

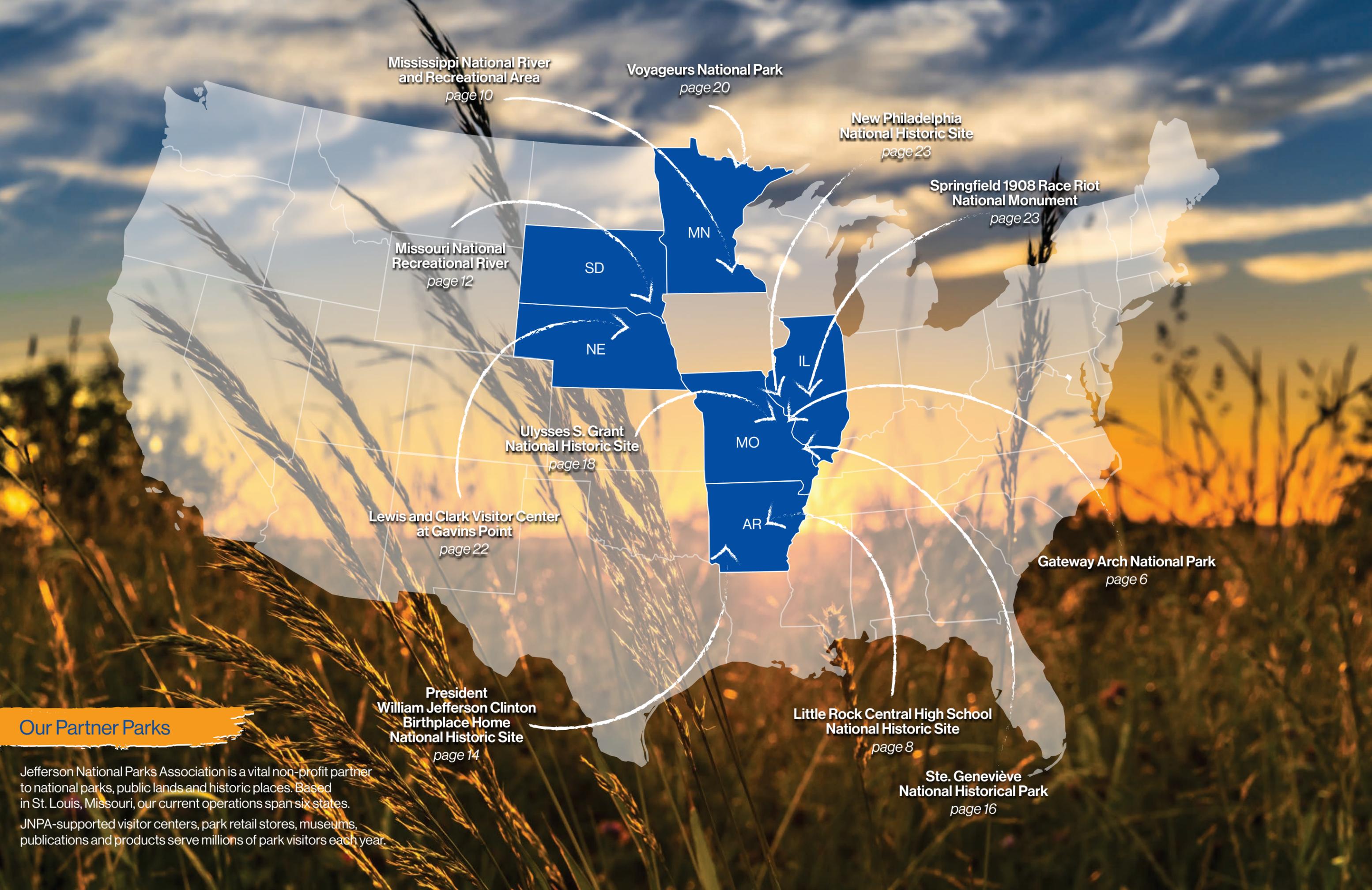


JEFFERSON  
NATIONAL PARKS  
ASSOCIATION

# 2025

## PARTNERSHIP IMPACT REPORT





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## Our Partner Parks

Jefferson National Parks Association is a vital non-profit partner to national parks, public lands and historic places. Based in St. Louis, Missouri, our current operations span six states. JNPA-supported visitor centers, park retail stores, museums, publications and products serve millions of park visitors each year.



“ Supporting parks, engaging visitors, and connecting people to public lands. ”



Celebrating the Gateway Arch's 60th anniversary with local team mascots in October 2025.

## FROM THE PRESIDENT & CEO

Dear Friends,

This year's reports from our partner sites highlight a consistent theme: connecting with local communities. We celebrate these connections as the foundation of stewardship. These efforts strengthen interpretation, education, and visitor experiences while helping keep public lands welcoming, relevant, and resilient. Though they offer only a snapshot of the year, we hope you find the partner reports that follow both informative and inspiring.

High-quality park stores remain a major part of JNPA's mission, but the work extends well beyond retail. JNPA also delivers and supports a wide range of visitor-facing programs and services—from learning experiences that deepen understanding to thoughtful touches that help visitors feel welcomed, oriented, and inspired. Working alongside agency partners, JNPA reinvests in whatever sites need most through support for programs, exhibits, staffing, and other priorities that strengthen the visitor experience.

Late in the year, the strength of our partnership was on full display during the federal appropriations lapse. At that critical time, JNPA helped fund and coordinate the reopening of Gateway Arch National Park and kept it serving the public as the Arch marked its 60th anniversary. That rapid, collaborative response helped thousands of visitors experience the Arch, protected essential mission revenue for the months ahead, and affirmed what this partnership can accomplish when public access is at stake.

Thank you for your interest in this work.

Sincerely,

David Grove  
President & CEO

## JNPA PARTNER SITES 2025 LEADERSHIP



David Murray  
Gateway Arch National Park



Brian Harmon  
Voyageurs National Park



Steve Akins  
President William Jefferson Clinton  
Birthplace Home National Historic Site



Justin Scholl  
Lewis and Clark Visitor Center  
at Gavins point



Robin White  
Little Rock Central High School  
National Historic Site



David Thomson  
Missouri National Recreational River



Tucker Blythe  
Mississippi National River and  
Recreation Area



Rachel Davidson  
Ste. Genevieve National Historical Park



Nathan Wilson  
Ulysses S. Grant National Historic Site



Chris Collins  
Springfield 1908 Race Riot National Monument  
New Philadelphia National Historic Site

# Gateway Arch

National Park St. Louis, Missouri

## 2025 ACCOMPLISHMENTS

This past year was a productive one at Gateway Arch National Park. After a five-year closure, the Old Courthouse celebrated its grand re-opening in early May. The historic building now boasts numerous structural and accessibility improvements, as well as new exhibits that tell the story of key civil rights developments in St. Louis' history.

Many staff members left the park for other positions or retirement in 2025. But thanks to JNPA, the park was able to fill two key positions – an Archivist and a Librarian – and to hire two seasonal interpretive rangers, enhancing the visitor experience throughout the busy summer months.

The park hosted a number of recurring programs like the Engineering Contest, living history programs, and naturalization ceremonies, and it also inaugurated a new monthly speaker series, Iconic Conversations. Co-hosted by JNPA, the series features compelling talks by local authors and historians who explore topics relevant to the St. Louis region.

Last but not least, the Gateway Arch was able to reopen to the public during the October-November lapse in federal appropriations, due in large part to coordination and funding from JNPA. This allowed for celebrations of the 60th anniversary of the Arch, an important community event.



### About the Site

Gateway Arch National Park is a memorial to Thomas Jefferson's role in opening the American West, to the pioneers who helped shape the nation's history, and to Dred and Harriet Scott, an enslaved couple who sued for their freedom in the Old Courthouse.

The soaring 630-foot stainless steel Arch at the center of the park is the nation's tallest national monument. Inside the visitor center is a renovated museum that interprets the nation's westward expansion, St. Louis' early history, and the design and construction of the 60-year-old Arch. Highlights include an extensive collection of artifacts from the Lewis and Clark expedition.

The Old Courthouse stands as the site where hundreds of enslaved individuals sued for their freedom in the 19th century. The most infamous culminated in the 1857 Dred Scott decision by the U.S. Supreme Court, a ruling that deepened the nation's divisions over slavery and hastened the Civil War.



## 2025 SUPPORT FROM JNPA

JNPA's financial assistance enabled the park to continue delivering engaging and educational visitor experiences that would otherwise have been jeopardized by staff losses and federal funding lapses. The renovation and reopening of the Old Courthouse store provided a rich educational experience that complemented the building's new exhibits. And JNPA's collaboration on development of the new monthly Iconic Conversations speaker series was a welcome addition to park programming.

The Arch 60th anniversary was a great celebration and commemoration that received significant support from JNPA. The Association's financial and programmatic leadership were critical in allowing the park to reopen for part of October and November. And during a year when the park lost many colleagues to other positions or retirement, JNPA's support for various staff positions was especially vital to the park's continued service to the public.

### Goals for 2026

The commemoration of America 250 will bring numerous opportunities to provide programs, events, and activities in 2026. These include inviting choirs from local schools to perform at the Arch (funded by JNPA's BlueSky Opportunity Grant) and participating in Fourth of July activities with Celebrate Saint Louis.

Park leadership will also be collaborating with JNPA to reimagine the youth education program at the site, bringing in new staff and developing new programs that will bring fresh ideas and help the park engage with new audiences.

Finally, staff is looking forward to launching a long-awaited Administrative History for the park, thanks to JNPA's financial support.

# Little Rock Central High School

National Historic Site Little Rock, Arkansas

## 2025 ACCOMPLISHMENTS

In 2025, Little Rock Central High School National Historic Site featured a number of nationally significant programs highlighting the enduring relevance of America's civil rights history.

As part of its annual NPS Speaker Series, the park hosted Pulitzer Prize-winning author Taylor Branch, who reflected on the U.S. Constitution, the nation's founders, and Dr. Martin Luther King Jr.'s legacy. Branch framed King's vision of nonviolence and equal citizenship as a living challenge – rooted equally in moral faith and constitutional principles – that continues to shape American democracy.

That message resonated powerfully during the park's 68th anniversary commemoration of the Little Rock Nine in September 2025. Four members of the Nine shared firsthand reflections on integrating Central High School in 1957, emphasizing how courage, preparation, and moral choice influence history. Joined by Dr. Ivory A. Toldson of Howard University, the event underscored the importance of teaching Black history as a foundation for authentic identity, civic participation, and educational aspiration.



### About the Site

This site commemorates critical events of the Civil Rights Movement. In 1957, nine African American students faced immense adversity and violence as they attempted to desegregate the previously all-white Central High School. The site stands as a symbol of the fight for desegregation and civil rights in the United States, showcasing the bravery and resilience of the Little Rock Nine.

Extending this legacy to future generations, the site's award-winning NINE school outreach program reached more than 1,800 fourth-grade students across Pulaski County. Through classroom instruction and direct conversations with members of the Little Rock Nine, students explored ideals of nonviolence, integrity, kindness, and educational opportunity – connecting living history to their own roles as citizens.



## 2025 SUPPORT FROM JNPA

JNPA's financial assistance enabled the park to host Pulitzer Prize-winning author Taylor Branch as part of the site's NPS Speaker Series. JNPA also helped underwrite the site's 68th anniversary commemoration, featuring four members of the Little Rock Nine alongside Dr. Ivory A. Toldson. That event reinforced the enduring relevance of the Little Rock Nine's actions and challenged audiences to reflect on their own roles in advancing justice and service.

Beyond signature events, JNPA's fiscal contributions supported year-round interpretive programming, educational outreach, interpretive media, and community engagement.

This sustained investment ensured that the site could continue its daily work of preservation, education, and dialogue – keeping the story of Little Rock Central High School accessible, relevant, and impactful for current and future generations.

### Goals for 2026

During the coming year, Little Rock Central High School National Historic Site will offer a full slate of programs marking the 69th anniversary of the Little Rock Nine.

It will also present America 250-related programming, including the Civil Rights Educator Institute.

The site will introduce two new school programs: one centered on the life and leadership of Daisy Bates, and another designed for middle school students exploring the history and legacy of the Little Rock Nine.

# Mississippi National River and Recreation Area

Saint Paul, Minnesota

## 2025 ACCOMPLISHMENTS

The park hosted a variety of unique programs and events in 2025. More than 500 visitors attended the annual Welcome Back the Herons event on March 29. Staff partnered with two Wisconsin-based partners on a new Reading with a Ranger program, helping introduce children and adults to the park's wildlife.

History Cruises returned under the new name of River Cruises. The new name helped broaden the interpretive stories that rangers shared on board. Nearly 200 visitors attended the three cruises.

Park staff collaborated with NASA's Earth to Sky and the Minnesota Valley National Wildlife Refuge to deliver a three-day workshop, "Rivers of Stars and Stories," focused on night sky and space science. Designed for interpretive staff, educators, tour operators, and science communicators, the workshop highlighted innovative approaches to science interpretation. NPS presentations modeled 21st-century techniques, emphasizing audience-centered experiences and reinforcing NPS's leadership in the field.



### About the Site

This site encompasses 72 miles of the Mississippi River, including the stretch between the twin cities of Minneapolis and Saint Paul. It includes St. Anthony Falls, the only waterfall on the Mississippi River.

Mississippi National River and Recreation Area is considered a partnership park, as it is composed of several smaller city, regional, and state parks, as well as a national wildlife refuge and several private businesses and homes.



NPS/Edwige Moses



NPS/Kurt Moses



NPS/Kurt Moses



NPS/Edwige Moses

### Goals for 2026

The park will pilot two new routes for its Paddle with a Ranger program. These routes are on stretches of the river further away from the urban core of the Twin Cities, helping expand recreational and interpretive opportunities along the park's 72-mile corridor.

Guided Riverfront Walks in downtown Minneapolis will return for 2026 and expand from the summer into the winter season. NPS presence downtown dwindled due to ceasing operations for the seasonal visitor center at the Upper Saint Anthony Falls Lock & Dam (2024) and the partial closure of the historic Stone Arch Bridge (2025), limiting access for visitors.

### 2025 SUPPORT FROM JNPA

Thanks to JNPA's financial support, the park was able to continue hosting River Cruises, offering a way to reach visitors who are unable to maneuver a canoe or kayak on a river program.

# Missouri National Recreational River

Yankton, South Dakota

## 2025 ACCOMPLISHMENTS

In early May, the park hosted nearly 500 middle school students at the Missouri River Watershed School Festival, where they explored the Missouri River and the larger watershed that shapes the region. Hands-on activities and ranger-led discussions brought these lessons to life. Later that month, the park's annual Missouri River Cleanup drew 75 volunteers from across the area.

This past fall, the park acquired a 676-acre property on James River Island. The old-growth forests and native prairie will remain undeveloped while allowing for public recreation, like hunting and fishing.

The park's Mobile Ranger Station had its biggest year yet in 2025, connecting with more than 11,000 adults and children, many of whom had not previously visited the park.

Kayak Clinics were extremely popular again in 2025, with nearly all spots booked through the summer. These free, beginner clinics on Lake Yankton focus on water safety, paddling basics, and on-the-water practice, helping people feel confident getting out on the water.



### About the Site

This site safeguards a 100-mile stretch of the lower Missouri River in South Dakota and Nebraska, making it a crucial component of the NPS's mission to protect and provide access to the nation's most cherished landscapes.

Visitors can explore the river's diverse ecosystems and learn about the river's role in American history, from Lewis and Clark's expedition to its use as a vital transportation corridor during the westward expansion.

A river channel seen from James River Island.



## 2025 SUPPORT FROM JNPA

Sales of Missouri National Recreational River's interpretive products remained strong in 2025, helping generate financial support for the site.

JNPA's support for the park made it possible to reward volunteers with t-shirts for assisting with the Missouri River Cleanup. Visitors who encountered the park's Mobile Ranger Station also received a fun giveaway, courtesy of JNPA.

Finally, JNPA continued to promote events and activities at the site on its social media platforms, blog, and website.

### Goals for 2026

The park will again host its Watershed Education Festival, and staff intends to grow attendance by including schools from their largest neighboring community, Vermillion, South Dakota.

Staff members will develop plans for managing the park's new James River Island property. They will also host the annual Missouri River Cleanup as well as additional volunteer events, as part of the park's newly formed volunteer program.

# President William Jefferson Clinton Birthplace Home National Historic Site

Hope, Arkansas



**About the Site**  
President William Jefferson Clinton Birthplace Home National Historic Site holds historical significance as it was the home of the 42nd president of the United States, Bill Clinton. He lived in this foursquare home from birth until the age of four, between 1946-1950. This site preserves not only the physical structure but also the memories of his formative years, offering visitors a unique insight into the life of a future president.

## 2025 ACCOMPLISHMENTS

In 2025, the President William Jefferson Clinton Birthplace Home National Historic Site hosted several public programs that deepened the park's connection with the local community and underscored the legacy of the National Park Service. The park's signature event – an Evening of Jazz – honored the former president's love of jazz and provided a fitting celebration for his 79th birthday.

The park's annual Junior Ranger Camp offered local children four days of immersive learning, both indoors and outdoors. Camp experiences included two days of kayaking and fishing at a nearby nature reserve, coupled with a trip to Hot Springs National Park and a local science museum.

Local kids also enjoyed the park's Back to School Bash in August, which brought together families and community partners for a vibrant resource fair, reinforcing the park's role as a welcoming community hub.



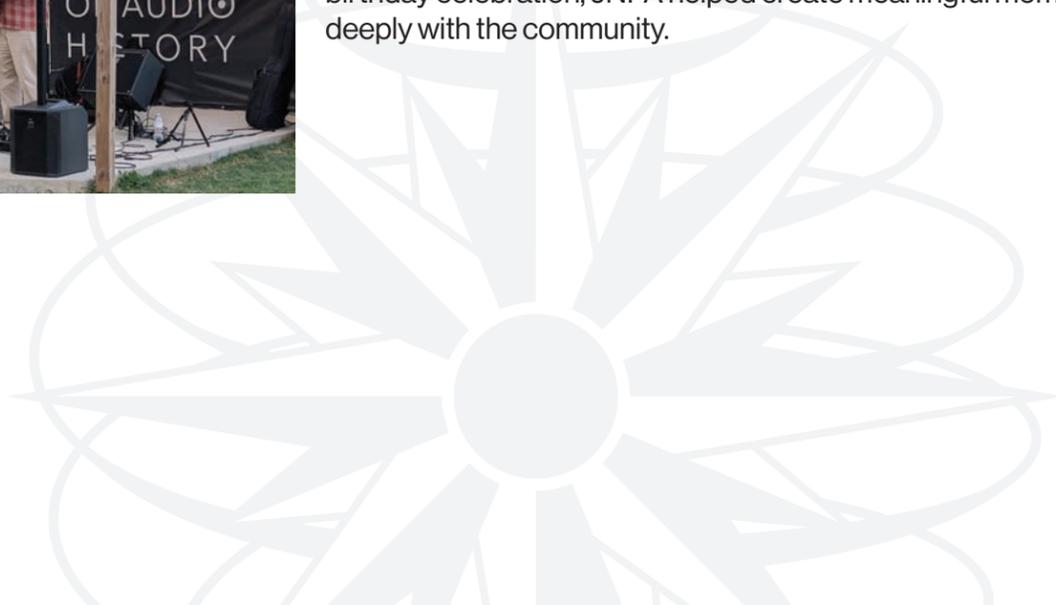
## 2025 SUPPORT FROM JNPA

JNPA's financial support helped elevate the quality of visitor experiences at the site throughout 2025. From providing transportation and food for the four-day Junior Ranger Camp to funding the two live jazz bands during the presidential birthday celebration, JNPA helped create meaningful moments that resonated deeply with the community.

## Goals for 2026

Park staff members are currently evaluating their program offerings to determine which deliver the greatest educational impact and community value. In 2026, they plan to expand their education-focused programs, such as Junior Ranger Camp, to reach more students and deepen learning outcomes. The park also plans to pilot new curriculum-oriented field trip experiences to better serve local schools and align with their educational standards.

Plans are underway to include more interpretive and educational elements in their community events, helping build stronger connections with the visitors while reinforcing the value of the park as a learning destination.



# Ste. Geneviève

## National Historical Park

Ste. Geneviève, Missouri

### 2025 ACCOMPLISHMENTS

The staff at Ste. Geneviève National Historical Park continued to look for ways to increase their engagement with the community, both for park visitors and local schools.

After completion of a two-year preservation project within the historic Bauvais-Amoureux House, the park hosted a public celebration event where visitors could learn the details of the project, engage with descendants of the historic residents, and explore the structure.

Interpretive staff – in partnership with Missouri State Parks – created a popular new historic walking tour. Education specialists created a new third grade field trip package that will be offered starting in the spring of 2026. In September, the park held its annual Birthday Bash for the community, celebrating five years as a national park unit.



#### About the Site

Ste. Geneviève National Historical Park offers a window into the early French colonial history of the Mississippi River Valley.

The town was the first permanent European settlement west of the Mississippi River, and has been home to Native Americans, French colonists, African Americans, and others.

Its historical significance lies in its well-preserved French colonial architecture, which dates back to the 18th century.

### 2025 SUPPORT FROM JNPA

JNPA's support was instrumental in the creation of the park's new educator guide, created to let local schools know about the site's numerous educational offerings, including the new third grade field trip package. JNPA's communications team worked with park staff on the content, design, and marketing of the brochure, including development of a list of 100+ public and private schools for distribution.

JNPA also funded musical performances during the Birthday Bash event. These concerts offered a different way for the public to engage with the park, reinforcing a strong local interest in live music.



#### Goals for 2026

Ste. Geneviève National Historical Park will partner with the city of Ste. Geneviève, French Colonial America, and Missouri State Parks to host an event marking the 250th anniversary of the Declaration of Independence on May 30 and 31. In addition to allowing local visitors to join in the national celebration, the event will focus on Ste. Geneviève's role in the Battle of Fort San Carlos that took place during the American Revolution.

Park staff will also develop interpretive exhibits for the interior of Green Tree Tavern which recently opened for self-guided access. These exhibits will explain details of the home and its history particularly for visitors who are not able to attend formal programs.

# Ulysses S. Grant

National Historic Site St. Louis, Missouri

## 2025 ACCOMPLISHMENTS

The staff at Ulysses S. Grant National Historic Site were fully engaged in 2025, offering programs for both students and park visitors. For the third summer, the park presented two week-long summer workshops for middle schoolers from north St. Louis city and county. The students explored untold and under told stories of 19th century African Americans in St. Louis and Missouri, using information from guest presenters as well as the park's exhibit on Slavery in St. Louis. Each student selected an individual whose story he or she wanted to share, then prepared a presentation for the group.

In addition, the students were given the opportunity to visit the newly reopened Old Courthouse downtown and hear the story of Dred and Harriet Scott. They also visited nearby Grant's Farm for a firsthand look at Grant's log cabin, Hardscrabble.



## Goals for 2026

The park will commemorate America 250 as well as Julia Dent Grant during her bicentennial year. In the works are 20+ public programs and lectures, many of which will focus on Julia and aspects of 19th-century life in St. Louis

- A visit from Ulysses Grant Deitz, a descendant of the Grants, in April.
- A special summertime exhibit on Julia Dent Grant. Among the 30 artifacts: the oldest known photograph of Julia and her scrapbook from the Grants' 1870s world tour.



## About the Site

This historic site offers a comprehensive narrative of Ulysses S. Grant, the 18th U.S. President and renowned Civil War general.

The park explores Grant's personal life and his marriage to Julia Dent Grant. This portrayal humanizes one of America's most significant figures, providing deep insights into his character and motives.

Another park focus is Grant's relationship with the enslaved people who worked on the sprawling plantation.

The park enjoyed record-breaking attendance at its outdoor summer concerts and even added a fourth concert in September. Over 750 people attended the four performances.

More than 100 visitors took part in the site's annual living history event, Night Walk, in September. The theme in 2025 was President Grant's Indian Peace Policy, focusing on the controversies and complexities around its implementation. The park was able to recruit three professional performers to enrich the storytelling experience.



## 2025 SUPPORT FROM JNPA

JNPA's contributions were essential in making the park's summer youth workshops possible, helping bring history alive for kids. JNPA also provided vital support for the public education programs that took place throughout the year.

With JNPA's financial support, the park was able to bring in seven guest lecturers to speak on a variety of history topics, including immigration in the 19th century and Grant's impact on St. Louis. Fees for living history performers and musicians who played period music were also funded by JNPA, as were the popular summer concert series and the annual living history event Night Walk.

Last but not least, JNPA designed and produced each edition of Grant's Dispatch, the park's monthly e-newsletter. Scan the code to join the mailing list.



# Voyageurs National Park

International Falls, Minnesota

## 2025 ACCOMPLISHMENTS

Voyageurs National Park celebrated two major milestones in 2025. The first was the opening of the new Crane Lake Visitor Center in June, bringing the total number of park visitor centers to four. The new facility creates a welcoming and family-friendly experience for visitors, offering a welcome desk, the park film, a kids' corner, JNPA's new retail space, and pop-up exhibits that interpret the park's landscapes, night skies, aquatic ecosystems, and history.

A second highlight was the celebration of the park's 50th Anniversary, which kicked off in April but continued throughout the year. Visitors enjoyed a host of special activities like a birthday party, tours of the park's archives, scavenger hunts, and a night-time Star Party to celebrate Voyageurs' designation as an International Dark Sky Park.

Overall park programming for tourists, local families, and students expanded substantially in 2025. This included camping-based programs for kids, cold-weather activities, teacher workshops, Teen Ambassador activities, and year-round Junior Ranger offerings.



### About the Site

Voyageurs National Park is named for the French-Canadian voyageurs who engaged in the North American fur trade in the late 1700s and early 1800s.

The 218,555-acre park is filled with lakes, streams, southern boreal forests, and northern hardwood forests.

The land once provided abundant resources for the Indigenous tribes who first inhabited the region.



## 2025 SUPPORT FROM JNPA

The park's most prominent public-facing projects benefited from JNPA support in 2025, helping boost interpretation, education, accessibility, safety, and staff capacity. Among JNPA's contributions were funding for exhibit materials at Crane Lake, investments in lighting, laser pointers, and safety equipment for night-sky programs, and funding for winter shelters and heaters for cold-weather activities. JNPA also provided much-needed supplies for park education and youth programs, funded professional development for seasonal staff, and hired a full-time retail staffer during the summer, freeing interpretive staff to focus more directly on visitor engagement.

### Goals for 2026

Park staff plans to expand education programs in 2026, with a particular focus on strengthening winter offerings. They will also work with JNPA to provide supplemental funding for new permanent exhibits at the Crane Lake Visitor Center.



## About the Site

Lewis and Clark Visitor Center is located on the edge of Lewis and Clark Lake and is managed by the U.S. Army Corps of Engineers.

This location is also home to Gavins Point Dam.

Calumet Bluff, where the visitor center now stands, is the location where Lewis and Clark were welcomed by the Yankton Sioux tribe as they made their way along their famed expedition west.

# Lewis and Clark Visitor Center at Gavins Point

Crofton, Nebraska

## 2025 ACCOMPLISHMENTS

In 2025, the Lewis and Clark Visitor Center at Gavins Point continued to serve as a primary point of public engagement with the Missouri River, Gavins Point Dam, and the region's history. Visitors explored indoor exhibits focused on Missouri River Basin development, geology, early exploration, navigation, settlement, and natural history.

The visitor center secured funding for two new exhibits in 2025, showcasing the mission of Gavins Point and the history of the construction of Gavins Point Dam. The Calumet Bluff Theater supported visitor learning through interpretive films on the construction of Gavins Point Dam, the Lewis and Clark Expedition, and regional landscapes, serving both casual visitors and organized groups. Outdoor interpretation also played an important role, with our surrounding wayside exhibits extending educational experiences beyond the building.

The site experienced decreased seasonal staffing during the summer, reducing visitor center hours and limiting some interpretive services. Visitation through 2025 was approximately 5,700.



## Goals for 2026

- **Protect core visitor service by keeping hours consistent when possible, maintaining a reliable and welcoming presence, and offering a clear schedule for films and access to visitor orientation.**
- **Make service resilient to staffing uncertainties with a flexible staffing model that can absorb turnover by cross-training staff and adding seasonal help when feasible.**
- **Collaborate with partners like JNPA to continue delivering strong educational content, visitor services, and inspiring retail experiences even when federal capacity is limited.**

# New Partner Sites Under Development

JNPA proudly added two new national park sites in Illinois to its partner portfolio. Both Springfield 1908 Race Riot National Monument and New Philadelphia National Historic Site are “parks in progress,” meaning there are few on-site amenities available to visitors. Even so, National Park Service staff are working to develop educational experiences that will help tell the stories of these two important sites, and JNPA stands ready to support them.

## SPRINGFIELD 1908 RACE RIOT NATIONAL MONUMENT

Springfield, Illinois



In mid-August 1908, thousands of White residents of Springfield, Illinois, targeted and attacked Black residents. The mob destroyed Black homes and businesses and lynched two Black men. After three days of violence, the state militia helped restore order, arresting approximately 150 participants. Few, however, were ever convicted.

This frightful event led to the founding of the National Association for the Advancement of Colored People (NAACP).

The National Monument was established in August 2024 near the area where the 1908 riot began. While there is nothing left of the original buildings, archeological evidence gives a rare glimpse into a community devastated by racial violence. The National Park Service is working with partner groups to develop programs that will breathe new life into the story surrounding the event.

## NEW PHILADELPHIA NATIONAL HISTORIC SITE

Barry, Illinois



In 1836, the small village of New Philadelphia in west-central Illinois was founded by Frank McWorter and his wife Lucy, a formerly enslaved couple. It became the first American town founded and legally registered by an African American.

Although it no longer exists today, the story of this remarkable pioneer town has been commemorated as one of the nation's newest National Park Service sites, becoming New Philadelphia National Historic Site in late 2022.

The McWorters and 15 family members were joined by others, both Black and White, who migrated to the town. By 1865, the racially diverse community peaked at about 100 residents and became a stop on the Underground Railroad.

Over the ensuing decades, New Philadelphia declined, and its buildings were buried under farmland. But historical documents, oral histories, archeological research, and local groups have kept the town's story alive. And though there are few visitor amenities on the site today, NPS has plans to develop programs that will bring the legacy of New Philadelphia back to life.

One such project is a proposed community-driven visitor experience that will train citizen storytellers to help develop interactive “story-telling stations.” With support from JNPA's BlueSky Opportunity Fund, site staff will work with key partners and public history programs at nearby universities to create this innovative program over the next two years.

# Educational Retail

JNPA was proud to support many of our parks by opening new or renovated retail spaces in 2025. Among the highlights:



## Gateway Arch National Park

### A Retail Rescue During Shutdown

The federal government shutdown in October unfortunately coincided with the park's 60th anniversary celebrations – a challenging time for all concerned. When the visitor center was shuttered, JNPA's Arch To Go retail trailer remained open, offering a vital touchpoint for visitor information as well as a site to purchase 60th merchandise.

Then JNPA led the effort to fund the reopening of the Gateway Arch in both October and November, allowing 43,000 visitors through the doors and preserving \$400,000 in sales. The reopening also allowed the park to proceed with its milestone anniversary celebrations.



Gateway Arch anniversary gear



### Old Courthouse Gift Shop

After a five-year closure, the park's renovated Old Courthouse reopened in May of 2025.

JNPA unveiled its remodeled retail store within the building, showcasing new history-themed merchandise.

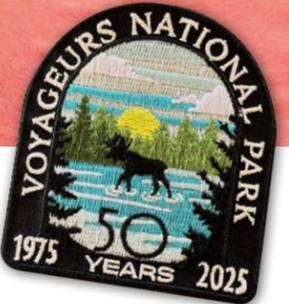
Large wall graphics now echo the themes within the new Courthouse exhibit galleries, telling the stories of significant events that happened in St. Louis since the 1850s.



## Voyageurs National Park

### Crane Lake Visitor Center

Just in time for the park's 50th anniversary in June 2025, Voyageurs opened its new Crane Lake Visitor Center, where JNPA installed a new retail area. Among the best sellers were several product lines promoting the 50th anniversary of the park.



Voyageurs iron-on patch

### Updated Store at Rainy Lake

JNPA also invested in handsome new retail fixtures at the Rainy Lake Visitor Center and saw a large increase in sales, helping surpass \$500,000 in revenue at the park for the first time.



## Ste. Genevieve National Historical Park

### Store Makeover

JNPA's retail store in the Welcome Center got a facelift in 2025.

New graphic treatments highlighting each of the park's 18th-century buildings now adorn the new retail fixtures. A map accompanying the graphics helps visitors find each site as they tour the historic town.



# 2025

## Fiscal Year Revenue and Expenses

For the year ending September 30, 2025, JNPA realized nearly \$5.8M in net revenue driven primarily by mission-related product sales and program service income. Total expenses were just over \$3.9M.



**\$5,775,230**  
Total Public Support and Revenue

Gross Interpretive Materials	\$8,529,949
Less: Cost of Goods & Services	(\$3,822,882)
Other Support & Income	\$473,697
Contributions	\$9,683
Net Investment Income	\$508,748
Grant Revenue	\$76,035



**\$3,936,299**  
Total Expenses

Direct Financial Aid to Partners	\$539,831
Interpretive Materials	\$2,811,326
Management & General	\$573,137
Fundraising	\$12,005

## Mission Engagement by Location

Each figure below reflects a facet of JNPA's mission in action: **Educational Materials** (gross park store and online purchases), **Interpretive Experiences** (program fees), and **Visitor Access** (America the Beautiful pass sales). The earned revenue that results is reinvested to strengthen visitor services at all locations served.

### GANP

**GATEWAY ARCH NATIONAL PARK**

Educational Materials	\$7,699,071
Interpretive Experiences	\$263,210
Visitor Access	\$147,556

### GAPO

**LEWIS & CLARK AT GAVINS POINT**

Educational Materials	\$15,078
Visitor Access	\$4,060

### MNRR

**MISSOURI NATIONAL RECREATIONAL RIVER**

Educational Materials	\$3,066
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### STGE

**STE. GENEVIÈVE NATIONAL HISTORICAL PARK**

Educational Materials	\$39,648
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### ULSG

**ULYSSES S. GRANT NATIONAL HISTORIC SITE**

Educational Materials	\$76,198
Visitor Access	\$26,520

### VOYA

**VOYAGEURS NATIONAL PARK**

Educational Materials	\$508,097
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### WICL

**PRESIDENT WILLIAM JEFFERSON CLINTON BIRTHPLACE HOME NATIONAL HISTORIC SITE**

Educational Materials	\$23,599
Visitor Access	\$900

### CHSC

**LITTLE ROCK CENTRAL HIGH SCHOOL NATIONAL HISTORIC SITE**

Educational Materials	\$114,724
Visitor Access	\$20,360

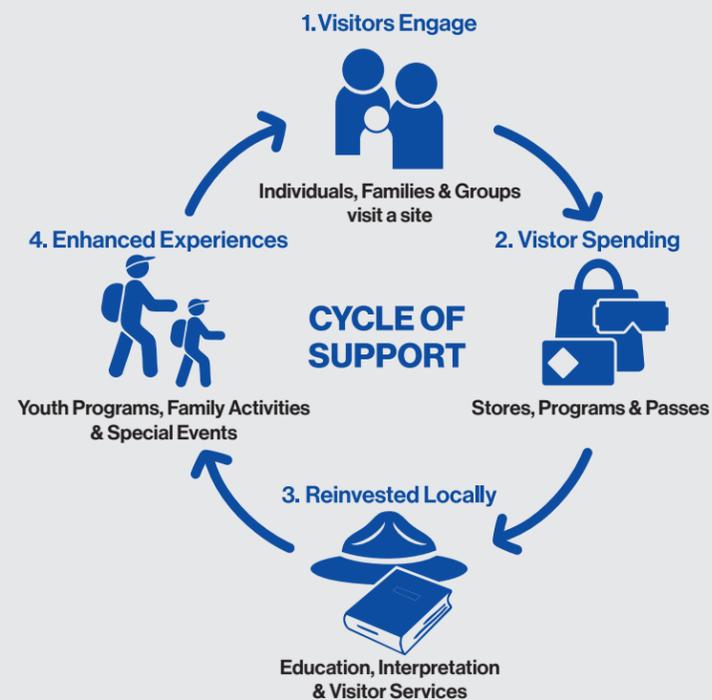
### E-COMMERCE and WHOLESALE

Educational Materials	\$50,468
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## Total Aid to Partners

**\$3,351,157**

In FY2025, JNPA supported its partner sites with direct cash and in-kind programmatic support totaling \$3,351,157. As visitors invest in educational materials and programs, the net proceeds are reinvested to expand and strengthen future interpretation and education experiences—creating a continuous cycle of mission-driven support for the parks.





JEFFERSON  
NATIONAL PARKS  
ASSOCIATION