

2018 ANNUAL REPORT



Visitors attend the annual Naturalization Ceremony.



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The Mount Rushmore Society is dedicated to the preservation, promotion and enhancement of Mount Rushmore National Memorial and the values it represents through a partnership with the National Park Service. To further advance this mission, we serve as the official fundraising partner for the Memorial, raising funds to support park projects that are over and above its baseline operations. We also operate Mount Rushmore Bookstores at Mount Rushmore National Memorial, Mount Rushmore Memories Airport Store at Rapid City Regional Airport and Mount Rushmore Memories on Main Street.



Diana Nielsen Saathoff, CEO



Kay Jorgensen, Board President

MESSAGE FROM OUR CEO & PRESIDENT

As supporters and admirers of Mount Rushmore, we have a deep history of partnerships with the National Park Service. We join our visitors viewing the Memorial for the first time with excitement as well as longtime supporters who never tire of gazing at the sculpture. Together, we stand in awe of this everlasting symbol of American ideals and struggles. Together, we ponder the message of freedom and democracy and its many faces.

Through your support, we are able to accomplish our steadfast mission of providing enhanced visitor experiences and services at Mount Rushmore National Memorial. Last year, we contributed over \$367,500 in direct support to the National Park Service for programs, equipment and educational experiences.

We are entering a new era of partnership and are excited to be conveniently located on Main Street, Rapid City. Please stop by and interact with

staff and volunteers. Would you like to get more involved? We would like that, too! Here's how you can help: volunteer, attend an event, purchase from our gift stores, give a gift, and/or be a park advocate. All of these are acts of philanthropy.

Within this annual report, you will find information about 2018 events, retail efforts and fundraising activities. We will continue to broaden our community engagement efforts through 2019 and have embarked on a \$2 million capital campaign to replace and enhance the current video presentations and technology. As we seek to be relevant to current and next generations, this is key to keeping visitors coming back, continuing the legacy of the great American road trip to Mount Rushmore.

It is a privilege and honor to lead this organization into the next chapter.

Diana Nielsen Saathoff, CEO
Kay Jorgensen, Society Board President

FISCAL YEAR 2018 IMPACT

NUMBER OF
VISITORS
TO MOUNT
RUSHMORE:
2.4 MILLION

NUMBER
OF MOUNT
RUSHMORE
MEMBERS:
2,400+

RETAIL SALES:
\$2 MILLION

NUMBER OF
DONORS:
122



**\$367,500+ IN TOTAL AID TO THE
PARK INCLUDING:**

\$22,000 FOR SEASONAL
RANGERS SCHOLARSHIPS

\$34,000 FOR NEW PA
SYSTEM

\$19,000 FOR
PROGRAMMING

\$90,000 FOR
MULTIMEDIA TOUR

\$8,500 TO JUNIOR
RANGER PROGRAM

\$94,000 FOR
EDUCATION PROGRAMS

**\$100,000 TO SCULPTURE
PRESERVATION**



**MOUNT
RUSHMORE
SELF-GUIDED
TOURS:**

**UP 42% IN
RENTALS
OVER 2017**



Members of the Mount Rushmore Bookstores committee test the new Mount Rushmore Self-Guided Tour, which uses a multimedia device that works like an iphone or android. The new tour also includes the Junior Ranger Quest game that provides an online game format for young adults of all ages to become Junior Rangers. Sales of Mount Rushmore Self-Guided Tours increased in 2018 due to the new technology.

**ATTENDANCE
AT SPECIAL
EVENTS:
1,000+**

**\$195,760 IN
DONATIONS/
PLEDGES**

**WITH YOUR
SUPPORT, WE
ACCOMPLISHED
THESE MILESTONES
IN 2018.**

COMMUNITY OUTREACH





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

The Society organized the third annual Find Your Park Festival on June 9 in Main Street Square, Rapid City. Approximately 750 people attended the event which included 20 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.

We thank the following partners and chair Michelle Lintz who participated.

- Mount Rushmore National Memorial
- Badlands National Park
- Wind Cave National Park
- Jewel Cave National Monument
- Custer State Park
- Minuteman Missile National Historic Site
- 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 Historic National Fish Hatchery and Archives
- Black Hills Parks & Forests
- Black Hills Trail Addict
- The Outdoor Campus-West
- National Grasslands Visitor Center
- Nebraska National Forests and Grasslands Hudson-Meng Education and Research Center
- Old MacDonald's Farm/Rushmore Shadows Resort
- Reptile Gardens

“The Find Your Park Festival was one of the first partnership efforts of its kind to bring different representatives of our public lands together. We love being a part of this day!”

—Superintendent Cheryl Schreier

EDUCATIONAL STORES

Women

Mount Rushmore Self-Guided Tours
English | Español | Deutsch | Français | Lakota | 40

National Park Service
U.S. Department of the Interior





MOUNT RUSHMORE BOOKSTORES

Since 1993, we have operated the Mount Rushmore Bookstores at Mount Rushmore National Memorial. The stores are located in the Information Center, Lincoln Borglum Visitor Center and the Sculptor's Studio. Due to restoration efforts by the NPS to preserve the Sculptor's Studio during 2018, the Studio store was closed for much of the year. Residence II, the administrative office for the Bookstores adjacent to the Sculptor's Studio, was also remodeled during this time. Even with the closure of one store during the year, sales from the Bookstores and our new Mount Rushmore Self-Guided Tours totaled more than **\$1.4 million** in FY 2018. We were also able to maintain the same level of Aid-to-the-Park support through our sales at **\$197,000**.

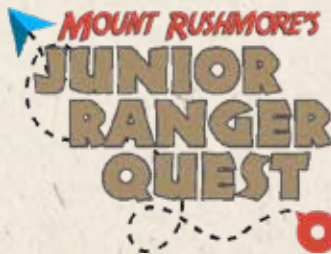
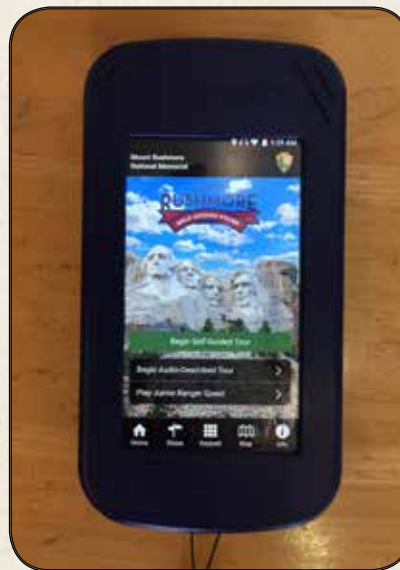


MOUNT RUSHMORE SELF-GUIDED TOURS

The Mount Rushmore Bookstores committee and National Park Service interpretive staff embarked on a new and exciting project this year: upgrading the Mount Rushmore Audio Tours to Mount Rushmore Self-Guided Tours, using a device that works just like an iPhone or android.

Not only can visitors hear the inspiring story about how and why Mount Rushmore was carved, but they can also SEE photos and video that complement the information being heard and read on the screen.

There are a total of 29 tour stops, and the new tour rents for \$8. Visitors can go to each tour stop around the park or sit on a bench or in an enclosed area and experience the tour, which is translated in Spanish, German, French and Lakota.



An audio-described tour is now available for the sight impaired with the new tour, improving accessibility to information in the park.

Also included in the tour is the Junior Ranger Quest game, a new adventure that allows kids to participate in up to 16 challenges at different tour stops around the park. Once young adults complete 12 of 16 challenges, they can show their device to a ranger at the Information Center desk and receive a Junior Ranger badge, just like the written Junior Ranger program. Although it's best if played at the park, the game is available for free download on the Apple Store and Google Play or by searching "Junior Ranger Quest."

With the advent of the new tour, rentals for both the audio tour and the multimedia tour increased by **42%**.



The ribboncutting held in June for the expanded Mount Rushmore Memories Airport Store.

MOUNT RUSHMORE MEMORIES AIRPORT STORE

Last year was an exciting one for the Mount Rushmore Memories Airport Store. As a result of a Rapid City Regional Airport (RAP) remodel, the Memories' store gained additional sales space, as well as a large display window which identifies the store as a division of the Mount Rushmore Society.



The store closed on April 1st and re-opened on May 22nd for Memorial Day weekend. The remodel provided a much larger office and storage area, as well as approximately 200-square feet of sales floor.

RAP experienced a record-breaking year with a 5 % increase in the number of passengers passing through the airport, and Mount Rushmore Memories directly benefited from this, as we also saw record sales numbers from May through December.

We continue to offer many products by local vendors and artists, as well as popular convenience items for the traveling public and the Society's original publications.



The Mount Rushmore Memories Airport Store carries a variety of products—from books and convenience items to purses, jewelry and Black Hills merchandise.

The new window display at the
Mount Rushmore Memories Airport Store.



830 MAIN STREET



After 88 years as an organization, the Mount Rushmore Society purchased its own building at 830 Main Street, Rapid City, SD. Those familiar with downtown Rapid City know that this building was built in the 1930s as an addition to Rapid City Motor Company at 826 Main Street. In most recent years, the building was used as a restaurant. With the architectural help of Fennell Design, Inc. and Co-op Architecture and the construction expertise of Ainsworth-Benning, the Society now has a beautiful, permanent office space to fulfill its mission.



With a Main Street presence, the Society will open a gift shop in the front of the building. Mount Rushmore Memories on Main will sell our popular, self-published books currently being sold at the Mount Rushmore Bookstores at the park. The store will also feature gift items with a Black Hills flair. Visitor information will be available as well.

In addition, the building hosts a 2,000 square-foot event space with a projector screen and services suitable for catering.

See p. 20 for more information about how community groups can utilize this space.

FRIEND OF THE FACES INDIVIDUAL AWARD

Eric Gardner, meteorologist with KOTA, was honored with a 2017 Individual Friend of the Faces Award for his volunteer contributions to the Society during the Society's 2018 Annual Meeting. His participation in improving and streamlining Society events has been invaluable to the organization. A wine expert, he has given of his time and talents in donating his popular wine-tasting dinners to our live auctions. He was a major part of the success of the Monumental Movie Night event held in the past and the South Dakota Symphony event held to celebrate the 75th anniversary of the completion of Mount Rushmore in 2016.



PARTNERSHIPS

DONORS, MEMBERS & SUPPORTERS

The Mount Rushmore Society's impact would not be possible without the generous support of members, donors and friends. This list is comprised of those who have given \$100 or more in donations, sponsorships, membership fees, event fees and gifts-in-kind to advance the work of the Society in 2018. All of this support enables the Society to provide funds to support park projects that are over and above Mount Rushmore's baseline operations.

Your generosity makes our work possible, and we thank you.

Independence Society

Dr. Mark and Micki Harlow
Killian Family Charitable Fund

Patriot's Society

Anthony and Brenda Cleberg
Dacotah Bank
David and Cynthia Mirsky
Timothy and Karen Raben
Xanterra Parks and Resorts

\$1,000-\$4,999

Vonnie Ackerman
Bearizona Wildlife Park
Black Hills Community Bank
Roxann and Bruce Basham
Gloria and Gary Brown
Victor and Evelyn Y. Chu
The Compass Group
Bob and Bev Curtis
Earl A. Davis
First Interstate Wealth Management
Aaron and Dawn Galloway
Sid and Diane Goss
Brian D. Hagg
Barb and Andrew Knight
Charles and Vicki McLain
Dana Nelson
Karen Olson
Rangel Construction

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

Eileen Rossow
John and Kay Rozell
Simpson Creative Printing
Visit Rapid City
James and Denise Webster

\$500-\$999

Stanford and Lynda Clarke Adelstein
Kent Christopherson
Edward Corwin and Toni Logar
Tim Coughlin
Michael and Connie Diedrich
Bill and Judy Duhamel
Eric Gardner
Great Western Bank
Haggerty's Musicworks
Richard Hoeye
Gene and Pat Lebrun
Neumiller Truck & Auto Body Shop
Bill and Cheryl Schreier
West River Monument



Pictured above (l-r) are Society Board Member Gary Brown, Superintendent Cheryl Schreier, CEO Diana Saathoff, President Tim Raben, South Dakota Visitor Industry Board Member Johnny Brockelsby, Paula Honerkamp, Black Hills Badlands Tourism Association staff members Leira Janklow and Ara Baumkratz and Society members Michelle and Al Johnson.

SOUTH DAKOTA TOURISM PIONEER NAME INSCRIBED ON DONOR WALL

As a result of donations to the Bill Honerkamp Memorial Fund, the names of Bill and Paula Honerkamp were inscribed on the Donor Wall at the Patriot's Society level. Bill was a former Society board member and South Dakota tourism pioneer who passed away in 2017. Many South Dakota colleagues contributed to this fund to set Bill's name in a place of honor at his beloved park, Mount Rushmore. Members of the Honerkamp family, including wife Paula, were in attendance at the unveiling.

\$100-\$499

Dr. Robert and Judy Allen

Harold Bailey

George Beal

Roger Birnbaum

Black Hills and Badlands Tourism Assoc.

John and Linda Boland

James and Cathy Bouck

Johnny Brockelsby

Randy Carroll

Jane Case

Lois Castrucci

Roger Cedarblade

Kevin Coles

Jeff Connolly and Katie LeClair

Amelita Depaola

Larry Ebbert

Eddie's Truck Center

Martin Freidel

Charles H. Fritzel and James Dean

Patrick and Erin Goetzinger

Richard and Nancy Gowen

Tom Graslie and Dr. Carol Zielke

Jim and Connie Green

Lee and Jodi Groskopf

Terri Haggerty

Charlie and Jenny Boland Hanson

Angela Hanson

Regg and Danielle Hayne

Roger and Christy Heacock

Doug and Marnie Herrmann

Ellen Heston

Daniel Hicks

Jim Hodges

Kathryn Johnson

Carol Johnson

Kay S. Jorgensen
 Leroy and Jody Ketel
 Mary Klauk
 Wayne and Kelly Klein
 Janice and Roger Knutsen
 Deb Kuehn
 Mark and Suzanne Lackermayer
 Phil Lampert
 Michelle Lavallee
 Jingting Li
 Ronald Loftus
 Linda Mickelson-Graham
 Mike and Lisa Modrick
 Tracy Mosley
 Janice Moses
 Mitch Mudlin
 James and Gloria Nelson
 Kenneth Olson
 Marc and Stephanie Pariza
 Don and Jane Patnoe
 Dennis Popp
 Daryl Reinicke
 Rushmore Tramway Adventures
 Ruth Samuels
 Dr. Ernest and Linda Schabauer
 Karen Schreier
 Janet Serino
 Jody and Trudy Severson
 Craig and Janet Shaefer
 Jacalyn Slingsby
 Lloyd and Jan Sohl
 Brad and Debbie Speas
 Calvin Stuart
 Randy and Marcia Taylor
 Steve Thompson
 Jim Wallace
 Jim and Sharon Weinell
 Westhills Village
 Warren Whalen
 Fred Whiting
 Terry Whiting
 Kevin Wilson
 James Winterscheid
 Stuart Wittenbach

AN EVENING WITH ANDREW JACKSON

This popular event is held the first part of October every year. In

2018, Bob Gleason of American Historical Theatre portrayed President Andrew Jackson.

Jackson made a community presentation to Westhills Village and the media. Information about Andrew Jackson was the backdrop for the kickoff

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



2018 PRESIDENTIAL SPONSORS



2018 FRIENDS SPONSORS



2018 IN-KIND SPONSORS ERIC GARDNER



A photograph showing a man in a grey shirt and tie kneeling on a carpeted floor, interacting with a large, grey, stylized statue of George Washington. The statue is seated and has a large, oval head. A young child in penguin-patterned pajamas stands next to the statue, looking at it. The background is a brick wall. A table with a red, white, and blue cloth is visible on the left.

LOOKING AHEAD

YMCA pre-schoolers enjoy a birthday with President George Washington during a Rushmore Reading with Mount Rushmore rangers.



2,000 visitors attend the Evening Lighting Ceremony each night during the summer season at Mount Rushmore.

MONUMENTAL MOVIE CAMPAIGN

Since 1930, the Mount Rushmore Society has been supporting Mount Rushmore National Memorial with both ongoing annual financial support and addressing capital needs by providing critical funding.

As we move into 2019, we will once again focus on supporting the park by providing the funds necessary for a long overdue capital project.

“The National Park Service at Mount Rushmore has identified, in partnership with the Mount Rushmore Society, the need to replace the two existing, outdated films currently shown at the park,” explains Superintendent Cheryl Schreier. “Replacing these two films will align beautifully with the purpose of Mount Rushmore. The films will create an opportunity to connect with the next generation and enhance the relevancy of this internationally recognized symbol of freedom and democracy for park visitors, supporters and advocates.”

While the message of Mount Rushmore never changes, times and technology certainly do. There are currently two movies shown at Mount Rushmore viewed by more than 800,000 visitors from around the world each year. Both the films and the projection equipment are out of date. In fact, ***Freedom: America’s Lasting Legacy***, the film shown during the Evening Lighting Ceremony each summer, does not reflect a post-September 11th era, as the World Trade Center’s Twin Towers are shown in the first minute of the film. The second film, ***Mount Rushmore: The Shrine***, is shown daily in the Lincoln Borglum Visitor Center and was

produced over 30 years ago. It is a new day, and the park urgently needs two new films and equipment to inspire today’s audience for this decade and beyond.

In 2019, Mount Rushmore will begin a renovation project to address structural issues in the Lincoln Borglum Visitor Center and along the Avenue of Flags. This work to improve facilities and the visitors’ experience provides the perfect opportunity to address the need for new movies. Over the next year, the Society will seek to address this need by securing the funding for the production and equipment necessary for the two new films through the Monumental Movie Campaign with the goal to have them in place when the Visitor Center reopens. The total project implementation cost from concept to completion, including new projection, equipment is estimated to be \$2 million.

Your support of the Monumental Movie Campaign will ensure that Rushmore moments continue to happen every day. Veterans will be reminded of the reason for sacrifices that have been made and find community in experiencing this with other service men and women. Families will wonder at the grit and determination of the visionaries that came before and the workers that made this wonder come into being by their sweat and strength. Children will learn about their important heritage as Americans. International visitors will discover the riches of democracy.

The Society is committed to continuing this legacy. Will you join us? Please contact the Society office for more information.

NEW MOUNT RUSHMORE MEMORIES STORE OPENS AT 830 MAIN STREET

In 2019, a new retail store will open at 830 Main Street: Mount Rushmore Memories on Main Gift Shop. It will be a combination of educational books and products found at our park stores and the Black Hills gift items available at the Mount Rushmore Memories Airport Store.



EVENT SPACE RENTAL AT 830 MAIN STREET

With the new building downtown, other organizations are invited to utilize the facilities that are provided. Available for rent are the Board Room with seating for 23 and video conference capabilities. A small Conference Room is also available. The Event Area is a 2,000-square foot room with seating for approximately 120. A projector screen and microphone are also available. To view registration form, fees and policies, go to www.mountrushmoresociety.com/events.

RUSHMORE READING EVENTS

It is our goal to open up more possibilities for learning about the Memorial and the four presidents. We plan to hold more Rushmore Readings this year and bring in children of all ages to learn from our very own Mount Rushmore rangers.

2019 FIND YOUR PARK FESTIVAL

The fourth annual Find Your Park Festival will get underway on June 8, 2019, with the same public lands partners we have had in the past. Expect a visit from President Theodore Roosevelt, information on all South Dakota's favorite parks and outdoor-related organizations.



Organizations can utilize several rooms at 830 Main Street, including the Board Room shown here.



Mount Rushmore Ranger Blaine Kortemeyer reads a book about President George Washington to a group of children in the Society's Event Area.

MOUNT RUSHMORE RECONSTRUCTION 2019-2020

Outstanding enhancements and upgrades are coming to Mount Rushmore National Memorial that will positively impact visitors for years to come.

Construction is slated to begin summer 2019 and last approximately 18 months. **Please note the Memorial will remain OPEN to visitors during construction.** The map below gives an idea of where services and programs will be provided during the construction. (This is subject to change.)

While construction is underway, the National Park Service wants to encourage visitors to explore

everything there is to see and do at Mount Rushmore, especially the TOP 10 THINGS TO DO at the Memorial in 2019.

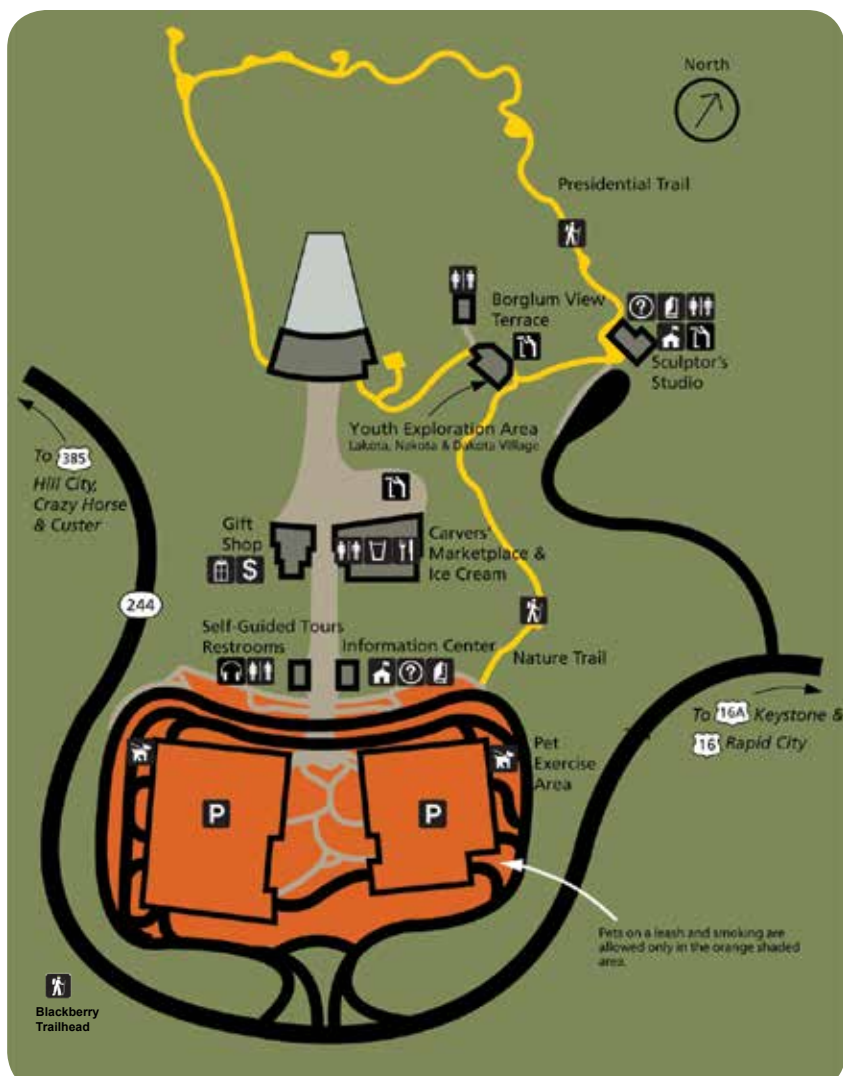
The tourism industry is excited about the upgrades coming to our nation's Shrine of Democracy. Please keep this TOP 10 List handy in the event your guests have any questions about the construction. We want to ensure our current and future visitors are given accurate information. We will work closely with our friends at Mount Rushmore to provide timely updates to you in the months ahead.

Go to www.nps.gov/moru and/or www.sdvist.com for more information on the project's progress.

MOUNT RUSHMORE NATIONAL MEMORIAL

• TOP 10 THINGS TO DO IN 2019 •

- 1 Visit the Information Center and Sculptor's Studio to learn more about the carver's vision.
- 2 Hike the Nature Trail, Presidential Trail and explore the Lakota, Nakota & Dakota Heritage at the Borglum View Terrace.
- 3 Take a picture of the sculpture from various unique angles, like the Carvers' Marketplace, Borglum View Terrace and the Sculptor's Studio.
- 4 Attend the Evening Lighting Ceremony, held nightly throughout the summer.
- 5 Hunt for a treasure in the Gift Shop.
- 6 Find a book or memento at the Mount Rushmore Bookstores in the Information Center or Sculptor's Studio.
- 7 Become an official Junior Ranger when you fill out the Junior Ranger booklet or play Junior Ranger Quest online. Download the app in the Apple Store or Google Play.
- 8 Rent a Mount Rushmore Self-Guided Tour to hear audio and see pictures and video about the carving. Also in Español, Français, German, Lakota. Audio-Described.
- 9 Take a Ranger-led Tour. Schedule available in the Information Center or Sculptor's Studio.
- 10 Enjoy a scoop of Thomas Jefferson ice cream or a meal from the Carvers' Marketplace.



FINANCIALS

Complete copies of the Society's audited financial statements and notes for FY 2018 are available upon request by calling CEO Diana Saathoff at 605-341-8883.

STATEMENTS OF FINANCIAL POSITION DECEMBER 31, 2018 (AUDITED) AND 2017(UNAUDITED)

	(Audited) 2018	(Unaudited) 2017
<u>ASSETS</u>		
Cash and Cash Equivalents (Note 2)	\$ 1,062,020	\$ 2,396,279
Investments (Note 2)	12,648,211	13,888,894
Promises to Give	67,389	-
Inventory	378,752	337,613
Prepaid Expenses	41,411	22,840
Other	16,403	24,447
Total Current Assets	14,214,186	16,670,073
 Property and Equipment, Net (Note 3)	 2,012,979	 935,935
TOTAL ASSETS	\$ 16,227,165	\$ 17,606,008
 <u>LIABILITIES AND NET ASSETS</u>		
Current Liabilities		
Accounts Payable and Accrued Expenses	\$ 143,800	\$ 74,019
Promise to Give to Others (Note 6)	-	100,000
Total Current Liabilities	143,800	174,019
 Commitments (Notes 7, 8, and 9)		
Net Assets		
With Donor Restrictions (Note 4)	106,424	-
Without Donor Restrictions	15,976,941	17,431,989
Total Net Assets	16,083,365	17,431,989
 TOTAL LIABILITIES AND NET ASSETS	 \$ 16,227,165	 \$ 17,606,008

STATEMENT OF ACTIVITIES
FOR THE YEAR ENDED DECEMBER 31, 2018 (AUDITED)

	Net Assets without Donor Restrictions	Net Assets with Donor Restrictions	Total
Support and Revenue			
Net Educational and Product Sales (Note 5)	\$ 1,062,133	\$ -	\$ 1,062,133
Net Investment Return	(830,140)	-	(830,140)
Events Revenue	33,439	-	33,439
Contributions	57,050	106,424	163,474
Membership Sales	70,915	-	70,915
Loss on Disposal of Assets	(15,559)	-	(15,559)
Total Support and Revenue	377,838	106,424	484,262
Expenses			
<i>Program Expenses:</i>			
Direct Program Support for Memorial	234,030	-	234,030
Indirect Program Support for Memorial	321,957	-	321,957
Retail Program Support	741,124	-	741,124
	1,297,111	-	1,297,111
<i>Support Expenses:</i>			
General and Administrative	375,021	-	375,021
Fundraising	160,754	-	160,754
	535,775	-	535,775
Total Expenses	1,832,886	-	1,832,886
Change in Net Assets	(1,455,048)	106,424	(1,348,624)
Net Assets -- Beginning of Year	17,431,989	-	17,431,989
Net Assets -- End of Year	\$ 15,976,941	\$ 106,424	\$ 16,083,365

STATEMENTS OF CASH FLOWS
FOR THE YEARS ENDED DECEMBER 31, 2018 (AUDITED) AND 2017 (UNAUDITED)

	(Audited) 2018	(Unaudited) 2017
Cash Flows from Operating Activities		
Change in Net Assets	\$ (1,348,624)	\$ 1,072,865
<i>Adjustments to Reconcile Change in Net Assets to</i>		
<i>Net Cash Flows Provided by (Used in) Operating Activities:</i>		
Depreciation	53,061	38,806
Amortization	6,109	3,472
Loss on Disposal of Assets	15,559	-
Net Realized and Unrealized (Gain) Loss on Investments	1,156,284	(501,762)
<i>Working Capital Changes Increasing (Decreasing) Cash:</i>		
Promises to Give	(67,389)	-
Inventory	(41,139)	78,235
Prepaid Expenses	(24,680)	620
Other	8,044	(1,814)
Accounts Payable and Accrued Expenses	69,781	14,785
Promise to Give to Others	(100,000)	(100,000)
Net Cash Flows Provided by (Used in) Operating Activities	(272,994)	605,207
Cash Flows from Investing Activities		
Purchase of Property and Equipment	(1,145,664)	(540,246)
Purchase of Investments	(902,471)	(1,790,022)
Proceeds from Sale of Investments	986,870	1,761,264
Net Cash Flows Used in Investing Activities	(1,061,265)	(569,004)
Change in Cash and Cash Equivalents	(1,334,259)	36,203
Cash and Cash Equivalents -- Beginning of Year	2,396,279	2,360,076
Cash and Cash Equivalents -- End of Year	\$ 1,062,020	\$ 2,396,279



GRAND VIEW TERRACE DONOR WALL

For larger donations of \$5,000 or above, you may be eligible to have your name engraved on the Grand View Terrace Donor Wall at Mount Rushmore. Please call 605-341-8883 to discuss how you can support Mount Rushmore National Memorial with a legacy gift.



(l-r) Patty Neumiller, Chris Redden, Lynn Bauter, Anna Raue, Matea Hunsaker, Debbie Ketel Speas, Stephanie Pariza, Marilyn Schwaner, Cindy Mayes and Diana Nielsen Saathoff. Not pictured: Laura Jones

SOCIETY STAFF

Diana Nielsen Saathoff, CEO

Lynn Bauter, Director of Finance

Matea Hunsaker, Retail Supervisor

Laura Jones, Retail Manager

Debbie Ketel Speas, COO

Cindy Mayes, Special Projects Coordinator

Patty Neumiller, Member & Donor Coordinator

Stephanie Pariza, Director of Philanthropy

Anna Raue, Director of Retail

Chris Redden, Accounting Assistant

Marilyn Schwaner, Administrative Assistant

Mount Rushmore Society:

830 Main Street | Rapid City, SD 57701 | 605-341-8883
info@mtrushmore.org

Mount Rushmore Bookstores:

Mount Rushmore National Memorial | 1-800-574-3142
bookstores@mtrushmore.org

Mount Rushmore Memories Airport Store:

Rapid City Regional Airport | 605-791-6868
memories@mtrushmore.org

www.mountrushmoresociety.com



Photo by Charles d'Emery



Mount Rushmore Society
830 Main Street
Rapid City, SD 57701

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