

An aerial photograph of Gateway Arch Park in St. Louis, Missouri. The Gateway Arch, a massive stainless steel catenary arch, stands prominently on the right side of the image. In the foreground, there is a lush green park with a winding path, a small pond, and a dense forest of trees. In the background, the Mississippi River flows, with several bridges crossing it. The sky is blue with scattered white clouds.

2023

IMPACT REPORT
CULTIVATING COMMUNITY



GATEWAY ARCH PARK
FOUNDATION

FROM THE EXECUTIVE DIRECTOR

Gateway Arch Park Foundation's impact is significant and growing, and it is all thanks to you.

As you may already know, the Foundation's partnership with Gateway Arch National Park is the largest public-private partnership in the National Park Service's history. To this day, it remains a strong case study for park conservancies across the country—and that lasting impact could not have been accomplished without you. Each year since our founding has been one for the books, and 2023 was no exception. With your help, the Foundation made significant strides in our mission to ensure the Gateway Arch and surrounding spaces remain a vital, welcoming, and well-supported resource for generations to come.

Throughout this report, you'll see we achieved tremendous growth in 2023. Our signature, free-to-the-public community events, Blues at the Arch Festival and Winterfest, saw record-breaking attendance, bringing tens of thousands of people to the heart of Downtown St. Louis to enjoy hours of fun, family-friendly activities in a safe environment. The volunteer program, which we co-manage with Gateway Arch National Park, nearly doubled in size with the greatest number of volunteer hours and shifts filled to-date. The Foundation's educational programs,

Journey Fund and Paddle Your Park, reached even more students this year from under-resourced schools. To top it off, we also gathered with the community to break ground on the final piece of the CityArchRiver project: The Old Courthouse renovations.

Amazingly, this only scratches the surface, and we have already begun to build off this positive momentum in 2024. The Foundation has an exciting year ahead, and we hope you'll continue to join us. See you at the park!

Warmly,



Ryan B. McClure
Executive Director,
Gateway Arch Park Foundation





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“Let us remember both what this building represents and how these renovations will make sure the Old Courthouse remains a destination for education, learning, and reflection for many years to come.”

—City of St. Louis Mayor Tishaura Jones



PRESERVATION

Gateway Arch Park Foundation plays a critical role in preserving the historic and cultural assets of Gateway Arch National Park.

Groundbreaking a New Vision for The Old Courthouse

The final component of the \$380 million CityArchRiver Project is officially underway with the \$27.5 million renovation of the historic Old Courthouse.

On Jan. 31, more than 100 community members and civic leaders gathered with the Foundation and the National Park Service for a groundbreaking ceremony to commence the historic renovation. Lynne Jackson, President and Founder of the Dred Scott Heritage Foundation and great-great-granddaughter of Harriet and Dred Scott, joined City of St. Louis Mayor Tishaura Jones, Foundation Executive Director Ryan McClure, and Gateway Arch National Park Superintendent Jeremy Sweat to give remarks and commemorate this landmark occasion.

The renovations will include structural updates to help revitalize and maintain the building's integrity; a new heating, ventilation, and air conditioning system; renovated ceilings and flooring; a new fire suppression system; and general remediation and restoration.

Building updates also include installing the first elevator in the building's history, providing greater accessibility for visitors who may have limited mobility.

All-new exhibit galleries will focus on Dred and Harriet Scott's fight for freedom and the relevancy of their case today; the post-Civil War era of civil rights and the exploration of African American life in St. Louis; the architectural features of the Old Courthouse; and the importance of courts in our society.

Work on this project includes two St. Louis-based companies—the construction company Tarlton Corporation, and the architectural firm Trivers—as well as the exhibit design company, Haley Sharpe Designs, based in the U.K. Haley Sharpe Designs also designed the cutting-edge exhibits at the new Museum at the Gateway Arch, which opened in 2018.

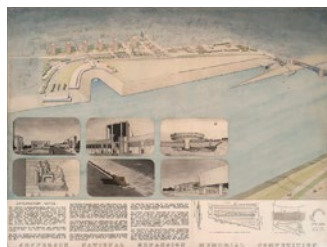
The Old Courthouse is expected to complete renovations in Spring of 2025.

“We’re getting to share a deeper part of [Dred and Harriet Scott’s] story... you see a truer story being told. When people walk into this Courthouse—like I did as a teenager—they won’t just see [Dred and Harriet Scott’s] small picture somewhere on a wall upstairs. Over the years, their story has come to light in a much more significant way, and I appreciate that.”

—Lynne Jackson, President and Founder of the Dred Scott Heritage Foundation and great-great-granddaughter of Harriet and Dred Scott

Funding the Digitization of 125+ Competition Drawings

From 1947 to 1948, an architectural competition was held to determine how the Jefferson National Expansion Memorial (now known as Gateway Arch National Park) would come to life. Thanks to donors of Gateway Arch Park Foundation and a grant awarded to the Foundation from the Kemper Fund for Kansas and Missouri of the National Trust for Historic Preservation, the National Park Service and the Foundation were able to partner and digitize more than 125 of these competition submissions and preserve them in an online exhibit. The exhibit, "Competition Drawings at Gateway Arch National Park" is available for free to viewers around the world.



Foundation Volunteers Vital in Digitizing Park Ranger Research

When a Gateway Arch National Park ranger retired, there was a need to digitize eight boxes of their valuable research to ensure current and future rangers could easily access the plethora of knowledge. The Foundation worked with the National Park Service through its co-managed volunteer program to find and work with a volunteer who scanned and organized the files. The research is now available to current park rangers in a readily-available, digital format.



CONSERVATION

Gateway Arch Park Foundation proudly supports the conservation of our hometown national park and its neighboring public spaces.



Riverfront Cleanups Remove Nearly 1,400 Pounds of Waste

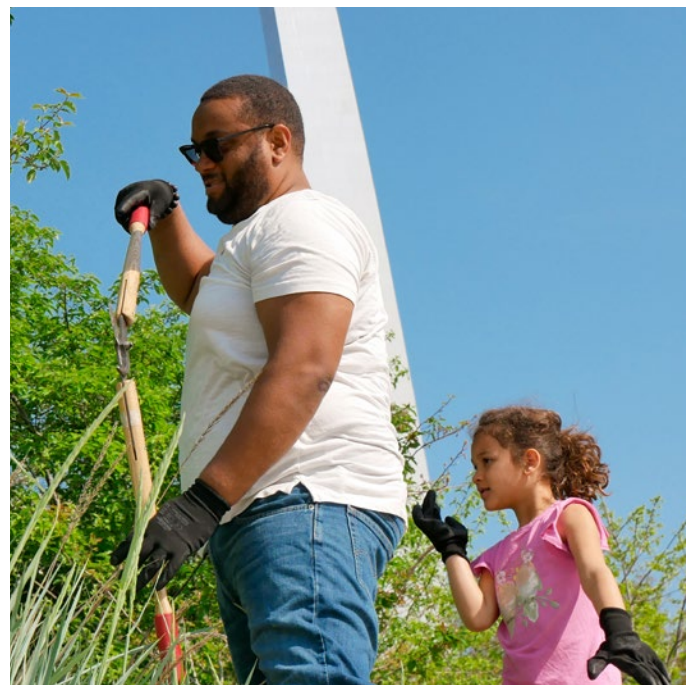
To celebrate National Park Week, the Foundation partnered with the National Park Service on April 29 to clean up the St. Louis Riverfront. With the essential support of 84 volunteers, more than 570 pounds of waste were collected, including 27 pounds of plastic and 10 pounds of metal.

Another St. Louis Riverfront cleanup was held on Sept. 23 in celebration of National Public Lands Day. A total of 69 volunteers collected more than 810 pounds of waste, including 56 pounds of recyclables.



Volunteers Show Visitors What's In Bloom

Just in time for spring, in partnership with the National Park Service, the Foundation introduced a new volunteer position: the What's In Bloom Educator. This volunteer role adds to the world-class visitor experience at the Arch by creating a welcoming, informative, and visitor-centric environment. Visitors will see the What's In Bloom Educator just outside the main entrance of the park sharing samples of plants that are blooming on the grounds, including native plants, and providing research and information about the featured plant species.



3,000 Grass Plugs Planted

With help from corporate volunteer groups, including Moneta, Spire, and Safety National, the Foundation and National Park grounds team repaired damaged areas of the North Gateway lawns by planting 3,000 grass plugs.



EDUCATION

Gateway Arch Park Foundation supports education at and around Gateway Arch National Park in a variety of ways.

Youth-Led Community Mural Unveiled at the Old Courthouse

In 2023, Gateway Arch Park Foundation received a grant from the National Park Foundation's (NPF) Strong Parks, Strong Communities program. This grant enabled Gateway Arch Park Foundation to commission a temporary mural installation outside the Old Courthouse in partnership with the National Park Service and local community organization St. Louis ArtWorks, which provides art education, job skill training, and exposure to career opportunities through paid apprenticeships.

With a goal of creating public art reflecting the themes of the Old Courthouse and empowering local youth, the project commissioned 62 youth apprentices and five teaching artists to create five impactful murals displayed on the national park grounds.

The murals were unveiled on the eastern construction fencing of the Old Courthouse during National Public Lands Day on Sept. 23. They will continue to be displayed throughout the building's renovation and serve as a thought-provoking reminder of St. Louis' complex history. This work would not be possible without the engagement by community artists and youth empowered to create change in our community.

“The story of the Old Courthouse’s renovation is not just about construction and preservation; it is a tale of empowerment, creativity, and community impact. As the murals are seen by locals and park visitors alike, the striking artwork will continue to serve as a reminder of the transformative power of art and community partnerships in shaping a brighter future.”

—National Park Foundation



Journey Fund Continues to Grow, Hosting 39 Classes at Gateway Arch National Park

Through the Journey Fund, Gateway Arch Park Foundation funded 39 visits for 2,298 students and educators from under-resourced schools in 2023, which is an increase of 17% more individuals than 2022. Of those students, 82% qualified for free or reduced lunches.

Since its inception in 2019, the Journey Fund has welcomed to Gateway Arch National Park more than 5,800 students and educators from under-resourced youth groups and schools. The students and educators receive subsidized transportation, meals, and activities like Tram Rides to the Top, the “Monument to the Dream” documentary film, and riverboat excursions.

The program is made possible with initial and continued funding from the Regional Business Council, and additional support from AT&T, Bi-State Development, First Bank, and Great Southern Bank.

240 Fourth Graders Return to Paddle Your Park Program

Between May 9 and 10, more than 240 students from three local elementary schools participated in Paddle Your Park at the Audubon Center at Riverlands in West Alton, Missouri, a 14% increase over last year’s participation.

The program serves fourth graders from local under-resourced schools and communities, providing the students with outdoor learning opportunities and supplementing classroom education with a field experience that motivates the next generation to take action to restore and protect natural habitats.

Paddle Your Park is hosted by the National Park Service in partnership with Gateway Arch Park Foundation, the U.S. Army Corps of Engineers Water Safety Team, U.S. Fish and Wildlife, Missouri State Parks, the Missouri Department of Natural Resources, and the Audubon Center at Riverlands.

A special thank you to the Regional Business Council for supporting this program.



Nearly Half of Views on ArchPark.org Are Attributed to Live Arch Webcam

Anyone looking to get views from the top of the Arch can do so at any time thanks to two 24/7 webcam livestreams available on the Foundation website. More than 8,200 users contributed over 473,000 views to the webcams in 2023, which accounted for nearly half of all website views that year. People visited the page from all over the country and the world. Chicago, St. Louis, and Dallas were the top three cities from which users visited the webcam footage.

The livestream footage is also available as part of the keystone exhibit in the Arch Visitor Center for guests who may not be able to take a tram ride to the top. Thank you to the National Park Service for supporting the livestream, and of course, to the Foundation members whose donations also support this technology.



473,000+ views
by 8,200 users



COMMUNITY PROGRAMS

In 2023, Gateway Arch Park Foundation continued to see growing attendance at our programs and events for the St. Louis community.

Sunrise Yoga, Sunrise Bootcamp, & Just Breathe Yoga at the Arch

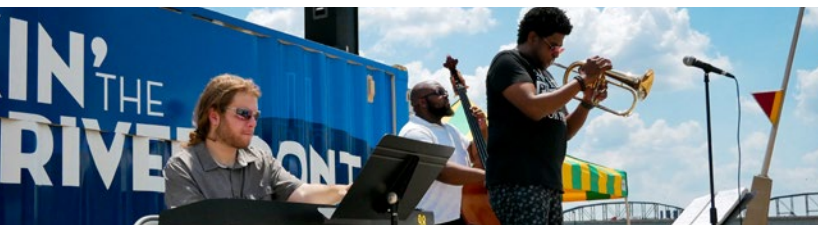
The Foundation continued its partnership with Nicole Coglianese of Citra Fitness & Yoga and hosted the eighth year of Sunrise Yoga and third year of Sunrise Bootcamp every Tuesday and every other Saturday from mid-May through October.

The word spread about this free community program, with over 2,300 people attending the series, more than doubling attendance from last year. The free programming is made possible by members and supporters of Gateway Arch Park Foundation and 2023 sponsors BJC Healthcare and GadellNet Consulting Services.

The Foundation also helped facilitate a separate program in partnership with The Collective STL, Just Breathe STL Yoga at the Arch, an all-levels yoga session under the Gateway Arch, which saw 300 participants.

Rockin' the Riverfront

On Fridays and Saturdays between June 2 to July 29, Gateway Arch Park Foundation hosted 19 live performances from four local bands and DJ karaoke fun on the banks of the Mississippi River. Additionally, the Foundation helped facilitate the new event "Black Girl Recess" on June 10, which saw more than 200 people of all ages dancing on the riverfront. Nearby concessionaires reported their best business in years thanks to the activity that the series attracted to the St. Louis Riverfront.



Arch Bark

Thanks to presenting sponsor, Purina, Gateway Arch Park Foundation was able to bring the Arch Bark event back to the grounds of the Gateway Arch. More than 750 people and their dogs enjoyed an afternoon of Purina Incredible Dog Team Performances, a Bark Walk through the grounds, and family-friendly games with St. Louis CITY SC. With the event taking place during Domestic Violence Awareness Month, it also brought awareness to Purina's Purple Leash Project, which provides grants to help domestic violence shelters become pet-friendly, creating safe spaces for domestic abuse survivors and their pets.

Military Salute Concert Series

The Foundation kicked off its Military Salute Concert Series on Memorial Day with a performance by the 399th Army Band Missouri Brass Quintet from Fort Leonard Wood, Missouri. The series continued on Veterans Day with a performance by the United States Air Force Clarinet Quartet from Scott Air Force Base. Together, the concerts brought nearly 3,500 people to the Gateway Arch.

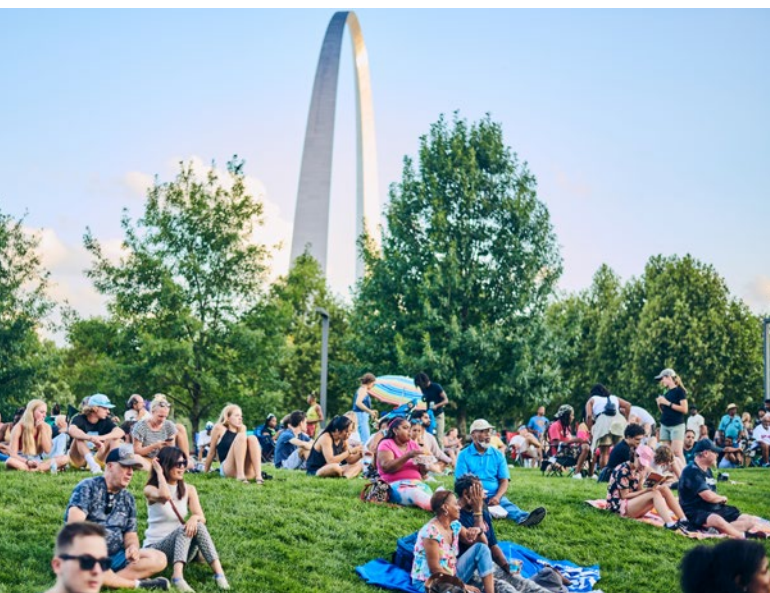
BLUES AT THE ARCH FESTIVAL

The eighth annual Blues at the Arch Festival returned to the North Gateway from Aug. 11 to 12, with a Blues Brunch rounding out the weekend on Aug. 13 at 612North in Laclede's Landing.

The event, presented by the Missouri Division of Tourism, welcomed the return of free, live blues music to the Arch grounds and the second year of our three-day festival format. Increasing festival attendance by 33% over last year, more than 12,000 people came to Blues at the Arch Festival in 2023 to watch performances from eight local and nationally recognized blues artists. Festival-goers enjoyed local food and drink vendors, participated in a special edition Sunrise Yoga class, and played in the kids corner. There was no shortage of exciting activities to keep our park and Downtown St. Louis spirited and vibrant during the weekend.



Our Foundation sponsors, members, donors, and staff make this community event a reality, and we are grateful that we can bring this festival to life. We hope it will continue to draw people from across the Midwest and beyond.



“I came to hear some good music,
some good blues... I’m from Chicago.
[It’s] my fourth time here. I just love it.”

—**Helena C., Blues at the Arch Attendee**



“It was one of the friendliest,
most diverse, and most appreciative
crowds I’ve seen at large
public music events in St. Louis,
especially noteworthy because of
its downtown location.”

—**Mike G., Gateway Arch Park Foundation Volunteer**



WINTERFEST

The eighth annual Winterfest, presented by Bank of America and World Wide Technology, was its biggest year yet. More than 65,000 visitors made their way Downtown for the six-week event in Kiener Plaza, which was a 70% increase over attendance in 2022 and a 153% increase over 2021.

The event kicked off with the Winterfest 5K, presented by Caleres, which saw a Foundation record of 301 people running through the picturesque Arch grounds in the early morning of Winterfest’s Opening Day.

Opening Day also saw record-breaking numbers, more than doubling attendance over 2022’s opening. More than 17,000 people showed up to enjoy the Ameren Missouri Festival of Lights, free ice skating, courtesy of Ameren, live performances, vendor booths, and a magical fireworks finale.

Part of Winterfest’s annual tradition is a celebration of all things St. Louis on One Nation Day. The event brought together St. Louis cultures, local retailers, and sports teams, including the St. Louis Cardinals, St. Louis Blues, and St. Louis CITY SC.

Throughout the season, the event saw more than 11,500 people skating, with kids skating free every Friday, courtesy of the St. Louis Blues, 315 parties warming up in their igloos, and 567 s’mores kits enjoyed in the firepit area.

Winterfest concluded with a family-friendly New Year’s Eve “Neon Nights” Celebration and Fireworks, made possible with support from Greater St. Louis, Inc. Families and friends enjoyed a live DJ, 360 photo booth, fire dancers, and an 8 p.m. fireworks spectacular.

Winterfest is made possible by the Foundation’s sponsors and patrons, and thanks to their support, tens of thousands came together in Downtown St. Louis and created lasting memories with their friends and family. The Foundation looks forward to building on the success of Winterfest next year at this St. Louis-favorite holiday tradition.



BY THE NUMBERS

65,000+ Attendees
11,500+ Ice Rink Skaters
567 S'mores Kits
315 Igloo Reservations
301 5K Runners
35 Local Vendors
23 Days



2021 ATTENDANCE **25,950**

2022 ATTENDANCE **38,480**

2023 ATTENDANCE **65,672**



PERSONNEL AND PARTNERS

Volunteer Program Sees Continued Growth with 96% More Volunteers in 2023

Volunteers are vital to carrying out Gateway Arch Park Foundation's mission. The Foundation was thrilled to see the exponential growth of this program last year.

The Foundation's Volunteer Program, co-managed with the National Park Service, welcomed 377 volunteers in 2023, an increase of 96% over the previous year.

Corporate and community group days of service also expanded with 19 groups volunteering, a 58% increase over 2022.

Volunteers donated a total of 5,639 hours (an increase of 14% over 2022) during 1,461 shifts (an increase of 47% over 2022) while participating in various opportunities, including museum visitor services, Trails & Rails in partnership with Amtrak, membership projects, language translation projects, sunrise yoga assistants, special events, administrative projects, and more.

The Volunteer Program also participated in several volunteer fairs, including fairs at Maryville University, St. Louis University, and the Docent Council of Metropolitan St. Louis, and co-hosted a bi-monthly Parks & Recreation Community of Practice for volunteer managers across the country.

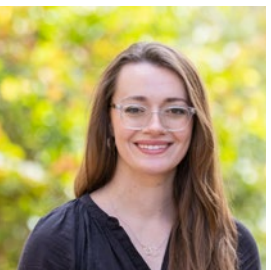


STAFF UPDATES

In 2023, Meagan Beattie was promoted to senior manager of operations and volunteer engagement.

Gateway Arch Park Foundation also hired Chris Casey as manager of corporate partnerships and Arielle Claypool as assistant director of communications and marketing.

With the new additions to the team, the Foundation will be able to build additional relationships with businesses and organizations in the community, reinforce the Foundation's strong reputation, and expand our reach to new audiences.



Meagan Beattie



Chris Casey



Arielle Claypool

“Everything you guys do is awesome! We love the quality baskets and blankets, the food is delicious, the band sounds amazing, and you’ve even got the sustainability touch with the wooden utensils. We’re amazed!”

—Picnic in Your Park Attendee



PHILANTHROPIC EVENTS

We extend immense gratitude to our members, donors, corporate partners and foundations, and event sponsors. Your support enables us to fulfill our mission and serve our City, our region, and visitors who come from all over the world.

Picnic in Your Park

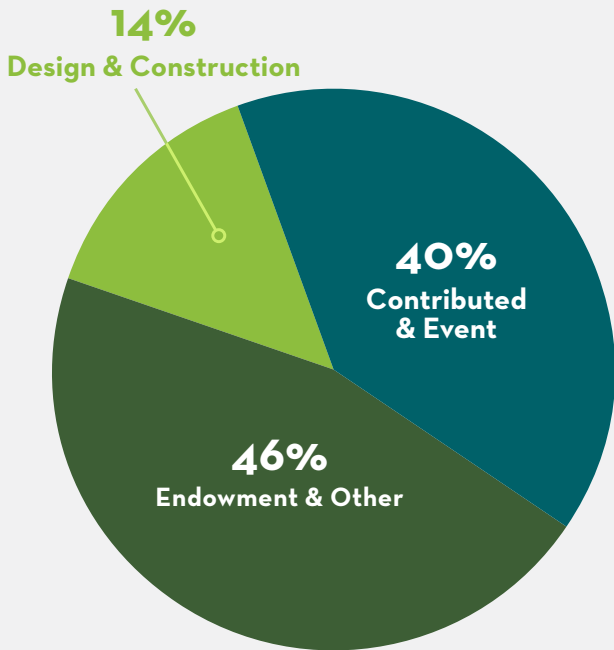
On June 11, our Friends Advisory Board hosted our third annual Picnic in Your Park benefit. We welcomed more than 220 people, raising over \$62,000 in support of our mission. Attendees enjoyed a catered picnic lunch from Butler's Pantry, return performances by the Red & Black Brass Band, yard games, photo opportunities, and an exclusive discount to a St. Louis Cardinals game.



An Iconic Evening

On Oct. 26, An Iconic Evening welcomed more than 150 guests to the Gateway Arch Visitor Center, raising over \$117,000 in support of our mission. The special, after-hours event featured live entertainment from renowned jazz artist ROBERTNELSON, tram rides to the top of the Arch, a delicious multi-course meal curated by Butler's Pantry, and unique takeaway desserts from locally-owned Bakery Blooms by Amie. George Eichelberger, whose photography work has been featured across several St. Louis institutions, donated three signed prints of Gateway Arch National Park that were auctioned off at the end of the evening.





REVENUE

Contributed and Event Revenue:

Annual Campaign: \$862,193

Special Gifts and Events, Gala and Volunteer Activities: \$1,024,532

Total Contributed and Event Revenue: \$1,886,725

Endowment and Other Revenue

Endowment Support*: \$1,828,814

Investment Income: \$326,128

Total Endowment and Other Revenue: \$2,154,942

Design & Construction: \$667,445**

TOTAL REVENUE: \$4,709,112

EXPENSES

Programming/Events/Marketing: \$2,066,074

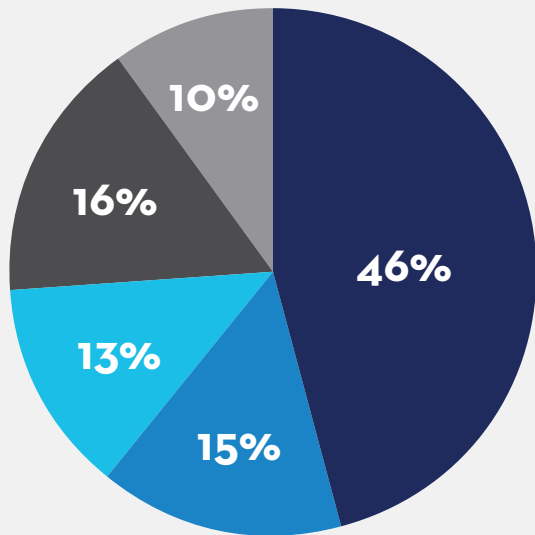
Design/Construction** \$667,445

Operations/Maintenance: \$585,986

Development: \$725,907

General and Administrative: \$444,159

TOTAL EXPENSES: \$4,489,571



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

Based on unaudited 2023 financials

** Supports operations and maintenance of Gateway Arch National Park and Kiener Plaza, and the Foundation's mission*

***Consists of prior designated funds raised for the CityArchRiver Project in support of the renovation of the Old Courthouse*



LOOKING FORWARD

TODAY, TOMORROW, FOR GOOD

The profound impact that our supporters have on the spaces we support is not lost on us. Because of people like you who believe in our mission, we were able to achieve such positive momentum coming out of 2023, and we entered the new year filled with hope and excitement about the opportunities that lie before us.

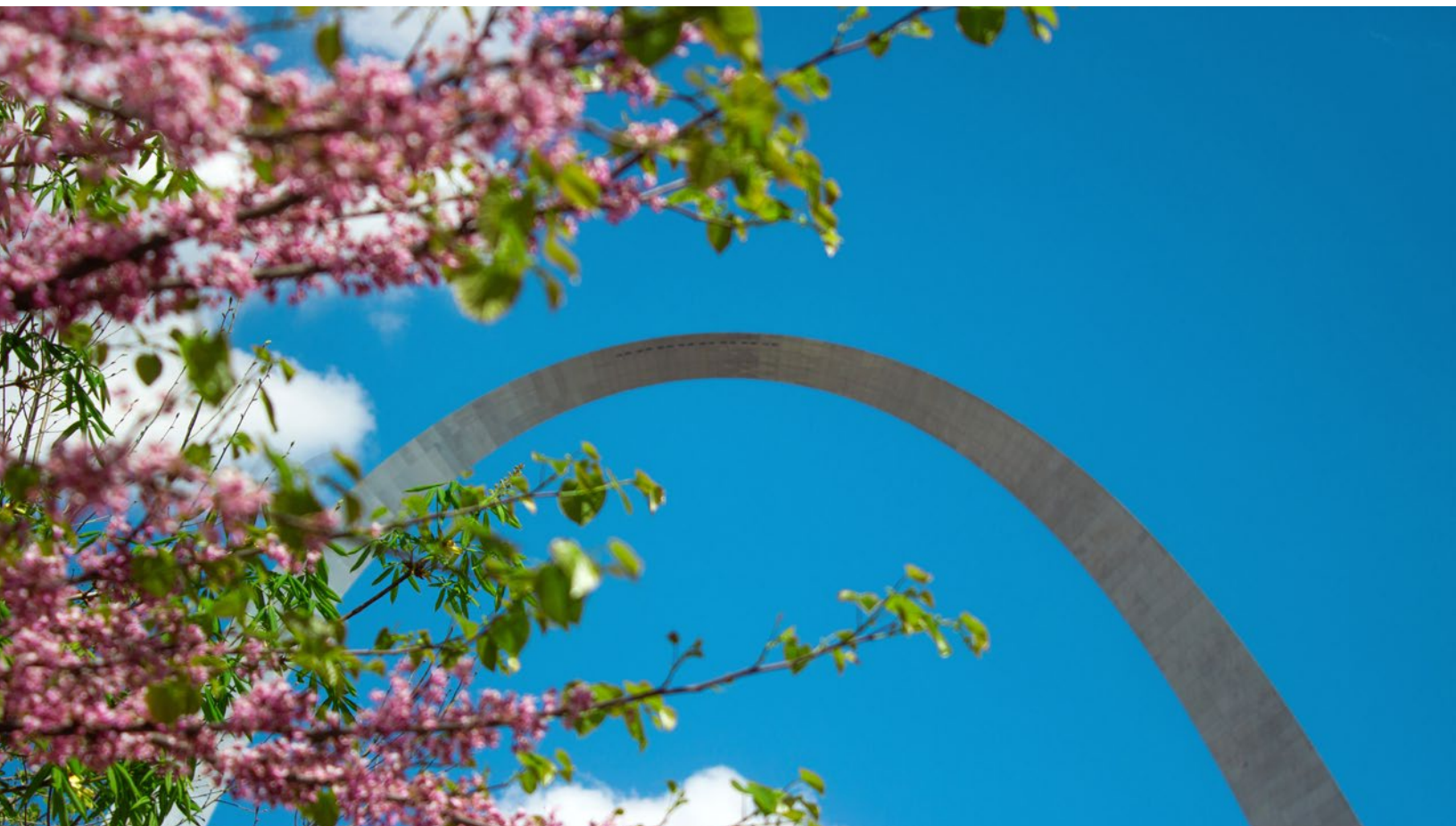
Looking ahead, we plan to host bigger and bolder community programming, expand our reach to new audiences, deepen connections with our loyal members and continue to tell the diverse stories of the Arch—past, present, and future.

The staff at the Foundation is motivated by a common passion to see our parks come to life every day. From hearing positive testimonials from individuals who visit the Arch to the holiday joy felt from thousands gathered in Kiener Plaza for Winterfest, there is no greater reward than seeing the tangible results of these efforts, in ways both big and small.

Guided by and grateful for your support, we remain focused on the future while building on the successes of our past. Together, we ensure Gateway Arch National Park continues to be a beacon of community and inspiration for years to come. 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 2024.

MEMBERS ARE **MONUMENTAL**

Gateway Arch Park Foundation's nearly 800 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 as well as those who wish to remain anonymous who made leadership gifts of \$1,000 or more in support of our 2023 Membership Campaign (Jan. 1-Dec. 31). Every effort has been made to ensure the accuracy of this list.

Dianna* and Joe Adorjan
Albers/Kuhn Family Foundation
Barbara and Stephen Archer
Robert Bax
Gerald Beckerle
Berges Family Foundation
David A. Blanton III
Andi Blaylock
Camilla T. and Stephen F. Brauer
Susan and Roger Brown
Elise R. Cady
Mary and Robert J. Ciapciak
Donald Cobin
Sally and Thomas Cohn,
Ellenwood Fund
Terry and Jim Coleman
Marcy and Rick Cornfeld
Nanci and Marty Daesch
V.R. Devineni
Ira and William O. DeWitt III
Jacqueline and David Dimmitt
Jill and Lance Dorgan
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Richard McClure
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Megan and Steven Shebik
Judy Sindecuse
Ruth and Alvin Siteman
Susie and Joe Sivewright
Leisa and Joe Soer
Lucie and Steve Springmeyer
Susan Stangler
Susan and Drexel Stith
Diane M. Sullivan
Barbara and Andrew C. Taylor
Karolyn Terpstra
Jessica and Jason Thein
Suzanne Tiller
Pam and Greg Trapp
Jane Tschudy
Barbara and Ben Tyson
Ellen Uhlemeyer
Laurie and Ray Van de Riet
Laura and Matthew Villa
Lisa and Joseph VonderHaar
Sara Ellen Wade
Linda and Peter Werner
Linda and F. Dale Whitten
Roma B. Wittcoff
Ana and Adam Woodard
Karen and Sandon Wool
Risa Zwerling and Mark S. Wrighton
Lynn and Douglas Yaeger
Thomas B. Young

*Deceased

CORPORATE & FOUNDATION PARTNERS

Gateway Arch Park Foundation acknowledges the following corporate and foundation partners and event sponsors that made leadership gifts and sponsorships of \$1,500 or more in support of our 2023 conservation, preservation, education and community programs. Every effort has been made to ensure the accuracy of this list.

4 Hands Brewing *
5BYFIVE Creative
Ameren Missouri
Anders CPAs + Advisors
Arcturis
AT&T
Bank of America
Bayer
Bi-State Development
BJC HealthCare
BNSF Railway Foundation
Boeing Employees Community Fund
Brinkmann Constructors
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Moneta Group
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World Wide Technology

*Gift-In-Kind

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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**

701 Market Street, Suite 1250
St. Louis, MO 63101
314.881.2015 | ArchPark.org

