



DEAR SOUTH DAKOTA TOURISM INDUSTRY FRIENDS,

There are some outstanding upgrades coming to Mount Rushmore National Memorial, and we want you to have the most accurate, up-to-date information on what will be occurring at the memorial.

We are so excited about these new upgrades and how they will elevate our visitors' experiences for generations to come.



Construction on the upgrades **began in summer 2019** and will last about **18 months**. The enhancement projects will address deferred maintenance and visitor safety and accessibility, all while improving operational and energy efficiency at the memorial. The upgrades are essential to keeping Mount Rushmore National Memorial's facilities sustainable for years to come. Please note that the memorial will remain **OPEN** to visitors during construction.



Improvements will be initiated for the Lincoln Borglum Visitor Center and the plaza paver walkway system. Improvements will be made in two phases.

PHASE

1

Phase 1 includes Visitor Center upgrades and will include roof replacement, new stairwells & elevators, upgraded restrooms, plumbing, heating, ventilation and cooling systems. Simultaneously, work will begin on the Grand View Terrace and the Avenue of Flags. This will include the installation of a decorative type of concrete to replace the pavers on the walkway from the Grand View Terrace to the Carver's Cafe and gift shop. Additionally, the Avenue of Flags will be widened, and new flag poles will be erected. Changes to the flag alignment will improve visitor traffic flow, enhance accessibility, improve egress and provide **even better (and clearer) views of the sculpture**.

PHASE

2

Phase 2 includes the installation of a decorative type of concrete to replace pavers on the walkway from the area near the Avenue of Flags to the parking structures. This work will be done one side at a time, allowing for access to the memorial, Carver's Cafe and the gift shop.

(continued next page)

The anticipated completion date for all projects is spring 2020.



The memorial is working very closely with tourism industry partners to make sure that the millions who come to Mount Rushmore during construction will be able to discover some of the fun and exciting offerings that sometimes get overlooked during a visit. As a result, the memorial has created a **Top 10 List** of things to see and do during the construction phase to ensure that our visitors continue to have a great experience. Please see that **Top 10 List** attached. The memorial has also identified several of the most popular areas where families can capture the perfect vacation photo (or selfie!) of Mount Rushmore.



In addition, the evening lighting ceremony will continue during construction. The program will start at the traditional time, check with a park ranger for additional program information.



We encourage you to share this exciting news with your staff, front-line employees and other industry members so they can give our visitors to South Dakota timely and accurate information about these upgrades to our beloved Shrine of Democracy. The NPS team at Mount Rushmore is dedicated to providing periodic updates on construction progress and will work closely with the South Dakota Department of Tourism, Black Hills and Badlands Tourism Association, and the Mount Rushmore Society to help disseminate those updates to tourism industry members in our state.



MOUNT RUSHMORE NATIONAL MEMORIAL

• TOP 10 THINGS TO DO IN 2020 •

- 1 Visit the Sculptor's Studio and learn more about the carver's vision. Discover park history in the Information Center.
- 2 Hike the Presidential Trail. Explore the Lakota, Nakota, & Dakota Heritage at the Borglum View Terrace.
- 3 Take a picture of the sculpture from various unique angles, like the Carver's Cafe, Borglum View Terrace & the Sculptor's Studio.
- 4 Attend the evening lighting ceremony, held nightly throughout the summer, for a uniquely inspirational experience.
- 5 Hunt for a treasure in the gift shop that will forever remind you of your Mount Rushmore experience.
- 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 participate in either the paper or digital version of the Junior Ranger Program.
- 8 Rent a multimedia hand-held photo/video tour or an audio tour wand to learn even more about the sculpture and its story.
- 9 Take advantage of the immense knowledge of the Memorial's park rangers when you join a ranger walk or talk.
- 10 Enjoy a scoop of Thomas Jefferson ice cream from the Carver's Cafe – based on the first written recipe for ice cream in the United States.