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 proceeds helping to preserve and improve our home, fair park, underwrite museums, community initiatives, and scholarship programs to support students throughout the Lone Star State pursuing higher education, and help improve state fair operations.
Proving to be another successful year of celebrating our great Lone Star State, the 2018 State Fair of Texas continued this annual tradition through its theme of “Celebrating Texas Innovation.” 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. Despite 12 rainy days experienced during the State Fair’s 24-day run, the 2018 event welcomed more than 2 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 2018, we are proud not only of the Fair’s successful run, but of 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 schools, and seeking opportunities for economic development. With this framework in mind, the Fair contributed more than $659,000 in community support during 2018, which included sponsorships, grants, program funding, and partnerships. In addition, $273,000 was given to support our neighboring cultural programs and facilities inside Fair Park.

We are grateful to be able to serve the community that supports us each year. Through initiatives like Big Tex Urban Farms, State Fair Cares, and our partnership with the North Texas Food Bank™, we are able to give back in a tangible way. Understanding that our surrounding neighborhood has limited access to fresh produce, BigTex Urban Farms is a mobile, organic garden that grows crops right here in our Fair Park home. One hundred percent of the produce grown on the Farms is donated to local organizations. In 2018, we provided more than 12,000 pounds of fresh produce, which yielded more than 152,000 servings. Through the support of our concessionaires each year, State Fair Cares holds a food drive to collect leftover Fair food on the day after the annual event, as well as a holiday toy and coat drive to gather unused items for families in need over the holiday season. Partnering with the North Texas Food Bank, we offer discounted admission for fairgoers who bring canned goods to the Fair gates. More than 200,000 pounds of food was collected during the 2018 event through this program, which serves as the North Texas Food Bank’s largest food drive each year.

As part of the community tenant 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. Our ability to provide funds is a direct result of the success of the annual State Fair event. Following the success of 2017’s Fair, we proudly gave $4 million to the City of Dallas in 2018 to be used for Fair Park improvements, with the decision on how to allocate these funds at the discretion of the Park & Recreation director. The Fair also contributed $4.9 million to support additional projects in Fair Park throughout the year as part of our annual effort to improve State Fair operations. With 132 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 2019 Fair, themed “Celebrating Texas Creativity!”
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. Five 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 Skysway®, 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 cooking contests that take place during the Fair, our Creative Arts department hosts pre-Fair competitions and an annual BBQ and Chili Cook-off.

**SHOPPING**

A trip to the State Fair offers countless opportunities to find amazing deals and specials on a wide range of products. With 18 dedicated shopping locations around the grounds, visitors have no trouble finding the perfect gift or keepsake to take home as their own piece of the Fair. Because it’s the State Fair of Texas, retailers and exhibitors offer Texas-sized savings on everything from jewelry and tools to mattresses and farm equipment.
2018 LIVESTOCK HIGHLIGHTS
- More than 16,000 livestock entries of cattle, sheep, goats, hogs, llamas, poultry, and rabbits were shown.
- 5,600 exhibitors competed in the Fair’s livestock and agricultural competitions – a 15% increase from 2017.
- During our “Market Week,” nearly 3,500 livestock exhibitors passed through the barns.
- Pan American exhibitors brought more than 5,800 entries to showcase in open shows.
- The State Fair of Texas hosted 9 pre-Fair equine events in the weeks leading up to the Fair.
- We welcomed youth livestock participants from 752 4-H and FFA Clubs across the state.

STATE FAIR OF TEXAS RODEO
After a 23-year intermission, Rodeo made its return to the State Fair of Texas in 2018 and was held inside the Fair Park Coliseum. The United Professional Rodeo Association (UPRA) Rodeo and a Youth Rodeo were hosted as part of the events leading up to the 2018 Fair. The UPRA-sanctioned event drew contestants from across the nation and was named “2018 Best New Rodeo of the Year” by the UPRA. The Fair’s Youth Rodeo gathered 4-H and FFA youth from across Texas to compete in events such as tie-down and breakaway roping, barrel racing, and pole bending.

70TH ANNUAL BIG TEX YOUTH LIVESTOCK AUCTION
- Approximately 3,500 students from around the state competed for one of the coveted 392 spots in the 2018 Big Tex Youth Livestock Auction.
- The Auction raised more than $1.3 million in scholarships and prizes for Texas youth in 2018 alone.
- Through the Big Tex Youth Livestock Auction and Scholarship Program, the State Fair currently supports 510 students enrolled in colleges, universities, and trade schools across Texas.

2018 GRAND CHAMPION MARKET SALES INCLUDE:
- Steer: $150,000
- Barrow: $25,000
- Lamb: $20,000
- Goat: $20,000
- Broiler: $11,500

AG AWARENESS DAY
- More than 7,500 students representing 165 chapters of 4-H, FFA, and FCCLA participated in the annual Ag Awareness Day canned food drive during the 2018 State Fair of Texas.
- More than 27,000 pounds of food were collected and donated to the North Texas Food Bank.

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 State Fair.
- Approximately 4,400 students competed in youth development contests, ranging from Ag Robotics and Ag Mechanics to Job Interviews and Public Speaking.

Agriculture serves not only as a pillar of our nonprofit mission, it continues to play a fundamental role in the rich history of our Lone Star State. The State Fair of Texas works to showcase Texas’ agricultural roots by offering fairgoers educational activities and contests each year. From interactive exhibits explaining how agriculture touches our everyday lives and how food gets from farm to table, to the variety of competitive livestock events and leadership contests for youth throughout the state, the State Fair encourages all visitors to learn more about agriculture.
Home to the world's largest collection of Art Deco structures, Fair Park houses some of Dallas' 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 as a pillar of our nonprofit mission, 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.

STATE FAIR OF TEXAS CURRICULUM
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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 everything from how farmers and ranchers produce food that feeds the world to how animals are cared for and raised.

FARM DAY AT THE FAIR
A joint program between the State Fair of Texas, Southwest Dairy Museum, and Texas AM AgriLife Extension, Farm Day at the Fair aims to raise awareness for the importance of agriculture in urban environments. 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 for a closer look.

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.

LIVESTOCK BIRTHING BARN
A new addition in 2018, the Livestock Birthing Barn is a unique educational experience that exhibits the incubation and birthing process of various livestock animals. With agriculture and education as the Fair's foundation, this new exhibit highlights the agricultural importance of breeding livestock and its role in our everyday lives.
In 2018, the State Fair of Texas awarded scholarships to graduating seniors from five DISD high schools in the Fair Park area who are planning to attend a Texas college or university. Starting in 2019, in addition to the five high schools listed below, students from Franklin D. Roosevelt High School are eligible to apply for this opportunity.

2018 SCHOLARSHIP PROGRAM
Established in 1992, the Big Tex Scholarship Program has awarded college scholarships to more than 2,200 students for a total of more than $11.3 million. Eligible recipients in 2018 included graduating high school seniors around the state of Texas who participated in competitive youth livestock events held at the State Fair, graduating seniors from five Dallas Independent School District high schools in the Fair Park area, and seasonal employees of the State Fair of Texas. Introduced in 2017 and awarded for the first time in 2018, the seasonal employee scholarship benefits seasonal employees of the State Fair of Texas or their dependents. Scholarship recipients receive a $6,000 grant, renewable each semester while working towards a degree at an accredited Texas college or university.

In 2018, the program proudly awarded 229 scholarships — 105 Pete Schenkel, 120 Youth Livestock, and four Seasonal Employee. To learn more about the Big Tex Scholarship Program and how to apply, visit BigTex.com/scholarship.

2018 YOUTH LIVESTOCK SCHOLARSHIP RECIPIENTS
The State Fair of Texas awards scholarships to students who have competed in specific competitive youth livestock events held during the State Fair. Scholarships are awarded to applicants who are graduating from a Texas high school, with preference given to those dependent of the qualified seasonal employee. This scholarship is available for applicants who plan to attend an accredited two-year or four-year college or university.

2018 SEASONAL EMPLOYEE SCHOLARSHIP RECIPIENTS
First awarded in 2018, the Fair awards scholarships to seasonal staff members directly employed by the State Fair of Texas or to a dependent of the qualified seasonal employee. This scholarship is available for applicants who plan to attend an accredited two-year or four-year college, university, or vocational-technical school.

2018 PETE SCHENKEL SCHOLARSHIP RECIPIENTS
Honor our past Chairmen, Pete Schenkel, the State Fair of Texas awards scholarships to graduating seniors from five DISD high schools in the Fair Park area who are planning to attend a Texas college or university. Starting in 2019, in addition to the five high schools listed below, students from Franklin D. Roosevelt High School are eligible to apply for this opportunity.

2018 STATE FAIR OF TEXAS

### HIGHLIGHTS

- **Nearly $1.4 million awarded in new college scholarships since 1992.**
- **More than $11.3 million awarded since 1992.**
- **2,200 students awarded in 2018.**
- **Established in 1992, the Big Tex Scholarship Program has awarded scholarships since 1992.**

### TOTAL AWARDED BY TYPE (THOUSANDS OF DOLLARS)

- **$800,000**
- **$500,000**
- **$300,000**
- **$1,500,000**
- **$900,000**
- **$1,200,000**
- **$600,000**
- **$400,000**
- **$200,000**
- **$100,000**
- **$50,000**
- **$25,000**

### 2018 STATE FAIR OF TEXAS
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 State Fair aims to give back through its partnerships with local organizations and initiatives.

MAKING AN IMPACT

The State Fair of Texas 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 nonprofits, supporting education in local schools, and examining opportunities for economic development. We cherish the many partnerships and collaborations that help to grow our ability to serve. We continue to listen and learn from our community. It is through our collective efforts that we make the greatest impact.

COMMUNITY INVOLVEMENT

On top of the initiatives and donation programs that take place during the annual exposition, the Fair works to maintain a year-round presence in our community. Through new and existing efforts in 2018, the Fair was able to contribute more than $659,000 in community support, which included sponsorships, program funding of goods, and investments made through our signature programs, benefiting 68 South Dallas/Fair Park area organizations and several agricultural-related programs across the state.

In addition to offering financial resources, our Community Affairs & Strategic Alliances 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. Our ability to serve and continue growing our scope of service is strengthened through the support of fairgoers, relationships with like-minded organizations, and the dedication of our State Fair team.

Through this investment, we were able to help serve more than 292,000 people in the community and look forward to expanding our impact for future years.

COMMUNITY ENGAGEMENT HIGHLIGHTS

<table>
<thead>
<tr>
<th>JANUARY 15</th>
<th>JANUARY 25</th>
<th>FEBRUARY 3</th>
<th>FEBRUARY 8-10</th>
<th>FEBRUARY 17</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARTIN LUTHER KING, JR. DAY PARADE</td>
<td>CITY SQUARE COMMUNITY GARDEN</td>
<td>COMMUNITY SEED SWAP</td>
<td>CULTIVATING COMMUNITY WORKSHOP</td>
<td>NXT FEST</td>
</tr>
<tr>
<td>The Fair participated in the annual MLK Day Parade, joined by our official State Fair Float and Little Big Tex.</td>
<td>Big Tex Urban Farms helped to complete the new community garden at CitySquare, which will be used to feed the facility residents and surrounding community.</td>
<td>Free seeds were available for gardeners to swap and diversify the variety of produce in their gardens.</td>
<td>The Fair sponsored this three-day workshop, hosted by GROW North Texas, for local gardeners to develop their practices, expand community garden programming, and connect with neighborhood coalitions.</td>
<td>This event provided more than 300 Southern Sector high school students with educational resources, leadership workshops, and networking to explore their college and career opportunities after graduation.</td>
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Jubilee Park has plans to develop the land with multi-family, affordable housing.

COMMUNITY ENGAGEMENT HIGHLIGHTS

Community Engagement Day luncheons and events are hosted throughout the year, with the goal of bringing nonprofits together to share resources and build their social capital. Two gatherings were held in 2018 with much success. In partnership with the State Fair of Texas and Southern Methodist University, the first Community Engagement Day Luncheon was hosted during the 2018 Fair. Held inside the Texas Discovery Gardens in Fair Park, the event welcomed more than 200 people to connect and share resources.

The State Fair of Texas’ Grant and Sponsorship Program offers opportunities for local nonprofits to receive financial support during designated cycles throughout the year. Completing the Program’s second year in 2018, 68 organizations received project funding through grants and sponsorships. As a neighbor in the South Dallas/Fair Park community, we are committed to supporting nonprofits that are providing services in this area and understand that these organizations, like ours, depend on year-round generosity from citizens, volunteers, and other organizations. This Program focuses on funding initiatives that provide support in three areas that complement our mission: Education, Capacity Building of Nonprofits, and Economic Development.

JUBILEE PARK LAND DONATION

In August of 2018, the State Fair of Texas donated two acres of property to the Jubilee Park Neighborhood adjacent to Fair Park. Jubilee Park has plans to develop the land with multi-family, affordable housing.

COMMUNITY ENGAGEMENT DAY CONVENINGS

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The funds allocated to our organization by the State Fair of Texas were instrumental in helping our organization increase capacity and improve our standing in the community. One of our major milestones since we started receiving support from the State Fair of Texas was the increase in the number of children we have been able to serve. In 2018, we doubled the number of children we were able to serve in the previous year and the support from the State Fair was a huge part of that increase.”

“Building Capacity of Nonprofits

A total of 68 ORGANIZATIONS funded by the State Fair towards initiatives benefiting South Dallas residents

More than 292,000 PEOPLE served through the State Fair initiatives and collaborative community programs

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COMMUNITY ENGAGEMENT HIGHLIGHTS

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. The 2018 food drive collected donations from 26 concessionaires representing 82 vendor booths throughout the fairgrounds. Donations were divided up and distributed to three organizations, all selected based on their high capacity to distribute food in the South Dallas/Fair Park area. Receiving organizations included Hope Restoration Inc., Inspired Vision Compassion Center, and T.R. Hoover Community Development Center.

TOY AND COAT DRIVE
The Fair’s Second Annual Holiday Toy and Coat Drive joined together State Fair food and beverage vendors, related third-party vendors, and full-time staff to donate unused toys and coats to families in need over the holiday season. Through the generosity of our attending guests, the event collected more than 100 items for donation to the Dallas Bethlehem Center, who distributed the gifts among 14 families and additional community members.

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 2018 Fair, we helped collect 214,181 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 178,808 meals.

COMMUNITY ENGAGEMENT HIGHLIGHTS

APRIL 7
TASTE OF OAK CLIFF
The State Fair was a sponsor of the food festival, which showcased the Oak Cliff region’s food vendors, food trucks, novelty shops, book stores, novelty shops, book stores, and service-oriented businesses.

APRIL 10
URBAN GARDENING
CONVERGENCE
As one of the Fair’s urban gardening convenings during the year, this event hosted local gardeners and those interested in learning the trade to network and hear from a guest speaker with Dallas’ Nature Conservancy Chapter.

APRIL 19
HARMONY CDC
ANNUAL DINNER
The Fair sponsored this event held by Harmony Community Development Corporation, which hosted a panel discussion about tangible ways to improve and positively impact the state of our community.

APRIL 19
SUMMER GRANT PROGRAM COHORT TRAINING
In addition to program funding, the Fair offered capacity-building training sessions for grant recipients throughout the season, through collaboration with Big Thought and Dallas Park & Recreation.

APRIL 24
Annual
BIG TEX SCHOLARSHIP
AWARDS LUNCHEON

APRIL 26
BIG TEX
Urban Farms
SURPASSES
50,000 SERVINGS OF PRODUCE

APRIL 16
GULFSTREAM TOURS
The Fair partnered with Gulfstream’s Student Leadership Program to offer students from Lincoln, James Madison, and Roosevelt high schools tours of Gulfstream’s Dallas facility to expose them to careers in STEM industries.

MAY 16
GIRL POWER
GRADUATION DINNER
The Fair hosted a special dinner to recognize the graduating senior who has participated in the Girl Power program throughout the year.

MAY 16
SINGING HILLS
COMMUNITY GARDEN
Big Tex Urban Farms teamed up with the Mayor’s Star Council to construct and plant a community garden at St. Luke’s Presbyterian Church in the Singing Hills community.

MAY 30-31
AMERICORPS
CITISQUARE TRAINING
The Fair supported training for more than 150 people through CitySquare’s Americorps program, which trains volunteers to serve within various community development programs.
COMMUNITY ENGAGEMENT HIGHLIGHTS

**ECONOMIC DEVELOPMENT**

**BIG TEX POSTSEASON JOB FAIR**
The Third Annual Big Tex Postseason Job Fair, in partnership with Goodwill Industries of Dallas, hosted a total of 56 employers, eight service organizations, and nearly 200 job seekers inside the Briscoe Carpenter Livestock Center. Held each year following the end of the State Fair, the job fair helps to provide employment for both the State Fair’s seasonal staff and job seekers in the local community.

**CONCESSIONAIRE COHORT FOR FAIRS, FESTIVALS, AND EXPOSITIONS (CFFE)**
Fairs, festivals, and expos are significant contributors 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 Concessionaire Cohort program offers local entrepreneurs a dynamic education series guided by the State Fair and our partners like the Dallas Entrepreneur Center, Dallas Black Chamber of Commerce, and the City of Dallas’ Office of Economic Development. In the program’s second year, the Concessionaire Cohort recognized 10 businesses who graduated in 2018: Baking to Impact, Catering Done Wisely, Fabulous Fish and Fries, Felix Food Service, Foodology 180, Pearlie’s Southern Kitchen, Rewind-The Spot Restaurant and Bar, Texas Fry Bread Co., and Top Ya Dogz. These businesses underwent a six-month curriculum that included menu taste testing, vendor shadowing during the 2018 Fair, workshops, business coaching, and extensive coursework to prepare them for becoming a vendor at any fair or festival across the country.

**INaugural Juanita Craft Humanitarian Awards**
Presented for the first time during Gospel Night at the 2018 State Fair of Texas, the Juanita Craft Humanitarian Awards honors Ms. Craft’s legacy as an influential activist during the civil rights movement, as well as the crucial role she played in integrating the State Fair of Texas among other universities, restaurants, and theatres in Dallas. This annual fundraiser will contribute to the preservation of Ms. Craft’s childhood home – a Dallas landmark that serves as a museum and educational resource for the community. The 2018 ceremony recognized past, present, and future leaders who are following in her footsteps, and concluded with a presentation of awards to three individuals, elected by the public, who have made an impact on civil rights in the City of Dallas.

**Transportation Funding for Senior Citizens**
According to a study conducted by Zip Code Connection in 2016, more than 45 percent of households in South Dallas live without transportation. This number includes many senior citizens who do not have access to transportation. Identifying this need, the State Fair collaborated with several organizations to fund an extension to the senior transportation service provided by St. Philip’s School and Community Center. This program offers reduced-cost transportation for seniors once a week to visit essential places like the grocery store, pharmacy, and post office. Through these efforts, we were able to fund an additional day of service and expand the route to accommodate more residents in the surrounding areas.

**Workshops and Trainings**
**TEACHER TRAININGS**
Partnering with our neighbors at the Hall of State, the African American Museum, Texas Discovery Gardens, and the Children’s Aquarium, we offered free teacher trainings held inside Fair Park. The trainings welcomed teachers to learn about the many educational tools available during the 2018 State Fair, as well as year-round ways to collaborate with the Fair Park entities for developing classroom activities.

**OPED PROJECT**
The Fair sponsored a writing workshop through the OpEd Project – a nationally recognized leadership organization. The Projects’s “Write to Change the World” program aims to increase the range of voices and quality of ideas that influence our everyday lives. Utilizing OpEd materials and curriculums, the two-day program offered participants a space to develop their personal platforms and gain insight on how to share their stories in the most impactful way.

**Cooking Classes**
Big Tex Urban Farms and Drew Demler, director of horticulture for the Fair, headlined a bi-monthly cooking class at the Baylor Scott & White Health and Wellness Center inside the Juanita J. Craft Recreation Center named “Urban Farm to Table with Drew.” The class covered basic cooking skills and recipes using ingredients grown at the Farms during a particular season.

**International Association of Fairs and Expositions**
The Fair was honored to lead a discussion among our peers from fairs and festivals across the nation at the 2018 International Association of Fairs and Expositions conference. The session covered tips and tools for engaging with your community, as well as how to use our roles as highly visible and widely attended events to make a lasting impact in our communities beyond our event dates.

**Community Engagement Day**
As one of the Community Engagement Day events the Fair hosts annually, more than 200 community partners convened at Southern Methodist University to network, collaborate, and learn about opportunities available to them.

**Gulfstream Tours**
The Fair partnered with Gulfstream’s Student Leadership Program to offer students from Lincoln, James Madison, and Roosevelt high schools tours of Gulfstream’s Dallas facility to expose them to careers in STEM industries.

**Chaucer Place Community Garden**
The Big Tex Urban Farms crew helped to build a new community garden to serve the residents at Chaucer Place apartments in South Dallas.

**Op Ed Project**
Both of these events [NXT Fast and Girl Power] have helped our students be successful in the community and collaborate with other high school students on college visits. NXT Fast is the event that students are still talking about. The students were able to network with colleges, companies, and first responders and look forward to being trained on planning this event for next year.”

**Community Liaison for Lincoln High School**
“SPOT has provided a valuable community partnership with SDCC, as well as providing funding for programming and Summer Camp Support. SDCC provides classes to youth in the community of South Dallas and the Greater Dallas area on Saturdays during our regular programming season in fall and spring. SDCC’s financial support helps to fund these programs and build our capacity during the year. Additionally, SDCC provides a free Visual and Performing Arts camp for four weeks during the summer where we serve 60 youth from ages 5 to 15 with culturally specific curriculum aimed at youth in the Southern Sector. SPOT is a valuable community partner to the South Dallas neighborhood. Their staff is highly engaged in the community and consistently works to build relationships with organizations that serve the community in a variety of roles.”

**Transportation Funding for Senior Citizens**
“*The State Fair of Texas has been very supportive in our efforts to help overcome poverty by assisting us financially, as well as advice on how to better service our clients. ...Because of our partnership with the SPOT, we have been able to expand our services to more clients in the Fair Park area. We have been able to disburse the number of people that we service in this area as well.*”

**Marvin L. Jones, Jr.**
Multiple years of service as a community leader and advocate for underrepresented communities in the South Dallas Neighborhood.

**Stephen F. Austin State University**
Multiple years of service as a community leader and advocate for underrepresented communities in the South Dallas Neighborhood.
EDUCATIONAL SUPPORT

SUMMER GRANT PROGRAM

Summer programs are powerful tools to help mitigate learning loss for students while they are out of school. As an extension of our Grant and Sponsorship Program, the Summer Grant Program contributes to organizations and summer programs that benefit youth in our local neighborhood. Through this program in 2018, 17 organizations serving a combined total of more than 1,300 children received financial support for summer programming. In addition to funding, the State Fair also offered capacity-building training sessions for grant recipients throughout the season in collaboration with Big Thought and Dallas Park & Recreation.

BIG TEX SUMMER SAMPLER CAMP

The State Fair’s Big Tex Summer Sampler provides three-week-long camps for youth participating in other summer programs in the South Dallas/Fair Park area. Held inside Fair Park, Big Tex Summer Sampler offers fun activities and daily curriculum surrounding State Fair activities such as creative arts, gardening, cooking, and agriculture. In 2018, we worked with five community organizations to host approximately 175 students in grades 3 through 5. New to the agenda were “Field Trip Fridays,” where campers visited a Fair Park facility each Friday including the African American Museum, Texas Discovery Gardens, and the Children’s Aquarium.

P-TECH PROGRAM

Through Pathways to Technology Early College High School (P-TECH), high school students gain access to excellent class courses and resources that offer exposure to viable career options. The Fair partnered with local P-TECH programs at James Madison and Lincoln high schools to give students insight into the wide range of job types in the workforce. Throughout the year, our staff connected with students in this program through various speaking engagements at schools, mentorships, and volunteer opportunities to expose them to the different departments and jobs within the State Fair of Texas.

NXT FEST

The Fair partnered with United Way of Metropolitan Dallas, Fair Park, and 15 other community-based organizations to host our inaugural NXT Fest Student Conference. With more than 300 students from Southern Sector Dallas high schools in attendance, this free event worked to expose students to higher education and employment opportunities after they graduate. Available throughout the day were informative workshops, student-led discussion panels, mentoring, free uniforms and backpacks with school supplies, free menstrual shots, and a “Lip Sync Battle” between school principals and the Dallas Police Department.

GIRL POWER PROGRAM

Girl Power provides social emotional learning (SEL) programming that utilizes the Girl Rising Curriculum, which is designed to help young women harness their power for individual and collective change in their communities. In 2018, this program engaged with more than 150 girls and nine female mentors through regular sessions at three South Dallas high schools: Irma Rangel, James Madison, and Lincoln. The inaugural Girl Power conference, “Rise + Slay,” was held at the South Dallas Cultural Center in March and connected program participants with professional women to receive mentoring and networking opportunities.

SAT SUMMER CLINIC

Each summer, the State Fair holds a five-day prep course for students to prepare for their upcoming SAT testing. The 2018 program connected 46 local high school students in grades 10 through 12 with teachers from the surrounding area to provide personalized tutoring and test-taking tips. Throughout the week, students were given three opportunities to take the practice SAT. By the third practice test, an average of 43 points were 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 Dallas ISD.

GULFSTREAM STUDENT LEADERSHIP PROGRAM

After a successful pilot program in 2017, Gulfstream launched its flagship Student Leadership Program in Dallas in partnership with the State Fair, DISD, Wright Resource Group, and Frontiers of Flight Museum. Through this program, students from Lincoln, James Madison, and Roosevelt high schools were given the opportunity to learn leadership skills while gaining exposure to career pathways in STEM and aviation within the local workforce. To date, the program has placed 14 students in paid apprenticeships, in addition to offering networking opportunities to connect with leaders in the technical industry.

ECO-RESILIENCE TEXAS EDUCATION SUMMIT

Held inside the Briscoe Carpenter Livestock Center in Fair Park, the 2018 Eco-Resilience Texas Education Summit provided educators, nonprofits, parents, and district leaders with professional guidance to better serve diverse populations – including English language learners – within the classroom, community, and beyond. During this interactive summit, teachers and other stakeholders acquired tools to enhance socio-emotional learning and culturally responsive conversations. The State Fair of Texas partnered with the Magdaleno Leadership Institute, Texas A&M University, Ford, Fort Worth ISD, Dallas ISD, Garland ISD, Forney ISD, Fair Park, City of Dallas, and many others to help serve these local educators.

COMMUNITY ENGAGEMENT HIGHLIGHTS
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, 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 throughout the years.

COMMUNITY ENGAGEMENT HIGHLIGHTS

AUGUST 2
GROW BOX DONATIONS
Big Tex Urban Farms donated 80 grow boxes to Texas A&M AgriLife. Dallas’s research of plant varieties that grow in controlled environments to provide for areas with limited access to fresh produce.

AUGUST 3
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.

AUGUST 11
MENTOR PROGRAM KICKOFF
The State Fair partnered with the Southeast Dallas Hispanic Chamber of Commerce to provide mentors for students at High Schools in South Dallas. The Magdaleno Leadership Institute conducted the training for potential mentors.

SEPTEMBER 8
SUNNY SOUTH COMMUNITY GARDEN
Big Tex Urban Farms helped to expand this community garden in the Fair Park area to benefit residents of South Dallas with limited access to fresh produce.

SEPTEMBER 14
DALLAS HUNGER SUMMIT
The Fair partnered with Dallas Coalition for Hunger Solutions to host this summit. More than 260 people gathered to discuss the importance of having access to healthy food and the connections between hunger, nutrition, and health.

FUNDING FOR FAIR PARK & STATE FAIR OPERATIONS

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<th>COMMITMENT TO THE CITY OF DALLAS FOR FAIR PARK</th>
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HIGHLIGHTS

More than $8.9 MILLION IN 2018 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 $273,000 DISTRIBUTED IN 2018

Of the $8.9 million referenced above, $4 MILLION WAS COMMITTED IN 2018 TO FAIR PARK IMPROVEMENTS AT THE FULL DISCRETION OF THE CITY OF DALLAS PARK & RECREATION DIRECTOR

More than $40.5 MILLION DISTRIBUTED FOR FAIR PARK AND STATE FAIR OPERATIONS OVER THE PAST FOUR YEARS
BIG TEX URBAN FARMS

Introduced in 2016, the Fair’s Big Tex Urban Farms is a mobile agriculture system comprised of portable 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 immediate Fair Park neighborhoods and companies;
• Connects like-minded food-related organizations to each other;
• Provides free and 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 third full year of production, the Big Tex Urban Farms system was able to donate 12,138 pounds of food to local organizations in 2018, translating to more than 152,060 servings of fresh produce.

2018 EXPANSION

Several new hydroponic systems were added inside the Greenhouse on the Midway including:

• A second deep-water culture pond that measures 14’ x 44’ and allows us to grow these crops around the year.
• Three vertical racks used for growing microgreens and lettuce heads.
• A Nutrient Film Technique system (NFT) to grow “cut and come again” greens like collards.
• LED lighting over all the new systems to help the plants grow faster and more efficiently.

2018 PRODUCTION TOTALS

<table>
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<th>POUNDS</th>
<th>SERVINGS</th>
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<td>7,488</td>
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<tr>
<td>2017</td>
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<tr>
<td>2018</td>
<td>29,058</td>
<td>12,266</td>
<td>102,421</td>
</tr>
</tbody>
</table>

100% of produce grown by Big Tex Urban Farms is donated to local community organizations or initiatives

Since 2016, Big Tex Urban Farms has grown
15,372 pounds of fresh produce

More than $46,000 in economic impact on the local community

A total of 176,476 USDA servings of fruits and vegetables donated

24,291 Heads of lettuce and herbs donated

GARDENING WITH THE COMMUNITY

One hundred percent of the produce grown at Big Tex Urban Farms is donated to different organizations in the local community. Our work through the Farms 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 local neighborhood and beyond.

• FARMING FARMS – Growing this initiative in 2018, the Farms team helped set up more garden projects in the local community. Adding to our list of locations that have Big Tex Urban Farms grow boxes, we donated 80 boxes to the Texas A&M Agrilife Extension Service to expand their production capacity. Brand-new community gardens were started at local organizations like CitySquare, Singing Hills Community in Oak Cliff, and Chaucer Place Housing project. In addition, the team helped expand current gardens at Cornerstone Baptist Church and the Sunny South Community Garden.

• PRODUCE DONATIONS – Throughout 2018, Big Tex Urban Farms made scheduled produce donations to the following organizations:
– Baylor Scott & White Health and Wellness Institute at the Juanita J. Craft Community Center
– CitySquare
– Cornerstone Baptist Church
– Restorative Farms
– Martin Luther King, Jr. Seedling Farm
– Oak Cliff Veggie Project
– St. Luke Presbyterian Church – Singing Hills
– POETIC
– University of North Texas at Dallas
– Bonton Farms
– Chaucer Street Complex
– The Bridge Homeless Recovery Center

• GOING GLOBAL – We also had the privilege of visiting with like-minded programs throughout the world. Big Tex Urban Farms became a true destination for the horticulture and agriculture industry. The Farms hosted international groups who traveled the way to Fair Park to learn more about the innovative technology used, as well as gain insight on how we implement the Farms to create change in the community. Group tours became a regular part of life on Big Tex Urban Farms. In 2018 alone, we connected with organizations from Hawaii, France, Lebanon, and the USDA.

INNOVATIONS IN AGRICULTURE EXHIBIT

Showcasing the Big Tex Urban Farms’ indoor growing facility, the Greenhouse on the Midway was home to the new “Innovations in Agriculture” exhibit during the 2018 Fair. The exhibit, sponsored by Bank of America, displayed unique ways to grow high-yield, healthy produce indoors. It also included D.I.Y. growing systems that can be built in your home and how they are utilized in the Fair’s Big Tex Urban Farms initiative.
## Fundraising and Events

In addition to our annual State Fair of Texas exposition, several other fundraising events are hosted throughout the year, with all proceeds from each going directly to the Big Tex 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 six DISD high schools in the Fair Park area, and seasonal employees of the State Fair of Texas. Through the Big Tex Youth Livestock Auction and Scholarship Program, the State Fair has awarded more than $27 million in auction awards and college scholarships.

For more information on our fundraising opportunities and to get involved, please visit BigTex.com/Events.

### Fair Park Fourth
- Every 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 Big Tex Youth Livestock Auction and Scholarship Program.
- The 2018 event raised a record of $115,000, with more than 250 competing on 50 teams.

### Big Tex Clay Shoot Classic
- The 10th annual clay shooting tournament was held at the Dallas Gun Club, with all proceeds going directly to the Big Tex Youth Livestock Auction and Scholarship Program.
- The 2018 event raised a record of $298,500.

### Big Tex Golf Classic
- The eighth annual golf tournament was held at the Cedar Crest Golf Course in South Dallas, with all proceeds going directly to the Big Tex Youth Livestock Auction and Scholarship Program.
- The 2018 event raised a record-breaking $98,500 and had 128 golfers in participation.

### Big Tex Champion Club Dinner
- The annual pre-Fair fundraising dinner was held at the Briscoe Carpenter Livestock Center in Fair Park in 2018, with all proceeds going directly to the Big Tex Youth Livestock Auction and Scholarship Program.
- The event was another record-breaker, raising $298,500.

### Big Tex Choice Awards
- As our most exciting Fair food competition each year, the 2018 Big Tex Choice Awards raised $30,470, with all proceeds from the event going to the Big Tex Scholarship Program.

### Community Engagement Highlights

<table>
<thead>
<tr>
<th>September 15</th>
<th>September 19</th>
<th>October 10</th>
<th>October 11</th>
<th>October 22</th>
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<tbody>
<tr>
<td>Free Teacher Training</td>
<td>Gulfstream Tours</td>
<td>Urban Gardening Convening</td>
<td>Inaugural Juanita Craft Humanitarian Awards</td>
<td>State Fair Cares Food Drive</td>
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</tbody>
</table>

### September 19
- Gulfstream Tours
  - The Fair partnered with Gulfstream’s Student Leadership Program to offer students from Lincoln, James Madison, and Roosevelt high schools tours of Gulfstream’s Dallas facility to expose them to careers in STEM industries.

### October 10
- Urban Gardening Convening
  - As one of the Fair’s urban gardening convenings during the year, this event gathered local gardeners at the 2018 State Fair to share insights and spread awareness for urban gardening in South Dallas.

### October 11
- Inaugural Juanita Craft Humanitarian Awards

### October 22
- State Fair Cares Food Drive

### October 26
- Big Tex Post Season Job Fair

### November 3
- Grant Workshop
  - Held in partnership with the City of Dallas, the State Fair participated in this workshop to provide tips on applying for funding to more than 50 agencies in attendance.

### November 10-11
- Community Engagement Day

### December 4
- International Association of Fairs and Expositions Seminar
  - The State Fair led a discussion among peers from fairs and festivals across the nation about utilizing our resources as a large-scale event to engage with and impact our communities.

### December 6
- State Fair Cares Holiday Toy & Coat Drive

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**COMMUNITY ENGAGEMENT HIGHLIGHTS**

**SEPTEMBER 15**
- **Free Teacher Training**
  - The State Fair partnered with neighboring Fair Park organizations to offer a free training for local teachers inside the Briscoe Carpenter Livestock Center.

**SEPTEMBER 19**
- **Gulfstream Tours**
  - The Fair partnered with Gulfstream’s Student Leadership Program to offer students from Lincoln, James Madison, and Roosevelt high schools tours of Gulfstream’s Dallas facility to expose them to careers in STEM industries.

**OCTOBER 10**
- **Urban Gardening Convening**
  - As one of the Fair’s urban gardening convenings during the year, this event gathered local gardeners at the 2018 State Fair to share insights and spread awareness for urban gardening in South Dallas.

**OCTOBER 11**
- **Inaugural Juanita Craft Humanitarian Awards**

**OCTOBER 22**
- **State Fair Cares Food Drive**

**OCTOBER 26**
- **Big Tex Post Season Job Fair**

**NOVEMBER 3**
- **Grant Workshop**
  - Held in partnership with the City of Dallas, the State Fair participated in this workshop to provide tips on applying for funding to more than 50 agencies in attendance.

**NOVEMBER 10-11**
- **Community Engagement Day**

**DECEMBER 4**
- **International Association of Fairs and Expositions Seminar**
  - The State Fair led a discussion among peers from fairs and festivals across the nation about utilizing our resources as a large-scale event to engage with and impact our communities.

**DECEMBER 6**
- **State Fair Cares Holiday Toy & Coat Drive**
Each year, the State Fair of Texas brings guests from all walks of life together for 24 days in celebration of the Lone Star State's evolving culture. Beginning in 1886 as a local gathering place for people to share ideas and learn from new cultures, the annual state fair and exposition in Fair Park became a breeding ground for Texas education and innovation. 2018’s theme gave a nod to Texas’ past and present by connecting the Fair’s own innovative roots with the many Texans and Texas organizations who have been influential in the growth of our great state.

“Celebrating Texas Innovation” served as a platform for showcasing Texas’ history of delivering groundbreaking inventions, technological advancements, and scientific milestones. With dedicated shows and exhibits during the Fair, as well as programs throughout the year, the 2018 theme worked to highlight the many achievements rooted in the progression of Texas and inspire the next era of pioneers.

The 2018 exposition, themed “Celebrating Texas Innovation,” aimed to highlight the many Texas innovations and achievements that have paved or are paving the way for our great state. From America’s first self-contained modern shopping center, stadium nachos, iconic corn chips, the frozen margarita machine, handheld calculators, to even Corny Dogs, several of the world’s favorite creations were introduced right here in the Lone Star State.

Illustrating 2018’s theme, the artwork portrays Texas innovations such as the integrated circuit, agricultural advances, space exploration, and food innovation.
NEW GUEST RELATIONS BUILDING
Every year we look for areas of improvement that will further enhance the quality of our Fair product and our fairgoers' experience during their visit. In 2018, a brand-new Guest Relations building made its debut on the Midway to conveniently serve fairgoers in this high-traffic area. The complex featured multiple services including a Guest Relations center to answer questions, Safe Kids Corral for children who have been separated from parents, Police Station, and the Lost & Found.

“TEXANTUDE” TRAINING
A new training program was introduced for seasonal employees of the State Fair, which focused on teaching the principles of Texan hospitality or “Texantude.” A seasonal guest services manager was hired to help implement this program and exemplify the customer service standards at the State Fair of Texas. Staff members are able to utilize the material from this training program not only during the Fair, but in their future job searches and employment.

INCREASED SAFETY MEASURES
The standards we have set in several key areas of the Fair continue to help us build on our commitment of making sure the Fair is a safe and family-friendly environment for all. Further increasing our security measures in 2018, we invested in security bollards placed at high-traffic areas of the fairgrounds to block vehicles from entering and exiting during the Fair’s hours of operations. Additional high-definition cameras were also placed throughout the grounds to enhance our surveillance coverage.

FOOD SAFETY AND QUALITY CONTROL
Our Food and Beverage department partnered with a third-party company to administer a supplementary food safety audit for all State Fair concessionaires, which served in addition to the standard daily inspections that take place by the City of Dallas according to the Texas Department of State Health Services. The audit was tailored to the State Fair of Texas’ operations and focused on details such as food holding temperatures, food cooling and storing, and proper cooking temperatures. After much success in its first year, this program has been added as another element in our vendor application and evaluation process.

FAMILY-FRIENDLY ADDITIONS
HOME ON THE RANGE
A new two-in-one children’s attraction located inside the Fair Park Coliseum, Home on the Range featured the redesigned Little Hands on the Farm activity and the Children’s Barnyard petting zoo together under one roof. This themed, indoor destination drew fairgoers of all ages to enjoy these Fair-favorite activities.

SENSORY-FRIENDLY MORNINGS
Introduced during the 2018 Fair, Sensory-Friendly Mornings occurred every Wednesday morning to welcome individuals with autism and other intellectual disabilities, their families, and anyone else who may benefit from a sensory-friendly experience. Modifications were made throughout the grounds including sound and light adjustments on the Midway during this specified timeframe. In addition, guided itineraries were created with suggested sensory-friendly activities for families to get the most out of their visit to the Fair.
The 2018 State Fair of Texas was one to remember. For the 132nd year, the annual event brought people from all walks of life together—from iconic State Fair traditions, to new innovative additions, fairgoers alike enjoyed their visit to the State Fair. Despite the 12 rainy days experienced during the Fair’s 24-day run, the State Fair of Texas welcomed more than 2 million people through the gates. More than $45.3 million was generated in gross coupon sales for food, beverages, and rides, with the majority of funds going to small business owners. The 2018 Fair saw record increases in Livestock participation and Creative Arts entries, along with introducing new programs and family-friendly offerings that will live on for many years. With another season under our belt, we recognize that the measurement of each Fair’s success goes far beyond these numbers. Our true achievements come from our ability to give back through this annual event. Thanks to the continuous support from our fairgoers, the annual State Fair of Texas continues to serve as our largest 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 future Fairs to come.
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.

BIG TEX CHOICE AWARDS

Each year, State Fair concessionaires create their tastiest and most unique dishes for a chance to be crowned a winner of the annual Big Tex Choice Awards competition. Kicking off another season of Fair food for 2018, the 14th Annual Big Tex Choice Awards proved that there is no shortage of creativity when it comes to this competition. With 49 total entries into the 2018 competition, the list was narrowed down to only 10 finalists. After a valiant effort by all finalists and a tough deliberation by the all-star panel of judges, three dishes reigned supreme.

Get a taste of the competition! Mark your calendars for the 15th Annual Big Tex Choice Awards, taking place on Sunday, August 25, 2019.

FOOD & BEVERAGE GROSS REVENUE

DINING OPTIONS AND SOFT AREAS

With 258 concession locations 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 areas” – outdoor, medium-to-large food and beverage destinations with exclusive seating and a unique theme. Proving to be popular options for fairgoers when choosing their next meal, soft areas have grown to represent more than $3 million in concession sales at the Fair.

BACKYARD STEAK-OUT & PIZZERIA

The Fair’s newest soft area provided a secluded oasis for fairgoers to relax between activities. The venue was uniquely constructed out of shipping containers and featured daily live music and comedic acts, as well as a perfect view of the nightly Starlight Parade. Staying true to its name, Backyard Steak-out & Pizzeria offered a menu that included gourmet brick-oven pizzas and steaks on the grill.

2018 BIG TEX CHOICE AWARDS WINNERS

Best Taste – Savory
Fernie’s Hoppin’ John Cake with Jackpot Sauce

Best Taste – Sweet
Arroz con Leche (Sweet Crispy Rice)

Most Creative
Cotton Candy Tacos

MIDWAY HIGHLIGHTS

The State Fair Midway offers 24 days of fun and thrills, with rides and games that are sure to excite fairgoers of all ages. Undergoing annual reassessments of space, rides, and game offerings, our operations department has developed a formula for measuring year-over-year growth in excitement and revenue.

TOP GAMES

BY REVENUE

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

TOP RIDES

BY REVENUE

TEXAS STAR FERRIS WHEEL
TEXAS SKYWAY
CRAZY MOUSE
LOVE BUG
PIRATE SHIP

GROSS REVENUE BY YEAR (MILLIONS OF DOLLARS)

GROSS REVENUE BY TYPE (MILLIONS OF DOLLARS)
The 2018 State Fair of Texas was one to remember. For the 132nd year, people from all walks of life came to celebrate the Lone Star State at the State Fair of Texas. Despite 12 rainy days experienced during the Fair’s 24-day run, the 2018 event welcomed a grand total of 2,049,118 fairgoers through the gates. We hosted an average daily attendance of more than 85,000 guests.

Rain cloud indicates Fair days that experienced rain during its hours of operation.
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 2018, 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.

2018 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 2018.

LOCAL & STATEWIDE

- AL DIA DALLAS
- AUSTIN AMERICAN STATESMAN
- CBS 11
- CULTUREMAP
- CUMULUS RADIO
- CW 33
- D MAGAZINE
- DALLAS BUSINESS JOURNAL
- DALLAS OBSERVER
- DFW CHILD
- FORT WORTH STAR TELEGRAM
- FOX 4
- FOX SPORTS SOUTHWEST
- GOOD MORNING TEXAS
- GUIDELINE
- HOUSTON CHRONICLE
- IHEARTRADIO
- KENS CBS - SAN ANTONIO
- KERA NEWS
- KRLD AM
- KETK NBC - TYLER
- KEYE CBS - AUSTIN
- KHOU CBS - HOUSTON
- KVUE ABC - AUSTIN
- KXAN NBC - AUSTIN
- KXAS NBC
- TELEWINDO
- TEXAS HIGHWAYS
- TEXAS MONTHLY
- THE DALLAS MORNING NEWS
- UNIMAS
- UNIVISION 23
- WBAP/KLIF NEWS
- WFAA 8

NATIONAL & INTERNATIONAL

- ABC NEWS
- ASSOCIATED PRESS
- AUTOMOBILE MAGAZINE
- BLEACHER REPORT US & UK
- BUSINESS INSIDER US & UK
- BUSINESS WIRE
- CBS.COM
- CBS NEWS
- CBS SPORTS
- CNN
- DISNEY
- EATER
- ESPN
- FOOD NETWORK
- FORBES
- FORTUNE
- FOX NEWS
- FOX SPORTS
- HISTORY CHANNEL
- KELLEY BLUE BOOK
- MSNBC US, UK, PHILIPPINES
- NBC NEWS
- NBC SPORTS
- NCAA SPORTS
- NFL
- THE COOKING CHANNEL
- THE WEATHER CHANNEL
- THRILIST
- TRAVEL CHANNEL
- UNIVISION
- USA TODAY
- US NEWS & WORLD REPORT
- WASHINGTON POST
- YAHOO! SPORTS & DEPORTES
- YAHOO! US, CANADA, ESPAÑA, INDIA, UK AND IRELAND

2018 COVERAGE HIGHLIGHTS

The Red River Showdown

A football game in the historic Cotton Bowl Stadium during the State Fair of Texas is more than just a game. The atmosphere of the State Fair creates a unique experience for fans and fairgoers alike. Played inside the Cotton Bowl since 1929, the iconic Red River Showdown marks a classic competition between the University of Texas and University of Oklahoma – one of the biggest rivalries in all of college football. The rivalry continued on Saturday, October 6, for the 2018 Red River Showdown, delivering the highest-scoring game in Showdown history and equally high media coverage across the state and nation, as well as internationally.

The State Fair of Texas served as the backdrop for ESPN College GameDay and FOX College Sports, with both networks broadcasting live from different locations of the fairgrounds throughout game day.

• ESPN College GameDay at the State Fair of Texas was up 17 percent on ESPN and ESPNU, the sixth time in six weeks the premier pregame show had seen overnight increases this season.

• From FOX Sports: The Red River Showdown drew 5,608,000 viewers, making it FOX Sports’ most-watched college football game of the season up to that point. It was also the day’s most-watched sporting event on any network and the most-watched Red River Showdown since 2011.
Attendants of the State Fair of Texas are as diverse as the Fair itself, covering a wide range of ages, preferences, and backgrounds. The following demographic data reflect survey results gathered from responding fairgoers during the 2017 State Fair of Texas.

**FAIRGOER DEMOGRAPHICS**

**52.8% OF GUESTS**

have attended the past three Fairs.

**WHO ATTENDS THE FAIR?**

- **MALE**: 44.8%
- **FEMALE**: 55.2%

**TOP REASONS TO ATTEND THE FAIR**

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

**ATTENDEES**

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

**50.4% OF FAIRGOERS**

utilize discounts to purchase tickets.

**48% ARE COLLEGE GRADUATES**

- Who Attended The Fair?
- Average age of attendees is 35.8 years old.
- Average household income is $78,378.
- Ethnicity represent diverse ethnic backgrounds.
- On average, guests spend 4.9 hours at the Fair.

**Visit Length**

<table>
<thead>
<tr>
<th>Visit Length</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>One-day visit</td>
<td>60%</td>
</tr>
<tr>
<td>Two days</td>
<td>22.3%</td>
</tr>
<tr>
<td>Three to five days</td>
<td>11.2%</td>
</tr>
<tr>
<td>Six to nine days</td>
<td>3.5%</td>
</tr>
<tr>
<td>More than 10 days</td>
<td>2.2%</td>
</tr>
</tbody>
</table>

**Time at Fair**

<table>
<thead>
<tr>
<th>Time at Fair</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-3 Hours</td>
<td>33.7%</td>
</tr>
<tr>
<td>1-3 Hours</td>
<td>12.7%</td>
</tr>
<tr>
<td>3-5 Hours</td>
<td>37.9%</td>
</tr>
<tr>
<td>5-7 Hours</td>
<td>30.8%</td>
</tr>
<tr>
<td>7+ Hours</td>
<td>15%</td>
</tr>
</tbody>
</table>

**Party Size**

<table>
<thead>
<tr>
<th>Party Size</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>3.5%</td>
</tr>
<tr>
<td>2</td>
<td>16.5%</td>
</tr>
<tr>
<td>3</td>
<td>25.9%</td>
</tr>
<tr>
<td>4</td>
<td>16.1%</td>
</tr>
<tr>
<td>5</td>
<td>13.9%</td>
</tr>
<tr>
<td>5+</td>
<td>22.1%</td>
</tr>
</tbody>
</table>

**WHO ATTENDED THE STATE FAIR?**

50.4% of Fairgoers utilize discounts to purchase tickets.

MALE: 44.8%
FEMALE: 55.2%

60.5% of Attendees are between ages 18 & 44.

52.8% who attend the Fair have attended the past three Fairs.

Average age of attendees is 35.8 years old.

Average household income is $78,378.

Ethnicity represent diverse ethnic backgrounds.

On average, guests spend 4.9 hours at the Fair.

Visit Length:

- One-day visit: 60%
- Two days: 22.3%
- Three to five days: 11.2%
- Six to nine days: 3.5%
- More than 10 days: 2.2%

Time at Fair:

- 0-3 Hours: 33.7%
- 1-3 Hours: 12.7%
- 3-5 Hours: 37.9%
- 5-7 Hours: 30.8%
- 7+ Hours: 15%

Party Size:

- 1: 3.5%
- 2: 16.5%
- 3: 25.9%
- 4: 16.1%
- 5: 13.9%
- 5+: 22.1%

Average Age of Attendees is 35.8 years old.

Average household income is $78,378.

Average household income is $78,378.

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Average household income is $78,378.

Average household income is $78,378.
There are auto shows – and then there’s the Texas Auto Show (TXAS). For more than 100 years, the Texas Auto Show has thrilled millions of visitors through its innovative exhibits and unique atmosphere on the State Fair of Texas grounds. The 2018 Show boasted 24 days, more than 296,000 sq. ft. of exhibit space across three indoor and outdoor areas, and 400 of the latest models from the world’s leading manufacturers. Fairgoers had direct access to everything from high-power sport and luxury vehicles to rugged trucks that blur the lines between heavy-duty and high-end. Whether guests are die-hard car fanatics or just like to look around at the newest models, the Texas Auto Show is the ultimate destination for all things auto.

The Texas Auto Show attracts more than 90% of fairgoers who attend the annual State Fair of Texas. Out of the 2018 Fair’s total attendance of 2,049,118 – that’s approximately 1.84 million visitors to the Auto Show areas over its 24 days.

**SHOW ENHANCEMENTS**

2018 enhancements focused on increasing the Show’s overall visibility on the fairgrounds and providing navigational ease for guests traveling to, and throughout, the display areas. New indoor/outdoor directional signage was created to display a comprehensive map of the Show’s footprint, allowing visitors to easily pinpoint their current location within the Show and then find the next vehicle on their shopping list. Additional interior lighting was installed to evenly illuminate every inch of the indoor showrooms. An improvement that delivered immediate impact was the activation of newly designed pedestrian entrance into the fairgrounds. Located next to the Truck Zone, this entrance deposited fairgoers directly into the Truck Zone and increased overall foot traffic to the Auto Show.

**PUBLIC RELATIONS**

The Fair’s public relations team developed outreach plans that targeted media outlets beyond the auto industry. In 2018, the Texas Auto Show garnered more than $7.8 million in earned media, reaching an international audience of more than 200 million and making headlines in 20 different countries throughout the world. In addition to TXAS-specific coverage, the Show maintains a presence in the State Fair of Texas’ year-round publicity, which received a year-end total of more than $175 million in earned media and reached an international audience of more than 6 billion.

**MARKETING & SOCIAL MEDIA**

The Texas Auto Show uses a cross-platform approach for marketing and promotions. In addition to its dedicated social media channels, email marketing, and website, the Texas Auto Show leverages opportunities across the broader State Fair audiences. By combining TXAS-branded campaigns with placements in high-traffic areas of State Fair of Texas communications, the Show is able to reach car enthusiasts while promoting engagement with the Fair’s extended fan base. Through virtual exposure and 14 digital billboards throughout North Texas, more than 12.9 million impressions were generated during September and October of the 2018 Fair season.
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/About-Us/Financial-Highlights.

**FINANCIAL HIGHLIGHTS**

**REVENUES**

- **Concessions (44%)**
  - $21,814,523
- **Admissions and Parking (34%)**
  - $16,534,305
- **Exhibit Space and Other Rentals (8%)**
  - $4,887,603
- **Contributions (9%)**
  - $5,266,950
- **Interest Income and Dividends (3%)**
  - $619,537

**OPERATING REVENUES**

$49,145,990

**EXPENSES**

- **Fair Time Experience (56%)**
  - $29,453,734
- **Agriculture (8%)**
  - $3,972,096
- **Education (5%)**
  - $2,677,392
- **Community Involvement (13%)**
  - $6,709,180
- **Management and General (10%)**
  - $5,074,160
- **Fundraising (8%)**
  - $4,358,472

**OPERATING EXPENSES**

$52,845,834

**EXCESS OF EXPENSES OVER REVENUES**

$(3,199,844)

**REALIZED & UNREALIZED INVESTMENT LOSSES**

$(195,747)

**CHANGE IN NET ASSETS**

$(3,394,791)

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### STATEMENT OF ACTIVITIES

#### 2018

<table>
<thead>
<tr>
<th>Description</th>
<th>Net Assets Without Donor Restrictions</th>
<th>Net Assets With Donor Restrictions</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Concessions and Admissions</td>
<td>$38,348,828</td>
<td>$38,348,828</td>
<td>$38,348,828</td>
</tr>
<tr>
<td>Exhibit Space and Other Rentals</td>
<td>4,887,603</td>
<td>-</td>
<td>4,887,603</td>
</tr>
<tr>
<td>Interest Income</td>
<td>619,537</td>
<td>-</td>
<td>619,537</td>
</tr>
<tr>
<td>Other</td>
<td>23,072</td>
<td>-</td>
<td>23,072</td>
</tr>
<tr>
<td>Contributions</td>
<td>3,319,937</td>
<td>-</td>
<td>3,319,937</td>
</tr>
<tr>
<td>Net Assets Released From Restrictions</td>
<td>2,382,530</td>
<td>(2,382,530)</td>
<td>5,266,450</td>
</tr>
<tr>
<td>Total Revenues</td>
<td>49,581,507</td>
<td>(435,517)</td>
<td>49,145,990</td>
</tr>
</tbody>
</table>

#### Expenses

<table>
<thead>
<tr>
<th>Description</th>
<th>2018</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Fair-Time Experience</td>
<td>$29,453,734</td>
<td>-</td>
<td>29,453,734</td>
</tr>
<tr>
<td>Agriculture</td>
<td>3,972,096</td>
<td>-</td>
<td>3,972,096</td>
</tr>
<tr>
<td>Education</td>
<td>2,577,392</td>
<td>2,677,392</td>
<td></td>
</tr>
<tr>
<td>Community Involvement</td>
<td>6,709,180</td>
<td>-</td>
<td>6,709,180</td>
</tr>
<tr>
<td>Fundraising</td>
<td>4,358,472</td>
<td>-</td>
<td>4,358,472</td>
</tr>
<tr>
<td>Total Expenses</td>
<td>52,345,034</td>
<td>-</td>
<td>52,345,034</td>
</tr>
</tbody>
</table>

#### Excess of Expenses over Revenues

<table>
<thead>
<tr>
<th>Description</th>
<th>2018</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>(2,763,527)</td>
<td>(435,517)</td>
<td>(3,199,044)</td>
<td></td>
</tr>
</tbody>
</table>

#### Change in Net Assets

<table>
<thead>
<tr>
<th>Description</th>
<th>2018</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>(195,747)</td>
<td>(435,517)</td>
<td>(631,264)</td>
<td></td>
</tr>
</tbody>
</table>

#### Net Assets at Beginning of Year

<table>
<thead>
<tr>
<th>Description</th>
<th>2018</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>$56,866,703</td>
<td>1,039,219</td>
<td>57,905,922</td>
<td></td>
</tr>
</tbody>
</table>

#### Net Assets at End of Year

<table>
<thead>
<tr>
<th>Description</th>
<th>2018</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>$53,927,429</td>
<td>$603,702</td>
<td>$54,531,131</td>
<td></td>
</tr>
</tbody>
</table>

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### STATEMENT OF FUNCTIONAL EXPENSES

#### 2018

<table>
<thead>
<tr>
<th>Description</th>
<th>Total</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Services</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fair Time Experience</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Agriculture</td>
<td>$64,425</td>
<td>$68,915</td>
<td>$36,527</td>
</tr>
<tr>
<td>Education</td>
<td>$3,319,937</td>
<td>1,947,013</td>
<td>5,266,950</td>
</tr>
<tr>
<td>Community Involvement</td>
<td>$2,382,530</td>
<td>(2,382,530)</td>
<td></td>
</tr>
<tr>
<td>Management and General</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fundraising</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advertising and Promotion</td>
<td>$7,342,865</td>
<td>371,477</td>
<td></td>
</tr>
<tr>
<td>Contract Services</td>
<td>$2,955,641</td>
<td>11,046</td>
<td></td>
</tr>
<tr>
<td>Depreciation and Amortization</td>
<td>$55,728</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fair Operational Costs</td>
<td>$4,358,472</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fair Park Improvements</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grants and Other Assistance</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Insurance</td>
<td>$786,025</td>
<td>16,474</td>
<td></td>
</tr>
<tr>
<td>Occupancy</td>
<td>$2,285,993</td>
<td>76,283</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>$153,103</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Professional Fees</td>
<td>$144,970</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Repairs and Maintenance</td>
<td>$719,469</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Salaries, Wages, Benefits, Taxes</td>
<td>$7,356,004</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Scholarships</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Supplies</td>
<td>$953,278</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Expenses</td>
<td>$29,453,734</td>
<td>$7,972,096</td>
<td>$35,425,830</td>
</tr>
</tbody>
</table>

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STATEMENT OF CASH FLOWS

2018

OPERATING ACTIVITIES

CHANGE IN NET ASSETS

$(3,394,791)

ADJUSTMENTS TO RECONCILE CHANGE IN NET ASSETS TO NET CASH PROVIDED BY OPERATING ACTIVITIES:

- NET REALIZED/UNREALIZED LOSSES ON INVESTMENTS 195,747
- LOSS FROM DONATION OF LAND 331,133
- DEPRECIATION AND AMORTIZATION 3,605,691
- INCREASE IN ACCOUNTS RECEIVABLE (211,137)
- INCREASE IN INVENTORIES (43,461)
- INCREASE IN ACCOUNTS PAYABLE AND OTHER LIABILITIES 2,102,802

NET CASH PROVIDED BY OPERATING ACTIVITIES $2,506,506

INVESTING ACTIVITIES

- CAPITAL EXPENDITURES FOR PROPERTY AND LEASEHOLD IMPROVEMENTS ($4,158,451)
- SALES AND MATURITIES OF INVESTMENTS 23,423,264
- PURCHASE OF INVESTMENTS (21,188,596)

NET CASH USED IN INVESTING ACTIVITIES (1,923,783)

NET INCREASE IN CASH 582,723

CASH AT BEGINNING OF YEAR 139,041

CASH AT END OF YEAR $ 721,764

YEAR ENDED DECEMBER 31

STATEMENT OF FINANCIAL POSITION

2018

ASSETS

CURRENT ASSETS:

- CASH $721,764
- RESTRICTED CASH FOR FAIR PARK MAJOR MAINTENANCE PROJECTS 9,466,605
- INVESTMENTS 41,013,739
- ACCOUNTS RECEIVABLE LESS ALLOWANCE FOR UNCOLLECTIBLE ACCOUNTS OF $18,800 457,303
- INVENTORIES, NET 322,396
- PREPAID EXPENSES 331,607

TOTAL CURRENT ASSETS $52,313,414

PROPERTY AND LEASEHOLD IMPROVEMENTS, AT COST:

- MIDWAY IMPROVEMENTS $14,921,930
- AMUSEMENT RIDES 21,897,407
- BUILDING IMPROVEMENTS 23,121,393
- FURNITURE, FIXTURES, AND EQUIPMENT 10,245,155
- CONSTRUCTION IN PROGRESS 7,326
- LAND 4,754,089

TOTAL PROPERTY AND LEASEHOLD IMPROVEMENTS 74,947,300

LESS - ACCUMULATED DEPRECIATION AND AMORTIZATION (48,465,972)

NET LEASEHOLD IMPROVEMENTS AND EQUIPMENT 26,481,328

DEFERRED COMPENSATION 1,475,120

TOTAL ASSETS $80,269,862

LIABILITIES AND NET ASSETS

CURRENT LIABILITIES:

- ACCOUNTS PAYABLE AND ACCRUED LIABILITIES $6,591,585
- ACCRUED FAIR PARK MAJOR MAINTENANCE PROJECTS 9,680,876

TOTAL CURRENT LIABILITIES $16,272,461

DEFERRED RENT LIABILITY 7,991,150

DEFERRED COMPENSATION 1,475,120

TOTAL LIABILITIES $25,738,731

NET ASSETS

WITHOUT DONOR RESTRICTIONS:

- UNDESIGNATED $36,838,187
- BOARD-DESIGNATED OPERATING RESERVE 11,701,965
- BOARD-DESIGNATED FUTURE FAIR PARK PROJECTS 3,012,982
- BOARD-DESIGNATED SCHOLARSHIP FUND RESERVE 2,374,295

TOTAL NET ASSETS WITHOUT DONOR RESTRICTIONS 53,927,429

WITH DONOR RESTRICTIONS

- TOTAL NET ASSETS 54,531,131

TOTAL LIABILITIES AND NET ASSETS $80,269,862

YEAR ENDED DECEMBER 31

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## 2018 State Fair of Texas Sponsors

### Sponsors

- 5-Hour Energy
- 24 Hour Fitness
- AARP
- ACT Event Services
- Alcon Foundation
- Allstate
- AT&T
- AT&T Go Phone
- Bank of America
- Budweiser
- Children's Health
- Community Coffee
- Cricket Wireless
- Cutco
- Dart
- DFW
- Dr Pepper Snapple Group
- Ford
- Fort Worth Star Telegram
- GoRyin
- Go Texan
- Hunt Oil
- IHEART Radio
- JEC Energy Savings
- Kitchen Craft International
- Lockheed Martin
- Luccheese Boots
- Matchbox
- McDonald's
- Navy Federal Credit Union
- NBC
- Oak Farms Dairy
- OnCor
- Pella Windows
- Pods
- Renewby
- Richardson Motor Sports
- Skinner Pasta
- Southwest Dairy Farmers
- Sparklelets
- Sprint
- Taste of Texas
- TDA: Go Texan
- Telekundo 31
- Texas Adventure Power Sports
- Texas Lottery Commission
- Texas Monthly
- The Christmas Light Company
- The Dallas Morning News
- TimeSHARE Exit Team
- T-MOBILE
- United Road Towing
- Univision 23
- UT Southwestern
- Visit Dallas
- VistarPrint
- Wal-Mart
- WFAA
- WGU Texas

### Media Partners

- 360 West Mag
- AD Pages Mag
- Advocate
- All Over Media
- Black Business Directory
- BPEM TV
- CBS Radio
- Culture Map
- Cumulus
- CW 33
- Dallas Business Journal
- Dallas Drive Guide
- Dallas Examiner
- Dallas Observer
- Dallas Voice
- Dallas Weekly
- Elite News
- Focus Daily News
- Garland Journal
- 1:1 HANKE PAI / 1:5 Fine Ranch
- 1 Messenger
- KDFI
- KLY
- La Subasta
- Newspaper
- Liberman
- Modern Luxury
- North Dallas Gazette
- Ntekhown
- Out Front Media
- Parker County Today
- People Newspapers
- Performing Arts
- Fort Worth
- Plano Magazine

### 2018 State Fair of Texas Donors

- 5:150

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In 2018, the State Fair of Texas worked with more than 200 organizations to foster community relationships, form partnerships, and develop initiatives that work to make an impact. Through these efforts and partnerships, we were able to support the organizations and initiatives below, in addition to many others.

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