



2016 ANNUAL REPORT

# THE YEAR AS BIG AS TX



STATE FAIR  
OF TEXAS.





# OUR MISSION:

THE STATE FAIR OF TEXAS CELEBRATES ALL THINGS TEXAN BY PROMOTING AGRICULTURE, EDUCATION, AND COMMUNITY INVOLVEMENT THROUGH QUALITY ENTERTAINMENT IN A FAMILY-FRIENDLY ENVIRONMENT.

## WE ARE COMMITTED TO:

- EDUCATION AND AGRICULTURE AS OUR FOUNDATION.
- OPERATING IN A FISCALLY CONSCIOUS MANNER.
- PROVIDING EXCELLENT CUSTOMER SERVICE.
- INVESTING IN THE FAIR PRODUCT, OUR FAIR PARK HOME, AND OUR COMMUNITY.
- RESPONSIBLE STEWARDSHIP TO ENSURE THE STATE FAIR OF TEXAS WILL THRIVE FOR FUTURE GENERATIONS.
- PRESERVING THE TRADITIONS OF OUR HISTORIC INSTITUTION.
- CONSTANT INNOVATION FOR FUTURE FAIRS' SUCCESS.

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

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

Howdy Folks,

Proving to be the most successful year in the event's history, the 2016 State Fair of Texas brought big crowds and an even bigger community impact. As a 501(c)(3) nonprofit organization, we rely on the continued support of our loyal fairgoers. Because of your support, we were able to put on a premier event for the community, as well as further our mission of celebrating all things Texan by promoting agriculture, education, and community involvement through quality entertainment in a family-friendly environment. Our nonprofit purpose is funded through the proceeds from the annual State Fair of Texas event, which serves as our largest fundraiser each year. The 2016 Fair brought more than 2.4 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 2016, we are proud not only of the Fair's successful 24-day 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 our annual event each fall, our organization goes far beyond those 24 days. As a result of the success of the 2016 Fair, we were able to expand our outreach programs while still maintaining a focus on providing support to the local community. To build upon the community involvement pillar of our mission, we added a new department – the Community Affairs team is dedicated to creating and fostering relationships with our neighbors in the South Dallas/Fair Park community. Our initiatives in this area are centered on three concepts that align with our mission – social capital, human capital, and financial capital. With this framework in mind, the Fair contributed more than \$250,000 toward local community efforts in 2016, as well as another \$282,000 to support Fair Park cultural programs and facilities. Moving forward, continued collaboration is key in order for these efforts to be successful.

Through partnerships with charities like Canstruction® and the North Texas Food Bank™, we collected more than 267,000 pounds of food at the 2016 Fair – all of which were donated to local families in need. Introduced as a new initiative in 2016, Big Tex Urban Farms is an organic garden that grows crops right here in our Fair Park home. With the South Dallas/Fair Park area having limited access to fresh produce, we saw an opportunity to help the surrounding neighborhoods. The urban farm provided more than 6,000 fruits and vegetables to local community members in 2016, with a large increase planned for 2017.

The State Fair team is constantly working on improving our annual event and expanding our community impact. In 2016 we focused on listening to the concerns of our local community and exploring new ways to leverage our resources to better support its members. By looking at new ways to offer support, we were able to provide educational opportunities to local students, build relationships with other local nonprofits, and collaborate with those organizations to sponsor a variety of community programming.

As another 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. In 2016 the Fair contributed more than \$8 million to support projects in Fair Park, going toward specific improvements to buildings and infrastructure that benefit general Fair Park and State Fair operations. Of that \$8 million, the Fair gave \$4 million to the City of Dallas for Fair Park Projects, with decisions at the full discretion of the City. With 130 years of shared history, the State Fair has maintained a deep-rooted connection to Fair Park and is 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 2017 Fair!



*Richard P. Knight Jr.*

Richard Knight, Jr.  
Chairman of the Board, State Fair of Texas



*Mitchell Gliieber*

Mitchell Gliieber  
President, State Fair of Texas





# CELEBRATE TRADITION

130 YEARS OF THE STATE FAIR OF TEXAS

**A**lthough much has changed since our humble beginnings as a local fair and exposition, the State Fair of Texas still embraces our historical roots and strives to preserve the traditions upon which the Fair was built. After serving as our home for a whole century, Fair Park was officially designated a National Historic Landmark in 1986 because of its historical significance. With 130 years of shared history, the State Fair has maintained

a deep-rooted connection to Fair Park and continues to call it home. From our longtime devotion to Fair Park to our lasting dedication to fairgoers, the State Fair considers tradition an essential component of our organization. Year after year, millions of visitors come from far and wide to experience the event, holding a special place in their hearts for the State Fair of Texas and 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 fairgoers to the Fair's annual exposition since his debut in 1952. Every year, the beloved icon and official greeter of the State Fair of Texas returns to his post in Fair Park 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 corny dog, our concessionaires like to be inventive with their food. Whether a winner at the Big Tex Choice Awards competition or a recipe from the Creative Arts Competition Kitchen, there are tons of culinary surprises here at the Fair.

## LIVE MUSIC

With live music as one of our cornerstones, we take pride in filling our 24-day run with a wide variety of musical acts. Four stages across the fairgrounds offer daily performances of country, pop, soul, 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 countless 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 categories including photography, canning, art, sewing, and cooking, the State Fair's Creative Arts competitions provide professionals and amateurs of all ages a showcase for their creative skills. The State Fair of Texas offers countless ways to participate in Creative Arts contests: pre-Fair competitions, daily cooking contests, and the annual Chili, BBQ, and Dutch Oven Cook-offs.



# CELEBRATE THE BRAND

## AGRICULTURE

**A**griculture serves not only as a pillar of our organization, but also as a fundamental feature of the Lone Star State and its history. The State Fair of Texas offers a variety of interactive exhibits focusing on agriculture and livestock, implementing hands-on activities that are both enjoyable and informative.

Activities range from feeding furry friends at the petting zoo to learning about different livestock species during

daily guided tours of the barns. Little Hands on the Farm lets kids enjoy a “day on the farm” while teaching them how food gets from farm to table. In 2016, approximately 7,500 students from around the state participated in the competitive livestock events and leadership contests at the State Fair. Through the Youth Livestock Auction and Scholarship Program, the State Fair has awarded more than \$23 million in auction awards and college scholarships to students across the Lone Star State.

### *Ain't it Grand?*

Jagger Horn from Jones County 4-H won the Grand Champion title for his prize-winning steer, Clifford, with a record-setting sale of **\$131,000** at the 2016 Youth Livestock Auction.

## LIVESTOCK SHOWS HIGHLIGHTS

- **12,708 livestock entries** of cattle, sheep, goats, hogs, llamas, donkeys, mules, poultry, and rabbits – *an 18% increase from 2015.*
- 7,500 students competed in the Fair's youth and Pan American shows – *an increase of 35%.*
- During our “Market Week,” nearly **2,800 livestock exhibits** passed through the barns.
- Exhibitors of all ages brought more than 3,800 entries to showcase in Pan American open shows – *up 29% from 2015.*
- The poultry barn accommodated just under **1,400 birds** – *a record year.*
- Rabbit entries held strong at more than **800 exhibits.**

## 68TH ANNUAL YOUTH LIVESTOCK AUCTION

- Approximately **3,000 students from around the state** competed for one of the coveted 256 spots in the 2016 Youth Livestock Auction.
- The annual Youth Livestock Auction *raised more than \$1 million* in scholarships and prizes for Texas youth in 2016 alone.
- Grand Champion Market sales include:



**STEER**  
**\$131,000**



**LAMB**  
**\$14,000**



**BARROW**  
**\$13,000**



**GOAT**  
**\$11,000**



**BROILERS**  
**\$10,000**

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

# \$23 MILLION

IN AUCTION AWARDS AND 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 opportunities to grow their skills while participating at the Fair.

- Our youth contest participation numbers were also *up 19%*, with approximately 3,100 students competing.
- One of the most popular contests among exhibitors in 2016 was our 4-H and FFA Youth Livestock Judging Contest, with a *14% increase* in participation from 2015.

## AG AWARENESS DAY

- More than **8,100 students representing 206 chapters** of 4-H, FFA, and FCCLA participated in the canned food drive.
- More than **30,000 pounds of food were collected and donated** to the North Texas Food Bank during Ag Awareness Day.



CELEBRATE

# KNOWLEDGE

## EDUCATION INITIATIVES

**H**ome to the world's largest collection of Art Deco structures, Fair Park houses some of Dallas's top museums and cultural centers. By providing fairgoers with a wide variety of educational exhibits throughout the grounds, the

State Fair of Texas is also supporting the individual missions of our fellow Fair Park establishments. With a focus on educating visitors about Texas history and agriculture, the Fair offers a unique experience that is both informative and entertaining.



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## STATE FAIR OF TEXAS CURRICULUM

With education at the core of our foundation, the State Fair of Texas aims 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 provides an educational experience through interactive exhibits, as well as live animal displays including calves, piglets, and hatching chicks. Fairgoers can learn all about agriculture and its impact on the state of Texas, from the importance of farming and ranching to the process of raising and caring for animals.

## 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 is a TEKS-based program providing six in-classroom lesson plans culminated by a learning excursion to the livestock barns at the State Fair of Texas.

## LIVESTOCK 101 STAGE

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





# CELEBRATE SERVICE

## COMMUNITY INVOLVEMENT

**A**s a long-standing Dallas institution, the State Fair of Texas has a unique appreciation for the local support that makes such a big event possible every year. With the ultimate goal of having a positive community impact, the Fair aims to give back through our partnerships with local organizations and initiatives.



## SOCIAL, HUMAN, AND FINANCIAL CAPITAL

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



## COMMUNITY INVOLVEMENT

On top of the initiatives and donation programs that take place during the annual exposition, the Fair continually works to maintain a year-round presence in our local community. Since the creation of our Community Affairs and Strategic Alliances department in April 2016, the Fair has invested a total of \$250,000 in support of many great initiatives, sponsorships, and alliances within the South Dallas/Fair Park area.

## COMMUNITY ENGAGEMENT HIGHLIGHTS

### APRIL 1

*Big Tex Urban Farms*  
State Fair staff plants more than 900 fruits and vegetables in the organization's new urban farm system.

### APRIL 9

Fair employees volunteer in the *Mill City Community Garden*.

### APRIL 26

*Annual State Fair of Texas*

**YOUTH  
SCHOLARSHIP  
LUNCHEON**

### APRIL 28

The State Fair joins *Rebuilding Together Greater Dallas* in the *Homes4Heroes* program, which works to provide veterans with safe and healthy homes.

### MAY 21

Fair staff participates in the *Dolphin Heights neighborhood* cleanup.





## BUILDING CAPACITY OF NONPROFITS

### COMMUNITY ENGAGEMENT DAY

Community Engagement Day brought together nearly 100 organizations to convene, connect, and collaborate in partnership with the University of North Texas at Dallas. Convening nonprofits focused on building support and gathering funds for local gardening groups and neighborhood associations.

### STATE FAIR CARES

Partnering with Fair concessionaires, this initiative collected any leftover food from participating vendors' stands to be donated to local food pantries and shelters on the day after the Fair. In 2016, we provided food for 14 agencies from more than 30 vendors.

### NORTH TEXAS FOOD BANK

The Fair was honored to receive the "Lifetime Achievement Award" at the North Texas Food Bank's 9th Annual Golden Fork Awards for our annual *"It's a Fair Deal" campaign* – where fairgoers can bring canned goods in exchange for discounted admission. It is the North Texas Food Bank's largest annual canned food drive, with more than 267,000 pounds of food donated in 2016 alone.

Thanks to fairgoers who participated in these community efforts, the total number of cans collected *translated into 222,773 meals*.

## ECONOMIC DEVELOPMENT

### BIG TEX JOB FAIR

The Big Tex Job Fair, in partnership with Goodwill Industries, hosted *50 employers, 10 support service organizations, and almost 300 job seekers*, helping to provide employment for both our seasonal workers and the local community.

### FEEDING THE CHILDREN EVERYWHERE

Hosted at St. Philip's Church and Community Center in South Dallas, Feeding the Children Everywhere *provided 50,000 meals for local food pantries* in the area through the use of volunteers and State Fair support.

### URBAN GARDENERS

The Fair hosted several meetings of more than 30 local gardeners and community leaders.

### MINORITY AND WOMEN BUSINESS ENTERPRISES

Employees of the Fair met with the City of Dallas Economic Development Department to discuss partnership opportunities for local Minority and Women Business Enterprises.

### SOUTHERN SECTOR LEADERSHIP TRAINING

The Fair funded leadership training for Southern Sector Neighborhood Associations, in partnership with the City of Dallas and the Dallas Leadership Foundation.

## EDUCATIONAL SUPPORT

### SUMMER PROGRAM FUNDING

The Fair funded seven summer programs, *granting a total of \$54,000 to impact a total of 1,311 individuals*. Participating organizations included: Circle of Support, Inc., St. Philip's School and Community Center, Frazier Revitalization, Inc., Dallas Bethlehem Center, Azar Foundation, South Dallas Cultural Center, and T.R. Hoover Community Development Center.

### SAT SUMMER CLINIC

The Fair offered a SAT prep course for 50 DISD students to prepare them for their future education.

### SUMMER CAMP

The Fair hosted a three-day summer camp at Fair Park for more than *70 students in the local community* to learn about gardening, creative arts, and cooking.

### STEM GROUP

We partnered with Lincoln High School, University of Texas at Arlington (UTA), DISD, and Transformance to utilize resources from UTA and other organizations to support students at Lincoln.

### BIG THOUGHT

We provided teacher training for our curriculum created in partnership with Big Thought, which connects classroom learning with experiences at the Fair.



## COMMUNITY ENGAGEMENT HIGHLIGHTS

### JUNE 15

The Fair conducts a QuickBooks Workshop at *St. Philip's School and Community Center* with participation from several local organizations.

### JUNE 17

#### *Mayor's Neighborhood Conference*

With approximately 400 in attendance, the Fair serves as a sponsor of this annual conference, which works to inform and empower neighborhoods with tools and strategies to develop sustainable communities.

### JULY 18-22

#### *SAT Summer Clinic*

The Fair organizes SAT prep courses for 50 DISD students at *Joseph J. Rhoads Learning Center*.

### AUG 5

#### *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.

### AUG 28

#### *Together We Ball*

The Fair sponsors this event with more than 1,500 attendees. It is designed to strengthen relationships between police and community members.

### SEPT 5

#### *5K Training Club Kickoff*

The Fair co-hosted an 8-week running club for 75 local women to train for the upcoming *Healthy Harvest 5K* in South Dallas.

### OCT 20

#### *Gospel Night*

The Fair hosts *Gospel Night* on the Chevrolet Main Stage, featuring choirs from several local church congregations.

### OCT 22

#### *October Fest 2016*

The Fair serves as a partner in this fundraiser to support *Clean South Dallas programs*.

### OCT 24

STATE  
FAIR  
CARES



## BIG TEX URBAN FARMS

In 2016, the State Fair of Texas introduced Big Tex Urban Farms, a revolutionary, mobile agriculture system in the heart of Fair Park.

As a testing ground for the project, we used an 80-by-80-foot area normally used to house the Gateway Pavilion during the annual State Fair. Employees from various departments worked with a Fair Park-area company to develop *100 raised planting beds created out of products normally used for packaging and shipping.*

By the end of 2016, the project proved itself to be a successful experiment by investing financial and human capital into immediate Fair Park neighborhoods and companies, connecting like-minded agriculture entities, and *providing fresh, organic produce to organizations focused on hunger and healthy lifestyle programs.*

### MOBILE AGRICULTURE

Considering the dynamics of Fair Park's numerous events and National Historic Landmark designation, developing a mobile solution for the farm was imperative to the program's success. Through a partnership with General Packaging Corporation, the urban farm's 40-by-48-inch beds were *designed and manufactured by a Fair Park-area company.* Each bed, created with a shipping-pallet base, is easily constructed by one person, optimized for storage, and moved by forklift.

Big Tex Urban Farms initially operated between the Coliseum and the State Fair Administration building. As setup for the annual State Fair began, the farm was relocated to an unused area between the Errol McKoy Greenhouse on the Midway and the Texas Star Ferris wheel, ensuring produce donations could continue during the run of the exposition.

As with most experiments, various varieties showed excellent results, while others struggled with production. During the season, adjustments were made as needed to optimize production.

Throughout the growing season, all produce, *more than 6,000 fruits and vegetables, was donated to Fair Park-area organizations* including the Baylor Scott & White Diabetes Health and Wellness Institute (DHWI) in the Mill City neighborhood, Cornerstone Baptist Church, and Austin Street Shelter.



## OTHER FUNDRAISING EVENTS

In addition to our annual State Fair exposition, we host several fundraising events each year. The proceeds from each of these events go directly to the Youth Livestock Auction and Scholarship Program. The Youth Scholarship Program benefits students who have competed in youth livestock events at the State Fair, as well as students attending five DISD high schools in the Fair Park area. Through the Youth Livestock Auction and Scholarship Program, the State Fair has awarded more than \$23 million in auction awards and college scholarships.

Fair Park Fourth  
**MIDWAY**



6TH ANNUAL  
**BIG TEX**  
GOLF CLASSIC



### FAIR PARK FOURTH

- Each year, the State Fair Midway opens for the Fourth of July holiday with select rides, games, and concessions.
- With all proceeds from the Midway during Fair Park Fourth donated to the Youth Scholarship Program, *the 2016 event contributed \$33,100.*

### SHOOTING FOR THE STARS SPORTING CLAY SHOOT

- The annual clay shooting tournament was held at the Dallas Gun Club, with all proceeds going directly to the Youth Livestock Auction and Scholarship Program.
- The 2016 event *raised a record-breaking \$73,000*, with more than 200 people competing on 44 teams.

### BIG TEX GOLF CLASSIC

- The annual golf tournament was held at the Old American Golf Club, with all proceeds going directly to the Youth Livestock Auction and Scholarship Program.
- The 2016 event *raised \$83,000.*

### BIG TEX CHAMPION CLUB DINNER

- The annual dinner was held at Ill Forks® Steakhouse, with all proceeds going directly to the Youth Livestock Auction and Scholarship Program.
- The 2016 event *raised \$208,000.*

### BIG TEX CHOICE AWARDS

- As our most exciting Fair food competition every year, *the 2016 Big Tex Choice Awards raised \$73,500*, with all proceeds from the event *going toward the Youth Scholarship Program.*

THANK YOU TO ALL OUR 2016 STATE FAIR OF TEXAS VOLUNTEERS!

## COMMUNITY ENGAGEMENT HIGHLIGHTS

OCT 28

### TEDX Women

The Fair sends young women from the community, including students from local DISD schools, to TED talks.

OCT 28



OCT 29

*Healthy Harvest Fun Walk/5K Run & Diabetes Expo* – The Fair partners with the Diabetes Health and Wellness Institute to support DHWI's efforts in the South Dallas community.

NOV 1

*9th Annual Golden Fork Awards* – The Fair receives the North Texas Food Bank's Lifetime Achievement Award for our longstanding relationship with NTFB and our "It's a Fair Deal" campaign.

NOV 5

*"Our Journey to 30"* The Fair supports the Inner City Development Corporation (ICDC) at an anniversary event celebrating the organization's 30 years of service.

NOV 11-12



NOV 19

*DFW Community Hunger Project* Through this event hosted by Feeding the Children Everywhere, the Fair helps in gathering 50,000 meals for local food pantries.

NOV 19

The Fair supports board training for *SouthFair*, a local nonprofit in South Dallas.

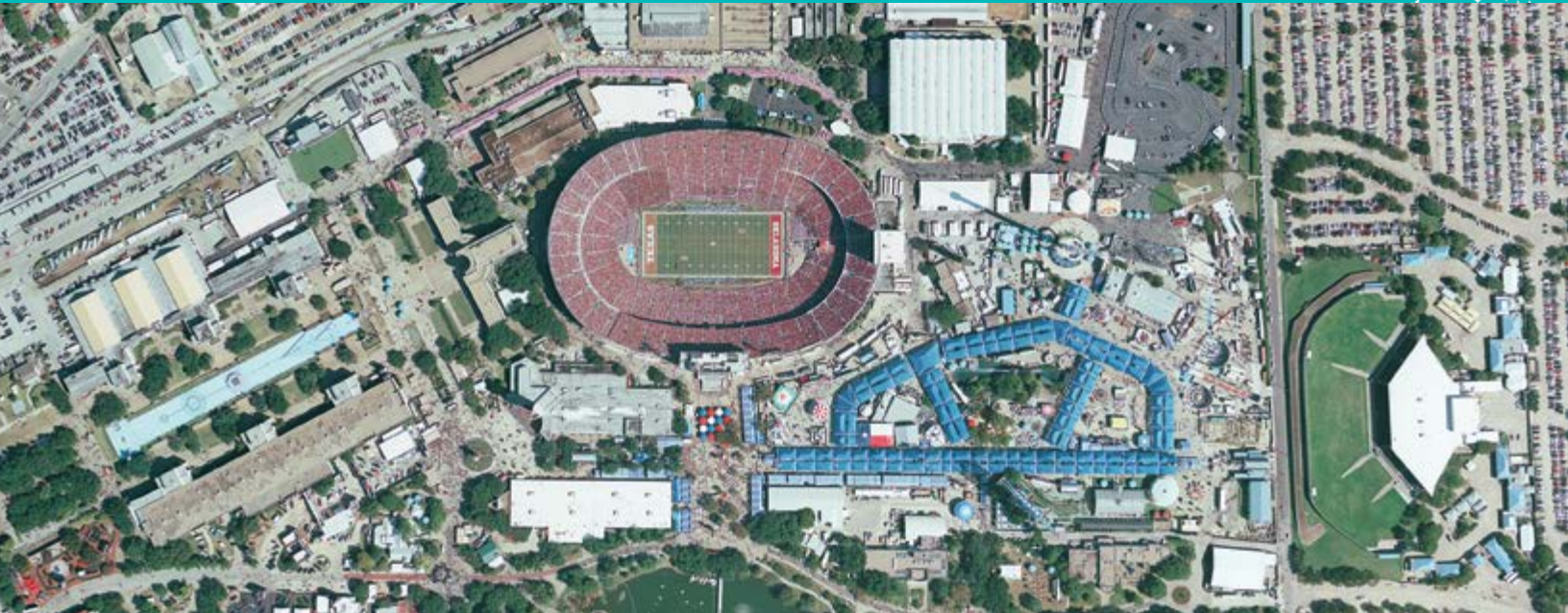
DEC 14

We begin Capacity Building Cohort interviews with United Way and the University of North Texas at Dallas.

DEC 16

*Backpack Build* The Fair collects school supplies and school-related donations at St. Philip's Church and Community Center.





# SUPPORT OF FAIR PARK

Originally built in 1886 to house the inaugural Dallas State Fair and Exposition, very few ventures have had as much influence on development and growth in the city of Dallas as the partnership between Fair Park and the State Fair. Constructed on a mere 80-acre plot of land, the Fair's opening location has progressively flourished into the multipurpose venue and significant landmark known today as Fair Park. Showing promise for longevity even in the park's pioneering years, as the State Fair grew in popularity, Fair Park's infrastructure grew in size; and after serving as the Fair's home for a whole century, Fair Park was officially designated a National Historic Landmark in 1986. Every historic structure still rooted in the fairgrounds today signifies a benchmark within the park's 130 years of shared history with the Fair.

From our longtime devotion to Fair Park, to our lasting dedication to fairgoers, the State Fair considers tradition an essential component of our organization. Over the years, we have continued to uphold our commitment to Fair Park and to the City of Dallas as both a tenant and a partner. We actively support many of the great events and initiatives that take place in our home each year. During park-wide events like Fair Park Fourth and the 80th Anniversary of the Centennial in 2016, the Fair joined in on the celebration and opened the Midway to offer activities and rides on some of our most popular attractions. Through monetary donations each year, the Fair contributes to the upkeep and maintenance of Fair Park's historic buildings and facilities. We also invest in our neighboring cultural institutions and museums that live inside park grounds, further supporting Fair Park as a whole. On top of our annual pledge, additional funding is put toward capital projects throughout the year to improve State Fair operations.

The Fair's ability to provide funds for the City of Dallas to improve Fair Park is credited to the success of our annual event. The chart on the following page is an illustration of our project investments over the last five years.

# CAPITAL PROJECTS & MAJOR MAINTENANCE PROJECTS 2016-2012

## SUMMARY BY YEAR

YEAR	MAJOR MAINTENANCE ACTUAL \$	SFT CAPITAL PROJECT ACTUAL \$	ACTUAL \$ TOTAL
2016	\$6,810,366	\$1,249,510	\$8,059,876
2015	10,652,365	1,232,479	11,884,844
2014	101,333	1,945,533	2,046,866
2013	3,053,087	19,064,011	22,117,098
2012	297,038	1,939,854	2,236,892
GRAND TOTALS	\$20,914,189	\$25,431,387	\$46,345,576

Capital projects are purchases to improve State Fair operations, while Major Maintenance projects are intended to address permanent, Fair Park-owned facilities (Cotton Bowl, grounds, buildings, roof repairs, paving, etc.) that are decided on each year with the director of the City of Dallas Park & Recreation Department.

# HIGHLIGHTS

MORE THAN  
\$8 MILLION  
IN 2016

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  
\$282,000  
DONATED IN 2016

OF THE \$6.8 MILLION IN MAJOR MAINTENANCE REFERENCED ABOVE,

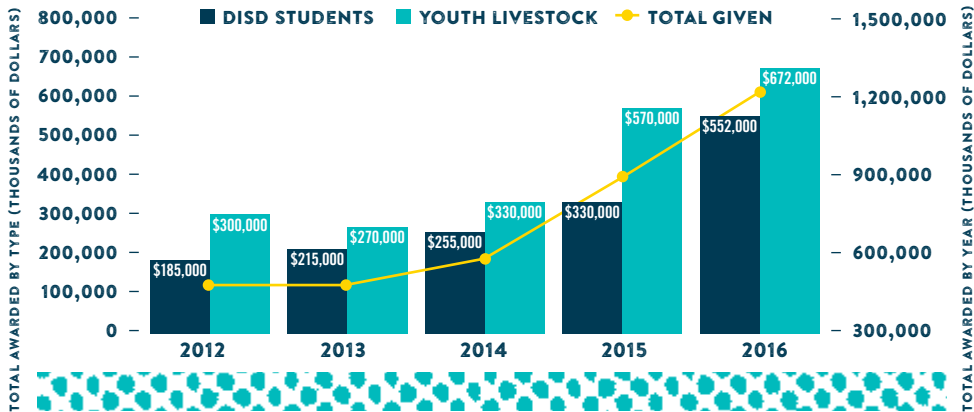
\$4 MILLION IN 2015'S EXCESS REVENUES

WERE COMMITTED IN 2016 TO FAIR PARK IMPROVEMENTS AT THE FULL DISCRETION  
OF THE CITY OF DALLAS PARK & RECREATION DIRECTOR.



# STATE FAIR OF TEXAS YOUTH SCHOLARSHIP PROGRAM

Established in 1992, the State Fair of Texas Youth Scholarship Program has awarded scholarships to more than *1,800 students* for a total of more than *\$8.7 million*. Eligible recipients include graduating high school seniors around the state of Texas who have participated in competitive youth livestock events held at the State Fair, as well as graduating seniors from five Dallas Independent School District (DISD) high schools in the Fair Park area. Both scholarship opportunities require students to attend an accredited college or university within the state of Texas. Recipients receive a \$6,000 grant, renewable in \$1,500 annual increments if the student meets the criteria for renewal. In order to qualify for renewal, recipients are required to enroll in, and pass, a minimum of 12 hours each semester. In addition, recipients must achieve a minimum 2.5 GPA their first semester and a 3.0 cumulative GPA for every semester thereafter.



## HIGHLIGHTS



MORE THAN  
**\$1.2 MILLION**  
AWARDED IN NEW COLLEGE  
SCHOLARSHIPS IN 2016.

MORE THAN  
**\$8.7 MILLION**  
AWARDED SINCE 1992.

# 2016 PETE SCHENKEL SCHOLARSHIP RECIPIENTS

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

<b>IRMA LERMA RANGEL YOUNG WOMEN'S LEADERSHIP SCHOOL</b> Erin Adams Esmeralda Alejo Alicia Allen Angelica Escorza Denise Garcia-Balderas Karen Gonzalez Tramondranique Hawkins Sarahi Hernandez Valencia Kimberly Herrera Katherine Larios Aloma Lopez Hazel Lopez Jennifer Lopez Natalia Mata Mariela Medina Maria Mendoza Rosa Mendoza Linh Pham Gizehv Ramirez Madison Shubert Beatriz Vaquera	<b>JAMES MADISON HIGH SCHOOL</b> LaTracia Bell Dorothy Bryant Melvin Craddock, Jr. Angel Cruz Jonathan Elliott Debrciya Everette Shatara Flentroy Terry Love Shaniya Lynch Jasmine McCarthy Rodrigo Salazar Keuntis Small	Breanna Jackson Angel Jenkins Darnesha Johnson Kewona-Labria Jones Tania Mejia Rodriguez Jabari Richardson Dequavia Simpson Kiara Simpson LaShasta Smith Alexis Washington Frederica Williams Caleb Young	Danny Nguyen Shayla Nguyen Brenda Soria Heidi Subiza Sade Varnado Annie Vo Gustavo Zamarripa	Georgie Osgood Alexandra Patton Adina Smirin Snigdha Srivastava Michael Tepera Yuel Tesfu Annalyse Zotos
	<b>LINCOLN HIGH SCHOOL</b> Kayla Bobo Laquianshie Bonner Robert Craddock Twantanisha Derrough Felicia George Trinidad Hernandez Kalisha Hines Kenneth Hoskins	<b>NORTH DALLAS HIGH SCHOOL</b> Melissa Calderon Sharae Campbell Kaitlyn Contreras Itzel Estrada Julio Garcia Lori Garcia Jennifer Hernandez Isael Longoria Luz Macias	<b>WOODROW WILSON HIGH SCHOOL</b> Alissa Amaro Julia Aves Ruth Blaker Andrew DeRouen Madeline Devine Hutton England Vaughn Ferron Gabriella Hernandez Paola Hernandez Gabriel Jankovsky David Juan Konstadinos Labos Cole Martinez Lissete Mendez	

# 2016 YOUTH LIVESTOCK SCHOLARSHIP RECIPIENTS

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

Bailey Baade Morgan Baethge Rylee Barber Brittany Beggs Kassidy Bego Brielle Bobo Sonny Bohannon Reagan Brashears Jessica Brown Natalie Brown Kennadee Buchanan Jaci Burgin Emily Bush Hannah Celella Ian Cobb Amber Compton Hailey Cooper Rebecca Craig Sarah Crum Megan Day Alyssa Denson Ryan Earp Aspen Eaton	Delynne Freelove Colton Leopold Cheyenne Gamangasso Clayton Garrett Cooper Gilliland Colby Gipson Kaily Graham Mackenzie Gramling Hope Halfmann Alexandria Harrell Payton Harrell Callie Hawkins Hannah Hawkins Lauren Hayes Chase Heffernan Case Hendrix Shayla Holland Charles Hoppe Jacob Irvin Casey Jennings Katherine Jones Kristin Keally Tanner Keeton	Reagan Langemeier Colton Leopold Payton Lipsey Laney Lord Catherine Luft Cathryn Macaluso Kyle Malaer Lyndsi Marquart Kolbi Martin Victoria Martin Conner McKinzie Danielle McMillen Haley Merrithew Ashley Merritt Garrett Meurer Aaron Milligan Payton Miner Tarah Moore Rayanne Muenich Benjamin Murphy Dylan Pacetti Faith Parum Kylie Patterson	Annie Perez Taylor Perryman Johnna Pieniazek Maggie Pipkin Mackenzie Powell Haylon Powers Jeyson Price Courtlyn Ranly Kelley Ranly Caitlin Reed Hollyann Roach Flint Roberts Jenna Roth Brooke Rudder Amelia Rutherford J.D. Schnitker Kodi Schroeder Mayson Schulze Kodie Sears Heather Shaw Will Shaw Cole Shawn Shae Shodrock	Ryan Smith Menzi Spiller Sarah Spradlin Tanner Stefka Stephanie Stokes Addison Stuver William Sullivan Erin Supak Lindsey Tarby Morgan Thomas Jacob Traylor Lyric Waugh Carson Wienecke Ashley Wilde Katherine Wilganowski Paige Williams Savannah Wood Hagan Wright Hannah Wunderlich
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CELEBRATE  
TEXAS

## AGRICULTURE

2016 STATE FAIR OF TEXAS

**W**ith agriculture, education, and community involvement at the heart of every decision, the State Fair passionately pursues opportunities to expand and build upon our mission and further supported this initiative through our 2016 event, themed “Celebrating Texas Agriculture.”



## THEME

The State Fair of Texas celebrated 130 years of history with the city of Dallas and the great Lone Star State in 2016. Originally established as a livestock exposition back in 1886, it is without question that the Fair has deep roots in agriculture. In honor of our history, the Fair constantly strives to promote agricultural education and further supported this initiative through last year's exposition. The 2016 theme served to recognize agriculture and its relevance to both the Fair and the state of Texas as a whole.

“Celebrating Texas Agriculture” focused on educating guests about all the ways agriculture impacts the community, as well as our day-to-day routines. The Fair sees the importance of housing one of the few places where kids can learn about agriculture, the No. 1 industry in Texas, and being in an urban area makes this responsibility even more imperative. Acknowledging the significance of farming and ranching in Texas's past, present, and future, the State Fair continues to celebrate all things Texan by promoting agricultural growth as one of the three pillars of our mission.

AGRICULTURE INDUSTRY'S  
PREVALENCE IN TEXAS

- 1 out of every 7 working Texans (14%) holds an agriculture-related job.
- 12% of Texas's population resides in rural areas.

## TEXAS LEADS THE NATION IN:

*Production of:*

**CATTLE**  
**COTTON**  
**HAY & GOATS**  
**SHEEP**  
**MOHAIR**

*Largest number of farms  
and ranches:*

**248,800 FARMS  
AND RANCHES**

*Covering*

**130.2 MILLION  
ACRES**

**HIGHEST  
VALUE**

*of*

**FARM  
REAL  
ESTATE**



# CELEBRATE EXCELLENCE

## 2016 KEY INITIATIVES

**A**s 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 set, and reset, standards that enhance our visitors' experience year after year. On top of the many successes delivered in 2016, it also proved to be a year of innovation and growth.



## IMPROVED GATE EFFICIENCY

New processes were implemented to increase efficiency at the gates and provide ease of access for guests before they stepped onto the fairgrounds. Added features to the Fair's ticketing system made tickets more accessible and simplified the process of buying online, which resulted in **94,000 online orders (638% increase over 2015 total orders)**.

Through these enhancements, fairgoers were able to purchase food and ride coupons in advance along with their admission tickets. The Fair also offered three redemption options for online purchases, giving visitors new ways to save time and skip the line:

- Have tickets mailed directly to their home
- Utilize the new print-at-home function to print tickets straight from bigtex.com
- Purchase through their smartphones and have tickets scanned directly from their phone screen at the gate

These new systems further encouraged guests to make the most out of their visit by saving time and money on traditional expenses. They also provided internal efficiencies, enabling the Fair to increase capacity while expediting wait time in lines and at the gates.

## NEW SPECIAL PROMOTIONS

In addition to the many discounts the Fair offers each year, 2016 showed a special appreciation for our military and first responders by hosting two days named in their recognition – ***Military Appreciation Day and First Responders Day***. These honorary holidays provided ***free admission and special tributes to more than 21,000 guests and families***.

As another tribute to first responders, the Fair ***presented the inaugural "Pride of Texas Award" to the Dallas Police Department*** for its ongoing dedication to the City of Dallas. The State Fair team was inspired to begin this new tradition following the tragedies of the July 7th ambush and felt the Dallas Police Department had definitely earned the right to be called the "Pride of Texas." Former Police Chief, David Brown, was one of the guest speakers and ribbon cutters for the 2016 Opening Ceremony, and accepted the award on behalf of the entire Dallas Police Department.

## NEW SOFT AREAS

Among the many enhancements made in 2016 were three new "soft areas," venues located throughout the fairgrounds designed for fairgoers to be able to sit and relax away from the crowds. These destinations included Trio on the Green, Fiesta Grande, and Nimitz Terrace Craft Beer, which generated a ***combined \$600,000 in sales***. Soft areas now represent approximately ***\$3 million*** in concession sales at the Fair.

## TEXIFICATION

Kicking off in 2014, the Texification project aimed to further "Texify" the fairgrounds through a series of additions and enhancements, such as Texas-themed signage and flags throughout the grounds, as well as all-new Lone Star-themed floats and music in the nightly Starlight Parade. The Fair has continued the Texification initiative each year, working to enhance the fairgrounds more and more every year.





# CELEBRATE A RECORD

STATE FAIR OF TEXAS

**P**roving to be the most successful Fair in our 130-year history, the 2016 State Fair of Texas delivered record-breaking numbers and an even bigger community impact. Welcoming more than 2.4 million visitors through the gates, every facet of the 24-day exposition was showcased at a new level. In addition to reaching a new record in gross coupon sales for food, beverages, and rides, games revenue on the Midway hit an all-time high. The Fair also saw an increase across the board in Livestock participation, Auto

Show attendance, shopping sales, and Creative Arts contests. While breaking records seemed to be an underlying theme throughout 2016, the year's measurement of success goes far beyond these numbers. Thanks to our fairgoers' ongoing support, the annual event continually serves as our largest fundraiser of the year. As a nonprofit organization, proceeds from the event allow us to continue building upon our mission, as well as supporting future Fairs to come.



MORE THAN

## \$56 MILLION

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

APPROXIMATELY 6,000 SEASONAL JOBS  
DURING THE FAIR

48 FULL-TIME STAFF

## AUTO SHOW 16

CAR MANUFACTURERS

156,000 SQ.FT.

INDOOR  
EXHIBIT  
SPACE

135,000 SQ.FT.

OUTDOOR  
EXHIBIT  
SPACE

## SHOPPING

252 DIFFERENT VENDORS

331 VENDOR LOCATIONS

ACROSS THE FAIRGROUNDS

APPROXIMATELY

## 400,000

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

227  
RETURNING  
VENDORS  
+  
25  
NEW  
VENDORS

## CREATIVE ARTS

1,990  
FAIR-TIME  
ENTRIES

6,846  
PRE-FAIR  
ENTRIES

MORE  
THAN 1,100  
CATEGORIES

30  
COOKING  
CONTESTS

30  
CELEBRITY  
CHEFS





## MIDWAY

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

## MIDWAY HIGHLIGHTS

### TOP GAMES

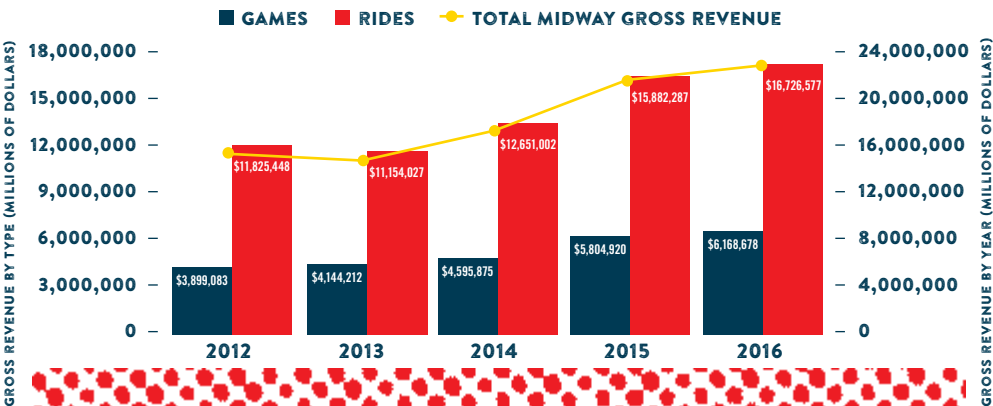
BY REVENUE

- BIG WATER RACE GAME
- MINI BASKETBALL
- BALLOON POP #1
- RIISING WATER’S RACE GAME
- BALLOON POP #2

### TOP RIDES

BY REVENUE

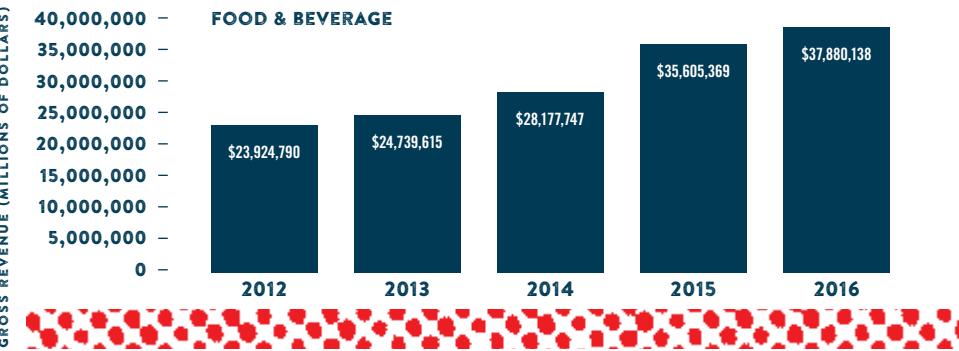
- TEXAS STAR FERRIS WHEEL
- TEXAS SKYWAY
- CRAZY MOUSE
- LOVE BUG
- TOP O’ TEXAS TOWER



*Did you know? 2016 was the highest year for games and rides revenue in the Fair’s history.*

## FOOD & BEVERAGE

Capitalizing on the anticipation and culinary excitement each new year brings to the State Fair, our organization’s Concessions department has been able to grow the importance of the already-strong Big Tex Choice Awards, develop restaurant-caliber dining experiences throughout Fair Park, provide business support to more than 75 small business concessionaires who operate during the Fair, and introduce value programs such as “Thrifty Thursdays” and reduced-price beverage stands. Through these initiatives, the State Fair’s food and beverage revenue has risen more than 58% since 2012.



*In 2016, food and beverage rose to new heights, with an increase of 6.8% in revenue over 2015.*

## BIG TEX CHOICE AWARDS

Fair food fever returned to the grounds in 2016 with the 12th Annual Big Tex Choice Awards. With more than 55 entries into the contest – the most entries ever received – judges had the difficult task of selecting Best Taste and Most Creative from the shortlist of eight finalists. In the end, Fried Jell-O® and State Fair Cookie Fries took home the awards for Best Taste and Most Creative, respectively.

## NEW CONCESSIONAIRES AND DINING OPTIONS

Considering the fact that all concession booths at the State Fair of Texas are owned by more than 75 small businesses from around the state and nation, the availability of an open booth attracts an incredible amount of interest from operators, and 2016 was no exception. With two booth openings, we received 129 concession applications for the 2016 Fair.

### HOWDY HOMEMADE

In addition to adding new concessionaires and soft areas to the park, the State Fair developed a partnership with Howdy Homemade Ice Cream, the Dallas-based creamery dedicated to hiring, training, and employing individuals with special needs. With owner Tom Landis and Vice President Coleman Jones at the helm, Howdy Homemade offered divine ice cream flavors such as Dr Pepper® Chocolate Chip and Hot Tamale® with a side of smiles to visitors throughout the Fair’s 24-day run.



# 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 2016, 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, paid placement, earned media coverage, direct mail and printed collateral, and utilization of State Fair channels – bigtex.com, email, and social media.

685,000  
PIECES OF  
PRINTED  
COLLATERAL

682  
COMMERCIALS  
ACROSS 10  
BROADCAST STATIONS

MORE THAN 43,000 MEDIA  
MENTIONS GENERATED  
*more than 355.5  
million impressions.*

284 PLACEMENTS OF  
INTEGRATED PRINT AND  
INTERACTIVE ADS WITH A  
REACH OF  
54,787,863

218,000  
DIRECT  
MAIL  
PIECES  
DELIVERED

4,966,1094  
VISITS

14,924,843  
PAGE VIEWS

ON BIGTEX.COM

A 15%  
INCREASE  
OVER 2015

SOCIAL  
NETWORK  
COMMUNITY OF  
639,732  
PEOPLE

RADIO  
SPOTS  
5,525

7,090,637  
EMAILS

SENT TO A YEAR-END  
AUDIENCE OF 198,000

# 2016 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 2016.

## LOCAL

98.7 KLUV  
99.5 THE WOLF  
106.1 KISS-FM  
AL DIA  
AMP 103.7  
CBS 11  
CW 33  
D MAGAZINE  
DALLAS BUSINESS JOURNAL  
DALLAS OBSERVER  
EATER DALLAS  
FORT WORTH STAR-TELEGRAM  
FOX 4  
GOOD MORNING TEXAS  
KATY TRAIL WEEKLY  
KERA 90.1  
NBC 5  
NEWS RADIO 1080 KRLD  
NORTH DALLAS GAZETTE  
TELEMUNDO 39  
THE DALLAS MORNING NEWS  
UNIVISION 23  
WBAP/KLIF NEWS  
WFAA-TV  
WHITE ROCK LAKE WEEKLY

## STATEWIDE

CULTUREMAP  
HOUSTON CHRONICLE  
KIAH CW 39 – HOUSTON  
KRIV FOX 26 – HOUSTON  
KSAT ABC 12 – SAN ANTONIO  
KTBC FOX 7 – AUSTIN  
KTRK ABC 13 - HOUSTON  
KVUE ABC – AUSTIN  
KXAN NBC – AUSTIN  
OKLAHOMA DAILY, UNIVERSITY OF OKLAHOMA  
THE DAILY TEXAN, UNIVERSITY OF TEXAS

## NATIONAL & INTERNATIONAL

ABC NEWS  
ABOUT.COM TRAVEL  
ASSOCIATED PRESS  
BLEACHER REPORT  
BRAVO  
CMT  
CNBC  
COOKING CHANNEL  
ESPN

## FORBES

FOX NEWS  
FOX SPORTS  
GRAINGERTV – AUSTRALIA  
HISTORY CHANNEL  
LIFETIME  
MTV  
NCAA  
NEW YORK TIMES  
NFL  
OWN: THE OPRAH WINFREY NETWORK  
PBS  
THE AUTO CHANNEL  
THE HUFFINGTON POST  
THE WALL STREET JOURNAL  
THE WASHINGTON POST  
THE WEATHER CHANNEL  
TIME  
TRAVEL CHANNEL  
TRAVEL + LEISURE  
USA TODAY  
YAHOO CANADA  
YAHOO NEWS  
YAHOO SPORTS

MAR 14

2016 theme – “*Celebrating Texas Agriculture*” is revealed.

JUNE 1

The Fair’s concert lineup is released, announcing our headlining acts.

*Season Passes* go on sale!

JUNE 15

All-new 2016 attractions are announced.

JULY 4

The Midway opens to take part in the annual *Fair Park Fourth* celebration.

AUG 17

Finalists in the 2016 Big Tex Choice Awards are announced via press conference.

AUG 28

12TH ANNUAL  
BIG TEX  
*Choice Awards*

SEPT 9

Big Tex’s new outfit is unveiled in Cotton Bowl Stadium.

SEPT 20

The new 2016 Fair foods are announced!

SEPT 23

*Big Tex* returns to his home in Fair Park.

OCT 23

2016 officially becomes **THE MOST SUCCESSFUL FAIR** IN OUR *130-year* **HISTORY** in gross coupon sales

# 2016’S NOTABLE MOMENTS



# 2016 ATTENDANCE

From first-time visitors to lifelong fans, people from all walks of life came together to celebrate the State Fair of Texas's 130-year tradition. Attracting a grand total of 2,408,032 fairgoers throughout the 2016 event, we hosted an average daily attendance of more than 100,000 guests. While each and every fairgoer played an important role in making it our most successful year yet, among the most valuable contributors are our dedicated Season Pass holders. Between our Season Pass offerings and our group sales packages, program participation continues and increase with the Fair's escalating success. For a breakdown of daily attendance, visit [bigtex.com/attendance](http://bigtex.com/attendance).

FAIR DAY #	DAY	DATE	DAILY ATTENDANCE
1	FRIDAY	SEPTEMBER 30	83,831
2	SATURDAY	OCTOBER 1	131,862
3	SUNDAY	OCTOBER 2	74,190
4	MONDAY	OCTOBER 3	61,786
5	TUESDAY	OCTOBER 4	50,875
6	WEDNESDAY	OCTOBER 5	53,223
7	THURSDAY	OCTOBER 6	57,625
8	FRIDAY	OCTOBER 7	59,108
9	SATURDAY	OCTOBER 8	200,089
10	SUNDAY	OCTOBER 9	117,516
11	MONDAY	OCTOBER 10	149,695
12	TUESDAY	OCTOBER 11	79,491
13	WEDNESDAY	OCTOBER 12	56,504
14	THURSDAY	OCTOBER 13	75,290
15	FRIDAY	OCTOBER 14	101,757
16	SATURDAY	OCTOBER 15	175,204
17	SUNDAY	OCTOBER 16	120,967
18	MONDAY	OCTOBER 17	68,634
19	TUESDAY	OCTOBER 18	89,360
20	WEDNESDAY	OCTOBER 19	66,847
21	THURSDAY	OCTOBER 20	98,122
22	FRIDAY	OCTOBER 21	128,613
23	SATURDAY	OCTOBER 22	155,796
24	SUNDAY	OCTOBER 23	151,647
TOTAL			2,408,032

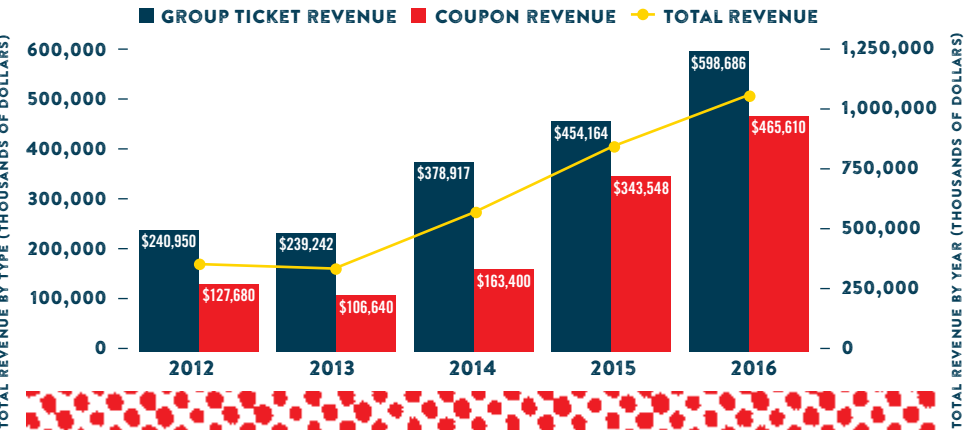
2,408,032 VISITORS

That's a lot, y'all!

# GROUP SALES

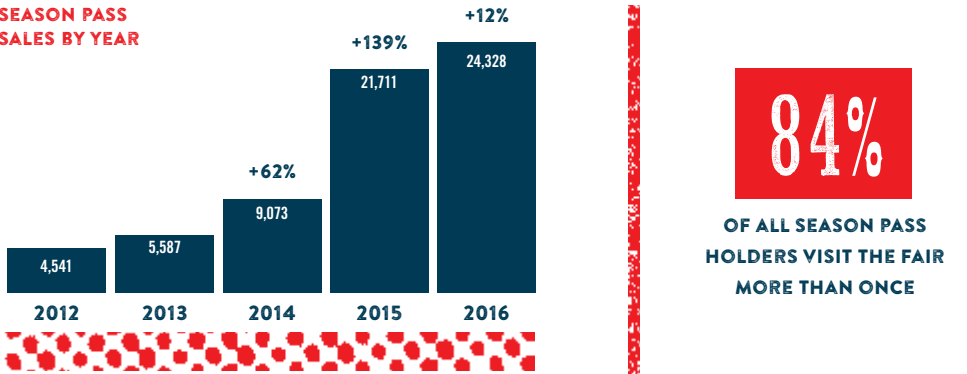
As the State Fair grows and expands its family-friendly offerings, a greater number of groups and major corporations are visiting the exposition in the fall. Since 2012, the State Fair Group Sales department has *more than doubled the amount of groups serviced and general admission tickets sold through the department*.

In addition to increasing ticket sales, food and ride coupon sheets purchased by groups have *risen more than 390% since 2012*.



# 2016 SEASON PASS PROGRAM

Showcasing more than 100 activities and entertainment opportunities each day, one trip to the State Fair isn't enough to experience all the offerings of the annual event. Recognizing this challenge, the State Fair Marketing department has spent the past three years developing a robust Season Pass program that includes special benefits and opportunities for purchasers of the pass. As a result of dedicated focus on the program, *Season Pass sales have increased more than 435% since 2012*.





CELEBRATE

# STEWARDSHIP

FINANCIAL SUCCESS

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 on a historic landmark, we practice responsible stewardship by investing in the Fair product, our Fair Park home, and our community, to ensure that the State Fair of Texas will thrive for future generations. Every year, a summary of our audited financial statements can be found on our website at [bigtex.com/financialhighlights/](http://bigtex.com/financialhighlights/).



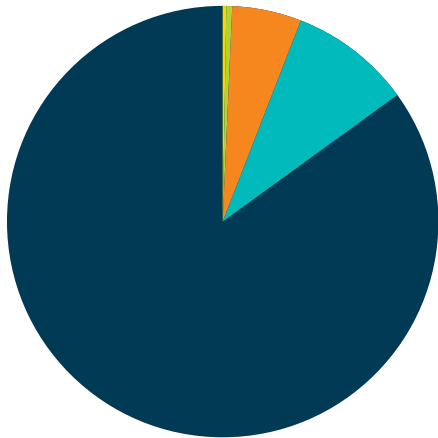
# FINANCIAL HIGHLIGHTS

The following pages provide a breakdown of our financial highlights as of December 31, 2016 and 2015, illustrating the State Fair’s statements of financial position, and the related statements of activities and cash flows for those years ended.

2016	YEARS ENDED DECEMBER 31	2015
\$54,914,046	OPERATING REVENUES	\$53,450,724
\$51,153,895	OPERATING EXPENSES	\$47,246,561
\$3,760,151	EXCESS OF REVENUES OVER EXPENSES	\$6,204,163
\$928,215	REALIZED & UNREALIZED INVESTMENT GAIN (LOSS)	(\$45,752)
\$4,688,366	CHANGE IN NET ASSETS (NET INCOME)	\$6,158,411



REVENUES



	2016
CONCESSIONS & ADMISSIONS (86%)	\$46,699,473
EXHIBIT SPACE & OTHER RENTALS (9%)	5,066,219
CONTRIBUTIONS (5%)	2,987,620
INTEREST INCOME & DIVIDENDS (.19%)	111,925
OTHER (0%)	48,809
TOTAL REVENUES	\$54,914,046

EXPENSES



	2016
FAIR-TIME EXPENSES (38%)	\$19,448,629
MAINTENANCE & REPAIRS (20%)	10,109,930
NON-FAIR-TIME EVENTS & EXHIBITS (1%)	679,764
SALARIES & WAGES (16%)	8,220,191
GENERAL & ADMINISTRATIVE (18%)	8,969,061
INTEREST (0%)	38,581
DEPRECIATION & AMORTIZATION (7%)	3,687,739
TOTAL EXPENSES	\$51,153,895

YEAR ENDED DECEMBER 31

STATEMENTS OF FINANCIAL POSITION

	2016	2015
ASSETS		
CURRENT ASSETS:		
CASH	\$344,299	\$1,146,635
INVESTMENTS	49,267,357	37,883,473
ACCOUNTS RECEIVABLE, LESS ALLOWANCES FOR UNCOLLECTIBLE ACCOUNTS OF \$24,427 IN 2016 & 2015	330,345	556,645
PLEDGES RECEIVABLE, NET	850	850
INVENTORIES, NET	289,263	307,971
PREPAID EXPENSES	329,336	323,159
TOTAL CURRENT ASSETS	\$50,561,450	\$40,218,733
PROPERTY AND LEASEHOLD IMPROVEMENTS, AT COST:		
MIDWAY IMPROVEMENTS	\$13,978,714	\$13,911,823
AMUSEMENT RIDES	21,697,034	21,565,499
BUILDINGS & IMPROVEMENTS	18,675,336	17,906,523
FURNITURE, FIXTURES, & EQUIPMENT	9,068,649	8,839,910
CONSTRUCTION IN PROGRESS	49,379	-
LAND	5,058,422	5,058,422
TOTAL PROPERTY AND LEASEHOLD IMPROVEMENTS	68,527,534	67,282,177
LESS ACCUMULATED DEPRECIATION & AMORTIZATION	(41,761,657)	(38,078,071)
PROPERTY & LEASEHOLD IMPROVEMENTS, NET	26,765,877	29,204,106
PLEDGES RECEIVABLE, NET	14,315	16,624
OTHER ASSETS	1,146,151	963,689
TOTAL ASSETS	\$78,487,793	\$70,403,152
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES:		
ACCOUNTS PAYABLE & ACCRUED LIABILITIES	\$7,814,827	\$6,460,720
ACCRUED MAJOR MAINTENANCE PROJECTS	2,177,626	-
CURRENT ADVANCEABLE TERM LOAN PAYABLE	1,011,491	1,011,491
TOTAL CURRENT LIABILITIES	\$11,003,944	\$7,472,211
LONG-TERM ADVANCEABLE TERM LOAN PAYABLE	\$1,095,783	2,107,274
OTHER LONG-TERM PLEDGES	14,315	16,624
DEFERRED RENT LIABILITY	7,936,890	7,241,010
DEFERRED COMPENSATION	1,146,151	963,689
TOTAL LIABILITIES	\$21,197,083	\$17,800,808
NET ASSETS:		
UNRESTRICTED, INCLUDING \$9.5 AND \$5.5 MILLION OF BOARD-DESIGNATED FUNDS IN 2016 AND 2015, RESPECTIVELY	\$56,136,436	\$51,381,963
TEMPORARILY RESTRICTED	1,112,605	1,178,712
PERMANENTLY RESTRICTED	41,669	41,669
TOTAL NET ASSETS	\$57,290,710	52,602,344
TOTAL LIABILITIES AND NET ASSETS	\$78,487,793	\$70,403,152

YEARS ENDED DECEMBER 31



STATEMENTS OF ACTIVITIES

	2016				2015			
	UNRESTRICTED	TEMPORARILY RESTRICTED	PERMANENTLY RESTRICTED	TOTAL	UNRESTRICTED	TEMPORARILY RESTRICTED	PERMANENTLY RESTRICTED	TOTAL
REVENUES:								
CONCESSIONS & ADMISSIONS	\$46,699,473	\$ –	\$ –	\$46,699,473	\$45,351,463	\$ –	\$ –	\$45,351,463
EXHIBIT SPACE & OTHER RENTALS	5,066,219	–	–	5,066,219	4,902,648	–	–	4,902,648
CONTRIBUTIONS	2,508,915	478,705	–	2,987,620	2,507,274	552,200	–	3,059,474
INTEREST INCOME & DIVIDENDS	111,925	–	–	111,925	108,509	–	–	108,509
OTHER	48,809	–	–	48,809	28,630	–	–	28,630
NET ASSETS RELEASED FROM RESTRICTION	544,812	(544,812)	–	–	382,563	(382,563)	–	–
TOTAL REVENUES	\$54,980,153	(\$66,107)	–	\$54,914,046	\$53,281,087	\$169,637	–	\$53,450,724
EXPENSES:								
FAIR-TIME EXPENSES	\$19,448,629	\$ –	\$ –	\$19,448,629	\$17,306,320	\$ –	\$ –	\$17,306,320
MAINTENANCE & REPAIRS	10,109,930	–	–	10,109,930	9,950,336	–	–	9,950,336
NON-FAIR-TIME EVENTS & EXHIBITS	679,764	–	–	679,764	504,883	–	–	504,883
SALARIES & WAGES	8,220,191	–	–	8,220,191	7,878,356	–	–	7,878,356
GENERAL & ADMINISTRATIVE	8,969,061	–	–	8,969,061	7,619,980	–	–	7,619,980
INTEREST	38,581	–	–	38,581	43,097	–	–	43,097
DEPRECIATION & AMORTIZATION	3,687,739	–	–	3,687,739	3,943,589	–	–	3,943,589
TOTAL EXPENSES	\$51,153,895	–	–	\$51,153,895	\$47,246,561	–	–	\$47,246,561
EXCESS OF REVENUES OVER EXPENSES	\$3,826,258	(\$66,107)	\$ –	\$3,760,151	\$6,034,526	\$169,637	\$ –	\$6,204,163
REALIZED AND UNREALIZED INVESTMENT GAIN (LOSS)	928,215	–	–	928,215	(45,752)	–	–	(45,752)
CHANGE IN NET ASSETS	4,754,473	(66,107)	–	4,688,366	5,988,774	169,637	–	6,158,411
NET ASSETS AT BEGINNING OF YEAR	51,381,963	1,178,712	41,669	52,602,344	45,393,189	1,009,075	41,669	46,443,933
NET ASSETS AT END OF YEAR	\$56,136,436	\$1,112,605	\$41,669	\$57,290,710	\$51,381,963	\$1,178,712	\$41,669	\$52,602,344

YEARS ENDED DECEMBER 31, 2016 AND 2015

STATEMENTS OF CASH FLOWS

	2016	2015
OPERATING ACTIVITIES:		
CHANGE IN NET ASSETS	\$4,688,366	\$6,158,411
ADJUSTMENTS TO RECONCILE CHANGE IN NET ASSETS TO NET CASH PROVIDED BY OPERATING ACTIVITIES:		
REALIZED & UNREALIZED INVESTMENT (GAINS) LOSSES	(928,215)	45,752
DEPRECIATION & AMORTIZATION	3,687,739	3,943,589
CHANGES IN ASSETS AND LIABILITIES:		
DECREASE (INCREASE) IN ACCOUNTS RECEIVABLE	226,300	(341,619)
DECREASE IN PLEDGES RECEIVABLE, NET	–	69,418
DECREASE (INCREASE) IN INVENTORIES, NET	18,708	(56,968)
INCREASE IN PREPAID EXPENSES	(6,177)	(30,342)
INCREASE (DECREASE) IN ACCOUNTS PAYABLE, ACCRUED LIABILITIES, AND DEFERRED RENT	4,227,613	(1,500,949)
NET CASH PROVIDED BY OPERATING ACTIVITIES	\$11,914,334	\$8,287,292
INVESTING ACTIVITIES:		
CAPITAL EXPENDITURES FOR PROPERTY & LEASEHOLD IMPROVEMENTS	(\$1,249,510)	(\$1,017,196)
PURCHASE OF INVESTMENTS	(10,466,051)	(5,457,544)
SALES & MATURITIES OF INVESTMENTS	10,382	224,412
NET CASH USED IN INVESTING ACTIVITIES	(\$11,705,179)	(\$6,250,328)
FINANCING ACTIVITIES:		
PAYMENTS ON CREDIT FACILITIES	(\$1,011,491)	(\$1,011,491)
NET CASH USED IN FINANCING ACTIVITIES	(\$1,011,491)	(\$1,011,491)
NET (DECREASE) INCREASE IN CASH	(\$802,336)	\$1,025,473
CASH AT BEGINNING OF YEAR	1,146,635	121,162
CASH AT END OF YEAR	\$344,299	\$1,146,635
CASH PAYMENTS FOR INTEREST	\$38,581	\$43,097

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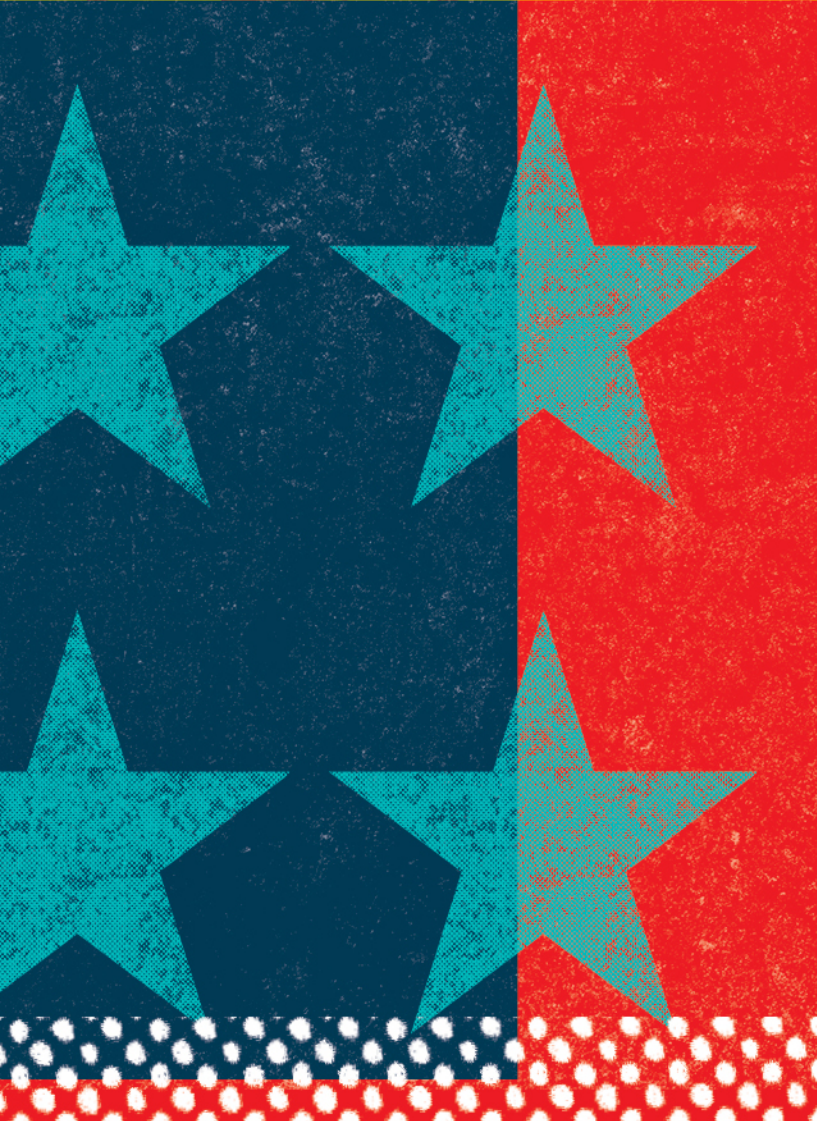
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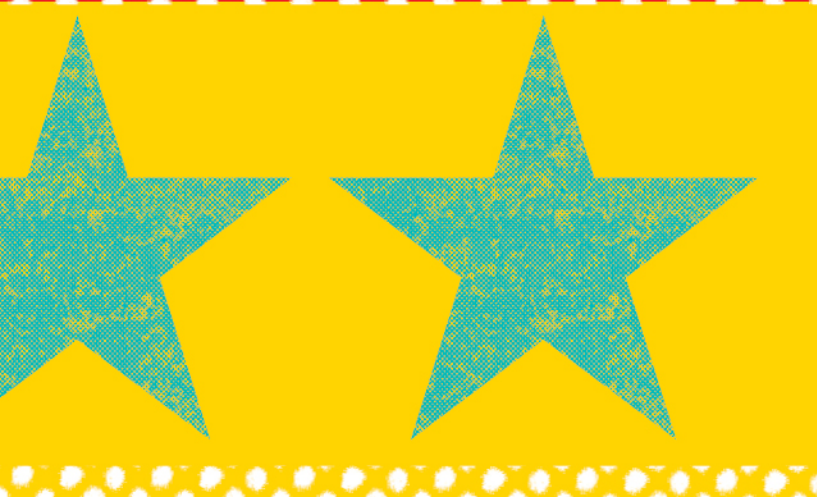
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