







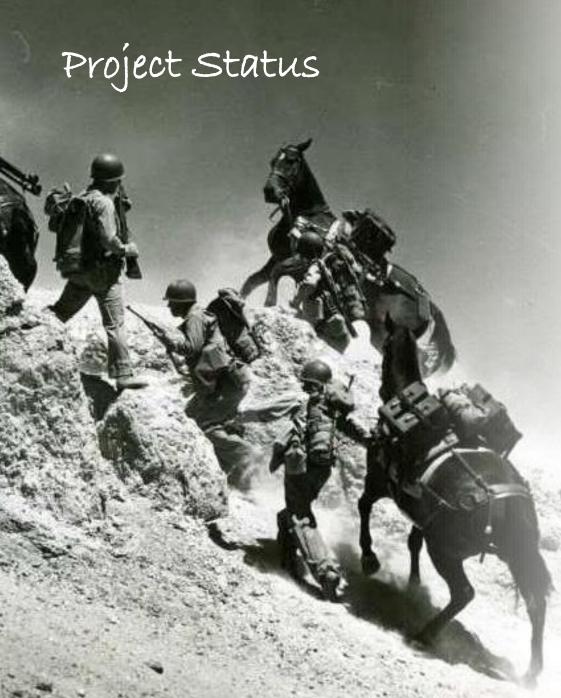
Honoring Our Heroes.

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.



- 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

