

The National Mounted Warrior Museum



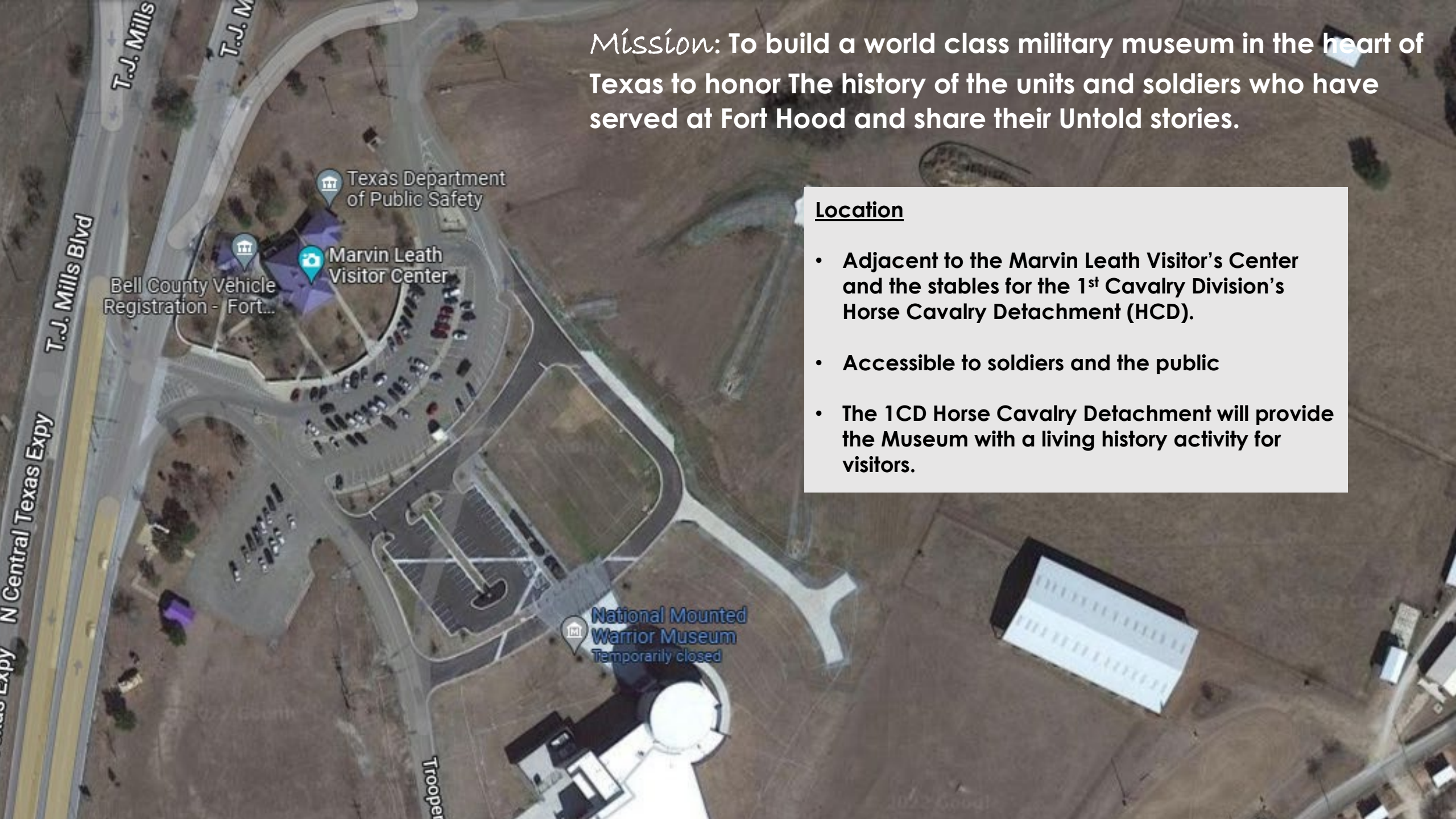
GO TEXAN.



Mission: To build a world class military museum in the heart of Texas to honor The history of the units and soldiers who have served at Fort Hood and share their Untold stories.

Location

- Adjacent to the Marvin Leath Visitor's Center and the stables for the 1st Cavalry Division's Horse Cavalry Detachment (HCD).
- Accessible to soldiers and the public
- The 1CD Horse Cavalry Detachment will provide the Museum with a living history activity for visitors.



Regional Economic Impact and Effect on Regional Tourism

National Mounted Warfare Foundation

National Mounted Warrior Museum Economic Impact Summary

2011 Lord Cultural Services

Annual Average Attendance **265,000**

726 per day

5096 per week

22,083 per month

2021 Texas A&M University-Central Texas University

Center for Applied Research and Engagement

Annual Average Attendance **377,417**

1034 per day

7258 per week

31,451 per month

The American Alliance of Museums formerly the American Association of Museums indicates that the average museum goer spends a minimum of **\$25.00 per visit** within the community. The Office of the Texas Governor's Economic Development and Tourism Office estimates travelers utilizing lodging, spend an average of **\$144 per person per day**.

This results in an average annual regional economic impact between **\$9,400,000 and \$54,000,000**.

Calculated value

National Mounted Warfare Foundation

Advertising and promotion of the museum as a local and regional tourism product

FY 2022 Total \$53,193.92 Requested for reimbursement

FY 2023 to date \$28,481.82 Requested for reimbursement

The Foundation currently manages 375 plus Digital and Static Billboards throughout Texas, Louisiana, Georgia, Alabama, Mississippi, Georgia, South Carolina, Washington DC, and Ohio provided by Burkett, Lamar, Media Choice, and Trailhead Media

20,000 rack cards distribut by Certified Folder Inc. to 127 visitor centers, hotels, and restaurants in the Waco/Temple circulation area including 6 major visitor centers along the North Texas border in addition to College Station/Bryan, North Houston (Super Cities), Fort Worth (Super Cities), I-45 South Dallas-Conroe, I-20 East/Tyler, VTips-Waco/Temple, Vtips-Dallas. Online display at visitortips.com

The amount requested for reimbursement by the foundation generates \$250,000 - \$350,000 per month in actual advertising material.

Future Use of Funds



Website advertising, television and email marketing, Texas Highways, Texas Monthly, and other selected heavily utilized tourism media promoting the museum and Killeen tourism

Aggressive billboard marketing campaign throughout Texas and reaching into Georgia, Alabama, Mississippi, Louisiana, South Carolina, Washington DC, and other tourist destinations

Directional signage and advertising

Replenishment of materials for Certified Folder Service

Selected convention kiosk marketing materials

Other opportunities not yet discovered that adhere to the guidelines within the established MOU