



Mount Rushmore Society

.....
October 1, 2013 through September 30, 2014



Annual Report



2013-2014 The Mount Rushmore Team

Mount Rushmore Society Board of Directors

Andy Knight, President | Ruth Samuelsen, Past President | Judy Allen, Vice President
Leroy Ketel, Treasurer | Tim Raben, Secretary | Roxann Basham | Gary Brown | Joe Bruch | Justin Cutler
Mike Derby* | Judy Olson Duhamel | Dr. Sidney Goss* | Nancy Gowen* | Tom Griffith* | Bill Honerkamp | Al Johnson*
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*emeritus directors

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Pam Fritz | Nancy Gowen | Maryann Jacob | Barb Knight | Gene Lebrun | Ruth Samuelsen | Jan Sohl | Terry Whiting

National Park Service

Cheryl Schreier, Superintendent

Staff

Diana Nielsen Saathoff, Executive Director | Lynn Bauter, Finance Director | Bob Dominicak, Parking Division Manager
Laura Jones, Retail Manager | Gary Keller, Development Director | Debbie Moses Ketel, Communications Director
Wade Lampert, Retail Manager | Cindy Mayes, Special Projects Coordinator | Anna Raue, Office Manager
Deb Rudolph, Retail Manager | Kim Taylor, Administrative Assistant

Presidential Parking, Inc.

Bob Mudlin and Sheila Mudlin



Mount Rushmore Society: PO Box 1524 | Rapid City, SD | 57709
711 North Creek Dr. | Rapid City, SD 57703 | 605-341-8883 | info@mtrushmore.org

Mount Rushmore Bookstores and Mount Rushmore Audio Tour: 13036 Hwy 244 | Keystone, SD 57751 | 1-800-574-3142
bookstores@mtrushmore.org

Mount Rushmore Memories: PO Box 90 | 263 Main St. | Hill City, SD 57745 | 605-385-0251 | memories@mtrushmore.org

www.mountrushmoresociety.com

Society activities for calendar year 2014 are detailed within, while board listings and financials reflect the FY 2013/2014 year.

Cover Photo: Shutterstock | Inside Cover Photo: Rodger Slott | All other photos within are photos taken by Society staff

The Year in Review

There is no such thing as a self-made man or organization . . . you can reach your goals only with the help of others.

This statement is certainly applicable to the Society's premier fundraising project over the past several years—the Youth Exploration Area shelter (YEA). When constructed, this shelter will serve as a multi-use facility for not only the “kid-friendly” youth programs sponsored by the National Park Service but other special events held at Mount Rushmore.

We had great donor support from all over the country. The Society was successful in raising \$396,000 for the YEA, and construction is expected to begin in the spring of 2015.

A special thank you goes to our major donors: National Park Foundation for their “Legacy Project” Grant of \$100,000; Black Hills Corporation for their Foundation Grant of \$25,000; The Adams-Mastrovich Family Foundation, Mary Mastrovich Adams for their grants totaling \$25,000; the South Dakota Community Foundation “Dakota Fund” Grant for \$10,000; one anonymous donor for \$10,000; and Wells Fargo Bank, N.A.

Rapid City for a \$5,000 grant. Major donors like these will be recognized this spring with their names carved in granite on the donor wall located on the Grand View Terrace.

With the onset of the new year, it is time to recognize and celebrate the successes that are enumerated in this annual report. Above all, we have a strong and exceptional board and staff. All are outstanding and dedicated to the preservation, promotion, enhancement and protection of Mount Rushmore. Words can not express my gratitude for the opportunity to serve as your Society president for the past two years. I am very excited about the accomplishments we have had in the last year, and I am sure we have made decisions that will sustain our organization and enhance the visitor experience for many years to come. Thanks for all you contribute.

Best Regards,
Andy Knight, President
Diana Nielsen Saathoff, Executive Director

Below: Pictured l-r at the Youth Exploration Area ground breaking: Superintendent Cheryl Schreier; Emeritus Society Board Member Nancy Gowen; Society Board Member Gene Lebrun; Society President Andy Knight; Buddy Seiner of South Dakota Community Foundation; Mike Rodman of the Grand Lodge of the Masons of South Dakota; Marsha Nichols of Black Hills Power; Chief of Interpretation and Education Maureen McGee-Ballinger.



Mount Rushmore Society

Mount Rushmore Society

The following are some highlights of the 2013-2014 year:

Naturalization Ceremony

Sponsored and promoted by the Society, the United States District Court of South Dakota held a Naturalization Ceremony at Mount Rushmore National Memorial on June 14 (for 20 citizens) and July 2 (for 220 citizens). Representatives of the National Park Service, United States District Court, United States Citizenship & Immigration Services, the United States Marshals Service and the Department of Homeland Security participated in the ceremonies, among other dignitaries.



12th Annual Presidential Dinner

The 12th Annual Presidential Dinner—An Evening with Woodrow Wilson—was held on October 4, 2014, at Mount Rushmore. Wilson was portrayed by Bill Young of Virginia. The sold-out dinner raised approximately \$28,000 raised for future projects.

Membership Picnic

Society members and guests attended the annual picnic in August. It included a gourmet picnic and a patriotic presentation by Qusi Al-Haj, west river director for Senator

John Thune. Al-Haj spoke of immigrating from Jordan and the opportunities available to him after coming to this country. He became a citizen 20 years ago at a naturalization ceremony at Mount Rushmore.

Society Donates \$100,000 For Sculpture Maintenance

In August, the Society donated \$100,000 to the park for continued sculpture maintenance. This is the second of five annual \$100,000 gifts that the Society will give to the park to be used specifically for sculpture preservation.

**100
PLACES**

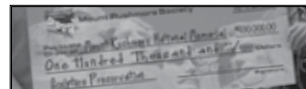
brought to
you by:



Who is the Mount Rushmore Society?



YESTERDAY:
We funded the carving of Mount Rushmore.



TODAY:
We fund the preservation of Mount Rushmore.

Join Us. Become a Member.
www.mountrushmoresociety.com

a 501(c)3 nonprofit organization

The Mount Rushmore Society was the sponsor of the *Rapid City Journal's* series "100 Names, 100 Places" in which the *Journal* explained how significant landmarks got their names in the Black Hills. As a result of this sponsorship, ads were placed alongside the articles, explaining who and what the Society does as an organization. A photo gallery of the 100 places featured and an online game are available at www.rapidcityjournal.com.



The crowd listens to President Woodrow Wilson during the 2015 An Evening with Woodrow Wilson.



Mount Rushmore Memories

Mount Rushmore Memories

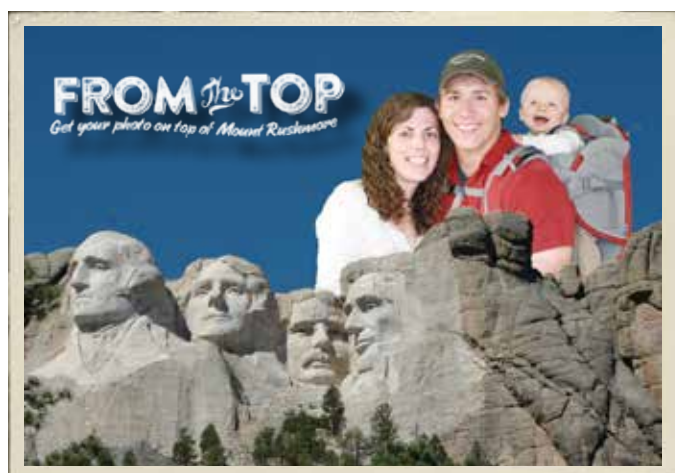
Hill City Store

Mount Rushmore Memories opened for its second season May 1.

New to the staff were Retail Manager Deb Rudolph and Special Projects Coordinator Cindy Mayes.

The team worked diligently to introduce new items and incorporate fresh and interesting merchandising techniques. In addition, efforts were made to host book signings, participate in community events and promotions and to incorporate fun promotions within the store, such as the "From the Top Photo Booth" that allows shoppers to get a photo of themselves on top of Mount Rushmore.

Due to these efforts, sales realized a 60% increase over the previous year.



Shoppers can get their photo "From the Top" of Mount Rushmore in the store, using a new photo booth and green screen purchased in 2014.

Airport Store

The Society submitted a proposal to the Rapid City Regional Airport board to operate the Airport Gift Store, beginning in January 2015, and was the successful bidder. The proposal outlined an innovative vision for the design of the store, blending the materials and motifs of the airport with those of Mount Rushmore National Memorial to create a compelling retail experience. It also outlined our intentions of providing educational and unique items for the consumer, including our original publications, regional gourmet food and gifts, as well as convenience items that every traveler needs.

Since 1930, the Society has strategically engaged in new ventures to provide funding for projects and programs at Mount Rushmore in a variety of ways. The Mount Rushmore Memories Airport Store is another way to fulfill that mission and to add another income stream to the organization for the ultimate preservation of the premier tourist attraction for South Dakota.



Mount Rushmore Bookstores

Mount Rushmore Bookstores

Sales

Despite a government shutdown for 13 days and a severe blizzard in October, 2013, the bookstores ended FY 2014 with sales over \$1.3 million.



Aid-to-the-Park Funds: \$2.7 Million in 20+ Years

Since 1993, the organization has donated more than \$2.7 million back to the park to support education. The Bookstores gave \$230,798 to the park in FY 2014, which was used in the following ways:

- Seasonal staffing
- Lincoln Borglum Visitor Center & Museum exhibit renovation
- Curatorial funding
- Multi-cultural performers, re-enactors and interpreters
- Transportation for school groups
- Volunteers in the Park program
- Avenue of Flags replacement
- New publications
- Badges and publications for the Junior Ranger program
- Promotional rack cards for the park

Mount Rushmore Audio Tour Rentals

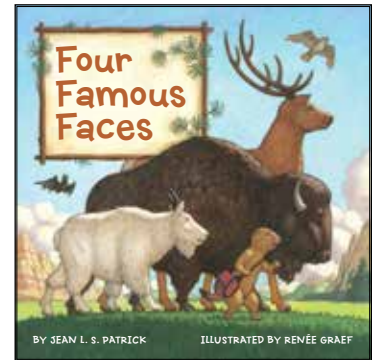
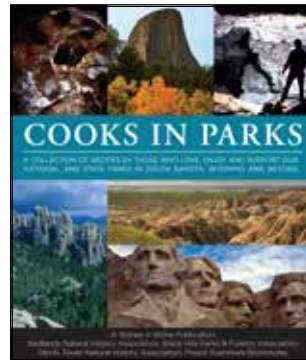
The Mount Rushmore Audio Tour rentals remain our #1 sales item with more than 14,000 rentals and almost \$50,000 in sales.



Stories in Stone Publications

Through Stories in Stone Publications, a successful and creative collaboration with Badlands Natural History Association, Black Hills Parks & Forests and Devils Tower Natural History Association, we published two books to further education and the missions of our regional national and state parks.

Cooks in Parks is a collection of 90+ recipes by those who love and support our state and national parks. Information about regional national parks and Custer State Park is included.



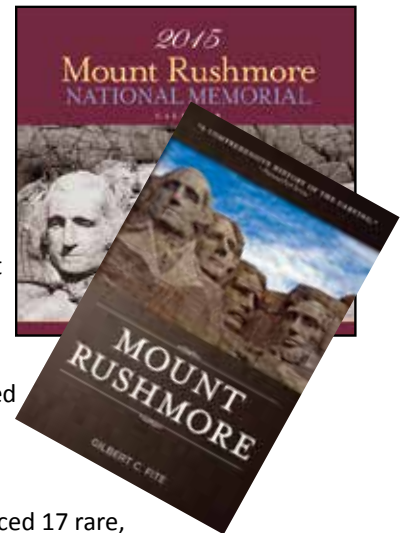
Four Famous Faces is a children's book that follows the journey of Prairie Dog and the friends he finds along the way in his search for the "four famous faces." Children learn about the parks and wildlife in the region.

New Products

The bookstores also produced the 2015 Mount Rushmore Calendar.

In addition, the bookstores updated the cover to *Mount Rushmore* by Gilbert Fite. This book remains the official historical record of the carving and has been published by the organization since the 1990s.

The organization reproduced 17 rare, vintage sketches by Gutzon Borglum and packaged them in an exclusive Christmas card packet. This same collection was once sold in the 1930s as a fundraiser for Mount Rushmore.



Parking Division

Parking Division

Parking Shows Visitation Decrease

The parking concession revenue and visitation numbers were down 3.9% and down 3.8%, respectively in FY 2014 from FY 2013.



During the 2014 Sturgis Motorcycle Rally, we saw an 11.7% decrease in motorcycle visitations.

We continue to maintain the parking garage by repairing pavers and concrete. We also sprayed the trees around the facility for mountain pine beetle prevention. In addition, the following improvements were made: installation of new signage, roof repair, traffic striping and joint sealing of the structure.

State Visitation

Vehicles from South Dakota accounted for 12.5% of visitation, with Colorado at 8.5%, Minnesota at 7.6% and California at 5.3%. 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 nation and Canada visited the park.



Society Vice President Judy Allen directs traffic on a busy day during the 2014 Sturgis Rally.



Development Fundraising & Sponsors

Youth Exploration Area

Fundraising for the Youth Exploration Area shelter was completed in 2014 and celebrated with a ground breaking on August 24, 2014. Members of the Mount Rushmore Society, National Park Service and major donors were part of the ceremony at Mount Rushmore National Memorial. The YEA shelter is set to begin construction in 2015.

When constructed, the shelter will serve as a multi-use facility for not only the “kid-friendly” Youth Exploration Area program but other special events held at the Memorial as well.

The Society thanks all those who donated to this effort and we look forward to the ribbon cutting next year.

“We urge other foundations, organizations and individuals in our community to consider a philanthropic gift to the Mount Rushmore Society. Keeping Mount Rushmore viable as a destination by having something interesting for kids to do is good for our region and all of South Dakota, and great for our visiting public.”

Lori Rainwater
Black Hills Corporation Foundation President

Membership in the Society

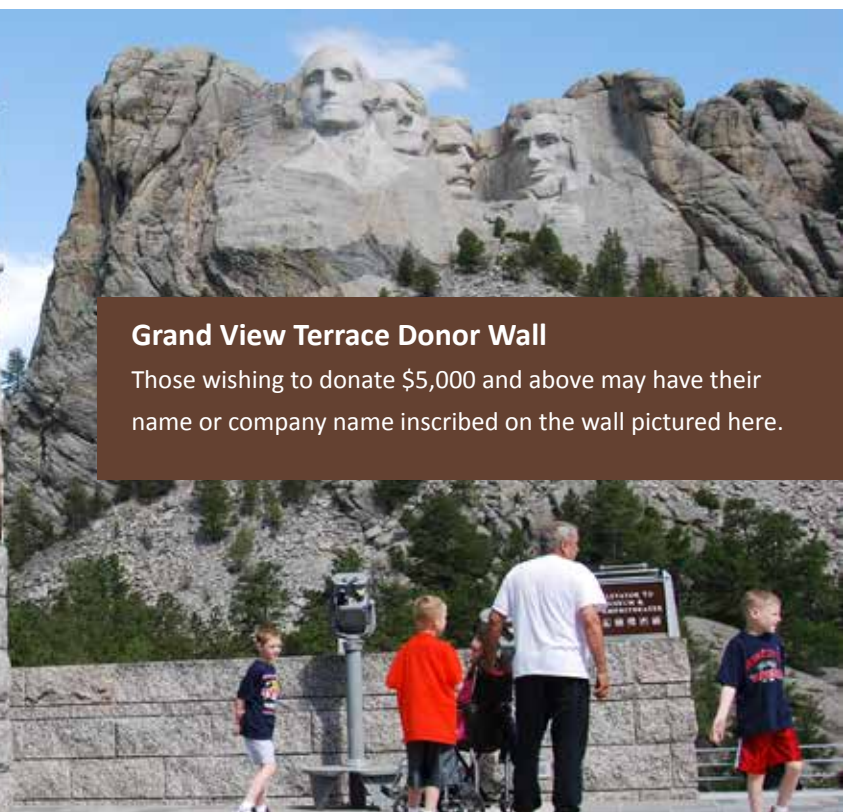
The Society has 992 members, including Individual, Family, Supporting and Lifetime Members.

New Lifetime Members

Larry Bodine | Meredith Pangburn Crowley | Dave & Kimberly Klocke | Ashok Kumar | Christopher Pangburn | Jerry Riggs
Kevin Stapleton | Jim & Susan Stellmacher | Veronica Viner

“The whole reason I moved to South Dakota was Mount Rushmore. Upon retiring from the Navy after a 25-year career, I realized I’d seen the pyramids of Egypt, the Eiffel Tower and other wonders of the world, but I had never been to Mount Rushmore National Memorial in my own country. Mount Rushmore . . . epitomizes America, and Teddy Roosevelt is my favorite president. I cannot express what it means to me and urge everyone in our country with the means to travel to put Mount Rushmore on your bucket list, especially with the 75th anniversary of the completion of the carving approaching in 2016. Maybe I’ll see you there!”

Denise Parker
Mount Rushmore Society Member since 2006



Grand View Terrace Donor Wall

Those wishing to donate \$5,000 and above may have their name or company name inscribed on the wall pictured here.

Donors

The following are supporters who have given restricted and/or unrestricted cash gifts of \$100 or more during FY 2013/2014 (ending September 30, 2014). This list does not include registration fees, membership fees or gifts in kind. For gifts of \$5,000 or more, a donor is eligible to have their name engraved on the Mount Rushmore Donor Wall at Mount Rushmore. Please inquire at the Society office if you are interested in future donations of this kind. Thank you so much for your generosity.

Borglum Circle

National Park Foundation*

Independence Society

Anonymous*

Black Hills Corporation Foundation*

Howard and Therese Hu

Linda Huang

South Dakota Community Foundation*

Patriot's Society

Mark Anderson

Anonymous

Grand Lodge of Masons of South Dakota

Mark & Debra Hadley

Andy & Barb Knight

Don & Hahn Pham

Wells Fargo Bank, N.A.*

Kristina Zimmerman

\$1,000-\$4,999

John Brewer*

DakotaWest Books

Judy Duhamel*

Eli Lilly Foundation

Nancy Gowen*

LaVonne Graese

Gene Lebrun*

\$100-\$999

Carrie Ackerman*

Vonnie Ackerman*

Judy Allen*

Gary Brown*

Judy Buckingham

Roger Cedarblade

Paul Christen

Carolyn Clifford

Robert Curtis*

Glorianne Davis*

First Interstate BancSystem Foundation*

Sid Goss*

Tom Graslie*

Daniel Hagel

Clinton Haxton*

Marnie Herrmann*

Ellen Heston*

Richard Hoeye*

Maryann Jacobs

Nort Johnson*

Gary Keller*

Debbie Moses Ketel*

Ketel Thorstenson LLP

George & Bev Locke*

Jack Lynass*

Richard Mounce*

Jim & Gloria Nelson

Betty O'Neill

Denise Parker*

Herschel Plowman

Tim & Karen Raben*

Grove Rathbun*

Richard Rushmore

Diana Nielsen Saathoff*

Ruth Samuelson*

Perry Strombeck

Gayle Thom*

John & Kitty Walker*

Debra Watson*

Kyle White

*denotes restricted gift to the Youth Exploration Area shelter

Mount Rushmore Donor Wall Giving Levels

Founding Sponsors
\$1,000,000+

Sculptor's Circle
\$500,000-\$999,999

President's Circle
\$250,000-\$499,999

Borglum Circle
\$100,000-\$249,999

Freedom Society
\$50,000-\$99,999

Heritage Society
\$25,000-\$49,999

Independence Society
\$10,000-\$24,999

Patriot's Society
\$5,000-\$9,999



Nancy Gowen was the recipient of the 2014 Individual Friend of the Faces Award.



Eric Gardner of KOTA accepts the 2014 Corporate Friend of the Faces Award for Duhamel Broadcasting.

2014 Friend of the Faces Recipients

At the 2014 Mount Rushmore Society Annual Meeting, Nancy Gowen received a 2014 Individual Friend of the Faces Award for her many years of dedication, leadership and outstanding service to the organization. KOTA Anchor Eric Gardner accepted the 2014 Corporate Friend of the Faces Award for Duhamel Broadcasting and Bill & Judy Duhamel in appreciation for years of promoting Mount Rushmore Society's mission and events.

An Evening with Woodrow Wilson

Raising more than \$28,000, the presidential dinner was a successful evening, thanks to many partners. Below is a list of the businesses and individuals who donated toward the evening in a variety of ways.



Event Partner

Xanterra Parks & Resorts

\$1,000 Event Sponsor

Black Hills Harley Davidson
DakotaWest Books

\$500 Event Sponsor

Ketel Thorstenson, LLP
Simpsons Printing

Table Wine Sponsor

Black Hills Community Bank
Eric Gardner

Media Sponsor

KOTA

Auction Donors

Affordable Adventures
Arrowhead Country Club
Best Western Ramkota Hotels
Black Hills Aerial Adventures
Black Hills Community Bank & Fire
Station #1
Buffalo Rock Lodge
Crow Peak Brewing Co.
Custer State Park

Custer State Park Resort Company
Dakota's Best
Dakotah Steakhouse
Deadwood Mountain Grand
Duhamel Broadcasting
Eric Gardner
First Interstate Bank
Founding Fathers
Great Harvest Bread Company
ISIS Hospitality
KBARS
Andy & Barb Knight
Dale Lamphere
Lt. Col. George Larson
Gene Lebrun
John Lopez
Mark Luken
Mount Rushmore Bookstores
Mount Rushmore Memories
Marilyn Oakes
Don Patnoe/Liberty Jeep Superstore
Peregrine Pointe Bed & Breakfast
Presidential Parking
Grove & Janet Rathbun

Recreation Adventures Company
Reptile Gardens
Marv Rypkema
Schadé Vineyards
Signs Now
Spearfish Canyon Lodge Sports Center
Dave Strain
Sharon Strickland
Touch of Life Massage Therapy &
Wellness Center of Newcastle
West River Monument
Xanterra Parks & Resorts
Zoom Soda and Candy

Mount Rushmore Society Financials

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, 2014 AND 2013

<u>ASSETS</u>	2014	2013
Cash and Cash Equivalents (Note 2)	\$ 3,281,125	\$ 2,345,983
Current Portion of Pledge Contribution Receivable	-	5,000
Investments (Note 2)	7,199,399	5,922,091
Inventory	555,959	481,709
Prepaid Expenses	21,058	55,324
Other	28,081	27,046
Total Current Assets	11,085,622	8,837,153
 Property and Equipment, Net (Notes 3 and 4)	 3,013,537	 4,289,816
 Other Assets		
Pledge Contribution Receivable, Net of Current Portion	-	10,000
Restricted Deposits (Note 4)	1,012,750	1,204,153
Deferred Financing Costs, Net	13,578	21,186
Total Other Assets	1,026,328	1,235,339
 TOTAL ASSETS	 \$ 15,125,487	 \$ 14,362,308
 <u>LIABILITIES AND NET ASSETS</u>		
 Current Liabilities		
Accounts Payable and Accrued Expenses	\$ 314,739	\$ 332,606
Promise to Give to Others (Note 9)	300,000	300,000
Current Portion of Long-Term Debt (Note 4)	861,051	822,395
Total Current Liabilities	1,475,790	1,455,001
 Long-Term Debt, Net of Current Portion (Note 4)	 592,894	 1,455,604
 Total Liabilities	 2,068,684	 2,910,605
 Contingency (Note 9)		
 Net Assets		
Unrestricted Net Assets		
Undesignated	11,798,495	10,360,536
Board Designated (Note 8)	1,000,000	1,000,000
Total Unrestricted Net Assets	12,798,495	11,360,536
 Temporarily Restricted Net Assets (Note 9)	 258,308	 91,167
 Total Net Assets	 13,056,803	 11,451,703
 TOTAL LIABILITIES AND NET ASSETS	 \$ 15,125,487	 \$ 14,362,308

STATEMENT OF ACTIVITIES
FOR THE YEAR ENDED SEPTEMBER 30, 2014

	Unrestricted	Temporarily Restricted	Total
Support and Revenue			
Parking Fees (Note 4)	\$ 4,077,163	\$ -	\$ 4,077,163
Net Educational and Product Sales (Note 5)	800,600	-	800,600
Net Realized and Unrealized Gain on Investments	425,689	-	425,689
Contributions (Note 9)	74,677	148,728	223,405
Interest Income and Dividends	163,918	-	163,918
Events Revenue	29,039	18,413	47,452
Membership Sales	30,520	-	30,520
Miscellaneous Income	1,683	-	1,683
	<u>5,603,289</u>	<u>167,141</u>	<u>5,770,430</u>
Expenses (Notes 6 and 7)			
<i>Program Expenses:</i>			
Parking (Notes 3, 4, and 10)	2,444,331	-	2,444,331
Program Support and Visitor Parking Facility Maintenance for Memorial	939,265	-	939,265
	<u>3,383,596</u>	<u>-</u>	<u>3,383,596</u>
<i>Support Expenses:</i>			
Payroll and Related Expenses (Note 11)	316,497	-	316,497
General and Administrative Expenses	318,378	-	318,378
Promotional Expenses	146,859	-	146,859
	<u>781,734</u>	<u>-</u>	<u>781,734</u>
Total Expenses	<u>4,165,330</u>	<u>-</u>	<u>4,165,330</u>
Increase in Net Assets	1,437,959	167,141	1,605,100
Net Assets -- Beginning of Year	11,360,536	91,167	11,451,703
Net Assets -- End of Year	<u>\$ 12,798,495</u>	<u>\$ 258,308</u>	<u>\$ 13,056,803</u>

**STATEMENT OF ACTIVITIES COMPARISON
FOR THE YEAR ENDED SEPTEMBER 30, 2013**

	Unrestricted	Temporarily Restricted	Total
Support and Revenue			
Parking Fees (Note 4)	\$ 4,237,973	\$ -	\$ 4,237,973
Educational and Product Sales -- Net (Note 5)	813,953	-	813,953
Net Realized and Unrealized Gain on Investments	341,726	-	341,726
Contributions (Note 9)	6,207	47,717	53,924
Interest Income and Dividends	94,009	-	94,009
Events Revenue	45,453	-	45,453
Membership Sales	52,090	-	52,090
Miscellaneous Income	1,184	-	1,184
	5,592,595	47,717	5,640,312
Expenses (Notes 6 and 7)			
<i>Program Expenses:</i>			
Parking (Notes 3, 4, and 10)	2,514,544	-	2,514,544
Program Support and Visitor Parking Facility Maintenance for Memorial	935,517	-	935,517
	3,450,061	-	3,450,061
<i>Support Expenses:</i>			
Payroll and Related Expenses (Note 11)	293,919	-	293,919
General and Administrative Expenses	241,897	-	241,897
Promotional Expenses	66,976	-	66,976
	602,792	-	602,792
Total Expenses	4,052,853	-	4,052,853
Increase in Net Assets	1,539,742	47,717	1,587,459
Net Assets -- Beginning of Year	9,820,794	43,450	9,864,244
Net Assets -- End of Year	\$ 11,360,536	\$ 91,167	\$ 11,451,703

STATEMENTS OF CASH FLOWS
FOR THE YEARS ENDED SEPTEMBER 30, 2014 AND 2013

	2014	2013
Cash Flows from Operating Activities		
Increase in Net Assets	\$ 1,605,100	\$ 1,587,459
<i>Adjustments to Reconcile Increase in Net Assets to</i> <i>Net Cash Flows Provided by Operating Activities:</i>		
Depreciation	1,353,126	1,320,559
Amortization	9,045	7,608
Net Realized and Unrealized Gain on Investments	(425,689)	(341,726)
<i>Working Capital Changes Increasing (Decreasing) Cash:</i>		
Pledge Contribution Receivable	15,000	5,000
Inventory	(74,250)	(178,931)
Prepaid Expenses	34,266	(42,939)
Other	(1,035)	(16,242)
Accounts Payable and Accrued Expenses	(17,867)	1,529
Net Cash Flows Provided by Operating Activities	2,497,696	2,342,317
Cash Flows from Investing Activities		
Purchase of Property and Equipment	(78,284)	(262,277)
Purchase of Investments	(3,437,367)	(4,708,926)
Proceeds from Sale of Investments	2,585,748	2,512,271
Net Cash Flows Used in Investing Activities	(929,903)	(2,458,932)
Cash Flows from Financing Activities		
Repayment of Long-Term Debt	(824,054)	(793,298)
Change in Restricted Deposits	191,403	(94,599)
Net Cash Flows Used in Financing Activities	(632,651)	(887,897)
Increase (Decrease) in Cash and Cash Equivalents	935,142	(1,004,512)
Cash and Cash Equivalents -- Beginning of Year	2,345,983	3,350,495
Cash and Cash Equivalents -- End of Year	\$ 3,281,125	\$ 2,345,983
Supplemental Disclosures of Cash Flow Information		
Cash Paid for Interest	\$ 84,758	\$ 115,344

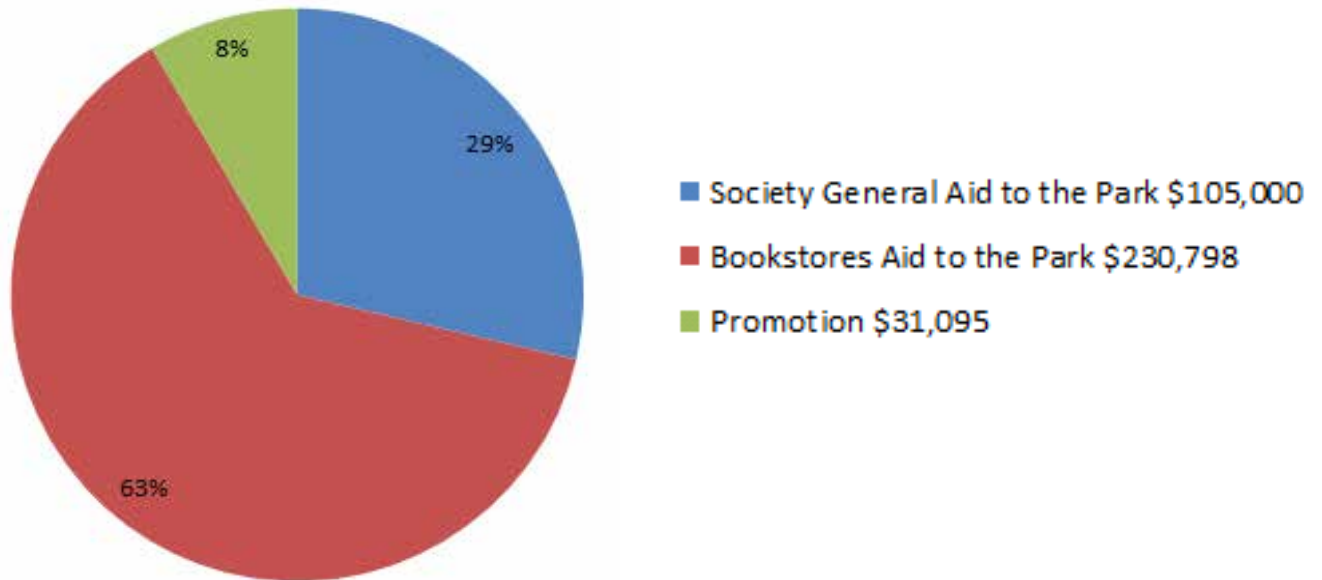
Mission

The Mount Rushmore Society—through the Mount Rushmore Bookstores, the Mount Rushmore Audio Tour, Mount Rushmore Memories in Hill City, Mount Rushmore Memories Airport Store, the Mount Rushmore Institute and other activities—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.

Contributions

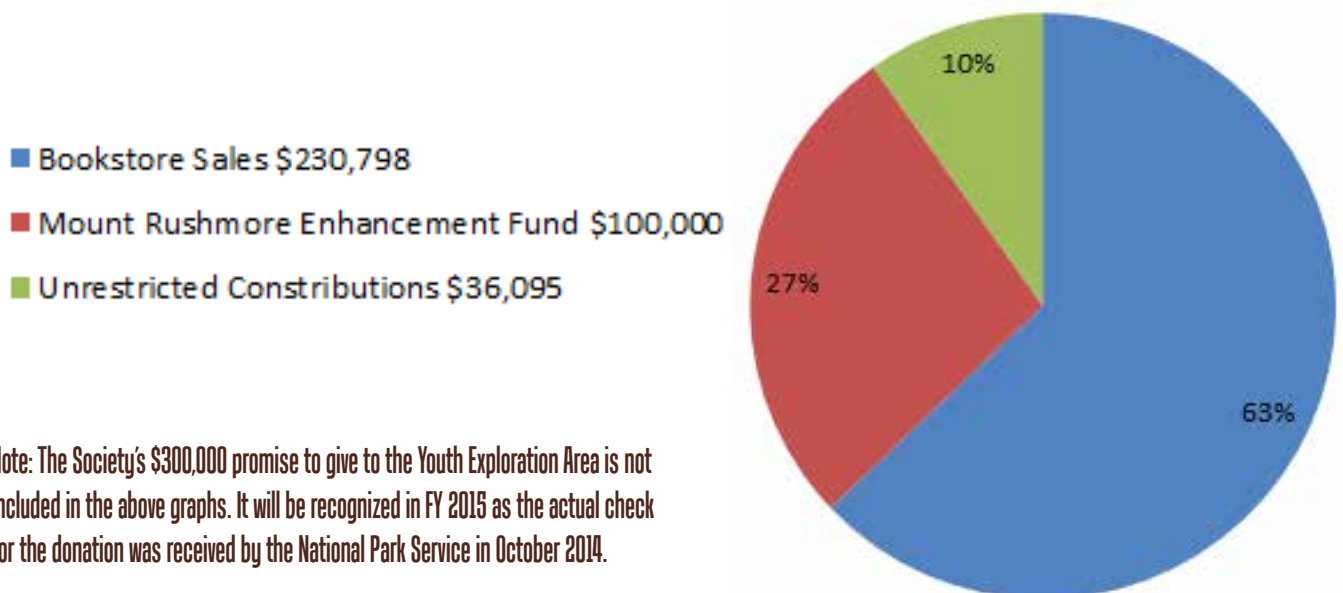
Mount Rushmore Society Contributions

Total \$366,893



Source of Contributions

Total \$366,893



Note: The Society's \$300,000 promise to give to the Youth Exploration Area is not included in the above graphs. It will be recognized in FY 2015 as the actual check for the donation was received by the National Park Service in October 2014.

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

Address Service Requested

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