



Texas Veterans Hall of Fame

Gary E. Steele

President

Texas Veterans Hall of Fame



Background

- Organizational/festival background.
 - Year formed:2018
 - Mission or goal:To honor, preserve the stories, sacrifices and accomplishments of Texas Veterans. Educate the public on these stories.
 - *Board make-up: Six Members and 2 Ex-Officio's



- *4200 Square foot museum filled with memorabilia and stories of Texas Veterans.
15,000 Square Foot Development Center.
 - Golden Triangle Mall, Suite L19
 - Friday, Saturday and Sunday (1-6 PM)
(Open all Year)
- Annual Induction Ceremony
(200+Attendees)
UNT Gateway (Note: not doing one in 2026) Instead doing a "80 Year Remembrance of Pearl Harbor". Honoring Texans.
- *Last eight years of Attendance:50,000
(Includes our Mobile Events)

- *Event Highlights/ Major Attractions:Filled with Artifacts, Interactive Display (New Tunnel Rat).
- *Photos
- Partnered with the city and county supporting their community service.
- RTF Program with 102 cemeteries, 22 counties and 22,000 profiles
- Texas Learning Academy-Teaching Texas History, Civics and government, Patriotism, Military Service,
- Added 15,000 square feet development center for our expansion (Flight Simulator, Media Center and Market Development).



Tourism

- Target Audience:
- **Answer-** Our Logs show visitors from cities, counties, states and countries.
- How does your festival/event attract overnight stays (heads in beds) within Denton?
Answer-Overnight stays are not documented and can only assume is they are here from out side the local area, they are lodging somewhere and spending at city vendors. **See Chart on outside Denton visitors.**
- What marketing efforts does your festival use to promote tourism in the City of Denton?
- **Answer:** We do run advertising, social media, brochures and website to promoted our mission and events
 - Quarterly reports show all visitor summaries with home of record
 - As an example, one other way is through our newly created Media Center.

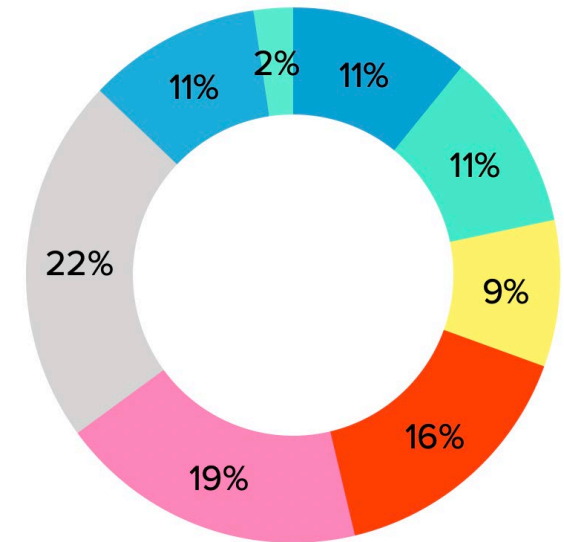


Numbers

Year	Total Visitors	Other Cities	Other States	Other Countries	Total Visitors
2019					5,000
2020					5,000
2021	4,079	155	60	4	4,079
2022	7,263	21	3	0	7,263
2023	8,610	101	13	3	8,610
2024	10,214	60	25	8	10,214
2025*	4,845	77	24	0	4,845
2026*	1,100	24	10	2	1,100
Totals	36,111	438	135	17	46,111

Museum and Other Events **86,111**

Visitor Overview



- 2019
- 2020
- 2021
- 2022
- 2023
- 2024
- 2025*
- 2026*

***Note 2026**
 Two Events Already
 2000 Attendees**
 Still 3 quarters to go.
 Planning a Pearl Harbor Remembrance-Dec 2026
 Estimated 5,000 plus**.

***Note 2025**
 UNT Event 30,000**
 Memorial and Veterans Day 2000**
 Ceremony 225**



Future Plans

- Expand our museum square footage
- Expanded our partnership with the local veterans court to provide a venue that will help their program and ours, by providing community service work for those required to perform service hours.
- Open our media center for podcasting.
- Hire a full time Executive Director to oversee the TVHOF mission.
- Continue to develop our videos through the use of AI. Here is a link to our funds request that was generated by AI <https://share.synthesia.io/5223935e-415b-4598-9f91-98700ace6a1a>
- Promote our Learning Academy to educate the public on our mission and the stories of our Veterans.
- Expand our mobile display with more visits to outside Denton.



Closing Comments

4. As we begin America's next 250th Anniversary, there is no better time to demonstrate that Denton is a city that remembers, honors, educates, and welcomes all who visit.

The Texas Veterans Hall of Fame respectfully asks for your support so that together we can continue bringing visitors to Denton, preserving Texas history, honoring those who served, and ensuring their stories remain part of our community's future.

Thank you for your time, your consideration, and your commitment to making Denton a destination of pride, remembrance, and opportunity.



Questions

