

CITY
ARCH
RIVER
2015

FRAMING A MODERN MASTERPIECE

The Campaign for CityArchRiver

Mark Your Company's Place in History!



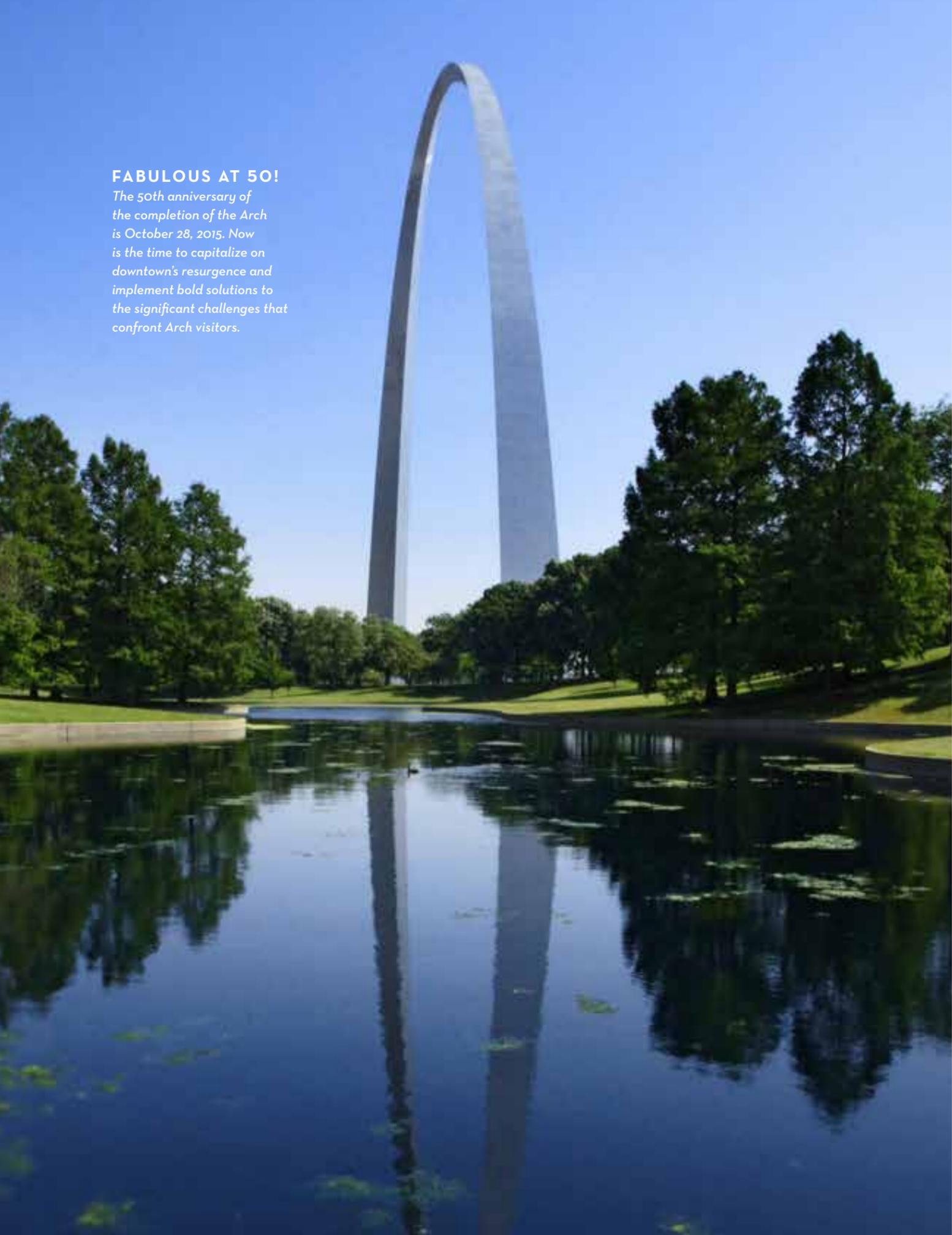


Bridgeton or Brentwood, Fenton or Frontenac, Lafayette Square or Lake St. Louis, we share a common identity. We are St. Louis—a community known for the Gateway Arch. The 630-foot-tall stainless steel monument that distinguishes our skyline is one of the most magnificent and widely recognized pieces of public sculpture and engineering in the world. It commands a strategic position on the greatest river in North America, and it is ours.

Today we have a once-in-a-lifetime opportunity to fulfill the vision set forth by 20th-century leaders who conceived of this great monument and national park. We have the opportunity to create an experience around the Gateway Arch as memorable as the Arch itself.

CityArchRiver 2015 Foundation was founded by civic and elected leaders as a non-profit organization with a mission to ensure that the Gateway Arch, its grounds, neighboring public space and attractions will be a vital, welcoming, well-supported resource for the community and nation, now and for decades to come. Your corporate support will help make these transformative changes possible. Please join CityArchRiver 2015 in this important initiative.

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FABULOUS AT 50!

The 50th anniversary of the completion of the Arch is October 28, 2015. Now is the time to capitalize on downtown's resurgence and implement bold solutions to the significant challenges that confront Arch visitors.

NOW IS OUR TIME

Attendance at the Gateway Arch has declined from 3.3 million in the mid-1990s to 2.3 million in the last decade—a loss of one million visitors. Contributing factors have been a static visitor experience and the relative isolation of the Arch. From the city, visitors must walk through and over 10 lanes of traffic as they approach the Arch from downtown, or they approach from a parking garage along a pathway not befitting the entrance to this prominent site. Once there, they must descend 64 stair steps to get to the Mississippi River. This unwelcoming, inaccessible milieu discourages visitors. This decline in visitation means economic loss. The CityArchRiver 2015 project, when complete, is expected to generate an additional \$367 million a year in the St. Louis economy.

The business community is a catalyst for civic transformation and improvement. CityArchRiver offers an excellent opportunity for companies throughout the area to renew our region's most well known asset, creating greater awareness and potential for unprecedented growth. ■

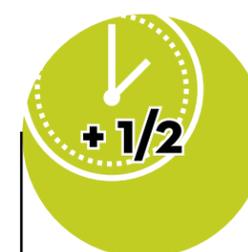
WHY IT MATTERS

The Gateway Arch celebrates the role St. Louis played in the westward expansion of the United States. It celebrates that spirit of discovery and innovation that continues to make our nation great. It is the centerpiece of our region, an economic driver, and our calling card to the world. The CityArchRiver project will add nearly 5,000 permanent jobs and attract over 1 million new visitors to the region.

BENEFITS TO THE REGION

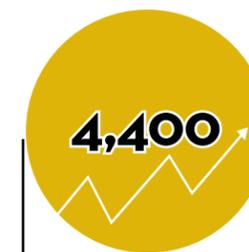
Formal study by Development Strategies

Estimated total visitors to the Arch per year.



Estimated increase in tourist trip length by day.

Construction jobs created.



Permanent jobs added to the St. Louis region.

Estimated economic impact for St. Louis: an additional Cardinals baseball season per year.



THE PLAN



Project Overview

When CityArchRiver 2015 is complete, the experience will offer:

- 11 additional acres of park space.
- 7 miles of new and renovated pedestrian and bike paths, accessible to people of all mobilities.
- An Explorer's Garden with educational opportunities for children and adults.
- A natural amphitheater and space for art exhibitions and music programming.
- An integrated and easy-to-navigate visitor experience from Kiener Plaza to the Mississippi River in a cultural, educational, and recreational environment.

Project Components

Park over the Highway:

Memorial Drive will be rerouted near the Arch and replaced by a park over the interstate highway. Visitors who today must pass through and over 10 lanes of traffic to approach the Arch from downtown soon will enjoy a greenway.

**Park Circulation Loop/
Greenway Connections:**
This perimeter pathway will provide critical connections to a downtown trail system and be designed to accommodate bicyclists, pedestrians, and wheelchairs.



Riverfront Redevelopment:
Leonor K. Sullivan Boulevard will be elevated 2.5 feet, reducing flooding, and will become a 1.5-mile promenade of new riverfront activities and commerce. Bike paths, plantings, and lighting will create a safe, pedestrian-friendly zone along the river for all to enjoy.

Processional Walks and Allees:
Tree-lined paths will be rebuilt, providing better accessibility. The London planetree will be planted to preserve these majestic allées for the future.



Kiener Plaza:
This city block represents a critical connection along the east-west corridor downtown and north-south corridor anchored by developments such as Ballpark Village and the new Mercantile Exchange. The project will improve the space with new water features, play areas, event space, and landscaping.

Museum:
A west-facing entrance, light-filled entry hall, and exhibits designed to educate and engage visitors will transform the experience under the Arch.



North Gateway:
A grass amphitheater and Explorer's Garden for children.



Old Courthouse:
The site of the Dred Scott decision that contributed to the start of the Civil War, the Old Courthouse is a national historic place. This 19th century building will undergo improvements in heating and cooling, accessibility, and exhibits.



East Slopes/Reflecting Ponds:
Visitors to the national park will have accessible pathways to approach the riverfront and explore. The pathways will better integrate the reflecting pools as the stunning reflections of the Arch they were intended to be.

OUR GOAL

WORKING TOGETHER

Business can be a catalyst for civic transformation, and the Foundation anticipates strong support from the regional business community. CityArchRiver 2015 seeks exceptional commitments from businesses and promises in return an even more exceptional region.

THE PROJECT PARTNERS

**Bi-State
Development
Agency**



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THE CAMPAIGN

CityArchRiver2015 Foundation is raising \$250 million in private funds to complete this project. October 28, 2015, is the 50th anniversary of the Arch's completion—and our deadline for the project to be substantially complete. It is an ambitious project to renew America's monument to discovery and to create a new experience for visitors.

Become part of the transformation through your corporate support.

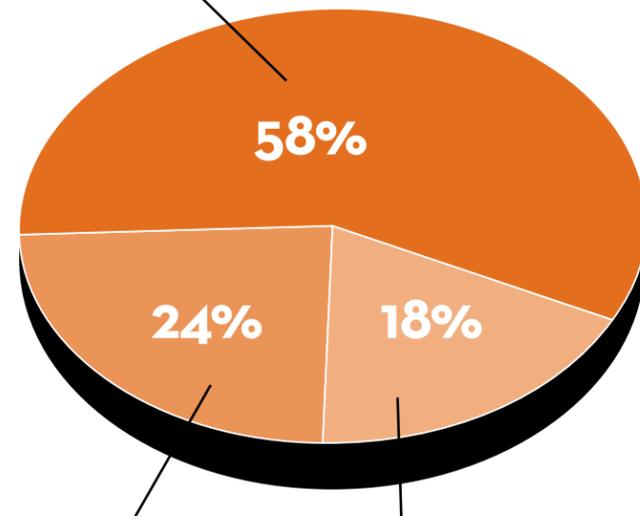
FUNDING

CityArchRiver 2015 Project Total: \$380 Million

Private Funds Campaign:

\$221 million +

Source: Individuals, corporations, and foundations. The CityArchRiver 2015 Foundation has a fundraising goal of \$250 million to cover overall design and construction costs. Funds will also provide the base needed for a conservancy endowment to maintain the improvements made possible through the project.



Sales Tax Bond Issue:

\$90 million

Source: Safe and Accessible Arch and Public Parks Initiative (Proposition P). Thirty percent (\$9.4 million) of the annual \$31.4 million in sales tax revenue is allocated for improving public infrastructure on the Arch grounds and surrounding areas for 20 years.

Federal, State, and Local Funds:

\$69 million

Source: U.S. Department of Transportation, Missouri Department of Transportation, Public Lands Highway grant, City of St. Louis, National Park Service, Bi-State Development Agency, Federal Highway Administration, and Great Rivers Greenway.



SHOW YOUR SUPPORT TODAY

Make a corporate gift.

Your corporate support helps make this transformative initiative possible! CityArchRiver 2015 will recognize your company's generosity and commitment to the St. Louis community.

Invite your employees to learn about and support CityArchRiver 2015.

A fundraising effort of this scope calls upon far-reaching community support to succeed. The workplace is the perfect setting in which to provide information regarding the positive impact of CityArchRiver 2015 for your employees and their families. Our campaign staff and volunteers can help you implement a communications plan to encourage employees to support the campaign.

Learn more. If you have questions, contact CityArchRiver 2015 Foundation at (314) 881-3535 or visit our website: www.cityarchriver.org.

FOUNDATION

CityArchRiver 2015 Foundation is a 501(c)(3) tax-exempt, non-profit organization.

MISSION

To ensure that the Gateway Arch, its grounds, neighboring public space, and attractions will be a vital, welcoming, well-supported resource for the community and nation, now and for decades to come.

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