From the Executive Director

In a year unlike any other, our region’s defining symbol served as an icon of hope, strength, and pride for so many, and the significance of the 91-acre urban park surrounding St. Louis’ beloved monument has never been more apparent and important.

Now more than ever, people need parks.

The pandemic has underscored just how crucial urban greenspaces are to our mental health and physical wellbeing, as well as our community’s overall quality of life. Over the past few months, St. Louisans have consistently turned to Gateway Arch National Park for fresh air, exercise, socially distanced gathering and, ultimately, to find a sense of peace.

Throughout 2020, Gateway Arch Park Foundation continued to work to ensure the park remains a vital, welcoming, and well-supported resource for all. Because of you, we were able to support necessary repairs to museum exhibits, invest in new infrastructure like free public Wi-Fi, and help plant and care for our urban national park’s expansive grounds. These and the many other accomplishments you made possible over the past year are celebrated in the pages of this report.

Ultimately, this report celebrates you.

One silver lining to the past year was the unwavering generosity and spirited commitment of our many individual friends and corporate and foundation partners. Your support — past, present, and future — is what helps us keep Gateway Arch National Park accessible, beautiful, and relevant. Thank you for supporting a national treasure!

Ryan McClure
Executive Director

Credits

The Arch belongs to all of us and so, for this year’s report, we are proud to feature a number of photos from Instagram. Special acknowledgment to the photographers, and all of you who share your monumental masterpieces with us on social media throughout the year!

Michael Bittle Photography @michaelbittle
Progress... in a year unlike any other.

Journey Fund

FEBRUARY
Prior to the pandemic, a few schools were able to visit Gateway Arch National Park as part of Gateway Arch Park Foundation’s Journey Fund program. Teachers and youth group leaders can apply for free tickets for the Gateway Arch trams, riverboats, and documentary film, as well as reimbursement for transportation to the park through the Journey Fund. The fund is underwritten by a lead grant from the Regional Business Council, with support from AT&T and Bi-State Development. When Park Rangers were forced to pivot from in-school to virtual classroom visits, Gateway Arch Park Foundation provided technology and other resources to assist with their outreach.

2,152 steps

APRIL
Gateway Arch Park Foundation rolls out a variety of online programs to engage virtual visitors of all ages, from storytimes with St. Louis author and illustrator Ryan Nusbickel to the #GatewayArchStepChallenge. Encouraging people to keep active while staying home, participants were challenged to log 2,152 steps, which is the number of steps it would take to climb up and down the Gateway Arch!

24/7

MAY
In response to the museum’s temporary closure, the views from the top of the Gateway Arch are made accessible online as a 24/7 livestream for the first time in history—two webcams show the iconic views east looking over the Mississippi River and Illinois and west across St. Louis City and County. Special thanks to our project partners, the National Park Service and Bi-State Development.

Free Wi-Fi

JUNE
To further enhance the visitor experience, Gateway Arch Park Foundation spearheads implementation of a free public Wi-Fi system accessible inside the new museum and throughout the 91-acre national park. Be sure to connect to “Arch Public Wi-Fi” whenever you visit the park!

JULY
Weekly Sunrise Yoga sessions continue throughout the pandemic, virtually, every Tuesday morning on Facebook Live. Led by our partners at Yoga Buzz, the sessions are a tradition dating back to 2015 and part of Gateway Arch Park Foundation’s ongoing Health & Wellness Series, which encourages St. Louisans to explore and exercise in their hometown national park.

30,528 views

AUGUST
The show must go on! Blues at the Arch, presented by Emerson, celebrates its fifth anniversary with a virtual concert series featuring performances recorded inside the new Gateway Arch Visitor Center. Produced in partnership with the National Blues Museum and National Park Service, the series premieres a new video every Friday evening in August showcasing local artists Uvee Hayes, Little Dylan, Kingdom Brothers, and Carolyn Mace.

8,126 views

NOVEMBER
Gateway Arch Park Foundation hosts a virtual concert honoring the bravery and sacrifice of all retired U.S. military personnel. Featuring performances by the United States Air Force Band of Mid-America, veterans who work at Gateway Arch National Park are also highlighted during the online salute presented by Scott Credit Union.

71,359 views

DECEMBER
Winterfest celebrates its fifth anniversary by shining a bright light on Downtown St. Louis—literally! More than 70,000 lights are installed in the trees of Kraner Plaza to complement the iconic backdrop of the Gateway Arch and Old Courthouse, while online contests and virtual activities bring the Winterfest experience into people’s homes during the holiday season. Special thanks to our presenting sponsors, Bank of America and World Wide Technology.

91 acres

OCTOBER
Gardening and grounds maintenance is a year-round endeavor at Gateway Arch National Park. Park staff are constantly working to diversify the 91-acre urban forest surrounding our region’s beloved icon, and fall is an especially busy planting season. Almost 200 trees and shrubs are planted throughout the park in 2020, including London Plane, Snowberry, and Bald Cypress.
Though we could not celebrate them in person in traditional ways, 2020 marked several special anniversaries in Gateway Arch National Park history and for Gateway Arch Park Foundation programs:

**Monumental Milestones**

**Remembering Eero Saarinen at 110**
August 20th would have been Gateway Arch architect Eero Saarinen’s 110th birthday. We celebrate Saarinen’s Vision every day through “Building the Arch”, one of the six story-galleries inside the new Museum at the Gateway Arch. The exhibit features numerous photos and special artifacts celebrating the late Finnish-American designer’s life and work. Further honoring his legacy, members of Gateway Arch Park Foundation’s Eero Saarinen Society make annual leadership gifts in support of our mission and programming.

**Celebrating the Gateway Arch at 55**
October 28th was the 55th anniversary of the completion of the Gateway Arch. On that day in 1965 the final piece of the Arch - the keystone - was put into place, completing what would become the iconic symbol of St. Louis. The Keystone Exhibit located inside the Tram Lobby is an exact replica of the monument’s final section. Inside, visitors who cannot make the famed Journey to the Top can see a live view of our region from webcams situated 630 feet above. And now, our new 24/7 livestream makes those same breathtaking views accessible to everyone, everywhere.

**Blues at the Arch turns 5**
First launched in 2016, Blues at the Arch has quickly grown into one of St. Louis’ most popular end-of-summer traditions. While this year’s event consisted of virtual performances, the park’s North Gateway typically hosts thousands of St. Louisans every Friday in August for this showcase of top local and national Blues artists. The North Gateway features 7.5 acres of reclaimed greenspace, including a natural amphitheater ideal for concerts.

**Winterfest turns 5**
Produced in partnership with the St. Louis Blues since 2016, Winterfest normally centers around an ice rink on Kiener Plaza. Inviting people to experience the joy of skating in the shadow of the Gateway Arch, the festival has grown to include an open-air market, rentable heated igloos, and concessions. Although 2020’s festival looked a little different, we are proud that tens of thousands of St. Louisans again made Winterfest part of their holiday traditions.
Revenue

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<td>Earned Revenue</td>
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<tr>
<td>Contributed Revenue</td>
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<td>Annual Campaign</td>
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<td>Special Gifts, Gala and Volunteer Activities</td>
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<td>Endowment and Other Revenue</td>
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Expenses

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<td>Design/Construction**</td>
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<td>Operations/Maintenance</td>
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*Allocated toward operations and maintenance of Gateway Arch National Park and Kiener Plaza
**Consists of prior designated funds raised through/for the CityArchRiver Project

Hope... for today, for tomorrow, for good.

Looking back on the achievements of the last year, most were anticipated as part of our perpetual mission to support the preservation of our region’s beloved icon and conservation of the surrounding 91-acre park. Still, others were unexpected, such as pivoting the bulk of our in-person programs and initiatives to virtual formats.

Whether by design or through surprise, the accomplishments of 2020 simply would not have been possible without your support.

Looking forward, we are excited to begin renovations to the Old Courthouse in late-2021. In a project jointly funded by the Gateway Arch Park Foundation and National Park Service, the historic landmark will undergo just the second extensive renovation in its history. Built between 1839 and 1862, the courthouse was the site of two landmark cases in our nation’s civil rights history: Dred and Harriet Scott’s suit for freedom from slavery and Virginia Minor’s argument for a woman’s right to vote. The project will include improvements to help safeguard the building’s structural integrity, accessibility enhancements, and new and updated exhibit galleries. The renovations are scheduled to be completed in two years. Please stay tuned to the Foundation’s website and social media for project updates!

We also continue planning for the day we can again bring the community together through large, in-person gatherings, such as Blues at the Arch and Winterfest. Our intent is to bring them back even bigger and better, while still offering virtual formats that share the Gateway Arch experience with an even wider audience. Guided by and grateful for your support, we remain focused on the future while being inspired by our past.
Membership is Monumental
Gateway Arch Park Foundation’s more than 730 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
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Mission Statement

The official philanthropic partner of Gateway Arch National Park, Gateway Arch Park Foundation is a 501(c)(3) non-profit organization with a mission to ensure that 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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