and CEO, Caleres

CONNECT

Volunteer Spotlight

Get to Know Father-Son Duo Alan & Josh Heisel - Gateway Arch National Park Trails & Rails Volunteers

Alan and Josh Heisel have been volunteers with the National Park Service (NPS) since 2019. The father and son team is part of the Trails & Rails program, a partnership between NPS and Amtrak. They ride the train from Gateway Station in St. Louis to Springfield, Illinois, sharing cultural and historical information about the sights along the route. It is a great way for them to share their knowledge and appreciation of the region. They see volunteering as a way to be part of and contribute to a more vibrant community.

Alan is a professor of communication and media at the University of Missouri - St. Louis. He studies "the construction, delivery and reception of messages in a goal-directed context." He has side interests in crisis/disaster response; he has helped sandbag Missouri River towns and assisted with cleanup efforts after the 2011 Joplin tornado.

Josh is a third-year college student at UMSL. He is a history major with a special interest in military history - specifically the evolution of technology and tactics in overt



and covert warfare. He spent his last two years of high school as a dual credit student, earning both his diploma and an associate's degree by age 18. He hopes to land an internship with NPS and one day visit historical sites in Europe, including the Parthenon and Normandy Beach.

Whether it is with NPS, International Institute of St. Louis, or other nonprofits, Alan and Josh stay connected.

To learn more about volunteer opportunities at Gateway Arch Park Foundation or Gateway Arch National Park, visit ARCHPARK.ORG/SUPPORT/VOLUNTEER, or contact Meagan Patterson, volunteer manager, at MEAGAN.PATTERSON@ARCHPARK.ORG.

EVENTS

Thank You for Supporting Our Events

The Foundation is grateful for the return of both in-person and virtual fundraising and community events.



PICNIC IN YOUR PARK - JUNE 13, 2021

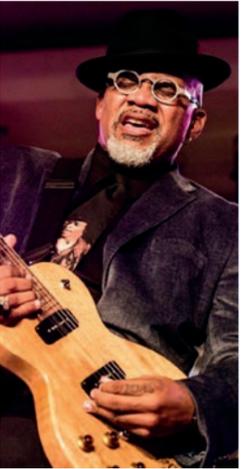
This inaugural event hosted by the Friends Advisory Board featured a delicious picnic meal, curated playlist and the opportunity to get out in nature for a good cause. A special thank you to our sponsors: Clayco, Enterprise, Enterprise Bank & Trust, HWP Rigging, Major Brands, Inc. Moneta, Pier Property Group, and Subtext Development. Save the date for next year's event: May 15, 2022.

- ♣ 220+ attendees
- ♣ More than \$35,800 raised

BLUES AT THE ARCH - AUGUST 2021

Paying tribute to St. Louis' storied blues history, this year's series was presented by Emerson and produced in partnership with the National Blues Museum and the National Park Service. It showcased the talents of The Lady J Huston Show, Jontavious Willis, Toronzo Cannon and The Chicago Way, and Mz. ShA. Concerts were streamed free of charge and remain archived online for future viewing.

- ♣ 45,348 viewers tuned in (up 48% compared to 2020)
- ♣ 19,668,587 earned media impressions
- ♣ 39,161 Facebook engagements (likes, comments, shares)



NATIONAL PUBLIC LANDS DAY SEPTEMBER 25, 2021

This fun-filled day featured yoga led by The Collective STL, a Mississippi River clean-up, the Great MonArch Migration Event featuring plants and butterfly education, B.A.R.K. Ranger activities and Movie Night under the Arch sponsored by Purina, featuring food trucks and live music from The Bronx Cheers. The event was one of many popular downtown events that weekend, including the Taste of St. Louis food festival at Ballpark Village and the Rolling Stones concert at the Dome at America's Center.

- ♣ 110 yoga participants
- ♣ 54 volunteers for Mississippi River Clean-up
- ♣ 5 volunteers for the Great MonArch Migration Event
- ♣ 2 B.A.R.K. Ranger dogs and their owners

EERO SAARINEN SOCIETY AND CORPORATE PARTNERS' RECEPTION - SEPT. 30, 2021

As a special thank you for their commitment to Gateway Arch National Park, the Foundation hosted a reception at Windows on Kiener Plaza for its Eero Saarinen Society members and Corporate Partners. Eero Saarinen Society members are key partners in sustaining the national park by providing significant funding through unrestricted gifts of \$1,000 or more annually to support the mission and work of Gateway Arch Park Foundation. Corporate Partners additionally play a vital role in our continuing mission to support and share the new Gateway Arch experience and maintain a world-class visitor experience for generations to come. To learn more about our Eero Saarinen Society or our Corporate Partner program, please contact Amanda Goldsmith, director of development, at amanda.goldsmith@archpark.org.



BY THE NUMBERS

Gateway Arch Park Foundation Friends Advisory Board

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SAVE

JOIN US FOR A KENDRA GIVES BACK EVENT
KENDRA SCOTT + GATEWAY ARCH PARK FOUNDATION

THE

NOVEMBER 13 | 11:00 AM - 6:00 PM
KENDRA SCOTT | CENTRAL WEST END
32 MARYLAND PLAZA | ST. LOUIS, MO 63108

DATE

JOIN US FOR A KENDRA GIVES BACK EVENT IN THE CENTRAL WEST END! 20% OF ALL SALES WILL BENEFIT GATEWAY ARCH PARK FOUNDATION WHEN YOU MENTION THE ORGANIZATION AT CHECK OUT.



KENDRA SCOTT

KENDRA GIVES BACK: GATEWAY ARCH PARK FOUNDATION
Saturday, November 13, 2021
11 a.m. to 6 p.m. in the Central West End storefront

Shop in-store at Kendra Scott Central West End, and 20% of your purchase will support Gateway Arch Park Foundation when you mention us at check out.

Shop online using code GIVEBACK-APSBN. This code will only be activated for 48 hours, from midnight on Nov. 12 through midnight on Nov. 14. Thank you for supporting us this holiday season!



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