

# PATRIOTS POINT MEDIA KIT

★ HOME OF THE USS YORKTOWN ★





# FACT SHEET

- ★ Patriots Point is the State of South Carolina's #1 heritage attraction. It is the fourth largest naval museum in the country - and one of only two museums with more than two ships.
- ★ Patriots Point Development Authority (PPDA) was established in 1973 by Act 116 of the South Carolina General Assembly.
- ★ PPDA is a state agency but receives no state or federal financial assistance for its operations. All operational and capital expenditures are derived from revenue-producing programs and property assets. We earn what we spend.
- ★ A report released by the College of Charleston in 2014 reveals that Patriots Point produces an annual economic impact of \$29 million on an annual basis.
- ★ PPDA is guided by a three-year business plan designed to increase annual ticket sales from 270,000 to 300,000 and annual admissions revenue by a minimum of \$600,000. The plan will allow the museum to focus on restoring its ships, creating a cutting-edge museum, and meeting its mission to honor and educate while remaining a profitable state agency.
- ★ With 29 aircraft on display from conflicts ranging from WWII to present-day operations, Patriots Point is one of the top sites in the country for naval aviation enthusiasts. In fact, Patriots Point is the only aircraft carrier museum in the nation to have all of the top ten most significant aircraft in U.S. carrier aviation history (according to a study released in the Winter 2011 issue of *The Hook* magazine).
- ★ Patriots Point Naval & Maritime Museum serves as headquarters for the Congressional Medal of Honor Society and their official Medal of Honor Museum.
- ★ In 2012, Patriots Point announced a 99-year lease agreement with the Congressional Medal of Honor Society as part of a plan to develop a permanent landside location for the National Medal of Honor Museum on Charleston Harbor. Other Patriots Point Development Authority lessees include: Charleston Harbor Resort and Marina, Patriots Point Golf Links, and the College of Charleston.
- ★ Patriots Point boasts one of the largest education and overnight camping programs in the nation, with more than 40,000 school age children attending these programs each year. Patriots Point is pleased to offer scholarship programs for underprivileged schools and youth groups thanks to the generous support of organizations including the USS Yorktown Association and community partners. More than 500,000 campers have spent a night on the USS YORKTOWN since the program began in 1980.
- ★ In recognition of its exceptional visitor ratings, Patriots Point Naval & Maritime Museum has been awarded the TripAdvisor Certificate of Excellence every year since 2013 - with an overall rating of 4.5 out of 5. The museum is listed as the top attraction in Mount Pleasant, S.C. With nearly 375 million unique monthly visitors, TripAdvisor is the world's largest travel website. It features over 250 million reviews and opinions on tourist destinations.

WALK IN THE STEPS  
OF  
**HEROES**

If you are interested in making a donation to the Patriots Point Naval & Maritime Museum, you may do so through the *USS YORKTOWN (CV-10) Association* or through the *USS YORKTOWN Foundation*. Please visit [www.patriotspoint.org/support\\_patriots](http://www.patriotspoint.org/support_patriots) to learn more.

# REVENUE-PRODUCING PROGRAMS



CAMPING PROGRAMS

In addition to exploring the USS YORKTOWN and experiencing the majesty of one of the nation's most historic aircraft carriers, overnight campers sleep in the berthing areas where sailors once slept and participate in a variety of exciting educational programs, including: astronomy, aviation and oceanography. Since the inception of the program in 1980, the USS YORKTOWN has welcomed more than 500,000 campers representing all 50 states; 20,000 overnight campers were berthed aboard the USS YORKTOWN in FY 2015 alone.



EDUCATION PROGRAMS

The Patriots Point Institute of History, Science and Technology offers students some of the most unique education experiences in the nation. Headquartered on the USS YORKTOWN, more than 20,000 students participate in one of our blended-learning programs each year. The overall goal is to offer every South Carolina student the opportunity to participate in a Patriots Point program before graduation. Through state funding, the Institute is also streaming live lessons into 5th grade classrooms across the state.



EVENT RENTALS

Patriots Point offers 18 different event spaces aboard the museum's ships and surrounding property. We can accommodate groups ranging from 15 to 4,000 people. We have recently invested in improving popular spaces - including ceiling fans and floor-to-ceiling curtains in Hangar Bay III and climate control in the Admiral's and Captain's Quarters. We have also added exciting new venues, including The Grove, which is the perfect site for an outdoor concert. Our event spaces offer incomparable views at the most affordable rates in the Charleston area.



# REVENUE-PRODUCING PROGRAMS



ADMISSION  
SALES

Patriots Point welcomes approximately 270,000 visitors on a yearly basis. This number does not include attendance at special events (i.e. 4th of July Blast, which brings 30,000 visitors to Patriots Point each year), catered events aboard the YORKTOWN, or groups staying aboard the ship. It is the number one heritage attraction in the state where visitors of all ages can “walk in the steps of heroes.” The Patriots Point Ship’s Store is 7,119 square feet and brings in nearly \$2 million in revenue each year. It is the most successful merchandise enterprise within the South Carolina state system.



LEASES, GRANTS  
& FUNDRAISING

PPDA currently leases approximately 2/3 of its 360 acres of land. Lessees include Charleston Harbor Resort and Marina, Patriots Point Golf Links and the College of Charleston. In addition, the authority’s three-year business plan calls for the assignment of an additional lease(s) to a development partner with the goal of creating a 99-year multi-million dollar annual revenue source that is sufficient to satisfy debt service, restoration of ships, and the construction of a new landside operational facility.

## NATIONAL MEDAL OF HONOR MUSEUM

In 2012, PPDA announced that it has signed a Memorandum of Understanding with the Congressional Medal of Honor Society to develop a permanent landside location for the National Medal of Honor Museum on Charleston Harbor.

“The National Medal of Honor Museum will play a pivotal role in transforming Patriots Point into a nationally prominent destination,” said PPDA Chairman Ray Chandler. “No other community can claim this unique destination asset, with its powerful, heroic stories. We are honored that the Congressional Medal of Honor Society has recognized our unique mission and location.”

The PPDA Board and the Congressional Medal of Honor Society will jointly seek Congressional designation of the site as the National Medal of Honor Museum.

The National Medal of Honor Museum Foundation will hold a lease from PPDA for the property and will be responsible for raising funds to design, build and operate the museum. No operating funds from PPDA will be used for construction or operation of the museum.

Upon completion, the national museum will be located along a prominent waterfront area at the entrance to Patriots Point and will serve as the anchor for future development on additional PPDA properties.

The project is expected to cost more than \$100 million. In addition, the museum will be supported by a multi-million dollar hospitality and consumer component that will feature a world-class destination hotel with amenities, including a conference center.

“We fully expect that this project will serve as a catalyst for additional investments at Patriots Point,” Chandler stated. “This will include both cultural and appropriate commercial and hospitality uses of the highest quality.”

It is estimated that by the third year of its operation, the National Medal of Honor Museum will attract more than 200,000 visitors per year. For every 12,000 new visitors to Patriots Point, almost \$5 million in incremental visitor spending in the Charleston community will be created.



# OUR VISION

## THREE-YEAR BUSINESS PLAN

Patriots Point is guided by a three-year business plan designed to generate sufficient operational income to allow all lease revenue to be allocated for debt service; restoration and repair of ships and facilities; and development of new landside operational facilities. Key goals:

- ★ Increase ticket sales to 300,000 per year.
- ★ Increase camping registrations to 24,000 per year.
- ★ Achieve a 9 percent increase in merchandise sales.
- ★ Achieve a 15 percent increase in food sales and event rental revenue.
- ★ Achieve a 9 percent increase in parking revenue.
- ★ Achieve a 9 percent increase in group sales and education registrations.
- ★ Increase property lease revenue to \$1.836M annually.

The plan will allow the museum to begin the tasks to restore the USS YORKTOWN and other ships by committing almost \$1 million annually for this purpose. It will also create a cutting-edge museum while allowing Patriots Point to remain a profitable state agency.

### Museum Experience Master Plan

In April 2013, the USS YORKTOWN – “The Fighting Lady” – celebrated her 70th anniversary. Much has changed since the ship’s commissioning in 1943, including military technology and museum experiences. In addition, the majority of visitors to Patriots Point are a younger demographic. They expect a well-rounded experience that incorporates history with the latest technology.

Patriots Point has taken the first steps to reinvent the museum experience aboard the YORKTOWN with the PPDA Board awarding a contract to MUSAIC Design Group, based out of Salem, MA. During the next three years, their plan will be implemented to improve the overall museum experience and attract new and repeat visitors.



### National Flight Academy

The PPDA Board signed a Memorandum of Understanding with the National Naval Aviation Museum and the National Flight Academy (located at Pensacola Naval Air Station) to establish the only Flight Academy aboard an aircraft carrier. The Academy has developed and is implementing a revolutionary method of inspiring students to significantly increase their level of academic performance.



### Vietnam Experience

In 2014, the Vietnam Experience Exhibit opened at Patriots Point. The 2.5-acre interactive exhibit was built to honor Vietnam veterans while educating visitors about the war. The exhibit uses state-of-the-art technology and rare artifacts to tell the stories of what it was like in a Brown Water Navy Base during the Tet Offensive, and a Marine Corps Artillery Firebase at Khe Sanh. Since opening, the exhibit has also been used by the VA hospital to treat Post Traumatic Stress Disorder (PTSD). The simulated sights and sounds of war have proved to be highly effective in repeated exposure therapy.



# USS YORKTOWN (CV-10)



## Displacement:

27,000+ tons (1943)  
30,000+ tons (1956)

## Length:

872 feet (1943)  
888 feet (1956)

## Beam (waterline):

93 feet (1943)  
101 feet (1956)

## Draft:

30 feet

## Speed:

30+ knots

## Range:

14,000 nautical miles  
at 13 knots

## Complement:

360 Officers  
3000 enlisted (1943)

## Aircraft:

90 (1944) 44 (1968)

## Armament:

(circa 1944) 12 X 5 in/  
38 cal guns (127 mm),  
68 X 40mm 917 quad  
mounts, 61 X 20mm  
(single); (circa 1968):  
4 X 5 in/38 cal (127mm)

- ★ The YORKTOWN is an Essex-class aircraft carrier
- ★ Commissioned on April 15, 1943, it is the 10th aircraft carrier to serve in the United States Navy.
- ★ The CV-10 was initially to have been named the Bon Homme Richard, but was renamed while under construction to honor the USS YORKTOWN (CV-5), which sank at the Battle of Midway in June 1942.
- ★ First Lady Eleanor Roosevelt was the sponsor of both USS YORKTOWN carriers – CV-5 and CV-10.
- ★ YORKTOWN participated significantly in the Pacific Offensive that began in late 1943 and ended with the defeat of Japan in 1945.
- ★ Much of the 1944 Academy Award-winning documentary *The Fighting Lady* was filmed aboard the YORKTOWN, as well as the 1970 film *Tora! Tora! Tora!*
- ★ In December 1968, YORKTOWN recovered the Apollo 8 astronauts and capsule.
- ★ YORKTOWN received the Presidential Unit Citation and earned 11 battle stars for service in World War II and 5 battle stars for service in Vietnam from 1965-1968.
- ★ She was decommissioned in 1970, became a museum ship at Patriots Point in 1975, and designated a National Historic Landmark in 1980.



# USS LAFFEY (DD-724)



## Displacement:

2,200 tons

## Length:

376 ft 6 in (114.8 m)

## Beam:

41 ft 1 in (12.5 m)

## Draft:

15 ft 8 in (4.8 m)

## Propulsion:

60,000 shp (45 MW);  
2 propellers

## Speed:

34 knots (63 km/h)

## Range:

6,500 nmi. (12,000 km)  
at 15 knots

## Complement:

336

## Armament:

(circa 1944) 6 X 5 in./  
38 guns (12 cm),  
12 X 40mm AA guns,  
11 x 20mm AA guns,  
10 x 21 in. torpedo  
tubes, 6 x depth charge  
projectors, 2 x depth  
charge tracks

- ★ The LAFFEY was built as an Allen M. Sumner-class destroyer by Bath Iron Works in Maine.
- ★ Commissioned on February 8, 1944, LAFFEY supported the D-Day landings at Normandy and participated in the U.S. offensive against Japan.
- ★ While operating off Okinawa in 1945, LAFFEY was attacked by 22 Japanese bombers and kamikaze (suicide) aircraft.
- ★ Five kamikazes and three bombs struck her, and two bombs scored near misses to kill 32 and wound 71 of the 336-man crew.
- ★ LAFFEY shot down nearly half of the attacking aircraft and saved the damaged ship.
- ★ Her heroic crew earned her the nickname: "The Ship That Would Not Die."
- ★ LAFFEY, the only surviving Sumner-class destroyer in North America, was added to the Patriots Point fleet in 1981, and designated a National Historic Landmark in 1986.



# USS CLAMAGORE (SS-343)

## Displacement:

1,975 tons

## Length:

322 ft 5 in (98 m)

## Beam:

27 ft 4 in (8.3 m)

## Draft:

16 ft (4.9 m)

## Propulsion:

four 5400 hp diesel engines; four 2740 hp (2.0 MW) electric motors; two propellers

## Speed:

17.2 knots (31.85 km/h) surface; 14.5 knots (26.85 km/h) submerged (30 minutes)

## Range:

15,900 nm (29,400 km) at 8.5 knots (15.7 km/h) on surface

## Endurance:

36 hours at 3 knots (5.6 km/h) submerged

## Complement:

8 officers  
72 enlisted

## Armament:

10 x 21 in (533 mm) torpedo tubes, (6 forward, 4 aft), 24 torpedoes

*All specifications circa 1962 (GUPPY III)*



- ★ The CLAMAGORE is a Balao-class turned GUPPY III Submarine.
- ★ Commissioned in June 1945 (too late to see action during World War II), CLAMAGORE served the next 30 years during the Cold War.
- ★ Although built as a Balao-class submarine, the CLAMAGORE underwent GUPPY II conversion in 1948 to improve underwater performance.
- ★ GUPPY was the term used by the Navy for its “Greater Underwater Propulsion Program.”
- ★ The CLAMAGORE was one of only nine submarines converted to GUPPY III when a 15-foot (55 ton) section was added to accommodate upgrades in technology.
- ★ The upgrade the CLAMAGORE received was the ultimate upgrade for World War II-era diesel powered submarines.
- ★ Added to the Patriots Point fleet in 1981, the CLAMAGORE is the only GUPPY III submarine preserved in the United States.



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