

MOUNT RUSHMORE NATIONAL MEMORIAL SOCIETY
FINANCIAL STATEMENTS AND INDEPENDENT AUDITOR'S REPORT
DECEMBER 31, 2024 AND 2023



MOUNT RUSHMORE NATIONAL MEMORIAL SOCIETY

TABLE OF CONTENTS

	<u>PAGE</u>
Independent Auditor's Report.....	3-4
<i>Financial Statements:</i>	
Statements of Financial Position.....	5
Statement of Activities – 2024.....	6
Statement of Activities – 2023.....	7
Statement of Functional Expenses – 2024.....	8
Statement of Functional Expenses – 2023.....	9
Statements of Cash Flows.....	10
Notes to the Financial Statements.....	11-18
<i>Supplementary Information:</i>	
Statement of Activities by Division – For the Year Ended December 31, 2024.....	20
Statement of Activities by Division – For the Year Ended December 31, 2023.....	21



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INDEPENDENT AUDITOR'S REPORT

Board of Directors
Mount Rushmore National Memorial Society
Rapid City, South Dakota

Report on the Financial Statements

Opinion

We have audited the accompanying financial statements of Mount Rushmore National Memorial Society (the Society), which comprise the statements of financial position as of December 31, 2024 and 2023, and the related statements of activities, functional expenses, and cash flows for the years then ended, and the related notes to the financial statements.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of the Society as of December 31, 2024 and 2023, and the results of its operations and its cash flows for the years then ended in accordance with accounting principles generally accepted in the United States of America.

Basis for Opinion

We conducted our audits in accordance with auditing standards generally accepted in the United States of America. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are required to be independent of the Society and to meet our other ethical responsibilities, in accordance with the relevant ethical requirements relating to our audits. We believe that the evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Responsibilities of Management for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with accounting principles generally accepted in the United States of America, and for the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is required to evaluate whether there are conditions or events, considered in the aggregate, that raise substantial doubt about the Society's ability to continue as a going concern within one year after the date that the financial statements were available to be issued.

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not absolute assurance and there is not a guarantee that an audit conducted in accordance with generally accepted auditing standards will always detect a material misstatement when it exists. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as a fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control. Misstatements, including omissions, are considered material if there is a substantial likelihood that, individually or in the aggregate, they would influence the judgment made by a reasonable user based on the financial statements.

Board of Directors
Mount Rushmore National Memorial Society

In performing an audit in accordance with generally accepted auditing standards, we:

- Exercise professional judgment and maintain professional skepticism throughout the audit.
- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, and design and perform procedures responsive to those risks. Such procedures include examining, on a test basis, evidence regarding the amounts and disclosures in the financial statements.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Society's internal control. Accordingly, no such opinion is expressed.
- Evaluate the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluate the overall presentation of the financial statements.
- Conclude whether, in our judgment, there are conditions or events, considered in the aggregate, that raise substantial doubt about the Society's ability to continue as a going concern for a reasonable period of time.

We are required to communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit, significant audit findings, and certain other internal control matters that we identified during the audit.

Report on Supplementary Information

Our audit was conducted for the purpose of forming an opinion on the financial statements as a whole. The 2024 and 2023 supplementary divisional information is presented for purposes of additional analysis and is not a required part of the financial statements. Such information is the responsibility of management and was derived from and relates directly to the underlying accounting and other records used to prepare the financial statements. The information has been subjected to the auditing procedures applied in the audit of the financial statements and certain additional procedures, including comparing and reconciling such information directly to the underlying accounting and other records used to prepare the financial statements or to the financial statements themselves, and other additional procedures in accordance with auditing standards generally accepted in the United States of America. In our opinion, the information is fairly stated in all material respects in relation to the financial statements as a whole.



KETEL THORSTENSON, LLP
Certified Public Accountants

April 24, 2025

MOUNT RUSHMORE NATIONAL MEMORIAL SOCIETY

**STATEMENTS OF FINANCIAL POSITION
DECEMBER 31, 2024 AND 2023**

<u>ASSETS</u>	2024	2023
Cash and Cash Equivalents	\$ 2,399,068	\$ 2,577,471
Investments	16,022,633	14,874,861
Accounts Receivable	5,620	159
Promises to Give	65,000	28,000
Inventory	239,422	286,718
Prepaid Expenses	26,427	66,307
Other	20,248	20,248
Total Current Assets	18,778,418	17,853,764
 Property and Equipment, Net	 1,878,799	 1,934,466
 Other Assets		
Operating Right-of Use Asset	-	80,338
 TOTAL ASSETS	 \$ 20,657,217	 \$ 19,868,568
 <u>LIABILITIES AND NET ASSETS</u>		
 Current Liabilities		
Accounts Payable and Accrued Expenses	\$ 122,349	\$ 115,338
Accrued Leave	28,398	23,499
Current Portion of Operating Lease Liability	-	80,338
Total Current Liabilities	150,747	219,175
 Net Assets		
With Donor Restrictions - Purpose - Monumental Movie	413,399	452,145
With Donor Restrictions - Purpose - Protect Fund	2,275	-
With Donor Restrictions - Purpose - Preserve Fund	450	-
With Donor Restrictions - Purpose - Promote Fund	550	-
With Donor Restrictions - Purpose - Bus Vouchers	990	1,700
With Donor Restrictions - Purpose - Stone Hoop Garden	76,799	243,929
Total Net Assets with Donor Restrictions	494,463	697,774
 Without Donor Restrictions	 20,012,007	 18,951,619
Total Net Assets	20,506,470	19,649,393
 TOTAL LIABILITIES AND NET ASSETS	 \$ 20,657,217	 \$ 19,868,568

The accompanying notes are an integral part of these financial statements.

MOUNT RUSHMORE NATIONAL MEMORIAL SOCIETY

**STATEMENT OF ACTIVITIES
FOR THE YEAR ENDED DECEMBER 31, 2024**

	Net Assets without Donor Restrictions	Net Assets with Donor Restrictions	Total
Support and Revenue			
Net Educational and Product Sales	\$ 1,520,157	\$ -	\$ 1,520,157
Net Investment Return	1,719,847	-	1,719,847
Net Event Revenue	5,356	-	5,356
Event Center Rental	11,126	-	11,126
Contributions	72,522	185,177	257,699
Membership Sales	10,324	-	10,324
Gain on Disposal of Assets	4,518	-	4,518
Miscellaneous	1,553	-	1,553
Net Asset Released from Restrictions	388,488	(388,488)	-
Total Support and Revenue	3,733,891	(203,311)	3,530,580
Expenses			
<i>Program Expenses:</i>			
Direct Program Support for Memorial	580,453	-	580,453
Indirect Program Support for Memorial	269,556	-	269,556
Retail Program Support	877,671	-	877,671
	1,727,680	-	1,727,680
<i>Support Expenses:</i>			
Management and General	419,869	-	419,869
Retail Support	310,355	-	310,355
Fundraising	215,599	-	215,599
	945,823	-	945,823
Total Expenses	2,673,503	-	2,673,503
Change in Net Assets	1,060,388	(203,311)	857,077
Net Assets -- Beginning of Year	18,951,619	697,774	19,649,393
Net Assets -- End of Year	\$ 20,012,007	\$ 494,463	\$ 20,506,470

The accompanying notes are an integral part of this financial statement.

MOUNT RUSHMORE NATIONAL MEMORIAL SOCIETY

**STATEMENT OF ACTIVITIES
FOR THE YEAR ENDED DECEMBER 31, 2023**

	Net Assets without Donor Restrictions	Net Assets with Donor Restrictions	Total
Support and Revenue			
Net Educational and Product Sales	\$ 1,321,568	\$ -	\$ 1,321,568
Net Investment Return	2,176,141	-	2,176,141
Grant Revenue	163,042	250,000	413,042
Net Event Revenue	(77,194)	150,000	72,806
Event Center Rental	8,950	-	8,950
Contributions	112,879	189,960	302,839
Membership Sales	4,961	-	4,961
Miscellaneous	1,311	-	1,311
Net Asset Released from Restrictions	15,542	(15,542)	-
Total Support and Revenue	3,727,200	574,418	4,301,618
Expenses			
<i>Program Expenses:</i>			
Direct Program Support for Memorial	411,426	-	411,426
Indirect Program Support for Memorial	268,576	-	268,576
Retail Program Support	743,851	-	743,851
	1,423,853	-	1,423,853
<i>Support Expenses:</i>			
Management and General	363,419	-	363,419
Retail Support	310,434	-	310,434
Fundraising	211,003	-	211,003
	884,856	-	884,856
Total Expenses	2,308,709	-	2,308,709
Change in Net Assets	1,418,491	574,418	1,992,909
Net Assets -- Beginning of Year	17,533,128	123,356	17,656,484
Net Assets -- End of Year	\$ 18,951,619	\$ 697,774	\$ 19,649,393

The accompanying notes are an integral part of this financial statement.

MOUNT RUSHMORE NATIONAL MEMORIAL SOCIETY

**STATEMENT OF FUNCTIONAL EXPENSES
FOR THE YEAR ENDED DECEMBER 31, 2024**

	Program		Supporting Services			Total
	Memorial	Retail	Management and General	Retail Support	Fund Raising	2024
Expenses						
Payroll and Related Benefits	\$ 112,103	\$ 574,610	\$ 287,960	\$ 151,503	\$ 151,507	\$1,277,683
Cost of Sales	-	819,986	-	269,904	-	1,089,890
Aid to the Park	580,453	-	-	-	-	580,453
Depreciation	29,427	66,609	28,613	15,743	2,319	142,711
Rent Airport	-	58,390	-	78,644	-	137,034
Professional Fees	-	-	30,157	-	94,535	124,692
Technology and Equipment	9,538	32,137	9,610	15,286	25,244	91,815
Charges and Fees	-	50,041	1,752	14,529	1,216	67,538
Travel	29,005	6,124	-	428	13,083	48,640
Advertising	18,726	2,233	3,997	1,864	12,909	39,729
Office	4,142	8,385	12,513	3,420	10,239	38,699
Retail Processing Supplies	-	30,991	-	5,906	-	36,897
Repairs and Maintenance	8,843	15,334	8,598	2,536	697	36,008
Meals and Mileage	1,811	6,629	3,025	3,137	20,943	35,545
Insurance	10,658	5,614	10,363	7,547	840	35,022
Occupancy	6,169	7,753	9,430	5,357	486	29,195
Other	10,760	196	5,814	272	2,916	19,958
Licenses and Taxes	6,499	4,759	1,874	1,876	512	15,520
Conferences and Meetings	12,853	1,925	160	-	-	14,938
Telephone	2,930	4,294	2,849	2,307	231	12,611
Dues and Subscriptions	6,092	1,647	3,154	-	721	11,614
Total Expenses	850,009	1,697,657	419,869	580,259	338,398	3,886,192
Less expenses included with revenues on the Statement of Activities	-	(819,986)	-	(269,904)	(122,799)	(1,212,689)
Total expenses included in expense section on the Statement of Activities	\$ 850,009	\$ 877,671	\$ 419,869	\$ 310,355	\$ 215,599	\$2,673,503

The accompanying notes are an integral part of this financial statement.

MOUNT RUSHMORE NATIONAL MEMORIAL SOCIETY

**STATEMENT OF FUNCTIONAL EXPENSES
FOR THE YEAR ENDED DECEMBER 31, 2023**

	Program		Supporting Services			Total
	Memorial	Retail	Management and General	Retail Support	Fund Raising	2023
Expenses						
Payroll and Related Benefits	\$ 132,809	\$ 477,443	\$ 232,080	\$ 163,410	\$ 137,825	\$ 1,143,567
Cost of Sales	-	695,034	-	241,179	-	936,213
Aid to the Park	411,426	-	-	-	-	411,426
Depreciation	37,979	52,904	22,246	17,216	2,405	132,750
Rent Airport	-	46,729	-	67,579	-	114,308
Professional Fees	-	-	39,688	-	67,728	107,416
Occupancy	6,947	7,578	7,465	5,173	51,710	78,873
Technology and Equipment	8,461	26,815	5,150	11,530	25,835	77,791
Charges and Fees	-	41,885	1,746	12,469	1,277	57,377
Retail Processing Supplies	-	40,078	-	12,584	-	52,662
Office	8,700	8,597	11,897	4,870	10,945	45,009
Meals and Mileage	2,634	8,279	2,857	3,423	21,479	38,672
Advertising	1,117	2,977	5,636	-	25,255	34,985
Insurance	13,250	3,558	7,763	5,878	840	31,289
Repairs and Maintenance	9,420	10,458	5,518	2,244	597	28,237
Licenses and Taxes	7,766	7,567	10,268	1,850	542	27,993
Travel	19,913	1,711	-	-	316	21,940
Other	6,959	115	4,669	-	5,518	17,261
Dues and Subscriptions	5,206	2,522	4,572	-	340	12,640
Telephone	3,140	3,485	1,839	2,208	199	10,871
Conferences and Meetings	4,275	1,150	25	-	-	5,450
Total Expenses	680,002	1,438,885	363,419	551,613	352,811	3,386,730
Less expenses included with revenues on the Statement of Activities	-	(695,034)	-	(241,179)	(141,808)	(1,078,021)
Total expenses included in expense section on the Statement of Activities	\$ 680,002	\$ 743,851	\$ 363,419	\$ 310,434	\$ 211,003	\$ 2,308,709

The accompanying notes are an integral part of this financial statement.

MOUNT RUSHMORE NATIONAL MEMORIAL SOCIETY

**STATEMENTS OF CASH FLOWS
FOR THE YEARS ENDED DECEMBER 31, 2024 AND 2023**

	2024	2023
Cash Flows from Operating Activities		
Change in Net Assets	\$ 857,077	\$ 1,992,909
<i>Adjustments to Reconcile Change in Net Assets to Net Cash Flows Provided by (Used in) Operating Activities:</i>		
Depreciation	142,711	132,750
Gain on Disposal of Assets	(4,518)	-
Net Realized and Unrealized Gain on Investments	(1,335,833)	(1,850,927)
<i>Working Capital Changes Increasing (Decreasing) Cash:</i>		
Accounts Receivable	(5,461)	20,051
Promises to Give	(37,000)	687
Inventory	47,296	329,913
Prepaid Expenses	39,880	(53,160)
Accounts Payable and Accrued Expenses	11,910	7,028
Net Cash Flows Provided by (Used in) Operating Activities	(283,938)	579,251
Cash Flows from Investing Activities		
Purchase of Property and Equipment	(92,026)	(284,048)
Proceeds from Disposal of Equipment	9,500	-
Purchase of Investments	(5,180,385)	(2,741,357)
Proceeds from Sale of Investments	5,368,446	3,658,081
Net Cash Flows Provided by Investing Activities	105,535	632,676
Change in Cash and Cash Equivalents	(178,403)	1,211,927
Cash and Cash Equivalents -- Beginning of Year	2,577,471	1,365,544
Cash and Cash Equivalents -- End of Year	\$ 2,399,068	\$ 2,577,471
Supplemental Disclosures of Cash Flow Information:		
Cash Paid for Amounts Included in Measurement of Lease Liabilities		
Operating Cash Flows from Operating Leases	\$ 80,338	\$ 79,428

The accompanying notes are an integral part of these financial statements.

MOUNT RUSHMORE NATIONAL MEMORIAL SOCIETY

NOTES TO FINANCIAL STATEMENTS

DECEMBER 31, 2024 AND 2023

(1) Nature of Operations and Summary of Significant Accounting Policies

Operations

Mount Rushmore National Memorial Society (the Society) is a nonprofit organization incorporated in the District of Columbia, for the purpose of supporting America's national and state parks, monuments, memorials, and other lands. The Society's main focus has been to cooperate with the National Park Service (NPS) in operating and maintaining the Mount Rushmore National Memorial (the Memorial) in the best interest of the public. The Society raises funds to finance improvements and programs at the Memorial. Furthermore, the Society promotes the historical, cultural, scientific, and educational activities of the Memorial and the NPS.

The Society, under the division of the Mount Rushmore Bookstores (the Bookstores), also sells program related products at the Memorial and Rapid City Regional Airport (Airport), the activities of which are included in the accompanying financial statements.

The Society also operates a 100 percent-owned subsidiary, known as Mount Rushmore Institute (the Institute) to provide forums, interpret and measure the value of democracy, and to advance the cause of freedom to the world. The Institute had no activity for the year ended December 31, 2024 or 2023.

Basis of Accounting and Financial Statement Presentation

The financial statements are prepared on the accrual basis of accounting in accordance with U.S. generally accepted accounting principles (US GAAP), which required the Society to report information regarding its financial position and activities according to the following net asset classifications:

Net Assets with Donor Restrictions – Net assets subject to donor-imposed restrictions. Some donor-imposed restrictions are temporary in nature such as those that will be met by the passage of time or other events specified by the donor. Other donor-imposed restrictions are perpetual in nature, where the donor stipulates that resources be maintained in perpetuity. No such net assets exist at December 31, 2024 or 2023. Donor-imposed restrictions are released when a restriction expires, that is when the stipulated time has elapsed, when the stipulated purpose for which the resource was restricted has been fulfilled, or both and are reported as reclassifications between the applicable classes of net assets. If the Society receives assets with donor-imposed restrictions and the restriction expires within the same year, the activity is recorded all within Net Assets without Donor Restrictions as the restrictions have expired.

Net Assets without Donor Restrictions – Net assets not subject to donor-imposed restrictions may be expended for any purpose in performing the primary objectives of the Society. Although they may in the future, the Board of Directors has not designated any net assets without donor restrictions for specific purposes.

Use of Estimates

The preparation of financial statements in accordance with accounting principles generally accepted in the United States of America requires management to make estimates and assumptions that affect the amounts and disclosures reported in the financial statements. Actual results could differ from those estimates.

Cash and Cash Equivalents

For purposes of the financial statements, the Society considers all highly liquid financial instruments with original maturities of three months or less to be cash equivalents.

MOUNT RUSHMORE NATIONAL MEMORIAL SOCIETY

NOTES TO FINANCIAL STATEMENTS

DECEMBER 31, 2024 AND 2023

(1) Nature of Operations and Summary of Significant Accounting Policies

Concentrations of Credit Risk

Financial instruments that potentially subject the Society to concentrations of credit risk consist principally of cash and cash equivalents and investments. The Society maintains cash and cash equivalents balances in various bank accounts that often exceed federally insured limits or include uninsured investments. To date, the Society has not experienced any losses in any of these accounts and feels the risk of exposure to loss is minimal.

Investments

The Society records its investment purchases at cost, or if donated, at fair value on the date of donation. Thereafter, investments are reported at fair value in the statements of financial position, and changes in fair value are reported as net investment return in the statements of activities. Net investment return consists of realized and unrealized gains and losses, interest and dividend income, and external and direct internal investment expenses. Realized gains and losses are determined on a specific identity basis. Net investment return is recorded as net assets without donor restrictions unless such amounts are restricted by the donor or by law.

In general, investments are exposed to various risks, such as interest rate, credit, and overall market volatility risk. Due to the level of risk associated with certain investments, it is reasonably possible that changes in the values of the investments will occur in the near term and that such changes could materially affect the investment and the amounts reported.

Investments are managed by professional investment managers whose performance is monitored by management and the Society's investment committee of the Board of Directors. Although the fair value of investments is subject to fluctuation on a year-to-year basis, management and the investment committee believe the investment policies and guidelines are prudent for the long-term welfare of the Society.

Fair value is the price that would be received to sell an asset or paid to transfer a liability (an exit price) in the principal, or most advantageous, market for the asset in an orderly transaction between market participants on the measurement date. Fair value should be based on the assumptions market participants would use when pricing an asset. US GAAP establishes a fair value hierarchy that prioritizes investments based on those assumptions. The fair value hierarchy gives the highest priority to quoted prices in active markets (observable inputs) and the lowest priority to an entity's assumptions (unobservable inputs). The Society groups investments at fair value in three levels, based on the markets in which the investments are traded and the reliability of the assumptions used to determine fair value.

The three-level hierarchy categorizes the inputs as follows:

- Level One: Observable inputs such as quoted market prices for identical assets or liabilities in active markets that we can access at the measurement date.
- Level Two: Inputs other than quoted prices included within Level One that are observable for the asset or liability, either directly or indirectly. These include quoted prices for similar assets or liabilities in active markets, quoted prices for identical or similar assets or liabilities in markets that are not active, inputs other than quoted prices that are observable for the asset or liability, and market-corroborated inputs.
- Level Three: Inputs are based on prices or valuation techniques that are non-observable. The types of assets and liabilities included in Level Three require significant management judgment or estimation.

Certain fixed income funds and corporate bonds are valued at either the yields currently available on comparable securities of issuers with similar credit ratings or valued under a discounted cash flow approach that maximizes observable inputs such as current yields of similar instruments but includes adjustments for certain risks that may not be observable such as credit and liquidity risks. Certain money market funds are valued based on the funds deposited and net investment earnings, less withdrawals and fees.

MOUNT RUSHMORE NATIONAL MEMORIAL SOCIETY

NOTES TO FINANCIAL STATEMENTS

DECEMBER 31, 2024 AND 2023

(1) Nature of Operations and Summary of Significant Accounting Policies

The valuation methodologies used by the Society may produce a fair value calculation that may not be indicative of net realizable value or reflective of future fair values. Furthermore, although the Society's management believes its valuation methods are appropriate and consistent with other market participants, the use of different methodologies or assumptions to determine the fair value of certain financial instruments could result in a different fair value measurement at the reporting date.

Contributions, Grants, and Promises to Give

Contributions, grants, and unconditional promises to give are recognized as assets and revenue in the period when the contribution is received, or notification is made of a promise to give at their fair value. Amounts are distinguished between those that increase net assets with and without donor restrictions. Management estimates an allowance for uncollectible promises to give based on potential collection issues and previous history with donors. Promises to give are written off when deemed uncollectable. For the years ended December 31, 2024 and 2023, no allowance has been estimated based on an analysis of promises to give.

Conditional promises to give, that is, those with a measurable performance or other barrier, and a right of return, are not recognized until the conditions on which they depend have been substantially met. Conditional gifts received prior to the satisfaction of conditions are recorded as refundable advances.

At December 31, 2024, contributions totaling \$250,000 have not been received or recognized in the accompanying statements of activities because the condition on which they depend has not yet been met. This conditional contribution depends on completion of the project.

Contributed goods and services are recorded at fair value at the date of donation. No significant contributions of such goods or services were received during the years ended December 31, 2024 and 2023, respectively. Volunteers contribute their time to the Society's activities; however, the financial statements do not reflect the value of these contributed services because they do not meet the recognition criteria prescribed by US GAAP.

Inventory

Inventory consists primarily of educational and historical products held for resale and is stated at the lower of cost or net realizable value, using the average cost method.

Property and Equipment

The Society's policy is to capitalize property and equipment acquired for greater than \$2,500 and expense normal repairs and maintenance as incurred. The Society's management periodically evaluates whether events or circumstances have occurred indicating that the carrying amount of long-lived assets may not be recovered.

The Society operates and manages retail operations at the Memorial but does not own or lease the property utilized, which is part of the Memorial.

Depreciation is calculated using the straight-line method over the lesser of the estimated useful lives of the assets ranging from 3 to 40 years, or in the case of leasehold improvements, the lesser of the useful life of the asset or the lease term.

MOUNT RUSHMORE NATIONAL MEMORIAL SOCIETY

NOTES TO FINANCIAL STATEMENTS

DECEMBER 31, 2024 AND 2023

(1) Nature of Operations and Summary of Significant Accounting Policies

Revenue Recognition

The Society recognizes special event revenue at the time of admission for the event. The Society records special events revenue equal to the fair value of direct benefits to donors when the event takes place. Revenue received in excess of the fair value is recorded as contribution revenue.

The Society recognizes revenue from merchandise sales and tour rentals, included in net educational and product sales, and membership sales at the time of purchase. Membership sales are not material to recognize over the term of the membership.

Functional Allocation of Expenses

The costs of Memorial and Society programs have been summarized on a functional basis in the statements of activities. Direct program support for Memorial expenses consists of payments made directly to the NPS and various independent contractors to perform work on and provide materials, expertise, talent, and program support for various Memorial related projects. NPS guidance allows for philanthropic partners to donate funds directly to the Memorial or maintain the funds in an account and spend at the park management's request. This process typically takes place through NPS Partner Annual Work Plans and Aid to Park requests.

The statements of functional expenses present the natural classification detail of expenses by function. Costs are directly charged to the functions they benefit. Certain categories of expenses that are attributable to more than one program or supporting function require allocation on a consistently applied reasonable basis. Such allocations are determined by management on an equitable basis. Payroll and related expenses are allocated on estimates of time and effort based on time studies. Facility related expenses are allocated to each function based on square footage utilized by the function. Retail sales related expenses are allocated to each function based on the percentage of mission related business taxable income at each location. The unrelated or non-mission business income is presented as Retail Support supporting services as these activities are actively raising funds for NPS.

Leases

The Society determines if an arrangement is or contains a lease at inception or modification of the agreement. An election has been made for all asset classes to treat any non-lease components such as maintenance, utilities, and operator services as part of the lease contract. The right-of-use assets and lease liabilities primarily relate to store facilities. None of the Society's lease agreements contain material residual value guarantees, restrictions or covenants. A portfolio approach is used for leases with similar characteristics.

For leases with terms greater than 12 months or that contain a purchase option that is reasonably certain to be exercised, a right-of-use (ROU) asset and lease liability is recognized based on the present value of the future minimum lease payments over the lease term. Leases with ROU assets below \$2,500 or lease liabilities below \$2,500 are not deemed material and are recognized with short-term leases below. The Society has elected to use the risk-free interest rate for all asset classes to determine the lease present value when the implicit rate is not readily determinable. The initial measurement of the ROU asset also includes any initial direct costs and lease prepayments, net of lease incentives received. Leases are classified as either finance or operating leases. This classification dictates whether lease expense is recognized based on an effective interest method or on a straight-line basis over the term of the lease, respectively.

Leases with terms of 12 months or less or that are cancelable by the lessee and lessor without significant penalties are not capitalized as right-of-use assets and lease liabilities but are expensed on a straight-line basis over the lease term. The majority of the Society's short-term leases relate to parking spaces and storage facilities. These leases are entered into at periodic rental rates for an unspecified duration and typically have a termination for convenience provision.

MOUNT RUSHMORE NATIONAL MEMORIAL SOCIETY

NOTES TO FINANCIAL STATEMENTS

DECEMBER 31, 2024 AND 2023

(1) Nature of Operations and Summary of Significant Accounting Policies

Federal Income Taxes

The Society has been recognized as exempt from federal income tax under Section 501(c)(3) of the Internal Revenue Code (the Code), though it is subject to tax on income unrelated to its exempt purpose, unless that income is otherwise excluded by the Code. In addition, the Society has been determined by the Internal Revenue Service not to be a private foundation under Section 509(a)(2) of the Internal Revenue Code. Each entity is annually required to file a Return of Organization Exempt from Income Tax (Form 990) with the IRS. The Society also files an Exempt Organization Business Income Tax Return (Form 990-T) with the IRS to report its unrelated business taxable income.

Subsequent Events

Subsequent events have been evaluated through _____ 2025, the date which the financial statements were available to be issued.

(2) Investments

The following tables present the assets carried at fair value as of December 31, 2024 and 2023, on the accompanying statements of financial position by fair value hierarchy, as described above. All are measured on a recurring basis. The Society carried no other assets or liabilities measured at fair value on a recurring or non-recurring basis.

For the Year Ended December 31, 2024	Level One	Level Two	Level Three	Total
Short Term Investments included in				
Cash and Cash Equivalents	\$ 1,724,933	\$ -	\$ -	\$ 1,724,933
Investments:				
Publicly Traded Common Stock	\$ 11,124,082	\$ -	\$ -	\$ 11,124,082
Corporate Bonds	-	2,568,699	-	2,568,699
Mutual Funds:				
Fixed Income Funds	211,707	1,267,721	-	1,479,428
Equity Funds	848,055	-	-	848,055
Real Estate Investment Funds	2,369	-	-	2,369
Total Investments Held at Fair Value	12,186,213	3,836,420	-	16,022,633
Certificates of Deposits Held at Cost	-	-	-	504,932
Total Investments	\$ 12,186,213	\$ 3,836,420	\$ -	\$ 16,527,565

For the Year Ended December 31, 2023	Level One	Level Two	Level Three	Total
Short Term Investments included in				
Cash and Cash Equivalents	\$ 2,393,377	\$ -	\$ -	\$ 2,393,377
Investments:				
Publicly Traded Common Stock	\$ 10,192,341	\$ -	\$ -	\$ 10,192,341
Corporate Bonds	-	2,296,808	-	2,296,808
Mutual Funds:				
Fixed Income Funds	592,082	845,039	-	1,437,121
Equity Funds	944,634	-	-	944,634
Real Estate Investment Funds	3,957	-	-	3,957
Total Investments	\$ 11,733,014	\$ 3,141,847	\$ -	\$ 14,874,861

MOUNT RUSHMORE NATIONAL MEMORIAL SOCIETY

NOTES TO FINANCIAL STATEMENTS

DECEMBER 31, 2024 AND 2023

(3) Capital Campaign and Promises to Give

In 2017, the Society began a capital campaign to fund the Monumental Movie project. This campaign will continue until estimated completion of the project in 2025. Promises to give are required to be recorded at present value, which is the current value of cash to be received in the future, discounted at a market rate of interest. Unconditional promises to give balances as of December 31, 2024 and 2023, are due within one year, thus no present value calculation is necessary.

(4) Property and Equipment

Property and equipment consists of the following at December 31:

	2024	2023
Office Equipment	\$ 877,469	\$ 889,550
Building	1,357,951	1,357,951
Motion Picture	95,314	77,348
Leasehold Improvements	-	46,760
Vehicles	91,727	83,909
	2,422,461	2,455,518
Accumulated Depreciation	884,784	862,174
	1,537,677	1,593,344
Land	341,122	341,122
Property and Equipment, Net	\$ 1,878,799	\$ 1,934,466

(5) Rapid City Airport Concession and Lease Agreement

The Society leases certain store facilities, equipment, and parking spaces that expire at various dates through 2024.

The Society leased retail space from Rapid City Regional Airport through December 31, 2024. Rent was paid monthly based on gross receipts with a minimum annual guarantee. Rent was adjusted annually to the greater of a percentage rent based on annual gross receipts or the minimum annual guarantee. For the years ending December 31, 2024 and 2023, rent was the greater of 13.5 percent of gross receipts or a minimum annual guarantee.

Total lease costs for the years ended December 31 were as follows:

	2024	2023
Operating Lease Cost	\$ 137,034	\$ 114,308
Short-Term Lease Cost *	8,207	61,824

* Included in Occupancy and Office on the Statement of Functional Expenses.

The following summarizes the weighted-average remaining lease term and weighted-average discount rate for the years ended December 31:

	2024	2023
Weighted Average Remaining Lease Term		
Operating Lease	-	0.85
Weighted Average Discount Rate		
Operating Lease	1.14%	1.14%

MOUNT RUSHMORE NATIONAL MEMORIAL SOCIETY

NOTES TO FINANCIAL STATEMENTS

DECEMBER 31, 2024 AND 2023

(5) Rapid City Airport Concession and Lease Agreement

There are no future minimum lease payments under noncancelable operating leases with terms greater than one year at December 31, 2024.

(6) Line of Credit

The Society opened a line of credit on April 20, 2021 for \$500,000 for operation purposes. It is collateralized against investment balances. The maturity date is April 15, 2026. As of December 31, 2024 the interest rate is 6.85 percent and the balance is \$-0-. As of December 31, 2023 the interest rate was 7.85 percent and the balance was \$-0-.

(7) Commitments

The Society's Board of Directors agreed to contribute \$100,000 for an environmental impact study of the Mickelson Connector Trail. This contribution is contingent upon additional studies to be performed by various governmental agencies. Accordingly, the contingent contribution has not been recorded in the accompanying financial statements at December 31, 2024 and 2023, respectively.

During 2020, the Society's Board of Directors agreed to contribute funding for the Monumental Movie project. This contribution is contingent on the amount the project will take to complete. Accordingly, the contingent contribution has not been recorded in the accompanying financial statements at December 31, 2024 and 2023, respectively.

(8) Educational and Product Sales

Gross educational and product sales and related cost of sales are as follows for the years ended December 31:

	2024	2023
Gross Educational and Product Sales	\$ 2,572,181	\$ 2,203,678
Cost of Sales	(1,089,890)	(936,213)
	1,482,291	1,267,465
Self-Guided Tour Rental Revenue	37,866	54,103
Net Educational and Product Sales	\$ 1,520,157	\$ 1,321,568

(9) Retirement Plan

The Society offers a SIMPLE IRA retirement plan covering substantially all full-time employees. The Society matches up to 3 percent of employee contributions. The Society's contributions to the plan were \$13,490 and \$12,104 for the years ended December 31, 2024 and 2023, respectively, included in payroll and related benefits on the statements of functional expenses.

(10) Liquidity and Availability of Financial Assets

The Society's working capital and cash flows have seasonal variations during the year attributable to the tourism industry. To manage liquidity during slower sales months, the Society uses investment returns. The following reflects the Society's financial assets as of the statement of financial position date, reduced by amounts not available for general use within one year of the balance sheet date because of donor-imposed restrictions.

MOUNT RUSHMORE NATIONAL MEMORIAL SOCIETY

**NOTES TO FINANCIAL STATEMENTS
DECEMBER 31, 2024 AND 2023**

(10) Liquidity and Availability of Financial Assets

	2024	2023
Cash and Cash Equivalents	\$ 2,399,068	\$ 2,577,471
Accounts Receivable	5,620	159
Promises to Give	65,000	28,000
Investments	16,022,633	14,874,861
Total Financial Assets	18,492,321	17,480,491
Donor-imposed Restrictions:		
Cash restricted by donors to specific uses	(494,463)	(697,774)
Financial assets available to meet cash needs for expenditures within one year	\$ 17,997,858	\$ 16,782,717

SUPPLEMENTARY INFORMATION

MOUNT RUSHMORE NATIONAL MEMORIAL SOCIETY

**STATEMENT OF ACTIVITIES BY DIVISION
FOR THE YEAR ENDED DECEMBER 31, 2024**

	Society	Bookstores	Main Street	Airport	Total
Support and Revenue					
Net Educational and Product Sales	\$ -	\$ 917,352	\$ 27,310	\$ 575,495	\$ 1,520,157
Net Investment Return	1,719,847	-	-	-	1,719,847
Net Events Revenue	5,356	-	-	-	5,356
Event Center Rental	11,126	-	-	-	11,126
Contributions	201,606	55,683	157	253	257,699
Membership Sales	2,400	7,924	-	-	10,324
Gain/(Loss) on Disposal of Assets	9,172	-	-	(4,654)	4,518
Miscellaneous	272	540	61	680	1,553
Total Support and Revenue	1,949,779	981,499	27,528	571,774	3,530,580
Expenses					
<i>Program Expenses:</i>					
Direct Program Support for Memorial	580,453	-	-	-	580,453
Indirect Program Support for Memorial	269,556	-	-	-	269,556
Retail Program Support	-	694,441	11,368	171,862	877,671
	850,009	694,441	11,368	171,862	1,727,680
<i>Support Expenses:</i>					
Management and General	307,278	66,360	8,371	37,860	419,869
Retail Support	60,073	11,197	27,804	211,281	310,355
Fundraising	164,157	30,168	3,731	17,543	215,599
	531,508	107,725	39,906	266,684	945,823
Total Expenses	1,381,517	802,166	51,274	438,546	2,673,503
Change in Net Assets	568,262	179,333	(23,746)	133,228	857,077
Net Assets -- Beginning of Year	18,643,313	710,534	(101,346)	396,892	19,649,393
Net Assets -- End of Year	\$ 19,211,575	\$ 889,867	\$ (125,092)	\$ 530,120	\$20,506,470

MOUNT RUSHMORE NATIONAL MEMORIAL SOCIETY

**STATEMENT OF ACTIVITIES BY DIVISION
FOR THE YEAR ENDED DECEMBER 31, 2023**

	Society	Bookstores	Main Street	Airport	Total
Support and Revenue					
Net Educational and Product Sales	\$ -	\$ 800,321	\$ 32,829	\$ 488,418	\$ 1,321,568
Net Investment Return	2,176,141	-	-	-	2,176,141
Grant Revenue	250,000	-	-	163,042	413,042
Net Events Revenue	72,806	-	-	-	72,806
Event Center Rental	8,950	-	-	-	8,950
Contributions	263,733	38,131	97	878	302,839
Membership Sales	1,995	2,966	-	-	4,961
Miscellaneous	102	509	58	642	1,311
Total Support and Revenue	2,773,727	841,927	32,984	652,980	4,301,618
Expenses					
<i>Program Expenses:</i>					
Direct Program Support for Memorial	411,426	-	-	-	411,426
Indirect Program Support for Memorial	268,576	-	-	-	268,576
Retail Program Support	-	574,411	15,537	153,903	743,851
	680,002	574,411	15,537	153,903	1,423,853
<i>Support Expenses:</i>					
Management and General	262,080	60,809	8,628	31,902	363,419
Retail Support	69,939	15,677	28,520	196,298	310,434
Fundraising	161,175	29,528	4,403	15,897	211,003
	493,194	106,014	41,551	244,097	884,856
Total Expenses	1,173,196	680,425	57,088	398,000	2,308,709
Change in Net Assets	1,600,531	161,502	(24,104)	254,980	1,992,909
Net Assets -- Beginning of Year	17,042,782	549,032	(77,242)	141,912	17,656,484
Net Assets -- End of Year	\$ 18,643,313	\$ 710,534	\$ (101,346)	\$ 396,892	\$ 19,649,393