

79 Years of Partnership



The Mount Rushmore National Memorial Society

Annual Report

2008

October 1, 2007 through
September 30, 2008

Year in Review

The year, 2008, marked the Mount Rushmore Society's 79th year, and it was a year of continued support for a range of projects that promote resource protection and the visitor experience. Our members and donors played a key role in our mission to preserve, protect, promote and enhance Mount Rushmore. People who love Mount Rushmore continue to care for its future.

Together with our public agency partner, the National Park Service, we form a strong team to ensure this place is enjoyed in the present and preserved for the future.

We are proud of our efforts to connect people to the park through events, publications, music, audio tours, trail opportunities and national celebrations like the Independence Day fireworks. The Society's achievements have lasting benefits for the historic national landmark and natural places in our backyard.

Through the Mount Rushmore Institute, we inspire dialogues about current issues in a framework of freedom and democracy to engage citizens and future leaders in ways that will produce meaningful change. The Institute provides unique opportunities for locals and visitors to experience the fascinating story and majestic beauty of Mount Rushmore.

We are a dedicated community of members, donors, volunteers, and friends—people who are invested in the future of their park. With your support, we contributed nearly \$600,000 in aid to Mount Rushmore this year. This makes us one of the most consistent, highest performing nonprofit park partners in the nation.

On this 79th year, we wish to express our gratitude to Mount Rushmore's best friends—our members, donors, volunteers, directors, and staff—all of whom give back to the place that has given all of us so much. Every gift, small or large, positively affects the future of Mount Rushmore National Memorial.

Sincerely,

Al Johnson, President

Diana Saathoff, Executive Director



Executive Director
Diana Saathoff



Board President
Al Johnson

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The Mount Rushmore National Memorial Society

Accomplishments

3 Mount Rushmore National Memorial Society



The Mount Rushmore
National Memorial
Society is dedicated to the
preservation, promotion
and enhancement of
Mount Rushmore National
Memorial and the values
it represents through
a partnership with the
National Park Service.

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Rapid City, SD 57709

Located at 1750 Eglin St.
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www.mountrushmoresociety.com

Connector Trail Grant Match

In partnership with South Dakota Game Fish & Parks and the National Forest Service, the Society gave \$44,000 in matching funds to the South Dakota Department of Transportation for the initial trail study and environmental compliance document underway by Wyss & Associates to construct a connector trail from the Mickelson Trail to Mount Rushmore. The result of the study are four possible routes which will now undergo a public review and environmental assessment.

Tribal Leaders and Elders Summit

The Society provided financial support to the National Park Service to host its first American Indian Elders' Summit in February, 2008. Elders from South Dakota tribes shared with the National Park Service their views and ideas regarding information about their history, culture and language that could be presented at Mount Rushmore. The summit provided an opportunity for elders to discuss what would help the park service develop and present American Indian programs and information to enhance the Mount Rushmore story.

D.A.R.E. Jeep Donation

The Society donated a new 2008 Jeep Rubicon (at a cost of \$32,000) to Mount Rushmore to serve as a support vehicle for the park's D.A.R.E. (Drug Abuse Resistance Education) program. Two D.A.R.E. law enforcement officers at Mount Rushmore will use the new vehicle to travel throughout the local community, as well as western South Dakota, to educate school children on drug and alcohol abuse and self-esteem. Events such as parades, D.A.R.E. graduations and park events will provide opportunities for D.A.R.E. officers to educate the community on the importance of staying drug and alcohol free, as well as avoiding violence.

Independence Day Celebration & Fireworks

The 11th annual Independence Day Celebration and July 3rd fireworks program provided by Zambelli Fireworks Internationale at Mount Rushmore broke all records. The Society contributed more than \$240,000 in cash sponsorships and in-kind donations to make the event possible. More than 30,000 people were on site to view the fireworks live, and 53 million viewers in more than 300 broadcast markets watched the images of the four faces nationwide.

Naturalization Ceremony

The Society provided financial, staff and event support for the Naturalization Ceremony held August 21, 2008, on Mount Rushmore's Grand View Terrace. Thirty-three people from more than 20 different countries were sworn in as new citizens of the United States. Dignitaries from the United States district courts, the Department of Homeland Security and the South Dakota Army National Guard took part in the ceremony and administration of the oath of allegiance and proclamations of citizenship. Representatives from U.S. Senator Tim Johnson's office, U.S. Senator John Thune's office and U.S. Representative Stephanie Herseth Sandlin's office were also present at the ceremony.

Presidential Dinner

The sixth annual Presidential Dinner— *An Evening with F.D.R.*— was held on September 27, 2008, at the Carvers Café at the memorial. Franklin Delano Roosevelt was impersonated by John Hamant. It was a successful dinner with a near sell-out attendance that raised more than \$15,000 for the Mount Rushmore Enhancement Fund.

Presidential Parking, Inc.

The Society contracts with Presidential Parking, Inc. to operate the parking concession at Mount Rushmore.

Parking Fee

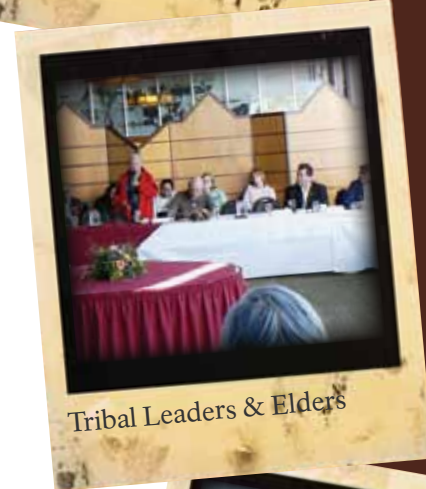
The annual passenger vehicle fee increased from \$8 to \$10 to offset increased operational costs. This was the first passenger vehicle parking fee increase since 1998 which went into effect Saturday, March 1, 2008. Bus fees remain unchanged. As in the past, the pass is good for unlimited visits for the entire calendar year.

Group Parking

Each year, special car clubs and motorcycle groups utilize the parking structure at Mount Rushmore. In 2008, groups included the Corvettes Rally, the Vintage Tractor Run, the Sturgis Mayor Motorcycle Ride, the Porsche Owners Club, the Model T Car Club, the Model A Car Club and the Black Hills Overdrive.



D.A.R.E. Jeep



Tribal Leaders & Elders



Naturalization Ceremony

Membership

We gained 10 new members this year for a total of 321 lifetime supporters.

Appreciation

"We are absolutely thrilled the Mount Rushmore Society donated this vehicle to the memorial and the D.A.R.E. program . . . We truly appreciate their generosity and the generosity of all the folks who helped make this happen."

— Superintendent
Gerard Baker

The Mount Rushmore History Association

Accomplishments

5 Mount Rushmore History Association



As a committee of the Mount Rushmore National Memorial Society, the Mount Rushmore History Association's mission is to support the educational, historical and interpretive activities at Mount Rushmore National Memorial.

Retail Outlets:

Visitor Center Bookstore
Information Center Bookstore
Sculptor's Studio Bookstore
Mount Rushmore Audio Tour

13036 Hwy 244
Keystone, SD 57751
1-800-699-3142

(605) 574-3142
Fax (605) 574-3144
mrha_mrha@nps.gov
www.mtrushmorebookstore.com

Bookstore Sales

Despite the current downturn in the economy, retail sales were up 1.8% over last year and Audio Tour rental income was up 12.7%. In addition, the History Association's gross profit was up 5.7% over last year. Studies showed that products priced \$9.99 and under and products priced \$100 and over were the biggest sellers. Due to an election year, sales of presidential titles surged. American Indian items and commemorative coin sales remained strong, as did audio visual titles.

Aid-to-the-Park Funds

Through bookstore sales, online sales, a membership program and audio tour outlet, funds are raised for the park's Interpretive Department to educate the public about Mount Rushmore. The Association gave over \$147,000 to the park that was used in the following ways.

- **Sculptor-in-Residence Program** which provides an artist throughout the summer to demonstrate both clay and stone sculpting for free and to instruct intensive fee-based workshops.
- **School bus scholarships** which allow children from area schools to attend educational opportunities at the park.
- **Oral history and film preservation project** funds for the continued protection of the park's curatorial items.
- **Avenue of Flags** annual flag replacement.
- **Junior Ranger badges** for the over 20,000 children that participate in the program yearly.
- **Foreign language brochure translation/printing** support of Mount Rushmore brochures.
- **Park newspaper and rack card printing** support to provide information for the daily park visitor.
- **Publication development costs** for the publishing of books and products to be sold at the mountain and throughout the region.
- **Interpretive program supplies and funds to support music/cultural demonstrations.**

New Publications

The following publications were published in direct partnership with the park service and are now available for sale in the three bookstores, on the website and through wholesale outlets.

Face to Face with Mount Rushmore

by Jean L.S. Patrick/Illustrated by Patrick Faricy/Designed by Amanda Summers/for children 9-12 years old



Do You See Mount Rushmore?

Illustrated by Eileen Hine/touch-n-feel book for toddlers



Gutzon Borglum: His Life & Works

by Robin Borglum Carter/redesigned and reprinted

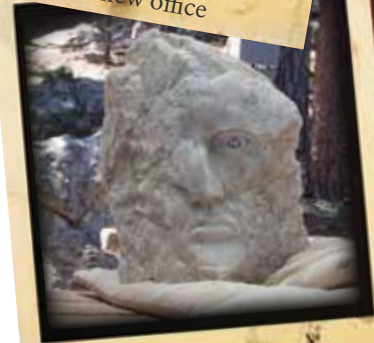
Mount Rushmore's Hall of Records

by Paul Higbee/redesigned and reprinted

Mount Rushmore Audio Tour: Living Memorial CD



Maintenance Supervisor,
Al Sage outside the History
Association's new office



Sculptor-in-Residence
Program



Celebrating the Director's
Award for the Audio Tour

Membership
Membership increased by 22.4% for a total of more than 3,000 annual members and a 12% renewal rate.

Reorganization

With the move of the History Association's long-time Managing Director Brenda Hill, the committee came under the direct supervision of the Society's Executive Director Diana Saathoff. A Finance Director, Lynn Bauter, was hired to oversee the financial management of the History Association and Society divisions. The History Association's Publications Manager Debbie Ketel became the Publications & Communications Director for both organizations.

Move to Residence Two

In November, 2007, the History Association staff moved their administrative office from the National Park Service Administrative Building to an historic building, known as "Residence Two," near the Sculptor's Studio. The park service maintenance crew renovated the unique building which now is home for the Association's Operations Manager, Finance Director and Bookstore Administrative Assistant.

Visitor Center Bookstore Renovations

Cash registers were moved from the middle of the Visitor Center Bookstore to the back corners in the winter, 2008, to allow for more product displays and additional room to conduct sales and serve customers better.

Mount Rushmore Audio Tour

Mount Rushmore Audio Tour Wins National Awards

The Mount Rushmore Audio Tour, which was entirely funded by the Mount Rushmore History Association, was the winner in the Audio Tour Division during the 2007 Interpretive Media Awards held by the National Association for Interpretation on November 8, 2007, in Wichita, Kansas. Later, in February of 2008, National Park Service Deputy Director Dan Wenk presented the Director's Award for Excellence in Interpretive Media to the Mount Rushmore Audio Tour during the Association of Partners for Public Lands Conference held in Denver.

Rentals

Rentals were up 12.7% over last year, with over 15,000 people taking part in the audio tour during the 2007-2008 year. This included 27 contracted group tours which were direct result of increased marketing campaigns.



Marketing

The History Association's increased marketing efforts included ads in nationwide magazines, attendance at national conferences and continual membership outreach to maintain online sales, increase audio tour sales and increase wholesale sales by 46%.

The Mount Rushmore Institute

Accomplishments

7 Mount Rushmore Institute



**MOUNT RUSHMORE
INSTITUTE**
Inspiration on a Monumental Scale

The Mount Rushmore Institute provides an environment of learning and dialogue, inspired by Mount Rushmore, to advance the cause of freedom and the principles of democracy.



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Rapid City, SD 57709

Located at 1750 Eglin St.
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Fax (605) 341-0433
mrnms@mtrushmore.org
www.mtrushmoreinstitute.com

Understanding Middle East Conflicts: Why Should Americans Care?

Held in October, 2007, at Mount Rushmore, this two-day event on understanding Middle East conflicts encouraged interaction among a diverse group of scholars, analysts, activists, educators and interested citizens in a non-partisan effort to better understand America's policy options in the Middle East.

Sessions included presentations by expert panelists and dialogue with participants. Some of the experts included General Gilady, a leading Israeli military, security and peace strategist; Ambassador Kurtzer, former U.S. Ambassador to Egypt and Israel; Mr. Malley, former senior advisor to President Clinton on the Middle East; and Ms. Matta, a former legal and policy advisor to the Palestinian Authority.

More than 150 military, students and citizens attended this forum to increase understanding of a complex issue.

Preserving Civil Liberties in a Time of Global Terrorism

Held May 15-16, 2008, at Mount Rushmore, this event was co-sponsored with the American College of Trial Lawyers (ACTL). The forum was part of an

ACTL regional meeting consisting of approximately 4,000 lawyers nationwide, including 18 lawyers in South Dakota. ACTL membership is only by invitation and consists of experienced trial lawyers.

Comments From Past Institute Attendees:

"Never having been to Mount Rushmore before, it was a truly great experience for me."

"I thoroughly enjoyed the park ranger tour, speech and their sincerity about the park."

"This is actually an excellent facility and I imagine we will hear a great deal in the future about the Mount Rushmore Institute and the programs presented there."

Board of Directors

Mount Rushmore Society

Judy Allen	Leroy Ketel, Treasurer
Glenn Barber	Andy Knight
Jim Bell	Jim Kuehn
Johnny Brockelsby	Phil Lampert
Gary Brown	Gene Lebrun, Vice President
Eddie Clay	Royal Mac McCracken
Mike Derby	Jim Nelson
Bob Dominick	Marilyn Owen
Judy Olson Duhamel	Dr. Paul Reinke
Dr. Sidney Goss	Ruth Samuelsen, Secretary
Nancy Gowen	Debi Shelton
Tom Griffith	Fred Whiting
Al Johnson, President	



Estes Park Board Retreat



History Association Chair Marilyn Owen dedicating the History Association's new building

Mount Rushmore History Association Committee

Carol Reed Brown	Gene Lebrun
Justin Cutler	Bonita Cochran Ley, Secretary
Dr. Sidney Goss	Kay Martin
Nancy Gowen, Vice Chair	Marilyn Owen, Past Chair
Lee Groskopf, Treasurer	John Schmit, Chair
Regina Jahr	Jan Sohl



Board members attend the July 3rd event

Mount Rushmore Institute

Glenn Barber	Jim Kuehn
Jim Bell, Vice President	Gene Lebrun
Judy Olson Duhamel	Jim Nelson, President
Dr. Matthew Fairholm	Marilyn Owen
Dr. Richard Gowen	Wes Shelton, Secretary
Al Johnson	John Sundby
Leroy Ketel, Treasurer	Fred Whiting



Superintendent Gerard Baker

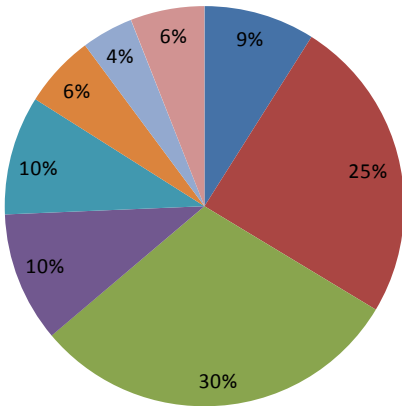
The National Park Service Management Team consists of Superintendent Gerard Baker, Chief of Facilities & Operations Duane Bubac, Chief of Business Services Julie Gregg, Chief of

Resource Management Bruce Weisman, Safety and Occupational Health Manager Paul Hammett, Chief of Resource Management Bruce Weisman and Acting Chief of Interpretation Blaine Kortemeyer.

Financials

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Contributions to Mount Rushmore: \$597,323



- Society General Aid to the Park \$53,738
- History Association Aid to the Park \$147,116
- Independence Day Support \$180,443
- Special Event Support \$62,751
- Promotion \$57,435
- History Association Visitor Center Staffing \$35,000
- Society Event Staffing \$25,000
- In-Kind Donations \$35,840

Copies of the Society's complete audited financial statements are available upon request by calling Executive Director Diana Saathoff at (605) 341-8883.

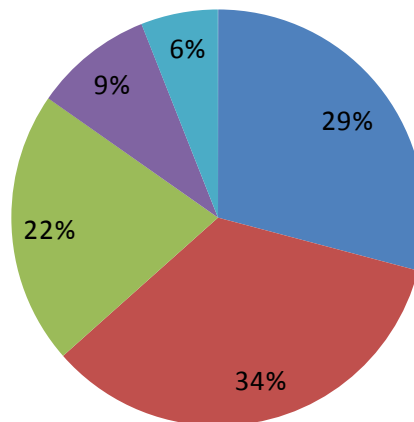
MOUNT RUSHMORE NATIONAL MEMORIAL SOCIETY

STATEMENTS OF FINANCIAL POSITION SEPTEMBER 30, 2008 AND 2007

ASSETS	2008	2007
Cash and Cash Equivalents	\$ 3,883,581	\$ 2,578,330
Investments (Notes 2 and 8)	1,647,740	1,831,649
Inventory	255,112	233,983
Other	16,913	7,046
Total Current Assets	5,803,346	4,651,008
Property and Equipment, Net (Note 3)	12,057,572	12,571,785
Other Assets		
Deferred Financing Costs, Net	34,882	37,426
Total Assets	\$ 17,895,800	\$ 17,260,219
LIABILITIES AND NET ASSETS		
Current Liabilities		
Accounts Payable and Accrued Expenses	\$ 283,422	313,855
Current Portion Long-Term Debt (Note 4)	435,522	406,006
Total Current Liabilities	718,944	719,861
Long-Term Debt (Note 4)	8,749,485	9,185,007
Contingencies (Notes 8, 9, and 10)		
Net Assets		
Unrestricted Net Assets		
Undesignated	6,409,631	6,228,702
Board Designated (Note 8)	2,017,740	1,126,649
	8,427,371	7,355,351
Total Liabilities and Net Assets	\$ 17,895,800	\$ 17,260,219

The accompanying notes are an integral part of these financial statements.

Source of Funds for Contributions to Mount Rushmore: \$597,323



- Bookstore Sales \$173,931
- Sponsorships \$204,875
- Parking Revenue \$127,334
- Unrestricted Contributions \$55,343
- In-kind Donations \$35,840

Net Sponsors

Understanding Middle East Conflicts

Glenn & Ardie Barber
James & Jean Bell
James Borglum
John Brewer
Cathi Christopherson
Robin Borglum Carter
Eddie & Clara Clay
Al Cornella
Carolyn Finley
Sondra Giacometto
Dr. Sid Goss
Dr. Richard & Nancy Gowen
LaVonne Graese
John & Sena Hauer
James & Elizabeth Huff
Andy & Barbara Knight
James & Yvonne Kuehn
James & Gloria Nelson
David Owen
Marilyn Owen
Rod Pappel
Dr. Paul & Ingrid Reinke
Mary Ann Riordan
Rossum & Neal
Ron & Priscilla Schmidt
Hani Shafai
Jerry Shoener
Kay Trucano
Richard Wahlstrom
Fred Whiting

Dinner Sponsors

An Evening with F.D.R.

Xanterra Parks & Resorts
Presidential Parking, Inc.
Canyon Lake Liquor LTD

Many thanks go out to the individuals and sponsors who have given so much to support our programs!

MOUNT RUSHMORE NATIONAL MEMORIAL SOCIETY

STATEMENTS OF ACTIVITIES FOR THE YEARS ENDED SEPTEMBER 30, 2008 AND 2007

	2008	2007
UNRESTRICTED NET ASSETS		
Support and Revenue		
Parking Fees	\$ 3,387,702	\$ 2,856,985
Educational and Product Sales -- Net (Note 5)	622,963	597,835
Unrestricted Support	243,498	230,985
Interest Income	136,897	162,054
Net Unrealized Gain (Loss) on Investments	(132,447)	60,314
Other	73,778	105,490
	<u>4,332,391</u>	<u>4,013,663</u>
Expenses (Note 7)		
Program Expenses:		
Parking	1,971,220	2,168,846
Maintenance and Interpretation of Memorial Facilities	549,951	566,057
	<u>2,521,171</u>	<u>2,734,903</u>
Support Expenses:		
Payroll and Related Expenses	234,007	241,574
Promotional Expenses	349,099	267,494
General and Administrative Expenses	156,094	148,687
	<u>739,200</u>	<u>657,755</u>
Total Expenses	<u>3,260,371</u>	<u>3,392,658</u>
Increase in Net Assets	<u>1,072,020</u>	<u>621,005</u>
Net Assets -- Beginning of Year	<u>7,355,351</u>	<u>6,734,346</u>
Net Assets -- End of Year	<u>\$ 8,427,371</u>	<u>\$ 7,355,351</u>

Fireworks Sponsors

George Washington Level (\$10,000+)

First Western Bank
Mount Rushmore Society
South Dakota State Tourism Department
Xanterra

Thomas Jefferson Level (\$5,000+)

Stan Adelstein/NWE Management Company
Black Hills Corporation
Black Hills FOX/KEVN
Black Hills, Badlands & Lakes Association
Coca Cola Bottling of the Black Hills
Magic 93.9 FM
Rapid City Convention & Visitors Bureau
Walmart Stores (Rapid City & Spearfish)

Abraham Lincoln Level (\$2,500+)

1880 Train - Black Hills Central Railroad
Black Hills Federal Credit Union
Isis Hospitality LLC
Mount Rushmore History Association
Palmer Gulch KOA
Qwest
Ramkota Hotel of Rapid City
Rapid City Journal
Rapid City Regional Hospital Foundation
Riddle's Jewelry
Wells Fargo

Theodore Roosevelt Level (\$1,000+)

BankWest Inc.
Bear Country USA
Black Hills Association of Realtors
Colonial House
Custer State Park
Custer State Park Resorts
Dean Kurtz Construction
Golden West Telecommunications
Great Western Bank

Gunderson, Palmer, Nelson & Ashmore Lawyers
Hills Materials Company
Kärcher GmbH & Co. KG/Kärcher
Ketel Thorstenson LLP
Liberty Jeep Superstores
Mount Rushmore White House Resort
Rapid City Regional Health
RE/SPEC Inc.
Rossum & Neal Realtors
Stockmens Financial Corp
TDG Communications

Friends of the Fireworks Level (\$250+)

Assurant
Glenn & Ardie Barber
Black Hills Central Reservations
Black Hills Executive Lodging
Elma Burke
Dave Davis American Family Insurance
Robert & Sharon Dominicak
Dr. Paul Reinke, DDS
William Frasier
Richard & Nancy Gowen
Hill City Chamber of Commerce
Keystone Chamber of Commerce
Rubye M. Klay
Knology
Liebsack-McDermott-Hodgins
Montana Dakota Utility
Northern Plains Eye Foundation
Salli O'Neil
John Pestrighelli
Prairie Berry Winery
President's Slide/Rushmore Tramway
Reptile Gardens
Roosevelt Inn
Rushmore Photo & Gifts, Inc.
Suzanne Siegel
South Dakota - Dakota Roots
Team Jorissen & Vetula Nancy
West River Electric Association
Western Communications Inc.
Western Dakota Insurors

Our Staff

11 Teamwork



Our unique team has a variety of expertises . . . from retail and publishing . . . to finance and fund raising . . . from marketing and strategic planning . . . to management and parking cars! Working together, we help educate visitors about Mount Rushmore. We also help promote South Dakota's most loved national park!



Executive Director
Diana Saathoff



Publications & Communications Director
Debbie Ketel



Development Director
Mary Larkin



Administrative Assistant
Pam Wright



Bookstore Operations Manager
Megan Matzen



Finance Director
Lynn Bauter



Bookstore Administrative Assistant
Donna Farnsworth



Presidential Parking Sub-contractor
Bob Mudlin,
President

Bookstore Inventory Manager
Mary Bentley



2009 South Dakota Tourism Conference