

# The National Mounted Warrior Museum



# Honoring Our Heroes.

## 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.**

**The National Mounted Warrior Museum will honor our soldiers by:**

- **Capturing the lived experiences of servicemen and women**
- **Serving as an educational resource for the public**
- **Creating a physical and digital resource for colleges, universities, and military scholars across the United States**

**To ensure our soldiers' sacrifices and commitment to our nation's security are broadly known and appreciated, the NMWF board approved a \$38M master plan to fund this unique museum. The Museum will feature extensive galleries with historical artifacts and interactive exhibits.**



# Project Status



- Museum approved by the Secretary of the Army and U.S. Congress
- Groundbreaking ceremony conducted on 19 November 2020
- Phase I construction is underway, substantial completion expected in October 2021
- Grand opening projected for late 2022 or early 2023
- 265,000 visitors estimated to visit the first year, with 197,000 projected to come from outside the Killeen-Temple MSA, resulting in minimum of \$5 million annual economic impact







## 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**

