

2021

IMPACT REPORT
INSPIRED INNOVATION



GATEWAY ARCH PARK
FOUNDATION



From the Executive Director

As the world adjusted to the “new normal” that was 2021, Gateway Arch Park Foundation continued to innovate.

Our Friends Advisory Board hosted our first ever Picnic in Your Park fundraiser as a way to support the park while remaining physically distanced, which resulted in great success and a new park tradition. Our Blues at the Arch concerts remained virtual, but with enhanced marketing and community awareness, reached 48% more people online than 2020, which included folks from across the globe. Our Iconic Evening gala returned in person with COVID safety protocols in place and generated more funds for the Foundation than any other year. And Winterfest, presented by Bank of America and World Wide Technology, saw St. Louisans show up by the tens of thousands for the ice rink, igloos, s’mores, markets and special events. These were just a few of our signature programs, made possible with your generous support.

Throughout this report, you’ll read more about the tangible impact our efforts are making at Gateway Arch National Park and across Downtown St. Louis. But our efforts are *your* efforts, and we are humbled to be entrusted with the stewardship and vibrancy of this national park.

Despite the challenges and setbacks of the past two years, we were thrilled to break many records in 2021. It was a record-breaking fundraising year for annual giving, a record-breaking Winterfest attendance (based on days open), with record-setting volunteer participation in our new volunteer program in partnership with the National Park Service.

We’re immensely grateful that you “showed up” for us in 2021. As we look to begin the last chapter of the CityArchRiver Project – the historic Old Courthouse renovations – while continuing to expand in our role as the national park’s dedicated conservancy, we plan to keep “showing up” for all of St. Louis in 2022 and the years to come.

**Thank you for supporting
our hometown national treasure!**



Ryan McClure
Executive Director
Gateway Arch Park Foundation





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OUR MISSION PILLARS

PRESERVATION

Six Visits from Pacific Studio for Museum Maintenance and Innovation

In 2021, the Foundation funded six visits from Pacific Studio, the company that fabricated and installed the Museum at the Gateway Arch exhibits and provides for their ongoing innovation and maintenance, totaling \$46,154. During these visits 43 projects were completed.

Examples of this work include **repairs** to the interactive tram car, the ship's wheel tactile map, the trim on the riverfront mural and the trim on Saarinen's Vision mural; **replacements** of interactive deer hide, top hat and scent jars, speakers, and damaged graphic panels; **additions** of street names to the levee model and signage to the keystone exhibit, and much more.

In addition to the extensive work conducted by Pacific Studio, the Foundation funds smaller maintenance needs conducted by local St. Louis personnel as they arise.

 Free World-Class Museum



Preparations Underway for Historic Old Courthouse Renovation

In 2021, the Foundation announced together with the National Park Service the temporary closure of the historic Old Courthouse in preparation for its renovation. This will be only the second significant renovation to the facility since it was built between 1839 and 1862.

The renovations are part of the final component of the \$380 million CityArchRiver project - the largest public-private partnership in the history of the National Park Service - spearheaded by the Foundation. The project has to date resulted in the revitalization of the Gateway Arch park grounds, Arch Visitor Center, Museum at the Gateway Arch, St. Louis Riverfront, Luther Ely Smith Square, and Kiener Plaza.

The Old Courthouse updates will include a complete reimagining of the building's exhibits, with a renewed focus on Dred and Harriet Scott's legacy and relevancy today, along with the hundreds of other enslaved African Americans who sued for their freedom here. Exhibit expansions will also include an exploration of Black life in St. Louis; a spotlight on the importance of courts in our society and legal structure; and an in-depth look at the architectural features of the building and the accompanying spirit of innovation.



Other enhancements will include the installation of an elevator to ensure accessibility for all visitors; structural updates, including a new heating, ventilation, and air conditioning system; a new fire suppression system; and renovated ceilings and floorings.

The renovations will begin in summer of 2022. During 2021, preparations were made by finding a new, temporary home for the collections and archives at the Old Post Office, funded in part by the Foundation. Work has also been done on construction documents and exhibit designs.

Stay tuned for more information in the coming months about the renovation's groundbreaking.



OUR MISSION PILLARS

CONSERVATION

New Visitor Services Building Opens in Kiener Plaza

Offering seasonal hospitality services, St. Louis-themed retail, a year-round workspace for on-site security, and storage/support space for events and maintenance, this vibrant green building is the final component of Kiener Plaza's renovation as part of the CityArchRiver transformation.

The building's construction was a joint effort of Great Rivers Greenway together with the Foundation and the City of St. Louis. Gateway Arch Park Foundation and Great Rivers Greenway also funded newly improved, free public Wi-Fi available to Kiener Plaza visitors.

Hundreds of Trees, Shrubs, Grasses Planted throughout the Park

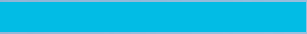
In 2021, the Foundation supported the planting of approximately 700 trees, shrubs, grasses and plants throughout the park, including London plane, snowberry, and bald cypress varieties. The London planes in particular highlight the park's walkways as allée plantings, and visitors frequently inquire about them.



91-Acre Park



5 Miles of Trails



OUR MISSION PILLARS

EDUCATION

The Journey Fund Continues

The Foundation's Journey Fund supported 547 students and educators from under-resourced schools with free Arch visits in 2021.

Since its inception in 2019, the Journey Fund has brought more than 1,600 students and educators to the Arch grounds, subsidizing transportation, meals, and activities like Tram Rides to the Top, the "Monument to the Dream" documentary film, and riverboat excursions.

When park rangers were forced to pivot from in-school to virtual classroom visits, the Journey Fund provided resources to assist with their outreach. Park rangers speak on a variety of topics, including French colonial history in St. Louis, Lewis & Clark, westward expansion, American Indians, civil rights, the Dred Scott decision, Virginia Minor, the construction of the Gateway Arch, National Park Service 101, and even park ranger careers. Classrooms that participated in a virtual ranger visit also received a Student Activity Kit through the Journey Fund, and we provided 71 kits over the course of 2021.

Especially after so many children have had to forego field trips these past two years due to the pandemic, we are proud to continue to grow the Journey Fund and ensure that as many children as possible can experience all this national park has to offer.

Through the Journey Fund, we have also supported professional development opportunities at the park for educators. For example, on June 11, 2021, 63 elementary and middle school teachers from St. Louis Public Schools spent a morning at the park to learn more about the educational opportunities available to them and their students. Each teacher also received a copy of *The Camping Trip that Changed America: Theodore Roosevelt, John Muir, and our National Parks* to share with their students. In September, the Journey Fund supported a two-day teacher workshop on how to build indigenous history and stories into the curriculum, and participants received a copy of *The Heartbeat of Wounded Knee* to use in the classroom.

Thank you to the Regional Business Council for providing the initial and continued funding to launch this program, with support from AT&T and Bi-State Development.





Foundation Ensures Equitable Access to Park Internet and Arch Views

The Foundation continued to provide free Wi-Fi to park visitors in 2021, resulting in the park being named “best U.S. national park for remote work” by Speedtest. The analysis looked at mobile internet performance, availability and coverage in national parks in the U.S. and Canada. We are pleased to be able to offer 91+ acres of internet coverage for visitors who need to stay “plugged in” while enjoying the great outdoors.

The Foundation also continued to fund the 24/7 livestream of two webcams from the top of the Arch, made available for the first time in history in 2020 during the pandemic when the Arch closed. The webcams show the iconic views facing east – looking over the Mississippi River and Illinois, and west – looking across St. Louis City and County. The livestream is also available as part of the keystone exhibit in the Arch Visitor Center for guests who may have a physical disability or are otherwise unable to take a tram ride to the top. Thank you to the National Park Service for supporting the livestream.

 Free Public Wi-Fi

OUR MISSION PILLARS

COMMUNITY PROGRAMS

In 2021, the Foundation hosted or co-hosted numerous events for the St. Louis community. Highlights included:

Yoga and B.A.R.K. Ranger Programs

Our weekly summer Sunrise Yoga series in Kiener Plaza, led by instructors from Yoga Buzz every Tuesday from mid-May to mid-October, welcomed 843 in-person and 3,500 virtual guests in 2021. In September, we hosted a second yoga series called Just Breathe STL every Saturday under the Arch, led by instructors from The Collective STL, which welcomed a total of nearly 500 guests.


Our 2021 B.A.R.K. Ranger programs that encourage St. Louisans to bring their dogs to enjoy the national park saw 1,500 in-person attendees, and our pet photo contest inviting human owners to submit photos of their dogs at the Arch had 252 entrants.

Blues at the Arch Virtual Concert Series

Paying tribute to St. Louis' storied blues history, our 2021 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 every Friday in August and remain archived on our YouTube channel for future viewing. Across the series, 45,348 viewers tuned in (up 48% compared to 2020). The event generated 19,668,587 earned media impressions and 39,161 Facebook engagements (likes, comments, shares).



 Free Events for All Ages

National Public Lands Day

On Sept. 25, the National Park Service hosted National Public Lands Day with support from the Foundation as a celebration of public lands in our community. The day featured yoga led by The Collective STL, a Mississippi Riverfront clean-up, a Great MonArch Migration Event featuring plants and butterfly education, B.A.R.K. Ranger activities and Movie Night under the Arch sponsored by Purina, with food trucks and live music from The Bronx Cheers. The Foundation welcomed 32 yoga participants, 54 volunteers for the clean-up, five volunteers for the Great MonArch Migration Event, approximately 100 moviegoers, and two B.A.R.K. Ranger dogs along with their owners.

Salute to Veterans Tribute

The Foundation and NPS hosted a Salute to Veterans concert tribute on Nov. 6, presented by Scott Credit Union. The concert featured the Missouri Brass Quintet of the 399th Army Band, based at Fort Leonard Wood, Missouri. Approximately 600 people attended, and several veterans in the audience were recognized for their service at the conclusion of the event.





Winterfest

The Foundation was thrilled to bring back Winterfest in person in 2021, presented by Bank of America and World Wide Technology. The sixth annual festival ran from Nov. 20 through Dec. 30 and welcomed 25,950 people to Downtown St. Louis.

New this year was an inaugural 5K presented by Caleres, s'mores stations, and two Night Markets co-hosted with Greater St. Louis, Inc. that brought more than 25 diverse vendors offering shopping, live music and performances by local artists.

Winterfest also featured the time-honored traditions of the ice rink, Igloo Village, free skating lessons by Learn to Skate USA, visits from princesses and superheroes, One Nation Day presented by Anheuser-Busch, St. Louis Blues' 3 on 3 Hockey Tournaments and Try Hockey for Free events, and more. Through the support of the St. Louis Blues, we were proud to offer free kids' skate rentals every Friday during Winterfest and every day during our extended holiday week.

Our Winterfest Cafe this year featured rising star chef Juwan Rice, founder of JR's Gourmet, who offered an innovative and delicious take on an "urban street food" theme.

Due to a regional surge of COVID-19 with the Omicron variant and following the guidance of local leadership, our New Year's Eve celebration was canceled and Winterfest closed three days early. Had it not ended early, Winterfest would have broken previous years' attendance records.

Thank you to all our sponsors and event partners who helped make this year's Winterfest a huge success.

WINTERFEST BY THE NUMBERS

25,950
attendees

237

IGLOO reservations

21 D A Y S

64.7m+
earned media reach

1.4m+ PAID
social media impressions

1.4m+ NATIVE
social media impressions



2
NIGHT
MARKETS



1 INCREDIBLE CAFE
(JR's Gourmet)

2 WINTERFEST
package giveaways

16 SPONSORS

BUILDING OUR VOLUNTEER PROGRAM

FROM THE GROUND UP

In 2021, the Foundation announced its new Volunteer Program. Co-managed by the Foundation and NPS, the program builds upon the existing Volunteers-in-Parks program at Gateway Arch National Park and is able to encompass Foundation-related work, as well.

In 2021, our program welcomed 104 volunteers, who donated 2,058 hours over 661 shifts (growing by 74 volunteers, 1,896 hours, and 626 shifts over 2020).

Volunteer work completed included both one-time and recurring opportunities in groundskeeping and landscaping, education and museum interpretation, communications and development, administration, event services and more.



STAFF UPDATES

In 2021, the Foundation promoted Camille Brooks to director of programming and events. In her new role, Camille oversees all of the Foundation's events and programs, both public and private, and works closely with our partners to ensure compliance with federal and local regulations throughout the grounds, Kiener Plaza and the Riverfront.

The Foundation also hired Maria Tsikalas as senior manager of communications. In her role, Maria oversees all communications and marketing efforts to advance the Foundation's work, effectively communicate with stakeholders and grow awareness of our mission.



FRIENDSHIP

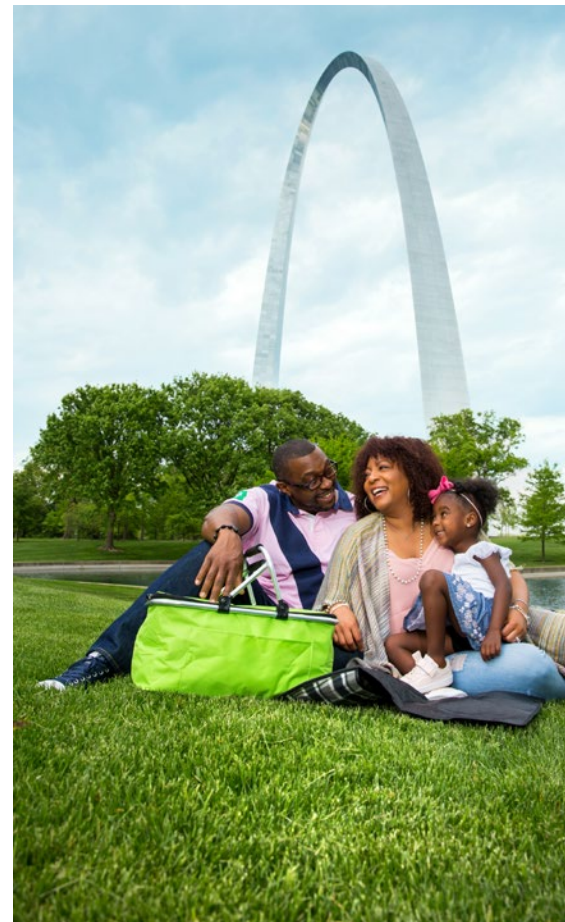
Thanks to the generous support of our members and donors, corporate partners, and foundations, Gateway Arch Park Foundation helps care for the entire national park and its neighboring areas in Downtown St. Louis, tending to details large and small. Our supporters sustain us, so we in turn can sustain the park, the residents of our City, and our out-of-town visitors.

We extend a very warm thank you to everyone who attended and supported our fundraising events in 2021, which we were proud to offer in person, with safeguards in place to prevent the spread of COVID-19.

On June 13, our Friends Advisory Board hosted our inaugural Picnic in Your Park benefit in support of our mission, which welcomed 228 people who enjoyed the beauty of the park among family and friends.

On Oct. 28, our flagship fundraiser, An Iconic Evening, welcomed 169 guests to the Arch Visitor Center for a special program featuring tram rides to the top, entertainment by Cortango, and an incredible culinary experience led by James Beard Award-winning chef Gerard Craft.

The success of these events has made a substantial impact in our ability to work in service of our mission, and we could not be more grateful.



REVENUE

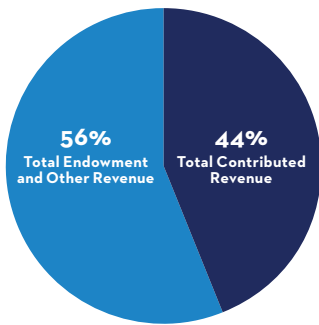
Contributed and Event Revenue

Annual Campaign 980,646
 Special Gifts and Events, Gala and Volunteer Activities 563,376
Total Contributed and Event Revenue 1,544,022

Endowment and Other Revenue

Endowment Support* 1,067,070
 Investment Income 33,908
 Net Asset Release** 895,360
Total Endowment and Other Revenue 1,996,338

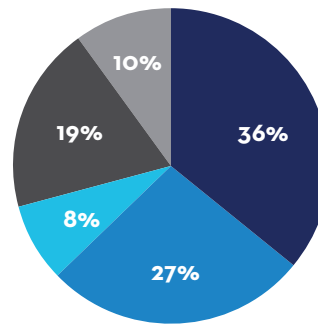
Total Revenue 3,540,360



EXPENSES

Programming/Events/Marketing 1,170,024
 Design/Construction** 895,360
 Operations/Maintenance 276,743
 Development 625,570
 General and Administrative 314,660

Total Expenses 3,282,357



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

Based on unaudited 2021 financials

**Allocated toward operations and maintenance of Gateway Arch National Park and Kiener Plaza*

***Consists of prior designated funds raised through/for the CityArchRiver Project*

LOOKING FORWARD TODAY, TOMORROW, FOR GOOD

Reflecting on the accomplishments of 2021, we are grateful to have been able to return to in-person fundraisers like Picnic in Your Park and An Iconic Evening, as well as in-person programming like National Public Lands Day, our Salute to Veterans tribute and Winterfest. The unprecedented enthusiasm of the St. Louis community for Winterfest, especially, as seen in the way our and our partners' Winterfest social media posts went "viral" and in our record-breaking attendance, demonstrated how much of a need there is in our community for large-scale, family friendly, affordable events that bring people of all ages and backgrounds together – and what better location than Kiener Plaza, in the shadow of the historic Old Courthouse and the Gateway Arch? We were humbled that our sixth annual Winterfest was able to be such a positive event for this community, especially after the turbulence of the past two years.

We were also thrilled to see the virtual turnout for our online Blues at the Arch concert series in August and the dedicated participation of our four incredible blues artists.

In 2022, we are excited to host Blues at the Arch for its seventh season, this time reimagined as a weekend-long, destination festival (Aug. 12-14) that will welcome more guests from across the Midwest for a true "St. Louis" experience. Together with our

partners at the National Blues Museum and the National Park Service, we are bringing even more renowned artists to the Arch grounds and also seeking to incorporate more St. Louis small businesses into the festival, as well.

We also look forward to the groundbreaking of the Old Courthouse renovations (summer 2022), to offering new yoga and fitness bootcamp opportunities, and to taking part in the very first National Park Wellness Challenge program, which is being piloted for the nation right here in Missouri's seven national parks.

Finally, with education a pillar of our mission, we will pilot a new literacy program in partnership with the National Park Service and made possible by support from Great Southern Bank, Reading with a Ranger. This program will use children's literature to start and strengthen family discussions of themes encompassing race and social justice; national parks, nature and the environment; and St. Louis history.

Guided by and grateful for your support, we remain focused on the future while being inspired by our past. Please stay tuned for email and social media updates about our upcoming programs and events, and we look forward to seeing you on the beautiful Arch grounds throughout 2022!



MEMBERS ARE MONUMENTAL

Gateway Arch Park Foundation's nearly 750 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 who made leadership gifts of \$1,000 or more in support of our 2021 Membership Campaign. Every effort has been made to ensure the accuracy of this list.

Albers/Kuhn Family Foundation
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Risa Zwerling and Mark S. Wrighton
Lynn and Douglas Yaeger
Thomas B. Young

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Gateway Arch Park Foundation acknowledges the following corporate and foundation partners and event sponsors that made leadership gifts of \$1,500 or more in support of our 2021 conservation, preservation, education, and community engagement programs. Every effort has been made to ensure the accuracy of this list.

*Gift-In-Kind

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Maria Tsikalas
Senior Manager of Communications

Gina Wake
Data Manager

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
FOUNDATION**

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