



ATTACHMENT A

REQUEST TO PLACE ITEM ON THE AGENDA

(Per Section 1-20 of Governing Standards and Expectations)

Requestor(s). Councilman Michael Boyd

Date: September 25, 2022

Problem/Issue/Idea Name for Agenda:

National Mounted Warrior Museum Partnership

Description of Problem/Issue/Idea:

The National Mounted Warfare Museum (NMWM) located at Fort Hood is a first-class facility which will be free of admission to the public. Scheduled to open Fall 2023, the Museum is expected to attract an average annual attendance of 377,417 with an average annual economic impact of \$9.4 - 54 million, according to recent estimates from the Center for Applied Research and Engagement at Texas A&M University-Central Texas. Being the closest municipality to the new Museum, the Killeen City Council should consider strengthening our relationship with the NMWM to ensure our City remains at the forefront for visitors attending on an annual basis.

Requested Action:

Consider discussion on re-envisioning the City's partnership with the National Mounted Warfare Museum to best ensure our brand messaging is successful and potential tourism dollars are exercised mostly in Killeen.