

# Mount Rushmore Society

## FY 2017 Annual Report

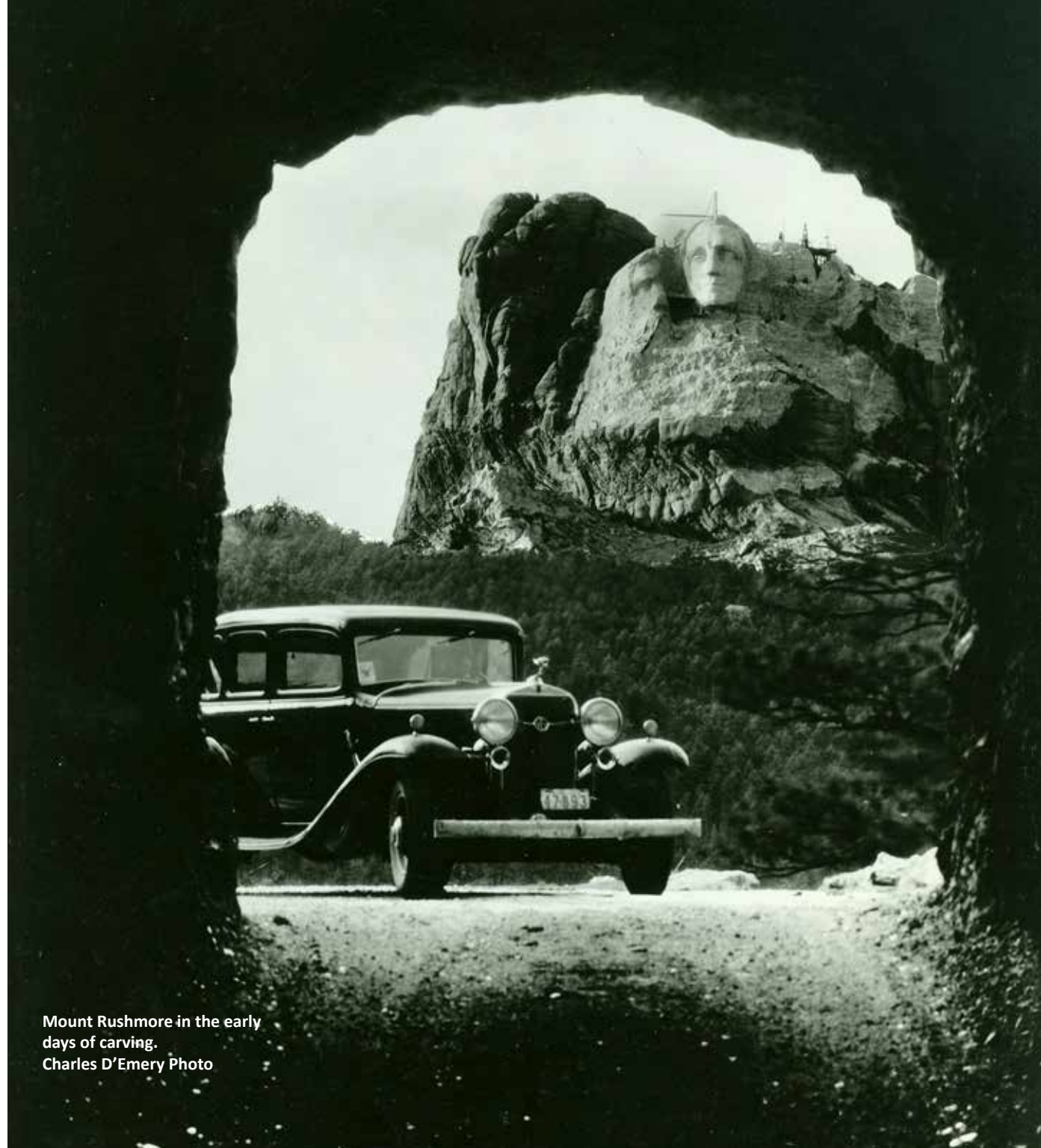
October 1, 2016 through September 30, 2017



# 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: National Park Service



Mount Rushmore in the early days of carving.  
Charles D'Emery Photo

# Message From the President



*Mount Rushmore Society President Tim Raben assists Superintendent Cheryl Schreier in cutting the ribbon during the Blackberry Trail dedication on September 26, 2017.*

Dear Mount Rushmore Society members, friends and partners:

This fiscal year (2016/2017) was a transitional year for our organization, as the Society moved away from managing the parking facility at Mount Rushmore and began a new strategic direction. The Society and our partner, the National Park Service (NPS), have outlined five strategic objectives for the future:

- Creating an outstanding visitor experience.
- Establishing sustainable, annual financial support for the Society and Mount Rushmore.
- Implementing a fundraising campaign to address short and long-term priorities for the park.
- Strengthening our partnership with the NPS.
- Supporting the NPS's "All In" inclusion plans for diverse visitors to the park.

This year, the Society is pleased to report donating more than \$384,000 in funding to the NPS to enhance the experience for the three million people who visited the park. This included \$236,000 toward educational needs and \$100,000 toward sculpture preservation.

Within this annual report, you will find information about all the events and fundraising efforts that were accomplished.

Looking forward to 2018, we expect to update and enhance the Mount Rushmore Audio Tour and launch a \$2 million campaign to replace the films currently shown at Mount Rushmore.

It is a privilege for me to serve as president of the Society. I am looking forward to 2018 and encourage you to support the Society as we continue our tradition of partnering with Mount Rushmore National Memorial.

Tim Raben



# Highlights

## 2016/2017

This year has been exciting as we have built on some of our established events of the past and added a few surprises.

Donor Jerry Klinger poses at the Doane Robinson roadside marker.



### DOANE ROBINSON PLAQUE DEDICATION

In May, 2017, South Dakota tourism partners, Society members and National Park Service representatives gathered to recognize Jonah Leroy “Doane” Robinson, first secretary of South Dakota’s State Historical Society (SDSHS) from 1901 to 1926, as “The Father of Mount Rushmore.”

The dedication ceremony was sponsored by the Society at the Doane Robinson Tunnel, in full view of Mount Rushmore National Memorial.

As part of the ceremony, an official SDSHS roadside marker honoring Robinson was dedicated

on South Dakota Highway 16A (aka Iron Mountain Road) at the Doane Robinson Tunnel pullout where visitors may stop and read an inscription detailing Robinson’s importance in the creation of Mount Rushmore.

The idea for an official South Dakota historical marker recognizing Robinson’s contribution was the brainchild of Jerry Klinger of Derwood, MD. Klinger is president of the nonprofit Jewish American Society for Historic Preservation, an organization with a mission of recognizing historical contributions nationwide. As with the Robinson roadside sign,

Doane Robinson.



Klinger has worked with SDSHS on other roadside markers in South Dakota.

Due to Klinger’s partnership with the Society, Robinson was duly credited for his impact on the creation of Mount Rushmore and the growth of tourism in the state.



## NATURALIZATION CEREMONY

On June 16, approximately **200** individuals became citizens of the U.S. at a memorable naturalization ceremony held at Mount Rushmore. 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.

# FIND YOUR PARK Festival

## FIND YOUR PARK FESTIVAL

The Society organized the second annual Find Your Park Festival on August 19 in Main Street Square, Rapid City. Approximately **750** people attended the event which included **23** booths, representing public lands agencies, city parks and other outdoor-related organizations. The public received information about various parks and participated in fun activities. The day also included entertainment and visits by the Mount Rushmore Mascots and Smokey Bear. We thank the following partners and chair Michelle Lintz who participated.

- Mount Rushmore NM
- Badlands NP
- Wind Cave NP
- Jewel Cave NM
- Custer State Park
- Minuteman Missile NHS
- City of Rapid City Parks & Recreation
- Black Hills Raptor Center
- National Grasslands Visitor Center
- Trinity Eco Prayer Park
- Xanterra Parks & Resorts
- Crazy Horse Memorial
- D.C. Booth Hatchery
- Black Hills Parks & Forests
- Nebraska National Forests & Grasslands
- Black Hills National Forest
- Friends of Wind Cave NP
- South Dakota Game Fish & Parks/BAOW



## Centennial Award

During An Evening with Thomas Jefferson, Superintendent Cheryl Schreier recognized the Society for the creation and implementation of the Find Your Park Festival with a 2016 National Park Service Centennial Award.

The Public Lands Alliance also recognized the event with a 2017 Partnership Award for public engagement.







## MONUMENTAL MOVIE NIGHT

The first Monumental Movie Night was held on September 21, featuring *North by Northwest*.

The Monumental Movie Night concept is part of a five-year fundraising plan to show films made in, or about, South Dakota on the big screen at the Elks Theatre in Rapid City.

*North by Northwest* is the Alfred Hitchcock/Cary Grant classic comic-thriller filmed partially at Mount Rushmore National Memorial in 1958.

The evening featured a Hollywood-worthy VIP reception at the Historic Alex Johnson Hotel Ballroom, followed by a screening of the film at the Historic Elks Theatre. Both venues have a special connection to the movie. Hitchcock and company stayed at the Alex Johnson during production and screened the “dailies” of film shot at Mount Rushmore in the Elks.

Rapid City’s own television celebrity Eric Gardner served as Master of Ceremonies for the event, which was generously



Society members Fred Whiting and Jerie Rydstrom attend the VIP reception prior to the *North by Northwest* screening. Whiting was an extra in the movie and told of his special experience meeting Eva Marie Saint.

sponsored by Black Hills Energy and other media and community sponsors listed above.

Special guests included Bill and Sharon Costner, parents of Academy Award-winning actor Kevin Costner. Kevin’s parents have resided in the Black Hills since shortly after the epic *Dances With Wolves* was filmed here in 1989. That factoid may give you an idea of which film we are planning to feature in 2018. Don’t miss it!





## BLACKBERRY TRAIL OPENS

Thanks to the generous gift from Sharon & Jim Weinel of Cannon Falls, MN, in 2015 to the Mount Rushmore Society, \$200,000 was donated to the NPS to rehabilitate the Blackberry Trail for hiking and equestrian use.

It was a long time coming. Designated as a critical need in 2009, work has been done ever since to move the project forward. It wasn't until the Weinel's came to the Society to make a significant donation that the project could be completed.

Closed in May 2016 for rehabilitation, the trail connects

the Centennial Trail in the Black Elk Wilderness, which is part of the Black Hills National Forest. Approximately 2,700 feet of trail underwent repair and 1,500 feet of new trail was developed, thanks to input from the Black Hills Back Country Horsemen of South Dakota.

Re-opened this summer, an official ribboncutting was held on September 26 with Society members, NPS representatives, members of the Back Country Horsemen and community leaders in attendance.

The trail can be accessed south of the Mount Rushmore parking garage.

## AN EVENING WITH A PRESIDENT

This popular event is held the first part of October every year. In 2016, re-enactor Carl Closs portrayed George Washington. In 2017, Steve Edenbo portrayed Thomas Jefferson.

Both re-enactors made community presentations to Westhills Village, the media and school-aged children. They also were part of a fabulous evening of gourmet food, wine and fun during our annual fundraiser.

As always, our sponsors make this event possible, and we thank them for bringing "The Presidents" to the Black Hills!!

### 2017 Presidential Sponsors

Dakota West Books | Andy & Barb Knight



### 2017 Friends Sponsors



West River Monument  
Company, Inc.

### 2017 In-Kind Sponsors







## MOUNT RUSHMORE BOOKSTORES

**Sales from the Mount Rushmore Bookstores (Bookstores) and the Mount Rushmore Audio Tour totaled more than \$1.5 million in FY 2017.**

### On the Move

The administrative office for the Bookstores has been located in a building adjacent to the Sculptor's Studio called "Residence 2" since 2007. Due to restoration efforts by the NPS to preserve the Sculptor's Studio and Residence 2, the Bookstores had to move its administration office. The

Bookstores staff is temporarily relocated in the Holy Terror building at 221 Swanzey St. in Keystone. Rehabilitation efforts inside and out are expected to last 18 months. At that time, our staff will move back to the park.

### Aid-to-the-Park

Since 1993, proceeds from bookstore sales go to support interpretive and educational needs at Mount Rushmore. This year, **donations exceeded \$236,000** 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 five interns to select Mount Rushmore as the park to spend 13 weeks assisting visitors.

Aid-to-the-park also supported:

- 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
- 25,000 badges and publications for the Junior Ranger program
- Youth Exploration supplies

### Publications Report

The organization continues to

bank on the success of original publications. Sales of self-published titles accounted for 13% of total sales this year.

### Online Sales

Coins, original publications and activities such as puzzles and the Mount Rushmore casting kit remain popular at [www.mountrushmoresociety.com](http://www.mountrushmoresociety.com). Please remember that the most popular items found at Mount Rushmore are also available online.

**"Staffing the park during the busy summer season would not be possible without the continuing support from the Mount Rushmore Bookstores,"** explains Blaine Kortemeyer, assistant chief of interpretation and education at Mount Rushmore National Memorial. **"We are grateful for the aid-to-the-park funds that come directly from sales in the stores."**





## MOUNT RUSHMORE MEMORIES AIRPORT STORE

In its third year of operation, the Mount Rushmore Memories Airport Store exceeded expectations with a 7% increase over the previous year.

The store continues to add new products and inventory, and South Dakota-made products remain top sellers. While customers are always in need of convenience food items while shopping at the airport, sales show that we are THE place to purchase locally

made jewelry, Mount Rushmore books and accessories as well.

We have also seen an increase in phone orders as we always try to accommodate everyone who would like to buy products.

The Memories' staff now consists of eight employees, and they pride themselves on outstanding customer service. We are looking forward to an even bigger and brighter 2018. Stop in and see us on your next flight out of Rapid City.

## MEMBERSHIP

This year, the Society implemented a new annual membership program to engage visitors around the world with the park on a continual basis.

The new program includes a variety of levels, including a \$25 Veterans Membership in the Society to honor those who have served our country. Veterans receive a gold Mount Rushmore pin. Members at the \$35 to \$1,000 Granite Membership receive a silver Mount Rushmore pin. All members receive additional benefits, including a 15% discount on items at the Mount Rushmore Bookstores, Mount Rushmore Memories and online.

The Mount Society was fortunate to have the support of approximately 1,564 members in FY 2017.



## \$100+ MEMBERS

We welcome the following individuals who have made the decision to support the Society at the \$100, \$250, \$500 or \$750 levels:

**Nate & Laurie McKeon | Carol Johnson | Tom & Mary Helland | Mary Ann Schulz | David Glick | Mackenzie England | Gary Gaskill | Doug & Leah Beck | Rick & Mary Waterfield | Richard Fisher | Michele Smith | Annette Tilleman-Dick Family | Thomas Riley | Lori Caldwell & Kerry DeVries | Marilyn Cunningham | Bev & Bob Curtis | Wayne & Linda Pfeifer | David Barno | Paul Christen | Frank Malartsik | Chuck & Barbara Lien | Nancy Yamamoto | Gary & Elena Lewis | Paul Lewis | Rev. Richard & Donna Fisher Perry Strombeck | Angela Hanson | Thomas Riley | George Beal | Zech Anderson**

## \$1,000 GRANITE MEMBERSHIP

**Nancy Artis Caton & Doug Caton**



# Society Supporters

## 2016/2017 BOARD MEMBERS:

President Tim Raben  
Vice President Kay Jorgensen  
Secretary Toni Logar  
Treasurer Tony Cleberg  
Past President Andy Knight  
Roxann Basham  
Gary Brown  
Jeffrey Connolly  
Michael Diedrich  
Aaron Galloway  
Marnie Herrmann  
Bill Honerkamp  
Michelle Lintz

### *Emeritus:*

Judy Olson Duhamel  
Sid Goss  
Tom Griffith  
Nancy Gowen  
Phil Lampert  
Gene Lebrun  
Leroy Ketel  
Ruth Samuelsen



**Left Photo: Brad Anderson and Bob Mudlin accept the Corporate Friend of the Faces Award for Presidential Parking, Inc. Middle Photo: Carolyn Mollers receives her award during An Evening with Thomas Jefferson. Right Photo: Friend of the Faces recipient Ruth Samuelsen.**

## FRIENDS OF THE FACES AWARDS

At the 2017 Mount Rushmore Society Annual Meeting, Carolyn Mollers and Ruth Samuelsen were both honored with a 2016 Individual Friend of the Faces Award for their efforts in promoting and supporting Mount Rushmore. Bob & Sheila Mudlin and Brad Anderson of Presidential Parking Inc. were awarded the 2016 Corporate Friend of the Faces Award for their leadership in operating the Mount Rushmore parking facility over the past two decades.

Mollers has served as Society board member and president. She was recognized for her dedication and leadership to the Memorial in leading the Preservation Campaign that ultimately raised \$56 million in improvements for the park during the 1990s. She was the first chair of the Mount Rushmore Bookstores (previously Mount Rushmore History Association) at the park. The bookstores now have three locations at Mount Rushmore with sales exceeding \$1.5 million annually.

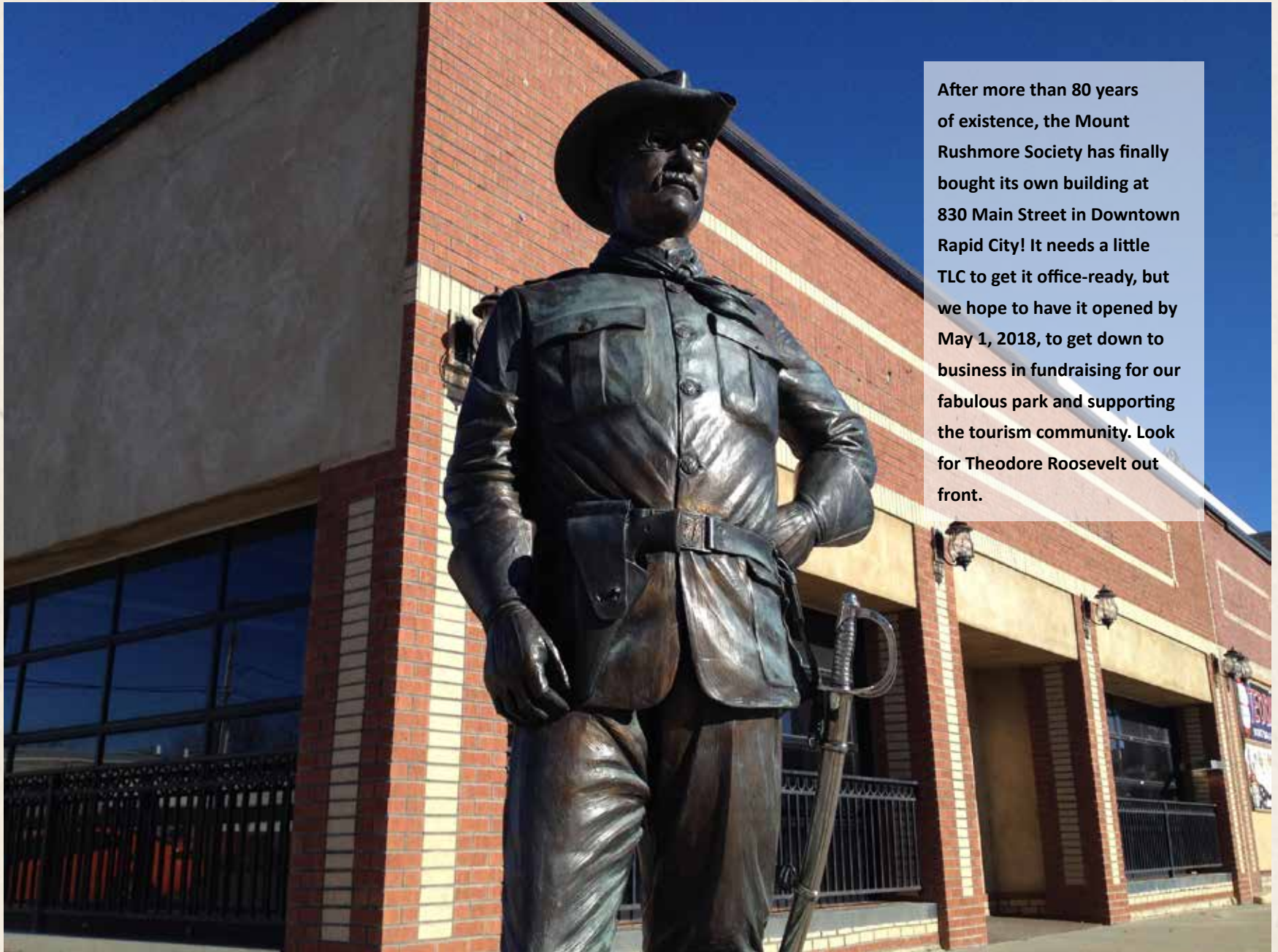
Samuelsen has served as a Society board member, president and leader of several Society committees. She was recognized for her efforts in chairing the Society's 75th Anniversary Committee, which launched a public relations campaign and various events to make the public aware of this momentous anniversary.

On behalf of Presidential Parking, Inc., owners Bob & Sheila Mudlin and manager Brad Anderson were recognized for 20 years of service in maintaining and operating the parking facility at Mount Rushmore. They employed hundreds of front-line employees who were the first to greet people visiting the Shrine of Democracy.



**Sponsor of the 2017  
Society Annual  
Meeting.**





After more than 80 years of existence, the Mount Rushmore Society has finally bought its own building at 830 Main Street in Downtown Rapid City! It needs a little TLC to get it office-ready, but we hope to have it opened by May 1, 2018, to get down to business in fundraising for our fabulous park and supporting the tourism community. Look for Theodore Roosevelt out front.

# Donors

The supporters listed here have given restricted and/or unrestricted cash gifts and sponsorships of \$100 or more during FY 2016/2017 (ending September 30, 2017).

**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 Grand View Terrace 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.

## HERITAGE SOCIETY

Nancy Artis Caton & Doug Caton

## INDEPENDENCE SOCIETY

Roxann & Bruce Basham  
Gloria Borglum Charitable Trust  
Tim & Karen Raben  
Robert Tarun

## PATRIOT'S SOCIETY

Black Hills Energy  
Anthony & Brenda Cleberg  
Mark & Debbie Cramer  
Dacotah Bank & Trust  
Michael & Renee Drew  
Dr. Michael C. Tan

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

Dakota West Books  
First Interstate Wealth Management  
Andy & Barb Knight  
Rangel Construction  
Visit Rapid City  
The Compass Group

## \$100-\$999

Black Hills & Badlands Tourism Association  
James & Cathy Bouck  
Michael & Connie Diedrich  
Fenske Companies

First Interstate BancSystem Foundation

Great Western Bank

Gary & Keley Smith-Keller

Antonette Logar & Edward Corwin

Wells Fargo Bank, N.A.

West River Monument

Westhills Village

Schade Winery

Sheila Wolpert

## 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

*"My parents took my brother and me to Mount Rushmore in 1953 when I was six years old. While there, they bought me a little hand-held viewfinder of the monument, which I still have today. My husband and I decided that 2017 was the year to show our support, and we were honored to make a gift which enabled us to be recognized on the granite donor wall on the Grand View Terrace. Our engraving there keeps us connected to the Four Faces of Freedom no matter where we travel throughout the world."*

*Nancy Artis Caton & Doug Caton, Charlottesville, VA*





Donors John & Beth Hughes pose by the Grand View Terrace Donor Wall.

# Financials

Complete copies of the Society's audited financial statements and notes for FY 2017 (10/1/16-9/30/17) are available upon request by calling Executive Director Diana Saathoff at 605-341-8883.



## STATEMENTS OF FINANCIAL POSITION SEPTEMBER 30, 2017 AND 2016

<b><u>ASSETS</u></b>	<b>2017</b>	<b>2016</b>
Cash and Cash Equivalents (Note 2)	\$ 2,411,216	\$ 4,925,889
Investments (Note 2)	13,731,561	11,122,165
Inventory	346,938	401,332
Prepaid Expenses	28,777	11,952
Other	21,678	27,267
<b>Total Current Assets</b>	<b>16,540,170</b>	<b>16,488,605</b>
 <b>Property and Equipment, Net (Note 3)</b>	 <b>941,442</b>	 <b>471,742</b>
 <b>Other Assets</b>		
Intangible Assets, Net	-	105,947
	-	105,947
 <b>TOTAL ASSETS</b>	 <b>\$ 17,481,612</b>	 <b>\$ 17,066,294</b>
 <b><u>LIABILITIES AND NET ASSETS</u></b>		
 <b>Current Liabilities</b>		
Accounts Payable and Accrued Expenses	\$ 114,172	\$ 455,795
Promise to Give to Others (Note 7)	100,000	200,000
<b>Total Current Liabilities</b>	<b>214,172</b>	<b>655,795</b>
 <b>Commitments (Notes 8 and 10)</b>		
 <b>Net Assets</b>		
Unrestricted Net Assets		
Undesignated	17,267,440	16,410,499
<b>Total Net Assets</b>	<b>17,267,440</b>	<b>16,410,499</b>
 <b>TOTAL LIABILITIES AND NET ASSETS</b>	 <b>\$ 17,481,612</b>	 <b>\$ 17,066,294</b>





**STATEMENTS OF ACTIVITIES  
FOR THE YEARS ENDED SEPTEMBER 30, 2017 AND 2016**

	2017	2016
<b>Support and Revenue</b>		
Net Educational and Product Sales (Notes 4 and 5)	\$ 1,120,135	\$ 1,045,914
Interest and Dividends	298,951	336,304
Parking Fees	150,232	4,947,711
Events	113,060	58,079
Contributions	80,853	273,047
Membership Sales	39,170	45,540
Miscellaneous	645	12,979
Net Realized and Unrealized Gain on Investments	1,209,242	612,586
Net Gain on Sale of Assets	45,252	-
	<b>3,057,540</b>	<b>7,332,160</b>
<b>Expenses (Note 5)</b>		
<i>Program Expenses:</i>		
Program Support and Visitor Parking Facility		
Maintenance for Memorial	1,064,598	1,439,563
Parking	217,101	2,722,298
	<b>1,281,699</b>	<b>4,161,861</b>
<i>Support Expenses:</i>		
Payroll and Related (Note 8)	456,469	509,265
General and Administrative (Note 9)	302,262	296,823
Promotional	160,169	225,780
	<b>918,900</b>	<b>1,031,868</b>
<b>Total Expenses</b>	<b>2,200,599</b>	<b>5,193,729</b>
<b>Increase in Net Assets</b>	<b>856,941</b>	<b>2,138,431</b>
Net Assets -- Beginning of Year	16,410,499	14,272,068
<b>Net Assets -- End of Year</b>	<b>\$ 17,267,440</b>	<b>\$ 16,410,499</b>



**STATEMENTS OF CASH FLOWS**  
**FOR THE YEARS ENDED SEPTEMBER 30, 2017 AND 2016**

	<b>2017</b>	<b>2016</b>
<b>Cash Flows from Operating Activities</b>		
Increase in Net Assets	\$ 856,941	\$ 2,138,431
<i>Adjustments to Reconcile Increase in Net Assets to</i> <i>Net Cash Flows Provided by (Used in) Operating Activities:</i>		
Depreciation	37,767	72,041
Amortization	105,947	1,260,497
Gain on Disposal of Property and Equipment	(45,252)	(3,769)
Net Realized and Unrealized (Gain) Loss on Investments	(1,209,242)	(612,586)
<i>Working Capital Changes Increasing (Decreasing) Cash:</i>		
Inventory	54,394	81,464
Prepaid Expenses	(16,825)	9,596
Other	5,589	(4,499)
Accounts Payable and Accrued Expenses	(341,623)	38,901
Promise to Give to Others	(100,000)	200,000
<b>Net Cash Flows Provided by (Used in) Operating Activities</b>	<b>(652,304)</b>	<b>3,180,076</b>
<b>Cash Flows from Investing Activities</b>		
Purchase of Property and Equipment	(537,215)	(1,080)
Proceeds from Sale of Property and Equipment	75,000	13,769
Purchase of Investments	(3,135,488)	(2,347,644)
Proceeds from Sale of Investments	1,735,334	173,392
<b>Net Cash Flows Used in Investing Activities</b>	<b>(1,862,369)</b>	<b>(2,161,563)</b>
<b>Increase (Decrease) in Cash and Cash Equivalents</b>	<b>(2,514,673)</b>	<b>1,018,513</b>
<b>Cash and Cash Equivalents -- Beginning of Year</b>	<b>4,925,889</b>	<b>3,907,376</b>
<b>Cash and Cash Equivalents -- End of Year</b>	<b>\$ 2,411,216</b>	<b>\$ 4,925,889</b>





# Contributions

**MOUNT RUSHMORE SOCIETY CONTRIBUTIONS TO  
MOUNT RUSHMORE NATIONAL MEMORIAL  
TOTAL \$ 384,636**

Aid to the Park Society: \$128,212  
Aid to the Park Bookstores: \$236,465  
Promotion: \$19,959

**SOURCE OF FUNDS  
TOTAL \$384,636**

Bookstore Sales: \$236,465  
Society Enhancement Fund: \$100,000  
Contributions: \$48,171



**Protect . Preserve . Inspire**

# Society Staff

Diana Nielsen Saathoff, Executive Director

Lynn Bauter, Finance Director

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

Chris Redden, Administrative Assistant

Deb Rudolph, Accounting Assistant

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

Location: 221 Swanzey Street in Keystone

[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)







Mount Rushmore Society  
Mount Rushmore Bookstores | Mount Rushmore Memories | Mount Rushmore Institute  
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