

Mount Rushmore Society

FY 2016 Annual Report

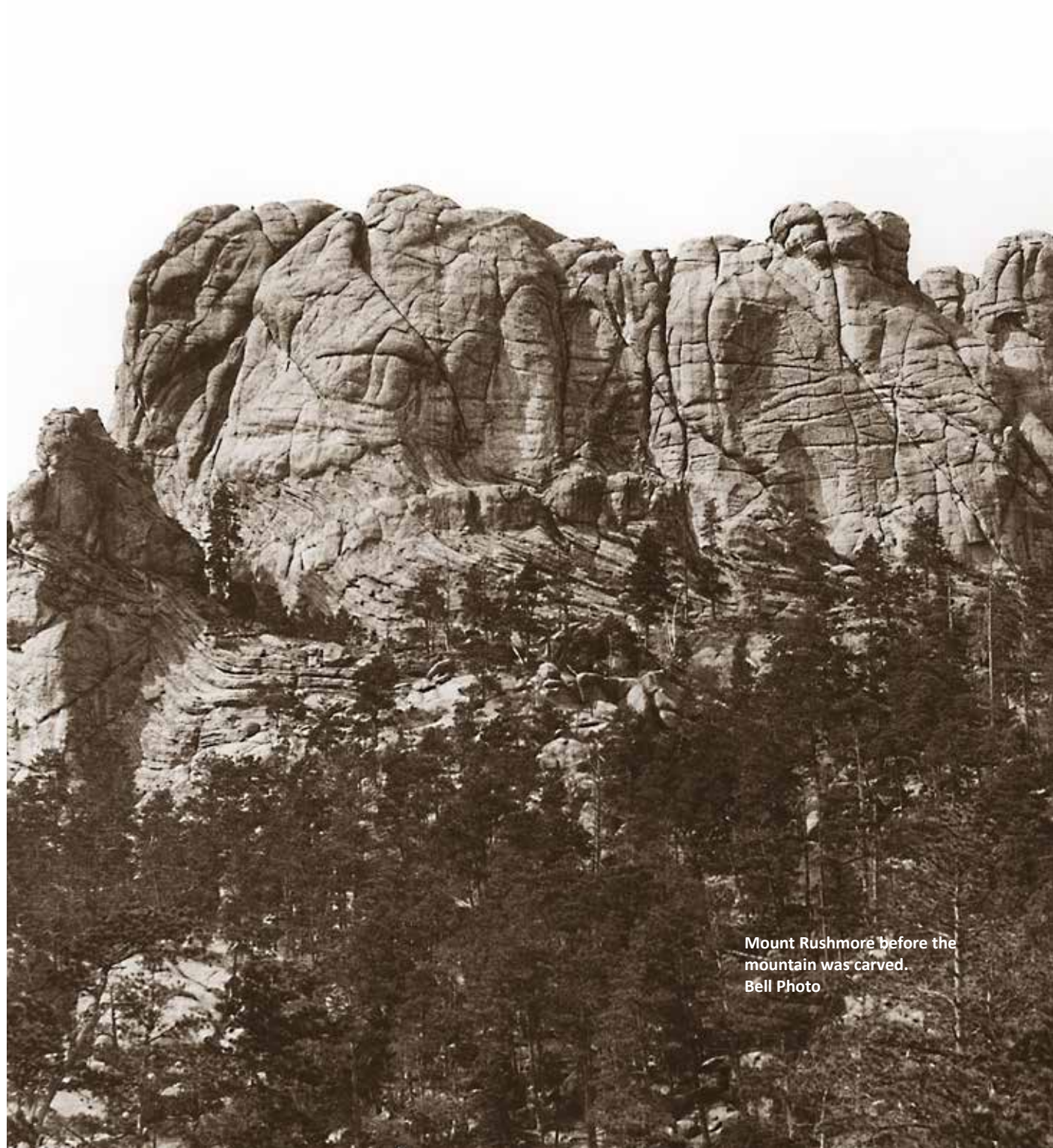
October 1, 2015 through September 30, 2016



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.

Cover Photo: Chad Coppess



Mount Rushmore before the mountain was carved.
Bell Photo

Message From the President



Photo: Mount Rushmore Society President Judy Allen accepts the Governor's Award for History on behalf of the Society. She is pictured with South Dakota Dept. of Education Secretary Melody Schopp and South Dakota Historical Society Director Jay D. Vogt.

Dear Mount Rushmore Society members, friends and partners:

What a year it has been for Mount Rushmore National Memorial and the Mount Rushmore Society.

As this report details, we celebrated the centennial of the National Park Service and the 75th anniversary of the completion of Mount Rushmore through events and added publicity. We gave more than \$500,000 to the National Park Service to rehabilitate the Blackberry Trail, preserve the sculpture and more. We received several awards this year for our efforts, including the Governor's Award for History (as pictured left) for the Society's preservation and educational efforts for the Memorial. We also completed the 20-year concessions contract with the National Park Service to operate the parking facility at Mount Rushmore.

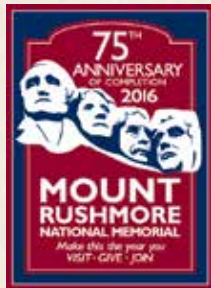
To continue our partnership with the National Park Service and ultimately benefit Mount Rushmore for future generations, we signed a Cooperating Association Agreement with the park, extending the operation of the Mount Rushmore Bookstores for four more years.

Another anniversary year has come and gone, but the Mount Rushmore Society will continue its efforts of preserving the carving and educating visitors about this unique Memorial so that future generations may know the story behind such a feat! We hope you will continue to support Mount Rushmore National Memorial both monetarily and as a volunteer as 2017 gets underway.

Judy Allen

Mount Rushmore Society President

Highlights



ANNIVERSARY YEAR

The Mount Rushmore Society dedicated the last year to celebrating and promoting the 75th anniversary of the completion of Mount Rushmore, as well as the 100th birthday of the National Park Service. We encouraged people to VISIT, GIVE and JOIN the Society by holding events and promoting the park through a variety of strategic partnerships.



GOVERNOR'S CONFERENCE ON TOURISM OPENING RECEPTION

More than **600** South Dakota tourism partners and legislators gathered to celebrate the 75th anniversary of the completion of Mount Rushmore during the "Rocking 75 Years" Opening Reception of the Governor's Conference on Tourism sponsored by the Society. To add to the excitement, the Society gave out **600** "Rocking 75 Year's" T-shirts and other promotional material for the tourism industry to share with others. The Mount Rushmore Mascots were on hand as well

to mingle with the crowd, and Superintendent Cheryl Schreier and Executive Director Diana Saathoff kicked off the evening with the announcement that the 75th anniversary and the 100th anniversary of the National Park Service were now underway. Attendees enjoyed Thomas Jefferson ice cream, appetizers, dancing to the music of CherryGun and taking home a picture memento.



RAPID CITY CHAMBER & YOUNG PROFESSIONALS GROUP MIXER

The Society partnered with Xanterra Parks & Resorts to host the local Rapid City Chamber/Young Professionals Group mixer to inform the local community about the 75th anniversary and 100th anniversary of the National Park Service in May. More than **400** community leaders attended.

THE 75TH ANNIVERSARY COMMITTEE WAS LED BY RUTH SAMUELSEN AND CONSISTED OF ANDY KNIGHT, BILL HONERKAMP, CHARLIE DESMOND, BLAINE KORTMEYER, JOHNNY BROCKELSBY, KAY JORGENSEN, TIM RABEN, KAREN RABEN, SHARON LEE, MICHELLE LINTZ, GARY BROWN, TERRY WHITING, TONI LOGAR AND MIKE DERBY.



NATURALIZATION CEREMONY

On June 16, more than **200** individuals became citizens of the U.S. at a memorable naturalization ceremony held at Mount Rushmore and sponsored by the 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.



THE JOURNEY TO MOUNT RUSHMORE EXHIBIT

Through a partnership between the Society, The Journey Museum and Learning Center, Minneluzahan Historical Association and the National Park Service, an exhibit exploring the connections between the Rapid City community and the carving of Mount Rushmore was on display at The Journey Museum. More than **16,410** people viewed this exhibit between July and October.

Committee members for this event consisted of Ruth Samuelsen, Troy Kilpatrick, Reid Reiner, Charlie Desmond, Zane Martin, Tim Raben, Connor McMann and Mark Slocum.



MOUNT RUSHMORE SYMPHONY

On October 22, the Society sponsored a special Black Hills Symphony presentation. Under the direction of Maestro Bruce Knowles, the Black Hills Symphony Orchestra, Dakota Choral Union and Black Hills State University Concert Choir performed "MOUNT RUSHMORE," by Michael Daugherty with video production by South Dakota Public Broadcasting. More than **1,000** people attended this inspiring celebration of music, patriotic song and beautiful vistas.



Committee members for this event consisted of Ruth Samuelsen, Judy Allen, Terry Whiting, Pat Lebrun, Judy Olson Duhamel, Toni Logar, Kay Jorgensen, Larry Rohrer, Bruce Knowles and Ken Ketel.

FIND YOUR PARK Festival



FIND YOUR PARK FESTIVAL

The Society organized the first-ever Find Your Park Festival on August 20 in Main Street Square, Rapid City. Land management agencies, city parks and other outdoor-related organizations participated. Approximately **1,000** people attended the event which included **23** booths, providing information, giveaways and activities. The day also included entertainer Phil Baker and visits by the Mount Rushmore Mascots and Smokey Bear. National Park Service Centennial Coordinator Alexa Viets attended this event

and informed the public about the success of the Find Your Park campaign. Three TV stations covered the event and 93.9 Radio had a remote stationer throughout the day.

The organizations that were represented included:

- Mount Rushmore National Memorial
- Badlands National Park
- Wind Cave National Park
- Jewel Cave National Monument
- Custer State Park
- Minuteman Missile National Historic Site
- The Outdoor Campus West



- Badlands Natural History Association
- City of Rapid City Parks & Recreation
- Black Hills Raptor Center
- U.S. Forest Service National Grasslands
- Rapid City Convention & Visitors Bureau
- Trinity Eco Prayer Park
- Xanterra Parks & Resorts
- Crazy Horse Memorial
- D.C. Booth Society
- Black Hills Parks & Forests
- The Journey Museum
- Mount Rushmore Bookstores
- Mount Rushmore Memories Airport Store
- Mount Rushmore Society

- Nebraska National Forests Grasslands
- Black Hills National Forest

This committee was led by Michelle Lintz.



National Park Service Centennial Coordinator Alexa Viets welcomes attendees to the Find Your Park Festival.



VOTE YOUR PARK

Mount Rushmore was one of 20 national parks that participated in the Partners in Preservation Vote Your Park Campaign. From May until July 5, the public was encouraged to go online to vote for Mount Rushmore to win grant dollars from the National Trust for Historic Preservation to preserve the Borglum View Terrace.

Although Mount Rushmore came in 9th, the combined efforts of the National Park Service and the Society provided awareness for the preservation needs at the park. To provide awareness of the vote, **5,000** wristbands were

given out. Volunteers also talked to the public during Vote Your Park Day held during Father's Day weekend and handed out posters and postcards. These efforts garnered stories on KEVN, KSFY, KOTA, the Associated Press and the Rapid City Journal. As a result of these efforts and the social media campaign, the park received **59,140** votes.



The Borglum View Terrace.

Awards



South Dakota's Black Hills and Badlands Tourism Association presented the 2016 Special Achievement Award to the Mount Rushmore Society on October 26.

This award was given "in appreciation for the Society's efforts in providing awareness of the 75th anniversary of the completion of Mount Rushmore and taking the lead in promoting this important anniversary."

The National Park Service created this award, using their one-of-a-kind 2016 Centennial brand, in recognition of the Society's assistance in promoting the 100th Centennial of the NPS.




2016

Impact/reach of 75th anniversary promotion

75TH ANNIVERSARY of Mount Rushmore

Final work on the Mount Rushmore National Memorial carving was completed on October 31, 1941.

The completion of the carving is significant, because it marks the beginning of tourism and economic growth in the state. It is significant because it shows art on a grand scale and the ingenuity, vision and tenacity of determined men and women to see the project through. Lastly, it is significant because it created a place that visitors from around the world can come to reflect upon and learn about democracy, patriotism, American history, Native American history and the natural world.




Distributed **10,000** 75th lapel pins

75th LOGO

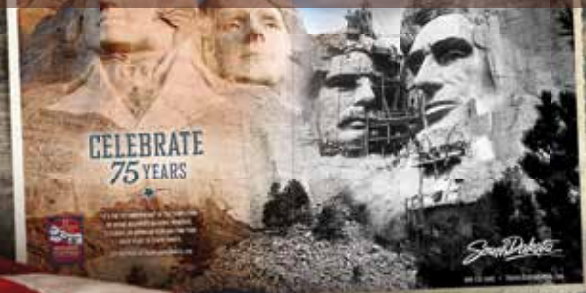
used by Rapid City Convention & Visitors Bureau, Black Hills Badlands Tourism Association, South Dakota Tourism, South Dakota Chamber, KOA Kampgrounds, Governor's Advisory Board members, Mason's National Conference, Boy Scout Council of the Black Hills, Shadé Vineyards and more to promote the Black Hills region

MOUNT RUSHMORE NATIONAL MEMORIAL



Distributed **30,000** coloring sheets to South Dakota Tourism Information Centers, Black Hills Badlands Visitor Center, SouthEast Regional Chamber, Burger King, area hotels and others

South Dakota Tourism Department used the 75th logo in ads like this one in *Midwest Living* with circulation of **950,000**



Press

who covered various events and angles of the 75th anniversary include:

- KOTA TV
- KEVN TV
- KNBN TV
- KSFY
- CBS News
- South Dakota Public Broadcasting
- Connecticut Post
- Naples Post
- Rapid City Chamber Investment Report
- Sturgis Buffalo Chip
- Rapid City Journal
- Lonely Planet
- Groups Today
- Cambrian Suites and MainStay Suites blog
- Washington Post
- Chicago Times
- Parade & MORE



Partnered with area tourism associations to sponsor videos to promote region to China, Germany and U.K. with more than **2,700** views



Served on the Small Community Air Service Development Committee with a partnership with Delta Airlines (using \$325,000 in grant money) to promote the direct flight from Atlanta to Rapid City. Billboards and digital campaign garnered **16 million** impressions

25,000

of the Rapid City Journal's 75th Anniversary tab were distributed on October 31 with information about the original visionaries about Mount Rushmore and a full-page ad promoting our new book *In Their Own Words*. **39,587** impressions online



Distributed **30,000** stickers at South Dakota Tourism Conference, South Dakota Tourism Information Centers and the Mount Rushmore entrance.

350 Million+

Media Impressions from all efforts of the 75th Anniversary campaign

300 Million

impressions as a result of CBS (and syndication) of Mount Rushmore anniversary coverage

Millions watched South Dakota's floats in the Macy's Thanksgiving Day Parade and Tournament of Roses Parade January 2.



300,000

people attended the Black Hills Stock Show in which the Society was a chute gate sponsor for Sutton Rodeo throughout the week



Mount Rushmore
National Memorial



2,592

vehicles were treated to free parking on August 25, 2016 in celebration of the 100th anniversary of the National Park Service

400,000+

vehicles received the Mount Rushmore rack card and map at the entrance gate or the surrounding community, outlining the activities at the park and awareness about the anniversary. **3.2 million** people visited the park overall

20,000+

people viewed the Society's 40-foot Christmas tree during the 2016 Christmas at the Capitol, including the Grand Lighting Event with Governor Dennis Daugaard and First Lady Linda Daugaard on November 22



increased Facebook likes by
70%





MOUNT RUSHMORE BOOKSTORES

Sales from the Mount Rushmore Bookstores and the Mount Rushmore Audio Tour totaled more than \$1.5 million in FY 2016.

Aid-to-the-Park

Proceeds from bookstore sales go to support interpretive and educational needs at Mount Rushmore. **The stores donated more than \$245,000** to support programs like the Mount Rushmore Bookstores scholarship program. Five seasonal interpretive rangers 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:

- Digital projector for the Amphitheater
- Lincoln Borglum Visitor Center & Museum exhibit renovation
- Curatorial funding
- Multi-cultural performers and re-enactors
- Transportation for school groups

- Volunteers in the Park program
- Avenue of Flags replacement
- New publications
- 20,000 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. The organization continues to bank on the success of our original publications and have reprinted 10 of our popular books this year.

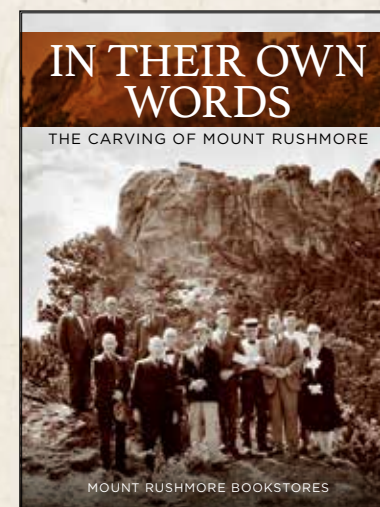
In Their Own Words

The newest, original publication by the Mount Rushmore Bookstores is a compilation of articles written by some of the carving's early supporters like William Williamson, Doane Robinson, Peter Norbeck, Gutzon Borglum and more. Their original

writings appeared in publications published by the Mount Rushmore Society from the 1930s to the 1960s. The articles reflect the opinions and passions of each writer, providing a unique historical account of the carving that was finished 75 years ago.

Online Sales

Online sales grew by 60% this year. Coins, original publications and activities such as puzzles and the Mount Rushmore casting kit remain popular at mountrushmoresociety.com.





MOUNT RUSHMORE MEMORIES AIRPORT STORE

In its second year of operation, the Mount Rushmore Memories Airport Store exceeded expectations with sales over \$570,000, a 24% increase over 2015.

Staff is continually bringing in unique items and merchandising in creative ways to provide an inviting place for passengers to shop.

The store is the first place for visitors to pick up information on

Mount Rushmore and the Black Hills. Some of the most popular items at the store include Native American jewelry, Black Hills Gold, convenience items like snacks and water, and apparel and bags.



Rodger Slott

MOUNT RUSHMORE PARKING CONCESSION

In October, 2016, the Society officially ended its 20-year concessions contract with the National Park Service for the financing, operation and maintenance of the Mount Rushmore parking facility.

We thank Bob & Sheila Mudlin of Presidential Parking, Inc. who employed hundreds of front-line employees to greet visitors from all over the world for the last 20 years. With the assistance of Society Parking Division Manager Bob Dominick, Presidential Parking maintained the facility,

directed traffic, kept traffic moving during congested days, sold parking passes and generated a profit to benefit projects at Mount Rushmore.

In the last year of operation, parking at Mount Rushmore was up slightly over FY 2015.

Black Hills Home Show

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



Society Supporters

2015/2016 BOARD MEMBERS:

President Judy Allen
Vice President Tim Raben
Treasurer Tony Cleberg
Secretary Kay Jorgensen
Past President Andy Knight
Roxann Basham
Gary Brown
Joe Bruch
Justin Cutler
Michael Diedrich
Aaron Galloway
Bill Honerkamp
Phil Lampert
Michelle Lintz
Toni Logar
Emeritus:
Judy Olson Duhamel
Sid Goss
Tom Griffith
Nancy Gowen
Gene Lebrun
Leroy Ketel
Ruth Samuelsen



Left Photo: Pictured above are representatives of the 1995-1996 Society board of directors who received the Corporate Friend of the Faces Award during the Society Annual Meeting: Johnny Brockelsby; Sharon Lee; Leroy Ketel; Jim Bell; Yvonne Kuehn in honor of the late Jim Kuehn; and Ingrid Reinke in honor of the late Paul Reinke. Ketel also received the Individual Friend of the Faces Award.



FRIENDS OF THE FACES AWARDS

At the 2016 Mount Rushmore Society Annual Meeting, past Society Treasurer Leroy Ketel received the **Individual Friend of the Faces Award** for his dedication and professional expertise for the last 25 years. Ketel was also recognized as part of the **Corporate Friend of the Faces Award**. This award applauded the perseverance, motivation and enduring dedication of the 1995-1996 Society board of directors. This board raised millions of dollars for the Memorial's Preservation Fund and ultimately was requested by the National Park Service to finance, construct and operate the Mount Rushmore parking facility. The board signed an approximately \$17 million mortgage to fulfill the request.

The facility increased parking spaces from 400 to 1200 by 1998. Through continuous hard work and commitment by Presidential Parking Inc., staff and the Society board, the mortgage was paid off in 2015. The income from the parking facility has funded the operations of the Society to better support fundraising and marketing for Mount Rushmore.

Members of the 1995-1996 board were: Kirk Dean, Tom Lane, Sharon Lee, Leroy Ketel, Ray Aldrich, Eddie Clay, Morris Hallock, Carolyn Mollers, Paul Reinke, Jim Bell, Johnny Brockelsby, Jim Borglum, Shirley Fauth, Lloyd Keszler, Jim Kuehn, Bev Locke, Jim Nelson, John Samuelsen, Richard Schleusener, Richard Tobias and Fred Whiting.

MEMBERSHIP

The Mount Rushmore Society is fortunate to have the support of approximately 1,600 members in FY 2016. This includes 1,109 members in the Individual category, 152 members in the Family category, 25 members in the Supporting category, 219 Lifetime Individual members, 90 Lifetime Couple members and 1 Corporate member.

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 2016.

NEW 2016 CORPORATE MEMBER

Rapid City Convention & Visitors Bureau

NEW 2016 LIFETIME MEMBERS

Robert & Beverly Curtis | Thomas Simmons | Nate McKeon
Bob & Sheila Mudlin | Scott & Jody Barbour | Jeffrey Connolly
Raymond & Marilu Schauer | Kathy Lucas | Connie Diedrich | Deb Kuehn

NEW 2016 SUPPORTING MEMBERS

Laird Lott | David Mirsky | Hannelore Quandt | Cheryl Lindstrom
Ken Schaecher | Jake Hofer | Skipper Istre | Mary Miller | David Haley
Michael Whitlock | Nate McKeon | John Hughes | Jim Green
Zech Anderson | Henderson Clifford | James Lenderman | Thomas Moore
D Pope | Radha Kilambi | Maxwell Kaufman | Michelle Searer



Society members, friends, donors and Christmas at the Capitol event planners joined board and staff for a reception with live jazz prior to the Grand Lighting Event.



Society members gather at the 2016 Mount Rushmore Picnic in August.

Projects

THE BLACKBERRY TRAIL

Last spring, the Mount Rushmore Society raised \$200,000 for Mount Rushmore National Memorial to complete rehabilitation of the Blackberry Trail. The trail is south of the carving of Mount Rushmore within park boundaries. Over the years, the trail has fallen into disrepair and has become hazardous to both riders and horses due to extreme erosion. The rehabilitation will once again offer a safe, sustainable trail that will allow equestrian traffic and day-use hikers many interesting views from a wilderness perspective. The project is 85 percent complete as of the end of December, 2016.

SCULPTOR'S STUDIO

More than \$20,000 was raised for future Sculptor's Studio preservation activities during An Evening with George Washington held October 1. The event was

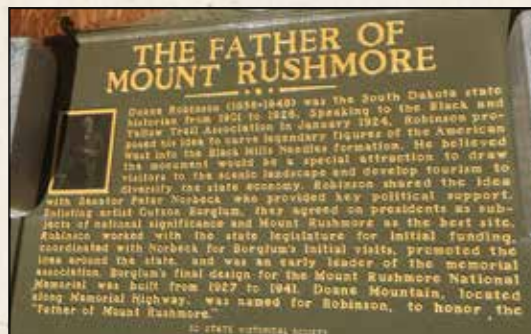
sold out. The crowd enjoyed entertainment by George Washington re-enactor Carl Closs, a live auction and the Presidential Chance Drawing.

PARTNERS

Those who have sponsored our events and projects monetarily are listed on page 15. Thanks to our partners who have supported the organization through gifts-in-kind: Black Hills Community Bank, Eric Gardner, Simpson's Printing and Xanterra Parks & Resorts.

DOANE ROBINSON RECOGNITION

Society donor Jerry Klinger, president of the Jewish American Society for Historic Preservation is partnering with the Society on installing a roadside plaque about Doane Robinson, the "Father of Mount Rushmore." The plaque is tentatively planned to be installed



Doane Robinson roadside plaque to be installed in 2017.

at the Doane Robinson Tunnel on Iron Mountain Road in May, 2017.

DONOR WALL

Ten contributors were engraved on the Grand View Terrace Donor Wall: Gary & Gloria Brown, Rapid City, SD; Judy & Jerry Klinger, Derwood, MD; Jewish American Society for Historic Preservation; The Stephen Herr Family, Woodland Hills, CA; Anthony & Brenda Cleberg, Rapid City, SD; Michael & Paula Wagner, Chester, SD; John & Beth Hughes, Sioux Falls, SD; Sharon & Jim Weinell, Rosemount, MN; Doug & Leah Beck, Newtown, PA; Langston Family Foundation, Fountain Hills, AZ.



MotorMarc Art donated this piece of unique iron art for an online/live auction prior to An Evening with George Washington held October 1.

"Through my art, I hope to bring awareness to the public of this masterpiece and to honor Gutzon Borglum and the artisans who worked and sacrificed to create Mount Rushmore. Borglum made mountains stand tall and helps us remember to always have courage, strength and pride in ourselves. A true inspiration for future generations."

**—Marc Lacourciere
MotorMarc Art**

Donors

The following are supporters who have given restricted and/or unrestricted cash gifts and sponsorships of \$100 or more during FY 2015/2016 (ending September 30, 2016).

This list does not include registration fees, membership fees or gifts in kind.

For gifts of \$5,000 or more, a donor may be eligible to have their name engraved on the Mount Rushmore Donor Wall at Mount Rushmore, pending National Park Service approval.

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

Sharon & Jim Weinel

INDEPENDENCE SOCIETY

Anthony & Brenda Cleberg
Gloria Borglum Charitable Trust
Stephen Herr

PATRIOT'S SOCIETY

Gary & Gloria Brown
Michael & Renee Drew
John & Beth Hughes
Jerry Klinger
Jewish American Society for
Historic Preservation
Michael & Paula Wagner

\$1,000-\$4,999

Dr. Robert & Judy Allen
Dakota West Books
Bill & Judy Duhamel
First Interstate Wealth
Management
LaVonne Graese Foundation
Leroy & Jody Ketel
Andy & Barb Knight
Rangel Construction
Rapid City Convention & Visitors
Bureau
The Compass Group

\$100-\$999

Sen. Stanford Adelstein &
Lynda Clarke
Bruce & Roxann Basham*
Angel Bezos

Derito & Margaret Bonicelli*
William & Mary Bonneau
James & Cathy Bouck
Johnny Brockelsby
Mike & Robin Buckingham
Richard Cerazani
Edward Corwin & Toni Logar
Michael & Connie Diedrich

Suzanne Dixon
Fenske Companies
First Interstate Bank
Mark Fullerton
Patrick Goetzing
Sid & Diane Goss
Tom Graslie & Carol Zielke
Great Western Bank
Charles Hart

Bill & Paula Honerkamp
Dr. John Impagliazzo
George Jenter
Carol Johnson
Martha Jones
Kimberly Klocke
Gene & Pat Lebrun
Clay Locke*
Joseph & Joann Lux
Jack & Betty Marsh Family Fund
of the Sioux Falls Area
Community Foundation

Betty O'Neill
Herschel Plowman
Donald Policky
Tim & Karen Raben
Jacalyn Slingsby
Perry Strombeck
Wells Fargo Bank

Westhills Village
West River Monument
Bruce Wiesley
Jim & Mary Wilkinson
Linda Williams
Margaret O'Meara on behalf of
Woodstock High School Boys
Lacrosse **
Frances Wurster

*George Locke Memorial

** Carter Davis Memorial

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 2016 (10/1/15-9/30/16) are available upon request by calling Executive Director Diana Saathoff at 605-341-8883.

STATEMENTS OF FINANCIAL POSITION SEPTEMBER 30, 2016 AND 2015

<u>ASSETS</u>	2016	2015
Cash and Cash Equivalents (Note 2)	\$ 4,925,889	\$ 3,907,376
Investments (Note 2)	11,122,165	7,519,268
Inventory	401,332	482,796
Prepaid Expenses	11,952	21,548
Other	27,267	22,768
Total Current Assets	16,488,605	11,953,756
 Property and Equipment, Net (Note 3)	 471,742	 552,703
 Other Assets		
Long-Term Investments (Note 2)	-	816,059
Intangible Assets, Net (Note 8)	105,947	1,366,444
	105,947	2,182,503
 TOTAL ASSETS	 \$ 17,066,294	 \$ 14,688,962

LIABILITIES AND NET ASSETS

	2016	2015
Current Liabilities		
Accounts Payable and Accrued Expenses	\$ 455,795	\$ 416,894
Promise to Give to Others (Note 7)	200,000	-
Total Current Liabilities	655,795	416,894
 Commitment (Note 11)		
 Net Assets		
Unrestricted Net Assets		
Undesignated	16,410,499	14,272,068
Total Net Assets	16,410,499	14,272,068
 TOTAL LIABILITIES AND NET ASSETS	\$ 17,066,294	\$ 14,688,962

**STATEMENT OF ACTIVITIES
FOR THE YEAR ENDED SEPTEMBER 30, 2016**

	Unrestricted	Temporarily Restricted	Total
Support and Revenue			
Parking Fees	\$ 4,947,711	\$ -	\$ 4,947,711
Net Educational and Product Sales (Notes 4 and 5)	1,045,914	-	1,045,914
Interest Income and Dividends	336,304	-	336,304
Contributions	273,047	-	273,047
Events Revenue	58,079	-	58,079
Membership Sales	45,540	-	45,540
Miscellaneous Income	12,979	-	12,979
Net Realized and Unrealized Gain on Investments	612,586	-	612,586
	<u>7,332,160</u>	<u>-</u>	<u>7,332,160</u>
Expenses (Note 5)			
<i>Program Expenses:</i>			
Parking (Note 8)	2,722,298	-	2,722,298
Program Support and Visitor Parking Facility Maintenance for Memorial	1,327,429	-	1,327,429
	<u>4,049,727</u>	<u>-</u>	<u>4,049,727</u>
<i>Support Expenses:</i>			
Payroll and Related Expenses (Note 9)	508,387	-	508,387
General and Administrative Expenses (Note 10)	409,835	-	409,835
Promotional Expenses	225,780	-	225,780
	<u>1,144,002</u>	<u>-</u>	<u>1,144,002</u>
Total Expenses	<u>5,193,729</u>	<u>-</u>	<u>5,193,729</u>
Increase in Net Assets	2,138,431	-	2,138,431
Net Assets -- Beginning of Year	14,272,068	-	14,272,068
Net Assets -- End of Year	<u>\$ 16,410,499</u>	<u>\$ -</u>	<u>\$ 16,410,499</u>

STATEMENT OF ACTIVITIES
FOR THE YEAR ENDED SEPTEMBER 30, 2015

	Unrestricted	Temporarily Restricted	Total
Support and Revenue			
Parking Fees	\$ 4,904,670	\$ -	\$ 4,904,670
Net Educational and Product Sales (Notes 4 and 5)	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 Realized and Unrealized Loss on Investments	(490,639)	-	(490,639)
Net Assets Released from Restrictions	273,308	(273,308)	-
	<u>6,167,416</u>	<u>(258,308)</u>	<u>5,909,108</u>
Expenses (Note 5)			
<i>Program Expenses:</i>			
Parking (Note 8)	2,638,138	-	2,638,138
Program Support and Visitor Parking Facility			
Maintenance for Memorial	1,159,750	-	1,159,750
	<u>3,797,888</u>	<u>-</u>	<u>3,797,888</u>
<i>Support Expenses:</i>			
Payroll and Related Expenses (Note 9)	403,267	-	403,267
General and Administrative Expenses (Note 10)	340,890	-	340,890
Promotional Expenses	151,798	-	151,798
	<u>895,955</u>	<u>-</u>	<u>895,955</u>
Total Expenses	<u>4,693,843</u>	<u>-</u>	<u>4,693,843</u>
Increase (Decrease) in Net Assets	1,473,573	(258,308)	1,215,265
Net Assets -- Beginning of Year	12,798,495	258,308	13,056,803
Net Assets -- End of Year	<u>\$ 14,272,068</u>	<u>\$ -</u>	<u>\$ 14,272,068</u>

STATEMENTS OF CASH FLOWS
FOR THE YEARS ENDED SEPTEMBER 30, 2016 AND 2015

	<u>2016</u>	<u>2015</u>
Cash Flows from Operating Activities		
Increase in Net Assets	\$ 2,138,431	\$ 1,215,265
<i>Adjustments to Reconcile Increase in Net Assets to</i> <i>Net Cash Flows Provided by Operating Activities:</i>		
Depreciation	72,041	172,005
Amortization	1,260,497	1,274,075
Gain on Sale of Property and Equipment	(3,769)	-
Net Realized and Unrealized (Gain) Loss on Investments	(612,586)	490,639
<i>Working Capital Changes Increasing (Decreasing) Cash:</i>		
Inventory	81,464	73,163
Prepaid Expenses	9,596	(490)
Other	(4,499)	5,313
Accounts Payable and Accrued Expenses	38,901	102,155
Promise to Give to Others	200,000	(300,000)
Net Cash Flows Provided by Operating Activities	3,180,076	3,032,125
Cash Flows from Investing Activities		
Purchase of Property and Equipment	(1,080)	(338,112)
Proceeds from Sale of Property and Equipment	13,769	-
Purchase of Investments	(2,347,644)	(2,605,398)
Proceeds from Sale of Investments	173,392	978,831
Net Cash Flows Used in Investing Activities	(2,161,563)	(1,964,679)
Cash Flows from Financing Activities		
Repayment of Long-Term Debt	-	(1,453,945)
Change in Restricted Deposits	-	1,012,750
Net Cash Flows Used in Financing Activities	-	(441,195)
Increase in Cash and Cash Equivalents	1,018,513	626,251
Cash and Cash Equivalents -- Beginning of Year	3,907,376	3,281,125
Cash and Cash Equivalents -- End of Year	\$ 4,925,889	\$ 3,907,376
Supplemental Disclosures of Cash Flow Information		
Cash Paid for Interest	\$ -	\$ 38,414

Contributions

MOUNT RUSHMORE SOCIETY CONTRIBUTIONS TO MOUNT RUSHMORE NATIONAL MEMORIAL TOTAL \$645,855

Aid to the Park Society: \$291,866
Aid to the Park Bookstores: \$245,864
75th Anniversary Promotion: \$108,125

SOURCE OF CONTRIBUTIONS TOTAL \$645,855

Contributions: \$277,344
Bookstore Revenue: \$245,864
Grant: \$10,000
Society Funds: \$112,647



President Judy Allen and Executive Director Diana Saathoff present a \$100,000 check to National Park Service Superintendent Cheryl Schreier for continued sculpture preservation.



Progress is made on the Blackberry Trail rehabilitation.



Superintendent Cheryl Schreier gives a presentation regarding Sculptor's Studio preservation needs at the 2016 Mount Rushmore Picnic.

Society Staff



Diana Nielsen Saathoff, Executive Director

Lynn Bauter, Finance Director

Bob Dominicak, Parking Division Manager

Laura Jones, Retail Manager

Gary Keller, Development Director

Debbie Ketel Speas, Communications Director

Cindy Mayes, Special Projects Coordinator

Patty Neumiller, Administrative Assistant

Anna Raue, Retail Manager

Presidential Parking, Inc.

Bob Mudlin and Sheila Mudlin, owners

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

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

www.mountrushmoresociety.com



Bookstore cashier Nina Logterman (l) represents the Bookstore crew who help visitors find the perfect book or memento and sell hundreds of memberships each year. Retail Manager Laura Jones (not pictured) manages our staff with Finance Director Lynn Bauter (r).



Top Photo: Gary Keller, Anna Raue, Diana Saathoff, Cindy Mayes, Debbie Ketel Speas, and Bob Mudlin pose before the "Rockin' 75 Years" reception hosted by the Society during the 2016 Governor's Conference on Tourism.

Bottom Photo: Patty Neumiller, Diana Saathoff, Judy Allen, Debbie Ketel Speas, Cindy Mayes and Anna Raue put finishing touches on pine cone balls for the Society's 2016 Christmas at the Capitol Christmas tree.



FIND YOUR PARK

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Mount Rushmore National Memorial

THANK YOU

The National Park Service thanks our premier partners for their support of the Find Your Park centennial campaign.



"Mount Rushmore means different things to different people. For some, it is awe at the enormity of the vision begun by the "Father of Mount Rushmore" Doane Robinson. For others, it

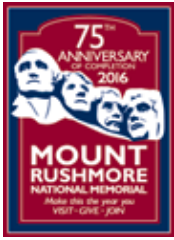
is the recognition of the skill, the drive, the single-minded belief in the project of, at times controversial, sculptor Gutzon Borglum. But for most Americans, it is a visible, tangible link of our great country that we all can relate to.

As president of the Jewish American Society for Historic Preservation, the opportunity to add our name to the donor wall at Mount Rushmore, as Americans, is a privilege.

Washington, Jefferson, Roosevelt and Lincoln brought and preserved the special blessings of freedom for American Jews in ways many do not remember today. Yet by their actions, they advanced freedom for all Americans."



*Jerry Klinger, President
Jewish American Society for Historic Preservation
Boynton Beach, Florida*



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