



PROGRESS & HOPE

2020 Impact Report



GATEWAY ARCH PARK
FOUNDATION

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!

A handwritten signature in black ink, appearing to read "Ryan McClure".

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.



JANUARY

Coinciding with the 2020 NHL® All-Star Weekend in St. Louis, Winterfest 2019 runs an additional three weeks into the New Year. Hosted by Gateway Arch Park Foundation in partnership with the St. Louis Blues, and presented by Bank of America and World Wide Technology, the nine-week festival culminates with a special fireworks finale over Winterfest Ice Rink at the start of the All-Star Game.

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.

MARCH

Gateway Arch Park Foundation welcomes a new Volunteer Manager, Meagan Patterson, to assist with recruiting and engaging park ambassadors on behalf of the Foundation and in partnership with National Park Service staff.

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.

Jasper Duberry
@jasperduberry

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 Mason.

SEPTEMBER

Exhibits inside the Museum at the Gateway Arch undergo repairs due to normal wear and tear. The repairs are part of a first-of-its-kind agreement with the National Park Service that enables Gateway Arch Park Foundation to directly contract with Pacific Studio, which fabricated and installed the exhibits, and provide for their ongoing maintenance and innovation.



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.

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 Kiener 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.





Monumental Milestones

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:

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

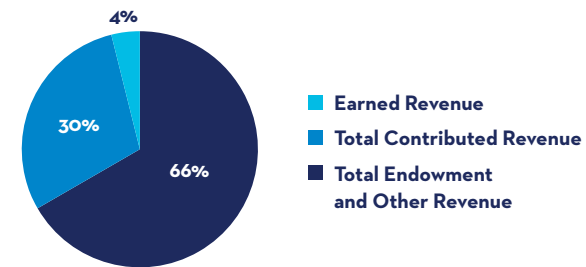
Produced in partnership with the St. Louis Blues since 2016, Winterfest normally centers around an ice rink on Kiener Plaza. Inviting people to experience the joy of skating in the shadow of the Gateway Arch, the festival has grown to include an open-air market, rentable heated igloos, and concessions. 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.



Katy Grant
@katy_a_grant

Revenue

Earned Revenue	133,069
Contributed Revenue	
Annual Campaign	797,166
Special Gifts, Gala and Volunteer Activities	221,895
Total Contributed Revenue	1,019,061
Endowment and Other Revenue	
Endowment Draw*	235,295
Investment	579,497
Net Asset Release**	1,466,764
Total Endowment and Other Revenue	2,281,556
Total Revenue	3,433,686

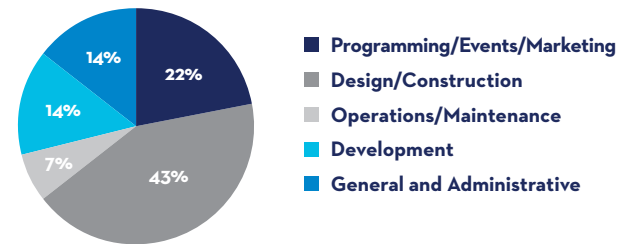


Expenses

Programming/Events/Marketing	761,321
Design/Construction**	1,466,764
Operations/Maintenance	235,295
Development	495,775
General and Administrative	496,380
Total Expenses	3,455,535

*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.

Adam Wayne Arts
@adamwayne_arts





Tim Keller Photography
@timk_stl

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

Gateway Arch Park Foundation acknowledges the following members who made leadership gifts of \$1,000 or more in support of our 2020 Membership Campaign:

Albers/Kuhn Family Foundation	Charles P. Gallagher	Janet Schoedinger and James Mann	Nancy and Craig Schnuck
Alan Ratchford and Kyle Baxter	Karen and Lawrence Goering	Mrs. Jean Marglous and Family	Lyle and Bill Seddon
Gerald Beckerle	Amanda Goldsmith	Phyllis M. Maritz	Megan and Steven Shebik
Elizabeth and James G. Berges	P. Wayne and Jane B. Goode Foundation	Ann and Craig Marr	Susie and Joe Sivewright
Carolyn Kindle Betz and Adam Betz	Dennis Gorg	Karen and Bill Matteuzzi	Leisa and Joe Soer
David A. Blanton III	Mary and John Gunther	Beth and Ryan McClure	Lucie and Steve Springmeyer
Camilla T. and Stephen F. Brauer	Mary Mc Nerney Gunther	Sharon Buchanan-McClure and Richard McClure	Susan Stangler
Susan and Roger Brown	Callie and Tim Halls	Susan B. McCollum	Susan Stith
Ann L. Case	Trina Hamilton	Margaret McDonald	Donald M. Suggs
Mary and Robert J. Ciapciak	Jane and Dwight Hardin	Anne and John F. McDonnell	Barbara and Andrew C. Taylor
Sally and Thomas Cohn, Ellenwood Fund	Kim and Steve Harrison	Harry Smith McGehee	Jessica and Jason Thein
Terry and Jim Coleman	Lori and Dustin Hausladen	Gidge and Tom Melzer	Pam and Greg Trapp
Marcy and Richard Cornfeld	Mary Beth and James M. Havel	Jaime R. Mendez	Jane Tschudy
Venkata R. Devineni	Julia Boyer and Brian Henry	Cynthia and Walter Metcalfe, Jr.	Laurie and Ray Van de Riet
Ira and William O. DeWitt III	Lesley and Jay Hoffarth	Mary Faller and Paul Mills	Elizabeth "Tina" Veraldi
Jill and Lance Dorgan	Tracy and David Holtzman	Judith C. Miniace	Sara Wade
John R. Drew	Christine and David Houston	Marsha and Albert J. Mitchell	Sage Charitable Foundation of Richard and Josephine Weil
Sally and Derick Driemeyer	Sherry and Tom Jackson	Anita and John O'Connell	Linda and Peter Werner
Laura and Michael Ellenhorn	Sally C. Johnston	Natalie R. Olwig and Thomas G. Olwig, Sr.	Roma B. Wittcoff
David C. Farrell	Kathy and Rob Kilo	Jenna and Brian Ottman	Risa Zwerling and Mark S. Wrighton
Susan Stark and Paul Fendler	Jo Ann Taylor Kindle	J. Matthew Pantaleoni	Lynn and Douglas Yaeger
Ferring Family Foundation	Kristin Kuchem	Melissa and George Paz	Thomas B. Young
Penny Pennington and Mike Fidler	Sally and Ned Lemkemeier	The Prufrock Foundation	James Zemlyak
Adela and Logan Finerty	Violet and William Li	Nancy and Don Ross	
Linda and Steven Finerty	Yvette Liebesman	Jody J. and John S. Ross, Sr.	
Katie and John Fischer	Susan and Steven H. Lipstein	Ruth Saphian	
June M. and Flint W. Fowler	LaVerne Lorenzini	Anja and Jay Schmelter	
Melanie and Chris Fries	Rosalyn and Charles Lowenhaupt	Marilyn Schnuck	
	Michelle and Robert MacDonald		

Corporate & Foundation Partners

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 2020 conservation, education, and community engagement programs:

5BYFIVE Creative	Crawford Taylor Foundation	James Carpenter Design Associates	Safety National
A&G Auto Spa	Dodge Moving & Storage	Mary Ranken and Ettie A. Jordan Charitable Foundation	Save A Lot
Advertisers Printing	Downtown STL, Inc.	Landesign LLC	Scott Credit Union
Andy's Seasoning	Drury Hotels	Lumiere Place Casino & Hotels	St. Louis American
Anheuser-Busch	E. Reuben and Gladys Flora Grant Charitable Trust	Missouri Lottery	St. Louis Blues
AT&T	Edward Jones	#MLS4THELOU	St. Louis Cardinals, LLC
Bank of America	Emerson	Regional Business Council	Thompson Coburn LLP
Bayer	Enterprise Holdings, Inc.	Reinsurance Group of America, Inc.	Triad Bank
BSI Constructors, Inc.	EY	RubinBrown	Trivers
Cigna	HOK		UMB Bank
Civil Design, Inc.	IMEG Corp		World Wide Technology
Commerce Bank	Impact Group		
Cooper Robertson			

Reflects support for the 12-month period ending December 31, 2020.

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.

Gateway Arch Park Foundation Board of Trustees

Carolyn Kindle Betz

President and Executive Director,
Enterprise Holdings Foundation

William (Bill) DeWitt III

President, St. Louis Cardinals

Laura Ellenhorn

Principal, Edward Jones

John Ferring

Chairman, PLZ Aerospace

Katie S. Fischer

Senior Vice President, Market Manager,
Bank of America

Dr. Flint Fowler

President, Boys & Girls Club of
Greater St. Louis

James Mann (Chairman)

Trustee, Crawford Taylor Foundation

Ann Cuiellette Marr

Vice President - Global Human
Resources, World Wide Technology,
LLC; President, World Wide
Technology Foundation

Susan B. McCollum

Chairman and CEO, Major Brands, Inc.

Thomas C. Melzer (Vice Chairman)

Co-Founder and Managing Director,
RiverVest Venture Partners

Albert J. Mitchell

Vice President - Corporate
Engagement and Corporate Social
Responsibility, Bayer

Melissa Paz

Civic volunteer

Ruth Saphian

Managing Partner, Ernst & Young

Susan A. Stith

Vice President, Diversity, Inclusion, Civic
Affairs and Foundation, Cigna

Donald M. Suggs

Publisher and Executive Editor,
St. Louis American

Gateway Arch Park Foundation Staff

Camille Brooks

Events Manager

Janis Cooper

Director of Foundation Operations

Samantha Fisher

Director of Communications

Amanda Goldsmith

Director of Development

Carla Hudson

Administrative Assistant

Shaniqua Jones

Communications Manager

Ryan McClure

Executive Director

Meagan Patterson

Volunteer Manager

Jay Perry

Assistant Director of Development,
Corporate/Foundation Partnerships

Gina Wake

Data Manager

