



STATE FAIR
OF
TEXAS®



THE CELEBRATION



AS BIG AS



TEXAS



2018 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 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.

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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 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, Big Tex 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 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. 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!”



RICHARD KNIGHT, JR.
Chairman of the Board, State Fair of Texas
2015 - 2018



MITCHELL GLIEBER
President, State Fair of Texas

CELEBRATE



132 YEARS
OF THE
STATE FAIR
OF TEXAS

TRADITION

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 132 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. 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 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 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.

CELEBRATE



• AGRICULTURE •

THE BRAND



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.



2018 LIVESTOCK HIGHLIGHTS

- More than **16,000 livestock entries** of cattle, sheep, goats, hogs, llamas, poultry, and rabbits were shown.
- **9,600 exhibitors** competed in the Fair's livestock and agricultural competitions – a 15% increase from 2017.
- During our "Market Week," **nearly 3,500 livestock exhibits** 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	BARROW	LAMB	GOAT	BROILER
\$150,000	\$25,000	\$20,000	\$20,000	\$11,500



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
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 State Fair.

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

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.



14-year-old *Ashton Floyd* of the Denver City FFA took home the Grand Champion title for her prize-winning steer, Ultra, with a record-setting sale of \$150,000 at the 2018 Big Tex Youth Livestock Auction.

CELEBRATE



EDUCATIONAL
INITIATIVES

KNOWLEDGE



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 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.



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.

STATE FAIR OF TEXAS CURRICULUM

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.

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 A&M 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.

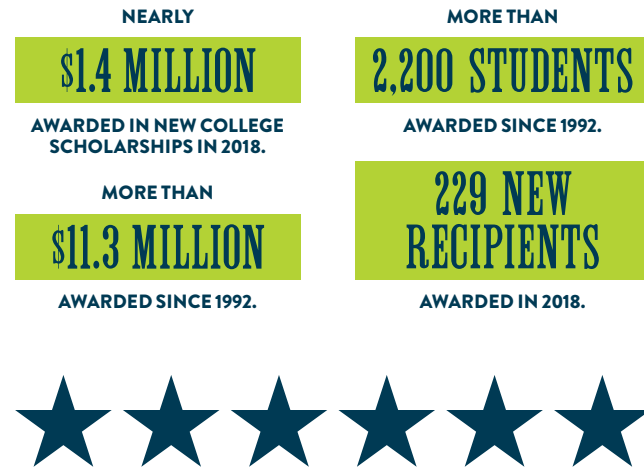
URBAN AGRICULTURE

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.

BIG TEX 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 PETE SCHENKEL SCHOLARSHIP RECIPIENTS

Honoring our past Chairman, 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.

IRMA LERMA RANGEL YOUNG WOMEN'S LEADERSHIP SCHOOL

Chastity Chavez
Karen Devora Cigarroa
Dulce Ipina Valencia
Jocelyn Jasso
Fatima Mendoza
Cinthya Meza
Fabiola Murillo
Melany Ochoa
Lucero Perez
Rosa Perez
Amy Phan
Fernanda Roman
Jennifer Romero Vasquez
Daniela Saldana
Aolany Sanchez
Melissa Serrano

Jael Tesfaye
Elizabeth Torres
Jennifer Ulloa
Katherine Villa
Jennifer Villalobos

JAMES MADISON HIGH SCHOOL

Katelyn Bell
Erica Boulden
Aneja Cardell
Ruby Cardenas
David Caro
Jaqueline Cepeda
J'keisha Collins
Tatyana Dunn
Alejandra Hernandez
J'otvia Lewis
Malayshia Roberson
Qua'Dajea Rogers
Kevin Salomon

Alyssa Simpson
Thomas Tolliver
Travion Williams
Havanna Williams

LINCOLN HIGH SCHOOL

Jose Aranda
Dayjus Hill
Laderrika Holland
Kia Hooker-Russell
Kiara Hooker-Russell
Tonarion Jenkins
Kiaya Johnson
Kiara Kabbara
Broderinique Knox
Kymarra Lewis
Naila Lopez
Kiana Moore
Sandra Moreno
Montarius Reed

Randa Slone
Kennedy Taylor
Akieryni West
Tatyana Wright

NORTH DALLAS HIGH SCHOOL

Antonia Cabanas
Jennifer Calderon
Leonel Campos
Claudia Canales
Brenda Cruz
Jasmine Diaz
Dragana Djakovic
Helen Garcia
Trong Hoang
Alma Macias
Esperanza Manqueros
Kelly Montes de Oca
Alejandro Murillo
Tommy Nguyen

Kathy Nguyen
Jesus Orta
Cristy Ottenwarden
Monica Ozuna de Luna
Cinthia Rayas
Aliyah Reeves
Jerah Marie Sanchez
Jason Solorzano-Delacruz
Stephany Soto
Yaumiri Subiza
Antonio Zaragoza

WOODROW WILSON HIGH SCHOOL

Victoria Arenas
Liyat Assefa
Adam Becker
Audrey Blumenstock
Charlotte Devine
Aaron Furman
Annabelle Furrh

Angelica Islas
Michael Kavas
Paul Kraus
Henry Lloyd
Zachary Longhway
Chloe Mabry
Madeline McCulloch
Elizabeth McPherson
Daniel Ramos
Emily Rosas
Ethan Rose
Marino Sanchez
Julia Van Witzenburg
William Warneke
Travis West
Carly Williams
Alexa Zotos

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 enrolling in an agricultural-related or agricultural-benefiting curriculum at a Texas college or university.

Audrey Acord
Brynden Andrews
Taylor Boone
Sadie Bow
Breanna Bowen
John Branch
McKenzie Brightwell
Emily Brite
Megan Burgess
Latimer Burnett
Kylie Burns
Katelyn Caldwell
Kennedy Caldwell
McKenzie Castro
James Cochran
Brianna Coleman
Afton Compton
Samantha Corn
Chase Coursey
Katelyn Cozart

Cole Crownover
Randy Denton
Cierra Dickerson
Luke Dotson
Jessica Dykes
Alexandra Ely
Payton Evans
Wesley Fehrle
Shane Flanagan
Kymber Fleitman
Sterling Friedrich
Darci Gann
Blaine Gibson
Tara Glasscock
Paityn Glaze
Hunter Grant
Tyler Griffith
Kylie Harlan
Cate Harris
Cody Harris

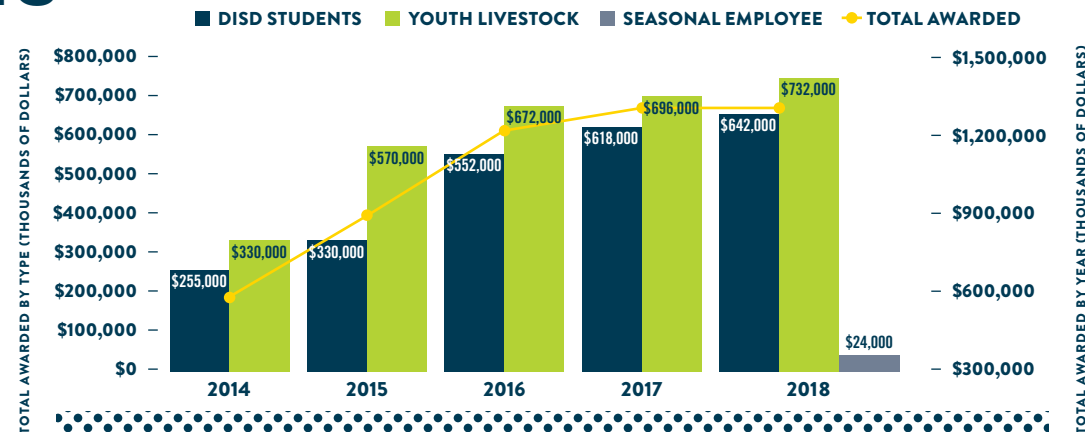
David Hemphill
Jordan Hess
Lauren Hillert
Emily Hoelscher
Baylee Hogan
Morgan Hollingsworth
Haley Houston
Hannah Hull
Abbey Ivey
Whitney Johnson
Jaimie Jones
Nicole Jones
Leslie King
Caleb Kott
Kassi Koy
Jayla Lair
Eliza Lazenby
Breckyn LeCompte
Lauren Lee
Taylor Loeffler

Maci Loving
John Lowry
Jalee Luna
Lauryn Luttrull
Teegan Mackey
Kindall Manning
Bailee McKay
Kaleigh Meador
Regan Merryfield
Conner Metcalfe
Tanner Miller
Carson Millican
Allison Morgan
John Morgan
Graceann Mullins
Makenzie Newton
Victoria Parkey
Katie Perkins
Paige Perryman
Sterling Pieniazek

Claire Plemons
Haley Pollard
Lauren Prescher
Clayton Ramsey
Victoria Ramsey
Carson Read
Riley Reep
Kameron Riddle
Shae Rimpel
James Rogers
Marcus Rogers
Ryli Ruffin
Kayla Seale
Kyla Seale
Ashley Simpson
Kyndal Sligh
Kullen Sorrels
Jessica Spenrath
Erin Steglich
Tanner Stokes

Jayli Teeters
Emily Terry
Bailey Teter
Aaricka Thomas
Kamlynn Thomas
Bailey Thorin
Macey Thurman
Jodi Toler
Micah Trull
Matthew Wallace
Regan Watson
Cassidey Weems
Justin Wells
Tatum Whitewood
Caitlin Williams
Caroline Wolf
John Womack
John Woodward
Taylor Yates
Lexus Yow

HIGHLIGHTS



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 Texas college, university, or vocational-technical school.

Jack Hyland
Camisha Nelson
Kailyn Newsom
Lakiaya Stephens

CELEBRATE



COMMUNITY
INVOLVEMENT

SERVICE



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

JANUARY 15	JANUARY 25	FEBRUARY 3	FEBRUARY 8-10	FEBRUARY 17
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.	CITY SQUARE COMMUNITY GARDEN 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.	COMMUNITY SEED SWAP Big Tex Urban Farms and the Dallas Public Library organized a seed swap at the Martin Luther King, Jr. Community Center in South Dallas. Free seeds were available for gardeners to swap and diversify the variety of produce in their gardens.	CULTIVATING COMMUNITY WORKSHOP 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.	NXT FEST 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.

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

GRANT AND SPONSORSHIP PROGRAM

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.



NONPROFIT INFRASTRUCTURE INITIATIVE

Led by United Way of Metropolitan Dallas, the University of North Texas at Dallas, and State Fair of Texas, the Nonprofit Infrastructure Initiative is a program that aims to strengthen nonprofits operating and serving clients in Southern Dallas. **In 2018, the Nonprofit Infrastructure Initiative facilitated 10 local nonprofits throughout the course of the program.** Participating organizations included Bridges Safehouse, Carter's House, First Choice Social Services, Quest for Success, Southern Dallas Link, Green Careers Dallas, Youth Revive, FEED Oak Cliff, Positive Breathing, and Border Crossers. Through a six-month capacity-building course, participating organizations learn foundational concepts such as fundraising, strategic planning, identifying assets to build partnerships for resources, and program measurement. In addition to the curriculum, participants had the opportunity to pitch for up to \$10,000 to fund a capacity-building need in their organization.

COMMUNITY ENGAGEMENT DAY CONVENINGS

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 held in June on SMU's campus and offered shuttle services provided by Southern Dallas Link. Nearly 300 individuals representing a variety of area nonprofits participated in this event. The group learned more about SMU's focus on equity while discussing their own efforts around this topic within their organizations. Another 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.

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 HIGHLIGHTS

FEBRUARY 22

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.

MARCH 10

STOMP WARS

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'.

MARCH 21

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.

MARCH 21-22

OPED PROJECT WORKSHOPS

The State Fair sponsored community partners to go through a two-day training on "writing to change the world," which covered how to best tell the stories of their work and the communities they represent.

MARCH 23

YOUTH 4-H DISTRICT IV FOOD CHALLENGE

This annual youth food challenge took place in the Creative Arts building at Fair Park. 258 youth were in attendance representing 22 4-H Counties. District winners advance to the State competition held during the State Fair of Texas every fall.

MARCH 27

ASPEN CHALLENGE

The Fair participated as a judge of this program, where teams of students from high schools across Dallas designed original solutions to pressing issues in their communities and showcased them to a panel of local judges.

MARCH 31

GIRL POWER CONFERENCE: RISE + SLAY

Celebrating students in the Fair's Girl Power program, conference hosted members to connect with each other and network with professional women holding leadership roles in their community.



CHRIS SIMMONS

President of Cornerstone Community Development Corp., Inc.

"The State Fair of Texas has assisted with board development, capacity building, donated items to assist the families we serve in the South Dallas/Fair Park community, funding for the after school and summer programming, networking with other organizations, and #1 cheerleader of our efforts in South Dallas. ...We have been able to even house two new nonprofits (Bike Friendly South Dallas and I Look Like Love) on our campus because all of partnership with the SFOT. ...We have been able to work in partnership with other nonprofits in the community so that we can maximize and leverage limited resources. We have met a number of other organizations serving in the community that we might not have otherwise."



ARMANDO CANTU

Executive Director for CARDBoard Project

"As a result of State Fair of Texas Sponsorship, the CARDBoard Project was able to assist 897 local individuals at our MDC locations connect with online job assistance and services in 2018. ...Over 40% of applicants were homeless, nearly 70% between ages of 30 and 60. The State Fair of Texas/CARDBoard Project partnership was able to positively affect the lives of nearly 900 marginalized citizens in 2018 and anticipate even more positive results in 2019. The CARDBoard project is honored to be an SFOT partner and very proud of the results."



SHAWANA CARTER

Executive Director for Carter's House

"These funds have been 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."



SHEILA MARKS

Chief Executive Officer of Inspiring Tomorrow's Leaders, Inc.

"The funds allocated to our organization provided the support necessary to expand our program by eight additional sessions in 2018 as compared to the previous year. Additionally, we achieved our goal to provide leadership development and career education to over 200 students within a two-year period."



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.



KERSTON CRAWFORD-THORNS

CEO/Owner of Pearlie's Southern Kitchen

"The knowledge that I have gained over the last few months has been priceless. Each family has been so gracious and open about all aspects of their business. ...The opportunity was extremely helpful as most small businesses lack financial literacy and have not reached that step. I am so thankful that both Dr. Froswa Booker-Drew and Ms. Melanie Linnear recognized the need for inclusion of minorities and women in the concessionaire field which yielded this opportunity at no cost to us."



ANNA HILL

President of the Dolphin Heights Neighborhood Association

"The State Fair of Texas has supported our community in numerous ways: educational, community clean-ups, funded our street-topper programs and community Gardens. SFOT has enabled us in partnership by impacting future planning of biking and walking trails. Dolphin Heights Association and the community support the State Fair of Texas 100%. We share updated collaboration as needed showing transparency to all."



TAHAVIA MERRILL

Program Director for Miles of Freedom

"Last year, Miles of Freedom helped over 450 individuals impacted by incarceration with supportive services. The State Fair of Texas was instrumental in helping us to facilitate Job Readiness Workshops in the community. Miles of Freedom is a better, more effective organization through the partnership with the State Fair."

COMMUNITY ENGAGEMENT HIGHLIGHTS

<p>APRIL 7</p> <p>TASTE OF OAK CLIFF</p> <p>The State Fair was a sponsor of this food festival, which showcased the Oak Cliff region's food vendors, food trucks, novelty shops, book stores, and service-oriented businesses.</p>	<p>APRIL 10</p> <p>URBAN GARDENING CONVENING</p> <p>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.</p>	<p>APRIL 19</p> <p>SUMMER GRANT PROGRAM COHORT TRAINING</p> <p>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.</p>	<p>APRIL 19</p> <p>HARMONY CDC ANNUAL DINNER</p> <p>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.</p>	<p>APRIL 24</p> <p><i>Annual</i></p> <p>BIG TEX SCHOLARSHIP</p> <p>AWARDS LUNCHEON</p>
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<p>APRIL 26</p> <p>BIG TEX Urban Farms</p> <p>SURPASSES</p> <p>50,000</p> <p>SERVINGS OF PRODUCE</p>	<p>MAY 16</p> <p>GULFSTREAM TOURS</p> <p>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.</p>	<p>MAY 16</p> <p>GIRL POWER GRADUATION DINNER</p> <p>The Fair hosted a special dinner to recognize the graduating seniors who have participated in the Girl Power program throughout the year.</p>	<p>MAY 19</p> <p>SINGING HILLS COMMUNITY GARDEN</p> <p>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.</p>	<p>MAY 30-31</p> <p>AMERICORPS CITY SQUARE TRAINING</p> <p>The Fair supported training for more than 150 people through CitySquare's Americorps program, which trains volunteers to serve within various community development programs.</p>
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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.

COMMUNITY ENGAGEMENT HIGHLIGHTS

MAY 31	JUNE & JULY	JUNE 26	JUNE 27	JULY 7
CFFE TASTE TESTING Kicking off our Cohort for Fairs, Festivals, and Expositions (CFFE), businesses in the Southern Sector submitted their food for judging to participate in a six-month training on how to become a vendor or concessionaire.	BIG TEX SUMMER SAMPLER CAMP WEEK 1 JUNE 11-15 WEEK 2 JUNE 25-29 WEEK 3 JULY 9-13	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.

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 Project’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.



BROOKLIN CORBINS

Executive Director of Southern Dallas Link, Inc.

“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 SFOT, we have been able to expand our services to more clients in the Fair Park area. We have been able to double the number of people that we service in this area as well.”



SHEILA WALKER

Community Liaison for Lincoln High School

“Both of these events [NXT Fest and Girl Power] have helped our students be successful in the community and collaborate with other high school students on college visits. NXT Fest 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 involved on planning this event for next year.”



JOHN SPRIGGINS

General Manager for South Dallas Cultural Center

“SFOT has provided a valuable community partnership with SDCC, as well as provided 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. SFOT’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. SFOT is a valuable community partner to the South Dallas neighborhood. Their staff is highly engaged in the community and consistently seeks to build relationships with organizations that serve the community in a variety of roles.”





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 six 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.

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 meningitis 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.

P-TECH PROGRAM

Through Pathways to Technology Early College High School (P-TECH), high school students gain access to excelled 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.

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 offer 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.



LASHERYL WALKER

Community Center Director for St. Philip's School and Community Center

"State Fair of Texas has enabled St. Philip's School and Community Center to offer an educational and enriching summer camp to students in Pre-K through 6th grade. The summer camp has had a great impact on the community by keeping kids in a safe and nurturing space during the summer. Funding and resources offered by the State Fair of Texas help to provide children with educational field trips and excursions to learn more about agriculture and gardening. It also enables us to hire skilled teachers to work with the children academically in a fun and learning way that makes learning exciting during the summer. We were able to achieve our goal of serving 120 children for the summer as well as having a consistent staff who had the time to get to know the children and who made learning fun."



MURRIEL WEBB

Director for Braswell Child Development Center

"The State Fair of Texas has been beneficial to our organization a number of ways. Activities include but are not limited to encouraging our children to participate in summer programs for school-aged children in grades 3 through 5 that highlight STEM activities; providing resources for technology to support early childhood education and literacy, phonemic, and cognitive development... The technology component added to our program allows increased educational activities for a strong foundation... This opportunity to network within our community and build professional relationships allows us to gain positive momentum to convey the importance of partnerships to build a stronger community."

COMMUNITY ENGAGEMENT HIGHLIGHTS

JULY 16-20	JULY 18	JULY 25-26	JULY 27	JULY 30
SAT SUMMER CLINIC The Fair offered a SAT prep course where teachers from the surrounding areas spent a week with local high school students to prepare them for the SAT.	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.	ECO-RESILIENCE TEXAS EDUCATION SUMMIT The Fair took part in this conference held in the Briscoe Carpenter Livestock Center, which provided attendees with tools to better serve diverse populations within the classroom, the community, and beyond.	FOOD-4-KIDS BACKPACK DISTRIBUTION Partnering with the North Texas Food Bank, the State Fair collected more than 6,000 pounds of food filling 350 backpacks, which were distributed to seven local summer programs on this day at the Creative Arts building in Fair Park.	BIG TEX Urban Farms SURPASSES 100,000 SERVINGS OF PRODUCE



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 132 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.

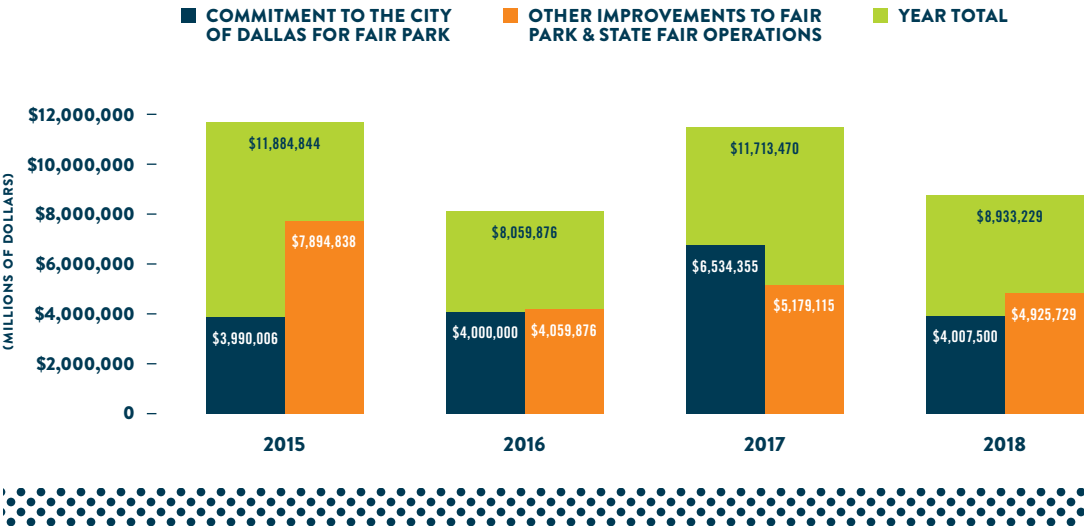
The State Fair of Texas is a 501(c)(3) nonprofit organization and does not receive any government funding or support. Its nonprofit purpose is funded through the proceeds from the annual State Fair of Texas event. As a nonprofit organization, the Fair serves as an advocate for the community through its 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 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 that have 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.
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FUNDING FOR FAIR PARK & STATE FAIR OPERATIONS



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 features a new piece of technology called a Moleaer nanoBoost that delivers high levels of oxygen into the water to increase plant growth, improve size uniformity, and reduce stress to prevent root disease.
- A Dutch Bucket System for growing tomatoes and peppers, allowing 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.

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 all 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.



KAY THOMASON
Senior Director of Food Programs at CitySquare

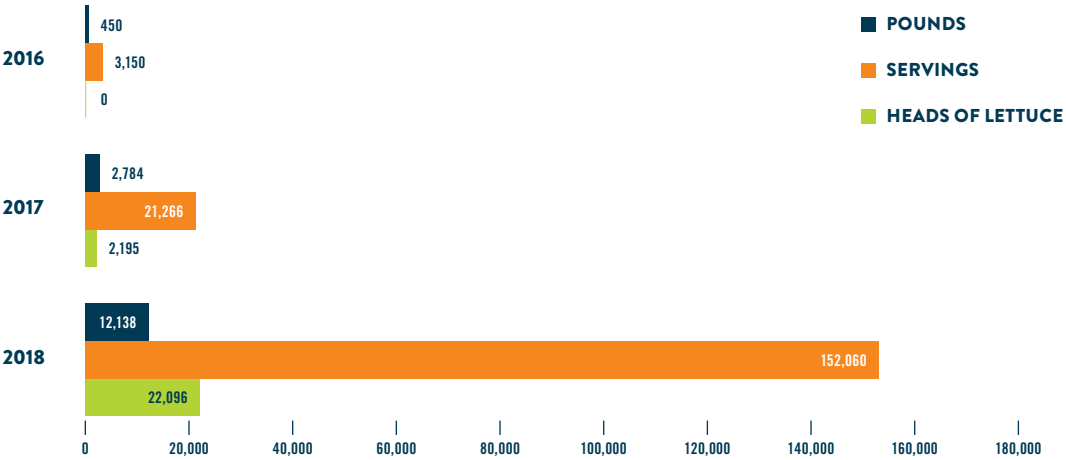
“The team at the Big Tex Urban Farms is very passionate about their work and in contributing to make our city a better place ...CitySquare has found over the years that there is a deep desire for, and appreciation of, healthy organic food, even though it is very expensive and not readily available for many of our neighbors. Through studying the outcomes of the work done in the Food Pantry program, CitySquare has learned that our neighbors have overwhelmingly reported an increase in access to healthy food by coming to the CitySquare Food Pantry and receiving items provided by Big Tex Urban Farms.”



DAVID EDWARDS
Community Health Worker for Baylor Scott & White Health and Wellness Center

“They have become a part of our programming such as teaching cooking demos and providing the BEST quality produce to enhance our Farm Stand offerings. People will wait for the delivery before they shop at our farm stand. It also helps us to have more people from the community to come through our doors to see what all we offer, which is awesome because most people don't know we have a clinic. ...It helps us become a “Hub” as another resource available in the neighborhood.”

PRODUCTION TOTALS



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



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 Scholarship Program, the 2018 event contributed \$73,820.

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 \$115,000, with more than 250 competing on 50 teams.

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.

BIG TEX YOUTH LIVESTOCK AUCTION

- As the culminating event for the Fair's scholarship program every year, the Big Tex Youth Livestock Auction pools efforts from annual fundraisers like the Big Tex Clay Shoot, Big Tex Golf Classic, and the Big Tex Champion Club Dinner.
- The 2018 Auction raised more than \$1.9 million in scholarships. Of that total, \$1.3 million was raised on Auction Day alone, with the additional fundraising and donations received over the year.



COMMUNITY ENGAGEMENT HIGHLIGHTS

<p>SEPTEMBER 15</p> <p>FREE TEACHER TRAINING</p> <p>The State Fair partnered with neighboring Fair Park organizations to offer a free training for local teachers inside the Briscoe Carpenter Livestock Center.</p>	<p>SEPTEMBER 19</p> <p>GULFSTREAM TOURS</p> <p>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.</p>	<p>OCTOBER 10</p> <p>URBAN GARDENING CONVENING</p> <p>As one of the Fair's urban gardening convenings during the year, this event gathered local gardeners at the 2018 State Fair to share insight and spread awareness for urban gardening in South Dallas.</p>	<p>OCTOBER 11</p> <p>INAUGURAL</p> <p>JUANITA CRAFT</p> <p><i>Humanitarian Awards</i></p>	<p>OCTOBER 22</p> <p><i>State Fair</i></p> <p>★ CARES ★</p> <p>FOOD DRIVE</p>
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<p>OCTOBER 26</p> <p>BIG TEX</p> <p><i>Post Season</i></p> <p>YYY</p> <p>JOB FAIR</p>	<p>NOVEMBER 3</p> <p>GRANT WORKSHOP</p> <p>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.</p>	<p>NOVEMBER 10-11</p> <p><i>Community Engagement</i></p> <p>★★★★★★★</p> <p>DAY</p>	<p>DECEMBER 4</p> <p>INTERNATIONAL ASSOCIATION OF FAIRS AND EXPOSITIONS SEMINAR</p> <p>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.</p>	<p>DECEMBER 6</p> <p>STATE FAIR</p> <p>★ CARES ★</p> <p><i>Holiday</i></p> <p>TOY & COAT DRIVE</p>
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CELEBRATE



2018 STATE FAIR
OF TEXAS

TEXAS
INNOVATION



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.



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.

2018 THEME ART



Illustrating 2018’s theme, the artwork portrays Texas innovations such as the integrated circuit, agricultural advances, space exploration, and food innovation.

CELEBRATE



2018 KEY

INITIATIVES

EXCELLENCE



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, 2018 reset the standards for future Fairs to come.



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.

CELEBRATE



2018

STATE FAIR
OF TEXAS

MILESTONES



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.

2018 MILESTONES

TEXAS AUTO SHOW

19

CAR MANUFACTURERS

152,332 SQ. FT.

INDOOR
EXHIBIT SPACE

144,508 SQ. FT.

OUTDOOR
EXHIBIT SPACE

52 FULL-TIME EMPLOYEES



*plus more than 7,000 seasonal jobs
created during the Fair*



CREATIVE ARTS

More than 1,100 contest categories

2,326 DURING-FAIR ENTRIES

7,614 PRE-FAIR ENTRIES

4,864 RIBBONS AWARDED

99 CELEBRITY CHEFS

More than

\$45.3
★ MILLION ★

GENERATED IN GROSS COUPON SALES
FOR FOOD, BEVERAGES, AND RIDES,
WITH THE MAJORITY OF FUNDS
GOING TO SMALL BUSINESS OWNERS

SHOPPING

219 SMALL BUSINESS OWNERS

265 VENDOR LOCATIONS ACROSS THE
FAIRGROUNDS

APPROXIMATELY 380,000 SQ. FT. OF
INDOOR AND OUTDOOR EXHIBIT SPACE

191 RETURNING SMALL BUSINESS OWNERS

28 NEW SMALL BUSINESS OWNERS





MIDWAY

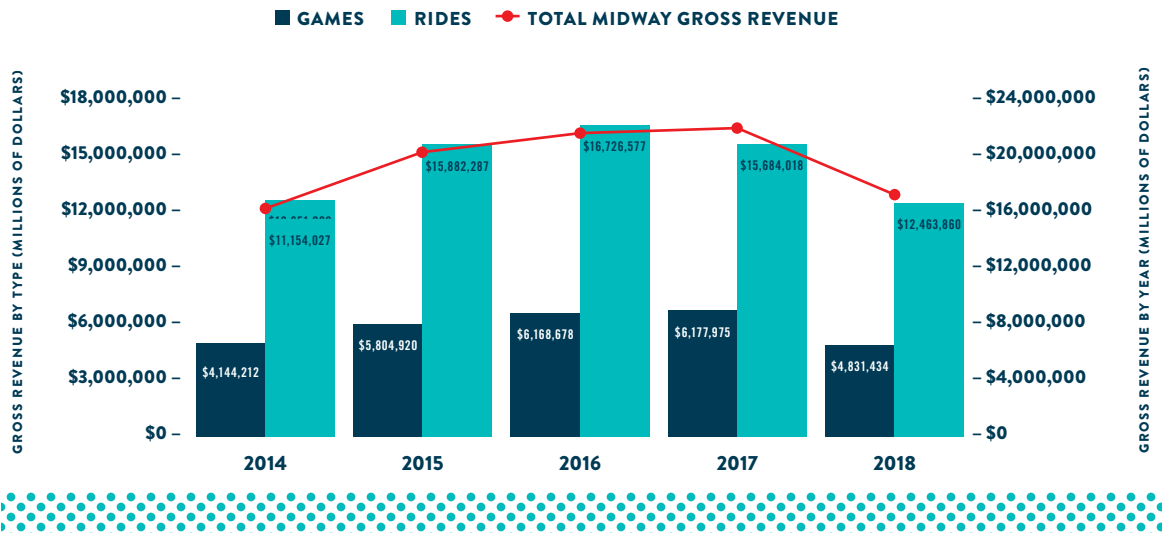
The State Fair Midway offers 24 days of fun and thrills, with rides and games that are sure to excite fairgoers of all ages. Undergoing annual reassessments of space, rides, and game offerings, our operations department has developed a formula for measuring year-over-year growth in excitement and revenue.

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

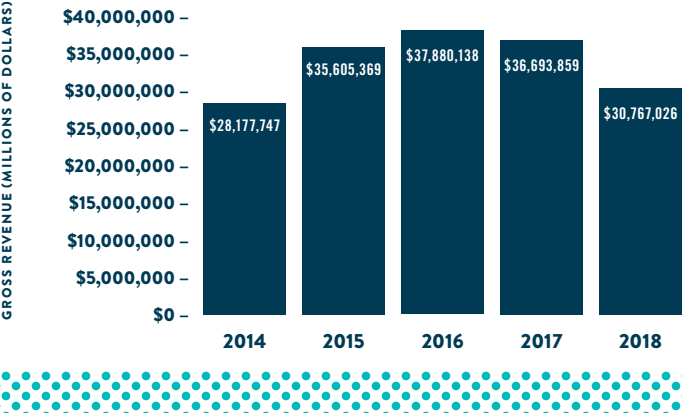
- TEXAS STAR FERRIS WHEEL
- TEXAS SKYWAY
- CRAZY MOUSE
- LOVE BUG
- PIRATE SHIP



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.

FOOD & BEVERAGE GROSS REVENUE



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.

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 Taco

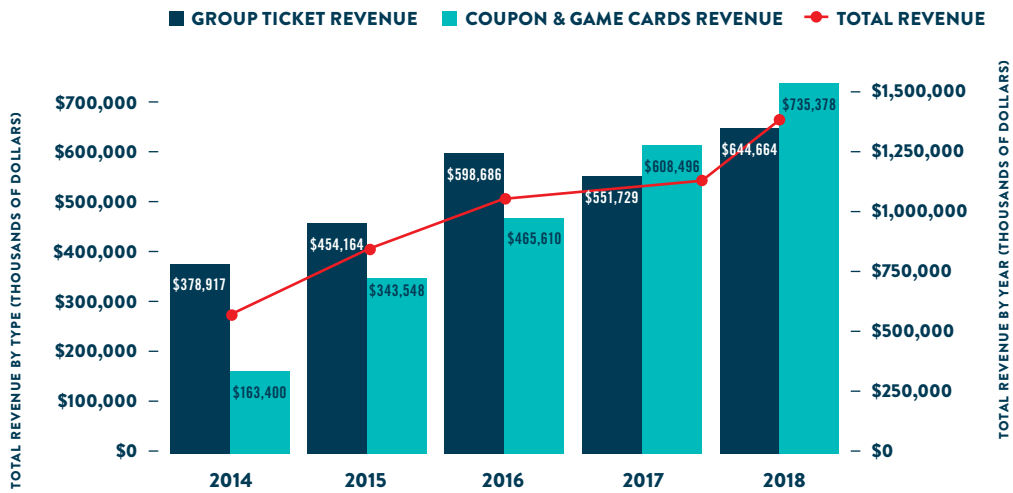


Located on the fairgrounds throughout the 2018 Fair, this map allowed fairgoers to place a yellow dot on the city, state, and country where they visited from. You can see that guests traveled far and wide to attend the State Fair of Texas in Dallas!

GROUP SALES

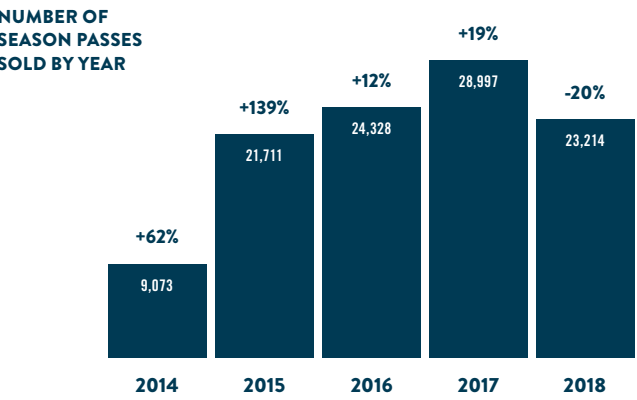
The State Fair of Texas expanded its marketing efforts toward bringing more groups and major corporations to the Fair. The Group Sales department implemented a larger direct mail and email marketing program to entice groups to purchase tickets prior to the opening of the Fair. **In 2018, total revenue (admission tickets and food and ride coupons) increased more than 17% over 2017.**

COUPON / GAME CARD REVENUE



SEASON PASS PROGRAM

After five years of expansive growth, the Season Pass program had its first decline in sales due to rain. Season Pass sales at the gates were strong through opening weekend, but the weather impacted sales during the remainder of the Fair. Overall, the total number of Season Passes decreased by 20%, but **the Fair was able to mitigate the loss by maximizing revenue with strategic price increases on the passes.** Season Pass revenue decreased just 9.6% (approximately \$100,000).



2018 ATTENDANCE

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.

FAIR DAY	DAY	DATE	DAILY ATTENDANCE
1	Friday	September 28	91,933
2	Saturday	September 29	122,708
3	Sunday	September 30	67,736
4	Monday	October 1	43,756
5	Tuesday	October 2	47,620
6	Wednesday	October 3	57,858
7	Thursday	October 4	62,387
8	Friday	October 5	84,354
9	Saturday	October 6	190,490
10	Sunday	October 7	93,636
11	Monday	October 8	129,050
12	Tuesday	October 9	35,092
13	Wednesday	October 10	65,434
14	Thursday	October 11	96,792
15	Friday	October 12	91,290
16	Saturday	October 13	59,309
17	Sunday	October 14	104,649
18	Monday	October 15	28,237
19	Tuesday	October 16	26,136
20	Wednesday	October 17	39,946
21	Thursday	October 18	81,652
22	Friday	October 19	45,345
23	Saturday	October 20	199,405
24	Sunday	October 21	184,303
TOTAL			2,049,118

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.

26,607,365

PIECES OF PRINTED COLLATERAL

1,810

COMMERCIALS

ACROSS 13 BROADCAST STATIONS

THE PUBLIC RELATIONS EFFORTS GARNERED

5.1 billion earned media impressions in 2018

372 PLACEMENTS OF INTEGRATED PRINT AND INTERACTIVE ADS WITH A

REACH OF 43,461,822

58,852,232

OUTDOOR BILLBOARD IMPRESSIONS

4,978

RADIO SPOTS

SOCIAL NETWORK COMMUNITY OF

863,337 PEOPLE

A 9% INCREASE OVER 2017

LAUNCHED ALL-NEW BIGTEX.COM AND SAW INCREASED ENGAGEMENT WITH SITE VISITORS

REACH OF 3,038,035

19,817,338 PAGEVIEWS

64% INCREASE IN PAGEVIEWS OVER 2017

9,523,650 EMAILS

SENT TO A YEAR-END AUDIENCE OF 406,000

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
GUIDELIVE
HOUSTON CHRONICLE
IHEARTRADIO
KENS CBS - SAN ANTONIO
KERA NEWS
KRLD AM
KETK NBC - TYLER
KEYE CBS - AUSTIN
KHOU CBS - HOUSTON
KTRK ABC - HOUSTON
KVUE ABC - AUSTIN
KXAN NBC - AUSTIN
NBC 5
TELEMUNDO
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
CARS.COM
CBS NEWS
CBS SPORTS
CNN
DISNEY
EATER
ESPN
FOOD NETWORK
FORBES
FORTUNE
FOX NEWS
FOX SPORTS
HISTORY CHANNEL
KELLEY BLUE BOOK
MSN US, UK, PHILIPPINES
NBC NEWS
NBC SPORTS
NCAA SPORTS
NFL
THE COOKING CHANNEL
THE WEATHER CHANNEL
THRILLIST
TRAVEL CHANNEL
UNIVISION
USA TODAY
US NEWS & WORLD REPORT
WASHINGTON POST
YAHOO! SPORTS & DEPORTES
YAHOO! US, CANADA, ESPAÑA, INDIA, UK AND IRELAND



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.



➡ 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.



➡ From 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.

Attendees 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%



60.5% OF ATTENDEES ARE BETWEEN AGES 18 & 44.



TOP REASONS TO ATTEND THE FAIR

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

ATTENDEES

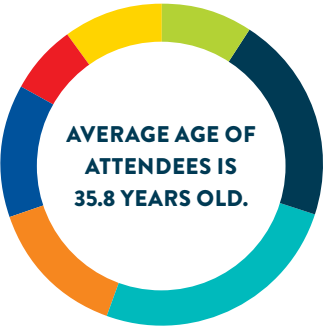
78.6% LIVE LESS THAN 50 MILES FROM FAIR PARK 50 - 100 MILES: 11.3% OVER 100 MILES: 10.1%

50.4% OF FAIRGOERS utilize discounts to purchase tickets.

48% ARE COLLEGE GRADUATES



WHO ATTENDED THE 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). 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.

LEARN MORE

TEXASAUTOSHOW.BIGTEX.COM

#TXAUTOSHOW

@TEXASAUTOSHOW

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.



CELEBRATE



FINANCIAL
HIGHLIGHTS

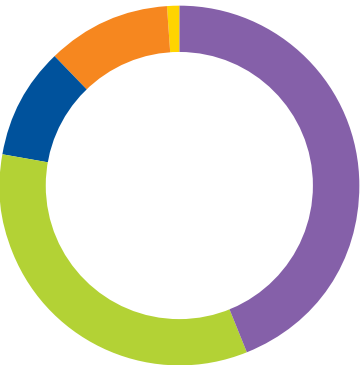
STEWARDSHIP

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



	2018
CONCESSIONS (44%)	\$21,814,523
ADMISSIONS AND PARKING (34%)	16,534,305
EXHIBIT SPACE AND OTHER RENTALS (10%)	4,887,603
CONTRIBUTIONS (11%)	5,266,950
INTEREST INCOME AND DIVIDENDS (1%)	619,537
OPERATING REVENUES	\$49,145,990

YEAR ENDED DECEMBER 31

EXPENSES



	2018
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%)	5,174,160
FUNDRAISING (8%)	4,358,472
OPERATING EXPENSES	\$52,345,034

YEAR ENDED DECEMBER 31

EXCESS OF EXPENSES OVER REVENUES	(3,199,044)
REALIZED & UNREALIZED INVESTMENT LOSSES	(195,747)
CHANGE IN NET ASSETS	(3,394,791)

The December 31, 2018 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/financialhighlights.

STATEMENT OF ACTIVITIES

	2018		
	NET ASSETS WITHOUT DONOR RESTRICTIONS	NET ASSETS WITH DONOR RESTRICTIONS	TOTAL
REVENUES			
CONCESSIONS AND ADMISSIONS	\$38,348,828	-	\$38,348,828
EXHIBIT SPACE AND OTHER RENTALS	4,887,603	-	4,887,603
INTEREST INCOME	619,537	-	619,537
OTHER	23,072	-	23,072
CONTRIBUTIONS	3,319,937	1,947,013	5,266,950
NET ASSETS RELEASED FROM RESTRICTIONS	2,382,530	(2,382,530)	-
TOTAL REVENUES	49,581,507	(435,517)	49,145,990
EXPENSES			
FAIR-TIME EXPERIENCE	\$29,453,734	-	29,453,734
AGRICULTURE	3,972,096	-	3,972,096
EDUCATION	2,677,392	-	2,677,392
COMMUNITY INVOLVEMENT	6,709,180	-	6,709,180
MANAGEMENT AND GENERAL	5,174,160	-	5,174,160
FUNDRAISING	4,358,472	-	4,358,472
TOTAL EXPENSES	52,345,034	-	\$52,345,034
EXCESS OF EXPENSES OVER REVENUES			
	(2,763,527)	(435,517)	(3,199,044)
REALIZED AND UNREALIZED INVESTMENT GAINS	(195,747)	-	(195,747)
CHANGE IN NET ASSETS	(2,959,274)	(435,517)	(\$3,394,791)
NET ASSETS AT BEGINNING OF YEAR			
	56,886,703	1,039,219	57,925,922
NET ASSETS AT END OF YEAR	\$53,927,429	\$603,702	\$54,531,131

YEAR ENDED DECEMBER 31

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STATEMENT OF FUNCTIONAL EXPENSES

	2018						
	PROGRAM SERVICES						TOTAL
	FAIR TIME EXPERIENCE	AGRICULTURE	EDUCATION	COMMUNITY INVOLVEMENT	MANAGEMENT AND GENERAL	FUNDRAISING	
ADVERTISING AND PROMOTION	\$64,425	\$68,915	\$36,527	\$3,657	\$12,606	\$2,616,290	\$2,802,420
CONTRACT SERVICES	7,342,865	435,101	37,147	19,840	34,145	17,308	7,886,406
DEPRECIATION AND AMORTIZATION	2,995,641	51,981	11,046	62,783	455,728	28,512	3,605,691
FAIR OPERATIONAL COSTS	6,651,961	701,736	595,405	39,802	5,710	4,239	7,998,853
FAIR PARK IMPROVEMENTS	-	-	-	4,774,779	-	-	4,774,779
GRANTS AND OTHER ASSISTANCE	-	1,599,819	63,215	1,166,536	-	-	2,829,570
INSURANCE	786,025	13,640	2,898	16,474	119,578	7,481	946,096
OCCUPANCY	2,285,993	138,888	72,946	76,283	426,008	117,816	3,117,934
OTHER	153,103	20,644	21,234	15,516	191,627	402,703	804,827
PROFESSIONAL FEES	144,970	-	-	7,581	1,194,363	93,359	1,440,273
REPAIRS AND MAINTENANCE	719,469	98,873	3,184	32,861	45,207	3,467	903,061
SALARIES, WAGES, BENEFITS, TAXES	7,356,004	703,166	728,715	480,490	2,630,950	1,023,071	12,922,396
SCHOLARSHIPS	-	-	1,064,429	-	-	-	1,064,429
SUPPLIES	953,278	139,333	40,646	12,578	58,238	44,226	1,248,299
TOTAL EXPENSES	\$29,453,734	\$3,972,096	\$2,677,392	\$6,709,180	\$5,174,160	\$4,358,472	\$52,345,034

YEAR ENDED DECEMBER 31

The December 31, 2018 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/financialhighlights.

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	603,702
TOTAL NET ASSETS	54,531,131
TOTAL LIABILITIES AND NET ASSETS	\$80,269,862

YEAR ENDED DECEMBER 31

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 PREPAID EXPENSES AND OTHER ASSETS	(79,478)
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

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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

DAIRY MAX

DALLAS CHILD

DART

DISH

DR PEPPER SNAPPLE GROUP

FORT WORTH STAR-TELEGRAM

GO RVING

GO TEXAN

HUNT OIL

IHEART RADIO

JEC ENERGY SAVINGS

KITCHEN CRAFT INTERNATIONAL

LOCKHEED MARTIN

LUCCHESI BOOTS

MATCHBOX

MCDONALD'S

NAVY FEDERAL CREDIT UNION

NBC 5

OAK FARMS DAIRY

ONCOR

PELLA WINDOWS
- PODS

RENEWAL BY ANDERSEN

RICHARDSON MOTOR SPORTS

SKINNER PASTA

SOUTHWEST DAIRY FARMERS

SPARKLETT'S

SPRINT

TASTYKAKE

TDA - GO TEXAN

TELEMUNDO 39

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

VISTAPRINT

WALMART

WFAA

WGU TEXAS

MEDIA PARTNERS

- 360 WEST MAG

AD PAGES MAG

ADVOCATE

ALL OVER MEDIA

BLACK BUSINESS DIRECTORY

BPEN TV

CBS RADIO

CULTURE MAP

CUMULUS

CW 33

DALLAS BUSINESS JOURNAL

DALLAS DRIVE GUIDE

DALLAS EXAMINER

DALLAS HOTEL

DALLAS OBSERVER

DALLAS VOICE

DALLAS WEEKLY

ELITE NEWS

FOCUS DAILY NEWS

GARLAND JOURNAL

92.1 HANK FM / 95.9 THE RANCH

I MESSENGER

K104

KLTY

LA SUBASTA NEWSPAPER

LIBERMAN

MODERN LUXURY

NORTH DALLAS GAZETTE

NTHEKNOW

OUT FRONT MEDIA

PARKER COUNTY TODAY

PEOPLE NEWSPAPERS

PERFORMING ARTS - FORT WORTH

PLANO MAGAZINE
- PLANO PROFILE MAGAZINE

PROMOTIONS VIP

RADIO ONE

SENIORIFIC NEWS

SENIOR VOICE

STAR LOCAL MEDIA

SUBURBAN PARENT/LA FAMILIA

TEXAS METRO NEWS

TRAVELHOST

WHERE MAGAZINE

WRR 101.1

2018 BIG TEX YOUTH LIVESTOCK AUCTION & SCHOLARSHIP PROGRAM DONORS

- 2010 Amusements, Inc.

Mr. & Mrs. Michael Ablon

ACT Event Services

Advantage Mechanical

Ag Workers Mutual Auto Insurance

Alamo Amusements

Joe Alcantar

April & Sean Allen

Mr. & Mrs. George Allen

Alscott Surety, Inc.

Amegy Bank

American Drill Team School

Ameritas

Anne Amis

Amusement Management, Inc.

Mary & Lance Andrews

Andrews & Foster Drilling Company

Mr. & Mrs. Joe Armes

Assured Comfort Services

Atmos Energy

Atmos Energy West Texas Division

Auction Day Committee

Taylor Austin

Austin Wood Recycling

Back To Nature, Inc.

Bobby Baillargeon

Robert Baillargeon

Baker Triangle

Bane Machinery, Inc.

Bank of America

Bank of Texas

Baylor Scott & White Health

Kathryn & Gentry Beach

Beck Group

Bell Nunnally & Martin LLP

Ben E Keith Co.

Benchmark Bank, Private Wealth

Brent Berryman

Bert Concessions, Inc.

Della & Bob Best

Big D Kona Ice

Big Tex Golf Classic

Bishop Amusement Rides

Jan Hart & Stuart Black

Blake's Concessions

Susan & Brett Blakey

Blue Cross & Blue Shield of Texas

Bobcat Contracting

Froswa' Booker-Drew

Bowling For Soup

Box Systems Electrical

Bob Boyd
- Brentwood Foundation

Briscoe And Carpenter Families

Bobby Brittingham

Susan & Bobby Brosin

Mr. & Mrs. Stephen Brookshire

Larry Burk

Burk Royalty Co., Ltd.

Lisa & Jimmy Don Burris

Lori & Bill Bush

Bush Rudnicki Shelton PC

Carly & Mike Butts

Mr. & Mrs. D. Harold Byrd III

Can-Fer Utility Services, LLC

Capital Commercial Investments

Capital Title of Texas, LLC

Mary Jo Capps

Caprice Enterprises, Inc.

Cathi & Mark Carey

Cedar Top Capital

CGMG Capital

Betsy & Terry Charleston

Brian Chester

Chuck Fairbanks Chevrolet

Circle M Farms

Clampitt Family Foundation

Lindsay Clark

Clown Company

Tressie Mckee & Ryan Cluck

CMD Commercial Flooring, Inc.

Janis & Roy C. Coffee, Jr.

Bruce Collins

Communities Foundation of Texas

Compton Broders

Conatser & Giles LLC

Karissa & Daniel Condoianis

Candace & Barry Cooper

Corinth Properties

Costello Family Foundation

Cottonwood Bend Ranch

Carrie Covert

Cox Oil

Crave Popcorn Co.

Crazy Beautiful Wines

Crest Dealership

Makayla & Brent Cromwell

Crow Holdings

Crystelle Waggoner Charitable Trust

Cultivate Agency

CXI, LLC

D & K Amusement

D. W. Management Services, LC

Jonette Daggs
- Dallas Grilled Cheese Company

Dalrock Plumbing Company, Inc.

David Little Real Estate

Davis Motor Crane Service, Inc.

John De La Garza

Shelisa Dean

Denali Construction Services LP

Dexter & Company

DHB Partnership

Direct Development

Dr Pepper Snapple Group

Driver Pipeline Co., Inc.

Julia & Michael Dulan

Ned Durbin

Dynamic Systems, Inc.

Dynaten

E. Dunn Construction

Eagle Materials, Inc.

Eastern Plumbing Supply

Ed Campbell Concessions Company

EGW Utilities, Inc.

Michelle A. Eilers

Ellen Castro, Inc.

Kathi & Jimmy Elmore

Victor Elmore

EMC- New Beginnings LLC

Ernst & Young

Mr. And Mrs. Ruben Esquivel

Robert Estrada

Donald Eubank

Craig Evans

Fair of Fun, Inc.

Fair Ride Entertainment

Farm Pac Kitchens

Farrell Properties

Fast Signs International

R.I. & C.S. Feldman

Lois & Ross Finkelman

Rusty Fitzgerald

In Memory of Charlie Fletcher

Craig Fletcher

Gail Fletcher

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For Giving Foundation

Robert Forswall

Fort Worth Bolt & Tool

Natalie Fortenberry

Freeman Mazda Hyundai

Friona Industries

Frost Bank

Fruteria Cano

Future Telecom, LLC



CHEVY DRIVES TEXAS



MATTRESS FIRM



UNITED Ag & Turf



2018 BIG TEX YOUTH LIVESTOCK AUCTION
& SCHOLARSHIP PROGRAM DONORS (CONT'D)

G. Concessions
Galo Enterprises
Matt Garcia
Gillham Golbeck & Associates, Inc.
Lisa & Mitchell Glieber
Glo Nite, Inc.
Goelzer Industries
Good, Fulton & Farrell, Inc.
Cynthia & Dick Grant
Grapevine Golf Cars
Grease Monster Recycling
Tora & Vincent Greene
Gregory Commercial, Inc.
Lisa & Bill Griffin
Gary Griffith
Guadalupe Garcia
H & E Equipment
H. Teasley & Co., Inc.
H.A.I. Services, Inc.
Lee Halford, Jr.
Margaret Hannah
Hans Johnsen Company
Hans Mueller
Hargrove Electric Company
Peni Barfield & John Harkey, Jr.
Martha & Douglas Hawthorne
Jason & Molly Hays
Elaine Head
Karyn & Bryan Henderson
Henry Building Inc.

Herb's Paint & Body Shops
Heritage Land Bank
Dwain Hicks
Hicks Lightning Protection
Highlander Partners
Highway 29 Veterinary Hospital
Bob Hilbun
The Honorable Vonciel Jones Hill
Housley Communications Inc.
Housley Group
Rick Howard
Chip Huffman
Jennifor Hutchins
Iberia Bank
Imprimis Group
Innocean Worldwide Americas, LLC
International Attractions
International Iron Works, Inc.
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J. Entertainment, Inc.
J. F. Construction, Inc.
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Jack's French Fry
Brenda Jackson
Nikki Jackson
JBS Concessions
Jerome Frank Investments, Inc.
Julia & Bob Johns
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Joy Rides, Inc.

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Kane, Russell, Coleman & Logan, PC
Katies Café & Catering
Judy & Harold Kaye
Robert S. Key
Dan Keys
John Kidwell, DDS
Kim O's Concessions
The Honorable And Mrs. Ron Kirk
Kyle Kirkland
Pam Kirkley
Philip Kistler
Cathy Krajca-Livar
Kronos, Inc.
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The Lafrano Family
Lakehouse Whiterock
Lakeside Commercial Builders
Lally's Oddity Exhibit
Landmark Nurseries, Inc.
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Lincoln Rackhouse

Melanie Linnear
Lippe Construction
Living Earth
Locke Lord LLP
Lockheed Martin
Lockton Dunning Benefits
Lone Star Ag Credit
Lone Star Entertainment, LLC
M. Long
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Look Cinemas
Wendy Lopez
Lowe's Construction
LPT Enterprises, Inc.
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Luther King Capital Management
M & C Enterprises
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John Magel, Sr.
Magnolia Brush Mfrs., Ltd.
Steven Mancillas
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Marsh & McLennan Agency LLC
Matchbox Studio
Matthews Southwest
Jason McBride
Carolyn & Ronald Mccutchin
Meg & Patrick Mcgonigle
Caroline & James Mckee
Meredith Mckee

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Valerie & Steve Mckee
Christine Mckenny of Allie Beth Allman
& Associates
Lee McKinney
Sandy & Errol Mckoy
Robin & Bill McMahan
Mcmillan James Equipment Company
Daniel Mcveigh
Mdh Services
Mechanical Contractors Assoc. of Dallas
Mei Rigging & Crating
Todd Meier
Mark Meyer
Mi Casita Mexican Fiesta
Michael Sandone Productions
Miinc Mechanical Contractors
Mike Mazyck Realty
Adam & Natalie Miller
Kay Miller
Mark Miller
Scott Miller
Milwaukee Tool
Vinette & Michael Montgomery
Moore Disposal
Morley-Moss, Inc.
Barbara & James Moroney III
Morrison Management, Inc.
Morrison Supply Company
Mr. Ed's Magical Midway
Mona Munson
Alice Murray
Susan & Doug Nash
Nasher Sculpture Center
National Write Your Congressman
Native Solutions Inc.
Jaime & Joyce Navarro
Gary Nease
Joe Boyd Neuhoff
Nevins Concessions
New Kastl Events
Newt Walker Company
Norfoxx Refrigeration
Norma's Café
Gina & Pat Norris
John Norris III
NTD Mechanical
Oak Farms Dairy
Lisa & Bill O'Dwyer
Ogletree Deakins
Old Castle Hope Agri Products
Oren Concessions
Pallet Repair Services

Parking Company of America
Elizabeth & Martin Peck
Pecos Operating Company
Pegasus Ablon Properties, LLC
James Perry
Roger Perry
Phoenix I Restoration & Construction Ltd.
Pierce Leadership Consulting
Pineapple Man
Pinnacle Fair Equipment Inc
Plains Capital Bank
Platinum Event Services
Playworld Unlimited
Plumbers' & Steamfitters' UA Local 100
Point 2 Point Global Security
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Prairie Creek Partners
Sadie Prater
Preston Pressley
Paula & Jim Prewitt
Pricewaterhousecoopers
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Primera Companies, Inc.
Princeton Construction
Prosteel, Inc
Purina Honor Show Chow
QEP Resources, Inc.
Quentin Harper
Stephen Raggio
April Ralston
Lydia & Randall Rapp
Raymond J. Adams Co. Inc.
Rdo Equipment
Sue & Daryl Real
Rebcon, Inc.
Red Steel Company
Michele & Tommy Reynolds
Susan & Robert Rhoads
Riddell Plumbing, Inc.
Michael Rideau
Carey Don Risinger
Bill Roberds
Ann & James Roberts
Rowland K. Robinson
Gayle & Wendell Romans
Peggy & Mark Rose
Rose's Rides LLC
Gary Rosenbusch
In Memory of Vickie Rosenbusch
Roy Gene & Pamela Evans Foundation
David Russ
S. Webb Company
Mitzi & Travis Sartain

Pat & Pete Schenkel
Schmidt & Stacy® Consulting
Engineers, Inc.
Jennifer & Kurt Schuder
Seegers Foundation
U.S. Congressman Pete Sessions
S-Gap, Student Governmental Affairs
Program
George Shafer
Ronald H. Shamblin
Sharp Insulation
The Shea Family Foundation
Shop Companies
Shrimp Doc
Bruce Sifford
Sky Spectacle Inc
Skyway Transportation, Inc.
Smokehouse Investors, LP
Mark Snyder
Sobat Concessions
Solem Concessions, Inc.
Brigitte & Tino Sosa
Southwest Airlines
SPEC's
Specrite Construction, Inc.
Sports Car World
State Fair of Texas Employees
State Fair Services
State Fair Spectaculars LLC
Steck Living Trust
Steck No 2 Ltd Partnership
Phyllis & Ronald Steinhart
Stiffler Concessions, LLC
Vicki Stinson
Mary Suhm
Sunstate Equipment Company
Superior Trailers
Sutter Candy Company
Sweet Connie's, Inc.
Talley Amusements
Taste of Cuba
Tate Rosenbusch
Blake Taylor
Todd Taylor
TD Industries
Telos Fitness Center
Texas Air Systems
Texas Building Controls
Texas Capital Bank
Texas State Rifle Association
The Big Texes
The Dallas Divas
The Dallas Morning News

The Gwinn Family Foundation
The Mary Kay Foundation
The Schick Fund
Theag North Dallas LLC
Thelin Recycling Co., LLC
Bonnie & Doug Thompson
Thompson & Knight Foundation
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Tomco Services, Inc.
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Triple T Amusements
TS Food Systems
Turner Construction
United Healthcare Services, Inc.
United Mechanical
James Utter, DDS, MS
Valley View Cattle Company
Valor Energy LLC
Velasquez Catering & Concessions
Venture Commercial
Victaulic Corporation
Vinson & Elkins, LLP
Joan & Alan Walne
Stefani & Robert Walne
Dr. And Mrs. Sanford Ward
Edward Ward, Jr.
WCS Oil & Gas
Weaver
Wee Dazzle
Weiss Enterprises
Wells Fargo Bank
Western Extrusions
Whataburger
Whitebox Real Estate
Milton Whitley
Wicked Wanda
Emily & Charles Williams
Wayne Williams
Joe Willoughby
Mr. and Mrs. H.G. Wilson
Bob Winfrey
Winston Water Cooler
Winter Family Concessions
Robert Wolf
Robert Womble
Jessie Wood
Mrs. Patti Peck Wood
Wood Entertainment
Micah & Craig Woodcook
Worldwide Express
Piper & Michael Wyatt
Helen Yancey

STATE FAIR SUPPORTED ORGANIZATIONS

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.

- A CHANCE TO LEARN
- AAPA/CONNECT THREE
- AFRICAN AMERICAN MUSEUM
- AGRA NOVA DANCE
- AZAR FOUNDATION, INC.
- BAYLOR SCOTT & WHITE HEALTH AND WELLNESS CENTER AT THE JUANITA J. CRAFT COMMUNITY CENTER
- BONTON FARMS
- BRASWELL CHILD DEVELOPMENT CENTER
- BRIDGE LACROSSE DALLAS, INC.
- CARTER'S HOUSE
- CHAUCER STREET COMPLEX
- CIRCLE OF SUPPORT, INC.
- CITY SQUARE
- COMMIT2DALLAS
- COMMUNITIES FOUNDATION OF TEXAS
- COMMUNITY COUNCIL
- CORNERSTONE BAPTIST CHURCH
- CORNERSTONE CROSSROADS ACADEMY
- DALLAS BETHLEHEM CENTER
- DALLAS BLACK CHAMBER OF COMMERCE
- DALLAS INDEPENDENT SCHOOL DISTRICT
- DALLAS PARKS FOUNDATION
- DALLAS PRESTIGE GROUP
- DALLAS URBAN DEBATE ALLIANCE
- DOLPHIN HEIGHTS NEIGHBORHOOD ASSOCIATION
- EDUCATION IS FREEDOM
- FEED OAK CLIFF
- FOR OAK CLIFF
- FOUNDATION COMMUNITIES, INC.
- FOUNDATION FOR C.H.O.I.C.E.
- FRAZIER REVITALIZATION, INC.
- FRIENDS OF THE DALLAS POLICE
- FRIENDS OF THE SOUTH DALLAS CULTURAL CENTER
- GIRL SCOUTS OF NORTHEAST TEXAS
- GROWSOUTH
- H.I.S. BRIDGEBUILDERS
- HARMONY COMMUNITY DEVELOPMENT CORPORATION
- HOPE RESTORATION, INC.
- ILLUMINATE STEM
- INNERCITY COMMUNITY DEVELOPMENT CORPORATION
- INSPIRING TOMORROW'S LEADERS, INC.
- JUANITA J. CRAFT CIVIL RIGHTS HOUSE

- JUBILEE PARK AND COMMUNITY CENTER
- KATHLYN JOY GILLIAM MUSEUM
- KWANZAA FEST
- MARTIN LUTHER KING, JR. SEEDLING FARM
- MAYOR'S BACK TO SCHOOL PROGRAM
- MILES OF FREEDOM
- MLK DALLAS DREAM FORWARD
- NORTH TEXAS CAPACITY BUILDERS
- OAK CLIFF CHAMBER OF COMMERCE
- POETIC
- REBUILDING TOGETHER GREATER DALLAS, INC.
- RESTORATIVE FARMS
- ROCK TEENS/ROCKY TURNER
- SCHOLARSHOT, INC.
- SOUL REP THEATRE COMPANY
- SOUTH DALLAS CULTURAL CENTER
- SOUTHEAST DALLAS HISPANIC CHAMBER
- SOUTHERN DALLAS LINK
- SOUTHFAIR COMMUNITY DEVELOPMENT CORPORATION
- ST. LUKE PRESBYTERIAN CHURCH – SINGING HILLS
- ST. PHILIP'S SCHOOL AND COMMUNITY CENTER
- STOMP WARS
- T.R. HOOVER COMMUNITY DEVELOPMENT CORPORATION
- TECO THEATRICAL PRODUCTIONS INC
- TEXAS STATE FEDERATION OF GARDEN CLUBS, INC.
- TEXAS WOMEN'S FOUNDATION
- THE BRIDGE DALLAS
- THE C.A.R.D. BOARD PROJECT
- THE MAGDALENO LEADERSHIP INSTITUTE
- THE OAK CLIFF VEGGIE PROJECT
- THE UNIVERSITY OF TEXAS AT ARLINGTON
- THE WELL COMMUNITY
- TMJ DANCE PROJECT
- U GOT THIS
- UNDIES FOR EVERYONE
- UNITED WAY OF METROPOLITAN DALLAS, INC.
- UNIVERSITY OF TEXAS AT DALLAS
- VOGEL ALCOVE
- YMCA OF METROPOLITAN DALLAS
- YOUNG WOMEN'S PREPARATORY NETWORK
- YOUTH REVIVE, INC.
- ZAN WESLEY HOLMES JR. COMMUNITY

2018 STATE FAIR STAFF AS OF DECEMBER 31, 2018

SENIOR STAFF	Rusty Fitzgerald <i>Sr. Vice President / Midway Operations</i>	FULL-TIME STAFF	Alexis Gonzalez	Phillip Morales
	Mitchell Glierber <i>President</i>		Margaret Hannah	Jesus Moreno
	Bob Hilbun <i>General Manager / Sr. Vice President</i>		Jason Hays	Kelly Pound
	Jaime Navarro <i>CFO / Sr. Vice President</i>		Elaine Head	Sadie Prater
	Karissa Condoianis <i>Sr. Vice President / Public Relations</i>		Barron Horton	April Ralston
	Daryl Real <i>Sr. Vice President / Agriculture & Livestock</i>	Taylor Austin	Vernita Hubbard	David Russ
	Carey Risinger <i>Sr. Vice President / Food, Beverage & Retail</i>	Robert Blackmon	Nikki Jackson	Alejandra Salazar
	Jennifer Schuder <i>Sr. Vice President / Marketing</i>	Froswa Booker-Drew	Ford James	Leah Schulz
		Rocky Brashears	Leslie Jefferson	Jessica Vitela
		Susan Brosin	Daniel Keys	Mitchell Walker
		Mary Jo Capps	Gregory King	Roosevelt Wheeler
		Emma Christensen	Melanie Linnear	Marvin Wilder
		Lindsay Clark	Richard Wilson	Ethan Wilson
		Makayla Cromwell	Bemnet Meshesha	Jessie Wood
		Shelisa Dean	Joseph Moore	Kenneth Wright
		Drew Demler		
		Ned Durbin		
		Robert Forswall		

STATE FAIR OF TEXAS VOLUNTEER LEADERSHIP

BOARD OF DIRECTORS	BOARD OF ADVISORS	CHAIRMAN'S TASK FORCE	DEVELOPMENT COMMITTEES		
Richard Knight, Jr. <i>Chairman</i>	Joe Alcantar	Michael Alcantar	Michael Ablon	Kristen Janssen	Robert Rhoads
Sean Allen	Monica R. Alonzo	Brent Berryman	Sam Ablon	Pam Kirkley	Pete Richardson
Cheryl Amerine	Lance Andrews	Taylor O. Bledsoe	Michael Alcantar	Cathy Krajca-Livar	Michael Rideau
Marissa R. Anchia	Norm P. Bagwell	William H. Bos	Cheryl Amerine	Lydia Laske	Bill Roberds
Ruben E. Esquivel	Bob W. Best	Michael Brigrance	Lance Andrews	Lila Levy	James Roberts
Robert Estrada	Jan Hart Black	Bruce Collins	Brent Berryman	David Little	Cole Robertson
Gilbert Gerst	Sr. Pastor Dr. Michael	Thais Conway Hanson	Taylor Bledsoe	Patrick Little	Robin Robinson
John Harkey	Bowie, Jr.	Carrie Cinatl Covert	William H. Bos	Steve Mancillas	Mark Rose
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Alice Murray	John de la Garza III	Vincent Greene	Steve Cole	McKee	Bruce Sifford
Gina Norris	Paul Dyer	Stephen W. Gwinn	Bruce Collins	Jim McKee	Kyle Slaughter
Bill O'Dwyer	Matrice Ellis-Kirk	Jim L. Hitzelberger	Carrie Covert	Meredith McKee	Whitney Smith
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Pete Schenkel	Randy R. Engstrom	Chip Huffman	Russell Daniels	Tressie McKeon	Julius Sternes
John F. Scovell	Rob Farrell	Steve J. Idoux	Davey Davis	Errol McKoy	Mary Talley
George Shafer	Lois Finkelman	Lydia Laske	John de la Garza III	Bill McMahan	Blake Taylor
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Mary Suhm	Donna Halstead	Thomas McKenzie	Kate Mote	Mike Villansana	Mark Villansana
Alan Walne	Doug Hawthorne	Daniel McVeigh	Douglas Nash	Robert Walne	Robert Walne
Craig A. Woodcook	Jim Hitzelberger	Ryan Miller	Gary Nease	Mickey Wardlaw	Mickey Wardlaw
	Brenda Jackson	C. Matson Pearce	Gina Norris	A.B. Wharton	A.B. Wharton
	Tom Lazo	Martin C. Peck	Bill O'Dwyer	Charles Williams	Charles Williams
	J. Michael Lewis	Evan Pounds	Lisa O'Dwyer	Joe Willoughby	Joe Willoughby
	Wendy Lopez	Andrew Prine	David Osborne	Bobby Womble	Bobby Womble
	Warren E. Mayberry	Robert Rhoads	Matson Pearce	Craig A. Woodcook	Craig A. Woodcook
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	Kelvin Walker				
	Buck Wharton				
	Joel T. Williams III				
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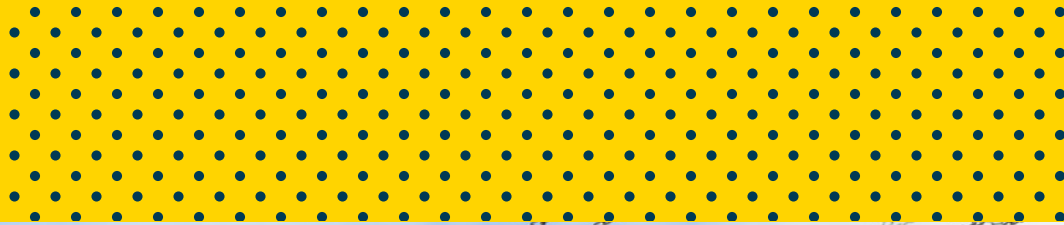
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