

# Mount Rushmore Society

## FY 2015 Annual Report

October 1, 2014 through September 30, 2015





The original Mount Rushmore National Memorial Commission, which became the Mount Rushmore Society, poses in front of the mountain in 1929.

# Message From the President



*Photo: Mount Rushmore Society President Judy Allen visits with President Theodore Roosevelt and his aide-de-camp during an Evening with Theodore Roosevelt in October, 2015.*

It is quite inspiring that one South Dakota citizen, Doane Robinson, pursued the improbable dream of carving a mountain to increase tourism to our state—and now over 3 million visitors trek here annually to see it. As a result, businesses throughout our entire state prosper from those tourism dollars.

The Mount Rushmore Society was (and continues to be) a part of Robinson's dream. The organization was created in 1930 to raise funds for the carving and provide for public participation in the project. Since then, we have enhanced the visitor experience at the Memorial in exceptional ways for over 75 years.

One of those ways was building, financing and managing the parking facility at Mount Rushmore at the request of the National Park Service. Just recently, the \$17,000,000 parking facility mortgage, signed by Mount Rushmore Society board members nearly 20 years ago, was paid off! The uncertainties and liabilities were great. Yet over the years, the Society has prevailed, often under unfavorable conditions, to manage the facility. We are proud to have provided such an exceptional facility for the tourists that Robinson dreamed of bringing to South Dakota so long ago.

In this report, you will find even more ways we are enhancing the visitor experience at Mount Rushmore. We hope you JOIN US in sharing what the Mount Rushmore Society members, partners and staff do for Mount Rushmore National Memorial.

*Judy Allen*

Mount Rushmore Society President



# Highlights

## MISSION:

The Mount Rushmore Society—through the Mount Rushmore Bookstores, the Mount Rushmore Audio Tour, Mount Rushmore Memories, 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.



### NATURALIZATION CEREMONY

**On July 2, more than 200 individuals became citizens of the U.S.** at a memorable naturalization ceremony held at Mount Rushmore and sponsored by the Mount Rushmore Society. The Society is honored to be part of this ceremony every year, which is symbolic of the values of the four presidents on Mount Rushmore. It is rewarding to see the gratitude that each new citizen expresses when becoming a part of this great country.



### YOUTH EXPLORATION AREA RIBBON CUTTING

More than 30 donors and friends of Mount Rushmore attended a **ribbon cutting on July 9, celebrating the completion of the Youth Exploration Area (YEA) shelter.** The YEA was utilized the rest of the 2015 summer season for ranger-led programs. Thanks again to everyone who gave to this worthy project, which is sure to inspire the next generation.



### MOUNT RUSHMORE PICNIC

The annual Mount Rushmore Picnic was held at the park on August 23. The event included a meal, a tour of the Mount Rushmore Bookstores, networking and a presentation by author and historian Tom Griffith. **Griffith encouraged the audience to adopt a plan for the future of Mount Rushmore worthy of pursuing, just like visionaries in the past have done.**

*Photo: Society Finance Director Lynn Bauter and Chief of Interpretation & Education Maureen McGee-Ballinger give a tour of the Mount Rushmore Bookstores prior to the picnic.*

75th anniversary events are listed at [mountrushmoresociety.com](http://mountrushmoresociety.com)



## SOCIETY PURCHASES KEYSTONE LAND

In an effort to **preserve and maintain the green space bordering Mount Rushmore National Memorial**, the Society purchased a little over 15 acres near the intersection of Hwy 244 and 16A in Keystone, SD.

*Photo: Society Executive Director Diana Saathoff and Society Treasurer Roy Ketel sign the Keystone land purchase documents.*



## AN EVENING WITH THEODORE ROOSEVELT

The annual Presidential dinner was held on October 3 as a **kick-start to the 75th anniversary of the completion of Mount Rushmore** in 2016. The event had a sold-out crowd and raised more than \$21,000 thanks to event sponsors, ticket holders, live auction and the granite block fundraiser. The evening featured Roosevelt re-enactor and Mount Rushmore Society member Gib

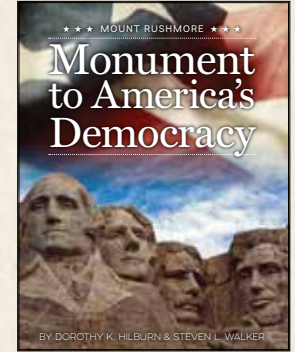
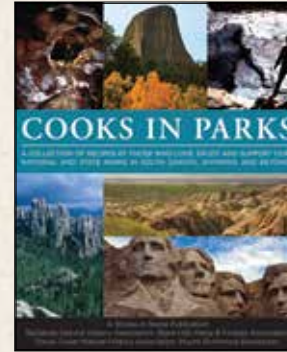
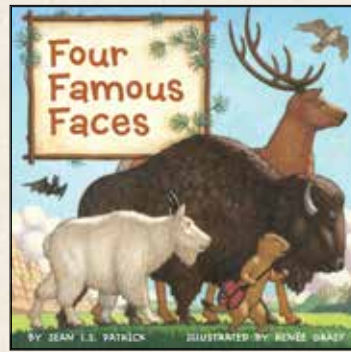
Young of Indiana (in photo above). Accompanying "Roosevelt" was the President's trusty aide-de-camp Matthew Burr who set the stage for the presentation and time period. Roosevelt also had the opportunity to speak at North Middle School, Southwest Middle School and Westhills Village Retirement Community on October 1-2. He was interviewed by several news outlets about President Roosevelt's successes and personality.



## PLANNING FOR THE 75TH ANNIVERSARY

During 2015, a committee developed plans to celebrate the 75th anniversary of the completion of Mount Rushmore and the National Park Service's (NPS) 100th anniversary in 2016. The NPS branding efforts use the tag line, "Find Your Park." Promotional items were developed and events scheduled for 2016 with both anniversaries in mind.





## MOUNT RUSHMORE BOOKSTORES HAVE RECORD SALES

Sales from the Mount Rushmore Bookstores outlets and the Mount Rushmore Audio Tour in the park totaled more than \$1.4 million in FY 2015.

### Aid-to-the-Park

Proceeds from bookstore sales go to support interpretive and educational needs at Mount Rushmore. The stores donated more than \$239,000 to support such programs as the Mount Rushmore Bookstores scholarship program. Six seasonal interpretive

rangers (like pictured above left) were sponsored this year for \$4,000 each. Interpretive rangers are normally compensated with a small stipend and park housing. The scholarship program provided an added incentive for interns to select Mount Rushmore as the park to spend a summer.

Aid-to-the-park also supported:

- Lincoln Borglum Visitor Center & Museum exhibit renovation
- Curatorial funding
- Multi-cultural performers and re-enactors (like Abraham Lincoln re-enactor Fritz Klein photo above right).

- 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

### Publications Report

Sales of our self-published titles accounted for 15% of total sales, and two were recognized by the Association of Partners for Public Lands (APPL) for excellence.

*Four Famous Faces* and *Cooks in*

*Parks*, which were published in partnership with regional park partners, **garnered the 2015 APPL Publication of the Year and 2015 APPL Publication of the Year Honorable Mention**, respectively.

The organization also revised and redesigned the book, *Mount Rushmore: Monument to Democracy* by Dorothy K. Hilburn & Steven L. Walker.





## **SOCIETY PAYS OFF PARKING STRUCTURE LOAN**

This year, the Society officially paid off the \$17 million loan that the board financed in 1996 to privately fund and construct the parking garage at Mount Rushmore. **This was the culmination of 19 years of hard work by Presidential Parking, Inc. staff and the Society board to serve the Mount Rushmore visitor.**

It was a banner year as well due to the 75th anniversary of the Sturgis Motorcycle Rally. The August rally showed a traffic increase of 43% over FY 2014. In order to handle

the influx of vehicles, Presidential Parking engaged the help of 53 people, including PPI staff, Society staff and volunteers. Overall, parking at Mount Rushmore was up 20.4% over FY 2014.

### **Black Hills Home Show**

In partnership with Xanterra Parks & Resorts, Society staff and volunteers sold approximately 700 Mount Rushmore packages, **as an outreach to the Black Hills community.**



## **MOUNT RUSHMORE MEMORIES AIRPORT STORE RIBBON CUTTING**

The Rapid City Regional Airport Board and the Mount Rushmore Society cut the ribbon July 28 on a newly remodeled and expanded airport gift store. **In 2014, the Society submitted a proposal to operate the airport gift store that 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 and was granted the contract in January, 2015.

The store features local artists, Mount Rushmore books and regional products in the store, as well as a large variety of foods and convenience items. Feedback from customers has been nothing less than positive and encouraging.

This venture replaces the Mount Rushmore Memories store in Hill City, which closed on December 31, 2015, after three summers in operation.

# Society Supporters

## 2014/2015 BOARD MEMBERS:

President Judy Allen

Vice President Tim Raben

Treasurer Roy Ketel

Secretary Kay Jorgensen

Past President Andy Knight

Roxann Basham

Gary Brown

Joe Bruch

Tony Cleberg

Justin Cutler

Judy Duhamel

Aaron Galloway

Bill Honerkamp

Phil Lampert

Michelle Lintz

Antonette Logar

Rollie Noem

*Emeritus:*

Sid Goss

Tom Griffith

Nancy Gowen

Gene Lebrun

Ruth Samuelsen



### FRIENDS OF THE FACES AWARDS

At the 2015 Mount Rushmore Society Annual Meeting, a highlight of the evening was presenting the **Individual Friend of the Faces Award to Tom Griffith**. Tom (photo left), as the Society's first executive director, has devoted more than 25 years of service to Mount Rushmore and the Society. He was the organization's first paid staff in 1988, helped plan Mount Rushmore's 50th anniversary events in 1991 and spearheaded the \$56 million fundraising campaign which resulted in the redevelopment at Mount Rushmore National Memorial in the 1990s.

**John Brewer and Jack Lynass** (photo right) of **Black Hills Community Bank** accepted the **Corporate Friend of the Faces Award** for the bank's generous and continuous support in promoting Society events and efforts, including our Presidential dinners.



### SOCIETY TEAM AT THE CHRISTMAS AT THE CAPITOL

Our volunteers give back so much during the year, serving on committees, helping with the Black Hills Home Show, directing traffic during the Sturgis Rally, organizing events, coordinating the 75th anniversary and fundraising for the organization, among other activities. In November, a few of our volunteers helped decorate the Mount Rushmore Society Christmas tree at the Capitol. Our tree was right outside the governor's office! **Over 21,000 attended the event.**



The Mount Rushmore Society is fortunate to have the support of more than 1500 members in FY 2015. This includes 1136 members in the Individual category, 90 members in the Family category, 23 members in the Supporting category, 231 Lifetime Individual members and 85 Lifetime Couple members.

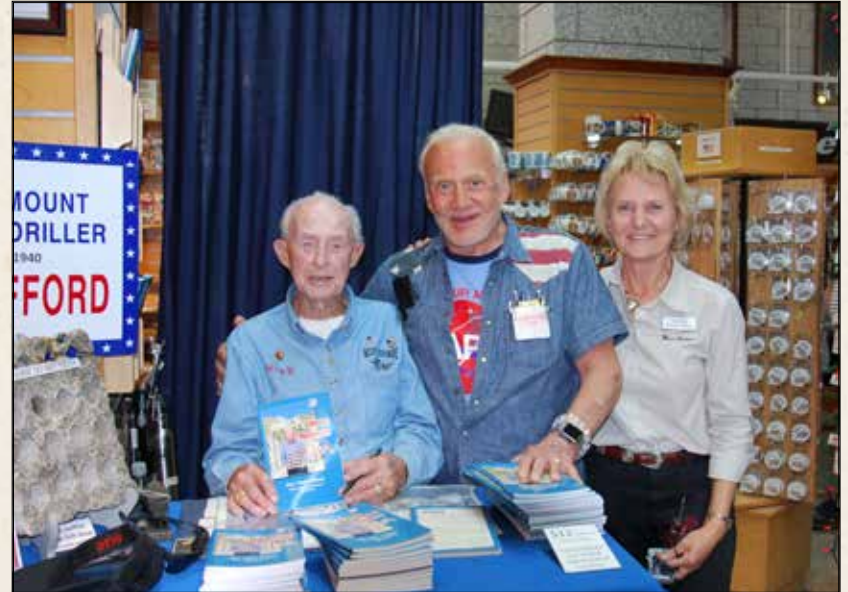
We welcome the following individuals who have made the decision to support the Mount Rushmore Society for a lifetime. This is a listing of those who became members during FY 2015.

### **NEW FY 2015 LIFETIME MEMBERS**

Aaron Galloway | Bill Noordermeer & Helen Skogas  
David & Kimberly Klocke | John & Alisa Knight | Bruce Basham  
Roger & Janice Knutsen | Richard & Bonnie Miller  
Brent Cogswell & Judy Vidal | Eric Johnson | Michael Diedrich

### **NEW FY 2015 SUPPORTING MEMBERS**

Howard Seely | Martin Freidel | Susan Broadwater | William Helsel  
Brent Windell | Charlene Lee | Debra Middleton | Ruth Sorensen  
R. Geary | Adan Williams | Tony Digeronimo | John Holbrook  
West River Monument | Dana Pulis | John Irwin | Eric Koehendorfer  
Kama Martin | Dave Clarke | Bob Curtis | Penny Stolfe | John Gudelsky  
Susan Johnson



*The Mount Rushmore Society hosted national hero Buzz Aldrin (middle) during his first trip to America's Shrine of Democracy. Society members Nick and Carolyn Clifford enjoyed meeting him and answering questions about what working on the mountain was really like.*

# Projects

The Youth Exploration Area shelter opened in July after a three-year fundraising effort. It aligned with our mission to enhance the visitor experience. This isn't simply a new structure but a permanent home for kid-friendly educational programs and other uses as may arise at the park.

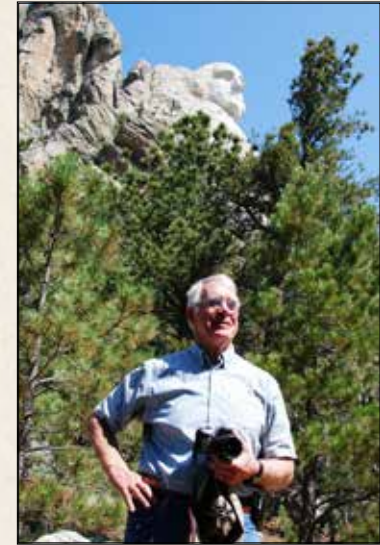
The project allowed us to re-connect on a personal level with local, regional and national partners, such as the National Park Foundation. It felt great to shake off the cobwebs and get something "concrete" done. The "concrete" reference has a double meaning, because the National Park Service widened the Presidential Trail sidewalk on the Washington side of the Memorial into the Youth Exploration Area, allowing for accessibility for all visitors.



The project had a value-added component that wasn't in the original plan. New benches were funded along the trail. These benches now benefit many visitors who simply want to stop and take in the beauty of the sculpture and the park at their leisure. Give them a test ride the next time you visit and let us know what you think!

# Partners

Those who have sponsored our events and projects monetarily are listed on page 11. Thanks goes out to our partners who have supported the organization through gifts-in-kind: Mark Aramian, Black Hills Community Bank, Eric Gardner, Great Western Bank, Simpson's Printing and Xanterra Parks & Resorts.



*"Thank you for sending the photos of the Youth Exploration Area ribbon cutting from the July event! Thank you, too, for the invitation to be there and for a very busy and pleasant event. It was a pleasure chatting with you in person and finally getting to see the Mount Rushmore Society in action. You should be very proud of your accomplishments for Mount Rushmore. Keep up the good work!"*

*Curt Buchholtz  
Director, Major and Planned Giving  
National Park Foundation*



# Donors

The following are supporters who have given restricted and/or unrestricted cash gifts and sponsorships of \$100 or more during FY 2014/2015 (ending September 30, 2015).

**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, pending NPS approval.

Please inquire at the Society office if you are interested in future donations of this kind. Thank you so much for your generosity.

## HERITAGE SOCIETY

Doug & Leah Beck

## INDEPENDENCE SOCIETY

Adams-Mastrovich Family

Foundation

Gloria Borglum Charitable Trust

Wade B. Hogg Family

Paul Gramith

## PATRIOT'S SOCIETY

Robert & Judy Buckingham

Langston Family Foundation

## \$1,000-\$4,999

Bob & Judy Allen

Black Hills Harley Davidson

Glorianne Davis

Bob & Sharon Dominicak

First Interstate Bank

Andrew & Barbara Knight

Thomas & Nancy Gallagher

Clifford & LaVonne Graese

Foundation

Rapid City Convention and Visitors

Bureau

## \$100-\$999

American College of Trial Lawyers

Angela Birnbaum

Black Hills Badlands Association

John & Jan Brewer

Kennard Britton

Mike & Robin Buckingham

Lois Castrucci

Roger Cedarblade

Laurie Chamberlin

Katherine Connolly

Edward Corwin & Toni Logar

Robert Curtis

William Demming & Cheryl Babbe

Bill & Judy Duhamel

Jane Farrell

First Interstate BancSystem

Foundation

Thomas Graslie & Carol Zielke

Daniel Hagel

Charlie Hanson & Jenny Boland

Hanson

Roger & Christy Heacock

Heather Hoeye

James Huff

Gustave & Maryann Jacob

Martha Jones

Charles McLain

Deanna Meek-Brien

Bob & Sheila Mudlin

Bruce Nearhood

Donald & Ramona Policky

Dana Pulis

Tim & Karen Raben

Grove & Janet Rathbun

Anna Raue

Shirley Sackman

Stewart Schanzenbach

Vickie Selzer

Richard & Marlene Tobias

West River Monument

## 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

# Financials

Complete copies of the Society's audited financial statements and notes for FY 2015 (10/1/14-9/30/15) are available upon request by calling Executive Director Diana Saathoff at 605-341-8883.

## STATEMENTS OF FINANCIAL POSITION SEPTEMBER 30, 2015 AND 2014

<b><u>ASSETS</u></b>	<b>2015</b>	<b>2014</b>
Cash and Cash Equivalents (Note 2)	\$ 3,907,376	\$ 3,281,125
Investments (Note 2)	7,519,268	7,199,399
Inventory	482,796	555,959
Prepaid Expenses	21,548	21,058
Other	22,768	28,081
<b>Total Current Assets</b>	<b>11,953,756</b>	<b>11,085,622</b>
 <b>Property and Equipment, Net</b> (Notes 3 and 4)	 <b>1,919,147</b>	 <b>3,013,537</b>
 <b>Other Assets</b>		
Long-Term Investments (Note 2)	816,059	-
Restricted Deposits (Note 4)	-	1,012,750
Deferred Financing Costs, Net	-	13,578
<b>Total Other Assets</b>	<b>816,059</b>	<b>1,026,328</b>
 <b>TOTAL ASSETS</b>	 <b>\$ 14,688,962</b>	 <b>\$ 15,125,487</b>



**LIABILITIES AND NET ASSETS**

	2015	2014
<b>Current Liabilities</b>		
Accounts Payable and Accrued Expenses	\$ 416,894	\$ 314,739
Promise to Give to Others (Note 9)	-	300,000
Current Portion of Long-Term Debt (Note 4)	-	861,051
<b>Total Current Liabilities</b>	<b>416,894</b>	<b>1,475,790</b>
<b>Long-Term Debt, Net of Current Portion</b> (Note 4)	<b>-</b>	<b>592,894</b>
<b>Total Liabilities</b>	<b>416,894</b>	<b>2,068,684</b>
<b>Commitment (Note 13)</b>		
<b>Net Assets</b>		
Unrestricted Net Assets		
Undesignated	14,272,068	11,798,495
Board Designated (Note 8)	-	1,000,000
<b>Total Unrestricted Net Assets</b>	<b>14,272,068</b>	<b>12,798,495</b>
Temporarily Restricted Net Assets (Note 9)	-	258,308
<b>Total Net Assets</b>	<b>14,272,068</b>	<b>13,056,803</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$ 14,688,962</b>	<b>\$ 15,125,487</b>

**STATEMENT OF ACTIVITIES  
FOR THE YEAR ENDED SEPTEMBER 30, 2014**

	Unrestricted	Temporarily Restricted	Total
<b>Support and Revenue</b>			
Parking Fees	\$ 4,077,163	\$ -	\$ 4,077,163
Net Educational and Product Sales (Note 5 and 6)	800,600	-	800,600
Interest Income and Dividends	163,918	-	163,918
Contributions (Note 9)	74,677	148,728	223,405
Events Revenue	29,039	18,413	47,452
Membership Sales	30,520	-	30,520
Miscellaneous Income	1,683	-	1,683
Net Realized and Unrealized Gain on Investments	425,689	-	425,689
	<u>5,603,289</u>	<u>167,141</u>	<u>5,770,430</u>
<b>Expenses (Notes 6 and 7)</b>			
<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>
<b>Total Expenses</b>	<u>4,165,330</u>	<u>-</u>	<u>4,165,330</u>
<b>Increase in Net Assets</b>	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**  
**FOR THE YEAR ENDED SEPTEMBER 30, 2015**

	Unrestricted	Temporarily Restricted	Total
<b>Support and Revenue</b>			
Parking Fees	\$ 4,904,670	\$ -	\$ 4,904,670
Net Educational and Product Sales (Note 5 and 6)	1,084,680	-	1,084,680
Interest Income and Dividends	209,165	-	209,165
Contributions	70,391	15,000	85,391
Events Revenue	64,723	-	64,723
Membership Sales	49,505	-	49,505
Miscellaneous Income	1,613	-	1,613
Net Assets Released From Restrictions	273,308	(273,308)	-
Net Realized and Unrealized Loss on Investments	(490,639)	-	(490,639)
	6,167,416	(258,308)	5,909,108
<b>Expenses</b> (Notes 6 and 7)			
<i>Program Expenses:</i>			
Parking (Notes 3, 4, and 10)	2,638,138	-	2,638,138
Program Support and Visitor Parking Facility			
Maintenance for Memorial	1,159,750	-	1,159,750
	3,797,888	-	3,797,888
<i>Support Expenses:</i> (Note 12)			
Payroll and Related Expenses (Note 11)	403,267	-	403,267
General and Administrative Expenses	340,890	-	340,890
Promotional Expenses	151,798	-	151,798
	895,955	-	895,955
<b>Total Expenses</b>	4,693,843	-	4,693,843
<b>Increase (Decrease) in Net Assets</b>	1,473,573	(258,308)	1,215,265
Net Assets -- Beginning of Year	12,798,495	258,308	13,056,803
<b>Net Assets -- End of Year</b>	\$ 14,272,068	\$ -	\$ 14,272,068

**STATEMENTS OF CASH FLOWS**  
**FOR THE YEARS ENDED SEPTEMBER 30, 2015 AND 2014**

	<u>2015</u>	<u>2014</u>
<b>Cash Flows from Operating Activities</b>		
Increase in Net Assets	\$ 1,215,265	\$ 1,605,100
<i>Adjustments to Reconcile Increase in Net Assets to</i> <i>Net Cash Flows Provided by Operating Activities:</i>		
Depreciation	1,432,502	1,353,126
Amortization	13,578	9,045
Net Realized and Unrealized (Gain) Loss on Investments	490,639	(425,689)
<i>Working Capital Changes Increasing (Decreasing) Cash:</i>		
Pledge Contribution Receivable	-	15,000
Inventory	73,163	(74,250)
Prepaid Expenses	(490)	34,266
Other	5,313	(1,035)
Accounts Payable and Accrued Expenses	102,155	(17,867)
Promise to Give to Others	(300,000)	-
<b>Net Cash Flows Provided by Operating Activities</b>	<b>3,032,125</b>	<b>2,497,696</b>
<b>Cash Flows from Investing Activities</b>		
Purchase of Property and Equipment	(338,112)	(78,284)
Purchase of Investments	(2,605,398)	(3,437,367)
Proceeds from Sale of Investments	978,831	2,585,748
<b>Net Cash Flows Used in Investing Activities</b>	<b>(1,964,679)</b>	<b>(929,903)</b>
<b>Cash Flows from Financing Activities</b>		
Repayment of Long-Term Debt	(1,453,945)	(824,054)
Change in Restricted Deposits	1,012,750	191,403
<b>Net Cash Flows Used in Financing Activities</b>	<b>(441,195)</b>	<b>(632,651)</b>
<b>Increase in Cash and Cash Equivalents</b>	<b>626,251</b>	<b>935,142</b>
Cash and Cash Equivalents -- Beginning of Year	3,281,125	2,345,983
<b>Cash and Cash Equivalents -- End of Year</b>	<b>\$ 3,907,376</b>	<b>\$ 3,281,125</b>
<b>Supplemental Disclosures of Cash Flow Information</b>		
Cash Paid for Interest	\$ 38,414	\$ 84,758



# Contributions

## MOUNT RUSHMORE SOCIETY CONTRIBUTIONS TO MOUNT RUSHMORE NATIONAL MEMORIAL TOTAL \$598,285

Bookstores Aid to the Park: \$239,907  
Society General Aid to the Park: \$10,000  
75th Anniversary Promotion: \$18,246  
Youth Exploration Area Additional Expenses: \$30,132  
Youth Exploration Area Promise to Give Fulfilled: \$300,000

## SOURCE OF CONTRIBUTIONS TOTAL \$598,285

Bookstore Sales: \$239,907  
Contributions: \$28,246  
Youth Exploration Area Campaign: \$330,132



Former Society President Andy Knight and Society Treasurer Leroy Ketel present a \$300,000 check to National Park Service Superintendent Cheryl Schreier for the construction of the Youth Exploration Area.



# Society Staff

Diana Nielsen Saathoff, Executive Director

Lynn Bauter, Finance Director

Kim Canfield, Assistant Finance Manager

Bob Dominicak, Parking Division Manager

Laura Jones, Retail Manager

Gary Keller, Development Director

Debbie Moses Ketel, Communications Director

Cindy Mayes, Special Projects Coordinator

Patty Neumiller, Administrative Assistant

Anna Raue, Retail Manager

Deb Rudolph, Retail Manager

Amy Stevenson, Administrative Assistant

Presidential Parking, Inc.

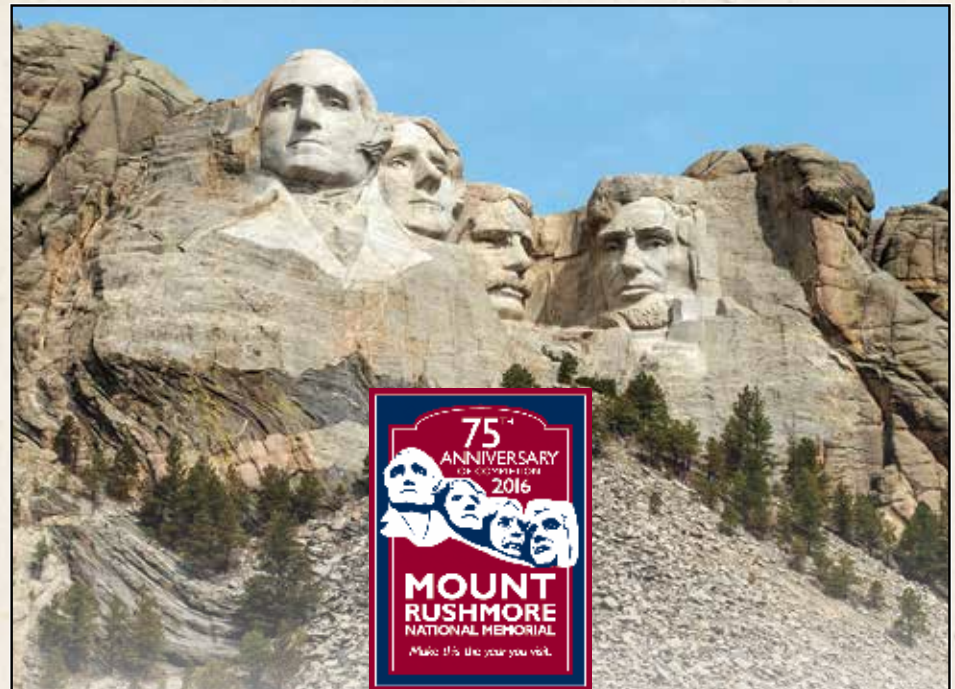
Bob Mudlin and Sheila Mudlin, owners

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

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

Mount Rushmore Memories Airport Store: 4550 Terminal Rd #206  
Rapid City, SD 57701 | 605-791-6868 | [memories@mtrushmore.org](mailto:memories@mtrushmore.org)

[www.mountrushmoresociety.com](http://www.mountrushmoresociety.com)



## Make Your Visit Monumental

**You found YOUR PARK. Now, enjoy all it has to offer.**

Mount Rushmore Audio Tour • Ranger-led Programs • Junior Ranger Program  
Lincoln Borglum Museum & Visitor Center • Sculptor's Studio • Evening Lighting Ceremony  
Youth Exploration Area • Presidential Trail • Mount Rushmore Bookstores  
Carvers Cafe • Memorial Team Ice Cream Shoppe • Gift Shop

[www.mountrushmoresociety.com](http://www.mountrushmoresociety.com) • [www.nps.gov/moru](http://www.nps.gov/moru) • [www.mtrushmorenationalmemorial.com](http://www.mtrushmorenationalmemorial.com)



Authorized  
Concessioner







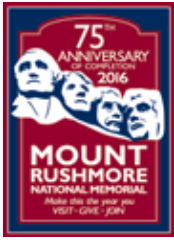
*"We are really excited to contribute to the work and legacy of Mount Rushmore and our national parks. We have both traveled extensively for jobs the past 25 years—working in or visiting more than 70 countries and six continents. In fact, our international work allowed us to live almost anywhere in the world or across the nation. And yet, no matter how many countries we have visited, there is no place on Earth we would rather be than in the Black Hills of South Dakota. We are grateful for the opportunity to join*

*the Mount Rushmore Society as Lifetime Members this year and to become major donors to the Memorial. The Donor Wall at Mount Rushmore will remind our kids and grandkids how important our national parks are and what a privilege it is to live in this beautiful and great 'Mount Rushmore State.'"*

*Mike & Paula Wagner, Patriot's Society Donors  
Chester, SD*



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