



2016 Media Kit

State Fair of Texas Public Relations Department
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MEDIA GUIDELINES

GUIDELINES FOR MEDIA ON-SITE PARTICIPATION

2016 STATE FAIR OF TEXAS®

The State Fair of Texas ("State Fair") welcomes media outlets onto the Fair Park grounds during the annual Fair. We recognize and appreciate the value of this informational pipeline to your viewers, readers and listeners.

To make life easier for everyone and to avoid any misunderstandings, we have developed some guidelines for participation as an onsite media outlet. Please take a few minutes to look over these guidelines and determine which category or categories apply to you and your company. **Please read carefully the IMPORTANT INFORMATION on page 7, which applies to all media outlets.** If you have questions, please let us know. Thanks for your cooperation!

CATEGORY 1: MEDIA OUTLETS PROVIDING EXTENDED OR ONGOING NEWS COVERAGE OF THE FAIR, WHICH REQUIRES A BASE LOCATION

CATEGORY 2: MEDIA OUTLETS PROVIDING SPOT NEWS COVERAGE

CATEGORY 3: MEDIA OUTLETS PROVIDING LIVE BROADCASTS OF A SPECIFIC EVENT AT THE FAIR

CATEGORY 4: MEDIA OUTLETS CONTRACTED AS FAIR SPONSORS

CATEGORY 5: MEDIA OUTLETS DESIGNATED AS A MEDIA PARTNER FOR A FAIR CORPORATE SPONSOR

CATEGORY 6: MEDIA OUTLETS AS PAID EXHIBITORS

CATEGORY 7: MEDIA OUTLETS AS PROMOTIONAL EXHIBITORS

CATEGORY 8: MEDIA OUTLETS AS ONE-DAY PARTICIPANT

CATEGORY 1: MEDIA OUTLETS PROVIDING EXTENDED LIVE NEWS COVERAGE OF THE FAIR, WHICH REQUIRES A BASE LOCATION

- Media outlets in this category will be given priority in finding a location that meets their requirements. Selection of a broadcast base is made by mutual agreement between the outlet and the State Fair following a site inspection. The media outlet will be given right of first refusal for this location (if it is still available for broadcast purposes) until August 15 of the following year.
- There will be no charge to the media outlet for the location itself or for electrical connections if adequate power can be drawn from an existing State Fair power source. Any arrangements for power and/or space controlled by the museums or other non-State Fair institutions are the responsibility of the outlet. Phone lines are the responsibility of the outlet.
- Broadcast set or booth should be visually attractive. Plans must be approved by State Fair's Maintenance/Operations Department. The media outlet is responsible for all construction and signage costs. No vehicles may be parked at the site other than production vehicles necessary for on-air broadcasting.
- Parking passes for broadcast personnel and appropriate permits for vehicular movement inside the lift gate zone (equipment drop-offs or live remotes) must be obtained from State Fair's Public Relations Department ("PR Dept.").
- Media outlets will be encouraged to have ongoing activity at their broadcast location during operating hours of the Fair; or design their booth/set so that it serves as an attractive static display when it is not staffed.
- State Fair's PR Dept. will use golf carts to facilitate transporting the media outlet's guests and station personnel to the booth/set. State Fair will use approved scooter routes whenever practical. Media outlets will not be permitted to bring their own carts, nor will they be allowed to drive State Fair's carts. Specific PR Dept. staffers will be assigned to each broadcast operation and will carry cell phones. Stations are requested to give State Fair's PR Dept. as much advance notice as possible of the media outlet's broadcast plans.
- Media outlet vehicles are not allowed through any interior lift gates without appropriate parking credentials. If there is ever need for an exception, prior approval from State Fair's PR Dept. is required for temporary access, and the PR Dept. will notify State Fair's Maintenance/Operations Department and obtain appropriate credentials for media outlet's vehicle. Decisions regarding the need for an escort to lead a media outlet's vehicle to or from an interior zone broadcast site will be made exclusively by State Fair's Maintenance/Operations Dept.
- The PR Dept. will be responsible for notifying other State Fair departments in advance when broadcast plans could impact their area or activities.

CATEGORY 2: MEDIA OUTLETS PROVIDING SPOT NEWS COVERAGE

- Media parking passes are to be obtained from the PR Dept. prior to the Fair. Media outlets must provide advance notice to the PR Dept. if vehicle access to interior zone is being requested. Permission and appropriate credentials will be provided, if possible. State Fair's PR Dept. will provide golf cart transportation based on availability of PR Dept. staff and carts. Decisions regarding the need for an escort to lead a media outlet's vehicle to or from an interior zone broadcast site will be made exclusively by State Fair's Maintenance/Operations Dept.

CATEGORY 3: MEDIA OUTLETS PROVIDING LIVE BROADCASTS OF A SPECIFIC EVENT AT THE FAIR

- If initial arrangements are made with the event producer or another State Fair department, the PR Dept. should be notified ASAP to avoid possible conflicts. Approval of technical set-up, access and special parking needs must come from State Fair's Maintenance/Operations Dept. The event producer is responsible for providing State Fair's PR Dept. with a written summary of media agreements made independently of the PR Dept.

CATEGORY 4: MEDIA OUTLETS CONTRACTED AS FAIR SPONSORS

- Media outlet is required to abide by all provisions of its sponsorship contract. Parking passes and special arrangements are the responsibility of the State Fair department designated in the contract.
- Special consideration will be given to requests by these media outlets for additional promotional space and/or broadcast opportunities if there are needs beyond the original contractual agreement.

CATEGORY 5: MEDIA OUTLETS DESIGNATED AS A MEDIA PARTNER FOR A FAIR CORPORATE SPONSOR

- A corporate sponsor can (with agreement from the State Fair's Sponsorship/Exhibits Dept.) select a media partner. Parking passes for the media partner are the responsibility of the sponsor and/or State Fair's Sponsorship/Exhibits Dept.
- The media outlet is responsible for booth construction (if space is available), signage and broadcast phone lines. The physical and technical set-up must be approved by State Fair's Maintenance/Operations Dept. State Fair's PR Dept. should receive notification of the media partner's involvement as soon as possible.

CATEGORY 6: MEDIA OUTLETS AS PAID EXHIBITORS

- The media outlet must abide by the terms and obligations in State Fair’s standard exhibitor’s contract. State Fair’s PR Dept. should be notified if live broadcasts are planned.

CATEGORY 7: MEDIA OUTLETS AS PROMOTIONAL EXHIBITORS

- If unsold exhibit space is available, and if the value of the media outlet’s news coverage or the value of the promotional exhibit (as an attraction for fairgoers) is viewed as a significant benefit to the State Fair, then effort will be directed toward finding a place for the media outlet's 24-day promotional exhibit. A “no charge” standard State Fair Exhibit Contract must be executed, and the media outlet will be required to abide by the terms and conditions therein, unless specific exceptions are approved jointly by State Fair’s Exhibits and PR Depts.
- Under no circumstances will a media outlet’s “no charge” promotional exhibit be permitted to visually obstruct or otherwise interfere with the business operations of nearby exhibitors who have paid for exhibit space (this also applies to noise interference and/or crowd-related problems).
- Any construction or signage must be approved by State Fair’s Maintenance/Operations Dept. (outdoor exhibit space) or Exhibits Dept. (indoor exhibit space). All costs other than the exhibit space are the responsibility of the media outlet. Requests for parking passes should be directed to the PR Dept.

CATEGORY 8: MEDIA OUTLETS AS ONE-DAY PARTICIPANTS

- Requests from media outlets desiring to broadcast live or host a promotional event on a specific day or days can be accommodated only if appropriate space is available.
- State Fair’s PR Dept. is responsible for assigning temporary space and providing the necessary credentials unless the media outlet will be operating from a stage location, in which case credentials will be handled by the stage manager. Media outlet is responsible for the physical set-up and dress-out at its broadcast location, which MUST be approved in advance by State Fair’s PR and Maintenance/Operations Depts. The appearance of the broadcast location is important. External signage at the broadcast location will be restricted to the media outlet's identification/logo.
- All set-up must be completed before 9:00 a.m. on the day specified, and removal of equipment cannot begin until after 10:00 p.m. of the same day, unless otherwise approved by State Fair’s PR Dept.

GUIDELINES FOR ALL MEDIA OUTLET CATEGORIES

- **No product giveaways or food sampling anywhere on the grounds** unless approved by State Fair's Exhibits Dept. and identified in a written contract with State Fair. Food samples must be prepackaged, and all sampling/giveaway items must be approved by State Fair. The media outlet must provide indemnity in favor of State Fair, along with proper insurance coverage.
- **No retailing of merchandise** unless specifically permitted by written contract with State Fair.
- **No distribution of bumper stickers or other adhesive-backed materials. No distribution of the media outlet's promotional items that might cause injury to fairgoers in crowded conditions.** Prior written approval must be secured from the PR Dept. prior to distribution of any promotional items.
- **No distribution of literature or other promotional materials except from inside a fixed exhibit booth/broadcast location.** Samples must be submitted to State Fair's PR Dept. for approval prior to distribution.
- **Media outlets may not bring third parties (clients/advertising partners) to the Fair as part of the media outlet's participation at the Fair. Demonstrations or marketing of a client's product or services to live audiences or State Fair patrons will not be permitted.** Under no circumstances will the media outlet's clients/advertising partners be allowed to share the outlet's booth space or assigned broadcast area. Displays of client's products and/or giveaways of client's merchandise or promotional items will not be permitted. Recognition of a media outlet's clients will be limited to the inclusion of literature in "goody bags" and signage on the back wall of the exhibit space/broadcast location, unless additional interior signage is specifically approved by State Fair in writing. On-air promotion of clients during a broadcast from the Fair is at the station's sole option.
- At least **one employee of the media outlet must be on-site and designated as the responsible party** anytime the booth or broadcast location is being used for the media outlet's activities.
- State Fair will make every effort to find an opportunity for visibility at some time during the 24-day Fair period for each media outlet desiring to participate. Requests will be handled in the order received and according to the stated guidelines.
- Guidelines for news coverage of State Fair and opportunities for promotional participation at the Fair are considered independently from decisions regarding advertising buys.

SPECIAL NOTICE

State Fair of Texas is the owner of certain registered trademarks and service marks, including STATE FAIR OF TEXAS®, BIG TEX®, BIG TEX® (figure), BIG TEX® (head), TEXAS STATE FAIR®, SFT® (logo), FRIED FOOD CAPITAL OF TEXAS®, PAN AMERICAN LIVESTOCK EXPOSITION®, HERITAGE HALL OF HONOR®, TEXAS SKYWAY® and COTTON BOWL®.

MEDIA RELATIONS

Media Contact Information

Public Relations Department

The Public Relations team handles all media services for the State Fair of Texas. Please see contact information below for the full-time and seasonal PR team.

Karissa Condoianis
Vice President of Public Relations
kcondoianis@bigtex.com

Kiley Faulkner
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Fany Ruiz
Public Relations Administrative Assistant
pr@bigtex.com

All contacts can be reached via (214) 421-8715

Media Resources

Media Entrance & Parking Information

The designated parking area for all media is Gate 3, located on Washington Avenue. All media personnel must obtain a media parking pass in order to enter through Gate 3. Media parking passes are to be obtained from the Public Relations Department prior to arrival at the Fair. Media personnel can contact the PR Department at (214) 421-8715 or pr@bigtex.com in order to request a parking pass. All media parking passes must be issued for the 2016 State Fair and cannot be reused from previous years. The PR Department will provide you with a request form to fill out when requesting a parking pass. The form asks for specific information regarding your visit (i.e. the date you plan to come, how many people will be in attendance, if you will be using a live truck, if you will be doing a live broadcast, etc.) Please send the completed form to pr@bigtex.com. The PR Department will provide golf cart transportation for media personnel based on availability of PR staff members and availability of carts.

Public Information Officer for the State Fair of Texas

For information regarding incidents, safety issues and police activity during the Fair, please contact:

Karissa Condoianis

Vice President of Public Relations/Public Information Officer

(214) 289-3318

kcondoianis@bigtex.com

Emergency Contact Information

Police (Onsite)

(214) 421-8830

Dallas Police Department officers patrol the fairgrounds and surrounding areas on foot, on bicycle, on horseback, in golf carts and from elevated towers. The Police Station is located next to Guest Relations near the Midway Arch.

First Aid

(214) 421-8818

First Aid Stations are located in the Coliseum and on 1st Avenue adjacent to the Children's Aquarium. Police can call paramedics to other areas of the park when necessary.

Lost Children

(214) 421-8855

Children who have been separated from their parents are escorted by police officers to the Lost Children Center located near the Midway Arch, next to Guest Relations. The center is staffed to look after the youngsters until a parent reclaims them. Safe Kids ID wristbands are available at all State Fair Information Centers, located throughout the fairgrounds.

Guest Relations

(214) 421-8820

Fairgoers with questions or concerns are invited to visit the Guest Relations office, located near the Midway Arch and open during Midway operating hours.

Lost & Found (during Fair time)

(214) 243-2464

Lost & Found (outside of Fair time)

(214) 670-8333

Lost & Found is located inside the Police Station near the Midway Arch.

Interview Arrangements

Media may contact the Public Relations Department to coordinate interviews for news segments, articles, etc. Please call (214) 421-8715 regarding any interview requests.

Social Media Accounts

The State Fair of Texas is active on the following:

Facebook

<https://www.facebook.com/statefairoftx>

Twitter

<https://twitter.com/statefairoftx>

Instagram

<https://instagram.com/statefairoftx/>

Pinterest

<https://www.pinterest.com/statefairoftx/>

YouTube

<https://www.youtube.com/user/StateFairofTexas>

SnapChat

@StateFairofTX

Periscope

@StateFairofTX

ABOUT THE STATE FAIR OF TEXAS

State Fair of Texas by the Numbers (numbers based on figures from 2015)

- 24 consecutive days
- 277 acres
- 130 years of history
- 100 daily shows & activities
- 75 free concerts on the Chevrolet Main Stage
- 70 rides on the Midway
- 70 games on the Midway
- 225 concession stands throughout the fairgrounds
- 6,000 seasonal employees hired every year for the Fair
- More than \$600 million annual economic impact on the North Texas community
- More than \$53.6 million in coupon sales for food and rides
- More than 300,000 pounds of canned food collected through weekly promotions during the Fair & donated to the North Texas Food Bank, which translated to 221,229 meals for families in need
- Through its partnership with Canstruction, the State Fair collected a total of 191,544 cans
- 1,100 categories of Creative Arts contests across 12 different subject areas
- More than 8,900 Creative Arts contest entries
- 10,722 total livestock entries
- 5,528 students competed in the Fair's livestock and agricultural shows
- 400,000 square feet of indoor exhibit space devoted to the Auto Show & shopping venues
- 175,000 square feet of outdoor space devoted to the Truck Zone
- Approximately 400 cars on display throughout the Auto Show, the largest new car auto show in the Southwest
- More than 50,000 test drives at the Chevrolet Ride & Drive
- More than 1.8 million free admission tickets provided to students and teachers in North Texas school districts
- Since its establishment in 1992, the Youth Scholarship Program has awarded scholarships to more than 1,800 students for a total of more than \$8.7 million
- In 2016, the Fair awarded more than \$1.2 million in new college scholarships
- Through the State Fair of Texas Youth Livestock Auction and Scholarship Program, the Fair has awarded more than \$23 million in auction awards and scholarships

History of Coupon Sales & Attendance

We do not currently report attendance figures. The 2015 Fair generated more than \$53.6 million in coupon sales for food and rides, which is the benchmark we currently use to determine a successful Fair. The majority of this goes to our concessionaires and ride vendors. The 2015 event was the most successful in the Fair's history. In 2016, we are launching a new ticketing system that includes print-at-home and the ability to display admission tickets on your smartphone. While we will still be unable to account for those who drive in and park on the grounds, this new system will hopefully provide us with a more accurate attendance estimate that we can report.

SFT Coupon Sales History

(gross – majority goes to food, beverage and ride vendors)

2015 – \$53.6 mm

2014 – \$42 mm

2013 – \$37.1 mm

2012 – \$36.8 mm

2011 – \$34.6 mm

2010 – \$37.3 mm

2009 - \$25.5 mm

2008 - \$28.7 mm

2007 - \$29.2 mm

2006 - \$26.6 mm

2005 - \$23.8 mm

2004 - \$23 mm

2003 - \$24.7 mm

2002 - \$21 mm

2001 - \$21.4 mm

2000 - \$19.3 mm

State Fair of Texas Historical Trivia

- The event now known as the State Fair of Texas can trace its origins back to the Dallas State Fair and Exposition, chartered by a group of local businessmen including W.H. Gaston, John S. Armstrong and Thomas L. Marsalis in **1886**.
- In **1887** this group merged with the Texas State Fair and Exposition, run by C.A. Keating.
- In **1904** the Fair sold its property to the City of Dallas, under an agreement that set aside a period each fall to hold the annual exposition. As part of these new terms, the Fair was reorganized and renamed the State Fair of Texas.
- In addition, new bylaws were written that established the State Fair as a nonprofit organization. Its nonprofit purpose is funded through the proceeds from the annual State Fair of Texas event. The net proceeds from the Fair are reinvested in Fair Park, in the form of capital improvements; given as scholarships to deserving youth throughout the state of Texas; used to support the Fair Park museum facilities and community outreach programs; and used to improve the State Fair's operation.

- The terms of this agreement have been carried out for more than 100 years now and continue to serve as a reminder of the State Fair’s deep-rooted history and connection to Fair Park and the city of Dallas.
- In **1890**, the Women Christian Temperance Union had the first “lost children’s station.” They would ring the bell until a parent showed up.
- In **1902**, a Confederate Army reunion was held at the fairgrounds. A fire broke out and destroyed three main buildings that year but the Fair still opened.
- The first official Texas/OU game was played in **1900**, but was not played in Dallas until **1912**. The game was first played in Fair Park during the run of the Fair in **1929**.
- In **1916**, the new sandwich sensation of the World’s Fair was introduced at the State Fair of Texas; it was known as the hamburger.
- Fair attendance topped 1 million for the first time in **1916**.
- In **1918** the United States government took over Fair Park and converted it into Camp Dick, a military training center used by the U.S. Army during WWI. Because of this, there was no State Fair in 1918.
- With betting on horse races again legalized in Texas, a new racetrack complex was built in the northeast corner of Fair Park in **1934**.
- In **1934** Dallas was named the host city for the central celebration of the 1936 Texas Centennial, meaning Fair Park would be the site of a six-month exposition.
- In **1936** the Texas Centennial Exposition opened with festivities including a downtown parade viewed by 150,000 spectators and a gala "Ceremony of Flags" in the Cotton Bowl.
- President Franklin D. Roosevelt attended the **1936** Centennial Exposition and spoke to the crowds of fairgoers.
- Fritos corn chips were successfully introduced to the public during the **1936** Texas Centennial.
- Native Texan Ginger Rogers was crowned “Centennial Queen” at the **1936** Centennial Exposition.
- The Texas Centennial closed with a final attendance count of 6,353,827. The exposition's legacy includes the structures which today house the Hall of State, Perot Museum of Natural & Science at Fair Park, Children’s Aquarium, Texas Discovery Gardens and D.A.R. House.
- In **1937** most of the Centennial's exhibitors and attractions returned to Fair Park for a five-month-long celebration, the Greater Texas and Pan American Exposition.
- The Hall of State was one of four permanent museums open to fairgoers in **1938**.
- "Opera under the Stars," later called the Starlight Operettas, introduced summer theater to Dallas audiences in **1941**. The shows were presented in Fair Park's Band Shell. The series moved indoors in **1951** and is known today as the Dallas Summer Musicals.
- The Ice Capades was a major fair time attraction from **1941** until **1967**.
- Fletcher’s Corny Dogs were introduced at the Fair in **1942** during the summer Midway operation. The first corny dogs sold for 15 cents each. Fletcher’s representatives say they now sell roughly 500,000 corny dogs each year during the 24 days of the Fair. The term “Corny Dog” is trademarked by Fletcher’s. Other vendors sell “corn dogs.”
- The **1942** State Fair of Texas was cancelled because of World War II. It re-opened October 5, **1946**.
- Star of the New York World’s Fair, Elsie the Borden Cow, made her debut at the **1946** State Fair of Texas with lines stretching two blocks to see her.
- State Fair visitors rode the Comet roller coaster for the first time in **1947**.

- In **1951** R.L. Thornton purchased a large Santa Claus figure from the Kerens Chamber of Commerce and commissioned local artist Jack Bridges to make a giant cowboy out of the material.
- Big Tex made his first debut at the **1952** State Fair.
- Elvis Presley performed at the Cotton Bowl in **1956** for a screaming audience of 26,500.
- In **1958** the old racetrack grandstand was torn down to make way for the new Coliseum which would then be selected to host the first-ever National Finals Rodeo during the 1959 Christmas season.
- Vice President Richard Nixon cut the ribbon to open the Fair in **1959**.
- Many Texans saw color television for the first time while visiting the Fair in the late **1950s**.
- Vice President Lyndon B. Johnson attended the **1961** State Fair, bringing with him a Pakistani camel cart driver as his guest.
- Workmen set up Big Tex early in September **1961** for his role that year in the movie remake of "State Fair" starring Pat Boone, Ann-Margret and Bobby Darin. Tailing winds from Hurricane Carla tore Big Tex's clothes and the production crew was forced to shoot around him until repairs could be made.
- Belgian waffles were first introduced to fairgoers in **1964**.
- King Olaf V of Norway cut the ribbon at opening ceremonies of the **1982** State Fair.
- The 212-foot-tall Texas Star, the tallest Ferris wheel in North America at the time, was built in Italy and moved to Fair Park in time to operate during the **1985** State Fair.
- After serving as the State Fair's home for a whole century, Fair Park was officially designated a National Historic Landmark in **1986** because of its historical significance.
- The Sesquicentennial edition of the State Fair of Texas attracted more than 3.9 million visitors during a 31-day run. Top attractions at the **1986** State Fair of Texas included a major exhibit from the People's Republic of China and the Incredible Acrobats of China. In addition, pig races were offered for the first time.
- In **1994** Former President George H.W. Bush cut the ribbon to open the Fair. Pat Sajak & Vanna White and the rest of the Wheel of Fortune crew paid a weeklong visit to the Fair.
- In **1999** Big Tex received a new look for the Fair.
- In **2003** Rich LeFevre of Nevada managed to eat 12 corny dogs in ten minutes during the First Annual World Corny Dog Championship.
- **2005** brought the first annual Big Tex Choice Awards, a challenge for concessionaires to create new and unique food items to be sold at the Fair.
- The Texas SkyWay made its debut on opening day of the **2007** Fair, offering visitors bird's-eye and panoramic views of historic Fair Park.
- **2011** marked 125 years of the Fair, inspiring the theme "A Timeless Tradition."
- The Top o' Texas Tower ride was completed in time for the **2013** Fair. At 500 feet tall, it remains the tallest tower ride in the country to date.
- Famous people who have attended the State Fair of Texas over the years include Booker T. Washington, Buffalo Bill, Annie Oakley, Enrico Caruso, Chief Quanah Parker, Harry Houdini, Art Linkletter, Hoot Gibson, Jimmy Doolittle, the Lone Ranger, Admiral Chester Nimitz, Audie Murphy, Duke Ellington, Princess Grace, the actor Ronald Reagan and King Olaf V of Norway.
- United States Presidents who have attended the Fair include William Howard Taft, Woodrow Wilson, Franklin D. Roosevelt, Richard Nixon, Lyndon B. Johnson, George H.W. Bush and George W. Bush.
- Several shows have visited the Fair either in live performances or for film: The Tommy Dorsey Show featured Jackie Gleason and Gypsy Rose Lee; Follies Bergere; Queen for a Day; Truth or

Consequences; The Ellen Show; The Oprah Winfrey Show; Animal Planet; Bizarre Foods with Andrew Zimmern; Wheel of Fortune and the Ice Capades.

- Musicians who have performed on the Chevrolet Main Stage include Garth Brooks, Willie Nelson, Tim McGraw, the Dixie Chicks, Kenny Chesney, Alan Jackson, Brad Paisley, Miranda Lambert, Lady Antebellum, Eli Young Band, Selena, Emilio, the Jonas Brothers, Demi Lovato, Christina Aguilera, Destiny's Child, Boys II Men, the Commodores, the Pointer Sisters, Kelly Rowland, Molly Ringwald, KC and The Sunshine Band, Kool & The Gang, Fantasia and Collective Soul.

Big Tex Trivia

- In **1951** State Fair President and former Mayor of Dallas R.L. Thornton purchased a large Santa Claus figure from the Kerens Chamber of Commerce for \$750 and commissioned local artist Jack Bridges to make a giant cowboy out of the material
- Big Tex made his first debut at the **1952** State Fair of Texas
- His voice was first added in **1953**, then a friendly wave in **1997**
- On **October 19, 2012**, Big Tex was destroyed by an electrical fire, the same year he celebrated his 60th birthday
- New and improved, Big Tex returned in time to welcome fans for the **2013** State Fair
- Big Tex stands tall, measuring 55 feet in height
- His outfit is sewn in the original Dickies plant that opened in 1922 in Fort Worth
- His Western shirt runs a size 200 x 325 (neck x sleeve); an average man's size is 16 x 32
- It takes a week to make Big Tex's jeans; they weigh 100 pounds and are replicas of Dickies popular 5-pocket jeans
- An outfit typically lasts three seasons – not only so Big Tex is in the most up-to-date Western fashion, but also due to the wear and tear that occurs during the 24-day event
- He wears a 95 gallon hat and a 33-foot-long belt
- His boots are replicas of a 1949 Lucchese design, size 96
- He's appeared in local, regional, national and international news coverage
- His resume also includes film – he appeared in the 1961 remake of "State Fair" alongside Pat Boone, Ann-Margret and Bobby Darin
- In **2014** Big Tex was voted "Quirkiest Landmark in America" by USA Today & 10Best and received a new red, white and blue shirt from Dickies as a tribute to the Lone Star flag

ABOUT THE ORGANIZATION

Our Mission:

The State Fair of Texas celebrates all things Texan by promoting agriculture, education and community involvement through quality entertainment in a family-friendly environment.

The State Fair of Texas is committed to...

- Education and Agriculture as our foundation.
- Operating in a fiscally conscious manner.
- Providing excellent customer service.
- Investing in the Fair product, our Fair Park home, and our community.
- Responsible stewardship to ensure that the State Fair of Texas will thrive for future generations.
- Preserving the traditions of our historic institution.
- Constant innovation for future Fairs' success.

Since its establishment in 1886, the State Fair of Texas has celebrated all things Texan by promoting agriculture, education and community involvement through quality entertainment in a family-friendly environment. As a nonprofit organization, the Fair serves as an advocate for the community through its commitment to preserving Fair Park and continuing to build upon its legacy as a National Historic Landmark. At 24 consecutive days, the State Fair of Texas is the longest-running fair in the nation, as well as one of the largest. As shown by its tremendous growth, the Fair is able to continuously evolve while staying true to its original purpose. Through its rich and lengthy history, it remains evident that the State Fair serves not only as an annual celebration, but as a unique destination that brings people together and allows them to create lifelong memories.

Tradition

As a celebration of Texas heritage, the State Fair aims to embody all aspects of Lone Star culture. Although much has changed since its humble beginnings as a local fair and exposition, the State Fair of Texas still embraces its historical roots and strives to preserve the traditions upon which it was built. After serving as the State Fair's home for a whole century, Fair Park was officially designated a National Historic Landmark in 1986 because of its historical significance. With 130 years of shared history, the State Fair has maintained a deep-rooted connection to Fair Park and continues to call it home. A portion of the proceeds from each State Fair are invested in the upkeep and maintenance of this home - Fair Park, its historic buildings, facilities, and the historic Cotton Bowl Stadium. Through the years, the State Fair has contributed tens of millions of dollars in doing so as well as financial donations to support Fair Park museum programming. In addition, the State Fair of Texas supports Fair Park through participation in events such as Day 1 Dallas, North Texas Irish Festival, Earth Day Texas, Fair Park Sparks, Fair Park Fourth and Dallas Mayor's Back to School Fair. From its longtime devotion to Fair Park, to its lasting dedication to fairgoers, the State Fair considers tradition an essential component of its organization. Year after year millions of visitors come from far and wide to experience the event, holding a special place in their hearts for the State Fair of Texas and its beloved icon, Big Tex.

Agriculture

Agriculture serves not only as a pillar of this organization, but as a fundamental feature of the Lone Star state and its history. The State Fair of Texas offers a variety of interactive exhibits focusing on agriculture and livestock, implementing hands-on activities that are both enjoyable and informative. Activities range from feeding furry friends at the petting zoo, to learning about different livestock species during daily guided tours of the barns. Little Hands on the Farm lets kids enjoy a “day on the farm” while teaching them how food gets from farm to table. Each year approximately 5,200 students from around the state work diligently in preparation for the competitive livestock events and leadership contests at the State Fair. As the largest of these events, the annual Youth Livestock Auction celebrates the agricultural heritage of our great state, while also providing more than \$23 million in scholarships and prizes to students across Texas since 1990.

Education

Home to the world’s largest collection of Art-Deco structures, Fair Park houses some of Dallas’ top museums and cultural centers. By providing fairgoers with a wide variety of educational exhibits throughout the grounds, the State Fair of Texas is also supporting the individual missions of its fellow Fair Park establishments. With a focus on educating visitors about Texas history and agriculture, the Fair offers a unique experience that is both informative and entertaining. From stingray feedings at the Children’s Aquarium to butterfly releases at the Texas Discovery Gardens, fairgoers have access to a number of science and nature discovery programs right at their fingertips. Each year the State Fair partners with the Dallas Historical Society to create a special exhibit that features different elements of Texas history, displayed in the Hall of State. In addition, fairgoers can learn about Hispanic culture at the Mundo Latino exhibit in the Women’s Museum, or take a tour of the African American Museum, home to one of the largest collections of African American folk art in the country. Through a series of hands-on exhibits and activities, fairgoers get to learn all about agriculture and its impact on the state of Texas, whether it’s the importance of farming and ranching or the process of raising and caring for animals. After launching a fourth through eighth grade curriculum last year, the State Fair is expanding its classroom initiatives to the high school level, with a new curriculum for ninth through twelfth graders. In partnership with Big Thought, the Fair offers a free TEKS-aligned program that focuses on STEM subjects (science, technology, engineering and math) along with other core disciplines like social studies, English, language arts and visual design. Thanks to the continued support of loyal fairgoers, the State Fair is able to provide a diverse assortment of educational programming for all ages.

Community

As a long standing Dallas institution, the State Fair of Texas has a unique appreciation for the local support that makes such a big event possible every year. With the ultimate goal of having a positive community impact, the Fair aims to give back through its partnerships with charities like Canstruction and the North Texas Food Bank. As part of its mission to contribute on a local level, the Fair currently donates more than 1.8 million free admission tickets each year to students and teachers at North Texas schools. Additionally, the Fair partners with a wide variety of entrepreneurs, giving them the opportunity to operate their individual businesses- comprised of independent vendors, concessionaires, ride owners and operators, artists, entertainers here in Fair Park for the event’s 24-day run. By showcasing small businesses and providing job opportunities for the community to more than 6,000 seasonal employees every year, the Fair has an estimated annual economic impact of more than \$600 million on North Texas. In addition to supporting the DFW metroplex, the State Fair of Texas works to maintain an active role in the community statewide. Through its Youth Scholarship Program, the State Fair awards college scholarships to graduating seniors from five DISD high schools in the Fair Park area, as well as students from around the state of Texas who have competed in State Fair livestock events.

Since its establishment in 1992, the Youth Scholarship Program has awarded scholarships to more than 1,800 students for a total of more than \$8.7 million. Adding an artistic element to its community initiatives, the Fair hosts more than 1,100 competitions through its Creative Arts department. With categories ranging from art and photography to sewing and cooking, the State Fair gives professionals and amateurs of all ages a multitude of opportunities to showcase their creative skills. By offering affordable entertainment that is both fun and family-friendly, the Fair hopes to bring a one-of-a-kind experience to the community.

State Fair of Texas Leadership

Richard Knight, Jr. – Chairman of the Board

Richard Knight, Jr. has a long history of management expertise in the local, national and international business arena. With more than 35 years of management experience, Mr. Knight has administered and overseen a variety of multi-million dollar projects in the public as well as the private sector. He is well known for his commitment to the Dallas community. In the public sector, Mr. Knight served as the City Manager for the City of Dallas from 1986 to 1990, and was the first African-American to hold the position. In addition to the State Fair of Texas, Mr. Knight currently serves on numerous boards including Chairman of Children’s Medical Center of Dallas, Texas Southern University Board of Regents, Goodwill Industries and the Boy Scouts of America – Circle Ten Council. Mr. Knight holds a Masters of Public Administration degree from the University of North Carolina and a Bachelor of Arts degree in Political Science and History with a minor in Economics from Fort Valley State University in Georgia. Mr. Knight is also a four year veteran of the U.S. military service and served in Vietnam.

Mitchell Glieber – President

Mr. Glieber joined the State Fair in 1999, spending the majority of his time working with corporate partners developing sponsorship, marketing, and promotional programs, more than tripling sponsorship revenue. Prior to joining the State Fair, Mitchell spent nearly a decade with the Dallas Mavericks marketing team, serving as the organization’s Sales Manager for season and group tickets. Raised in Dallas, Mitchell graduated from Southern Methodist University with a double-major in Finance and TV & Radio. He served as Captain of the SMU Mustangs football team in 1989, and was chosen as one of only 11 National Football Foundation Scholar Athletes in the country, that same year. He is President of the SMU Letterman’s Association and is an active member of the Dallas Salesmanship Club, a non-profit organization dedicated to transforming children’s futures by serving at-risk families in the Greater Dallas area. Mitchell is son to nationally-known CBS Sportscaster, Frank Glieber, who passed away in 1985. Mitchell and his wife Lisa are devoted parents to their three children; Thomas, Kaki and Charlotte.

Bob Hilbun – Senior Vice President & General Manager

Mr. Hilbun has been with the State Fair of Texas since 1969. Prior to joining the Fair full-time, he worked as a seasonal employee for the Fair as an Ice Guard at the Coliseum Ice Arena. As Senior Vice President, he has oversight of the Maintenance Department which includes the overall set up and daily operations of the Fair. In his role as General Manager for the State Fair of Texas, Mr. Hilbun works closely with all departments and the President in determining the strategic direction for the Fair.

Jaime Navarro – CFO & Senior Vice President, Finance

Mr. Navarro joined the State Fair of Texas in 2001. In January of 2013, he moved into the position of CFO. In this role, Mr. Navarro oversees all financial operations, information technology, and human resource aspects of the organization. Prior to joining the State Fair of Texas, Mr. Navarro began his career in telecommunications and public accounting. In addition to his professional responsibilities, Mr. Navarro actively serves on the Executive, Investment, and Scholarship committees of the State Fair of Texas.

Rusty Fitzgerald – Senior Vice President, Operations

Mr. Fitzgerald assumed the role of Vice President of Operations at the State Fair of Texas in 2001. Prior to joining the Fair, he spent 23 years at Six Flags in Operations Management. In his current role as Senior Vice President, Mr. Fitzgerald has oversight of the Midway and all of its operations. The department responsibilities include coordination and daily oversight of games, novelties, rides, horticulture, guest relations, and safety inspections. Mr. Fitzgerald also serves as the Fair's resident weather expert to ensure guest safety.

Carey D. Risinger – Senior Vice President, Food, Beverage & Retail

Prior to joining the State Fair of Texas in 2010, Mr. Risinger was Corporate Director of Food Service for Six Flags, overseeing food service for 34 parks in the U.S., Canada, Mexico and Europe. As Senior Vice President at the Fair, Mr. Risinger is responsible for the development and growth of the food and beverage operations at more than 200 locations on the fairground. The nationally recognized Big Tex Choice Awards also fall under the oversight of his department.

Daryl Real – Senior Vice President, Agriculture & Livestock

Mr. Real joined the State Fair of Texas in 2004. Prior to joining the Fair, he worked for the National Swine Registry promoting purebred hogs in the southwestern U.S. As Senior Vice President, Mr. Real oversees the livestock operations of the Fair and the mission-focused programs including fundraising for the State Fair of Texas Youth Livestock Auction and Scholarship Program. In addition to his duties at the Fair, he is frequently a livestock judge at national, state and local shows, as well as involved in FFA and 4-H in Denton County.

Jennifer Schuder – Senior Vice President, Marketing

Prior to joining the State Fair of Texas in 2013, Mrs. Schuder was the Chief Marketing Officer and Director of Community Outreach for the Dallas Opera for eight and a half years. As Senior Vice President of Marketing for the Fair, Mrs. Schuder leads the branding and creative development efforts for the organization as well as revenue generation through sponsorship and advance ticket sales. Mrs. Schuder is also an adjunct professor at Southern Methodist University, teaching marketing classes in the Meadows School of the Arts.

Karissa Condoianis - Vice President, Public Relations

Prior to joining the State Fair of Texas in 2014, Mrs. Condoianis was senior manager of marketing and public relations for BeautiControl, a subsidiary of Tupperware Brands Corporation. As Vice President of Public Relations for the Fair, Mrs. Condoianis oversees all media relations and outreach functions, including development, planning and strategic oversight of all public relations efforts, and is involved in the organization's community initiatives. Mrs. Condoianis is a graduate of the University of Oklahoma, with a Bachelor of Arts in Journalism and Mass Communication. She is passionate about giving back and actively participates in community projects and organizations. Mrs. Condoianis is Texas born and bred, and enjoys life with her husband, Danny, and their two dogs in Dallas, Texas.

History of the State Fair of Texas as a 501(c)(3) nonprofit organization

The event now known as the State Fair of Texas can trace its origins back to the Dallas State Fair and Exposition, chartered by a group of local businessmen including W.H. Gaston, John S. Armstrong and Thomas L. Marsalis in 1886. In 1887 this group merged with the Texas State Fair and Exposition, run by C.A. Keating. In 1904 the Fair sold its property to the City of Dallas, under an agreement that set aside a period each fall to hold the annual exposition. As part of these new terms, the Fair was reorganized and renamed the State Fair of Texas. In addition, new bylaws were written that established the State Fair as a nonprofit organization. Its nonprofit purpose is funded through the proceeds from the annual State Fair of Texas event. The net proceeds from the Fair are reinvested in Fair Park, in the form of capital improvements; given as scholarships to deserving youth throughout the state of Texas; used to support the Fair Park museum facilities and community outreach programs; and used to improve the State Fair's operation. The terms of this agreement have been carried out for more than 100 years now and continue to serve as a reminder of the State Fair's deep-rooted history and connection to Fair Park and the city of Dallas.

Where do the funds go?

The State Fair of Texas is a 501(c)(3) nonprofit organization, and does not receive any government funding or support. Its nonprofit purpose is funded through the proceeds from the annual State Fair of Texas event. The net proceeds from the Fair are reinvested in Fair Park, in the form of capital improvements; given as scholarships to deserving youth throughout the state of Texas; used to support the Fair Park museum facilities and community outreach programs; and used to improve the State Fair's operation. Your trip to the Fair is more than just an annual tradition – it's a chance for you to give back to the community. By attending the event, you are supporting the Fair's mission of celebrating all things Texan by promoting agriculture, education, and community involvement through quality entertainment in a family-friendly environment.

State Fair of Texas Youth Scholarship Program

Thanks to the support of loyal fairgoers, the State Fair of Texas is able to maintain an active role in the community, both locally and statewide. As part of its initiative, the State Fair integrates a passion for education and community involvement into its annual scholarship program. Over its 24 year history, the Youth Scholarship Program has awarded scholarships to more than 1,800 students for a total of more than \$8.7 million.

Established in 1992, the Youth Scholarship Program awards multiple college scholarships to selected applicants each year. Within the program are two different scholarships – the Pete Schenkel Scholarship and the Youth Livestock Scholarship. The Pete Schenkel Scholarship is named after a longtime friend and supporter of the State Fair of Texas. Pete Schenkel served as chairman of the Fair's board from 1999-2003 and was the 2011 recipient of the prestigious Linz Award, which recognized his civic service and humanitarian efforts benefiting Dallas. Eligible recipients for the Pete Schenkel Scholarship include graduating high school seniors from five Dallas Independent School District high schools in the Fair Park area – Irma Lerma Rangel Young Women's Leadership School, James Madison, Lincoln, North Dallas and Woodrow Wilson High Schools. The Youth Livestock Scholarship awards scholarships to graduating high school seniors around the state of Texas who have participated in competitive livestock events held at the State Fair and are pursuing a degree in an agricultural-related field.

Both scholarships require students to attend an accredited college or university within the state of Texas and exhibit high scholastic achievement by maintaining a cumulative 3.0 or better grade point average in order to be renewed. Scholastic performance is important, with preference given to students ranking in the top 25% of their class. Scholarships are paid over four years, with the payment going directly to the college or university on the student's behalf. Recipients receive a \$6,000 grant, renewable in \$1,500 annual increments if the student meets the criteria for renewal.

After serving as an integral part of the organization for 24 years, the State Fair of Texas Youth Scholarship Program continues to uphold the Fair's mission by supporting agriculture, education and community involvement. The State Fair is delighted to carry on the tradition year after year. In 2016, the Fair awarded more than \$1.2 million in new college scholarships. In addition, the Fair renewed approximately 300 scholarships for past recipients who are currently attending a state college or university.

WHAT'S NEW IN 2016

Budweiser Clydesdales Stable Display

Last appearing at the Fair in 2005, the Budweiser Clydesdales are making a long-awaited return to the great State Fair of Texas. Open all 24 days of the Fair, guests of all ages can see these renowned horses up close, as well as learn about the history of the Clydesdales and their role as ambassadors for Anheuser-Busch.

Fiesta Grande

Opening next to the Hall of State, Fiesta Grande will offer a selection of both Mexican and domestic beer and assorted snacks at a shaded outdoor location. The cantina-style patio features tables and umbrellas perfect for relaxing, with live acoustic music on weekends.

I Spy Texas

Tour the natural beauty and abundant resources found around the Lone Star State through this interactive exhibit located in the Science Place. Guided by road-trip style games, fairgoers will experience the different natural resources and economies found in each region of Texas.

Livestock 101 Stage

Come see experts share their knowledge about the animals in the barns. This daily talk show-style presentation is tailor-made for the animals that fairgoers will experience when touring through the livestock barns. Guests are encouraged to ask questions, and then take a Guided Livestock Tour. Located in Ag-Power Plaza.

Lone Star Stampede

Hosted in the Pan Am Arena, guests can watch an all-new show: the tale of the American West come alive through this award-winning performance, featuring quintessential Western themes like stagecoaches, horses, cowboys and bandits. This can't-miss event showcases traditional Native American dancers, sharpshooters and a Texas Longhorn cattle drive.

Lords of Gravity Basketball Slam Dunk Show

This new performance joins the list as one of the Fair's new daily shows for 2016. Hailing from Budapest, Hungary, the Lords of Gravity group has become one of the most well-known acrobatic basketball teams in Europe. Each high-energy show brings jaw-dropping hoop skills and high-flying acrobatics to the court. The talented troupe will be performing daily in Chevrolet Park Plaza.

Majesty of the Horse

Join renowned horseman Jerry Diaz for an intimate presentation displaying the majesty and beauty of the horse. The presentation includes multiple breeds of horses and showcases their unique color, size and purpose. Fairgoers can see this all-new attraction daily in the Ranch Arena, with no shows on Wednesdays.

Michelangelo's Sistine Chapel – The Exhibition

Adding to the list of new attractions, Mundo Latino is proud to present "Michelangelo's Sistine Chapel – The Exhibition" as its special exhibit this year. Appearing in America for the first time ever, this one-of-a-kind showcase recreates one of the world's greatest artistic achievements through photographic reproduction displayed in its original size. Open to fairgoers for an additional admission fee of \$8.

The Taylor Swift Experience™

After a history-making run at the Grammy Museum in Los Angeles, The Taylor Swift Experience™ is making its way to the Lone Star State as a featured exhibit at the 2016 State Fair of Texas. The famed exhibit gives fans the true Taylor experience, taking you through her journey as a singer, songwriter and global icon. Showcasing memorable performance costumes, tour photos, instruments and handwritten lyrics, the exhibit features a special collection of memorabilia that has never been displayed in this unique combination before. The Fair is thrilled to host this one-of-a-kind exhibit in the historic Hall of State building, with the hope of providing an attraction that appeals to a wide-range audience.

Trio on the Green

In addition to the traditional State Fair staples, Fair food fanatics can look forward to new food locales debuting this year. Trio on the Green brings a new concept of “bites and flights,” serving trios of appetizers and drinks. Located under three oak trees outside the Coliseum, this shady destination will serve everything in threes, from sliders and fries to flights of beer and wine.

Xpogo

Fairgoers can catch another daily extreme sports show coming to the Fair this fall: the action-packed performance, featuring two pogo professionals showing off their skills with gravity-defying tricks, flips and spins.

2016 Big Tex Choice Awards Finalists

Caribbean Pineapple Korn-a-Copia by *Stephen Alade*

Bringing a taste of Caribbean flare to the Fair, this dish stands out among the rest with its profile of fresh flavors. Marinated grilled chicken and shrimp are served over a bed of yellow Caribbean fried rice and topped with a tropical salsa and pineapple rum glaze. Served in a pineapple half shell, this Korn-a-Copia will have you ready for a day at the beach... or a day the Fair!

Deep Fried Bacon Burger Dog Slider on a Stick by *Brent & Juan Reaves*

Meat lovers are in for a treat with this tantalizing triple threat. A miniature, handmade seasoned ground beef patty is stuffed with shredded cheddar cheese, bacon, and an all-beef hot dog on a Hawaiian roll. It is then placed on a skewer topped with a pickle, dipped in a tempura batter and deep fried to perfection. Every Bacon Burger Dog is served on a bed of shoe string fries with ranch dipping sauce.

Deep Fried Pulled Pork "FUNYUN®" Dings by *Chris Howard*

Putting a tasty spin on a pantry staple, the unique combination of flavors in this deep fried dish create the perfect balance of sweet and savory. A "FUNYUN," the traditional crunchy snack, is stuffed with pulled pork, pepper jack cheese, pineapple slices and bacon. It is then dipped in a flavorful batter and deep fried. Each order is served with a multilayered sweet BBQ sauce.

Fernie's Down Home Chicken Pot Pie Pocket with Mac 'n Cheese Dip by *Christi Erpillo*

Two classic American comfort foods, one mouth-watering meal! This ultimate taste extravaganza starts with a savory cream sauce chock-full of shredded roasted chicken breast, tender diced white potatoes, sweet carrots, peas, corn and a special blend of herbs and spices. This hearty filling is ladled into fresh, flaky pastry dough and then gently folded "hot pocket" style. Each bite of the deep fried, golden brown, buttery crust is bursting with a savory sauce of chicken and veggies. Pure down-home goodness! Served with a side of mac 'n cheese-inspired dip, this unique sharp cheddar sauce creates a tantalizing flavor combination.

Fried Jell-O® by Ruth Hauntz

For the first time in Big Tex Choice Awards history, America's favorite childhood dessert is given a State Fair of Texas twist! A classic cherry-flavored Jell-O in a panko-crusted breading, flash-fried to perfection, and then dusted with powdered sugar. Prepared with a tasty topping of whipped cream and a cherry garnish, this dish has the perfect amount of crunch to compliment the jiggle.

Injectable Great Balls of BBQ by Glen Kusak

Smoke-crusted BBQ beef brisket is hand shredded with bock BBQ sauce and molded to form balls. The ball of beef is then breaded with seasoned bread crumbs and deep fried to a crispy perfection. Served on top of a bed of coleslaw, each order comes with its own pipette of bock BBQ sauce to be injected into the brisket balls. Guaranteed to be a perfectly succulent bite every time.

Southern Fried Chicken & Dumplins by Clint Probst

Putting a modern twist on a traditional Deep South favorite, this southern fried dish is a two-in-one hit! Juicy shredded chicken is mixed with bits of signature seasonings, dough and a touch of gravy. This decadent mixture is then rolled into balls, coated with bread crumbs and deep fried golden brown! Served with fried "biscuit bites" and a side of gravy, this dish is truly comfort food heaven!

State Fair Cookie Fries by Isaac Rousso

A unique play on America's favorite savory side dish. The cookie fry may look like it needs ketchup, but don't be fooled by the classic crinkle-cut appearance. Offered in traditional cookie flavors like chocolate chip or sprinkles, these sweet treats are served with your choice of the accompanying strawberry or milk chocolate sauce. Just consider it an undercover cookie in fry-form disguise.

2016 Winners

Best Taste: Fried Jell-O® by *Ruth Hauntz*

Most Creative: State Fair Cookie Fries by *Isaac Rousso*

LIVESTOCK TERMINOLOGY

General Terms

Breed – a stock of animals within a species having a distinctive appearance and typically having been developed by deliberate selection

Breeding animal– an animal caused to produce offspring typically in a controlled and organized way

Dam – a female parent

Flock – a grouping of a species of livestock (sheep, poultry)

Herd – a group of a single species of animal (cattle, horses, swine, goats)

Livestock – domestic farm animals kept for productive purposes (meat, milk, work, wool)

Market animal – livestock bred and raised for food consumption

Polled – a naturally hornless animal

Sire – a male parent

Litter – multiple offspring produced at one birth by a multi-parous mammal. Also called brood.

Chickens

Chick – a newly hatched or a very young chicken

Broilers – a chicken that is six to 13 weeks of age used for meat production

Pullet – a young domestic hen, usually one that is less than one year old

Hen – an adult female chicken

Cockerel – an adult male chicken

Rooster – all domestic chickens

Popular Products – eggs and chicken

Cattle

Bovine – the scientific name for cattle

Calf – a sexually immature young bovine

Heifer – a young female bovine which has not yet had a calf

Cow – a mature female bovine

Steer – a castrated male bovine

Bull – a sexually mature male bovine

Popular Products – milk, beef and leather

Goats

Caprine – refers to animals in the goat family

Kid – a young goat

Wether – a castrated male goat

Doe – (aka. nanny) a female goat

Buck – (aka. billy) a sexually mature male goat

Popular Products – milk, * cabrito, ** mohair and cashmere

*Goats are the number one producer of milk in the world.

** Goat meat has many different names that depend on the goat's geographic location and age of animal.

Pigs

Swine – a refers to animals in the pig family

Barrow – a young, castrated male swine

Boar – a sexually mature male swine

Gilt – a young female pig

Hog – a mature swine (usually weighing more than 120 pounds)

Pig – (aka. piglet) a young swine (usually weighing less than 120 lbs.)

Sow – a mature female swine

Sheep

Ovine – the scientific name for sheep

Ewe – a female sheep

Lamb – a sheep less than one year in age

Ram – a male sheep

Wether – a castrated male sheep

Popular Products – lamb, * mutton, * hogget, * and wool

Turkeys

Poult – is a young domestic turkey

Hen – an adult female turkey

Tom – is a male turkey

Horses

Equine – name of the family that includes horses, donkeys and zebras

Foal – an animal in the equine family, of either sex, that is one year old or younger

Colt – a male horse under the age of four

Filly – a female horse under the age of four

Gelding – a castrated animal of the equine family

Pony – a mature horse that measures less than 14.2hands

Mare – an adult female horse

Stallion – an adult male horse

Draft Horse – a large horse bred for hard, heavy tasks such as ploughing and farm labor

Hand – a non-SI unit of measurement that equals four inches

Donkeys & Mules

Foal – an animal in the equine family, of either sex, that is one year old or younger

Jenny – a female donkey

Jack – a male donkey

Mule – is the offspring of a male donkey and a female horse

Donkey – a domesticated animal of the equine family primarily used as a working animal

Rabbits

Kit – a young rabbit

Doe – a female rabbit

Buck – a male rabbit

Popular Products – fur and meat

Llamas

Cria – a young llama

Dam – a female llama

Gelding – a castrated male llama

Stud – a male llama

Popular Products – wool

FREQUENTLY ASKED QUESTIONS

Dates & Hours

The 2016 State Fair of Texas runs **September 30 – October 23**. Gates open **Friday, September 30 at 10 a.m.**

Hours of Operation

Sundays – Thursdays: 10 a.m. – 9 p.m.

Fridays – Saturdays: 10 a.m. – 10 p.m.

Parking Gates & Ticket Booths

Open daily at 7 a.m.

State Fair of Texas Midway and Fair Park Museum hours vary.

2016 State Fair Admission Prices

General Admission: \$18

Children up to 48" in height: \$14

Children age 2 & under: FREE

Seniors (age 60 & older): \$14

Seniors FREE every Thursday (October 6, 13 & 20, 2016)

You may purchase advance discounted tickets online beginning August 1, or at any Walgreens or Kroger store in the North Texas area beginning September 1.

Save up to 33% on tickets when you bring your group! If you are attending the Fair with a group larger than 20 people, advance group discount tickets are available.

For additional discounts offered during the Fair, visit our Discounts page at BigTex.com/Discounts.

Getting Here

By car, bus, train or plane, the State Fair of Texas is easily accessed by all modes of transportation. For more information, please visit the Directions & Parking page at BigTex.com/Directions.

Parking & Bicycle Racks

Parking is available on official State Fair of Texas lots at \$15 per space used. Parking spaces for the disabled require a designated license plate or hang tag. For more information, please visit the Directions & Parking page at BigTex.com/Directions.

Riding a bicycle to see Big Tex? Bicycle racks are located inside Gates 5, 6 and 11. First come, first serve basis while supplies last. Bicycles are not allowed past the pedestrian gates or on the fairgrounds.

Accessibility

Wheelchairs, electric carts and baby strollers can be rented from HomeTown Mobility, an independent concessionaire, at 3 locations in Fair Park – Front Gate (Parry Ave), Grand Ave. (Gate 5) & Pennsylvania Pedestrian Entrance (Gate 11). The rental booths are open 8 a.m. to 10 p.m. daily during the Fair. A limited number of wheelchairs and scooters will be held for walk-up customers on a first come first served basis. Reservations can be made in 24 hours in advance, cancellations must be made 48 hours in advance to receive a full refund. Reservations for electric scooters and wheelchairs can be made online

at www.htmia.com or by calling 1-877-928-5388 from 9 a.m. to 5 p.m. Monday – Friday, and on weekends during the Fair. A current ID is required to rent any of these items. The item must be returned to the location from which it was rented.

Electric Scooters \$50 per day ****Optional Damage Insurance \$5****

Wheelchairs \$20 per day

Single Strollers \$12 per day

Double Strollers \$15 per day

Wagons \$15 per day

Personal Storage Cubical \$5

Sign Interpretation for the Hearing Impaired

Sign Interpretation for the hearing impaired is available Friday - Sunday at select shows. Check the online schedule for details.

Places to Stay

The State Fair of Texas has partnered with Dallas-area hotels offering exclusive pricing for our out-of-town visitors. For more information, please visit our Lodging page at BigTex.com/Lodging.

Allowed Items

May I bring...

...a wagon? Yes.

Small children may be pulled in a wagon.

...my own food and beverages? Yes.

Tasting “fair food” is a big reason why people visit the fair, but if you have dietary or other reasons for wanting to bring your own food or beverages, please do. Please note: Alcohol, glass containers and metal knives and forks are prohibited.

...coolers or ice chests? Yes.

Your cooler will be searched as you enter the grounds; please do not bring metal knives, glass containers or alcoholic beverages.

...a pet? No.

Pets are not allowed. However, a service animal is permitted for individuals with a disability. The ADA defines a service animal as any guide dog, signal dog, or other animal individually trained to provide assistance to an individual with a disability. All service animals must remain on a leash or harness and may not be left unattended. Service animal behavior is the responsibility of the owner and you will be asked to leave the Fair if their behavior becomes a threat to the safety of another guest or employee. We do not have accommodations for pets at the fairgrounds.

...knives, scissors, and other sharp implements? No.

Please help us keep the fair safe and fun for all. We reserve the right to search all fairgoers upon entry into the fairgrounds. All sharp metal objects, such as pocket knives, scissors, and the like, are strictly prohibited, as are guns and other weapons. Please leave these items at home or in your vehicle. If you usually carry a pocket knife and forget it's in your pocket when you reach the security checkpoint, you will be asked to return it to your vehicle to secure your knife or be given the option to dispose of it prior to entering the park. If you question whether something is safe to bring in, it probably isn't – and should be left at home or in the vehicle.

...a bull horn? No.

Bull horns, air horns, and similar items are not allowed. Please leave these items at home or in your vehicle prior to entering the fairgrounds. Use of these items on the fairgrounds is strictly prohibited and will result in the item being confiscated and could result in you being removed from the Fair.

...large signs? No.

Large signs are not allowed. Please leave them at home or in your vehicle prior to entering the fairgrounds. Use of these items on the fairgrounds will result in confiscation of related materials and could result in you being removed from the Fair.

...selfie sticks? No.

Selfie sticks, monopods and similar items are not allowed inside the fairgrounds. The Fair draws large crowds and in the interest of the overall safety of our guests, we ask that you leave your selfie sticks, monopods, and/or similar items at home or in your vehicle. Use of these items on the fairgrounds is strictly prohibited and will result in the item being confiscated and could result in you being removed from the Fair.

...drones? No, with one exception.

Drones, quad-copters and/or any type of remote controlled craft are not allowed on the fairgrounds, with one exception – registered vendors may sell these types of devices on the fairgrounds without their battery packs. The State Fair of Texas prohibits the use of all remote controlled devices of any type, including, but not limited to, aircraft, drones, quad-copters, cars or trucks, on or above property owned, leased or controlled by the Fair. Operation of such remotely controlled aircraft or ground vehicle devices without prior written consent of the State Fair of Texas or proper law enforcement authority will result in the confiscation of all related materials, you being removed from Fair property, and/or prosecution under Texas law.

...a bicycle, skateboard, scooter, roller skates or hover board? No.

The Fair draws large crowds. In the interest of overall safety for our guests, we ask that you do not bring bicycles, skateboards, scooters, roller skates, hover boards and other wheeled forms of transportation inside the gates (wagons to transport small children are approved). Bicycle racks are located inside gates 5, 6, and 11 during the 24-day State Fair of Texas and subject to availability at time of arrival. Bicycles are not allowed through State Fair ticket gates. DART provides bicycle racks at the two stations servicing Fair Park – Fair Park station on Parry and the Martin Luther King station.

...a concealed handgun or openly carried handgun? No, with one exception.

A person holding a valid Texas License to Carry a Handgun (LTC), or a valid concealed handgun license from a reciprocating state, is permitted to enter the Fair with his or her concealed handgun, provided that he or she thereafter fully complies with all applicable laws. LTC holders are responsible for knowing and complying with all applicable Texas laws. For example, under Texas Penal Code Section 46.035 a LTC holder is prohibited from carrying a concealed handgun (1) inside Cotton Bowl Stadium or on any other premises where a high school, collegiate, or professional sporting event or interscholastic event is taking place, (2) on the premises of a business that derives 51 percent or more of its income from the sale or service of alcoholic beverages for on-premises consumption, or (3) while intoxicated.

State Fair of Texas prohibits Fair attendees (including LTC holders) from openly carrying handguns while at the Fair. If an individual attempts to enter the Fair with an openly carried handgun, he or she will not be allowed to enter the Fair unless he or she conceals the handgun (if he or she has a valid LTC) or secures the handgun in his or her vehicle or at some offsite location. If an LTC holder enters the Fair with a concealed handgun and then begins to openly carry the handgun, he or she will be asked to either conceal the handgun or to leave the Fair.

NOTE: The State Fair of Texas does not provide lockers for the storage or checking of weapons for LTC holders, so please plan your visit to the Fair accordingly. For example, if you plan to attend a game or event in the Cotton Bowl Stadium, please secure your weapon at home or in your vehicle prior to entering the fairgrounds.

Further Explanation of Open Carry Policy: The State Fair of Texas has received inquiries about its decision not to allow open carry of handguns during the Fair and would like to clear up some of the questions that have been raised. It is important to understand that the State Fair of Texas is—and always has been—a private entity. The Fair leases property from the City of Dallas but is not part of the City or controlled by the City. Also, many of you have read or heard recently about a private organization that may begin operating Fair Park as a whole. That is a different organization that is not related to the Fair.

The State Fair of Texas has long been, and continues to be, a strong supporter of the rights of responsible gun owning Texans. For that reason, the Fair has long allowed Fair attendees with concealed handgun licenses to carry their handguns while at the Fair (except for locations prohibited by law).

With the recently enacted open-carry law, the State Fair of Texas considered whether to allow openly carried handguns during the Fair. After carefully considering the issue, the Fair has decided to prohibit open carry, while continuing to allow concealed carry. This decision is consistent with an August 9, 2016 opinion letter issued by Texas Attorney General Ken Paxton, in which the Attorney General confirmed that the law which prohibits the government from banning handguns from most government property (Texas Government Code 411.209) applies only to bans implemented by the government and does not override the rights of a private entity that happens to operate on property leased from the government. In that situation, the private entity is no different than any other business operating on private property.

We know that this is an important issue for many Texans, and that the Fair's decision may disappoint potential fairgoers who regularly and responsibly practice open carry. However, the Fair strongly believes that allowing concealed carry and prohibiting open carry is a reasonable compromise that best ensures the safety and comfort of all Fair attendees.

While on the Grounds

State Fair Coupons

Food, rides, and drinks are purchased with coupons, which are sold for \$.50 each at coupon booths located throughout the grounds. Visitors to the State Fair can purchase coupons with cash or credit card (American Express, Visa, Discover, and MasterCard).

ATM Machines

ATMs are located throughout the grounds. Pick up a Visitor's Guide as you enter the Fair or from any of our six information booths. Personal checks cannot be cashed on the fairgrounds.

Chevrolet Main Stage

All concerts on the Chevrolet Main Stage are presented FREE to State Fair patrons. It is standing room only, so come early for a chance to be up-front and close to your favorite stars. See the complete schedule for this year's Fair at BigTex.com/MainStage. The Chevrolet Main Stage is located at the end of Lone Star Boulevard (Grand Avenue) near the Hans Mueller Tent. The concerts are designed for "standing" only. A designated area for persons with disabilities is located at the left front stage area.

Football at Cotton Bowl Stadium

Three games are scheduled on Saturdays during the 2016 State Fair of Texas. A game ticket includes Fair admission for game day. Visit the college football page at BigTex.com/Football for details about the games or call 214-565-9931 and press zero for additional assistance.

State Fair of Texas Financial Highlights**

The State Fair of Texas is a Texas nonprofit organization granted tax-exempt status by the Internal Revenue Service under Section 501(c)(3) of the Internal Revenue Code. The Fair does not receive any government funding or support. Its nonprofit purpose is funded through the proceeds from the annual State Fair of Texas event.

Statement of Activities Summary (2014-15)

State Fair of Texas® Statement of Activities Summary Years Ended December 31, 2015 and 2014		
	2015	2014
Operating revenues	\$53,450,724	\$43,408,176
Operating expenses	\$47,246,561	\$35,502,954
	<hr/>	<hr/>
Excess (deficit) of revenue over expenses	\$6,204,163	\$7,905,222
Realized and unrealized investment loss	(\$45,752)	\$236,033
	<hr/>	<hr/>
Changes in net assets (net income)	\$6,158,411	\$8,141,255

****More Financial Statements and Organization Documents accessible online**