

THE CELEBRATION AS BIG AS **TEXAS**



STATE FAIR
OF
TEXAS

2017 ANNUAL REPORT

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.

WE ARE 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 THE STATE FAIR OF TEXAS WILL THRIVE FOR FUTURE GENERATIONS.
- PRESERVING THE TRADITIONS OF OUR HISTORIC INSTITUTION.
- CONSTANT INNOVATION FOR FUTURE FAIRS' SUCCESS.

THE STATE FAIR OF TEXAS IS A 501(C)(3) NONPROFIT ORGANIZATION WITH ALL PROCEEDS HELPING TO PRESERVE AND IMPROVE FAIR PARK; UNDERWRITE MUSEUM, COMMUNITY, AND SCHOLARSHIP PROGRAMS FOR INNER-CITY YOUTH AND STUDENTS PURSUING AGRICULTURAL CAREERS; AND IMPROVE STATE FAIR OPERATIONS.



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**A MESSAGE FROM RICHARD KNIGHT, JR., CHAIRMAN OF THE BOARD
& MITCHELL GLIEBER, PRESIDENT**

HOWDY, FOLKS.

Proving to be another successful year of celebrating our great Lone Star State, the 2017 State Fair of Texas continued this annual tradition through its theme of “Celebrating Texans.” As a 501(c)(3) nonprofit organization, we rely on the ongoing support of our loyal fairgoers. Because of your support, we were able to put on a premier event for the community, as well as build on our mission of celebrating all things Texan by promoting agriculture, education, and community involvement through quality entertainment in a family-friendly environment. Our nonprofit purpose is funded through the proceeds from the annual State Fair of Texas event, which serves as our largest fundraiser each year. The 2017 Fair brought more than 2.25 million visitors to Fair Park, with each and every guest contributing to our overall community impact simply by attending the event. As we look back on 2017, not only are we proud of the Fair's successful run, but also how that success has allowed us to grow our initiatives that support the community year-round.

While most people know the State Fair of Texas for its annual event each fall, our organization goes far beyond those 24 days. We are dedicated to creating and fostering relationships with our neighbors to help promote growth in the South Dallas/Fair Park community. Our impact focuses on three concepts that align with our mission – social capital, human capital, and financial capital. Using these resources as a foundation, our initiatives work to cultivate long-term sustainability by targeting issues at their roots – building the capacity of local nonprofits, supporting education in surrounding-area schools, and seeking opportunities for economic development. With this framework in mind, the Fair contributed more than \$507,000 towards local community efforts in 2017 through sponsorships, grants, and partnerships. In addition, \$271,000 was given to support our neighboring cultural programs and facilities inside Fair Park.

Using our annual event as a platform for serving the local community, we helped to collect more than 250,000 pounds of food during the Fair's 24-day run, all of which was donated to local families in need through our ongoing partnership with the North Texas Food Bank™. Another initiative that works to combat hunger year-round, Big Tex Urban Farms is an organic garden that grows crops right here in our Fair Park home. With the South Dallas/Fair

Park area having limited access to fresh produce, the farm was created in 2016 to help provide for our surrounding neighborhoods. In 2017, our urban farms produced 2,783 pounds of fruits and vegetables, which yielded more than 21,000 servings of food donated to local organizations in need.

As part of the community tenet of our mission, the State Fair aims to preserve our historical Fair Park home while helping to fund necessary improvements to its buildings and facilities. Following the most successful event in Fair history in 2016, we proudly committed \$6.5 million to the City of Dallas in 2017 to be used for Fair Park improvements, with the decision on how to allocate these funds at the discretion of the Park and Recreation director. The Fair also contributed \$5.1 million to support additional projects in Fair Park throughout the year as part of our annual effort to improve State Fair operations. With 131 years of shared history, the State Fair has maintained a deep-rooted connection to Fair Park, and we are honored to be one of its longtime tenants.

On behalf of the entire State Fair of Texas team, we feel humbled to be a part of this true Texas tradition and we thank you for your constant support, which allows us to continue putting on such a beloved event year after year. Your support also gives us the opportunity to fulfill our mission and expand our community initiatives more and more every year. We hope you will join us for another Texas-sized celebration at the 2018 Fair, themed “Celebrating Texas Innovation!”



RICHARD KNIGHT, JR.

Chairman of the Board, State Fair of Texas

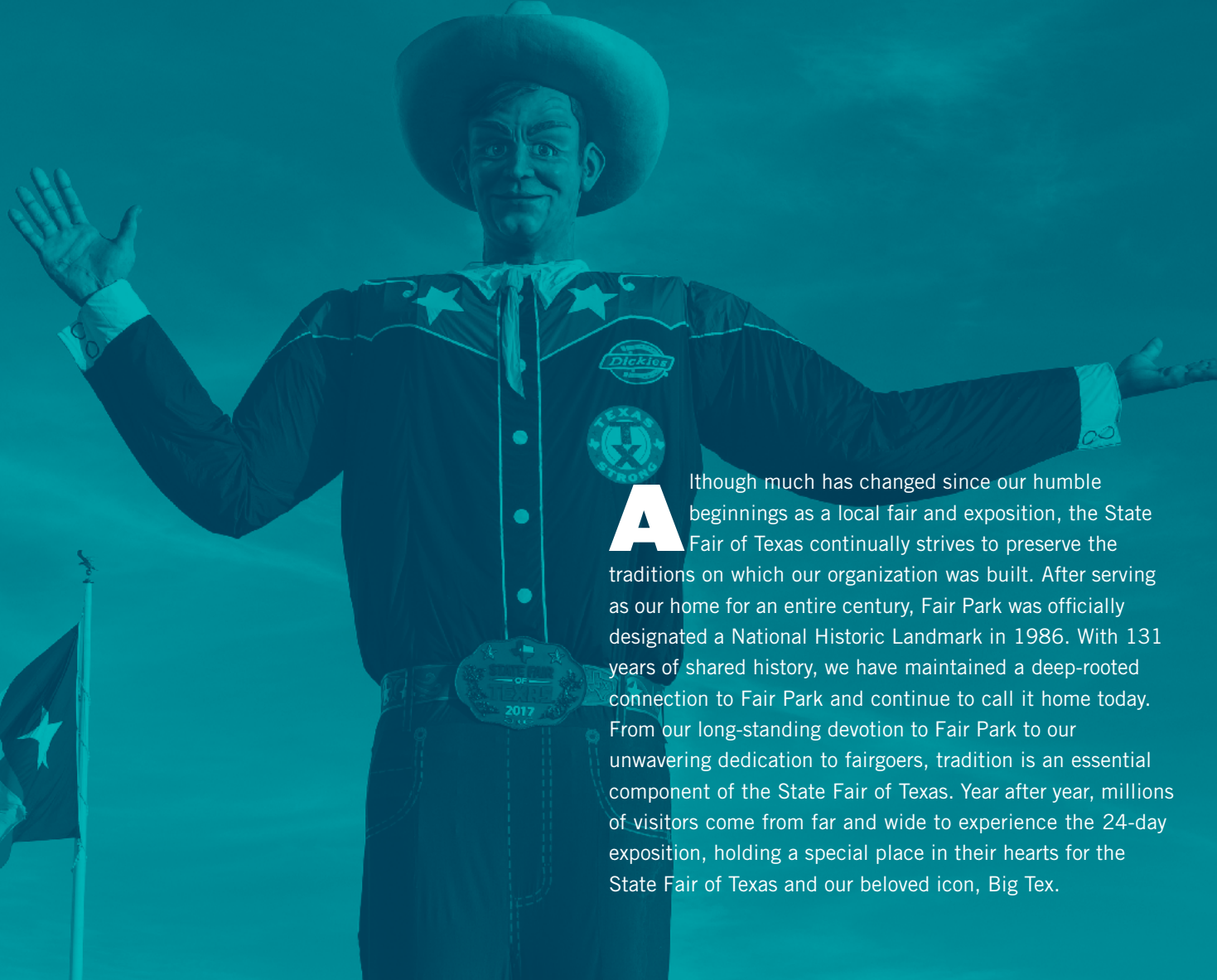


MITCHELL GLIEBER

President, State Fair of Texas

CELEBRATE TRADITION

131 YEARS OF THE STATE FAIR OF TEXAS



Although much has changed since our humble beginnings as a local fair and exposition, the State Fair of Texas continually strives to preserve the traditions on which our organization was built. After serving as our home for an entire century, Fair Park was officially designated a National Historic Landmark in 1986. With 131 years of shared history, we have maintained a deep-rooted connection to Fair Park and continue to call it home today. From our long-standing devotion to Fair Park to our unwavering dedication to fairgoers, tradition is an essential component of the State Fair of Texas. Year after year, millions of visitors come from far and wide to experience the 24-day exposition, holding a special place in their hearts for the State Fair of Texas and our beloved icon, Big Tex.



BIG TEX

Standing 55 feet tall in his 95-gallon hat and size 96 boots, Big Tex has welcomed millions of guests to the annual State Fair of Texas since his debut in 1952. Known around the world as our beloved icon and official greeter of the State Fair of Texas, he returns to his post in Fair Park every fall to meet guests with his signature “Howdy, Folks!”

FOOD

The State Fair of Texas and great food go hand in hand. Offering much more than your classic turkey leg or corn dog, our concessionaires like to be inventive with their food. Whether a winner of the Big Tex Choice Awards competition or a recipe from the Creative Arts Competition Kitchen, the Fair’s culinary offering is always full of surprises.

LIVE MUSIC

With live music as one of our cornerstones, we take pride in filling our 24-day run with a wide variety of musical acts. Four stages across the fairgrounds offer daily performances of country, pop, soul, jazz, and regional sounds, all included in the price of admission.

MIDWAY

The State Fair Midway features more than 70 rides including the Texas Skyway®, the iconic Texas Star® Ferris Wheel, Top o’ Texas Tower, and the 1914 Dentzel Carousel – not to mention enough Midway games and Fair food to keep visitors entertained for hours.

SHOWS

The Fair offers a world of entertainment to fairgoers, with all daily shows included in the price of admission. On any given day, there are more than 100 activities and shows to enjoy. The fun doesn’t end when the sun goes down – the Starlight Parade and Mattress Firm Illumination Sensation fill the Fair’s nightly skyline with light and color.

CREATIVE ARTS

With more than 1,100 contest categories including photography, canning, art, sewing, and cooking, the State Fair’s Creative Arts competitions provide people of all ages a showcase for their creative skills. The opportunities to win a coveted blue ribbon are endless and don’t just start on Opening Day. In addition to the daily contests that take place during the Fair, our Creative Arts department hosts pre-Fair competitions and an annual BBQ and Chili Cook-Off. For more information on Creative Arts competitions, visit BigTex.com/creativearts.



CELEBRATE THE BRAND

AGRICULTURE

Agriculture serves not only as a pillar of our mission as an organization, but also 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. In 2017, approximately 8,100 exhibitors from around the state participated in the competitive livestock events and leadership contests at the State Fair. The new Briscoe Carpenter Livestock Center opened right before the 2017 Fair and housed many of these events and contests, including the annual Youth Livestock Auction. Through the Youth Livestock Auction and Scholarship Program, the State Fair has awarded more than \$24 million in auction awards and college scholarships to students across the Lone Star State.

LIVESTOCK HIGHLIGHTS

- 8,100 exhibitors competed in the Fair's livestock and agricultural shows – an *8% increase from 2016*.
- Nearly *13,000 livestock entries* of cattle, sheep, goats, hogs, llamas, poultry, and rabbits.
- During our “Market Week” more than *3,000 livestock exhibitors* passed through the barns.
- Pan American exhibitors brought more than 5,600 entries to showcase in open shows – *up 47% from 2016*.
- The State Fair of Texas hosted *9 pre-Fair horse shows* in the weeks leading up to the Fair, with nearly 3,000 entries competing.
- We welcomed livestock participants from approximately *887 cities across Texas and 12 different states throughout the country*.

69TH ANNUAL YOUTH LIVESTOCK AUCTION

- Approximately *3,000 students* from around the state competed for one of the coveted 281 spots in the 2017 Youth Livestock Auction.
- The annual Youth Livestock Auction raised more than *\$1.4 million in scholarships and prizes* for Texas youth in 2017 alone.
 - Through the Youth Livestock Auction and Scholarship Program, the State Fair currently supports 452 college students enrolled in universities across Texas.
- 2017 Grand Champion Market sales include:

				
STEER	LAMB	BARROW	GOAT	BROILER
\$141,000	\$20,000	\$30,000	\$20,000	\$12,500

THROUGH THE YOUTH LIVESTOCK AUCTION AND SCHOLARSHIP PROGRAM, THE STATE FAIR HAS AWARDED MORE THAN

\$24 MILLION

IN AUCTION AWARDS AND COLLEGE SCHOLARSHIPS TO STUDENTS ACROSS THE LONE STAR STATE.

YOUTH CONTESTS

Youth who are passionate about every facet of the agricultural industry – food, byproducts, wildlife conservation, range management, resource conservation, technology, business, and much more have many options to grow their skills while at the Fair.

- Our youth development contest numbers were also up 23% from 2016, with approximately 3,800 students competing.
- We welcomed two new youth development contests that incorporated students' knowledge of technology and how it is utilized within the agricultural industry – Agrobotics and Agriculture Mechanics Premier Exhibitor Sweepstakes.

AG AWARENESS DAY

- More than *8,400 students representing 179 chapters* of 4-H, FFA, and FCCLA participated in the canned food drive.
- More than *28,000 pounds of food* were collected and donated to the North Texas Food Bank.



Tristan Himes from Sterling County 4-H took home the Grand Champion title for his prize-winning steer, Tex, with a record-setting sale of \$141,000 at the 2017 Youth Livestock Auction.



CELEBRATE KNOWLEDGE

EDUCATIONAL INITIATIVES

Home to the world's largest collection of Art Deco structures, Fair Park houses some of Dallas's top museums and cultural centers. By providing visitors with a wide variety of educational exhibits throughout the grounds, the State Fair of Texas is also supporting the individual missions of our fellow Fair Park entities. We aim to present fairgoers with a unique experience that is both informative and entertaining. The Fair's educational initiatives extend far beyond our 24-day exposition. With education at the very core of our foundation, the State Fair of Texas continues to serve as a showcase for Texas history, agriculture, and the community that connects it all.

BIG TEX'S FARMYARD

Big Tex's Farmyard offers an educational experience through interactive exhibits, as well as live animal displays including calves, piglets, and hatching chicks. Fairgoers can learn about agriculture and its role in our everyday lives, from how farmers and ranchers produce food that feeds the world to how animals are cared for and raised.



STATE FAIR OF TEXAS CURRICULUM

With education being a pillar of our mission as an organization, the State Fair of Texas works to provide quality learning opportunities for students within the community, both locally and statewide. In support of our student ticketing program, the Fair has expanded educational initiatives to the classroom with an innovative curriculum, created in partnership with Big Thought. The online curriculum combines the unique culture of the Fair with Texas history and agriculture, incorporating it into a TEKS-aligned program that focuses on STEM subjects (science, technology, engineering, and math) for grades 4 through 12. For more information on the State Fair of Texas Curriculum, visit BigTex.com/educators.

FARM DAY AT THE FAIR

A joint program between the State Fair of Texas, Southwest Dairy Museum, and Texas A&M AgriLife Extension, Farm Day at the Fair aims to raise awareness for the importance of agriculture in urban youth. The TEKS-based program consists of six in-classroom lesson plans culminated by an onsite learning excursion to the livestock barns at the State Fair of Texas.

LIVESTOCK 101 STAGE

Offering daily presentations from resident livestock experts, the Livestock 101 Stage gives visitors the opportunity to learn about the animals being exhibited in the barns on any given day of the Fair. Afterwards, visitors can attend a guided tour through the livestock barns to get up close and personal with some animals.

BIG TEX SUMMER SAMPLER

The Big Tex Summer Sampler is an educational summer camp program that takes place right on the fairgrounds in Fair Park. Partnering with local community summer programs, the camp offers students the opportunity to learn about a few of our Fair staples – agriculture and livestock, creative arts, cooking, and gardening.

URBAN AGRICULTURE

Understanding the importance of having access to fresh produce in a food desert, the Fair hosts meetings throughout the year for local gardeners and community leaders to share insight and spread awareness of urban gardening. Coupled with efforts by our own Big Tex Urban Farms, we aim to encourage growth within the urban farming community.

STATE FAIR OF TEXAS SCHOLARSHIP PROGRAM

Established in 1992, the State Fair of Texas Scholarship Program has awarded scholarships to more than *2,000 students for a total of more than \$10 million*. Eligible recipients in 2017 included graduating high school seniors around the state of Texas who have participated in competitive youth livestock events held at the State Fair, as well as graduating seniors from five Dallas Independent School District high schools in the Fair Park area. Recipients receive a \$6,000 grant, renewable each semester while working towards a degree at an accredited Texas college or university.

In 2017, the program proudly awarded 217 graduating seniors – 102 from the Fair Park area and 115 from across the state. To learn more about the State Fair of Texas Scholarship Program and how to apply, visit BigTex.com/scholarship.



MORE THAN

\$1.3 MILLION

AWARDED IN NEW COLLEGE
SCHOLARSHIPS IN 2017.

MORE THAN

\$10 MILLION

AWARDED SINCE 1992.

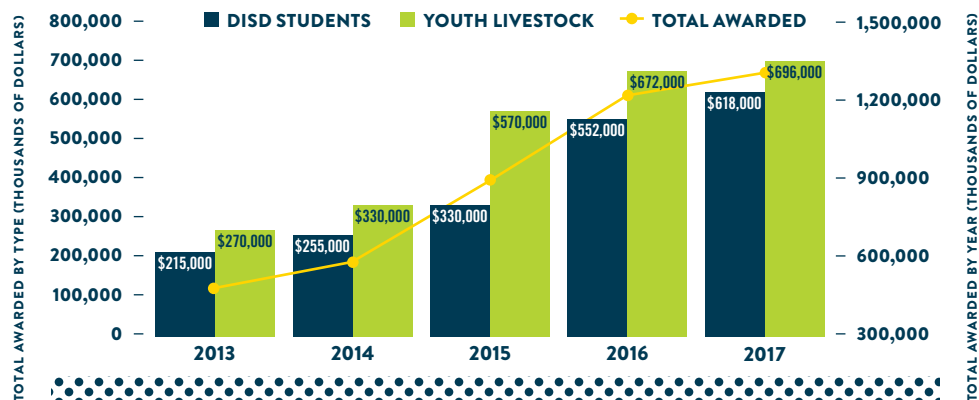
MORE THAN

2,000 STUDENTS

AWARDED SINCE 1992.



HIGHLIGHTS



2017 PETE SCHENKEL SCHOLARSHIP RECIPIENTS

Honoring our past Chairman, Pete Schenkel, the State Fair of Texas awards multiple \$6,000 scholarships each year to selected applicants from five DISD high schools in the Fair Park area who are planning to attend a Texas college or university.

IRMA LERMA RANGEL YOUNG WOMEN'S LEADERSHIP SCHOOL

Nailah Blair
Alexandra Castillo
Lidia Engdaw
Sandra Escorza
Julissa Espinoza-Reyes
Z'Kijah Fleming
Destiny Jimenez
Victoria Lopez Hernandez
Brianda Macias Aguilar
Paola Martinez Lopez
Ariana Quirino
Michelle Ramirez
Leslie Ramos Hernandez
Gina Rattanakone
Melanie Rivera
Erika Sarmiento
Ashley Spaeth
Crystal Vargas
Ariel Ventura
Noemi Vidales Esparza
Arianna Villegas
Terie Young

JAMES MADISON HIGH SCHOOL

Arnetra Armstrong
Keturah Barnes
Aerial Britt
Parker Campbell
Zion Cardell
Patricia Gomez
Edith Gonzalez
Joseph Henry
Clem'Drea Maxie
Erica Reed
Rodolfo Santamaria
Desmond Scott
Luther Tolliver
Gladis Torres
Arleen Valenciano
Nakia Wells

LINCOLN HIGH SCHOOL

Markiesha Alexander
Devodric Bynum
Keashon Davis
Craig Jackson
Keja Johnson

Mukamba Kalala
Artis Mathis
ShaQuera McGee
Jaylon Miller
Evelyn Morales
Tryana Neal-Washington
Anthony Peters
Kharia Pinkard
Jose Ramirez
Idahosa Robinson
Latecia Rose
Kametrea Williams
Jazzman Wilson
Julie Winston
De'Coryn Wright
Rafael Zuniga

NORTH DALLAS HIGH SCHOOL

Salvador Aguirre
Delfino Andrade
Lesley Arias
Leslie Canales
Edith Cervantes Cruz
Melissa Cordoba

Susana Erazo
Veronica Malagon
Debany Malpica
Johnathan Mason
Alec Mireles-Montoya
Alexis Monroy
'Adin Morris-Barksdale
Kevin Nguyen
Willie Beatriz Parks
Shakera Peck
Nalyne Pen
Ricardo Peralta
Rodolfo Ramos

WOODROW WILSON HIGH SCHOOL

Brian Arnold
Jillian Barthelemy
Cabrina Becker
Victoryah Braun
Travis Brewster
Precy May Cabato
Mary Grace Doviak
Lawson Freeman
Bruno Garcia

Wendy Garcia-Ramirez
Isabelle Kauffman
Awa Khan
Reiley Lusk
Angel Montelongo
Lauren Murray
Morgan Niezgoda
Maison Norman
Sydney Quintana
Jacqueline Revilla
Celeste Romero
Mateo Salmeron
Blake Walker
Catherine Wilson
Estevan Zarate

2017 YOUTH LIVESTOCK SCHOLARSHIP RECIPIENTS

The State Fair of Texas awards \$6,000 scholarships to selected applicants who have competed in specific youth livestock events held at the Fair. The Youth Livestock Scholarship opportunity is open to graduating high school seniors around the state who are pursuing a degree in an agricultural-related field at a Texas college or university.

Matilyn Abner
Lauren Akers
Seth Allen
Bailey Allison
Morgan Atkinson
Mackenzie Baugh
Grace Baxter
Lindsey Behrends
Kandon Bennett
Henry Bird
Dustin Bostick
Colton Bourquin
Hunter Brockelman
Nicholas Broz
Stephanie Bullard
Carsyn Burney
Allie Burns
Ashtyn Carr
Ryleigh Carson
Hannah Caudle
Kira Christian
Garrett Clark
Anabelle Cope

Shayna Coper
Brittney Couch
Mikayla Davidson
Kathryn Davis
Sidney Dunkel
Caitlin Edsall
Landon Estes
Andrew Estrada
Austin Evans
Abbi Farr
Bennett Folsom
Ryan Frampton
John Fuhrmann
Cody Garcia
Julia Garcia
Sierra GordonMyles
Hackstedt
China Hale
Temple Hamlin
Chase Hancock
Kinley Hansard
Brigg Hawkins
Jace Henry

Jolee Hill
Harlea Hoelscher
Jaci Horton
Jared Johnson
Blake Jonas
Seth Jordan
Ty Jordan
Lauren Kale
Laci Keel
Cameron Kelly
Eric Koennecke
Parker Laing
Macy Lange
Kylie Layton
Kaylee Leonard
Shelby Lepley
Bronson Lincks
Kendall Lisle
Emily Long
Lyndi Luttrull
Joel Mackey
Emily Martin
Morgan Mathis

Sydney Maulsby
Kellen McCauley
Cayleigh McCawley
Roy McCleery
John McCullough, III
Baillie McManners
Andi McMillin
Mills Meier
Trevor Meier
Kaylee Musgrove
Teah Patton
Garrett Phillips
Casey Pitchford
Mary Potter
Kathryn Price
Micah Rainey
Sheridan Reagan
Emily Reiley
Jonathan Rogers
Matthew Roth
Halee Sanderson
Taylor Schertz
Keaton Schulte

Brittany Shipp
Sarita Short
Riley Simpson
Dylan Sione
Karissa Slayton
Emory Smith
Kaylee Smith
Jacey Snapp
Colton Snedecor
Joseph Stegint, III
Hannah Sullivan
Amanda Sykora
Reagan Thurman
Joshua Vinson
Rylan Wade
Mackenzie Weadock
RaeLeigh Willborn
Olivia Wise-Dent
Laura Wyrick
John Yates
Landyn Young
Shannon Zaiontz
Megan Ziegenhagen

CELEBRATE SERVICE

COMMUNITY INVOLVEMENT

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 local organizations and initiatives.



MAKING AN IMPACT

The State Fair continues to expand outreach programs while placing a special priority on promoting community involvement at the local level. Our impact in our community focuses on three areas that complement our mission – social capital, human capital, and financial capital. Using these resources as a foundation for our year-round efforts, the Fair partners with local organizations to promote growth in the South Dallas/Fair Park area. Our core initiatives concentrate on fostering long-term sustainability by targeting issues at their roots – building capacity of local nonprofits, supporting education in local schools, and proactively examining opportunities for economic development. As we fuel our ongoing passion for having a positive impact, the State Fair of Texas recognizes the value of partnerships and collaboration. Looking to the future, we strive to continue to listen and build relationships in the community and are excited to explore new ways to leverage our resources.



COMMUNITY INVOLVEMENT

On top of the initiatives and donation programs that take place during the annual exposition, the Fair continually works to maintain a year-round presence in our local community. In 2017, the Fair's Community Affairs & Strategic Alliances team invested more than \$507,000 in support of many great initiatives through sponsorships, grants, and partnerships with other organizations in the South Dallas/Fair Park area.

COMMUNITY ENGAGEMENT HIGHLIGHTS

JANUARY 7

PIPELINE OF PROMISE

The Fair partnered with the Dallas Park and Recreation Department to host this free Back-to-School Festival, which offered free school supplies and workshops to prepare students for their future education.

JANUARY 14

GIRL POWER PROGRAM LAUNCH

Hosted monthly, this program gathers girls at Irma Rangel, James Madison, and Lincoln high schools to provide mentoring, discussions, and networking opportunities.

JANUARY 16

MARTIN LUTHER KING, JR. DAY PARADE

The Fair participated in the annual MLK Day Parade, joined by our official State Fair Float and Little Big Tex.

FEBRUARY 14 & 27

STUDENT BACKPACKS

The Fair distributed backpacks to multiple local schools to ensure that students had school supplies for the upcoming school year.

MARCH 1

ACCESS TO CAPITAL WORKSHOP

Provided in partnership with the City of Dallas, the Fair hosted a workshop on the topic of "access to capital," which aimed to help local business owners build capacity and gain access to funding opportunities.

STATE FAIR OF TEXAS



A total of

62

ORGANIZATIONS

funded by the State Fair directly benefited South Dallas residents.

60%

OF THE ORGANIZATIONS

FUNDED BY THE STATE FAIR HAVE OFFICES IN SOUTH DALLAS.

A TOTAL OF 73 ORGANIZATIONS

were supported by the State Fair through partnership, sponsorship, or direct collaboration.



BUILDING CAPACITY OF NONPROFITS

Through new and existing efforts in 2017, *the Fair contributed approximately \$500,000 in sponsorships and program funding* for more than 60 organizations in the South Dallas/Fair Park area. In addition to offering financial resources, our Community Affairs department has connected with more than 200 local organizations to foster community relationships, form partnerships, and develop initiatives that work to make a positive impact.



COMMUNITY ENGAGEMENT HIGHLIGHTS

<p>MARCH 10</p> <p>STOMP WARS</p> <p>The Fair sponsored this student step competition, which aimed to inspire youth to “stomp” down the negative barriers and build positive futures through education and the art of steppin’.</p>	<p>MARCH 23</p> <p>GULFSTREAM TOURS</p> <p>More than 60 students from Madison and Roosevelt High School participated in tours conducted by Gulfstream, which exposed them to career possibilities in STEM industries.</p>	<p>APRIL 6</p> <p>We visited Waco’s community grocery store to meet with Mission Waco and local Dallas stakeholders gather ideas on how to establish one locally to combat South Dallas’ food desert.</p>	<p>APRIL 22</p> <p>GLOBAL YOUTH SERVICE DAY</p> <p>Local youth volunteered at Lincoln and Roosevelt High Schools and other local organizations to help make a difference.</p>	<p>APRIL 25</p> <p><i>Annual</i> STATE FAIR OF TEXAS SCHOLARSHIP LUNCHEON</p>
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NONPROFIT INFRASTRUCTURE INITIATIVE



The Nonprofit Infrastructure Initiative Cohort is a program led by the United Way of Metropolitan Dallas, University of North Texas at Dallas, and the State Fair of Texas to focus on the development of nonprofits in the Southern Sector of Dallas. With 36 organizations who applied, 10 were selected for involvement in this development program. Over a six-month training period, these agencies participated in courses that involved concepts such as fundraising, strategic planning, identifying assets to build partners for resources, and program measurement. In addition, the program created an environment for organizations to build relationships with each other and leverage strengths to improve their community. A valuable part of the initiative, *each agency had an opportunity to receive up to \$10,000 in funding* for audits, consultants, and software upgrades, all of which are often difficult to secure through foundations. The ongoing program also includes leadership circles and an assessment of the organization to measure improvements before and after involvement in the cohort.

INCUBATOR PROGRAM

For those 26 nonprofits not selected to participate in year one of the Nonprofit Infrastructure Initiative, an *Incubator Program* offered them monthly training sessions with experts who spoke on topics such as marketing, fundraising, and board governance. This program aims to prepare and build the agencies' capacity so that they are ultimately eligible to enroll.



APRIL 29

GET KIDZ FIT FESTIVAL

More than 2,100 children and adults attended the 10th Annual Get Kidz Fit Festival, which offered activities that showed how families can incorporate physical activity and nutritious eating into their daily routine.

MAY 12

The Fair sponsored a team of elementary-age debaters from the Kathlyn Joy Gilliam Museum to attend a Debate League tournament in Atlanta.

MAY 13

LAS LLAVES DE EXITO

201 local junior and senior students attended this free, one-day education program hosted in Fair Park to learn more about the benefits of a college education.

MAY 30-31

AMERICORPS CITY SQUARE TRAINING

The Fair helped to support training for more than 150 people through City Square's AmeriCorps program over community development and their role in making communities better.

JUNE 12-15

BIG TEX SUMMER SAMPLER CAMP

WEEK 1



STATE FAIR CARES

FOOD DRIVE

Taking place on the day after the Fair concludes, *State Fair Cares partners with concessionaires and vendors* to collect any leftover food to be donated to local food pantries and shelters. In 2017, we collected donations from 26 concessionaires representing 78 vendor booths throughout the fairgrounds. Donations were divided up and distributed to five different organizations, all selected based on their high capacity to distribute food in the South Dallas/Fair Park area. Receiving organizations included Cornerstone Baptist Church, T.R. Hoover Community Development Center, City Square, Inspired Vision, and Jubilee.

TOY AND COAT DRIVE

The Fair's Concessions department hosted a holiday toy and coat drive as another event benefiting the State Fair Cares initiative. On December 6, State Fair food and beverage vendors, full-time staff, and related third-party vendors gathered at the Briscoe Carpenter Livestock Center to donate any unused toys and coats in celebration of the holiday season. All collected items were donated to T.R. Hoover Community Development Center and Braswell Community Development Center.

COMMUNITY ENGAGEMENT HIGHLIGHTS

JUNE 21-23

FAIR PARK JR. OLYMPICS

The Fair helped promote this event, which provided local students the opportunity to compete against each other inside the Cotton Bowl and meet with real-life Olympians.

JUNE 27-30

BIG TEX SUMMER SAMPLER CAMP

WEEK 2

JULY 7-13

SAT SUMMER CLINIC

The Fair offered an SAT prep course in which teachers from the surrounding areas spent five days with 40 local high school students to prepare them for the SAT.

JULY 10-13

BIG TEX SUMMER SAMPLER CAMP

WEEK 3

AUGUST 4

MAYOR'S BACK TO SCHOOL FAIR

The Fair is a sponsor of this annual event, which helps to supply children and their families with many of their school-related needs.

NORTH TEXAS FOOD BANK

Through annual discount day programs like “It’s a Fair Deal” campaign and Coca-Cola Thursdays, fairgoers can bring canned goods in exchange for discounted admission. During the run of the 2017 Fair, *we helped collect more than 221,577 pounds of food*, all of which was donated to the North Texas Food Bank. Thanks to fairgoers who participated in these efforts, the total number of cans translated into 184,647 meals.



COMMUNITY ENGAGEMENT DAY

The annual event works to create communities of practice by providing an environment for nonprofits to connect with one another and initiate or join coalitions to share resources, enhance programs, and increase funding potential to advance community building. Through partnerships with the University of North Texas at Dallas, the Fair, and United Way, the 2017 event brought together more than 120 individuals representing nonprofits and faith-based organizations.



ECONOMIC DEVELOPMENT

BIG TEX POSTSEASON JOB FAIR

The 2017 Big Tex Postseason Job Fair, in partnership with Good Will Industries of Dallas, hosted *55 employers, 10 support service organizations, and almost 300 job seekers*. Held in the fall after the Fair's annual run, the annual job fair helps to provide employment opportunities for both our seasonal workers and the local community.

UNDIES FOR EVERYONE

Through our support of the Undies for Everyone launch in Dallas, this program gives nurses in DISD access to underwear for students in need. Undies for Everyone is a Houston-based nonprofit that aims to enhance the self-esteem, dignity, hygiene, and success of disadvantaged students by providing them with new underwear. Understanding that more than 85% of students within Dallas Independent School District are low-income, the Fair is proud to assist this program's expansion to Dallas, which helps provide such a basic necessity that potentially keeps students in classrooms and away from being targeted by others. Since its launch in 2017, *an estimated 37,000 pairs of underwear* have been given to DISD elementary and middle school nurses.

URBAN GARDENING MEETINGS

The urban gardening meetings convened representatives from local gardens and urban farms, all working to mitigate the lack of access to healthy foods and grocery stores because of the food desert South Dallas is located in. *These gardeners determined ways to share resources and data* so they can collaboratively grow different products and meet the needs of the residents. Thirty three garden and farm leaders were present at our dinner gathering during the Fair. Meetings are also held quarterly throughout the year for local gardeners to connect and share resources.

CONCESSIONAIRE COHORT FOR FAIRS, FESTIVALS, AND EXPOSITIONS (CFFE)

Fairs, Festivals, and Expos are a significant contributor to the hospitality and tourism industry. For many small business owners in the Southern Sector, this can be a great opportunity to generate revenue. The Cohort program was created to offer local entrepreneurs a dynamic education series through guidance by the Fair and our partnerships with organizations like the Dallas Entrepreneur Center, Dallas Black Chamber of Commerce, and the City of Dallas Office of Economic Development. The six-month course was structured as a competitive process that interested applicants went through the general application requirements of a State Fair concessionaire, as well as having their product taste-tested. *Five businesses were chosen to receive mentoring, classroom courses, and hands-on situations to prepare them for inclusion in fairs and festivals*. Graduating businesses were required to complete coaching with the Dallas Black Chamber and the Small Business Development Center, create a business and marketing plan, and shadow current vendors during the State Fair of Texas. Graduates included Fransel Martin of Fransel's Edibles "Joy in a Jar," Kristi Bradford of K'Lynns Kitchen Catering Services, and Janet Bradford of Junior's Southern Pub Grub.



WORKSHOPS AND TRAININGS

LOCAL BUSINESS OWNERS

Provided in partnership with the City of Dallas, the Fair hosted a workshop with several nontraditional lenders on the topic of “access to capital.” The topic aimed to help local business owners build capacity and gain access to funding opportunities.

MARKETING AND SOCIAL MEDIA

A free workshop taught by Tim Vasquez, a well-known and regarded radio personality, was offered for how nonprofits and community leaders can market themselves and generate revenue for the great work they do in their community. *Fifty individuals were in attendance representing 49 different organizations* who were able to expand their knowledge.

TRAINING COMMUNITY VOLUNTEERS

AmeriCorps engages more than 80,000 Americans in intensive service each year at 21,600 unique sites including nonprofits, schools, public agencies, and community and faith-based groups across the country. In 2017, *the Fair helped to support training for more than 150 people* through City Square's AmeriCorps program over community development and their role in making communities better. Trainees served in one of three programs: Education (educational summer day camps), Food on the Move (summer mobile meals program for children), or Community Needs (case management-related positions).



In 2017, 150 AmeriCorps volunteers served the community in one of three programs:

EDUCATION

FOOD ON THE MOVE

COMMUNITY NEEDS

EDUCATIONAL SUPPORT

SUMMER GRANT PROGRAM

We believe summer programs are an important part of communities because they help mitigate learning loss for students who are out of school and provide a safe place for them to engage in fun activities, while being exposed to the incredible resources around the city. Through the Fair's Summer Grant Program, *15 local summer camps serving students in the South Dallas/Fair Park area received program funding for a total of nearly \$100,000 in grants.* The agencies awarded demonstrated their capacity to serve Fair Park's neighbors in a variety of camps including lacrosse and swimming lessons, as well as STEM-related education courses.

BIG TEX SUMMER SAMPLER

Originally developed in 2016, the Fair's Big Tex Summer Sampler program aimed to foster learning in a fun and safe environment. After much success in its pilot year, the 2017 Big Tex Summer Sampler expanded to three weeks during the months of June and July, with each week consisting of a new group of students. Working with nine local community summer programs, *the program hosted more than 200 students in grades 3 through 5.* Each camp ran for four days, providing students the opportunity to learn about topics surrounding areas familiar to the Fair's annual offerings – gardening, agriculture and livestock, cooking, and creative arts. This year's summer program partnered with Children's Hospital, Journeyman Ink, Jerry Ra, and Kriss Oden of Big Thought, along with members of our State Fair staff and Big Tex Urban Farms.

SAT SUMMER CLINIC

The Fair offered a SAT prep course where teachers from the surrounding areas spent five days with 40 local high school students to prepare them for the SAT. During the clinic, students were given three opportunities to take the practice SAT. By the third practice test, an average of 50 points was added to each student's final score. This year's camp was sponsored in partnership with the University of Texas at Arlington, the University Crossroads, and DISD.



COMMUNITY ENGAGEMENT HIGHLIGHTS

SEPTEMBER 2

RUNNING CLUB KICK-OFF

With 61 participants, this eight-week program provided nightly exercise sessions in a safe environment for residents to train for the upcoming Healthy Harvest 5K in South Dallas.

OCTOBER 23

STATE
FAIR
CARES

★
Food Drive

OCTOBER 24

MARKETING AND SOCIAL MEDIA WORKSHOP

This free workshop led by Tim Vasquez, a well-known radio personality, taught how nonprofits and community leaders can market themselves and generate revenue for the great work they do.

OCTOBER 27

BIG TEX
POSTSEASON
JOB
FAIR

NOVEMBER 10 & 11

COMMUNITY
ENGAGEMENT
★ DAY ★



GULFSTREAM TOURS

In partnership with the Fair, Inspiring Tomorrow's Leaders, and Gulfstream, this initiative provided young people exposure to careers in STEM and offered paid apprenticeships. Running throughout the summer of 2017, students from James Madison and Roosevelt high schools participated in tours conducted by Gulfstream, an international aviation company. The students experienced a full tour of the Frontiers of Flight Museum. As a part of the tour, students had an interactive, one-hour class on the "Four Principles of Flight." They also received a tour of Gulfstream's headquarters, where they listened to the General Manager provide an overview of Gulfstream and their career opportunities, as well as viewed the assembly line of a plane to learn about the process from start to finish. As an immediate result of this program, nine students were placed in apprenticeships, with many more to come.

GLOBAL YOUTH SERVICE DAY

More than 200 youth participated in Dream Weaver Foundation's Global Youth Service Day projects throughout North Texas. As the largest service event in the world, Global Youth Service Day celebrates youth as they find their voice, take action, and make an impact on vital issues. Through partnerships with Earth Day Texas, Youth Revive, and the Grow South Initiative, the Fair assisted by providing volunteers, support, and student outreach. Youth and adult volunteers made their contributions in South Dallas by planting gardens, painting rain barrels, landscaping, educating the public about composting at a local church, and gardening at Lincoln and Roosevelt high schools and during Earth Day events at Fair Park. These efforts demonstrate the endless possibilities available when people collaborate and pull together in the same direction for the common good of the community.

BIG THOUGHT CURRICULUM

The Fair offers an innovative curriculum for students in grades 4 through 12. Created in partnership with Big Thought, *the curriculum connects classroom learning with student experiences at the Fair.* The online curriculum combines the unique culture of the Fair with Texas history and agriculture, incorporating it into a TEKS-aligned program that *focuses on STEM subjects (science, technology, engineering, and math), as well as other core disciplines like social studies, English, language arts, and visual design.*

NOVEMBER 21

OPENING OF THE MLK SEEDLING FARM

The Fair's Big Tex Urban Farms crew helped to build a greenhouse in the Martin Luther King, Jr. Community Center, which had its grand opening on this day.

DECEMBER 6

**STATE
FAIR
CARES**

★
Toy & Coat Drive





SUPPORT OF FAIR PARK

Since its establishment in 1886, the State Fair of Texas has hosted a premier event in the location now known as Fair Park. 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 131 years of shared history, the State Fair has maintained a deep-rooted connection to Fair Park and continues to call it home. As a longtime tenant of Fair Park, the State Fair operates under an agreement with the City of Dallas in which the Fair rents the property from the City for its event every fall. Each year, 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.

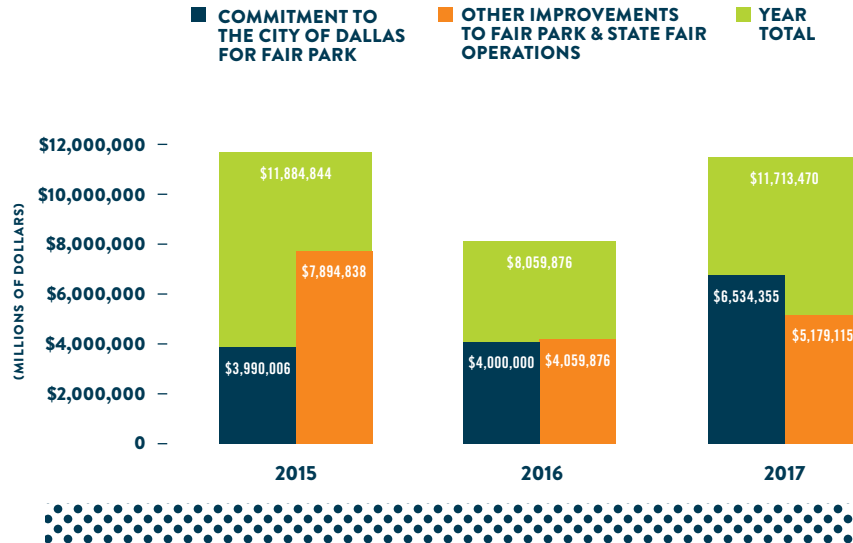
The portion of the Fair's excess revenue that is reinvested in Fair Park goes toward the upkeep and maintenance of the Fair's home – Fair Park's historic buildings and facilities, as well as the iconic Cotton Bowl Stadium. Through the years, the State Fair has contributed tens of millions of dollars toward such improvements, in addition to making financial donations to support Fair Park museum programming. From its longtime devotion to Fair Park, to its lasting dedication to fairgoers, the State Fair considers tradition an essential component of its organization.

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. 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.

The Fair's ability to provide funds to the City of Dallas to improve Fair Park is a direct result of the success of its annual event. The chart on the following page illustrates the investment we have made in our home over the past several years.



FUNDING FOR FAIR PARK & STATE FAIR OPERATIONS



HIGHLIGHTS

**MORE THAN
\$11.7 MILLION
IN 2017**

TO SUPPORT PROJECTS
IN FAIR PARK AND TOWARD
THE IMPROVEMENT OF
STATE FAIR OPERATIONS.

THE STATE FAIR SUPPORTS
OTHER FAIR PARK CULTURAL
ORGANIZATIONS AND FACILITIES:

**MORE THAN
\$271,000
DISTRIBUTED IN 2017**

OF THE \$11.7 MILLION REFERENCED ABOVE,

**\$6.5 MILLION WAS
COMMITTED IN 2017**

TO FAIR PARK IMPROVEMENTS AT THE
FULL DISCRETION OF THE CITY OF DALLAS
PARK & RECREATION DIRECTOR.

**MORE THAN
\$31.6 MILLION**

DISTRIBUTED FOR FAIR PARK
AND STATE FAIR OPERATIONS
OVER THE PAST THREE YEARS.



BIG TEX URBAN FARMS

Introduced in 2016, the Fair's Big Tex Urban Farms is a revolutionary, agriculture system comprised of mobile planting beds and hydroponic systems housed in the heart of Fair Park. The mission of Big Tex Urban Farms is to create a food system that:

- Invests financial and human capital into Fair Park neighborhoods and companies;
- Connects like-minded food-related organizations to each other;
- Provides free fresh, organic produce to entities focused on hunger issues and healthy lifestyle programs;
- Adds community gardens throughout South Dallas through our "Farming Farms" program.

In its second full year of production, the Big Tex Urban Farms system was able to donate 2,784 pounds of food to the surrounding community, translating to more than 21,500 servings of fruits and vegetables.

100% OF PRODUCE GROWN BY BIG TEX URBAN FARMS IS DONATED TO SOUTH DALLAS ORGANIZATIONS

*2,784 pounds
of produce
grown*



2,787 HEADS
**OF LETTUCE
DONATED**

100% OF THE
PRODUCE GROWN AT
BIG TEX URBAN FARMS
IS DONATED.

A total of over
21,500
*servings of fruits
and vegetables were
distributed.*

DONATIONS MADE TO:

- BAYLOR SCOTT AND WHITE HEALTH AND WELLNESS CENTER
AT JUANITA J. CRAFT RECREATION CENTER
- CORNERSTONE BAPTIST CHURCH
- FIVE MILE NEIGHBORHOOD ASSOCIATION





MOBILE AGRICULTURE

Considering the dynamics of Fair Park's numerous events and National Historic Landmark designation, developing a mobile solution for the farm was imperative to the program's success and to ensure that its produce donations could continue year-round. Through a partnership with General Packaging Corporation, the urban farm's 520 raised beds were designed and manufactured by a Fair Park-area company. Each bed, created with a shipping-pallet base, is easily constructed by one person, optimized for storage, and moved by forklift. When combined, these raised beds provide a grow space of more than 3/5 of an acre for the urban farm.

GROWING IN WATER

The most notable addition to the Big Tex Urban Farms system was the 30-by-15-foot-deep water culture hydroponic bed located in the Greenhouse on the Midway. In a remarkable example of space efficiency, the 45-square-foot bed has the capability of producing more than 500 heads of greens during the peak growing season. With the addition of this new growing space, the Fair now has the ability to provide more than 25,000 heads of greens to Fair Park community organizations each year.

GARDENING WITH THE COMMUNITY

100 percent of the produce grown at Big Tex Urban Farms is donated to different organizations in South Dallas. Our work through the Farm isn't limited to what we do inside Fair Park. A big part of Big Tex Urban Farms' mission is to initiate and participate in outreach projects around our South Dallas neighborhood.

- *Planter Box Donations* – Developing from the need to relocate our farm during Fair season, we donated boxes to several different nonprofit organizations in the area. Our biggest donation went to Cornerstone Baptist Church, where we donated 100 boxes. In addition, St. Phillips, T.R. Hoover Community Development Center, The MLK Center, Lincoln High School, the Dallas Fair Park Community & Business Development Enterprise, and Southern Methodist University are also places where our grow boxes live. Our hope is that these donated boxes, along with our growing tips, become the seed of future urban farms and gardens that grow along with us. We call this concept “farming farms.”
- *Austin Street Center Garden* – In the spring of 2017, we assisted in creating a garden at the Austin Street Center, a homeless shelter located near Fair Park. This not only provides access to fresh produce from the garden, which is important because of their lack of heat source to cook food, it has also encouraged residents to volunteer and learn how to maintain a garden.
- *MLK Seedling Farm* – The Fair assisted in the building of a greenhouse at the Martin Luther King Jr. Community Center, which is used to grow seedlings to help supply local community gardens with healthy transplants. The project has been named the MLK Seedling Farm, and they had their official launch in November shortly after the Fair.



FUNDRAISING AND EVENTS



In addition to our annual State Fair Exposition, we host several fundraising events each year. The proceeds from each of these events go directly to the Youth Livestock Auction and Scholarship Program. The Fair's Scholarship Program benefits students who have competed in youth livestock events at the State Fair, students attending five DISD high schools in the Fair Park area, and seasonal employees of the State Fair of Texas. Through the Youth Livestock Auction and Scholarship Program, the State Fair has awarded more than \$24 million in auction awards and college scholarships.

For more information on our fundraising opportunities or to get involved, please contact Susan Brosin at SBrosin@BigTex.com.

SHOOTING FOR THE STARS SPORTING CLAY SHOOT

- The annual clay shooting tournament was held at the Dallas Gun Club, with all proceeds going directly to the Youth Livestock Auction and Scholarship Program.
- The 2017 event raised a record of \$89,550, with more than 220 participants competing on 44 teams.

BIG TEX GOLF CLASSIC

- The 7th annual golf tournament was held at the Cedar Crest Golf Course in South Dallas, with all proceeds going directly to the Youth Livestock Auction and Scholarship Program.
- The 2017 event raised a record-breaking \$92,680 and had 130 golfers in participation.

FAIR PARK FOURTH

- Each year, the State Fair Midway opens for the Fourth of July holiday with select rides, games, and concessions.
- With all proceeds from the Midway during Fair Park Fourth donated to the Scholarship Program, the 2017 event contributed \$83,050.



BIG TEX CHAMPION CLUB DINNER

- The annual dinner was held at the Briscoe Carpenter Livestock Center in Fair Park, with all proceeds going directly to the Youth Livestock Auction and Scholarship Program.
- The 2017 event was another record-breaker, raising \$247,725.

BIG TEX CHOICE AWARDS

- As our most exciting Fair food competition each year, the 2017 Big Tex Choice Awards raised \$120,225, with all proceeds from the event going to the Scholarship Program.

YOUTH LIVESTOCK AUCTION

- The 69th Annual Youth Livestock Auction raised more for Texas youth than ever before.
- 281 youth earned spots to sell their animals in the 2017 auction, which is 25 more opportunities than in 2016.
- With \$1.18 million spent on animals shown in the ring alone, the auction raised more than \$1.4 million for the Fair's Youth Livestock and Scholarship Program.

Fair Park Fourth
MIDWAY



BIG TEX
GOLF CLASSIC



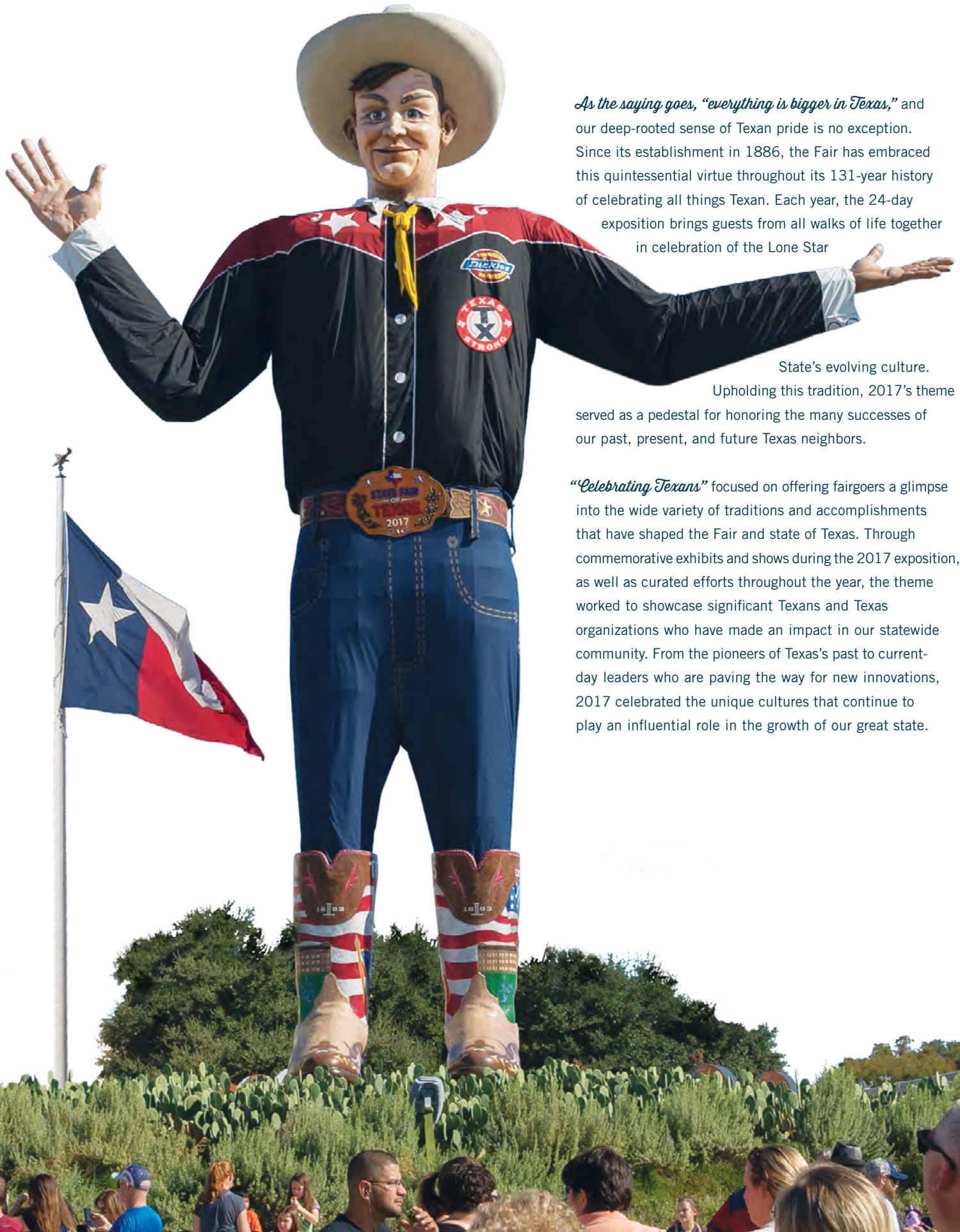
CELEBRATE TEXANS

2017 STATE FAIR OF TEXAS

With agriculture, education, and community involvement at the heart of our organization, the

State Fair passionately pursues opportunities to promote and build upon each of these pillars. The 2017 exposition further supported our pursuit through its theme, “Celebrating Texans,” which celebrated the significant Texans, Texas communities, and cultures that continue to shape our Lone Star State.





As the saying goes, “everything is bigger in Texas,” and our deep-rooted sense of Texan pride is no exception. Since its establishment in 1886, the Fair has embraced this quintessential virtue throughout its 131-year history of celebrating all things Texan. Each year, the 24-day exposition brings guests from all walks of life together in celebration of the Lone Star

State’s evolving culture. Upholding this tradition, 2017’s theme served as a pedestal for honoring the many successes of our past, present, and future Texas neighbors.

“Celebrating Texans” focused on offering fairgoers a glimpse into the wide variety of traditions and accomplishments that have shaped the Fair and state of Texas. Through commemorative exhibits and shows during the 2017 exposition, as well as curated efforts throughout the year, the theme worked to showcase significant Texans and Texas organizations who have made an impact in our statewide community. From the pioneers of Texas’s past to current-day leaders who are paving the way for new innovations, 2017 celebrated the unique cultures that continue to play an influential role in the growth of our great state.

CELEBRATE EXCELLENCE

2017 KEY INITIATIVES

Online
COUPON PICKUP

As an organization that strives for excellence in everything we do, the State Fair is committed to preserving our historic traditions, while continually looking for opportunities to improve. With five key areas of focus – safety and security, cleanliness, landscaping, family-friendly entertainment, and customer service – the Fair works to continuously enhance our visitors' experience year after year. Through new additions, improvements, and innovations, 2017 reset the standards for future Fairs to come.

GUEST EXPERIENCE ENHANCEMENTS

New customer service features were added across the fairgrounds to enhance our guests' overall experience from gate to gate. Three additional hospitality centers were placed throughout the park to provide visitors with easier access to Guest Relations, Visitors Guides, and online coupon redemption windows, which are located inside select hospitality centers. Online coupon redemption windows offered guests a separate area for redeeming coupons they purchased online instead of waiting in line at a coupon booth. The Fair's traditional coupon booths also underwent a makeover, receiving new brightly painted façades and roofs that created improvements both visually and structurally.

INCREASED SAFETY MEASURES

The standards we have set in several key areas of the Fair have helped us reach new heights. We are committed to making sure the Fair is a safe and family-friendly environment for all. One of the ways we further increased our security measures in 2017 was by investing in walk-through metal detectors at each pedestrian gate. Open all 24 days of the Fair, the new metal detectors provided greater assurance as they were used in addition to the Fair's traditional wand detectors.

FAMILY-FRIENDLY ADDITIONS

BRISCOE CARPENTER LIVESTOCK CENTER

A new 55,000-square-foot facility located inside Fair Park, the Briscoe Carpenter Livestock Center was built to meet the growing needs of the State Fair's agricultural education programs, as well as to attract new shows, meetings, and conventions to Fair Park throughout the year. *Opening just before the 2017 State Fair of Texas, the building hosted a total of 79 special events, with 53 of those taking place during the Fair's 24-day run.* From youth contests to seminars to livestock showmanship training sessions, the multipurpose facility housed a wide range of activities in 2017 and will continue to serve as a premier event location year-round.



THE CHAMP

Making his debut in 2017, "The Champ" is a steer-shaped monument that commemorates the Grand Champion Market Steer of the annual State Fair of Texas Youth Livestock Show. Each year, the oversized steer is repainted by a crew of Texas artists to resemble the new reigning bovine. *Standing 10 feet tall and 15 feet wide,* the Fair's newest Texas-sized mascot was on display outside of the Briscoe Carpenter Livestock Center throughout the Fair.

1936 LIGHTS ON THE HALL OF STATE

The sight of the fan lighting on the Hall of State during the 1936 Texas Centennial Exposition was known to be breathtaking. The 2017 State Fair brought back this historic look through brand-new, energy-efficient lighting displayed from the historic building. Shining bright for 24 nights, the lights gave fairgoers, and the rest of Dallas within range, a view of the Hall of State and Fair Park not seen for more than 80 years.

ENHANCED FAN EXPERIENCE IN THE COTTON BOWL

The Fair funded the placement of 10 new video boards, nearly 6x10 feet each, under the Cotton Bowl Stadium's 2nd Level Deck to increase field visibility and game experience for all guests in that area. Not only installed for the three football games hosted during the 2017 Fair, the video boards are permanent additions to the stadium for future events.



CELEBRATE MILESTONES

2017 STATE FAIR OF TEXAS

The 2017 State Fair of Texas delivered record-breaking numbers and an even bigger community impact. Welcoming more than 2.25 million people through the gates, the Fair once again brought the celebration to another level. More than \$54.5 million was generated in gross coupon sales for food, beverages, and rides throughout the 24-day exposition, with the majority of funds going to vendors – a second best in the Fair’s history. In addition, games revenue on the Midway reached an all-time high, along with record increases in Livestock participation, Texas Auto Show attendance, and Creative Arts contest entries. With another season under our belt, we recognize that the measurement of this year’s success goes far beyond these numbers. The Fair’s true achievements come from our ability to give back through each year’s success. Thanks to our fairgoers’ continuous support, the annual event continually serves as our biggest fundraiser of the year. Proceeds from the event allow us to continue building upon our nonprofit mission of promoting agriculture, education, and community involvement, as well as supporting future Fairs to come.

2017 MILESTONES

TEXAS AUTO SHOW



50 FULL-TIME EMPLOYEES

*plus approximately 6,000 seasonal jobs
during the Fair*

More than

**54.2
MILLION**

*generated in gross coupon
sales for food, beverages,
and rides, with the majority
of funds going to vendors.*

SHOPPING

250 VENDORS

329 VENDOR LOCATIONS
ACROSS THE FAIRGROUNDS

APPROXIMATELY 400,000
SQUARE FEET OF SPACE,
BOTH INDOOR AND
OUTDOOR, USED TO HOUSE
VENDORS

222 RETURNING VENDORS

28 NEW VENDORS

Creative Arts

- 2,019 DURING-FAIR ENTRIES
- 7,550 PRE-FAIR ENTRIES
- MORE THAN 1,100 CONTEST CATEGORIES
- 4,700 RIBBONS AWARDED
- 96 CELEBRITY CHEFS



MIDWAY

The State Fair Midway is filled with fun and thrills during the 24-day exposition. With annual reassessments of space, ride, and game offerings, our Operations department has developed a formula for measuring year-over-year growth in excitement and revenue.



TOP GAMES

BY REVENUE

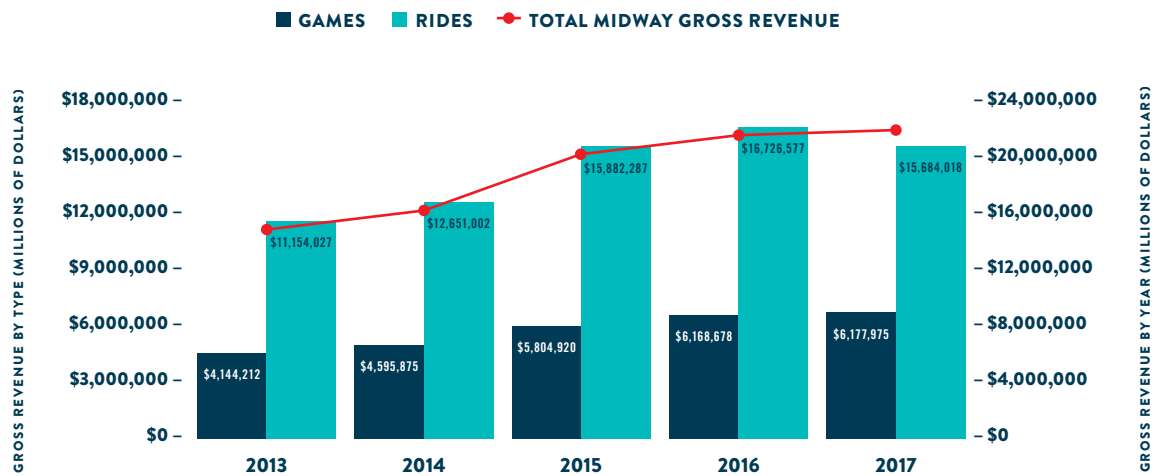
BIG WATER RACE GAME
SHORT RANGE BASKETBALL
BALLOON POP #1
BALLOON POP #2
CHARLESTON WATER RACE GAME

TOP RIDES

BY REVENUE

TEXAS STAR FERRIS WHEEL
TEXAS SKYWAY
CRAZY MOUSE
TOP O' TEXAS TOWER
LOVE BUG

MIDWAY HIGHLIGHTS

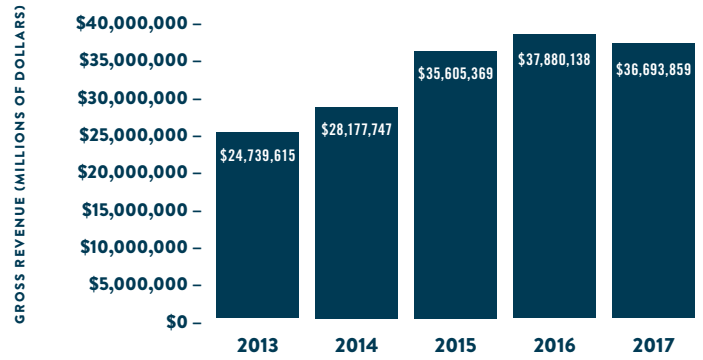


Did you know? 2017 was the highest year for games revenue in the Fair's history.

FOOD & BEVERAGE

Capitalizing on the anticipation and culinary excitement brought each year to the State Fair, our Concessions department has been able to develop restaurant-caliber dining experiences throughout Fair Park, provide business support to more than 78 small business concessionaires who operate during the Fair, and introduce value programs such as “Thrifty Thursdays” and reduced-price beverage stands. Through these initiatives, *the State Fair’s food and beverage revenue has risen more than 48% since 2013.*

FOOD & BEVERAGE GROSS REVENUE



BIG TEX CHOICE AWARDS

Fair food fever returned to the grounds in 2017 for the 13th Annual Big Tex Choice Awards. With 47 entries into the contest, the 2017 competition raised its stakes by adding a third category to the award lineup: “Best Taste – Sweet,” “Best Taste – Savory,” and “Most Creative.” After a valiant effort by all 10 finalists in the final round, the Gulf Coast Fish Bowl took home the title for “Best Taste – Sweet,” and the Funnel Cake Bacon Queso Burger won “Best Taste – Savory” and “Most Creative.”

Get a taste of the competition! Mark your calendars for the 14th Annual Big Tex Choice Awards competition, taking place on Sunday, August 26, 2018.

NEW DINING OPTIONS AND SOFT AREAS

With 240 concession booths located throughout the fairgrounds representing 78 small businesses from around the state and nation, it goes without saying that food is an important part of the State Fair of Texas. In addition to concession booths, the Fair offers soft area destinations where visitors can sit and relax away from the crowds, while enjoying a snack or beverage. Proving to be a popular option for fairgoers when choosing their next meal, *soft areas have grown to represent approximately \$3 million in concession sales at the Fair.*

GULF COAST GRILL

A new soft area overlooking the Leonhardt Lagoon, the island-style grill offered bites with a tropical flair and featured live music from local artists on weekends. Its noteworthy menu included the Gulf Coast Fish Bowl, 2017’s Big Tex Choice Awards winner for “Best Taste – Sweet.”

STIFFLER’S MOM’S COOKIE FACTORY

Debuting on the Midway in 2017, this gourmet cookie factory showcased two observation windows and boasted the ability to bake 800 cookies every 11 minutes. Fairgoers could order by the bucket or bag of six and then watch the baking process from start to finish.





From first-time visitors to lifelong fans, people from all walks of life came to celebrate the Lone Star State at the State Fair of Texas. Attracting a grand total of 2,250,433 fairgoers throughout the 2017 event, we hosted an average daily attendance of more than 93,000 guests.

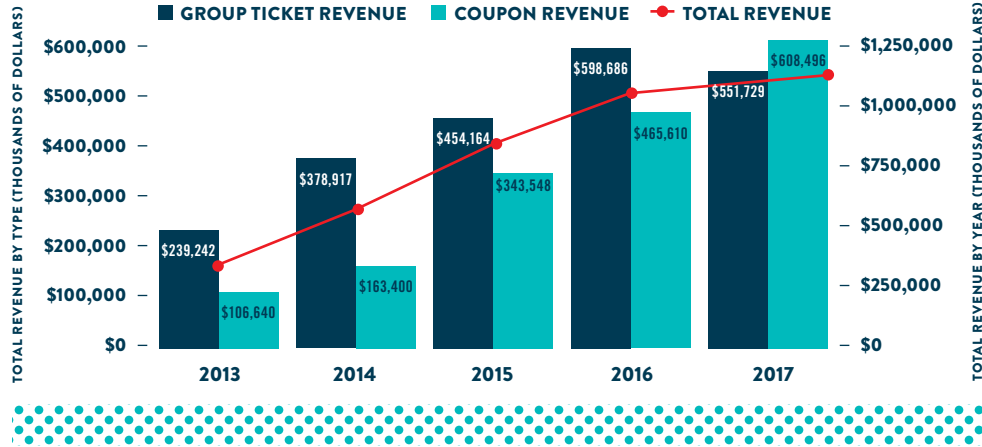
FAIR DAY #	DAY	DATE	DAILY ATTENDANCE
1	Friday	September 29	75,089
2	Saturday	September 30	78,319
3	Sunday	October 1	62,191
4	Monday	October 2	40,393
5	Tuesday	October 3	31,684
6	Wednesday	October 4	50,103
7	Thursday	October 5	54,754
8	Friday	October 6	66,181
9	Saturday	October 7	156,904
10	Sunday	October 8	100,151
11	Monday	October 9	122,911
12	Tuesday	October 10	81,068
13	Wednesday	October 11	57,794
14	Thursday	October 12	72,075
15	Friday	October 13	109,528
16	Saturday	October 14	197,555
17	Sunday	October 15	129,245
18	Monday	October 16	82,424
19	Tuesday	October 17	89,781
20	Wednesday	October 18	71,530
21	Thursday	October 19	100,943
22	Friday	October 20	132,705
23	Saturday	October 21	144,560*
24	Sunday	October 22	142,545
TOTAL			2,250,433

* Due to a temporary network system failure, Day 23 attendance was estimated using coupon sales per capita as a reference.



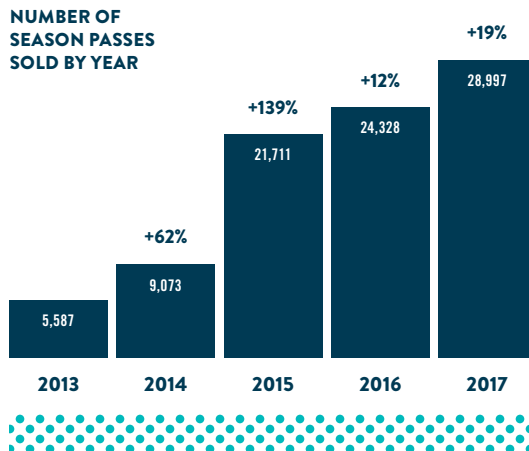
GROUP SALES

As the State Fair expands its family-friendly offerings, a greater number of groups and major corporations are visiting the exposition in the fall. The Fair's Group Sales department continues to grow the number of groups serviced and coupons sold through the department. *In 2017, Food and Ride Coupon sheets purchased by groups saw an increase of more than 26% over 2016.*



SEASON PASS PROGRAM

Showcasing more than 100 activities and entertainment opportunities each day, one trip to the State Fair isn't enough to experience all the offerings of the 24-day exposition. Recognizing this challenge, the State Fair's Marketing department has spent the past three years developing a robust Season Pass program that includes special benefits and opportunities for purchasers of the pass. As a result of our dedicated focus on the program, *Season Pass sales have increased more than 419% since 2013.*



419%

INCREASE IN NUMBER
OF SEASON PASSES SOLD
SINCE 2013.

MARKETING AND MEDIA IMPACT

Through quality entertainment in a family-friendly environment, the Fair continually looks for ways to tell our story and connect with Fair enthusiasts around the world. The State Fair had a major media footprint in 2017, receiving a record amount of coverage across local, national, and worldwide channels.

Our marketing communications and public relations plans are a combination of partnership marketing with various sponsors, paid placement, earned media coverage, direct mail and printed collateral, and utilization of State Fair channels – BigTex.com, email, and social media.



MORE THAN 3.5 BILLION EARNED MEDIA IMPRESSIONS IN 2017

21,600,000 PIECES OF PRINTED COLLATERAL

3,088,000 DIRECT MAIL PIECES DELIVERED

5,120,000 VISITS AND 12,310,000 PAGE VIEWS ON BIGTEX.COM

1,053 COMMERCIALS ACROSS 12 BROADCAST STATIONS

**SOCIAL NETWORK COMMUNITY OF 789,000 PEOPLE,
A 22% INCREASE OVER 2016**

6,452 RADIO SPOTS

**345 PLACEMENTS OF INTEGRATED PRINT AND
INTERACTIVE ADS WITH A REACH OF 51,460,000**

8,300,000 EMAILS SENT TO A YEAR-END AUDIENCE OF 353,000

2017 COVERAGE HIGHLIGHTS

The State Fair of Texas proved to be a popular topic not only throughout the country, but around the globe. The Fair was a daily highlight in traditional news and radio broadcasts, as well as starring in TV shows and documentaries. This page lists only a snapshot of the local, national, and global exposure that we received in 2017.

LOCAL

AL DIA
CBS 11
CUMULUS RADIO
CW 33
D MAGAZINE
DALLAS BUSINESS JOURNAL
DALLAS MORNING NEWS
DALLAS OBSERVER
DFW CHILD
EATER DALLAS
FORT WORTH BUSINESS PRESS
FORT WORTH STAR-TELEGRAM
FOX 4
GOOD MORNING TEXAS
IHEARTRADIO
KERA NEWS
NBC 5
TELEMUNDO
THE DALLAS EXAMINER
UNIMAS
WBAP/KLIF NEWS
WFAA-TV

STATEWIDE

AUSTIN AMERICAN STATESMAN
CULTUREMAP
HOUSTON CHRONICLE
KENS CBS – SAN ANTONIO
KETK NBC – TYLER
KEYE CBS – AUSTIN
KHOU CBS – HOUSTON
KTRK ABC – HOUSTON
KVUE ABC – AUSTIN
KXAN NBC – AUSTIN
TEXAS HIGHWAYS
TEXAS MONTHLY
THE DAILY TEXAN

NATIONAL & INTERNATIONAL

BUSINESS INSIDER US, UK & MALAYSIA
ABC NEWS
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BLEACHER REPORT US & UK
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BUZZFEED
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MSN COLOMBIA
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NEW YORK TIMES
OWN – OPRAH WINFREY NETWORK
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DEMOGRAPHICS

The State Fair of Texas funded a research study on property during the 24 days of the 2017 Fair. More than 24,500 fairgoers responded to the survey in self-guided kiosks located in four buildings throughout the fairgrounds: Automobile Building, Coliseum, Creative Arts, and Grand Place.



2017 SURVEY RESULTS

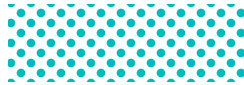
52.8% OF GUESTS

have attended the past three fairs.

Who Attends The Fair?

MALE: 44.8%

FEMALE: 55.2%



60.5% of attendees are between ages 18 & 44.

Attendees:

- **78.6% LIVE LESS THAN 50 MILES FROM FAIR PARK**
- **50-100 MILES: 11.3%**
- **OVER 100 MILES: 10.1%**



Top reasons to attend the Fair:

- **FOOD**
- **TEXAS AUTO SHOW**
- **MIDWAY**
- **SHOPPING**
- **DAILY SHOWS**
- **LIVESTOCK**
- **CHEVROLET MAIN STAGE**

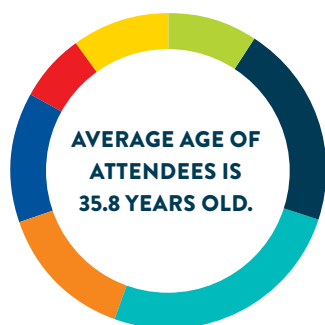


50.4%

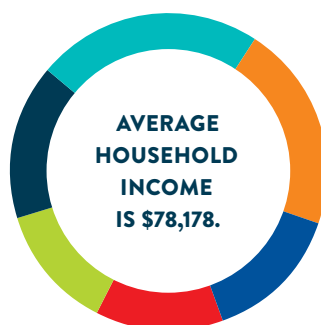
of Fairgoers utilize discounts to purchase tickets.

48% ARE COLLEGE GRADUATES

WHO ATTENDED THE STATE FAIR?



Age	%
17 & Under	9.3%
18 – 24	20.7%
25 – 34	25.7%
35 – 44	14.1%
45 – 54	13.3%
55 – 59	6.9%
60+	9.8%



Income	%
Less than \$25,000	12.2%
\$25,000-\$49,999	17.8%
\$50,000-\$74,999	19.6%
\$75,000-\$99,999	13.5%
\$100,000-\$149,999	10.7%
\$150,000+	11%



Ethnicity	%
Caucasian	49.8%
Hispanic/Latino	23.9%
African American	10.1%
Asian American	4%
Other	12.3%



Visit Length	%
One-day visit	60%
Two days	22.2%
Three to five days	11.2%
Six to nine days	3.5%
More than 10 days	3.2%



Party Size	%
1	3.5%
2	18.5%
3	25.9%
4	16.1%
5	13.9%
5+	22.1%



Time at Fair	%
0-1 Hours	3.7%
1-3 Hours	12.7%
3-5 Hours	37.9%
5-7 Hours	30.8%
7+ Hours	15%

TEXAS AUTO SHOW

SHIFTING GEARS SINCE 1913



There are auto shows – and then there's the Texas Auto Show (TXAS). The largest new car auto show in the Southwest merits a home as ample as its offerings – the State Fair of Texas. The 2017 Show boasted 24 days, *400 of the latest models from the world's leading manufacturers, and 297,000 sq. ft. of exhibit space* across three indoor and outdoor areas, all located in Dallas's historic Fair Park. For more than 100 years, the Texas Auto Show has thrilled visitors with its innovative automotive exhibits. 2017's event continued the tradition, showcasing everything from high-power sport and luxury vehicles to rugged trucks that blur the lines between heavy-duty and high-end. Whether you're a die-hard car fanatic or you just like to browse the latest models, the Texas Auto Show is the ultimate destination for all things auto.

TEXAS

AUTO SHOW

— EST. 1913 —

Hosting an average daily attendance of more than 93,000 guests, the Texas Auto Show attracted more than 92% of fairgoers who attended the 2017 State Fair of Texas – that's *approximately 2 million visitors over 24 days* out of the Fair's 2,250,433 grand total.

SHOW ENHANCEMENTS

Key strategic improvements were made to our 104-year-old Show to increase exposure and to enhance visitors' overall auto show experience. The Show was given a new name and a subsequent new attitude with the transition to the "Texas Auto Show," a moniker that best describes its importance to the Texas market and beyond.

Additional logistical enhancements included new and improved lighting within the Show venues and large-scale directional signage that reflected our new logo and brand identity, all of which contributed to a more exciting visitor experience.



MEDIA COVERAGE

Through public relations efforts leading up to the 2017 Show and during TXAS Media Week, the Texas Auto Show garnered more than *\$10 million in earned media from an international audience of more than 337 million.* With over a 92% fairgoer attendance rate during its 24-day run, the TXAS maintains a presence in the State Fair's year-round publicity, which had a 2017 year-end total of more than \$258 million in earned media and more than 3.5 billion media impressions.

NEW WEBSITE, MARKETING, AND SOCIAL MEDIA

The Fair developed a more expansive and robust marketing and communications strategy for the Show that included a new website, the addition of standalone social media channels, and a new brand identity. Marketing and promotion for the Texas Auto Show utilized a combination of dedicated communication channels including a comprehensive social campaign, as well as the passionate fan following of the State Fair of Texas. Through these tools, we were able to reach car enthusiasts while promoting engagement within the Show's footprint to the Fair's extended fan base.

In addition to virtual exposure, the Texas Auto Show was showcased on 14 different digital billboards throughout North Texas over the course of five weeks starting in late September, garnering a total of 7.8 million impressions. It also received print placement in regional and statewide tourism publications.

LEARN MORE

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#TXAUTOSHOW

@TEXASAUTOSHOW





CELEBRATE STEWARDSHIP

FINANCIAL HIGHLIGHTS

As a 501(c)(3) nonprofit organization, our nonprofit purpose is funded through the proceeds from our annual State Fair of Texas event.

We are committed to operating in a fiscally conscious manner and aim to reinforce our transparency in this commitment through the production

of our annual report. As a historic institution rooted in a historic landmark, we practice responsible stewardship by investing in the Fair product, our

Fair Park home, and our community, to ensure that our home and surrounding neighborhood will continue to thrive with the State Fair of Texas for future generations. Every year, a summary of our audited financial statements can be found on our website at BigTex.com/financialhighlights.

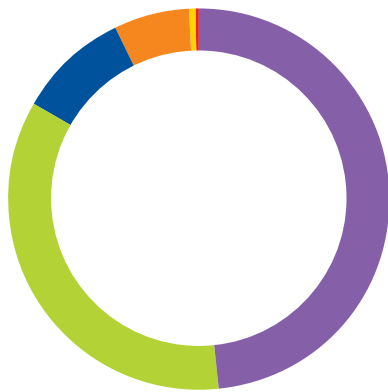
FINANCIAL HIGHLIGHTS

The following pages provide a breakdown of our financial highlights as of December 31, 2017 and 2016, illustrating the State Fair's statements of financial position, and the related statements of activities and cash flows for those years ended.

2017	YEARS ENDED DECEMBER 31	2016
\$53,041,530	OPERATING REVENUES	\$54,914,046
\$54,567,051	OPERATING EXPENSES	\$51,153,895
(\$1,525,521)	EXCESS OF REVENUES OVER EXPENSES	\$3,760,151
\$2,160,733	REALIZED & UNREALIZED INVESTMENT GAINS	(\$928,215)
\$635,212	CHANGE IN NET ASSETS	\$4,688,366

The December 31, 2017 and 2016 financial information presented herein is derived from our audited financial statements. This excerpted information does not include the footnotes that are integral to a full presentation of our financial position. A complete set of audited financial statements is available on BigTex.com/about/financialhighlights.

REVENUES



- **CONCESSIONS** (49%)
- **ADMISSIONS AND PARKING** (35%)
- **EXHIBIT SPACE AND OTHER RENTALS** (10%)
- **CONTRIBUTIONS** (6%)
- **INTEREST INCOME & DIVIDENDS** (0.6%)
- **OTHER** (0.1%)

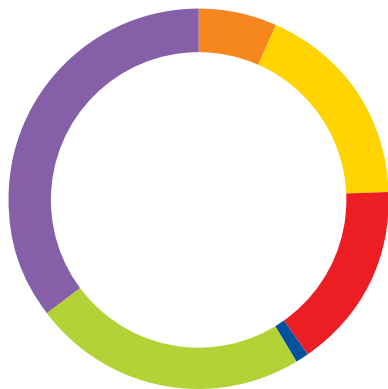
2017
\$25,774,447
\$18,518,509
\$5,066,587
\$3,307,606
\$317,850
\$56,531
\$53,041,530

TOTAL REVENUES

\$53,041,530

YEAR ENDED DECEMBER 31

EXPENSES



- **FAIR-TIME EXPENSES** (35%)
- **MAINTENANCE & REPAIRS** (23%)
- **NON-FAIR-TIME EVENTS & EXHIBITS** (1%)
- **SALARIES & WAGES** (16%)
- **GENERAL & ADMINISTRATIVE** (18%)
- **INTEREST** (0%)
- **DEPRECIATION & AMORTIZATION** (6%)

2017
\$19,301,462
\$12,647,593
\$536,045
\$8,654,215
\$9,969,468
\$0
\$3,458,268
\$54,567,051

TOTAL EXPENSES

\$54,567,051

YEAR ENDED DECEMBER 31

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STATEMENTS OF ACTIVITIES

	2017	2016
REVENUES	TOTAL	TOTAL
CONCESSIONS AND ADMISSIONS	\$44,292,956	\$46,699,473
EXHIBIT SPACE AND OTHER RENTALS	5,066,587	5,066,219
CONTRIBUTIONS	3,307,606	2,987,620
INTEREST INCOME AND DIVIDENDS	317,850	111,925
OTHER	56,531	48,809
TOTAL REVENUES	\$53,041,530	\$54,914,046
EXPENSES		
FAIR-TIME EXPENSES	\$19,301,462	\$19,448,629
MAINTENANCE AND REPAIRS	12,647,593	10,109,930
NON-FAIR-TIME EVENTS AND EXHIBITS	536,045	679,764
SALARIES AND WAGES	8,654,215	8,220,191
GENERAL AND ADMINISTRATIVE	9,969,468	8,969,061
INTEREST	—	38,581
DEPRECIATION AND AMORTIZATION	3,458,268	3,687,739
TOTAL EXPENSES	\$54,567,051	\$51,153,895
EXCESS OF EXPENSES OVER REVENUES	(\$1,525,521)	\$3,760,151
REALIZED AND UNREALIZED INVESTMENT GAINS	\$2,160,733	\$928,215
CHANGE IN NET ASSETS	\$635,212	\$4,688,366
NET ASSETS, BEGINNING OF YEAR	57,290,710	52,602,344
NET ASSETS, AT END OF YEAR	\$57,925,922	\$57,290,710

YEARS ENDED DECEMBER 31

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STATEMENTS OF FINANCIAL POSITION

	2017	2016
ASSETS		
CURRENT ASSETS:		
CASH	\$139,041	\$344,299
RESTRICTED CASH FOR FAIR PARK MAJOR MAINTENANCE PROJECTS	6,534,355	—
INVESTMENTS	46,376,404	49,267,357
ACCOUNTS RECEIVABLE, LESS ALLOWANCES FOR UNCOLLECTIBLE ACCOUNTS OF \$10,190 AND \$24,427 IN 2017 AND 2016, RESPECTIVELY	246,166	330,345
PLEDGES RECEIVABLE, NET	—	850
INVENTORIES, NET	278,935	289,263
PREPAID EXPENSES	252,129	329,336
TOTAL CURRENT ASSETS	\$53,827,030	\$50,561,450
PROPERTY AND LEASEHOLD IMPROVEMENTS, AT COST:		
MIDWAY IMPROVEMENTS	\$13,998,323	\$13,978,714
AMUSEMENT RIDES	21,809,038	21,697,034
BUILDINGS & IMPROVEMENTS	20,594,525	18,675,336
FURNITURE, FIXTURES, AND EQUIPMENT	9,669,965	9,068,649
CONSTRUCTION-IN-PROGRESS	342,162	49,379
LAND	5,058,422	5,058,422
TOTAL PROPERTY AND LEASEHOLD IMPROVEMENTS	71,472,435	68,527,534
LESS ACCUMULATED DEPRECIATION AND AMORTIZATION	(45,212,734)	(41,761,657)
PROPERTY AND LEASEHOLD IMPROVEMENTS, NET	26,259,701	26,765,877
PLEDGES RECEIVABLE, NET	—	14,315
DEFERRED COMPENSATION	1,431,653	1,146,151
TOTAL ASSETS	\$81,518,384	\$78,487,793
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES:		
ACCOUNTS PAYABLE AND ACCRUED LIABILITIES	\$6,615,831	\$7,814,827
ACCRUED FAIR PARK MAJOR MAINTENANCE PROJECTS	6,912,208	2,177,626
CURRENT ADVANCEABLE TERM LOAN PAYABLE	—	1,011,491
OTHER LONG-TERM PLEDGES	—	14,315
TOTAL CURRENT LIABILITIES	\$13,528,039	\$11,018,259
LONG-TERM ADVANCEABLE TERM LOAN PAYABLE	\$ —	\$1,095,783
DEFERRED RENT LIABILITY	8,632,770	7,936,890
DEFERRED COMPENSATION	1,431,653	1,146,151
TOTAL LIABILITIES	\$23,592,462	\$21,197,083
NET ASSETS:		
UNRESTRICTED, INCLUDING \$10.6 MILLION AND \$9.5 MILLION OF BOARD-DESIGNATED FUNDS IN 2017 AND 2016, RESPECTIVELY	\$56,886,703	\$56,136,436
TEMPORARILY RESTRICTED	997,550	1,112,605
PERMANENTLY RESTRICTED	41,669	41,669
TOTAL NET ASSETS	57,925,922	57,290,710
TOTAL LIABILITIES AND NET ASSETS	\$81,518,384	\$78,487,793

STATEMENTS OF CASH FLOWS

	2017	2016
OPERATING ACTIVITIES:		
CHANGE IN NET ASSETS	\$635,212	\$4,688,366
ADJUSTMENTS TO RECONCILE CHANGE IN NET ASSETS TO NET CASH PROVIDED BY OPERATING ACTIVITIES:		
REALIZED AND UNREALIZED INVESTMENT GAINS	(2,160,733)	(928,215)
DEPRECIATION AND AMORTIZATION	3,458,268	3,687,739
CHANGES IN ASSETS AND LIABILITIES:		
DECREASE IN ACCOUNTS RECEIVABLE	84,179	226,300
DECREASE IN PLEDGES RECEIVABLE, NET	850	—
DECREASE IN INVENTORIES, NET	10,328	18,708
DECREASE (INCREASE) IN PREPAID EXPENSES	77,207	(6,177)
INCREASE IN ACCOUNTS PAYABLE, ACCRUED LIABILITIES, AND DEFERRED RENT	4,231,468	4,227,613
NET CASH PROVIDED BY OPERATING ACTIVITIES	\$6,336,779	\$11,914,334
INVESTING ACTIVITIES:		
CAPITAL EXPENDITURES FOR PROPERTY AND LEASEHOLD IMPROVEMENTS	(\$2,952,094)	(\$1,249,510)
PURCHASE OF INVESTMENTS	(6,804,762)	(10,466,051)
SALES AND MATURITIES OF INVESTMENTS	5,322,093	10,382
NET CASH USED IN INVESTING ACTIVITIES	(\$4,434,763)	(\$11,705,179)
FINANCING ACTIVITIES:		
PAYMENTS ON CREDIT FACILITIES	(\$2,107,274)	(\$1,011,491)
NET CASH USED IN FINANCING ACTIVITIES	(\$2,107,274)	(\$1,011,491)
NET DECREASE IN CASH	(\$205,258)	(\$802,336)
CASH AT BEGINNING OF YEAR	344,299	1,146,635
CASH AT END OF YEAR	\$ 139,041	\$ 344,299
CASH PAYMENTS FOR INTEREST	\$ —	\$ 38,581

YEARS ENDED DECEMBER 31

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Innocean Worldwide Americas, LLC	Maxwell Chiropractic Service
International Attractions	Jason McBride
International Iron Works, Inc.	McCullough Mediation

Robert McCutcheon, Jr.	Corbin Pardue	Schlehuber Insurance Agency	TMW/Cedar Hill JV Inc.
Carolyn & Ronald McCutchin	Parking Company of America	Schmidt & Stacy Consulting Engineers	Tom Thumb
Meg & Patrick McGonigle	Chris Peck	The Seegers Foundation	Tomco Services, Inc.
Caroline & James McKee	Martin Peck	SettlePou	Topscan LLC
Meredith McKee	Pecos Operating Company	Sewell Automotive Companies	Triple T Amusements
Robert B. and Evelyn McKee Foundation	Pegasus Ablon Properties, LLC	George Shafer	TruAssure Insurance Company
Tressie McKeon	Betty Perry	Shamblin	TS Food Systems
Sandy & Errol McKoy	James Perry	Shea Family Foundation	Turkey Legs by Dickel
Robin & Bill McMahan	Roger L. Perry	Shooting for the Stars Sporting Clay Shoot	Turner Construction
McMillan James Equipment Company	Matt Perry-Miller	David Shuttee	Bryan Twiss
MDH Services	Phillips Enterprises	Bruce Sifford	United HealthCare Services, Inc.
Mechanical Contractors Assoc. of Dallas	Pierce Leadership Consulting	Sky Spectacle Inc	United Mechanical
Mechanical Partners, Inc.	Pineapple Man	Skyway Transportation, Inc.	James Utter, DDS
MEI Rigging & Crating	Pinnacle Fair Equipment Inc	Ed Smith	Valley View Cattle Company
Merrill Lynch	Pitts Enterprises, Inc.	Phillip Smitley	Vantage Trailers
Todd Meier	Plains Capital Bank	Smokehouse Investors, LP	Velasquez Catering & Concessions, Inc.
MIINC Mechanical Contractors	Platinum Event Services	Solem Concessions, Inc.	Victaulic Corporation
Matt Mildren	Playworld Unlimited	Breezie & Jeremy Soward	Vinson & Elkins, L.L.P
Natalie & Adam Miller	Plumbers' & Pipefitters' UA Local #100	Sports Car World	Joanne & Lee Voth
Kay Miller	Nathan Potter	SSEB Enterprises, LP	W & B Refrigeration Services
Milwaukee Tool	Prairie Creek Partners	State Fair of Texas Chairman's Task Force	W.D.W. Management Services, LLC
Mishler Builders	Paula & Jim Prewitt	State Fair of Texas Employees	Crystelle Waggoner Charitable Trust
Byron Mitchell	Prime Pacific Entertainment	State Fair Spectaculars LLC	Newt Walker Company
Vinette & Michael Montgomery	Primera Companies, Inc.	Steck Living Trust	Michelle & Matthew Walters
Moore Disposal	Kari & Andrew Prine	Steck No 2 LTD Partnership	Edward Ward
Bill Morley	Prosteel, Inc	Phyllis & Ron Steinhart	Rocky Warren
James Moroney III	Purdy-McGuire	Julius Sternes	Roy Washburn
Morrison Management, Inc.	QEP Resources, Inc.	Stiffler Concessions, LLC	Robert Watlington
Morrison Supply Company	Quail Coalition, Inc.	The Stratford Group	E. S. Webb Company
Tom Munson	Randall Rapp	Parker Street	Weiss Enterprises, Inc.
Douglas Nash	RDO Equipment	Mary Suhm	Wells Fargo Bank
National Write Your Congressman	Sue & Daryl Real	Sunstate Equipment Company	R. E. West
Native Solutions Inc.	Rebcon, Inc.	Superior Trailer Sales	Western Extrusions
Gary Nease	Red Steel Company	Sutter Candy Co.	Whittle & Partners
Nevins Concessions	Deb & Benton Reynolds	Syracuse Sausage Company	Wicked Wanda
New Kastl Events	Susan & Robert Rhoads	Talley Amusements	Phil Wiegiers
Newland Real Estate	Darrel Rice	Taste of New Orleans, A	Emily & Charles Williams
Alta Newsome	Donnie Richter	TD Industries	Wayne Williams
Norma's Cafe	Riddell Plumbing, Inc.	E. H. Teasley & Co., Inc	Jana & Clint Wilson
Gina & Pat Norris	Gary Rosenbusch, in Memory of Vickie Rosenbusch	Texas Air Systems	Robert Wolf
John Norris III	Peggy & Mark Rosenbusch	Texas Capital Bank	Patti Peck Wood
Oak Farms Dairy	Rose's Rides, LLC	Texas Mezzanine Fund	Wood Entertainment
Lisa & Bill O'Dwyer	Mr. and Mrs. Ruben E. Esquivel	Texas Security Bank	Gary Worthly
Ogletree Deakins	Dee & Bob Ruckman	Texas State Rifle Association Foundation	Merry & Michael S. Wyatt
Old Castle Hope Agri Products	Rutunu	Texas Twist Pretzels Inc.	Helen Yancey
Omni Dallas Hotel	S. J. Entertainment, Inc.	Thelin Recycling Co., L.L.C.	
Opa's Smoked Meats	Christina & Chase Sanders	Jennifer Thomas	
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Pallet Repair Services	Pat & Pete Schenkel		

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 BRIDGE LACROSSE
 CARTERS HOUSE
 CENTER FOR AFRICAN AMERICAN STUDIES
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 COMMUNITY ENGAGEMENT LUNCHEON
 CORNERSTONE COMMUNITY DEVELOPMENT CORP
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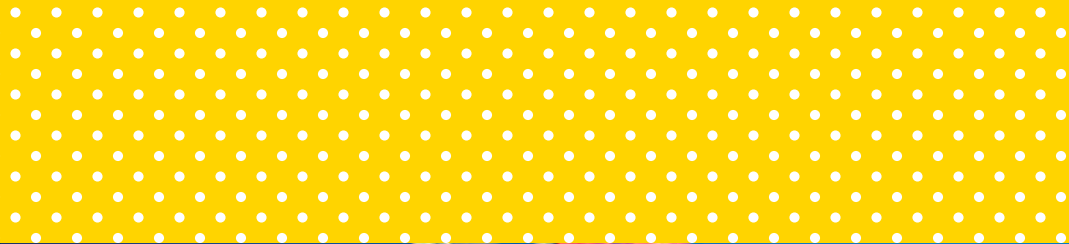
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