

GATEWAY ARCH PARK FOUNDATION

VIEW 630'

SUMMER 2022



GATEWAY ARCH PARK
FOUNDATION



Gateway Arch National Park is a Downtown St. Louis oasis. Amid the beautifully forested surroundings found within one of the few urban national parks west of the Mississippi River, visitors can discover diverse plant life that includes several native species. More than five miles of walking paths and 90+ acres of green space provide a peaceful respite for exercising, picnicking, and enjoying the crisp fall days ahead.



Aug. 12-14: Blues at the Arch Festival

Together with the National Blues Museum and National Park Service, Gateway Arch Park Foundation presents a full lineup of top talent, paying homage to St. Louis' storied history of blues as the foundation of modern American music.

Learn more about this year's upcoming Festival in the following pages or online at archpark.org/blues!



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STAY CONNECTED

From Our Executive Director

Ryan McClure

Welcome back to our Gateway Arch Park Foundation newsletter! As you can see, we've refreshed this publication with a new look and a new name – View 630.

As many Arch enthusiasts may know, this new name alludes to the Arch's height *and* width of 630 feet. Our bi-annual newsletter aims to share our view of this national treasure and offer an insightful, insider's perspective on its ongoing stewardship and vibrancy.

The year has been off to a great start here at Gateway Arch National Park!

We held our second annual Picnic in Your Park benefit in May, generating \$47,076 in revenue – a 31% increase over last year! The weather couldn't have been better, and we received great feedback from our guests about how much they enjoyed the event.

We had an amazing "round-up" fundraiser with Famous Footwear during National Park Week and garnered more than \$100,000 from park stewards across the country, including Arizona, Colorado, Hawaii, New York and Washington. It was humbling to see such generosity spill out from all corners of the U.S. to support our mission.



We're topling attendance records at our annual summer Sunrise Yoga series in Kiener Plaza, with classes hosting upwards of 80 and 100 attendees on different days. This popular series continues through October 18, so if you haven't had a chance to join us yet this season, there's still time!

And of course we've continued our behind-the-scenes work to keep our park beautiful and welcoming every day of the year. To date this year, we've seen three visits from our partners at Pacific Studio – the fabricators of the exhibits at the Museum at the Arch – during which they've completed maintenance projects big and small: replacing interactive deer hide, repairing the scrolling train interactive, touching up paint, installing new graphics and more. We've welcomed dozens of volunteers giving back to their community by cleaning up the park grounds and riverfront. And we're gearing up for our biggest events of the year in just a few months – Blues at the Arch Festival and Winterfest!

Following the last two years of Covid during which attendance to cultural and national monuments like ours has taken a hit, you all have not wavered in your commitment to our work and in your belief in a stronger Downtown St. Louis for all.

I'd like to thank you for being along for the ride with us as we seek to "rebuild" our shared community and continue to make this park and this region the absolute best it can be. The best is yet to come, and we're so glad you're here.

With sincere thanks,

A handwritten signature in black ink that reads "Ryan McClure". The signature is fluid and cursive, with a large initial "R" and "M".

Ryan McClure

Executive Director, Gateway Arch Park Foundation



PICNIC BY THE NUMBERS

LOOKING BACK

Picnic in Your Park

May 15, 2022

Our 2022 Picnic in Your Park was a great success! Hosted by our Friends Advisory Board, the second annual benefit raised awareness and critical funds for our work on park conservation, preservation, education and community programs.

This year's event featured live music from the Red and Black Brass Band, yard games, and exclusive Cardinals discounts.

Thank you for spreading the word and attending the event with your family and friends, and thank you to our generous sponsors for helping make the event possible. We look forward to picnicking with you again next year!

246 | **104**
 attendees | baskets sold
\$47,000
 raised

10 | **16**
 sponsors | volunteers

39
 media placements
19,321,997
 media impressions





LOOKING FORWARD

An Iconic Evening

Thursday, October 27

Join us Thursday, Oct. 27, celebrating the 57th anniversary of the completion of the Gateway Arch. Our third annual 'An Iconic Evening' event is our largest fundraiser of the year, featuring a private dinner in the Visitor Center.

Guests can look forward to taking a tram ride to the top, perusing the Museum at the Gateway Arch, and enjoying live entertainment by Gas Light Squares.

And new this year, we are thrilled to feature local fine artist Steven Dragan creating a live watercolor painting of Gateway Arch National Park, to be auctioned off at the end of the event!

Mark your calendars to support our mission while enjoying a wonderful evening with colleagues, family and friends.

Find more information in the coming months at archpark.org/iconic.



Meet Jane & Dwight Hardin



Jane and Dwight Hardin have been longtime supporters of Gateway Arch Park Foundation, joining as Eero Saarinen Society (ESS) members in 2019 and attending nearly all fundraising and community events since.

Dwight, a U.S. Army veteran and schoolteacher originally from Poplar Bluff, Missouri, moved to St. Louis to go to law school, together with his wife Jane, a fellow educator, from Kentucky.

After becoming a mediator, Dwight opened a mediation/arbitration practice in St. Louis and continues to practice to this day at 77 years old. Jane is a professional volunteer and has served the community through nonprofit involvement and on boards for decades.

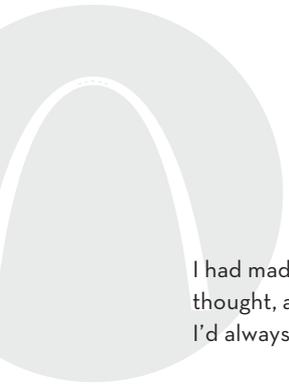
In June they celebrated their 52nd wedding anniversary. Because of Covid, they never properly celebrated their 50th, so they're planning to revive the celebrations this year at the Arch.

We caught up with Jane and Dwight to talk about what Gateway Arch National Park means to them and why they support the Foundation's mission.

Why do you support the Foundation?

D: We support the Foundation because we love the Arch. When we have out-of-town people coming in to visit us, we take them to the Arch. I have been in foreign countries on vacation and always wear my Cardinals cap. I'm always bumping into people who can't speak English, and I can't speak any foreign languages, but we always wind up figuring out 'where are you from?' I point to my cap, and invariably they will do this [tracing the shape of the Arch in the air]; it doesn't matter what country they're from.

Most of my career was spent on a plane. Regardless of how hard a trip I'd had or how bad the weather was or how terrible the flight might've been, when we began approaching St. Louis and I could see the Arch, I knew



I had made it, and my troubles were over. I've always thought, as soon as I can see the Arch, I know I'm home. I'd always say to myself, 'I defied gravity one more time.'

J: We got an invitation to a Foundation event; we were curious and just decided we'd come. It was a wonderful dinner opening the new museum, I believe.

D: The transformation! That wasn't even the same museum. It was just so elegantly done. We've been out to the Blues concert, too.

J: And the Fourth of July event [hosted in the Foundation office for ESS members]. You had such a commanding view and a catered event, it was just delightful!

D: When they [Foundation staff] see you walk through the door, they make you feel welcome. You keep improving the Arch, and it seems like the long-term projects and goals are important.

J: And how many organizations have someone like Ryan [McClure] who delivered our Picnic baskets to our home? I was still recovering from heart surgery, and he sat with us and we had a nice visit. That showed he has good leadership skills, and those are paying off for the Foundation.

What are some of your favorite Arch memories?

J: We remember way back when the Arch grounds were entirely different, we would come down and there would be St. Louis Symphony Orchestra concerts under the Arch. There would be the Fair, and Ray Charles performed, and people you'd never heard of. The fireworks were unbelievable – so much larger when you're down here; I think they made special ones. The Balloon Glow, the balloons always tried to make it around the Arch, and we'd always come down and watch.

D: We wouldn't miss it. This was where we wanted to be. Those are the reasons we just fell in love with the Arch.

J: We're not native St. Louisans; this is our adopted hometown of 44 years. But you feel like you should support your hometown.

On Arch views...

J: It's really cool to see the Arch from a train on Amtrak; it's a totally different perspective. And from the Becky Thatcher. It's always changing with your perspective..

D: I've had four offices in St. Louis, and all had Arch front views: not just Arch views – I wanted the Arch front, I insisted on it being high, because I'm going to spend a bigger part of my life in those offices. That's the first thing I told the people who were finding properties for me, I want to look at the Arch every day.

J: And he did.

D: And I probably paid way too much money for that.

J: But there, too, is another perspective. You get up in the Met Square Building and you look down and you can see all the paths. You can't see the pattern of the paths when you're walking on them. All the paths and trees are really interesting when you see the seasons change.

Why would you encourage others to get involved in park stewardship?

D: We have this discussion every year. Jane will always say, 'What checks are we going to write this year?' My rule of thumb is I like to support things where everybody can attend, particularly if it's free. There's no admission fee; everyone can just enjoy it. And we love helping organizations where everybody's welcome.

J: That's one of our top requirements.

D: If it's an opportunity for people to participate in anything around the riverfront or Arch, it's available to everybody – that's my number one rule. Of course sometimes there's got to be a ticket involved, but generally speaking.

J: If you make it where children grow up playing on the grounds of the Arch, then they'll bring *their* children. That's what makes a good city. The Gateway Arch makes St. Louis a better city.

D: That's what I like about it. I like to see everybody feel like it's theirs.

Meet the New Superintendent: Jeremy Sweat

The 16-year veteran of the National Park Service discusses his background and his vision for the park.



Not many can say they've spent two summers living in the side of a mountain within the bounds of a national park. But for Gateway Arch National Park's new superintendent, Jeremy Sweat, doing that in the Great Smoky Mountains as a college student was his introduction to the National Park Service, and he hasn't looked back since.

While studying anthropology at the University of Tennessee, Sweat enrolled in the Smoky Mountains Archeological Field School, which brought students into Great Smoky Mountains National Park to do archeology.

"We built a little tent village and lived in the park for an entire summer; we got to do all kinds of archeology at historic sites and cabins, historic Cherokee sites, prehistoric Native American sites," Sweat said. "The next year I was selected to come back and supervise that field school as a teaching assistant, and I spent another summer in the Smokies."

From there, Sweat joined park staff as a seasonal archeologist and the rest was history. "At the time I didn't

see myself in government; it seemed stuffy and boring, and I thought I'd go into academia or something international. I said I'll give it a shot for a summer, and I just fell in love. I got to know the organization better and never left."

Since that first stint in the Smokies, Sweat has gone on to forge a diverse career with the National Park Service at park, regional and national levels, from legislative specialist and policy analyst to chief of resource management at Bandelier National Monument in New Mexico to most recently regional chief of planning and

compliance for the regional office in Lakewood, Colorado.

In January of 2022, he became superintendent of Gateway Arch National Park, where he oversees all park operations.

"I like urban parks – I lived in D.C. for years and that was the first place I'd lived where I had a chance to experience urban national parks," Sweat said. "It was eye-opening to see how important those places were to the local residents and the community, both as places of learning and as places for recreation and to get away from the hustle-and-bustle of the city. So ever since then, I've had a place in my heart for urban parks.

"But I think more than anything, what drew me to this position is really the stories that this park tells," he continued. "I can't think of many places in the National Park System where we get the chance to tell so many really challenging and complex stories that are relevant to America today. Just thinking about the Arch – Western expansion was great for some people and not great for others. It meant freedom and opportunity for some,

and the loss of freedom and opportunity for others. So it's a very challenging story to tell and really important. And of course the Old Courthouse – people went there to fight for their freedom, their rights, the right to vote, women's rights, and we're still having a lot of those same conversations in America today.”

Mapping Out a Vision

Sweat says he aims to continue the work of the park and its partners now that the bulk of the CityArchRiver project has been completed, while gearing up for its final stage, the upcoming renovation of the Old Courthouse.

“I hate the fact that we've got such an incredible resource that people can't see the inside of right now, so getting that back open and getting the interpretive materials back into the building so that we can welcome the public back is high on my list of goals,” he said.

Sweat also hopes that coming out of Covid, in the next year or two the park will return to something more like pre-2020 and be able to welcome people back to the Arch and Downtown and to be a big part of seeing this area of St. Louis come back.

“Parks are never separate from their gateway communities, but one of the interesting things about urban parks – and especially here at Gateway Arch National Park – is that there is no ‘gateway community’ into the park like you have in Yellowstone or Great Smoky Mountains,” Sweat continued. “We are integrated within the city, we're a major part of that, and I hope that as we are able to welcome more visitors and return to normal operations, that that will be a helpful thing for Downtown St. Louis.”

Pulling from Perspective

Having accrued so much varied experience at such an array of national park sites, one of Sweat's unique abilities is to see connections between the stories told here that are also told across the National Park Service.

“I think about direct connections between places like the Gateway Arch and Golden Spike National Historic Site in Utah, because they tell the story of the transcontinental railroad, which would not have happened in that same way had it not been for Lewis and Clark, had it not been for the Louisiana Purchase,” he said. “You can tie it to all kinds of things, whether it's Sand Creek Massacre, Pecos, everything that happened in our relationship with Mexico, tribal nations – so much started here that we're still trying to fully understand the effects of. All these stories throughout the Western United States can be tied back to things that happened here in St. Louis.

“And the Old Courthouse specifically is nationally significant,” Sweat continued. “Whether it was the signing of treaties that were later broken, or the Dred Scott case that started here and eventually went to the Supreme Court, or early women's suffrage cases like Virginia Minor's who fought for her right to vote almost a half century before women finally had the right to vote – this is a powerful place where so much of that national history happened. It's important to the local community, but also important to the country.”

At the same time, it's not lost on Sweat that St. Louisans have a distinct, “localized” affinity for the Arch, in that it represents this community to the world.

“One of the really special things about this park is that it is, without any argument, the symbol of the city and the region, on both sides of the river – it's something people are so proud of and take so much care of, and there's really no place I can think of exactly like that in the National Park system. This is this one iconic thing that everybody associates with St. Louis, so that's a really special opportunity to work for and manage a place that's so special to so many people.”

For his part, Sweat and his wife Whitney are embracing that St. Louis pride and exploring all the city has to offer.

“The amount of green space, public parks, art – we went to the Art Museum recently, which was just phenomenal, I need four more days to go back just to scratch the surface – it's a great city,” he said. “I've really enjoyed the diversity of food, from all the restaurants on South Grand to Benton Park and Soulard. I've biked to work every day this week so far, but this has been an ideal week, we'll see if I keep it up. I love food, I love live music, I love outdoor activity, and St. Louis definitely checks all those boxes.”

Leading a New Era of Philanthropic Partnership

Just as Sweat's diversity of experience has broadened his perspective on the interconnectedness of national park sites across the country, so has it offered him various examples of national park philanthropic partners and conservancies – sometimes known as foundations, associations, or friends' groups – like Gateway Arch Park Foundation.

Over the years, Sweat has worked alongside nonprofit staff and volunteers at Friends of the Smokies, the Smokies Natural History Association and Friends of Bandelier, to name a few.

He was in D.C. during the build-up to the National Park Foundation's "Find Your Park" campaign to support the National Park Service's Centennial in 2016, and as former NPS director Jonathan B. Jarvis sought to improve and encourage philanthropy and corporate sponsorships in the Park Service.

"Throughout my career, I've seen positive impacts of partnership and philanthropy pretty much everywhere I've been," he said.

At the same time, when asked about particularly innovative park partnerships he's seen, he referred back to Gateway Arch Park Foundation.

"Honestly, I'd say this is one of the most innovative. Like most NPS employees, I was aware of the CityArchRiver project long before I took this job, and I knew it was the largest public-private partnership in NPS history. And when I told people I was taking this job, a lot of people said how impressed they were and how this is now a model that other parks are looking at."

Sweat also talked about the Foundation's transition into a conservancy and how important its support is for such a breadth of services – from providing ongoing professional Museum upkeep to funding educational opportunities for underserved St. Louis students to bringing tens of thousands of people to the grounds through unique events.

Sweat is leading the park's relationship with the Foundation into a new era. He's on the phone almost daily with the Foundation's executive director Ryan McClure, and they are regularly exploring new and improved ways to collaborate. In May, Foundation members and corporate partners were invited to a cocktail reception at the Arch to meet Sweat in person and hear his vision for St. Louis' hometown national park firsthand.

"To have this level of support for a park this size is really special, and I'm excited to see what lies ahead for our partnership."

**"Throughout my career,
I've seen positive impacts
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MEET THE TEAM

Alex Bakken

Digital Content Coordinator

Gateway Arch Park Foundation is pleased to welcome Alex Bakken as its new digital content coordinator. Alex joins the Foundation from Bayer and is a proud Saint Louis University alumnus. Alex will use his background in video production, writing, and digital content creation to continue the Foundation's mission.

What brought you to the Foundation?

Although I am not originally from St. Louis, I have truly found my home here. This city has always impressed me with the events and opportunities it offers its citizens, especially in its parks. I take great pride in sharing those experiences with both those who are from here and those who come from different areas of the country. I was drawn to the Foundation because it encompasses all of those same values, and I am honored and excited to be a part of creating those experiences for others. Plus — how cool is it to say that you work to support the Arch!



“I have been astounded by the love and support the city of St. Louis has for Gateway Arch National Park.”

What impact do you hope to make at the Foundation?

I am very passionate about the type of work I do and am ready to mix that passion with the excitement the Foundation provides. My goal is to elevate and share our mission with even more members of our wonderful community. Parks are meant to be enjoyed, and I believe the greatest impact I could make in this role would be to expand that happiness through every avenue available.

What is the most surprising thing you've learned since working at the Foundation?

So many things, to be quite honest! I have been astounded by the love and support the city of St. Louis has for Gateway Arch National Park. Whether it be through the volunteers, the employees at the Foundation and its partner organizations, or even just the lighthearted community members who visit the park each day, there is a lot of joy emanating from the people here. Another great surprise was seeing the office view for the first time. We can look out our windows at any time and see the Arch standing tall with nearly the full park grounds beneath it in view. It's perfect for people watching — and even better, dog watching.

MEET THE TEAM

Alissa Korn

Manager of Individual Giving and Stewardship



The Foundation welcomes back Alissa Korn as its new manager of individual giving and stewardship. Alissa is returning to the Foundation after nearly four years with the Central Park Conservancy in New York City. She will use her expertise in development and urban park partnerships to further the Foundation's mission.

What brought you to the Foundation?

I am returning to the Foundation after working with the Central Park Conservancy in New York City. As a native St. Louisan, I am beaming with excitement to be back home and supporting one of my favorite spaces in the city! I have always been compelled by the mission of the Foundation and its drive to make the entire region a more vibrant place for everyone, as well as the dedicated people, working together, striving for continued improvement of the area.

What impact do you hope to make at the Foundation?

The Gateway Arch is a beloved symbol and space for so many in St. Louis. My hope is to bring further awareness for the Foundation and the daily work that is happening to keep this space as a treasure, for the community now and for future generations to come.

What is the most surprising thing you've learned since working at the Foundation?

My previous experience has provided me with a strong understanding of the organization's history. However, one of the things that I continue to be deeply impressed by is the number of people working to care for and support Gateway Arch National Park, its neighboring spaces and the St. Louis region. I am thrilled to be returning home and among the many people improving St. Louis for our community and visitors to the national park!

“I have always been compelled by the mission of the Foundation and its drive to make the entire region a more vibrant place for everyone.”

MEET THE TEAM

Sherry Shadow

Assistant Director of Philanthropy, Corporate Partnerships

Finally, the Foundation welcomes Sherry Shadow as its new assistant director of philanthropy, corporate partnerships. Previously, she served as senior manager for the National Multiple Sclerosis Society, Gateway Area market leading its largest revenue campaign, Bike MS: Gateway Getaway. Sherry brings more than 10 years of business development, community engagement, and relationship management experience to the team.

What brought you to the Foundation?

I believe progress is fueled by passion and wanting to make a difference. I am excited for this opportunity to begin this new endeavor and represent the St. Louis community from a broader scope.

What impact do you hope to make at the Foundation?

Because our corporate partners and members are vital to our primary goal of maintaining the park and its surrounding areas for generations to come, I hope to utilize my mission-centric understanding and passion to connect our community to the ongoing efforts of conservancy awareness, preservation, and enhancements of our shared treasure, Gateway Arch National Park.

What is the most surprising thing you've learned since working at the Foundation?

I was both shocked and proud to learn about the CityArchRiver transformation in much greater detail and realize what this monumental change really means for our city. After all these years, I recently realized I'd saved a Social Studies project dating back to April 3, 1989, titled "Meet Me in St. Louis," outlining the significance of the Gateway Arch. Who knew 33 years later, I would become a representative of this international icon?



INTERESTED IN GETTING INVOLVED?

Visit Gateway Arch Park Foundation's website at archpark.org/volunteer to learn more about our volunteer opportunities and to apply. Please contact Meagan Patterson at meagan.patterson@archpark.org with any questions.



SAVE THE DATE

Blues at the Arch Festival

August 12-14



We're thrilled to host our seventh annual Blues at the Arch, this year reimagined as a destination festival, taking place Aug. 12-14! After two years of virtual concerts, this event is poised to be bigger and better than ever.

Produced in partnership with the National Blues Museum and the National Park Service, this event is the **only free festival of its kind** to take place on U.S. national park grounds.

Come see renowned blues artists Annika Chambers, Marcia Ball, Matt "The Rattlesnake" Lesch, Ms. Hy-C & Fresh Start, Jeremiah Johnson, Keesha Pratt Band, and Selwyn Birchwood. We will also have line dancing with the chance for the crowd to participate, as well as a performance by Circus Harmony.

And for the first time, our 2022 Blues at the Arch Festival will feature food trucks, an artisan market, a fitness class and more! We'll also be hosting a ticketed **Blues Brunch** that Sunday at 612North, in a gorgeous event space located directly above a former jazz speakeasy. A portion of proceeds from this event will support future Blues at the Arch festivals and programming. Reservations are now open online!

Mark your calendars and plan to join us at the Arch for an incredible St. Louis weekend. **Visit archpark.org/blues to learn more.**

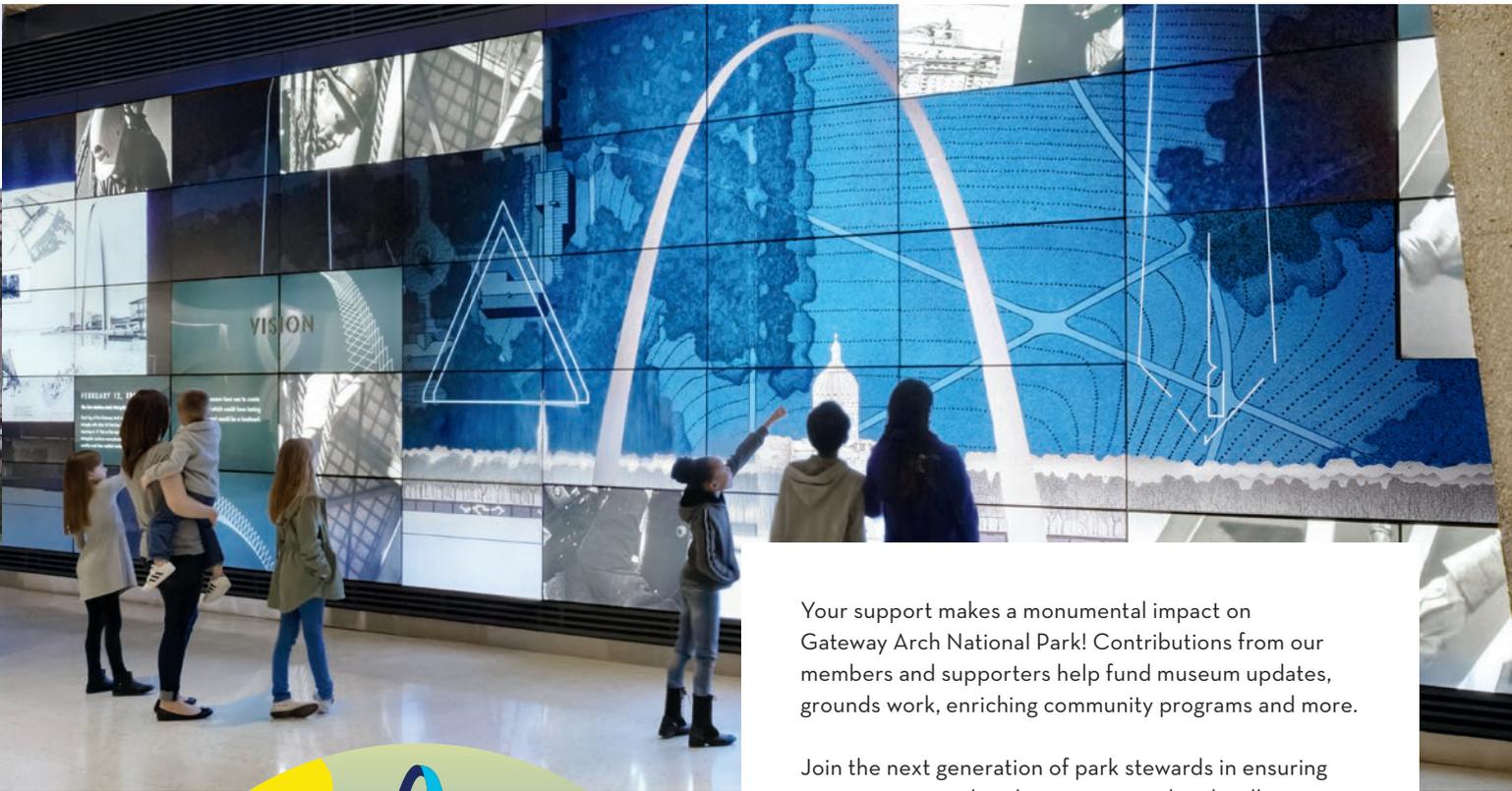
Support the Blues at the Arch Festival and our mission to sustain Gateway Arch National Park with official merchandise!

Featuring limited edition t-shirts, tanks, hats and water bottles in a variety of colors, there's something for everyone!



MAKE AN IMPACT

Members are Monumental



Your support makes a monumental impact on Gateway Arch National Park! Contributions from our members and supporters help fund museum updates, grounds work, enriching community programs and more.

Join the next generation of park stewards in ensuring our great national park remains a vital and well-supported resource for generations to come.

Introducing a New Member Benefit

Starting now, all new Foundation members will receive this limited edition decal as part of their membership package! Perfect for your car, water bottle or laptop, this decal features a custom illustration of the Gateway Arch and its surrounding park grounds.

And if you're a current member, you'll receive this decal when it's time for your membership renewal.

Show off your support of our hometown national park; join or renew as a member today!

Visit archpark.org/membership to learn more.





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GATEWAY ARCH PARK FOUNDATION OUR MISSION

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.**

LOOKING AHEAD

UPCOMING EVENTS

Sept. 24: National Public Lands Day

Join us for the largest U.S. single-day volunteer event for public lands, featuring volunteer activities, yoga and more.



Oct. 27: An Iconic Evening

Celebrate the 57th anniversary of the completion of the Gateway Arch with a private dinner to benefit our mission, featuring tram rides to the top, exclusive Museum access, live entertainment and more.



Nov. 19: Winterfest 5K

The second annual 5K and Kids Fun Run through Gateway Arch National Park kicks off Winterfest. Early bird registration opens on Aug. 12!



WEEKLY YOGA

Tuesdays through Oct. 18: Sunrise Yoga

Awaken your body and bask in the morning sunlight at 7 a.m. in Kiener Plaza. Led by Citra Fitness & Movement.



Saturdays, Sept. 3-24: Just Breathe STL Yoga

This intergenerational wellness experience at 10 a.m. under the Arch includes yoga, journaling, mindful art, music and more. Led by The Collective STL.

[ArchPark.org/events](https://www.archpark.org/events) | @gatewayarchpark