

This is our Legacy.

Annual Report • 2019

This is Mount Rushmore.
Preserve. Promote. Educate. Protect.

MOUNT
RUSHMORE
SOCIETY



Our Mission

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.



Message from the Board & CEO



Everybody needs beauty as well as bread, places to play in and pray in, where nature may heal and give strength to body and soul."

—John Muir, 1912

A Legacy of Support



We celebrate 90 years of supporting the greatest symbol of our democracy and one of the wonders of the world, Mount Rushmore National Memorial. Together, with our National Park Service (NPS) partners, we work together to ensure that the legacy of Mount Rushmore is preserved for future generations.

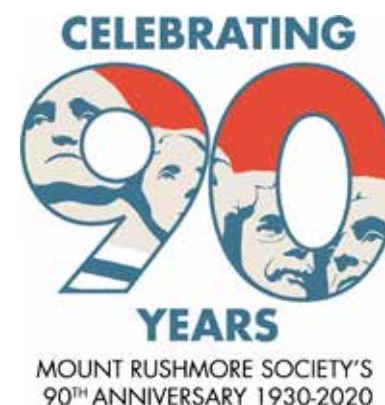
Thanks to your unwavering support, the Mount Rushmore Society is committed to ensuring that those who visit Mount Rushmore are forever changed by the sculpture's beauty, the awe-inspiring story of its creation and the important ideals that it represents. Examples of our impact (from sculpture preservation to providing seasonal interpretive rangers) are detailed throughout this annual report.

At this time, this country is facing a great, historic challenge as a pandemic has gripped and rocked the world. During this unprecedented time, Mount Rushmore's steadfast presence will continue.

When you need a calming image, picture our most famous four Presidents, stoic in granite, facing countless adversities. When we all pull together, we can weather any storm — and emerge renewed. This is our legacy.

Kay & Diana,

Kay Jorgensen, President
Diana Nielsen Saathoff, CEO



Our Impact

28,000 New Junior Rangers

Thousands of children learned about the historical and cultural significance of Mount Rushmore by completing the Junior Ranger program. They filled out Junior Ranger booklets (for ages 5-12) and/or Rushmore Ranger booklets (ages 13+) provided by the Society. Those that completed the program also received a badge made possible by the Society.

New in 2019: 127 children took part in Junior Ranger Quest, an online version of the Junior Ranger program. The game is accessible through the multimedia Mount Rushmore Self-Guided Tour or downloading for free on the Apple Store or Google Play.

6 Seasonal Rangers Employed

Much to the general public's surprise, salaries for seasonal interpretive rangers are NOT provided by the federal government but by the Society. If not for your support, rangers responsible for presenting programs and providing visitor services would not be in our park.

Through the Mount Rushmore Bookstores' Scholarship Program, you funded four interns to assist rangers in providing visitor services. These interns get experience working in a national park to shape their future careers.

With your support,
we have made a significant impact.

NPS rangers provided 22 talks per day in the Sculptor's Studio during the height of the 2019 summer season.



1,063 Educational Programs

Seasonal interpretive rangers and interns funded by the Society gave **22 talks per day** in the Sculptor's Studio during the peak season.

These programs were attended by **205,369 visitors** overall and gave information about sculptor Gutzon Borglum, the workers, carving techniques and more.

31 School Bus Scholarships

Elementary, high school, tribal schools, camps and college school groups were able to visit the park due to our **Bus Scholarship** program. Normally, buses are charged \$50 to park, but this program allows them access to the park for free to attend ranger-led programs.



81 School Programs

Society funds supported ranger presentations at schools in the greater Black Hills area. Due to this program, more than **3,083 students** were served.



Presidential re-enactor Gib Young portrayed President Teddy Roosevelt daily during the summer season.

Daily Presidential Programs

President Theodore Roosevelt (a.k.a. Gib Young) patrolled the park, giving scheduled and impromptu presentations to guests throughout the summer.

Ranger Daryl Red Cloud gave cultural presentations at the Lakota, Nakota & Dakota Village tipi located near the Borglum View Terrace.

New in 2019: The family of Daryl Red Cloud painted the tipi below with traditional Lakota symbols.



Park Upgrades

Annually, the park needs upgrades to equipment and supplies to stay up-to-date. Some of the smaller projects made possible by funds from the Society in 2019 include:

- **Video player in Visitor Center**
- **Park-wide public address system**
- **Atomic clock for Sculptor's Studio**
- **Signage**
- **Promotional and orientation publications**



152 Hours of Continuing Education

The Society offices in Rapid City provide complimentary space for continuing education for our NPS partners, as well as national and regional agencies and cooperating association/friends group partners. More than **200** park partners were able to participate in critical training.

Did you know?

It took 14 years to carve Mount Rushmore from 1927-1941.

Our Operations

Mount Rushmore Memories Airport Store

With passenger loads on the rise and a continued effort to bring in a quality product mix representative of the Black Hills, sales at this store increased by more than **29%** over 2018.



Mount Rushmore Bookstores

The beautifully redesigned Sculptor's Studio Bookstore (below) re-opened for business in summer of 2019. This store, along with the Information Center Bookstore, served as the primary outlets for educational books and products. These stores helped our visibility, as the store in the Lincoln Borglum Museum & Visitor Center was closed due to construction.



New in 2019: the Sculptor's Studio Bookstore.



Mount Rushmore Memories Store on Main St

Mount Rushmore Memories on Main Street opened in May of 2019. More than **1,000** people walked into the shop and inquired about all that the Black Hills has to offer.

Plans are to "up the game" with our product mix in 2020, to draw even more visitors and locals in to promote what the Society does for the park.



Mount Rushmore Memories on Main.

Self-Guided Tours

Developed by the Society for the NPS, the national award-winning Mount Rushmore Self-Guided Tours offer two options. One is an audio tour wand, and the other is a multimedia device which allows the listener to access audio, pictures, video and the Junior Ranger Quest game.

The multimedia unit won first place (for digital media) in both the Public Lands Alliance Partnership Awards and the National Association for Interpretive Media Awards.



During construction, the self-guided tours gave visitors an individual experience to learn about the history of the park. Rentals were up **24% overall in 2019.**



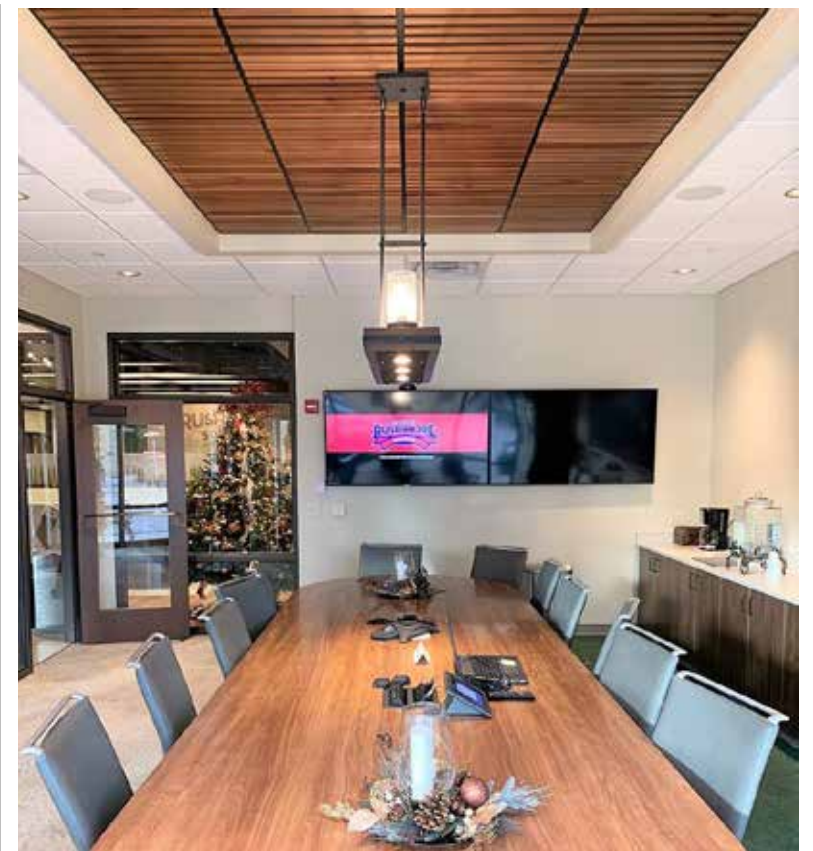
Room Rentals

With the new building in downtown Rapid City, the Society began renting facilities to outside individuals and businesses for seminars, parties, trainings, receptions and more!

Some of the businesses and organizations who have rented facilities include:

- **Black Hills Networking International**
- **Security First Bank**
- **Dacotah Bank**
- **Farmers Union Insurance**
- **SDSM&T Foundation**
- **Gunderson Palmer Law Firm**
- **Volunteers of America**
- **YMCA**
- **Children's Therapy Services**
- **Lynn Jackson Shultz & Lebrun Law Firm**
- **Rapid City Education Association**
- **Project Solutions**
- **Questers**

THANK YOU!



Did you know?

Mount Rushmore was named after a New York City attorney named Charles Rushmore.

Community Outreach

3rd Annual Find Your Park Festival

Hundreds of locals and visitors attended the Third Annual Find Your Park Festival June 8, 2019, at Main Street Square in Rapid City. **Twenty-three** vendors representing regional national parks, forests and other outdoor-related organizations took part.

300+ Attend Chamber Mixer

To officially kick-off opening Mount Rushmore Memories on Main Street and introduce ourselves to downtown Rapid City, the Society hosted the May Rapid City Chamber Mixer in which approximately **300** community leaders visited the facility.



Our friends at Black Hills Badlands Association attended the Rapid City Chamber Mixer.

In 2019, we promoted the values of Mount Rushmore in the community through the following activities.

Acting Superintendent Denice Swanke and President Theodore Roosevelt at the 2019 Find Your Park Festival.



Beautification Award

The Rapid City Chamber of Commerce presented the Society with the May Beautification Award.



Jewel Cave 200th Mile Celebration

The Society supported regional park partners by participating at the Jewel Cave 200th Mile Celebration & Reunion June 28-30. Cavers and locals came out to celebrate Jewel Cave and neighboring public lands.



B2B Mixer & Lincoln

We celebrated President Abraham Lincoln's birthday at the 2019 Chamber's Business 2 Business Mixer, providing opportunities for community leaders to take pictures with the Lincoln mascot.

Did you know?

Doane Robinson, not Gutzon Borglum, had the original idea for a carving in the Black Hills.



The Society celebrated President George Washington's Birthday in our Event Area with a class of pre-schoolers from the YMCA in Rapid City. They were even able to meet President Washington!

Presidents' Day

The Society celebrated President George Washington's Birthday with a class of 25 pre-schoolers from the YMCA in Rapid City.

Mount Rushmore rangers led the children in making crafts, reading a book on President Washington and sharing in birthday cupcakes. As an added surprise, the kids were able to "meet" President Washington and wish him a happy birthday.



Bus to the Capitol



This group of fun ladies traveled to Pierre to view exhibits on the 100th Anniversary of the 19th Amendment at the South Dakota Historical Museum. They also experienced Christmas at the Capitol.

"Make a Good Gift Great" Seminar



Pat Goetzinger of Gunderson Palmer Law Firm presented tips on charitable giving to a group of Society supporters and friends.

Our Supporters

The Mount Rushmore Society's impact would not be possible without the generous support of members, donors and friends. The list below 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 2019. 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.

Freedom Society

\$50,000—\$99,000

Black Hills Corporation

Independence Society

\$10,000—\$24,999

Bruce and Roxann Basham
First Interstate Bank
Lisa Lien

Patriot's Society

\$5,000—\$9,999

Dacotah Bank
David and Deanna Emery
Sandra Gorman
Doug and Marnie Herrmann
LIV Hospitality
Tim and Karen Raben
Vacation Races

\$1,000—\$4,999

Stanford and Lynda Clarke Adelstein
Robert and Judy Antior
Black Hills Community Bank
Gary and Gloria Brown
Cathleen Christopherson
Edward Corwin and Toni Logar
Bob and Bev Curtis
Earl Davis
Glorianne Davis
Encore Hospitality LLC
Jack and Carol Eugster
First Interstate Wealth Management

First Western Federal Savings Bank
Aaron and Dawn Galloway
Eric Gardner
Great Western Bank
Brian Hagg
Kay Jorgensen
Andrew and Barbara Knight
Phil Lampert
National Park Foundation
Marc and Stephanie Pariza
Eileen Rossow
John and Kay Rozell
Matt Sleep
Lloyd and Jan Sohl
Visit Rapid City
West River Monument
Pat and Mariruth Wittkamp
Xanterra Parks and Resorts

\$500—\$999

LaVonne Ackerman
Dr. Robert and Judy Allen
Carol Cameron
Kent and Chris Christopherson
Anthony and Brenda Cleberg
Robert and Sharon Dominicak
Ellen Heston
Richard Hoeye

\$100—\$499

Carol Bancroft
Jeff Beck
Pete Bergman
Black Hills and Badlands Tourism Association
Black Hills Bagels
John and Linda Boland
James and Cathy Bouck
Lois Catrucci
Roger Cedarblade
Custer County Historical Society
Gloria Del Bianco
Lou Del Bianco
Amelita Depaola
William and Judy Duhamel
Larry Ebbert
Richard and Donna Fisher
Eileen Fleishacker

Tom and Pam Fritz
Belynda Goodman
Richard and Nancy Gowen
Cristi Gower
Jim and Connie Green
Lee and Jodi Groskopf
Gunderson, Palmer, Nelson and Ashmore, LLP
Angela Hanson
Roger and Chris Heacock
Jennifer Henrie
Larry Jacobs
George Jenter
Carol Johnson
Leroy and Jody Ketel
Wayne and Kelly Klein
Mark and Suzanne Lackermayer
Michelle Lavallee
Gene and Pat Lebrun
John Livermore
Clay Locke
Maureen McGee-Ballinger
Jim and Claudia McHale
Charles and Vicki McLain
Connie Meier
Mark and Carolyn Mollers
Lt. Colonel Dan and Justine Monken
Mount Rushmore Lodge 220
AM&FM
James Nelson
Rollie and Peg Noem
Pioneer Bank and Trust
Thomas Prochaska
Reptile Gardens
Jerry Riggs
Warren Robinson
Diana Saathoff
Ruth Samuelsen
Dr. Ernest and Linda Schabauer
Jody and Trudy Severson
Craig and Janet Shaefer
Barbara Smith
Randy and Marcia Taylor
Sateera Thompsen
Greg Thompson
Stephen Thompson
Matt Tranquill
Roger Volentine
Jill Wells
Westhills Village
Karen Whitehead
Terry Whiting



The Society received a \$100,000 grant toward the Monumental Movie Campaign from Black Hills Energy.



Friends of the Faces Awards

During our 2019 Spring Celebration, Superintendent **Cheryl Schreier** was presented with the Individual Friend of the Faces Award for her contributions to Mount Rushmore during her tenure at the park from 2010-2019. She retired in May, 2019.

Ainsworth Benning Construction was presented the Corporate Friend of the Faces Award for their commitment and expertise in completing the reconstruction of our building at 830 Main Street. **Will McElroy** (left) and **Corey Hegge** (right) of Ainsworth Benning accepted the award.

An Evening with President John Adams & First Lady Abigail Adams

The First Lady joined our presidential re-enactor this year, and it was a hit! On the day before the annual fundraising dinner, Abigail Adams was featured at the inaugural First Ladies Luncheon held at the Society offices for 30 attendees. John Adams gave a presentation at Westhills Village for 50 attendees. Both appeared during *An Evening with President John Adams & First Lady Abigail Adams* on October 5 at Mount Rushmore. They entertained the audience about the founding of our country from a "his and her" perspective. Overall, this event raised more than \$28,000 for the Monumental Movie Campaign. We thank the following sponsors who helped make the event a success.

Presidential Sponsors

Glorianne Davis | Stan Adelstein & Lynda Clark
Visit Rapid City | The Farmhouse Bistro & Bar
Xanterra Parks & Resorts | Haggerty's Musicworks
Black Hills Community Bank | Simpsons Printing
First Interstate Wealth Management
West River Monument | Eric Gardner

Friends Sponsors

Bob & Bev Curtis | Brian Hagg



Kim Hanley of American Historical Theatre portrayed Abigail Adams along side Joe Doyle as John Adams during the Society's annual Presidential Dinner.

Looking Ahead

COVID-19 Update (as of 4/30/2020)

Life at the Society changed as we knew it in March of 2020 with the COVID-19 pandemic that continues to sweep through our country and the world.

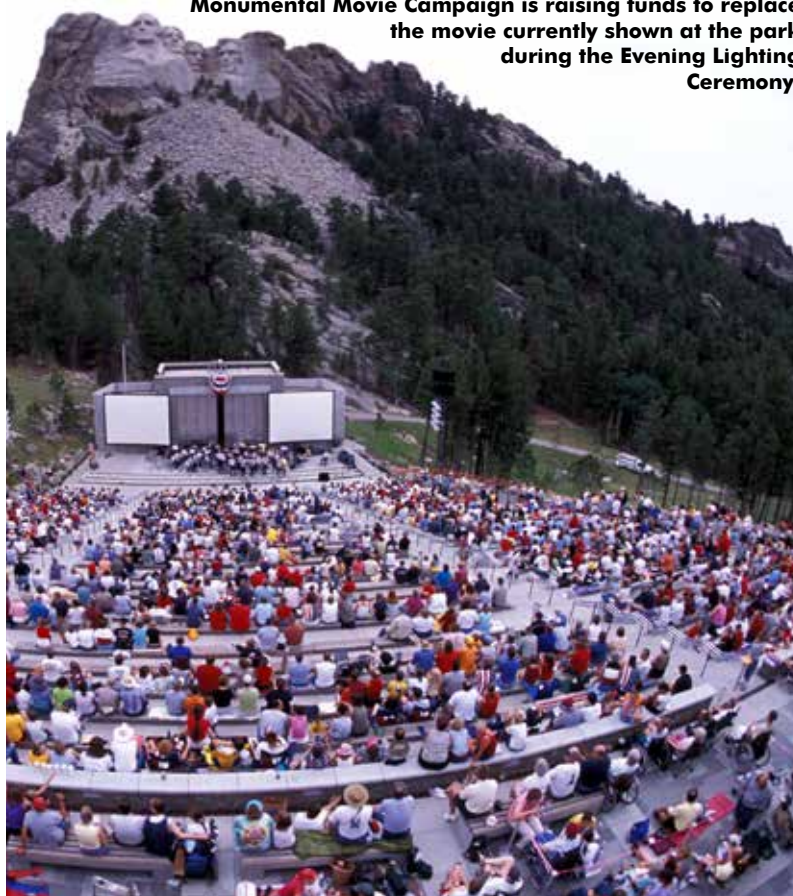
We stand with our partners in the National Park Service as they make tough decisions during this crisis to prioritize the health and safety of staff and visitors. At this time, Mount Rushmore National Memorial remains open for viewing the sculpture. Parking in the ramp is available, however all park visitor and administrative facilities are closed, as well as our Society Bookstores. The restaurant and gift shop are also closed.

In addition, Mount Rushmore Memories Airport Store and Mount Rushmore Memories on Main is closed for the time being.

The dedicated team at the Mount Rushmore Society is working remotely on behalf of our mission to preserve and protect Mount Rushmore. While following social distancing and COVID-19 protocols, the staff continues to work together collaboratively and creatively to pursue the good work of the organization.

With the continued strong support of our donors, the Mount Rushmore Society will endure to protect and preserve the legacy of Mount Rushmore for future generations as we have for the last 90 years.

Approximately 2,000 visitors attend the Evening Lighting Ceremony each night during the summer season. This program includes a ranger presentation, a flag-folding demonstration and movie. The Monumental Movie Campaign is raising funds to replace the movie currently shown at the park during the Evening Lighting Ceremony.



Monumental Movie Campaign

While times are uncertain, our commitment to ensuring that Mount Rushmore National Memorial has the necessary resources to provide an excellent visitor experience is not. We continue to raise funds to provide two new movies for the Memorial: One to be shown nightly during the Evening Lighting Ceremony through the summer season, and one that will be shown daily in the Lincoln Borglum Museum & Visitor Center.

This effort has been positively received by supporters near and far. It is our hope to have the funding for the Evening Lighting Ceremony movie completed soon so that production can commence and be available when construction is complete. This new movie will be seen by more than 170,000 people each summer and have a significant impact to their visitor experience.

Did you know?

It cost \$989,992.32 to carve Mount Rushmore.

Construction Update

A 600-day construction project consisting of three phases began July, 2019. The first phase included upgrading the park's walkways, repairing water intrusion at the Lincoln Borglum Museum & Visitor Center and expanding the Avenue of Flags. Certain areas of the park were closed and remain inaccessible during phase one.

Even with setbacks related to COVID-19, plans are still in the works to complete phase one by June 2020. At that time, the Evening Lighting Ceremony should reconvene. We hope to have our Mount Rushmore Bookstore reopen in the Lincoln Borglum Visitor Center in time for the summer season.

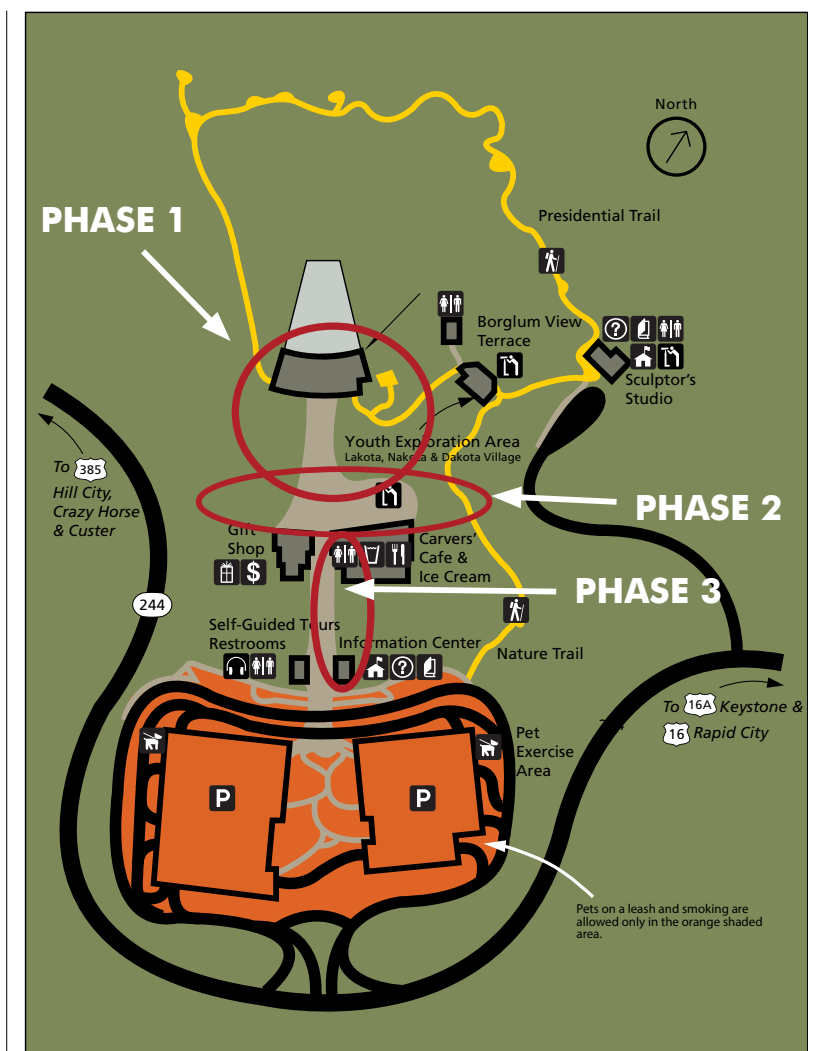
The second phase, which will repair the walkway in front of the Gift Shop and Carvers Cafe, is set to begin late summer or fall.

Phase three of construction will repair the walkway from the Gift Shop and Carvers Cafe to the Information Center. These last phases should be complete by 2021.

Updates to construction timing and which areas of the park are accessible may be found at www.nps.gov/moru or by calling the Ranger Desk at 605-574-3198. We will keep you updated as we know more.



Visitors still have great views of the carving throughout Phase I of construction in the park.



July 3, 2020 Fireworks

The NPS recently announced the return of Independence Day Fireworks to Mount Rushmore National Memorial on July 3, 2020, after an 11-year absence. Following an Environmental Assessment (EA) conducted earlier this year, the NPS issued a Finding of No Significant Impact (FONSI) allowing the Independence Day fireworks celebration to be permitted based on the recommended alternative, which protects the memorial, the environment and park visitors.

The event will be held subject to appropriate weather, security, wildland fire conditions, and in accordance with the President's *Opening Up America Again* guidelines. The public's health and safety is of utmost importance, and therefore conditions in the permit issued to the state will allow for modifications to the event in accordance with all national, state and local health and safety guidelines.

We stand ready to assist with this program, as defined by the National Park Service and the South Dakota Governor's Office.

For updates, please see www.nps.gov/moru for news releases and alerts regarding this event.

2019 Financials

Revenue

Net Investment Return	2,665,786.00
Net Educational and Product Sales	953,120.00
Unrestriction Contributions and Other Revenue	82,500.00
Total Revenue	3,701,406.00

Expenses

Retail	827,961.00
Direct Support to the Memorial	200,000.00
Indirect Support of Mission and Programming	396,681.00
General and Fundraising Expenses	508,552.00
	1,933,194.00
Overall Operations, Net Increase	1,768,212.00
Restricted Contributions	206,880.00
Increase in Net Assets	1,975,092.00

Complete copies of the Society's audited financial statements and notes for 2019 are available upon request by calling CEO Diana Saathoff at 605-341-8883.

Our Partnership

Society Receives the National Park Service Partnership Award



Superintendent Cheryl Schreier, who retired in 2019, presented the Mount Rushmore Society with the National Park Service Partnership Award as one of her last duties. The Society was awarded this honor for service to the NPS in continuing the Monumental Movie Campaign with the goal of securing \$2 million to upgrade the movies and equipment at the park.

Pictured above are: Director of Philanthropy **Stephanie Pariza**; NPS Partnership Director **Randy Carroll**; **Schreier**; President **Kay Jorgensen**; CEO **Diana Saathoff**; and Membership & Donor Stewardship Coordinator **Patty Neumiller**.

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90 Years in Review

1930

Incorporated as a nonprofit corporation in the District of Columbia on February 24, the Mount Rushmore National Memorial Society (Society) of the Black Hills assumed the responsibility of soliciting private funds and providing citizens the opportunity to be involved in the Memorial.

The Society was integral in managing the School Children’s Fund in October, 1930 in which every child was encouraged to make a free will offering to Mount Rushmore. A total of \$1,707.80 was collected.

1933

The Memorial became part of the National Park Service (NPS) system, and the partnership between the NPS and the Society officially began.

1940s

The Society operated the binoculars concessions at the park through the Tower Optical Company, raising funds for park needs.

1941

The Society became the first concessionaire at Mount Rushmore which was operated by C.C. Gideon for many years. Through profits obtained from the concessions, the Society supplied funds for construction and improvements at Mount Rushmore until 1968.

1954

Plans began for improvements and additions to roads, parking and facilities within the Memorial. These plans were a part of the bigger NPS Mission 66 to improve facilities within national parks. Work on the approach road from Keystone, the visitor center, amphitheater, concessions dormitory and concessions buildings took place between 1954 and 1956. In 1963, the Visitor Center opened to the public.

1967

The Society fulfilled its contract in full with the United States government by repaying \$750,358 to Congress for appropriations that had been made for development in the 1950s.

1968

The NPS transferred concession operations from the Society to a private party. The Society continued to benefit from the concessions, but in a lesser amount, until 1974.

The Society continued to provide modest support to the Memorial for programs, minor needs and administration between the years of 1968 and 1987.

1980s

The park conducted a general management plan that determined the need for enlarged and improved visitor facilities. Designs and planning began for total redevelopment of visitor facilities at the Memorial.

1986

The Society produced *The Shrine* video viewed in the Lincoln Borglum Museum & Visitor Center daily on a continuous loop.

1988

Tom Griffith became the first executive director and the first paid staff of the Society.

The Society moved into the Norwest Bank building, downtown Rapid City.

1989

Under the leadership of Carolyn Mollers and Ray Aldrich, the Society began a nationwide campaign called the Mount Rushmore Preservation Fund led by Al Neuharth. South Dakota Governor George Mickelson issued a \$2 million challenge that would be matched by state funds. More than 54 South Dakota communities exceeded that challenge by providing \$3.5 million to the Preservation Fund. Ultimately, the campaign raised \$25 million and saw a total of \$56 million in improvements at Mount Rushmore.

1990

The Society funded RE/SPEC to conduct a 10-component structural study of the sculpture. This study is used for the rock block monitoring system for the carving.

1991

Radio City Music Hall Productions produced a Golden Anniversary event at Mount Rushmore. President George H. Bush formally dedicated the Memorial at the celebrations.

The Society produced the official presentation cover for the 29-cent Flag Over Mount Rushmore stamp.

With support from South Dakota’s congressional members, including Representative Tim Johnson, Senator Larry Pressler and Senator Tom Daschle, a coin bill passed Congress. The United States Treasury minted a three-coin commemorative set. A portion of the sales of these coins was allocated to the Preservation Fund, providing over \$6 million in funding for the redevelopment.

Sales of the book, *America’s Shrine of Democracy* by author Tom Griffith, and other commemorative products generated further revenue and attention for the campaign.

Society sponsored the lighting of the Mount Rushmore Christmas tree for the first time.

1992

The initial groundbreaking for the redevelopment took place and construction continued on the redevelopment for six years.

1993

The Society formed a cooperating association now known as the Mount Rushmore Bookstores (Bookstores). A bookstore opened, and products were selected and created to educate visitors and provide interpretive tools to tell the story of Mount Rushmore.

1995

In May, the Society was awarded the National Park Partnership Leadership Award.

1997

The Society obtained private financing of \$17 million in order to build a parking facility when federal appropriations were unavailable. The Society contracted with Bob Mudlin of Presidential Parking, Inc., to operate the new parking concession operation.

Dedication of the largest amphitheater in the National Park Service took place July 15. South Dakota native Al Neuharth and the Freedom Forum board contributed \$1 million to the Amphitheater which seats 2,000 people.

1998

The redevelopment design and construction of the current facilities at Mount Rushmore were completed

with no federal tax dollars being used to fund the project. The Preservation Fund goal of \$56 million was reached by combining \$25 million in private and corporate contributions, \$14 million from AmFac Concession investments and \$17 million from the parking facility investments.

The first Independence Day fireworks display took place at Mount Rushmore and became a national event.

Spearheaded by Mary Ellis Borglum Vhay, the Hall of Records was completed with funds raised by the Society.

2000

The Society and State of South Dakota funded a movie for the Evening Lighting Ceremony: the award-winning film *Freedom: America’s Lasting Legacy*. The Evening Lighting Program became the largest attended evening program in the park service.

2004

The Bookstores opened its second retail location in the park. Award-winning original publications were produced, and annual sales totaled over \$1 million for the first time. Total amount of aid-to-the park funds provided to the NPS by the association reached \$1 million.

Through funding from the Society and the hard work of the NPS, lighting was added to the Avenue of Flags, becoming the second most photographed spot at the Memorial.

2005

The Bookstores produced the Mount Rushmore Audio Tour and opened a third seasonal bookstore in the Sculptor’s Studio. The tour went on to win the 2008 National Park Service Director’s Award.

The Society funded and provided event support to U.S. immigration officials for the return of the Naturalization Ceremony held at Mount Rushmore.

2007

The Society moved administrative offices into First Interstate Bank on Eglin St.

2013

The Society opened Mount Rushmore Memories Gift Shop in Hill City, offering a wide-range of books, home decor and gifts. The store closed in 2015.

2015

The Society won the 5-year contract for operating Mount Rushmore Memories Airport Store at Rapid City Regional Airport.

2016

The Youth Exploration Area, a kid-friendly space where rangers provide educational programs, opened at the park. Funds for this \$325,000 project were raised by the Society through corporate and individual giving.

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.

The Society officially ended its 20-year concessions contract with the NPS for the financing, operation and maintenance of the Mount Rushmore parking facility. It was turned over to the NPS debt free.

The Society celebrated the 75th anniversary of the completion of Mount Rushmore with a nationwide campaign and a variety of events and products. One of the ongoing events is the annual Find Your Park Festival, a free event for the public. Vendors representing regional public lands partners and

outdoor-related organizations provide activities and information about their organization.

2017

Thanks to the generous gift from Sharon & Jim Weinell 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. The trail can be accessed south of the Mount Rushmore parking garage.

In May, South Dakota tourism partners, Society members and NPS 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.” An official SDSHS roadside marker honoring Robinson was dedicated, thanks to a donation by Jerry Klinger of the Jewish American Historical Society.

2018

The Bookstores added a multimedia unit to the Mount Rushmore Self-Guided Tours.

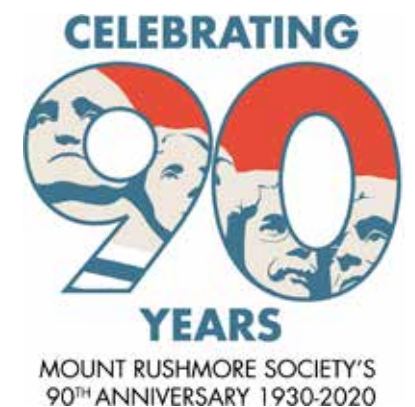
The Society donated the last installment of five \$100,000 gifts to the NPS to be used specifically for sculpture preservation at the Memorial. The funds were a result of an initial \$214,000 bequest from the Betty Nelson, Yankton, SD, estate. The Society contributed an additional \$200,000 and managed the fund for its ultimate donation to the NPS.

The Society embarked on the \$2 million Monumental Movie Campaign to update the two movies shown at the park: one to be shown during the nightly Evening Lighting Ceremony during the summer season and one to be shown daily in the Lincoln Borglum Museum & Visitor Center..

2019

The Society moved into its first permanent location at 830 Main Street, Rapid City, and Mount Rushmore Memories on Main Gift Shop was opened. Facilities were made available for rent to the business community and provided as a service free of charge to our public lands partners.

The Society was awarded the National Park Service Partnership Award.



Our Team

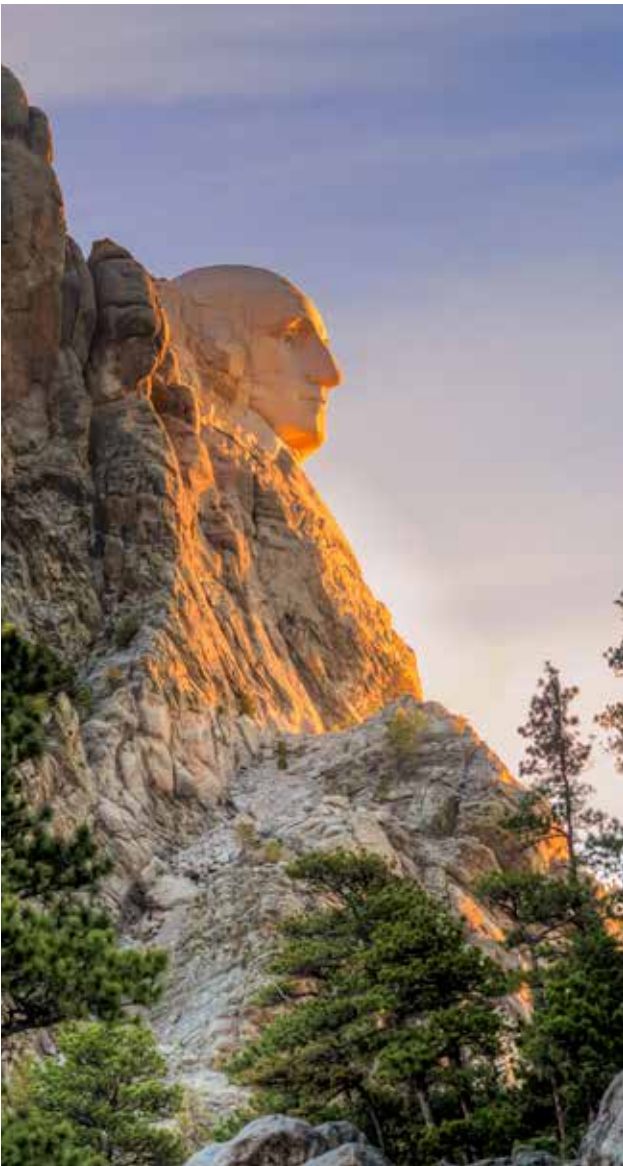
Staff

Diana Nielsen Saathoff, CEO
Shannon Anderson, Accountant
Kathy Hackett, Accountant
Deb Hanna, Retail Manager
Matea Hunsaker, Retail Supervisor
Cindy Mayes, Special Projects Coordinator
Patty Neumiller, Member & Donor Coordinator
Stephanie Pariza, Director of Philanthropy
Anna Raue, Director of Retail
Debbie Ketel Speas, COO
Marilyn Schwaner, Administrative Assistant
Sandra Weaver, Director of Finance

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Aaron Galloway, Vice President
Anthony Cleberg, Treasurer
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Michael Diedrich
Brian Hagg
Marnie Herrmann
Dr. Antonette Logar
Rollie Noem
Eileen Rossow
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mountrushmoresociety.com

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Mount Rushmore Memories Airport Store:
Rapid City Regional Airport | 605-791-6868
memories@mtrushmore.org



This publication is dedicated to the memory of Donald “Nick” Clifford who passed away in 2019 at the age of 98. He was the last living worker on Mount Rushmore. Nick, with his wife Carolyn by his side, devoted his later years to interacting and educating thousands of visitors annually about Mount Rushmore.

