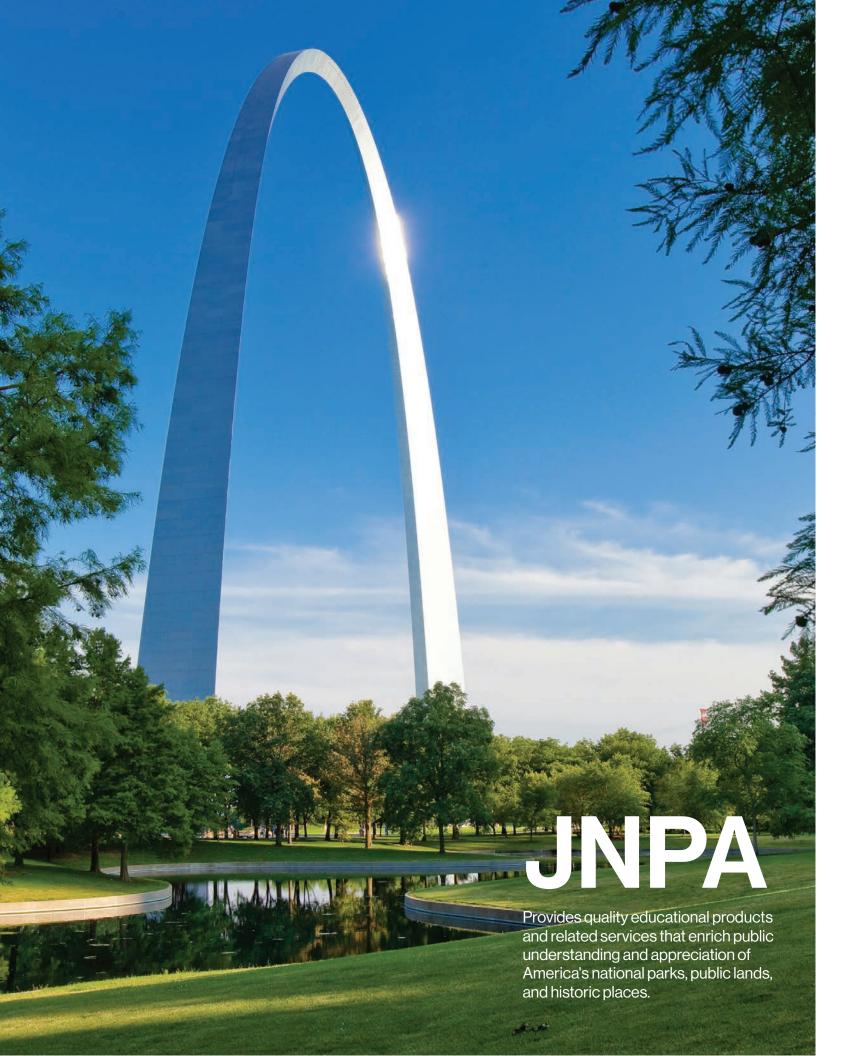


2024

PARTNERSHIP IMPACT REPORT





Contents

















- 4 Message from the President & CEO
- 5 Partner Site Leadership
- 6 Gateway Arch National Park
- 8 Little Rock Central High School **National Historic Site**
- 10 Ulysses S. Grant National Historic Site
- 12 President William Jefferson Clinton Birthplace Home National Historic Site
- 14 Voyageurs National Park
- 16 Missouri National Recreational River
- 18 Lewis and Clark Visitor Center at Gavins Point
- 20 Ste. Geneviève National Historical Park
- 22 Mississippi National River and Recreational Area
- 24 Lower Mississippi Delta Initiative
- 26 2024 Financial Report

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

FROM THE PRESIDENT & CEO

Dear Friends,

David Grove on a site visit to

Voyageurs National Park in May, 2024.

As we reflect on the past year, the word "unlimited" encapsulates our achievements and the boundless potential ahead. At our core, we believe in the unlimited potential of our national parks and public lands as spaces for inspiration, education, and reflection. These remarkable places forge connections to our shared values, history, and natural wonders, sustaining us all.

Driven by mission, we prioritize quality experiences designed to enhance each visit to our sites. Through park stores filled with engaging products and compelling programs that capture the imagination, we generate much-needed financial support for partner priorities. Naturally, all of this is made possible through enduring partnerships forged between JNPA and the partners we serve.

We feel immensely honored by the support of the visiting public who purchased nearly \$9 million in educational products and programs in 2024! Net income from these sources then made it possible for us to give cash assistance to our partners and to deploy even more in direct program services totaling \$3.4 million this year.

Through this report, I hope you enjoy learning about the fascinating depth and breadth of work undertaken by JNPA and its many partners. For more information, please visit us at www.jnpa.com.



JNPA PARTNER SITES 2024 LEADERSHIP



Jeremy Sweat Gateway Arch National Park



Bob DeGross Voyageurs National Park



Steve AkinsPresident William Jefferson Clinton
Birthplace Home National Historic Site



Justin Scholl Lewis and Clark Visitor Center



Robin White Little Rock Central High School National Historic Site



Curt Dimmick *Missouri National Recreational River*



Tucker Blythe *Mississippi National River and Recreation Area*



Chris Collins Ste. Geneviève National Historical Park (through April, 2024)



Nathan WilsonUlysses S. Grant National Historic Site

4 JNPA Impact Report 5



ABOUT THE SITE

Gateway Arch National Park tells the story of our nation's westward expansion and the vital role St. Louis played as a gateway to the American frontier.

The Gateway Arch represents the pioneering spirit that drove the country forward. The Old Courthouse stands as the site where Dred and Harriet Scott sued for their freedom from slavery in the 1840's.

2024 ACCOMPLISHMENTS

2024 was an eventful year at Gateway Arch National Park. The park celebrated the 150th anniversary of the Eads Bridge with multiple events. Staff were trained on the history and engineering of the bridge, and implemented programming about it throughout the summer.

In addition, the park expanded regular programs such as Gateway to the Stars (including the Total Eclipse), B.A.R.K. Ranger with a new certificate and badges, Puppet Shows with new puppets, and new Read With a Ranger programs.

This year's Every Kid Outdoors programs reached several thousand 4th grade students, providing transportation, tram rides, and museum education programs along with an annual pass for the students.







The annual high school Engineering Contest reached new heights, with 12 teams visiting the park and 9 teams presenting at Washington University's McKelvey School of Engineering. The competition was tight as the top three teams scored less than a one-point difference in rankings.

Other public-facing events and activities included the annual Builders Event, Frights & Heights, Living History programming, numerous scout programs, the Junior Ranger program, naturalization ceremonies, and programming related to Black History Month and Women's History Month.





2025 GOALS

Old Courthouse Re-opening in May

The \$24.5 million renovation of this historic structure will culminate in various re-opening events all summer. Visitors will enjoy new exhibits, better accessibility, and new programming on key historical issues.

60th Anniversary of the Arch

We will honor the builders of the Arch with a special commemorative event in October.

WHAT JNPA PROVIDED HERE

JNPA funded presentations from bridge historian Paul Giroux, who spoke to staff and visitors about the history and engineering innovations of the Eads Bridge. Giroux's training enabled staff to develop educational programs throughout the summer.

JNPA also supported the Read With a Ranger program, with themes related to the Old Courthouse history. Families received a book of their own – creating a connection lasting long after their visit.

The Engineering Contest supported by JNPA provided high school students with opportunities to solve real-life engineering problems facing the park.

JNPA funded various training opportunities including Interpreting Slavery and Freedom training (spanning 2 years) to help staff prepare for re-opening the Old Courthouse in 2025.

In support of the park's Cultural Resource Division, JNPA purchased new flat files and storage racks for the archival collections.

RETAIL HIGHLIGHTS

The Arch Store saw a 3% increase in sales revenue over the previous year. This summer we celebrated the 150th anniversary of the Eads Bridge with a number of custom products.

Little Rock Central High School

NATIONAL HISTORIC SITE Little Rock, Arkansas



2024 ACCOMPLISHMENTS

The park offered public programs in 2024 to commemorate several important civil rights milestones, including:

A Civil Rights Educator Institute commemorating the 70th anniversary of the Supreme Court's landmark Brown v. Board of Education decision. Educators heard from historians and civil rights leaders, who related personal stories of civil rights struggles.

Several events commemorating the 67th anniversary of the Little Rock Nine and Central High School's desegregation.

A new public Speaker Series designed to promote awareness and dialogue on topics relevant to the park's mission.



2025 GOALS

NPS Speaker Series

The park will continue its popular speaker series in 2025. We are planning a diverse lineup of distinguished scholars and historians.

68th Anniversary of Little Rock Nine

The park will create multi-day programming to promote the historic significance of the 1957 desegregation of Central High School, and its relevance to today.

Multi-site Teacher Development Program

In collaboration with the Clinton Presidential Center, we will host "Commemorating America 250/Revolutionary Records," a professional development course for teachers on June 23-27.

WHAT JNPA PROVIDED HERE

JNPA provided speaker fees, travel funds, and other accommodations for a host of public events in 2024, including those commemorating the 70th anniversary of the Brown v. Board of Education decision, the 67th anniversary of the Central High desegregation, and the new Speaker Series.



RETAIL HIGHLIGHTS

Our park store enjoyed a 2% increase in sales revenue over the previous year. JNPA added a sticker program this year at Little Rock Central High. Stickers are a popular merchandise category and a great way for individuals to remember their visit to National Park sites.

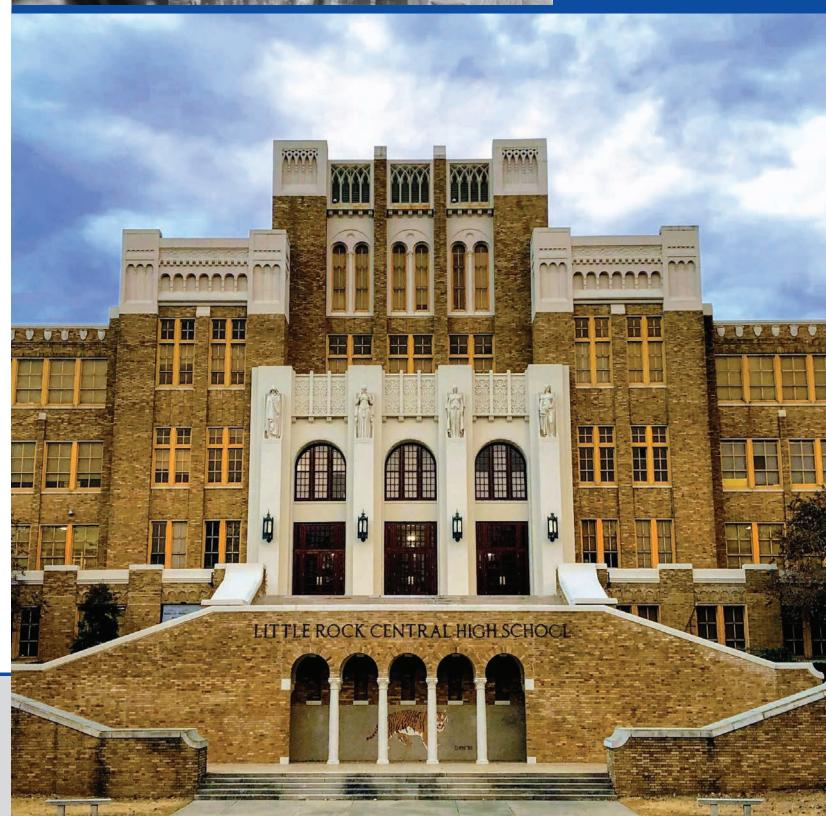


ABOUT THE SITE

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.



Ulysses S. Grant NATIONAL HISTORIC SITE St. Louis, Missouri

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.

The park also explores his relationship with the enslaved people who worked on the sprawling plantation.

2024 ACCOMPLISHMENTS

Ulysses S. Grant National Historic Site presented two week-long workshops for African American middle school youth. The students explored untold and under-told stories of local 19th century African Americans, using the park's exhibit on Slavery in St. Louis and information obtained from guest presenters and research. Students selected stories they wanted to share with others, and prepared a presentation for the group.





The Ulysses S. Grant Association Annual Meeting was held in St. Louis. Park staff participated in planning and presenting programs.

The interpretation team completed its Long-Range Interpretation Plan and then started working on the site's Strategic Plan for 2025-2027. They received comments from community stakeholders regarding the site's strengths/weakness, challenges/opportunities, and areas on which to focus.

The site had record-breaking attendance at the annual summer concerts, with over 200 people attending the June concert.



2025 GOALS

Three-year Strategic Plan

Identify & establish connections with two new community partners.

Develop & evaluate a new interpretive program designed for visitor engagement.

Start planning for both the 200th birthday of Julia Dent Grant and America's 250th.

Upcoming Events & Programs

Chinese Americans in the Civil War

Summer Concert Series

John Y. Simon Day Lecture Holiday Open House

White Haven by Candlelight

WHAT JNPA PROVIDED HERE

Support from JNPA was essential in making the summer youth workshops possible. JNPA staff and the interpretive team worked together to ensure that all resources and logistics were addressed.

JNPA staff assisted in securing copies of an out-of-print book for the Ulysses S. Grant Association Annual Meeting conference attendees. JNPA gave attendees a discount in the park store on the day they visited, and many attendees purchased educational products to commemorate their visit.

JNPA support played a vital role in making public educational programming possible throughout the year. This included funding for speakers on immigration in the 19th century, living history performers, and musicians who performed period music. The popular annual summer concert series was also supported by JNPA.

RETAIL HIGHLIGHTS

JNPA's park store recorded a 7% increase in sales revenue over the previous year. These sales support important educational programs and events at the park.

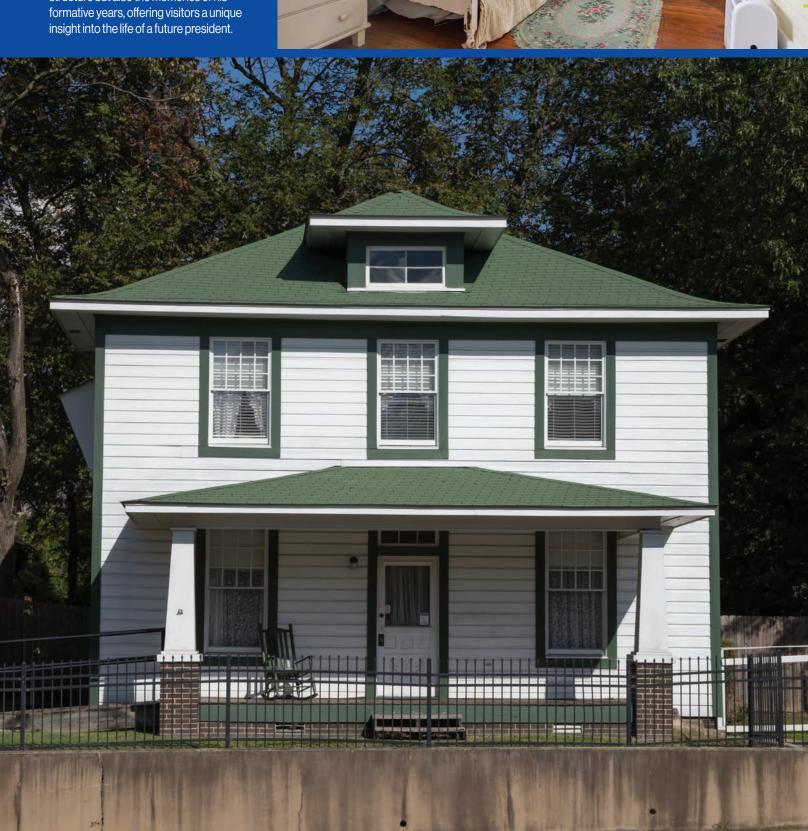
ABOUT THE SITE

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 1946-1960.

This site preserves not only the physical structure but also the memories of his





President William Jefferson Clinton

BIRTHPLACE HOME NATIONAL HISTORIC SITE Hope, Arkansas



2024 ACCOMPLISHMENTS

In 2024, the President William Jefferson Clinton Birthplace Home National Historic Site presented programs with a goal of building community and providing leadership and educational opportunities. The annual Junior Ranger Camp and Presidential Walk/Run 5K were among the educational outreach opportunities for the National Historic Site.



2025 GOALS

Jr Ranger Camp

The focus for the camp will be providing math and science concepts as the kids explore the theme Bridging the World

Annual Jazz Festival and Presidential 5k Walk/Run

These outreach events will provide opportunities to model leadership and community-building through the lens of the National Park Service.



The Night of Jazz Birthday Celebration is just one way this site provides compelling educational outreach opportunities.

WHAT JNPA PROVIDED HERE

JNPA support enabled the site to engage with the youth of the community through a Junior Ranger Camp that emphasized leadership and STEM programs. The experience was designed to enhance the future learning opportunities for those who engaged in it, while also building awareness of the problems facing the world such as climate change.

RETAIL HIGHLIGHTS

The park store saw a 39% increase in sales revenue over the previous year. In 2024, more than 5% or our store sales was made up of fair trade items from around the world, including baskets, rings, and necklaces. We offer these products in support of the former President's priorities.

Voyageurs NATIONAL PARK International Falls, Minnesota

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.

2024 ACCOMPLISHMENTS

Voyageurs welcomed a record number of participants in its expanded interpretive programs and boat tours. More than 8,700 passengers experienced the park's beauty through ranger-led boat tours. This was made possible by a 15% increase in the number of tours offered.



The park hosted nearly 800 students on field trips, immersing them in lessons about the park's history and cultural significance, and recreational activities like fishing.

Voyageurs conducted its first-ever teacher retreat, offering educators a hands-on experience to enhance statewide environmental education related to the park's themes.





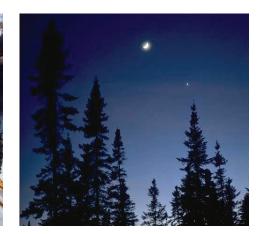
New Visitor Center The Crane Lake Visitor Center will have its Grand Opening in June of 2025. The site will serve as a hub

2025 GOALS

have its Grand Opening in June of 2025. The site will serve as a hub for accessing multiple nearby recreational opportunities and public lands in addition to the national park. Later in the year, the park will install exhibits focused on dark sky education, Indigenous heritage, and the historic fur trade, while also guiding visitors on how to safely and respectfully enjoy the surrounding natural sites.

50th Anniversary

Voyageurs staff is excitedly planning multiple events to celebrate the park's 50th anniversary. Established in 1975, the park is a testament to the perseverance and commitment to protecting our nation's natural and historic landscapes. We will use this anniversary celebration as a chance to look back at how far we've come and anticipate what new opportunities lie ahead for the park.



The park also hosted numerous Night Sky events for both in-person and virtual attendees, commemorating its status as a leading destination for astro-tourism.

WHAT JNPA PROVIDED HERE

In 2024, JNPA's support played a vital role in advancing conservation efforts and enhancing visitor experiences at Voyageurs. JNPA's matching contribution to the Wetland Restoration Project enabled the purchase and maintenance of essential equipment for the removal of hazardous invasive cattail mats from lakes throughout the park, making a significant ecological impact.

The support of a part-time JNPA employee enabled the interpretation staff to focus on educational and interpretation programs for the public, which led to a record-breaking year for ranger-led boat tour programs. JNPA also installed new retail fixtures at the Rainy Lake Visitor Center, increasing display space and enhancing the shopping experience.

JNPA's funding provided invaluable specialized training opportunities for park staff, including an advanced geology class, travel support for Public Information Officer training, and sponsorship for staff to attend and present research at the International Rainy-Lake of the Woods Watershed Forum.







RETAIL HIGHLIGHTS

The JNPA stores at Voyageurs realized a healthy 21% increase in revenue over the previous year. During the fall of 2024, JNPA supported the park by remodeling the Rainy Lake Visitor Center store. The remodel has provided a more appealing and efficient merchandising of our educational products.

Missouri National Recreational River

Yankton, South Dakota



Programs on the River

One of the new focus areas for 2025 programming is connecting with visitors through fishing and birding activities. Staff intends to spend more time on the river while roving and providing interpretive programs.

Internships

In 2025, MNRR will host a Fish and Feather intern for the first time, designed to bring together communities through fishing and birding programs. The park will also have a Community Volunteer Ambassador Intern for a second term. She will work to recruit more short-term and long-term volunteers.

Intertribal Cultural Heritage Project

Another focus for the park is increasing outreach to neighboring tribal nations. Building trust with these important partners is a cornerstone of the site's Intertribal Cultural Heritage Project.

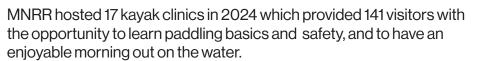
2024 ACCOMPLISHMENTS

In 2024, Missouri National Recreational River hosted a variety of successful programs and launched several new initiatives:

The 2024 Missouri River Cleanup was a community-wide initiative to beautify and prepare the river for the summer. Over 100 volunteers picked up 1.17 tons of trash in and along the Missouri River.



The Mobile Ranger Station (MRS) was updated with new interpretive panels, flooring, lighting, a river model and an accessibility ramp. It traveled to 17 community events, including river programs, outdoor expos and more. Rangers provided information, facilitated activities, sold merchandise, and engaged over 4,300 visitors at these events.



The 2024 Watershed School Festival included over 400 students, teachers, and chaperones who experienced a variety of river topics from over 20 presenters.

Another initiative for MNRR in 2024 was the building up of a volunteer program. A Community Volunteer Ambassador intern contributed to writing a park policy, developing important documents, and recruiting volunteers for each division of MNRR.

2025 GOALS

<u>WHAT JNPA PROVIDED HERE</u>

JNPA funding provided volunteer t-shirts for the 2024 Missouri River Cleanup. Over 100 volunteers received a t-shirt as a thank you and commemoration of the event.

Free giveaways were provided to visitors at the Mobile Ranger Station events. Park-branded items included useful items like sunglasses, pens, bobbers, and reflective key light whistles.

MNRR was also awarded a JNPA BlueSky Opportunity Fund grant to help create stronger relationships with the tribal nations associated with the park, as part of a new Intertribal Cultural Heritage Project.







ABOUT THE SITE

cherished landscapes.

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

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.

RETAIL HIGHLIGHTS

JNPA was instrumental in making the park's identity better known through new branded merchandise, which has enhanced the visitor experience.



Lewis and Clark

VISITOR CENTER AT GAVINS POINT Crofton, Nebraska



2024 ACCOMPLISHMENTS

In 2024, the staff of the Gavins Point Dam and Lewis & Clark Visitor Center gave 54 guided dam tours to more than 1,500 elementary and high school students. They also conducted water safety programs for more than 1,000 children and adults. The site secured funding to begin a major re-landscaping project for the front of the visitor center and surrounding areas.



2025 GOALS

New Interpretive Exhibits

Exhibits will focus on the three local tribes, highlighting their history along the Missouri River and interactions with the Lewis and Clark expedition. We will also create new interpretive panels on the Gavins Point Dam.

Metal Art Panels

Plans are underway to create and install large metal raised-art panels for the exterior of the Visitor Center, depicting Lewis and Clark, and Native Americans.

WHAT JNPA PROVIDED HERE

Funding provided by JNPA made it possible for the site to improve the interpretation and educational outreach programs to schools and U.S. Army Corps of Engineers campgrounds.





RETAIL HIGHLIGHTS

The park store enjoyed a 22% increase in sales revenue over the previous year. Proceeds from the Lewis and Clark Visitor Center bookstore help sustain educational programs and exhibits about the Lewis and Clark Expedition, as well as the area's natural and cultural history.



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.



Ste. Geneviève, Missouri

ABOUT THE SITE

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

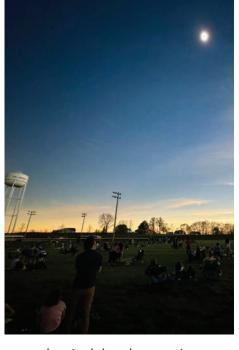
The town was the first permanent European settlement west of the Mississippi River, and has been home to Native Americans, French colonists, African Americans, and others.

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

2024 ACCOMPLISHMENTS

In 2024, Ste. Geneviève National Historical Park staff coordinated with multiple new and existing community partners to facilitate a successful community-wide event for viewing the 2024 total solar eclipse. The park served more than 3,000 visitors and received overwhelmingly positive feedback from involved partners and visitors following the event.







Another notable achievement was the accelerated development of the Volunteers in Parks (VIP) program. The park launched "Maintain Memorial," a one-day volunteer service event; hosted a Community Volunteer Ambassador intern; and began recruiting for and filling new VIP positions.

The park hosted the Arrowhead Jazz Band in August for its third annual NPS Birthday Bash concert, along with special programming for Ste. Geneviève Public Schools. The event attracted an audience of more than 200 students.

WHAT JNPA PROVIDED HERE

Ste. Geneviève National Historical Park has ambitious plans to use JNPA funding to help fulfill various programmatic and interpretive needs. These include funding honorariums for special speakers and cultural demonstrators, funding illustration services for a Junior Ranger booklet, and purchasing a tablet for education and interpretation programming and visitor services.

2025 GOALS

Volunteers in Parks Program

We plan to recruit additional welcome center and grounds maintenance volunteers as well as announcing other VIP opportunities such as single day service events and new volunteer positions.

Bauvais-Amoureux House

We plan to re-open the Bauvais-Amoureux House to the public after more than a year of construction.

New Park Superintendent

We will welcome our new Park Superintendent, Rachel Davidson.

Annual NPS Birthday Bash

We plan to continue this annual tradition by bringing related music history programs to area schools.



RETAIL HIGHLIGHTS

The park store recorded a 32% increase in sales revenue over the previous year. On April 8, 2024, we supported the solar eclipse event in Ste. Geneviève at the local community center. JNPA sold solar eclipse merchandise and other National Park themed items as part of the day-long event, which concluded with the eclipse.

Mississippi National River and Recreation Area

Saint Paul, Minnesota



2024 ACCOMPLISHMENTS

In 2024, the Mississippi National River & Recreation Area hosted three Junior Ranger Fins & Feathers events, a recreation-based program where attendees could participate in a fishing clinic, engage in birding activities, cycle through the park, and visit partner organizations at an exploration fair. Those who completed the fishing clinic's passport earned the Junior Ranger Angler badge and were rewarded with a fishing kit.









The park also continued expansion of pilot programs to include Native perspectives. One of three history cruises featured a Dakota guest speaker who shared Dakota stories about the Mississippi River. At Park After Dark, a Dakota community member shared familial stories from moon journals and tea sampling.

The Welcome Back the Herons program had record attendance in 2024. It grew from 230 attendees in 2023 to 720 attendees in 2024.







2025 GOALS

Riverfront Tours and Pilot Programs

and homes.

ABOUT THE SITE

This site encompasses 72 miles of the Mississippi River, including the stretch between the twin cities of Minneapolis and

waterfall on the Mississippi River.

St. Paul. It includes St. Anthony Falls, the only

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

Ranger-led tours in downtown Minneapolis and other sections will begin in 2025.

Pilot programs will take place to fill gaps in interpretive programming such as virtual programs and/or reading with a ranger at a local library.

Digital Creative Media Project

The park will continue work on a new digital creative media project to spotlight three historical figures. The video project is entitled Reflections and is a sub-set of the park's Anthroproject. Goals of the project are to provide stories of individuals connected to the Mississippi River. Reflections will act as a teaser promotional video to direct viewers to the park's website to learn more about those stories.

WHAT JNPA PROVIDED HERE

JNPA supports the site by highlighting park news, events, history, and stories through social media and the JNPA blog.

22 JNPA Impact Report JNPA Impact Report 23

Lower Mississippi Delta Initiative

CO-ADMINISTERED BY JNPA SINCE 2021

2024 ACCOMPLISHMENTS

In 2024, we received a record number of 90 applications for LMDI local heritage grants. JNPA created a new pre-evaluation screening process to better facilitate the large increase in applications. Eleven projects were selected in June and awarded grants of up to \$25,000 each. They included:

A multi-state interpretive project to raise awareness of the centennial of the 1927 flood and its continuing impact on the Delta region

Support for the first annual BlackAmericana Fest music festival in New Orleans



A school program in Arkansas and Louisiana focused on blues music heritage



A new permanent archeology exhibit at a museum in Cape Girardeau, Missouri Support for the reopening of a railroad museum in McComb City, Mississippi Development of a collections management plan for a museum in Ste. Geneviève, Missouri

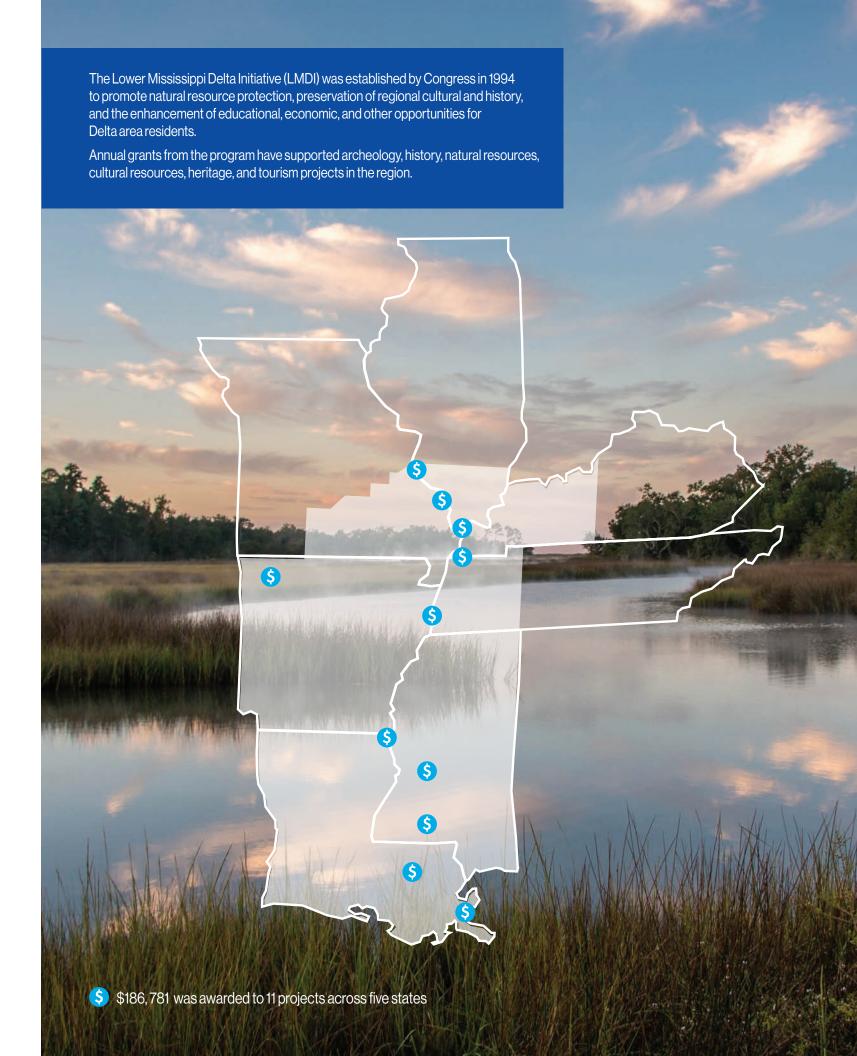
A historical marker commemorating a tragic race riot in Clinton, Mississippi

A video project documenting the history and descendants of the Trail of Tears in Hickman County, Kentucky Preservation of a house and materials related to a civil rights pioneer in Mayersville, Mississippi Restoration of a historic church in Cairo, Illinois



WHAT JNPA PROVIDED HERE

JNPA works closely with the LMDI Board of the National Park Service (comprised of NPS site superintendents within the designated region) to manage the Call for Proposals, application process, evaluations, communication with applicants and recipients, and reporting and distribution of funds. Many of the LMDI applicants and recipients are small organizations with little experience managing grants, and JNPA assists them through the process in order to support their efforts to preserve, protect, and promote the Delta region's history and cultures.



2024

FISCAL YEAR REVENUE & EXPENSES

\$6,047,388

Total Public Support and Revenue

Educational Products	\$4,748,148
Investments	\$625,831
Park Passes	\$221,889
Virtual Reality	\$189,651
Grants	\$146,664
Contributions	\$96,018
Other	\$19,187

Total Expenses

Program Services	\$2,776,521
Partner Aid Used	\$606,945
Management/General	\$518,467
Fundraising	\$17,255

66 We will never stop exploring new ways to invest in and support our partner parks and historic sites. "

> David Grove JNPA President & CFO

\$14 million in total assets. Gross revenue was up 10.4% over the prior year, and every retail site saw increased visitor participation. We realized just over \$2 million in net income for FY 2024.

Jefferson National Parks Association maintained a strong financial position for 2024, with over

GANP

GATEWAY ARCH NATIONAL PARK

Park Store \$7,858,676 Virtual Reality \$189,651 Park Passes \$158.289

GAPO

LEWIS & CLARK AT GAVINS POINT

Park Store \$35,491 Park Passes \$6,720

MISSOURI NATIONAL RECREATIONAL RIVER

Park Store \$3,263

STGE

STE. GENEVIÈVE NATIONAL HISTORICAL PARK

Park Store \$46,778 **ULSG**

ULYSSES S. GRANT NATIONAL HISTORIC SITE

Park Store \$79,015 Park Passes \$33,080 **VOYA**

VOYAGEURS NATIONAL PARK

Park Store \$412,519

WICL

PRESIDENT WILLIAM JEFFERSON CLINTON BIRTHPLACE HOME NATIONAL HISTORIC SITE

Park Store \$18,319 \$1.380 Park Passes



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

Park Store \$113,881 Park Passes \$22,420



E-COMMERCE SITES

\$66,379

YEAR-OVER-YEAR GROWTH IN **PUBLIC SUPPORT & REVENUE**

2022 +19.4% 2023

2024

+10%

+10.4%

