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2021 was a year of new beginnings. After the challenges of 2020, the leadership at the Patton Museum and Patton Museum Foundation began to think differently about the future. Rather than seeing the challenges that faced us as stumbling blocks, we saw opportunities. Our new approaches and innovations transformed not only the inner workings of the Patton Museum, but also our impact on our community and our reputation among our supporters.

When we were unable to open our doors, we built a new, modern website to engage our supporters virtually. We cultivated a robust social media presence, garnering a Facebook audience of over 14,000 users in the month of December ‘21 alone and a reach of over 180,000 people worldwide over the course of the year. Our online donations through our website, not an option for would-be donors prior to last year, totaled more than $18,000.

We made the decision to expand and solidify our open hours to include every Saturday. We reopened the 31W gate that had been closed so that visitors could easily access the Museum without needing to obtain a guest pass onto the post. We celebrated a major expansion to our collection with the Grand Opening of the WWII Barracks Exhibit and debuted “Our Vision” in conjunction with our Sustainment Campaign to modernize and expand the Patton Museum for a whole new generation of visitors.

The launch of the Patton Week event series generated huge publicity in print media, a 10-minute segment on Wave3 Louisville with Dawne Gee, a new partnership with Crowne Pointe Cinema in the screening of Patton, and a renewed level of engagement in our local community. New products created with Red Hill Cutlery, Boundary Oak Distillery, and Bourbon Candle Co. helped us to strengthen ties with the local business economy. On a national scale, 9 Line Apparel released its Patton T-shirt, and Brickmania created a tank set that sold out in mere hours!

This is only the beginning of what’s possible for the General George Patton Museum. As you review this annual report and see the growth from 2020 to 2021, imagine the possibilities for the coming year and beyond by maintaining this momentum.
MISSION

To preserve General Patton’s legacy and example of leadership while promoting other military leaders via our Featured Leaders from WWI all the way to the Global War on Terrorism, through support, promotion, expansion, and modernization of the General George Patton Museum by cultivating a robust community of donors and sponsorships while maintaining lasting relationships with the military, veteran, and civilian communities for generations to come.

MUSEUM VISION

We offer an experience in which visitors can find meaning and understanding in our shared history and may engage with and be inspired by one of our nation’s heroes. We provide engaging and transformational experiences for diverse audiences and care for our collection and archives with the highest professional standards. We see ourselves as a bridge between the Army and the citizenry it serves and a springboard for conversations about issues of the past and how they affect the present and future.

GOAL

The Patton Museum Foundation’s goal is to bring each Museum visitor the highest quality experience possible given the current building and available artifacts. This experience depends in large part upon the generous support of the Museum’s patrons and sponsors alike.

Current exhibits are maintained by a very limited number of Department of Army government employees and the building’s utilities and maintenance are resourced through the Army as well. But the Museum’s community outreach efforts, modernization, and expansion are all only made possible through our community’s backing and charitable contributions.
With a peak during Patton Week in July, visitor counts grew during ’21 thanks to a major increase in community engagement. The beginning of this increase does not reflect the reopening of Gate 31W in June. Summer peak numbers do not include a normal CST.

![Number of Visitors Chart]
2021 HIGHLIGHTS

Museum Safely Reopens

April 1, 2021 saw the triumphant reopening of the General George Patton Museum.

As the ribbon was cut, we signaled to our community that a new chapter would begin in Fort Knox.

Barracks Exhibit Opening Ceremony

Saturday May 8th, the WWII Barracks Exhibit officially opened its doors to the public with a dedication and ribbon cutting ceremony.

The event brought hundreds of visitors to the Museum and generated tremendous buzz in the local papers.

Patton on the Big Screen

Our 50th Anniversary screening of the Academy Award winning film Patton, the keystone event of Patton Week, drew hundreds to Crowne Pointe Theatre in Elizabethtown.
Patton Week on the Small Screen

Earlier in the week, Wave3 Louisville aired a 10-minute segment on Wave Country with Dawne Gee in their afternoon live broadcast promoting Patton Week events, the silent auction, and many of the Museum’s new partnerships.

First Ever Annual Sustainment Campaign

The End of Year Sustainment Campaign, launched to support exhibit enhancements, annual expenses, and new technology drew 100+ individual donors at all sponsorship levels from <$100 up to $5,000+.

Leader Lessons

Leader Lessons, a new lecture series at the Museum, kicked off with Veteran Army Ranger and CEO of Combat Flip Flops, Matthew “Griff” Griffin. The event was published virtually on the Museum’s social media and YouTube channels and got a nice write-up in the News-Enterprise.

Honor Bricks and the Path of Heroes

Since rebranding and reinvigorating our Honor Brick program, the Path of Heroes has generated more than $5,000 in revenue. We also partnered with Patriot Laser Engraving to produce our bricks locally. This has lowered costs and sped up turnaround.
LOCAL BUSINESS

Red Hill Cutlery

Growing our partnership with Red Hill by aggressively marketing Barracks Pocket Knives and launching a limited run of Bowie Knives from reclaimed wood, we were able to generate nearly $20,000 in revenue on just $9,000 in expenses.

Bourbon Candle Co.

This local business not only provided raffle prizes for our Barracks Grand Opening event and the anniversary screening of Patton, they also teamed up with Boundary Oak to create Armored Diesel Candles to acknowledge our top supporters.

Boundary Oak Distillery

The creation and release of the Battle of the Bulge 100-proof bourbon was one of the highlights of Patton Week. Pat Waters signing bottles for eager connoisseurs while sharing memories of his grandfather served as a wonderful reminder of the Museum’s place within the Radcliff community. The special bottle was also prominently featured in our Patton Week segment on Wave3 News.
Patriot Laser Engraving

Part of our continued efforts to support Veteran owned and operated businesses, we reached out to Vine Grove’s Patriot Laser Engraving to produce our Honor Bricks. Having on-the-spot engraving at our booth is also a great draw for live events!

GOING BEYOND LOCAL

9 Line Apparel Partnership

In November, 9 Line Apparel partnered with the Patton Museum to produce a limited 2-week run of t-shirts featuring a quote from “Old Blood and Guts” himself.

Brickmania

Brickmania’s “Patton and Willie” Sherman tank set was only the first step in our ongoing partnership with this amazing organization. The brick set sold out just hours after it was launched during Patton Week.

Combat Flip Flops

In October of 2021, CEO Matthew “Griff” Griffin kicked off the Leader Lessons series and signed copies of his book. Kentucky’s Heartland helped us to broadcast his speech to a wider audience and we offered a special discount on merchandise though our website.
# 2022 Event Calendar

<table>
<thead>
<tr>
<th>Month</th>
<th>Event Details</th>
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| January   | Jan 3rd: Vietnam Exhibit Preview Open  
Jan 14th: 10 Minute History with Ty Reid premiere |
| February  | Feb 1st: CPT Pitts (Medal of Honor Recipient) Display  
Feb 18th: Leader Lesson: Radcliff Council Woman LTC (R) Owens  
Feb 24th-26th: Patton Museum Booth at Show of Shows in Louisville |
| March     | Mar 1st: "Ma" Collier Display for the Public  
Mar 14th – 15th: Leader Lesson: MG (R) Marcia Anderson  
Mar 25th: Vietnam Gallery Opening Ceremony: Greg Lowe Featured Leader  
Mar 26th: Night at the Museum Presented by Fort Knox Spouses Association |
| April     | Apr 2nd: Radcliff Tank Painting Project |
| May       | May 6th: 75th Anniversary "Thank You" Wall Dedication  
Apr-May KRDA Leader Lesson: BG (R) Jim Iacocca and Beth Avey |
| June      | Jun 10th: Leader Lesson: Kevin M. Hymel, author of *Patton's War: An American General Combat Leadership*  
Jun 10th-12th: Living History Encampment  
Jun 28th: CST Family Day at Patton Museum |
| July      | July 1st & 2nd: "July 4th Mini Event" |
| August    | August 5th: Leader Lesson: Denny G. Hair, author of *Patton Hidden in Plain Sight*  
Aug 5th-7th Living History Encampment |
| September | Sep 9th & 10th: Sep 11th & Global War on Terrorism Exhibit |
| October   | Oct 4th – 10th: Patton Week 2022 "A Salute to the Cold War Veterans" |
| November  | Nov 11th – 13th: Veterans’ Day Event  
Nov 24th-28th Closed for Thanksgiving |
| December  | Dec 22nd-Jan 2nd Closed for Christmas/New Year Break |
Cadet Summer Training Family Days

Between June 28th and August 17th, we have scheduled 14 dedicated Family Days at the Patton Museum for Cadets in the CST program. These events will include food trucks, vendors, and a special raffle for cadets. Since the beginning of the pandemic, CST has not had a typical program, so the peak summer attendance numbers from '21 do not even reflect the huge traffic we know these days will bring. We look forward to our busiest summer yet in the coming year!

Ma Collier Time Capsule & Vietnam Gallery

At the beginning of the year, we debuted our mini exhibit devoted to Soldiers who served in Vietnam. This display serves as a preview to our full Vietnam Gallery with an opening ceremony on March 25th with Featured Leader Greg Lowe. This, in addition to our Ma Collier Time Capsule display highlighting local history at Fort Knox, represents a new chapter of expansion in the Patton Museum collection.

Leader Lessons, Living History, and A Night at the Museum!

With so many distinguished leaders already scheduled to speak in our Leader Lessons lecture series, we know that we will be bringing diverse and inclusive perspectives to our educational experience. Author of Patton’s War Kevin M. Hymel, Patton impersonator Denny Hair, ROTC Hall of Fame inductee MG (R) Marcia Anderson, and pillars of the local community BG (R) Jim Iacocca and Beth Avey will all grace our halls. Add to that the two Living History Encampment events we have planned, and the Patton Museum experience becomes truly immersive. And on March 26th, the Fort Knox Spouses Association will help us to host a Night at the Museum!
The end-of-year Annual Sustainment Campaign made up just over 20% of annual revenue in 2021.

<table>
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<tr>
<th>2021 End of Year Sustainment Campaign (Total)</th>
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<tr>
<td>$5,000 Gifts (2)</td>
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<td>**Total (108)</td>
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From 2020 to 2021, with a spending increase of 75%, revenue more than quadrupled. By maintaining the momentum we’ve generated through 2022, we can decrease expenses as our fundraising efforts continue to ramp up.

*not audited

**projected