



**Mount Rushmore Society
Mount Rushmore Institute**

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**Mount Rushmore Bookstores
Mount Rushmore Audio Tour**

Mount Rushmore
National Memorial
13036 Hwy 244
Keystone, SD 57751
1-605-574-1333
1-800-699-3142
FAX 1-605-574-3144
bookstores@mtrushmore.org

**Mount Rushmore Memories
Airport Store**

Rapid City Regional Airport
4550 Terminal Road #206
Rapid City, SD 57703
1-605-791-6868
anna@mtrushmore.org

The Mount Rushmore Society—through the Mount Rushmore Bookstores, the Mount Rushmore Audio Tour, Mount Rushmore Memories and other activities—is dedicated to the preservation, promotion and enhancement of Mount Rushmore National Memorial and the values it represents through a partnership with the National Park Service.



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**Mount Rushmore Society Celebrates 20-Year Impact of Operating
Mount Rushmore Parking Concession**

Over twenty years ago, then Mount Rushmore National Memorial Superintendent Dan Wenk presented the Mount Rushmore Society (Society) board of directors with a challenge. The group had already raised \$25 million for the upgrade of the facilities at Mount Rushmore, but a larger parking facility at Mount Rushmore was needed and the National Park Service needed help.

With great courage and vision, the Society board agreed to take out a \$17 million loan to finance, construct and continue the operation of the parking garage, which increased parking spaces at Mount Rushmore from 500 to 1200. The agreement was made under a 20-year concessions contract with the National Park Service (NPS) which ends October 15, 2016. The Society officially paid off the loan in 2015 and will turn over the privately funded, debt-free facility to the NPS in October.

Under the care of Bob and Sheila Mudlin of Presidential Parking, Inc., the Society has employed hundreds of front-line employees who have been the first to greet visitors to Mount Rushmore from all over the world. Approximately three million people visit Mount Rushmore each year.

“During the entirety of our contract, it was our goal that visitors were personally greeted upon arrival and that they were soon out of their vehicles, enjoying all that Mount Rushmore has to offer,” explains Society Executive Director Diana Saathoff. “The trip of a lifetime starts at the front gate.”

The Mudlin’s and their staff have hosted many special events that highlight the Black Hills as a tourist destination, including the annual Sturgis Motorcycle Rally, Sturgis Mayor’s Ride, Corvette Rally, Golden Knights and the Mount Rushmore Independence Day Celebration & Fireworks, among many others.

“I’m proud of all of our local employees who have gone the extra mile to display extraordinary South Dakota hospitality to Mount Rushmore’s visitors,” adds Mudlin. “We thank the Mount Rushmore Society for giving us the opportunity to be a part of this American treasure.”

In addition, the Society has also worked hard to maintain the facility for the future use of visitors.

“The Society has taken the operation of the parking concession very seriously, providing a safe and clean facility for the last two decades,” says Society Parking Manager Bob Dominick.

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Equally important, the Society has been able to use revenue generated by parking fees to promote Mount Rushmore and support special events at the park.

The following members of the 1995-1996 Society board, who made the initial investment in acquiring the \$17 million loan for the project, were recognized during the Society's Annual Meeting last January. They were Kirk Dean, Tom Lane, Sharon Lee, Roy Ketel, Ray Aldrich, Eddie Clay, Morris Hallock, Carolyn Mollers, Paul Reinke, Jim Bell, Johnny Brockelsby, Jim Borglum, Shirley Fauth, Lloyd Keszler, Jim Kuehn, Bev Locke, Jim Nelson, John Samuelsen, Richard Schleusener, Richard Tobias and Fred Whiting.

The Society congratulates Xanterra Parks & Resorts in their new endeavor of operating the parking facility in the future.

Established in 1930 to facilitate private support for the carving of Mount Rushmore, the Society now operates the Mount Rushmore Bookstores/Mount Rushmore Audio Tour at the park, the Mount Rushmore Memories Airport Store and conducts fund raising efforts for park projects. Last year alone, the Society contributed almost \$600,000 back to Mount Rushmore.

More information on the Society's contributions and activities are on our website at www.mountrushmoresociety.com.

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