



Mount Rushmore Society

October 1, 2010 through September 30, 2011



Annual Report



2010-11 Mount Rushmore Team

Mount Rushmore Society Board of Directors

Ruth Samuelson, President | Andy Knight, Vice President | Leroy Ketel, Treasurer | Judy Allen, Secretary
 Glenn Barber* | Roxann Basham | Jim Bell* | Johnny Brockelsby* | Joe Bruch | Justin Cutler | Mike Derby* | Judy Olson Duhamel
 Dr. Sidney Goss | Nancy Gowen | Tom Griffith | Bill Honerkamp | Al Johnson* | Kay Jorgensen | Phil Lampert
 Gene Lebrun, Past President | Mac McCracken* | Jim Nelson* | Tim Raben

*emeritus directors

Mount Rushmore Bookstore Committee

Nancy Gowen, Chair | Carol Reed Brown, Vice Chair | Lee Groskopf, Treasurer | Bonita Cochran Ley, Secretary
 Justin Cutler | Pam Fritz | Dr. Sidney Goss | Nyla Griffith | Marnie Herrmann | Gene Lebrun | Jan Sohl

Mount Rushmore Institute

Jim Nelson, President | Jim Bell, Vice President | Leroy Ketel, Treasurer | Wes Shelton, Secretary
 Dick Brown | Mike Derby | Judy Olson Duhamel | Dr. Richard Gowen | Tom Griffith | Al Johnson | Kay Jorgensen
 Jim Kuehn | Gene Lebrun | Tim Raben | Fred Whiting

National Park Service

Cheryl Schreier, Superintendent | Duane Bubac, Director - Facilities | Ace Crawford, Public Information Officer
 Julie Gregg-Bubac, Director - Business Services | Paul Hammett, Director - Safety and Occupational Health
 Don Hart, Director - Law Enforcement, Security, and Emergency Services | Michelle Kerns, Director - Administration
 Maureen McGee-Ballinger, Director - Interpretation & Education | Blaine Kortemeyer, Assistant Director - Interpretation & Education
 Bruce Weisman, Director - Cultural & Natural Resources

Staff

Diana Saathoff, Executive Director | Bob Dominicak, Parking Division Manager | Debbie Ketel, Communications Director
 Pam Wright, Administrative Assistant
 Lynn Bauter, Finance Director | Laura Jones, Retail Manager | Jana Young, Administrative Assistant

Presidential Parking

Bob Mudlin, President

The Year in Review

Dear Friends,

In 2011, Mount Rushmore celebrated its 70th anniversary. We are proud to be a part of the history of creating this sculpture and continue to celebrate our past, present and future in partnership with Superintendent Cheryl Schreier and the National Park Service (NPS).

Since 1930, the Mount Rushmore Society has been the official fund-raising partner for Mount Rushmore National Memorial. Working with the National Park Service, we collaborate to find new ways to meet the visitors' needs with a goal to exceed their expectations while visiting Mount Rushmore.

Throughout this report are highlights of this past year (2010-2011). Our board, our committees, our volunteers and the Society staff have done a stellar job moving us forward in a year of financial uncertainty and changes to national visitor travel trends. Even with those challenges, 2011 was an excellent year. Please take time to review this report and make plans to become involved as we move forward into 2012.

FY 2010-2011 highlights include contributions to the park of \$310,000 to support park programs, projects and interpretive rangers who conduct critical visitor programs. The Mount Rushmore Bookstores realized their second best year ever of sales, topping \$1.2 million, and the revamped, revitalized membership program tripled! We welcomed many new supporters and value all of our members, whether new or long-standing stewards of this special place. We cannot provide the volunteer and financial support without you—the members, the donors and the community partners.

In the coming year, watch for additional opportunities under new NPS Director of Interpretation Maureen McGee-Ballinger as we share a vision of greater volunteer involvement. In addition, it will be great to work with our partners to integrate our organization's strategic plan with the 2016 NPS Call to Action, which spells out 36 NPS action steps.

The design and construction of a Kids' Exploration Area is in its final planning stages and will offer many educational opportunities next summer. On behalf of the board of directors and staff, we look forward to working with all our partners in 2012 to make a positive difference!

Sincerely,

Ruth Samuelsen, President

Diana Saathoff, Executive Director



Past President Gene Lebrun, President Ruth Samuelsen and Executive Director Diana Saathoff pose with Senator John Thune during a meeting in Washington, D.C., with the South Dakota congressional delegation to discuss current happenings that directly effect Mount Rushmore National Memorial.

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The Mount Rushmore Society

3 Mount Rushmore Society



The Mount Rushmore 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.

PO Box 1524
Rapid City, SD 57709

Located at 711 North Creek Dr.
Rapid City, SD 57703

(605) 341-8883
Fax (605) 341-0433
info@mtrushmore.org
www.mountrushmoresociety.com

Find us on:

www.facebook.com/MountRushmoreSociety



www.twitter.com/MtRushmrSociety



Top Photo: BHBL



A New Look

The Mount Rushmore Society adopted new logos and a new look this last year. The organization, including the Mount Rushmore Bookstores, developed new designs for many communication pieces—newsletters, invitations, membership cards, signage and our new consolidated website at www.mountrushmoresociety.com, to name a few.



Mount Rushmore Society Video

Now available for download on www.mountrushmoresociety.com, the organization produced a video to explain the legacy, partnerships and present programs that the Society supports at Mount Rushmore. The video is targeted to present members and future constituents.

Membership Revenue Increases by 321%

Due to staff training, staff sales presentations and consistent messaging in the stores and in our publications, membership revenue tripled this year!

Independence Day Celebration

On July 3, 2011, visitors experienced presidential re-enactors (like Abraham Lincoln re-enactor Fritz Klein pictured right), cultural events and patriotic tributes. The Society, through other partners, raised more than \$12,000 in cash sponsorships and in-kind donations to make the event possible.



Black Hills Badlands & Lakes Road Trip Road Show

The Society is one of the sponsors for the Black Hills Badlands & Lakes (BHBL) Road Trip Road Show. BHBL staff and board of directors drove the Jeep and trailer shown on the top of this page to more than 10 community events, festivals and parades throughout the region, advertising South Dakota to potential visitors to the state.

Naturalization Ceremony

Sponsored and promoted by the Mount Rushmore Society, the United States District Court of South Dakota held a Naturalization Ceremony at Mount Rushmore National Memorial on July 14, 2011, where approximately 100 people became new American citizens. Representatives of the United States District Court, United States Citizenship & Immigration Services, the United States Marshals Service and the Department of Homeland Security participated in the ceremony, among other dignitaries.



The Society presented flags to all new American citizens at this year's Naturalization Ceremony.

Ninth Annual Presidential Dinner

The ninth annual presidential dinner—An Evening with Harry S. Truman—was held on October 1, 2011, in the Carvers Café at the Memorial. Although this event is technically held in the present fiscal year, all the planning was accomplished in FY 2011. Truman was portrayed by Raymond Starzmann of Kansas City. It was a successful dinner with a sell-out attendance that raised almost \$17,000 toward the design and construction of a Kids' Exploration Area shelter to be built off the Grand View Terrace by May 2012. As part of an educational outreach sponsored by the Society, Starzmann visited Rapid City Christian School and St. Thomas More and gave the students a glimpse into the life of this president. He also gave a presentation based on World War II to residents of Westhills Village, a retirement community in Rapid City.



President Truman, as portrayed by Raymond Starzmann, gives a presentation in September to St. Thomas More students about the life of this famous president.

Macy's Thanksgiving Parade Sponsorship

In keeping with the Society's mission of promoting the Memorial around the world, the organization partnered with South Dakota Tourism to sponsor the South Dakota Macy's Thanksgiving Day Parade float, which featured an 18-foot-high Mount Rushmore with entertainment by Mannheim Steamroller in FY 2011. An average of 60 million television viewers watched the parade, making it the second highest watched one since 2001. The Society will be a sponsor through the 2012 parade.

Out and About

This year, Mount Rushmore Society staff promoted the audio tour, products, parking permits and the Mount Rushmore experience at the South Dakota Tourism Conference, Rocky Mountain International Roundup and the Black Hills Home Show. The organization hosted the Rand McNally judges when they visited to determine if Rapid City was America's Most Patriotic City, and the city was indeed crowned the victor! In addition, the executive director and Society representatives met with South Dakota congressional delegates in Washington, D.C., to keep the lines of communication open on current happenings and issues, such as the pine beetle epidemic in the Black Hills.

FY 2011 *Membership*

3093 Individuals

62 Family

29 Supporting

320 Lifetime

Mount Rushmore Institute



With five forums completed in prior years, the Institute is planning future programs, such as a speaker series called *American Heroes*.



The Mount Rushmore Bookstores

5 Mount Rushmore Bookstores



As a committee of the Mount Rushmore Society, the mission of the Mount Rushmore Bookstores 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
Online Bookstore at
www.mountrushmoresociety.com
Mount Rushmore Audio Tour

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

(605) 574-3142
Fax (605) 574-3144
bookstores@mtrushmore.org
www.mountrushmoresociety.com



Bookstore Sales

The bookstores ended FY 2010-2011 in a very positive position. Revenue was up 3% over budget and 2% over the previous year. Gross profit was over projections by 4.1%. Even though this year saw fewer visitors to the mountain, sales increased to \$1,262,515.23—our second best year ever!

Membership sales tripled this year (as detailed on pp. 3-4) due to the efforts of the sales associates in selling memberships in the stores.

The top five sellers by sales revenue (in descending order) include: (1) Audio Tour Wand Rental; (2) *Mount Rushmore: The Story Behind the Scenery*; (3) Prestige Coin Set; (4) sales of Mount Rushmore Society Individual Memberships; (5) and our self-published children's book, *Face to Face with Mount Rushmore*. Our self-published titles accounted for 14% of sales revenue, down 2% from last year.

Aid-to-the-Park Funds

Through bookstore sales, online sales, a membership program and audio tour outlet, funds are raised for the National Park Service Interpretive Division to educate the public about Mount Rushmore. Since 1993, the organization has donated more than \$2.1 million back to the park to support education. This last year, the Mount Rushmore Bookstores gave \$201,018 to the park, which was used in the following ways.

- Junior Ranger badges for the more than 20,000 children who participate in the program yearly.
- Purchase of camcorder and equipment for video production.
- News reel for pine beetle exhibit.
- Laser scanning of the sculpture.
- Avenue of Flags replacement.
- Promotional rack cards for the park.
- Designing and editing for new publications.
- Funding seasonal National Park Service employees.
- A sign-language interpreter.
- Cultural performers and re-enactors.
- School bus scholarships, which allow children from low-income schools to attend educational opportunities at the park.
- Tipi replacement for the Lakota, Dakota & Nakota Heritage Village.



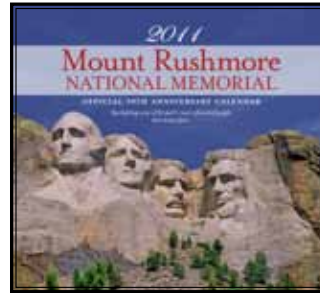
Reprints

The following publications were reprinted and are now available for sale in the three bookstores, on the website and through wholesale outlets: *Mount Rushmore's Hall of Records* for \$7.95 and the redesigned *Mount Rushmore At a Glance* packet for \$9.99 (or individual pamphlets for \$2 each).



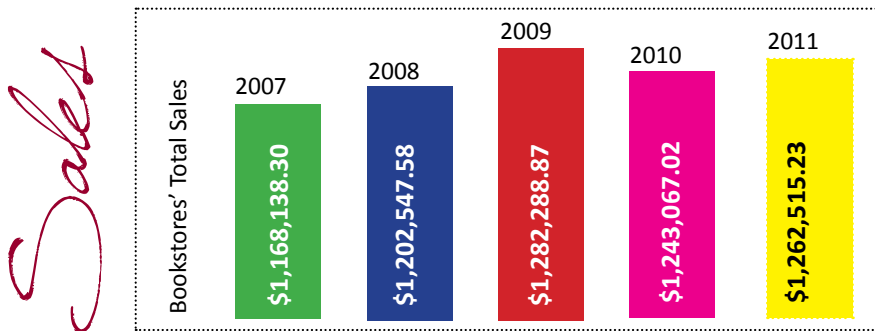
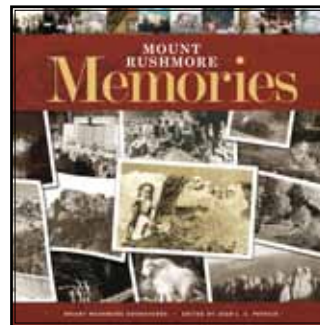
Publication Award

In FY 2010, we published the *2011 Mount Rushmore National Memorial 70th Anniversary Calendar*, which featured spectacular photography and spotlighted the park's most influential people, history and curious facts. Not only did it sell out this year, but it won an Honorable Mention in the Theme Category during the 2011 Association of Partners for Public Lands Awards.



New Publication Developed

The Mount Rushmore Memories project began in December 2010 when an appeal was sent across the nation, requesting people to submit a memory that encapsulated what Mount Rushmore meant to them. Approximately 100 people offered memories, including visitors, employees, local residents, National Park Service employees, the South Dakota governor, the South Dakota senators and representative and a former Rushmore carver. The result is a visually stunning book full of personal pictures, historic photos and memories throughout the decades that connect readers to the Mount Rushmore story.



Park Newspaper

Superintendent Schreier decided to bring the park newspaper back to Mount Rushmore this year. We designed and printed the summer and winter editions of *The Granite Journal*. We also printed and distributed the park rack card to inform visitors about what to see and do at the park.



New Warehouse

To consolidate our growing inventory, we purchased a warehouse in Keystone, which will help improve inventory management.

Mount Rushmore Audio Tour

Wand Rentals

Wand rentals were up from last year, with a total of 13,251 rentals, due, in part, to the addition of a family rental plan. Bus tour groups like Tauck Tours, AmericaTours West, Black Hills Central Reservations and the Educational Travel Institute also incorporate the tour with their visits as an additional service to their clients.



The Parking Division

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Parking Shows Visitation Decrease

The Mount Rushmore Society operates the parking concession at Mount Rushmore National Memorial through Presidential Parking, Inc., and reports a 11.2% decrease in total vehicles at the park during the organization's fiscal year (ending September, 2011). This reflects what other Black Hills attractions have reported in visitation.

For 2011, vehicles from South Dakota account for 13.3% of visitation, with Colorado at 8.5%, Minnesota at 7.8% and California at 4.9%.

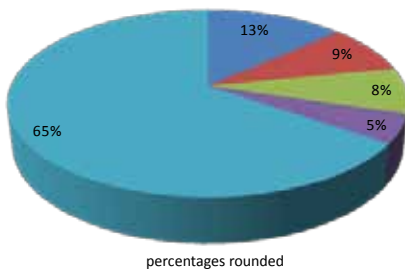
Since 2006, the same four states have remained in the top spots for vehicles parking at the Memorial. Last year, a vehicle from every state in the union and Canada visited the park.



Executive Director Diana Saathoff, President Ruth Samuels and Society staff grill up hamburgers and hot dogs for the entire Presidential Parking and National Park Service staff during Sturgis Motorcycle Rally Week.

State Visitation

SD CO MN CA Other



Weed & Feed Event

The aptly named "Weed & Feed Committee," consisting of staff, board members, park service and Presidential Parking staff, are hunkered down and hard at work in the picture to the right! The volunteers weeded, dug, pulled and rototilled to spruce up the planters located in the parking garage area in July. They were able to clear the path for future planting and overall "beautification" of the large planters.



Comment Cards

During the last two months of FY 2011, more than 25,000 visitor comment cards were distributed from parking booths and at the Mount Rushmore Audio Tour building. The cards requested feedback on the parking facility, Mount Rushmore Audio Tour and the Mount Rushmore Bookstores. The audio tour section received the highest ratings, with many comments about friendliness of staff. Parking facility ratings were highest in "Facility Appearance" and "Cleanliness" and lowest in "Directions to Parking Facility." Unfortunately, there is still confusion about the parking fee. Efforts will continue to communicate that private funds were used in the construction of the parking facility and that fees are assessed to repay the construction debt. There were a number of constructive suggestions made for all areas, which will be addressed in the coming year.

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Rapid City, SD 57703

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Fax (605) 341-0433
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www.mountrushmoresociety.com

Thank you!

Our community helps support the programs and projects at Mount Rushmore National Memorial in a variety of ways. Thanks to all the individuals and businesses who make donations to the organization throughout the year.



Board of directors, staff and Superintendent Cheryl Schreier and past Superintendent Dan Wenk at a board retreat held in Yellowstone National Park.

Independence Day Celebration

The Mount Rushmore Society contributed more than \$12,000 toward the Independence Day weekend events at Mount Rushmore, thanks to these sponsors. Visitors experienced presidential re-enactors, cultural events and patriotic tributes during this special time.



An Evening with Harry S. Truman

Raising almost \$17,000 toward the design and construction of the Kids' Exploration Area to be completed in 2012, the presidential dinner was a successful evening, thanks to many partners. Xanterra Parks & Resorts created and catered the meal for 200 guests. Below is a list of the businesses and individuals who donated toward the evening in a variety of ways.



CANYON LAKE LIQUORS LTD

Affordable Adventures
Angostura Lodge
Arrowhead Country Club
Black Hills Bagels
Black Hills Community Theatre
Black Hills Playhouse
Buffalo Rock Lodge
Dakotah Steakhouse
Dark Canyon Coffee
Duhamel Broadcasting
Eastern National at
Harry S. Truman National Historic Site
Eileen's Colossal Cookies
Eric Gardner
KBarS Lodge
Modrick's Travel
National Park Service sculptors in residence

Rapid City Rush Professional Hockey
Peregrine Pointe Bed & Breakfast
Presidential Parking, Inc.
Recreation Adventures Company
Reptile Gardens
Laurie Root
Shade Winery
Bill & Cheryl Schreier
Simpson's Printing
Spearfish Canyon Lodge and
Spearfish Canyon Lodge Sports Center
Valiant Vineyards
West River Monument
Fred Whiting
Zambelli Fireworks
Zoom Soda and Candy Company

Annual Picnic

The Society holds a Member Picnic every summer for members and National Park Service staff and friends to enjoy each other's company. "First Lady Bess Truman" (below) was our honored guest and paved the way for our annual fund raiser.



Friends of the Faces

At the 2011 Annual Meeting, former Mount Rushmore Bookstores' Chair Marilyn Owen was honored posthumously with the first 2011 Individual Friend of the Faces Award, and Xanterra Parks & Resorts was awarded the first 2011 Corporate Friend of the Faces Award. Lloyd Shelton and Russ Jobman are pictured below, accepting the award.



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

STATEMENTS OF FINANCIAL POSITION SEPTEMBER 30, 2011 AND 2010

<u>ASSETS (Note 4)</u>	<u>2011</u>	<u>2010</u>
Cash and Cash Equivalents (Note 2)	\$ 2,620,734	\$ 4,498,939
Investments (Notes 2 and 8)	2,967,633	2,735,260
Inventory	311,624	227,290
Other	40,571	24,097
Total Current Assets	5,940,562	7,485,586
Property and Equipment, Net (Note 3)	6,594,527	7,857,461
Other Assets		
Restricted Deposits (Note 4)	1,102,587	-
Deferred Financing Costs, Net	28,517	10,142
Total Other Assets	1,131,104	10,142
TOTAL ASSETS	\$ 13,666,193	\$ 15,353,189
<u>LIABILITIES AND NET ASSETS</u>		
Current Liabilities		
Accounts Payable and Accrued Expenses	\$ 231,237	\$ 299,053
Current Portion of Long-Term Debt (Note 4)	945,833	1,009,952
Total Current Liabilities	1,177,070	1,309,005
Long-Term Debt (Note 4)	3,877,352	6,007,601
Total Liabilities	5,054,422	7,316,606
Contingencies (Notes 8 and 10)		
Net Assets		
Unrestricted Net Assets		
Undesignated	6,544,152	5,945,737
Board Designated (Note 8)	2,067,619	2,090,846
Total Net Assets	8,611,771	8,036,583
TOTAL LIABILITIES AND NET ASSETS	\$ 13,666,193	\$ 15,353,189

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

STATEMENTS OF ACTIVITIES FOR THE YEARS ENDED SEPTEMBER 30, 2011 AND 2010

	<u>2011</u>	<u>2010</u>
UNRESTRICTED NET ASSETS		
Support and Revenue		
Parking Fees	\$ 3,796,053	\$ 3,935,207
Educational and Product Sales -- Net (Note 5)	683,238	691,238
Interest Income	79,388	59,042
Other	41,789	20,902
Unrestricted Support	27,172	69,780
Net Realized and Unrealized Gain (Loss) on Investments	(166,428)	93,834
	4,461,212	4,870,003
Expenses (Note 7)		
Program Expenses:		
Parking (Notes 3 and 4)	2,734,696	2,947,748
Maintenance and Interpretation of Memorial Facilities	647,478	569,841
	3,382,174	3,517,589
Support Expenses:		
Payroll and Related Expenses	220,160	216,883
General and Administrative Expenses	174,800	220,527
Promotional Expenses	108,890	96,823
	503,850	534,233
Total Expenses	3,886,024	4,051,822
Increase in Net Assets	575,188	818,181
Net Assets -- Beginning of Year	8,036,583	7,218,402
Net Assets -- End of Year	\$ 8,611,771	\$ 8,036,583

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

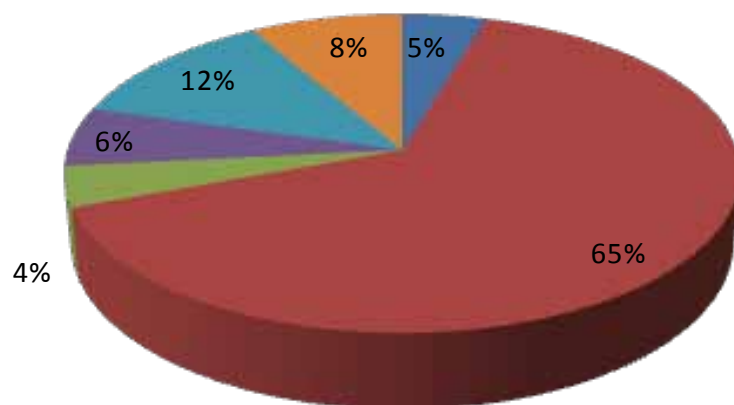
**STATEMENTS OF CASH FLOWS
FOR THE YEARS ENDED SEPTEMBER 30, 2011 AND 2010**

	2011	2010
Operating Activities		
Increase in Net Assets	\$ 575,188	\$ 818,181
<i>Adjustments to Reconcile Increase (Decrease) in Net Assets to Net Cash Flows Provided by Operating Activities:</i>		
Depreciation	1,362,866	1,364,020
Amortization	983	1,817
Net Realized and Unrealized (Gain) Loss on Investments	166,428	(93,834)
<i>Working Capital Changes Increasing (Decreasing) Cash:</i>		
Inventory	(84,334)	(13,726)
Other	(16,474)	6,533
Accounts Payable and Accrued Expenses	(67,816)	5,677
Net Cash Flows Provided by Operating Activities	1,936,841	2,088,668
Investing Activities		
Purchase of Property and Equipment	(101,553)	(73,172)
Proceeds from Sale of Property and Equipment	1,621	-
Purchase of Investments	(913,354)	(1,014,434)
Proceeds from Sale of Investments	514,553	12,609
Net Cash Flows Used in Investing Activities	(498,733)	(1,074,997)
Financing Activities		
Repayment of Long-Term Debt	(7,694,368)	(954,107)
Borrowings of Long-Term Debt	4,900,000	-
Increase in Restricted Deposits	(1,102,587)	-
Change in Deferred Financing Costs	(19,358)	-
Net Cash Flows Used in Financing Activities	(3,316,313)	(954,107)
Increase (Decrease) in Cash and Cash Equivalents	(1,878,205)	59,564
Cash and Cash Equivalents -- Beginning of Year	4,498,939	4,439,375
Cash and Cash Equivalents -- End of Year	\$ 2,620,734	\$ 4,498,939
Supplemental Disclosures of Cash Flow Information		
Cash Paid for Interest	\$ 410,111	\$ 446,561

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

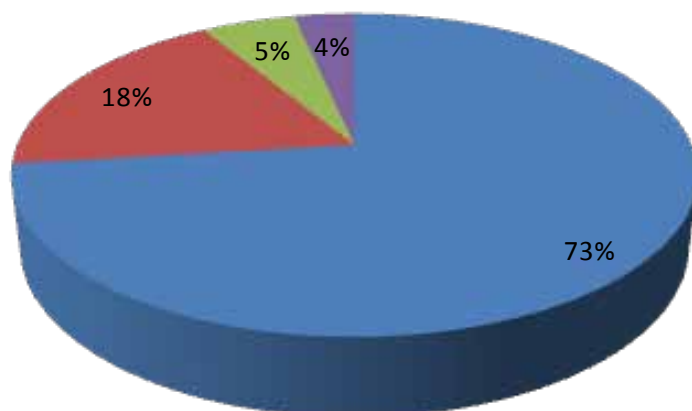


Contributions to Mount Rushmore: \$310,844



- Society Aid \$14,424
- Bookstores Aid \$201,018
- Independence Day \$12,744
- Special Events \$18,627
- Promotion by Society \$37,813
- Promotion by Bookstores \$26,218

Source of Funds for Contributions to Mount Rushmore: \$310,844



- Bookstore Sales \$227,236
- Parking Revenue \$56,525
- Unrestricted Contributions \$16,421
- Sponsorships \$10,570

Mount Rushmore Society
Mount Rushmore Bookstores
Mount Rushmore Institute
PO Box 1524
Rapid City, SD 57709

Address Service Requested

NONPROFIT
US POSTAGE PAID
Rapid City, SD
Permit No. 618