

The National Mounted Warrior Museum



GO TEXAN.



Mission 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.



Project Status

- **Museum approved by the Secretary of Army and US Congress**
- **Substantial completion of construction achieved on November 23, 2021; working on punch list**
- **Soft opening projected for Spring of 2022**
- **Grand opening projected for Summer 2023**

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**.



THE MAJOR FRANK W. & MRS. SUE MAYBORN ROTUNDA

LEAD CONTRIBUTORS

The Frank W. and Sue Mayborn Foundation	The Jerold B. Katz Foundation	Don and Rita Stewart	Diane Connell
Robert Schlee	Brad & Sandy Stewart	Firebird Targets	Albert & Ethel Herzstein Charitable Foundation
The Fondren Foundation	H-E-B	First Community Foundation, Inc.	Tex.Mix Concrete
RK Bass Electric	Kleen Economic Development Corporation	Bill and Mary Kiewer	Beck Family Foundation
Tom and Carlie Burdett	American Water	Dominion Energy	The Summerlee Foundation



Future Use of Funds



Website advertising, email marketing, and social media marketing promoting the museum and Killeen tourism

Aggressive billboard marketing campaign reaching into Georgia, Alabama, Washington DC, and other tourist destinations

Advertising in Texas Highways, Texas Monthly, and other selected heavily utilized tourism media

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