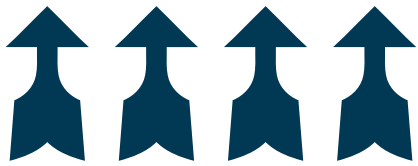




THE CELEBRATION  
**AS BIG AS**  
**TEXAS**



**2019**  
★ **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 GINA NORRIS, BOARD CHAIR &  
MITCHELL GLIEBER, PRESIDENT**



## HOWDY, FOLKS.

For the 133rd year, the State Fair of Texas celebrated all things Texan, focusing on creativity with the 2019 theme, “Celebrating Texas Creativity.” As a nonprofit organization, our priority is to support the community, which is made possible by each individual fairgoer who passes through our gates. We each have our own traditions at the State Fair of Texas, but what makes it most special is its diverse kaleidoscope of Texas culture – a fun gathering for all of Texas. Because of your support, we can continue this great tradition, building upon our mission of promoting agriculture, education, and community involvement through quality entertainment in a family-friendly environment.

Our nonprofit mission is funded by the annual State Fair of Texas event, our largest fundraiser each year, and the 2019 exposition was one for the record books – more than 2.5 million guests in 24 days; an all-time high of \$1.3 million raised for the Big Tex Youth Livestock Auction and Scholarship Program; record numbers of participants in the Youth Livestock and Creative Arts competitions; and record-breaking coupon sales, supporting the independent food and ride concessionaires whose dedication and creativity make our State Fair so unique. As we wrap 2019, we are deeply grateful to you, our fairgoers for your overwhelming support this year, especially on the heels of 2018, the second rainiest Fair in recorded history.

It's no secret that education and agriculture are at the core of our foundation. We strive to provide quality educational opportunities for Texan students during the Fair, educating fairgoers on how our urban and rural communities are connected. Attractions like Little Hands on the Farm and Livestock 101 are interactive ways to exhibit the importance of Texas agriculture and livestock. Through Ag Awareness Day and TEKS-aligned Farm Day at the Fair, students experience everything – from watching a milking parlor demonstration to witnessing first-hand the miracle of life in the Livestock Birthing Barn. In turn, students from rural communities across Texas came to the Fair on Ag Awareness Day to celebrate agriculture, and gave back to our metro area, coordinating a food drive with the North Texas Food Bank to collect more than 30,000 pounds of food – the highest ever in Ag Awareness Day history.

Reflecting on 2019, what is most evident is the hard work, love, and passion the State Fair team and fairgoers alike share for the State Fair of Texas. We are mindful of our role in sharing that same love with our Fair Park community. After all, although the State Fair of Texas is world-renowned for its 24-day run, the other 341 days of the year are just as important to our nonprofit mission.

Supporting the community involvement pillar of our mission, we dedicate efforts to building, fostering, and maintaining relationships with our neighbors in the South Dallas/Fair Park area. Our impact

focuses on three concepts that align with our mission – social capital, human capital, and financial capital. These resources lay the foundation for targeting issues at their roots, while striving for long-term sustainability, such as building the soft skills of local nonprofits and supporting education in surrounding schools. In addition to contributing our social and human resources to these efforts in 2019, the Fair contributed \$483,000 in community initiative support through grants, sponsorships, partnerships, and program funding, in addition to awarding nearly \$1.25 million in new college scholarships to Texas students, including youth livestock participants, graduates of six DISD schools, and seasonal employees and their dependents.

Furthering our community mission, in 2016, the State Fair created Big Tex Urban Farms– a State Fair run year-round garden that grows fresh produce and donates all of it back to nonprofits in the nearby community. In 2019 alone, Big Tex Urban Farms yielded more than 20,000 pounds of fresh produce, equating to more than 218,000 servings.

Our home for the past 133 years is historic Fair Park, which we aim to preserve and upkeep by funding needed improvements to its buildings and facilities. Our ability to help fund these improvements directly correlates with the success of our annual event. In 2019, we worked collaboratively with Fair Park First, the new nonprofit engaged by the City of Dallas to oversee Fair Park, funding more than \$2 million in improvements to the historic Cotton Bowl Stadium to enhance the fan experience year-round. We are proud to be Fair Park's original tenant and look forward to what our combined futures hold.

On behalf of the entire State Fair of Texas team, we are genuinely honored to continue the great tradition of this event – celebrating the Lone Star State. We thank you for your support and confidence, both of which allows us to continue to put on this beloved event, year after year. Moreover, your support allows us to grow agriculture, education, and community initiatives, which provide for the local community. This fall, we hope you will join us for another Texas-sized celebration at the most Texan place on Earth – the 2020 State Fair of Texas, themed “Celebrating Texas Icons!”



**GINA NORRIS**

Board Chair, State Fair of Texas



**MITCHELL GLIEBER**

President, State Fair of Texas



CELEBRATE

# TRADITION



133 YEARS OF THE  
STATE FAIR OF TEXAS



**T**exas heritage is strong, and the State Fair of Texas embodies all aspects of Lone Star State culture. Although much has changed since its humble beginnings, the State Fair embraces its roots and preserves the traditions upon which it was built. After serving as the Fair's home for a whole century, Fair Park was officially designated a National Historic Landmark in 1986 because of its historical significance. With 133 years of shared history, the State Fair has maintained a deep-rooted connection to Fair Park and continues to call it home. Year after year, millions of Fair Park visitors come from far and wide to experience the State Fair of Texas and visit 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 offerings are 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. Launched in 2019, the Lone Star Music Series featured Texas acts exclusively on all stages, showcasing the best the state has to offer.

## 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 Kroger 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 they 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. For more information on Creative Arts competitions, visit [BigTex.com/CreativeArts](http://BigTex.com/CreativeArts).

## 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 park, 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

# THE BRAND



## • AGRICULTURE •



**A**griculture serves not only as a pillar of our organization, but as a fundamental feature of the Lone Star State and its history. The State Fair of Texas offers a variety of interactive exhibits focusing on agriculture and livestock – implementing hands-on activities that are both fun and informative. Activities range from feeding furry friends at the petting zoo to learning about different livestock species during daily guided tours through the livestock barns.

Each year, thousands of students from around the state work diligently in preparation for the competitive livestock events and leadership contests at the State Fair. The largest of these events, the annual Big Tex Youth Livestock Auction, celebrates the agricultural heritage of our great state while providing scholarships and prizes to students all over Texas. Through the State Fair of Texas Youth Livestock Auction and Big Tex Scholarship Program, the Fair has awarded more than \$27 million in auction awards and scholarships to date.





## 2019 LIVESTOCK HIGHLIGHTS

- More than **15,000 livestock entries** of cattle, sheep, goats, hogs, llamas, poultry, and rabbits were entered.
- The State Fair of Texas hosted **nine pre-Fair horse shows** in the weeks leading up to the Fair.
- **More than 11,000 exhibitors** participated in the Fair's livestock shows and other competitive events.
- We welcomed livestock participants from **approximately 1,009 different Texas cities** in 2019.
- **More than 3,500 kids** competed and showed animals in five divisions during the youth market week.
- Fairgoers helped welcome **81 animals**, born at the Livestock Birthing Barn.

## STATE FAIR OF TEXAS RODEO

After a 23-year hiatus, the State Fair of Texas Rodeo made its return to Fair Park in 2018. Continuing the tradition this year, the Rodeo received "Best Middle Rodeo" from the United Professional Rodeo Association (UPRA). This is the second year the Rodeo has been recognized by UPRA, winning "Best New Rodeo" in 2018. 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.

## 71<sup>ST</sup> ANNUAL YOUTH LIVESTOCK AUCTION

- More than **3,500 students** from around the state competed for one of the coveted 392 spots in the 2019 Big Tex Youth Livestock Auction.
- The annual Big Tex Youth Livestock Auction raised a record of **more than \$1.3 million in scholarships and prizes** for Texas youth on auction day alone.
- Through the Big Tex Youth Livestock Auction and Big Tex Scholarship Program, the State Fair currently supports 510 students enrolled in colleges and universities across Texas.

### 2019 GRAND CHAMPION MARKET SALES INCLUDE:



**STEER**  
\$155,000



**BARROW**  
\$25,000



**LAMB**  
\$25,000



**GOAT**  
\$20,000



**BROILER**  
\$10,500



THROUGH THE BIG TEX YOUTH LIVESTOCK AUCTION  
AND BIG TEX 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 DEVELOPMENT CONTESTS

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

- With youth development contests ranging from AgRobotics and Agriculture Mechanics to Job Interviews and Public Speaking, participation included approximately 4,400 students during the 2019 Fair.
- This year, an Archery contest was added, recognizing the top five participants in Compound, Recurve, and NASP Shooters.

## AG AWARENESS DAY

- More than **7,900 students representing 165 chapters** of 4-H, FFA and FCCLA participated in the canned food drive,
- More than **30,000 pounds of food** (which amounts to 24,201 meals) were collected and donated to the North Texas Food Bank, which was the greatest impact in program history.



17-year-old *Mikala Grady* of Johnson County 4-H took home the grand prize for her winning steer, Oscar, with a record-setting sale of \$155,000 at the 2019 Big Tex Youth Livestock Auction.

# CELEBRATE KNOWLEDGE



## • EDUCATIONAL INITIATIVES •



**H**ome to the world's largest collection of Art Deco structures, Fair Park houses some of Dallas' top museums and cultural centers. By offering fairgoers a wide variety of entertaining and educational exhibits throughout the grounds, the State Fair of Texas also supports the individual missions of its fellow Fair Park establishments – focusing on educating visitors about Texas history and agriculture.

Thanks to the continued support of loyal fairgoers, the State Fair is able to provide a diverse assortment of educational programming for all ages. Fairgoers also have access to a number of science and nature discovery programs, Texas history exhibits, agricultural activities, Hispanic culture exhibits, and the African American Museum exhibits, which includes one of the largest collections of African American folk art in the country.







## BIG TEX'S FARMYARD

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

## STATE FAIR OF TEXAS CURRICULUM

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

## LIVESTOCK BIRTHING BARN

First introduced in 2018, the Livestock Birthing Barn was a huge success. Returning in 2019, the Livestock Birthing Barn is a unique educational experience, exhibiting the incubation and birthing process of various livestock animals. With agriculture and education as the Fair's foundation, this exhibit highlights the agricultural importance of breeding livestock and its role in our everyday lives.

## FARM DAY AT THE FAIR

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

## LIVESTOCK 101 STAGE

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

## 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.

## HOME ON THE RANGE

Debuting in 2018, Home on the Range features the redesigned Little Hands on the Farm farm-to-market activity for little ones, as well as the Children's Barnyard petting zoo. Little Hands on the Farm allows children to experience life as a farmer – planting seeds, gathering eggs, harvesting, and taking items to market. With their earnings from selling "crops", children can purchase snacks in the General Store. The Barnyard features a variety of farm animals, from pigs to llamas, and practically everything in between. Home on the Range brings these two popular activities together in a themed, indoor location.

## MILKING PARLOR

Cows from nearby farms are brought to the Fair for an entertaining and educational exhibit of modern milking procedures, available for visitors to view multiple times a day throughout the 24-day exposition.

## BIG TEX SCHOLARSHIP PROGRAM

Established in 1992, the Big Tex Scholarship Program has awarded scholarships to more than **2,500 students for a total of more than \$12.5 million**. Eligible recipients in 2019 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 six Dallas Independent School District high schools in the Fair Park area, and seasonal employees of the State Fair of Texas or their dependents. Added in 2018, Franklin D. Roosevelt High School is the sixth South Dallas/Fair Park DISD school eligible to apply for the Big Tex Scholarship Program. Scholarship recipients receive a \$6,000 grant, renewable each semester while working towards a degree at an accredited Texas college or university.

In 2019, the program proudly awarded 208 scholarships - 85 Pete Schenkel, 111 Youth Livestock, seven Seasonal Employee and five ancillary scholarships. **To learn more about the Big Tex Scholarship Program and how to apply, visit [BigTex.com/scholarship](http://BigTex.com/scholarship).**



MORE THAN

**\$1.2 MILLION**

AWARDED IN NEW COLLEGE SCHOLARSHIPS IN 2019.

MORE THAN

**2,500 STUDENTS**

AWARDED SINCE 1992.

MORE THAN

**\$12.5 MILLION**

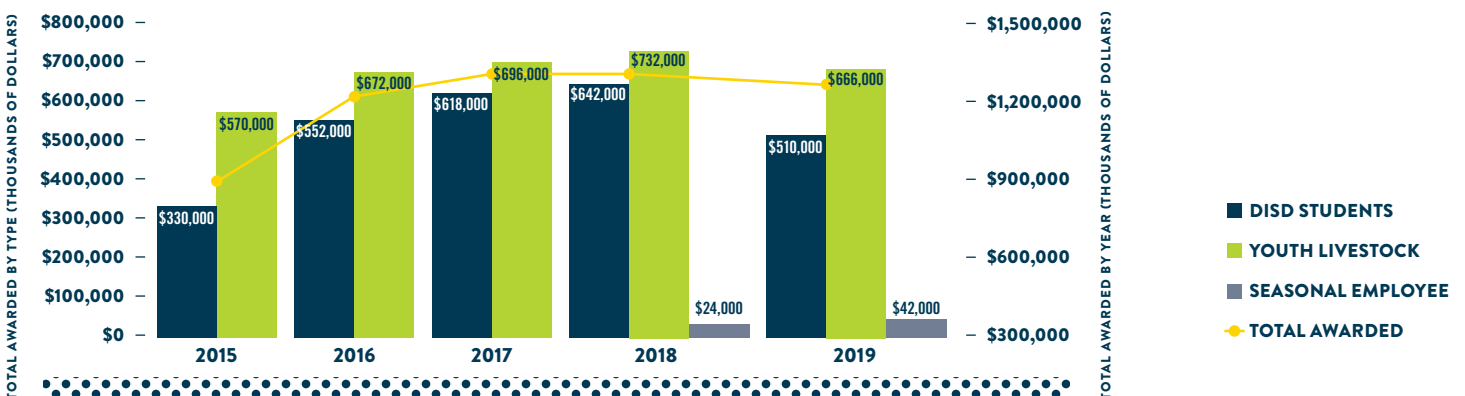
AWARDED SINCE 1992.

**208 AWARDS**

GIVEN IN 2019.



## HIGHLIGHTS





## 2019 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 six DISD high schools in the Fair Park area who are planning to attend a Texas college or university.

### FRANKLIN D. ROOSEVELT HIGH SCHOOL

Juanita Nicolas  
Alisha Gilstrap  
Cortnie Williams  
Jennifer Lopez  
Tayla Smith  
Arcadio Maciel  
Torri Smith

### IRMA LERMA RANGEL YOUNG WOMEN'S LEADERSHIP SCHOOL

Alexandra Mendoza  
Diana De La Paz

Veronica Ledezma  
Nathalie Chavez  
Paola Rojas  
Yuliana Hernandez  
Juliza Vidales  
Vanessa Portugal  
Nancy Tapia  
Vanessa Guel Guerrero  
Nayeli De Leon  
Kaylee Rojas  
Mirka Estrada  
Jacqueline Hernandez  
Yessenia Villalobos  
Joanna Marquez  
Htee Shee  
America Rodriguez  
Jerusalem Olivarez

### JAMES MADISON HIGH SCHOOL

Precious Craddock  
Alvin Wheeler  
Clarissa Garcia  
Da'Vundra Adkins  
Joshua Still  
Kevin Goodwin  
Colby Glaspie  
Dominique Robinson  
Julissa Alcaraz  
D'Andre Ford

### LINCOLN HIGH SCHOOL

Jamondra Glenenn  
Jonathan Palma  
Cintya Pineda

Riane Meekins  
Kevion Graham  
Micah Blanton  
Zidyriun Robertson  
Jadia Jackson  
Naomi Jones  
Jadarion Jenkins  
Zyriah Simmons  
Jamie Shaw  
Ahreal White  
Tress Wright

### NORTH DALLAS HIGH SCHOOL

Marielena Garcia  
Elizabeth Tan  
Xya Balderas  
Trung Nguyen

Catherine Cruz  
Rogelio Martinez  
Huong Le  
Nancy Le  
Viktoria Rogozhnikova  
Gustavo Guerrero  
Alexis Galindo  
Noel Lopez  
Aileen Arias  
SaNya Lampkin  
Chrisopher Rodas  
Ladasha Robinson  
Nathalie Flores  
Laura Nguyen  
Linda Nguyen

### WOODROW WILSON HIGH SCHOOL

Rachel Manak  
Annette Gallegos  
Demi Robbins  
Jackson Hansen  
Tuesdae Watson  
Jonathan Abdo  
Olivia Hudgens  
Mariela Rodriguez  
Victoria Casas  
Kayleigh Allen-Kettle  
Kendyl Loper  
John Harrell  
Bianca Rivadeneira  
Dominique Salmeron  
Nataly Segura  
Trinity Forte

## 2019 YOUTH LIVESTOCK SCHOLARSHIP RECIPIENTS

The State Fair of Texas awards \$6,000 scholarships to selected applicants who have competed in specific competitive youth livestock events held at the State Fair. Scholarships are given to applicants who are graduating from a Texas high school, with preference to those enrolling in an agricultural-related or agricultural-benefiting natural science curriculum at a Texas college or university.

Zane Allen  
Jacob Bagby  
Rowdy Baker  
McKinley Begert  
Caleb Behrends  
Hollie Berg  
Katelin Berry  
Laelah Bickham  
Myka Blissard  
Kayla Boettcher  
Jacob Bons  
Kelsey Bordovsky  
Kennedy Box  
Annie Braack  
Harley Bridges  
Hadley Brooks  
Wesley Browne  
Carter Burgin  
Jadan Butler  
Tommy Butler III

Tomi Capps  
Zoe Carlisle  
Maggie Chaffin  
Dylan Chilcutt  
Hannah Chumchal  
Chance Clipper  
Karlee Collins  
Landry Cunningham  
Elias DeLong  
Jaxson Dillard  
Zachary Downe  
Chasity Duncan  
Clayton Eckhardt  
Meredith Ecord  
Thomas Edwards  
Aliana Evans  
Colten Fisher  
Madison Gartman  
Abby Geye  
Annie Gillispie

Rhett Guzman  
Ashley Hahn  
Allison Halfmann  
Hagan Halfmann  
Alexis Hargrove  
Coy Harris  
Gracie Hawkins  
Raevyn Heater  
Payton Herzog  
Briana Hicks  
Kenzy Hoffmann  
Hannah Hooper  
Nathan Huston  
Wesley Janik  
Morgan Johnson  
Kaitlyn Kempen  
Taylor Klatte  
Johnathan Lackie  
Jenna Le Blanc  
Augustus Longron

Kara Luckett  
Marti Lumpkins  
Cason Lutrick  
Braylee Mackie  
Madeline Makovy  
Kristen Massingill  
Miles Mathis  
Macy McDaniel  
Samuel McSpadden  
Perre Melton  
Bryson Morrow  
Lyla Nervig  
Kailyn OBrien  
Olivia Ognibene  
Mackenzie Oliver  
Mason Pape  
Tally Patton  
Aubrey Pearson  
Madison Peterson  
Rylie Philipello

Shaelyn Rainey  
RaeAnn Rankin  
Colton Ripley  
Landrey Rogers  
Kaitlin Rothbauer  
William Sanders  
Taylor Sanders  
Kaitlin Schroeder  
William Scogin  
Kameryn Slayton  
Trent Stefka  
Clara Steglich  
Sierra Stephens  
Alexandrea Stokes  
Whitney Stults  
Ashleigh Sugg  
Taylor Swonke  
Thomas Taylor  
Trey Terry  
Logan Thomas

Lauren Thomas  
Brayden Vancil  
Reagan Wagner  
Coltin Walton  
Wyatt Wharton  
Tara Whitely  
Carlye Winfrey  
Dayton Wood  
Avry Wood  
Hayden Wuensche  
Cassidy Zaiontz

## 2019 SEASONAL EMPLOYEE SCHOLARSHIP RECIPIENTS

First awarded in 2018, the Fair awards Seasonal Employee Scholarships each year to seasonal staff members directly employed by the State Fair of Texas or to a dependent child, step-child, grandchild, step-grandchild, foster, or adopted child 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. Eligible seasonal staff are those who have completed at least three years of seasonal employment as of January 1 of the year in which the scholarship is to be awarded and have worked an average of 20 hours a week during the prior Fair.

Jonathan Craig  
Hunter Crooks  
Haley Crooks  
Kendall Fagan

Spencer Johnson  
Tremaine Kemp  
Leslie Tinoco-Ruiz

# 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 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. 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 community. Through new and existing efforts in 2019, the Fair was able to contribute approximately \$676,000 in community support, which included sponsorships, program funding of goods, and investments made through our signature programs, benefiting 76 South Dallas/Fair Park area organizations.

In addition to offering financial resources, our Community Affairs & Strategic Alliances department has connected with approximately 200 or more 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 dedication of our State Fair team.

Through this investment, we were able to help **serve nearly 130,000 people** in the community and look forward to expanding our impact for future years.

## COMMUNITY ENGAGEMENT HIGHLIGHTS

### JANUARY 21

#### 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.

### JANUARY 25

#### INCUBATOR COHORT WORKSHOP

For nonprofits in our local area, we provide training opportunities to build their capacity. Aliah Henry provided a social media bootcamp for local organizations.

### FEBRUARY 8

#### NXT FEST

This event provided more than 400 Southern Sector high school students with educational resources, leadership workshops, and networking to explore their college and career opportunities after graduation.

### FEBRUARY 15

#### COHORT MEETING SPONSORED BY STATE FAIR AND UNITED WAY

The State Fair of Texas partnered with United Way and the University of North Texas at Dallas to offer monthly sessions for both cohorts (1 and 2) to learn more about building partnerships through a network weaving lens.

### MARCH 5

#### FRANKLIN D. ROOSEVELT HIGH SCHOOL GIRL'S PANEL

Dr. Booker-Drew was invited to participate in a panel of female community leaders to share their experiences with girls who attend Roosevelt.

## BUILDING CAPACITY OF NONPROFITS



*A total of*  
**76**  
**ORGANIZATIONS**

*funded by the  
State Fair towards  
initiatives benefiting  
South Dallas residents*

*Nearly*  
**130,000 PEOPLE**  
PEOPLE SERVED THROUGH THE FAIR'S COMMUNITY  
INITIATIVES AND 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 third year in 2019, **76 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. For more information about the Grant and Sponsorship Program, please visit **BigTex.com/grants-sponsorships**.



## COMMUNITY ENGAGEMENT HIGHLIGHTS

### MARCH 8

#### ENGAGE DALLAS

The State Fair sponsored this event presented by Dallas Mayor's Star Council at the Dallas Summer Musical, featuring keynote presentation by President George W. Bush.

### MARCH 15

#### NP11 COHORT SPONSORED BY STATE FAIR OF TEXAS AND UNITED WAY

The State Fair of Texas partnered with United Way and the University of North Texas at Dallas to offer monthly sessions for both cohorts (1 and 2) to learn more about building partnerships through a network weaving lens.

### MARCH 16

#### 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 22

#### YOUTH 4-H DISTRICT IV FOOD CHALLENGE

This annual youth food challenge took place in the Creative Arts building at Fair Park. More than 250 youth were in attendance representing 20 4-H Counties. District winners advance to the State competition held during the State Fair of Texas every fall.

### APRIL 11-12

#### OPED PROJECT WORKSHOP

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.



## NONPROFIT INFRASTRUCTURE INITIATIVE (NPII)

Led by United Way of Metropolitan Dallas, the University of North Texas at Dallas, and the State Fair of Texas, the Nonprofit Infrastructure Initiative is a program that aims to strengthen nonprofits operating and serving clients in Southern Dallas. **In 2019, NPII facilitated 20 local nonprofits throughout the course of the program.** Through a six-month capacity-building course, participating organizations learn foundational concepts such as fundraising, strategic planning, identifying assets to build partners for resources, and program measurement.

## 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 2019 with much success. The first Community Engagement Day luncheon of the year was held in June at Momentous Institute/Salesmanship Club of Dallas with more than 200 individuals in attendance, representing a variety of nonprofits focused in the Southern Sector of Dallas. The State Fair hosted another Community Engagement Day Luncheon during the 2019 Fair inside the Briscoe Carpenter Livestock Center in Fair Park, welcoming more than 200 people.



**APRIL 13**

### STEAM CONFERENCE

DFWULYP\* and other community organizations presented this free day of STEAM centered workshops and hands on activities, designed to engage and highlight students in grades 6 through 12 interested in these career fields and connect them with local organizations, colleges and professionals to further their growth.

\*DFWULYP= Dallas Ft. Worth Urban League Young Professionals



**MATEO MAGDALENO**

Chairman of Magdaleno Leadership Institute

*"If you impact a teacher, you impact an entire community and a generation. Through the generosity of the State Fair of Texas, we have been able to impact 387 teachers and 1,876 students (non-duplicated numbers). This does not include the ripple effect of the impact. Thank you for providing resources to organizations who often times do so much yet receive little support. Your gift is a reminder that someone sees us and that we are not alone in our joint effort to support our marginalized communities."*



**JENNIFER SANDERS**

Executive Director of Dallas Innovation Alliance

*"We are so grateful to the State Fair of Texas for supporting our initiatives to serve the community by convening a group of driven organizations to maximize impact through collaboration, and active support of our transportation project to serve seniors and jobseekers, and creating a data resource to nonprofits, easing the ability to access and utilize needed data for grant applications, measurement and reporting. We would not have been able to engage and execute these projects without the State Fair's support."*



**TAWNIA WISE**

CEO of Wise Resource Development

*"We appreciate that the State Fair of Texas is one of the most engaged funders in Dallas. The State Fair understands that investing in capacity building for small and mighty grass roots agencies is one of the most important investments you can make in a community. Because of the State Fair of Texas, we were able to help three South Dallas nonprofits secure United Way funding for the first time as well as secure funding for another South Dallas nonprofit to hire their first paid staff member."*



**CHRIS SIMMONS**

President of Cornerstone Community Development Corporation, Inc.

*"Thanks to the State Fair of Texas grant we received we were able to open a new community laundromat, which makes it possible for Cornerstone to provide access to clean clothes for neighborhood families. In a survey with the State Fair of Texas, we discovered that some children did not attend school when they did not have clean clothing. This facility removes this barrier so that children can attend school on a regular basis without fear of being teased because of dirty clothing."*



## WOMEN'S LUNCHEON GATHERS LOCAL NONPROFIT LEADERS

In celebration of Women's History Month in March, the Fair hosted a luncheon welcoming female nonprofit leaders from Dallas' Southern Sector. The networking event was led by Errika Flood-Moultrie, founder of the nonprofit consulting firm, ConnectThree, and an experienced consultant with extensive knowledge in nonprofit management, program and fund development, capacity building, and leadership development. Held inside the Briscoe Carpenter Livestock Center on March 22, the luncheon gathered 25 women representing area nonprofits to connect with each other, discuss industry tools and techniques, and receive advice from South Dallas' top women nonprofit leaders.

## 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 2019 food drive collected donations from 15 concessionaires representing 52 vendor booths throughout the fairgrounds. Donations were divided up and distributed to four organizations, all selected based on their high capacity to distribute food in the South Dallas/Fair Park area. Receiving organizations included Cornerstone Baptist Church, Inspired Vision Compassion Center, St. Phillip's School and Community Center, and T.R. Hoover Community Development Center.

### TOY AND COAT DRIVE

The Fair's Third 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. Created in 2017 as part of the State Fair Cares Initiative, 2019's get-together gathered more than 200 toys, 150 coats, and \$800 for families living at Eban Village, a South Dallas/Fair Park apartment complex. Forty families were served through the generosity of our concessionaires, vendors, and Fair family.

## COMMUNITY ENGAGEMENT HIGHLIGHTS

**APRIL 19**

### SUMMER GRANT PROGRAM COHORT TRAINING

The Fair offered capacity-building training sessions for grant recipients throughout the season through collaboration with Big Thought and Dallas Park & Recreation. In collaboration with Big Thought and Park and Recreation/City of Dallas, 17 local nonprofits were selected to participate in training with the goal of enhancing their programming and services to youth.

**APRIL 26**

### 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.

**APRIL 24**

### EDUCATION IS FREEDOM EVENING WITH THE STARS

Education is Freedom, Dallas' leading college planning and career-readiness provider, held its annual fundraiser and scholarship reception. Dr. Froswa' Booker-Drew served as honorary chair for the event that provides scholarships for more than 200 students.

**MAY 2**

### Annual BIG TEX SCHOLARSHIP

**AWARDS  
LUNCHEON**

## 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 2019 Fair, **we helped collect more than 325,825 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 271,520 meals. The State Fair of Texas serves as the biggest food drive of the year for the North Texas Food Bank.



### DENNIS GANT

Executive Director of Trinity Restoration Ministries.

*“The State Fair of Texas has been a valuable asset to our ministry efforts in the South Dallas community. The State Fair has provided us with opportunities to provide resources such as clothing, food, and jobs for our residents by connecting us with other nonprofits in South Dallas that are willing to help us. It has been a real blessing to our re-entry aftercare housing locations in South Dallas to be connected with the State Fair. We are honored to have them as our partner in helping others in the community and look forward to what is in store for the upcoming year!”*



### SHERRI MIXON

Executive Director of T.R. Hoover

*“The funding that we received from the State Fair of Texas has allowed us growth in not only our programs, but also awareness throughout our community. There has been at least a 25% increase in child participation, and were able to extend our reach. The funding allowed us to offer more advanced programs by hiring contracted educational services and exposing our youth to things outside of South Dallas through field trips and positive role models and influences. Our program provides a safe haven to help lessen the problem of underage drinking and illegal drug use in the community by providing fun field trips, crafted educational activities and well-prepared healthy meals. We help communities develop healthy and sustainable working class people, which in return builds sustainable communities. The State Fair of Texas has truly been a benefit for the South Dallas community and has helped us shape the lives of our youth through our afterschool and summer break childcare.”*

#### MAY 3

##### INCUBATOR COHORT

For nonprofits in our local area, we provide training opportunities to build their capacity. Errika Flood-Moultrie provided a session on fundraising for local organizations.

#### MAY 4

##### TASTE OF OAK CLIFF

The State Fair was a sponsor of this food festival, which showcased the Oak Cliff region’s food vendors, food trucks, novelty shops, bookstores, service-oriented businesses.

#### MAY 9

##### DALLAS TRHT\* EVENT

Dallas Truth, Racial Healing & Transformation\* released their Community Visioning Report and hosted a book talk and conversation with Dr. Eve L. Ewing at the Briscoe Carpenter Livestock Center in partnership with the State Fair of Texas.

#### MAY 23

## STATE FAIR

AWARDED

*Jeanne Jagadau  
Award*

BY DISD

#### MAY 29

##### PROSPERITY NOW TRAINING FOR RACIAL WEALTH GAP DATA FOR NONPROFITS

Prosperity Now created a report highlighting Dallas’ racial economic inequality which is much higher than the national average. Prosperity Now staff offered training to area nonprofits on the data, as well as a discussion on solutions.



## ECONOMIC DEVELOPMENT

### BIG TEX POSTSEASON JOB FAIR

The Fourth Annual Big Tex Postseason Job Fair, in partnership with Goodwill Industries of Dallas, hosted a total of **51 employers, 10 service organizations, and more than 250 job seekers inside the Briscoe Carpenter Livestock Center**. Held in the fall following the Fair's annual run, the job fair helps to provide employment for both the State Fair's seasonal staff and job seekers in the local community.

### MAPPING YOUR FUTURE: SUCCESSFUL RE-ENTRY RESOURCE FAIR & JOB FAIR

Many employers and landlords remain largely unwilling to give formerly incarcerated individuals a chance, regardless of their progress and efforts to achieve rehabilitation. The Re-entry and Integration Division of the Texas Department of Criminal Justice identified nearly 140 Texas counties that lack adequate resources with respect to housing, basic needs, education, employment, veterans' services, medical care, mental health care, or substance abuse treatment. With this in mind, the State Fair of Texas presented the inaugural Resource Fair and Job Fair in partnership with more than 60 participating vendors.

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

Fairs, Festivals, and Expositions are a significant contributor to the hospitality and tourism industry. For many small business owners in the Southern Sector, this can be a great opportunity to generate revenue. The Concessionaire Cohort program was created to offer local entrepreneurs a dynamic education series through guidance by the State Fair of Texas and our partnerships with organizations like the Dallas Entrepreneur Center, Dallas Black Chamber of Commerce, and the City of Dallas' Office of Economic Development. **In the program's third year, the Concession Cohort recognized nine businesses**



**who graduated in 2019: Back East Eats, Brunchaholics, LLC., Chick'n Tornado, Di-Licious Candied Pickles Factory, LLC., Kawanna's Kitchen Concessions & Catering, Kismet Cuisine – Funnel Cakes & More, Midnight Kreations/Lemonade Factory, Pretty Sweets, and Tony's Taco Shop.** These businesses underwent a six-month curriculum that included menu taste testing, vendor shadowing during the 2019 State Fair of Texas, workshops, business coaching, and extensive coursework; all of which to prepare them for becoming a vendor at any fair any festival across the country.

### JUANITA CRAFT HUMANITARIAN AWARDS

Presented for the second time at the 2019 State Fair of Texas, the Juanita Craft Humanitarian Awards was created to honor Ms. Craft's legacy as an influential activist during the civil rights movement and the crucial role she played in integrating the State Fair of Texas among other universities, restaurants, and theatres around Dallas. Hosted by the State Fair of Texas and the Juanita J. Craft Civil Rights House & Steering Committee, this annual event serves as a fundraiser for repairing Ms. Craft's childhood home – a Dallas landmark that now serves as a museum and through the necessary renovations, it will become an educational tool and resource for generations to come. The 2019 ceremony recognized past, present, and future leaders who are following in her footsteps, as well as presented four awards to individuals who have made an impact on civil rights in the City of Dallas.

## COMMUNITY ENGAGEMENT HIGHLIGHTS

**MAY 30**

### CFFE TASTE TESTING

Kicking off our Cohort for Fairs, Festivals, and Events (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.

**MAY 30-31**

### AMERICORPS CITY SQUARE TRAINING

The Fair supported training for more than 150 people through CitySquare's AmeriCorps program, which trains volunteers to serve with various community development programs.

**JUNE 13**

### STATE FAIR OF TEXAS GRANT WORKSHOP

Sandra Bowie from the City of Dallas in collaboration with the State Fair of Texas offered a workshop to area nonprofits on grant writing do's and don'ts.

**JUNE 17-21**

**BIG TEX**  
SUMMER SAMPLER  
**CAMP**

## 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. The State Fair, in collaboration with several organizations, identified this need and funded St. Philip's School and Community Center an additional day per week of senior transportation services to include residents in South Dallas. St. Philip's has a successful senior transportation program that takes elderly residents to the grocery store, pharmacy, post office, and other retail stores once a week. Approximately an additional 20 seniors benefit from this added day.

## WORKSHOPS AND TRAININGS

### CAPACITY BUILDING TRAINING

The State Fair of Texas hosted a number of training sessions for nonprofits in the local community. Our community partners impact the South Dallas area daily, and the Fair aims to build their infrastructure with not only funding, but also with workshops and technical assistance, so they can grow and continue to make a difference in the lives of those they serve. These trainings were offered through the year and included a social media bootcamp with Aliah Henry to generate visibility and promote additional funding. Errika Moultrie-Flood offered trainings to female leaders in the Southern Sector of Dallas.

### GRANT WORKSHOP

Held in partnership with the City of Dallas, the State Fair hosted two Grant Workshops to provide tips on applying for funding and measuring outcomes to more than 80 individuals representing a variety of organizations. Held in June and November of 2019, the workshop reviewed the do's and don'ts of writing grant proposals through a panelist discussion and multiple presenters.

### SOCIAL MEDIA BOOT CAMP

Presented by the State Fair and Aliah Henry, principal consultant of the Henry Group, the Social Media Boot Camp aimed to show nonprofits how social media can increase visibility to potential donors and partners.



### ALICE ZACCARELLO

Executive Director of The Well Community

*"The computers donated by the State Fair of Texas help our members apply for jobs, create resumes, renew IDs and benefits, search for family members, stay in touch with family, network with others and more. With the aid of the computers and assistance of staff and interns, jobs are found, family connections are maintained, important information is obtained, and so much more."*



### DIANE RAGSDALE

Managing Director of South Dallas Fair Park ICDC

*"The State Fair of Texas has worked with ICDC and other partners to enhance needed transportation services for the adjacent residents. Additionally, an online community resource of services was established as a quick reference for the residents to meet our many needs. These are two strong accomplishments among many to improve the living conditions of the South Dallas / Fair Park families. The State Fair of Texas is a tremendous asset to the surrounding neighborhoods because of its profound community engagement program."*



### ADRIAN MCCONNELL

Executive Director of Youth Revive, Inc.

*"The State Fair of Texas has provided many opportunities to Youth Revive, Inc. Through our participation in the Nonprofit Infrastructure Initiative Cohort, we gained tremendous organizational momentum! The cohort provided better insight and clarification of who we are and what we do. The process also helped us improve our case of support. This is just one of many examples of how the State Fair of Texas has contributed to Youth Revive Inc. We are grateful to Dr. Froswa' Booker-Drew and her amazing team. They roll out the red carpet for all community partners. Youth Revive has gone to the next level because of the opportunities offered by the State Fair of Texas."*



### SHERASA THOMAS

Director of Education of Anti Defamation League

*"The State Fair's very kind donation has allowed ADL to keep event costs down which helps to serve more students and teachers at the conference and to provide more free resources to educators. Additionally, partnering with the State Fair is a visual representation of the ADL mission AND the State Fair's mission. The Fair is for EVERYONE, regardless of background, religion, social/economic status, gender, or ability. It is a welcoming place for everyone and so is the work of ADL. We work tirelessly for justice and fair treatment for ALL!"*



## 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 the Fair's Grant and Sponsorship Program, our Summer Grant Program contributes to organizations and summer programs that benefit youth in our local neighborhood. In 2019, **17 organizations serving a combined total of more than 1,300 children received financial support for summer programming.** In addition to funding, we also offered capacity-building training sessions for grant recipients throughout the season through collaboration with Big Thought.

### BIG TEX SUMMER SAMPLER CAMP

The State Fair's Big Tex Summer Sampler partners with other summer programs in the South Dallas/Fair Park area to offer a week-long camp in Fair Park that provides youth with fun activities and daily curriculums surrounding State Fair-themed activities, such as creative arts, gardening, cooking, music, and agriculture. **In 2019, we worked with eight community organizations to host more than 170 students in grades 3 through 5.** Students also took supervised field trips around Fair Park to the Texas Discovery Gardens, Children's Aquarium, and Big Tex Urban Farms.

### NXT FEST

The Fair partnered with United Way of Metropolitan Dallas, Fair Park, and 18 other community-based organizations to host the Second Annual NXT Fest student conference. With more than 400 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 to close out the day.

### 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 2019, this program engaged with more than 100 girls through regular sessions at four South Dallas high schools. The Second Annual Girl Power conference, "Rise + Slay," was held at Southside on Lamar in April and connected program participants from five DISD high schools with professional women to receive mentoring and networking opportunities.

## COMMUNITY ENGAGEMENT HIGHLIGHTS

**JUNE 25**

### COMMUNITY ENGAGEMENT DAY

As one of the Community Engagement Day events the Fair hosts annually, more than 200 community partners convened with Momentous Institute & Salesmanship Club to network, collaborate, and learn about opportunities available to them.

**JULY 11**

### TRANSPORTATION STAKEHOLDER MEETINGS

A group of local nonprofits met at the State Fair of Texas to discuss transportation challenges in South Dallas. A presentation was given to stakeholders including DART representatives and State Senator Royce West to discuss findings and solutions.

**JUNE - JULY**

### FOOD-4-KIDS BACKPACK DISTRIBUTION

Partnering with the North Texas Food Bank, the State Fair collected food filling 1,600 backpacks, which were distributed to local summer programs at the Creative Arts building in Fair Park.

**AUGUST 2**

### 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 7-8**

**MAPPING  
YOUR FUTURE:**  
SUCCESSFUL RE-ENTRY  
*Resource Fair*  
— AND —  
*Job Fair*



## P-TECH PROGRAM

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

## SAT SUMMER CLINIC

In partnership with University of Texas at Arlington, the State Fair sponsored a prep course over the fall for students to prepare for the upcoming SAT testing.

## PROSPERITY NOW RACIAL WEALTH GAP TRAINING

This year, data from Prosperity Now's report was provided for the group to discuss equity issues and how this information impacts their work, clients, and organization. This data was used specifically as a lens throughout the year in our programs with partners and at the Pastor's Luncheon held during the Fair.

## STEAM CONFERENCE

Students interested in STEAM (science, technology, engineering, arts, and math) pathways experienced an one-day conference in Fair Park filled with interactive workshops in robotics, sound engineering, AI, and more. In partnership with Dallas Fort-Worth Urban League Young Professionals, Deloitte, Microsoft, and other organizations, 43 families were able to engage with vendors and colleges to provide students with information on camps, internships, and other opportunities to better prepare them for careers in the STEAM fields.

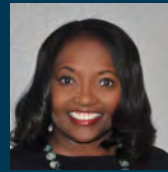
**AUGUST 15**

### LEADERSHIP CIRCLE

The State Fair of Texas in collaboration with United Way, provides nonprofits that have been a part of the Nonprofit Infrastructure cohort resources and spaces to share. Leadership circles are focused opportunities to help leaders build their skills and collaborate.

**AUGUST 21**

*State Fair  
of Texas*  
**RECEIVED  
DALLAS BUSINESS  
JOURNAL  
★ AWARD ★**



## SHEILA MARKS-JOLIVETTE

CEO of Inspiring Tomorrow's Leaders, Inc.

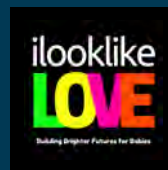
*"Inspiring Tomorrow's Leaders (ITL) delivers essential and customized industry technical skills training in a leader-led learning environment to Hidden Talent within Dallas-Fort Worth-Arlington Metropolitan areas to prepare candidates for predetermined career paths. We are fortunate to have received capacity building, partner collaboration, and financial support from the State Fair of Texas. These are three critical pillars of our success model that enabled us to deliver programming to a broader audience of under-resourced individuals within ITL's targeted sector South Dallas. Ultimately, forwarding our mission to inspire tomorrow's leaders for today's workforce to create generational legacies of education, job security & retention, and financial stability in our communities. Our partnership with the State Fair of Texas provided 135 constituents exposure to job opportunities in the insurance industry, many of which studied to gain their Texas State Property and Casualty Insurance License."*



## SHAWANA CARTER

Executive Director of Carter's House

*"The State Fair of Texas' financial contributions have helped our organization build our capacity and improve processes, but more importantly the access to the training sessions sponsored by The State Fair of Texas has changed the way I lead this organization. Additionally, the support from the State Fair of Texas has allowed Carter's House to become a more stable organization in the community. We reached our goal of serving over 2,000 students in a calendar year in 2019, and we provided school uniforms to over 800 children in the six weeks leading up to the first day of school in August 2019."*



## PHILLIPA WILLIAMS

Founder & Executive Director of  
ilooklikeLOVE, Inc.

*"As a minority and woman-led organization, it can sometimes be a challenge navigating the nonprofit culture. The mentoring, training, and networking opportunities made available to our organization and others like ours by the State Fair of Texas has been immeasurable. ilooklikeLOVE continues to benefit from relationships established through the State Fair of Texas. One of the primary ways the work of the State Fair of Texas has enabled our organization for impact is through a grant award, allowing ilooklikeLOVE to strategically build our financial strength and capacity for the long term."*



## SUPPORT OF FAIR PARK

Since the establishment of the State Fair of Texas in 1886, the Fair has hosted its premier event of the year in the location now known as Fair Park. After serving as the State Fair’s official home for a century, Fair Park was officially designated as a National Historic Landmark in 1986 because of its historical significance. With 133 years of shared history, the State Fair has maintained a deep-rooted connection to Fair Park and continues to call it home.

Each year, the net proceeds from the Fair are reinvested in Fair Park in the form of capital improvements, given as scholarships to deserving students 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.

A portion of the Fair’s excess revenue is reinvested in Fair Park, going 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. Throughout 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.

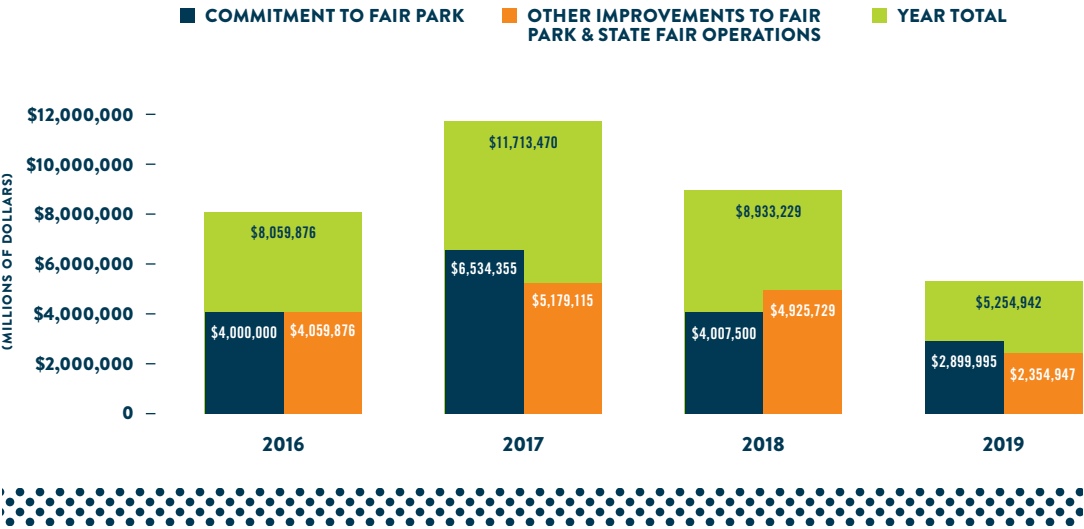
The State Fair of Texas is a 501(c)(3) nonprofit organization and does not receive any government funding or support. Our nonprofit purpose is funded through the proceeds from the annual State Fair of Texas event. As a nonprofit organization, the Fair serves as an advocate for the community through its 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 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

<p><b>SEPTEMBER 14</b></p> <p><b>DALLAS POLICE DEPARTMENT ENOUGH IS ENOUGH SUMMIT</b></p> <p>Dallas Police Department officials met with community members for a conversation focused on decreasing violence and crime in the city. The event included several speakers and a panel on the issues facing Dallas.</p>	<p><b>SEPTEMBER 16</b></p> <p><b>RACIAL EQUITY CONVERSATIONS WITH PARTNERS</b></p> <p>Over the course of the year, the State Fair focused on Racial Equity as a theme with our partners to understand the importance of this lens as they work in the community. Partners met at Jubilee Park to continue conversations regarding their challenges and solutions to making their organizations and communities more equitable.</p>	<p><b>OCTOBER 4</b></p> <p><b>NO PLACE FOR HATE CONFERENCE</b></p> <p>Sponsored by the Anti-Defamation League and the State Fair of Texas, student leaders from 22 middle schools came to Fair Park in Dallas, not only for the food and fun, but to learn how to combat bullying in their schools.</p>
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# FUNDING FOR FAIR PARK & STATE FAIR OPERATIONS



## HIGHLIGHTS

More than

**\$5.2**

➡ **MILLION** ⬅

IN 2019 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

**\$298,000**

**DISTRIBUTED IN 2019**

Of the \$5.2 million referenced above,

**\$2.9**

**MILLION**

WAS MADE AVAILABLE, SPECIFICALLY  
FOR COTTON BOWL STADIUM  
IMPROVEMENTS AT THE REQUEST OF  
FAIR PARK FIRST AND SPECTRA

More than

**\$45.8**

★ **MILLION** ★

DISTRIBUTED FOR FAIR PARK AND STATE FAIR  
OPERATIONS OVER THE PAST FIVE YEARS



## BIG TEX URBAN FARMS

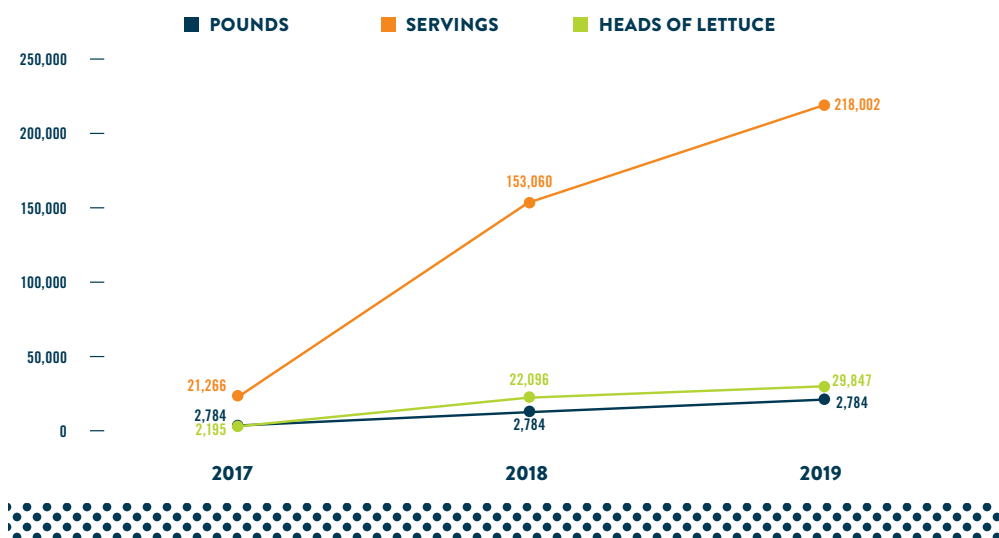
Introduced in 2016, the Fair's Big Tex Urban Farms is a mobile agriculture system comprised of mobile planting beds and hydroponic systems housed in the heart of Fair Park. The mission of Big Tex Urban Farms is to create a food system that:

- Invests financial and human capital into immediate Fair Park neighborhoods and companies;
- Connects like-minded food-related organizations to each other;

- Provides free, fresh, organic produce to entities focused on hunger issues and healthy lifestyle programs;
- Adds community gardens throughout Southern Dallas through our "Farming Farms" program.

In its fourth full year of production, the Big Tex Urban Farms system was able to donate 20,901 pounds of food to local organizations, translating to more than 218,000 servings of fresh produce.

## PRODUCTION TOTALS



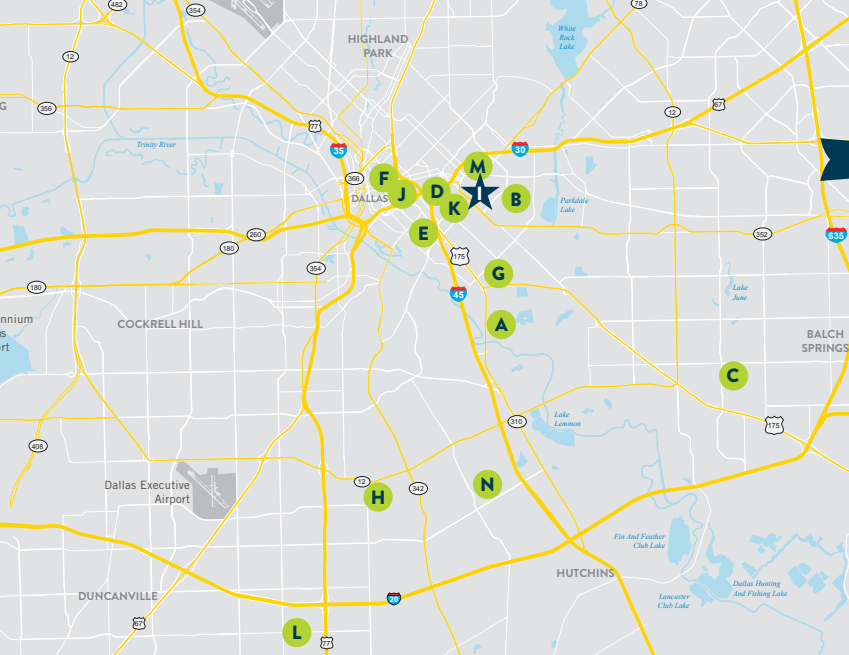
## INNOVATIONS IN AGRICULTURE EXHIBIT

Showcasing the Big Tex Urban Farms' indoor growing facility, the Greenhouse on the Midway was home to the new "Innovations in Agriculture" exhibit during the 2019 Fair. The exhibit, sponsored by Bank of America, displayed unique ways to grow high-yield, healthy

produce indoors. It also included D.I.Y. growing systems that can be built in your home and how they are utilized in the Fair's Big Tex Urban Farms initiative.

## BIG TEX URBAN FARMS HIGHLIGHTS

<b>FEBRUARY 7</b> <b>BIG TEX URBAN FARMS HOSTED THE BOOTSTRAP FARMER INVITATIONAL</b> This event gathered farmers from across Texas, the entire country, and even Canada to discuss innovative new technologies and best practices in farming.	<b>FEBRUARY 14</b> <b>BIG TEX URBAN FARMS</b> <b>SURPASSES 200,000</b> <i>Servings of Produce Donated</i>	<b>APRIL 16</b> <b>WORLD AFFAIRS COUNCIL VISITS BIG TEX URBAN FARMS</b> Arranged by the Department of State and others, social entrepreneurs from nine countries visit Big Tex Urban Farms and learn about its unique operation.	<b>MAY 21</b> <b>BIG TEX HELPS SECURE \$115,000 GRANT FOR SOUTH DALLAS URBAN FARM INITIATIVE</b> Through the help of Big Tex Urban Farms and other community organizations, the "Hatcher Station Farm Project" is awarded \$115,000 from Green Mountain Energy's Sun Club.	<b>JUNE</b> <i>Cultivate France</i> <b>MADE SECOND VISIT TO THE GREENHOUSE</b> <b>ON THE MIDWAY</b>
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## RECURRING PRODUCE DONATIONS SURROUNDING FAIR PARK

- A** Bonton Farms
- B** Baylor Scott & White Health and Wellness Institute at the Juanita J. Craft Community Center
- C** Parkland Health & Hospital System – Southeast Dallas Health Center
- D** CitySquare
- E** Cornerstone Baptist Church
- F** POETIC
- G** TR Hoover Community Development Corporation
- H** Oak Cliff Veggie Project
- I** State Fair of Texas
- J** The Bridge Homeless Recovery Center
- K** Faith Cumberland Presbyterian Church
- L** Family Joint Venture Foundation
- M** Jubilee Park Community Center
- N** We Over Me Farms – Paul Quinn College

## 2019 EXPANSION

Several new improvements were made inside the Greenhouse on the Midway, including:

- A more robust, commercial scale Nutrient Film Technique system that led to increased production.
- A cutting-edge, gutter-slab system was implemented to grow vine crops like peppers and tomatoes more efficiently.
- New LED lights were added over the existing Dutch Buckets to help plants grow faster and more efficiently.
- A series of innovative sensors were added to allow Big Tex Urban Farms to monitor and display current climate conditions in the Greenhouse.

## 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. Big Tex Urban Farms made regular produce donations to the organizations shown in this heat map, totaling more than \$62,000 in value.

- **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.

**SEPTEMBER 13**

### 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.

**SEPTEMBER 13**

### PARKLAND ADDED AS BIG TEX URBAN FARM PARTNER

State Fair begins produce donations to Parkland Health & Hospital Systems new farmers market schemes.

**OCTOBER**

### *General Electric* TOURED THE **GREENHOUSE** ON THE **MIDWAY**

**OCTOBER 26**

### **BIG TEX URBAN FARMS** HOSTED 25TH ANNUAL ★ CITY OF DALLAS ★ *Waterwise Landscape and Community Garden Tour*

**NOVEMBER 22**

### **BIG TEX URBAN FARMS** SURPASSES **375,000** *Servings of Produce Donated*

## FUNDRAISING AND EVENTS

In addition to our annual State Fair of Texas exposition, we host several other fundraising events 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 or their dependents. 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 contact Susan Brosin at SBrosin@BigTex.com.



### FAIR PARK FOURTH

- Every year, the State Fair Midway opens for the Fourth of July holiday with select rides, games, and concessions.
- With all proceeds from the Midway during Fair Park Fourth donated to the Big Tex Youth Livestock Auction and Scholarship Program, the 2019 event contributed \$88,585.

### BIG TEX CLAY SHOOT CLASSIC

- The 11th annual Big Tex Clay Shoot Classic was held at the Dallas Gun Club, with all proceeds going directly to the Big Tex Youth Livestock Auction and Scholarship Program.
- The 2019 event raised a record of \$125,000, with more than 285 participants competing on 61 teams.

### BIG TEX GOLF CLASSIC

- The Ninth Annual Big Tex Golf Classic was held at Fair Park-adjacent Tenison Highlands, with all proceeds going directly to the Big Tex Youth Livestock Auction and Scholarship Program.
- The 2019 event raised a record-breaking \$107,400 and had 144 golfers participating on 36 teams.



## COMMUNITY ENGAGEMENT HIGHLIGHTS

<p><b>OCTOBER 6</b></p> <p>SECOND ANNUAL <b>JUANITA CRAFT</b> Humanitarian Awards</p>	<p><b>OCTOBER 15</b></p> <p><b>PASTORS LUNCHEON</b> More than 100 pastors attended the first forum for Pastors that focused on information and collaboration during the State Fair as an addition to the luncheon.</p>	<p><b>OCTOBER 17</b></p> <p><i>Community Engagement</i> ★★★★★★★★★ <b>DAY</b></p>	<p><b>OCTOBER 17</b></p> <p><b>NEIGHBORHOOD ASSOCIATION MEETING DURING FAIR</b> In partnership with the Dallas Leadership Foundation and the City of Dallas/Neighborhood Vitality Department, local neighborhood associations are invited to the Fair to connect and learn, with a focus this year on inter-generational conversation.</p>	<p><b>OCTOBER 21</b></p> <p><i>State Fair</i> ★ <b>CARES</b> ★ <b>FOOD DRIVE</b></p>
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### BIG TEX CHAMPION CLUB DINNER

- The annual pre-Fair fundraising dinner was held at the Briscoe Carpenter Livestock Center in Fair Park, with all proceeds going directly to the Big Tex Youth Livestock Auction and Big Tex Scholarship Program.
- The 2019 event raised \$223,000.

### BIG TEX BARN DANCE SOCIAL

- In its inaugural year, the Big Tex Barn Dance Social was held in the State Fair of Texas Livestock Judging Pavilion in Fair Park, welcoming more than 400 just days before Opening Day.
- The 2019 event raised \$4,100, with all proceeds going directly to Big Tex Youth Livestock Auction and Big Tex Scholarship Program. The most important impact of the inaugural event was its reach to a new audience that introduced the State Fair of Texas as a 501(c)(3) organization.



### BIG TEX CHOICE AWARDS

- As our most exciting Fair food competition each year, the 2019 Big Tex Choice Awards raised \$70,324, with all proceeds from the event going to the Big Tex Youth Livestock Auction and Scholarship Program.
- The event once again sold out in advance.

### BIG TEX YOUTH LIVESTOCK AUCTION

- As one of the culminating events 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, Big Tex Champion Club Dinner, Fair Park Fourth, Big Tex Choice Awards, and the Big Tex Barn Dance to invest in Texas youth.
- The 2019 Auction raised more than \$1.9 million in scholarships and youth livestock auction premiums. Of that total, \$1.3 million was raised on Auction Day alone, with the additional fundraising and donations received over the year.

*Fair Park Fourth*  
**MIDWAY**



**OCTOBER 25**

**BIG TEX**  
*Post Season*  
↓↓↓  
**JOB FAIR**

**NOVEMBER 2**

#### HEY CHICA! LATINA LEADERSHIP SUMMIT

Hey Chica! Leadership Summit brought together some of the most successful and influential Latina Leaders in North Texas and beyond, that shared their knowledge and experience with the next generation of community leaders, advocates, and influencers. The conference hosted more than 35 distinguished panelists and speakers, including business leaders, inventors, founders, and investors. Dr. Booker-Drew served as a moderator of a panel.

**NOVEMBER 7**

#### CFFE GRADUATION

The Concessionaire Cohort for Fairs, Festivals, and Expositions (CFFE) program is a dynamic education series for entrepreneurs produced by the State Fair of Texas and multiple partners. The goal of CFFE is to assist existing businesses in preparing their products for inclusion into festivals and fairs in the region. This five-month cohort graduated nine business owners that had classroom, mentoring, and hands-on opportunities for growth and exposure to the industry

CELEBRATE

# TEXAS CREATIVITY



133 YEARS OF THE  
STATE FAIR OF TEXAS



**T**he 2019 exposition, themed “Celebrating Texas Creativity,” aimed to highlight the varied ways Texans propel our great state forward by using their own ingenuity and artistry. From painting to cooking, designing to inventing, and everything in between, the Lone Star State is home to some of the most creative minds.

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 various cultures, the annual state fair and exposition in Fair Park became a breeding ground for Texas education, innovation, and creativity. 2019's theme gave a nod to Texas' past and present by connecting the Fair's own deep creative roots with the many Texans and Texas organizations who have driven progress through their visionary thinking.

**"Celebrating Texas Creativity"** served as a platform for showcasing Texas' history of creative progression over the years and applied it to how we approach our own nonprofit mission of promoting agriculture, education, and community involvement. With dedicated shows and exhibits during the Fair, as well as programs throughout the year, the 2019 theme worked to highlight the many achievements rooted in the creativity of Texas and inspire the next generation of artists, innovators, and pioneers.

## 2019 THEME ART



As a nod to the patchwork design traditionally found on quilts and craft projects, this year's theme art recreates Big Tex's iconic outfit into a Creative Arts masterpiece that could be found at the Fair.



CELEBRATE

# EXCELLENCE



## 2019 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 continuously enhance our visitors' experience year after year. Through new additions, improvements, and innovations, 2019 reset the standards for future Fairs to come.



## ENHANCED GUEST EXPERIENCE

- Introduced new coupon kiosk user interfaces and new coupon booths
- Added guest experience enhancements in restroom facilities
- Updated Seasonal employee uniforms
- Revamped evening lighting program

## INCREASED SAFETY AND SECURITY MEASURES

The safety and security of our guests is always our primary priority. The Fair constantly seeks new ways to increase our safety measures. This year, we added a Director of Security position for the first time. In the inaugural year of this position, the Fair continues to build on our commitment of ensuring the Fair is a safe and family-friendly environment for all. In addition, First Aid and CPR training was offered to all employees.

## FAMILY-FRIENDLY ADDITIONS

### CURATED SHOWS

One of the staples of our organization is providing quality entertainment, which we strive to achieve in our programming. Created specifically for the State Fair of Texas, shows such as “Fiestas de Marionetas!” and “TX Stunt Jam” allow fairgoers to have a wholly unique entertainment experience. Additionally, fan favorites, such as the World of Birds show were brought back to the Fair this year.

### ADDITION OF SOFT SPACE “HOWDY’S HANGOUT”

Soft space allows families to sit back and enjoy the Fair. This year, Howdy’s Hangout was the newest soft space added to the Fairgrounds, providing a family-friendly atmosphere to sit back, relax, and catch a few shows! Located next to the Children’s Aquarium, Howdy’s Hangout offered American cuisine for the whole family to enjoy, while also featuring acts like Buford Buzzard.

### SOUNDS ACROSS THE GROUNDS

While celebrating Texan creativity, recognizing the variety of talent in the Lone Star State is pertinent. The Lone Star Music Series put Texan talent at the forefront – more than 45 Texan artists performed on the Coca-Cola, Bud Light, Dr Pepper, and Texas Monthly stages. This was the inaugural year for the series.

# CELEBRATE MILESTONES



•  
**2019  
STATE FAIR  
OF TEXAS**  
•



**T**he 2019 State Fair of Texas was undoubtedly one to remember. 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. The State Fair of Texas welcomed more than 2.5 million people through the gates during its 24-day run. More than \$60 million was generated in gross coupon sales for food, beverages, and rides, with the majority of funds going to vendors. The 2019 Fair again saw record increases in Livestock participation and Creative Arts entries, along with introducing new attractions 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.

## 2019 MILESTONES

### TEXAS AUTO SHOW

# 19

CAR MANUFACTURERS

152,332 SQ. FT.

INDOOR  
EXHIBIT SPACE

144,508 SQ. FT.

OUTDOOR  
EXHIBIT SPACE

## 54 FULL-TIME EMPLOYEES

★★★★★

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



## CREATIVE ARTS

*More than 1,100 contest categories*

2,465 DURING-FAIR ENTRIES

8,346 PRE-FAIR ENTRIES

1,920 NEW CONTESTANTS – PRE-FAIR AND DURING-FAIR

4,864 RIBBONS AWARDED

99 CELEBRITY CHEFS



## SHOPPING

230 EXHIBITORS

278 COMMERCIAL EXHIBIT  
LOCATIONS ACROSS  
THE FAIRGROUNDS

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

204 RETURNING VENDORS

26 NEW VENDORS

★★★ *More than* ★★★

# \$61 MILLION

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

## 3 ICONIC COLLEGE FOOTBALL RIVALRIES

*State Fair Classic*

BETWEEN THE PRAIRIE VIEW A&M PANTHERS AND  
GRAMBLING STATE UNIVERSITY TIGERS

*A&T Red River Showdown*

BETWEEN THE UNIVERSITY OF TEXAS LONGHORNS AND  
THE UNIVERSITY OF OKLAHOMA SOONERS

*State Fair Showdown*

BETWEEN THE SOUTHERN UNIVERSITY JAGUARS AND  
THE TEXAS SOUTHERN TIGERS





## 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

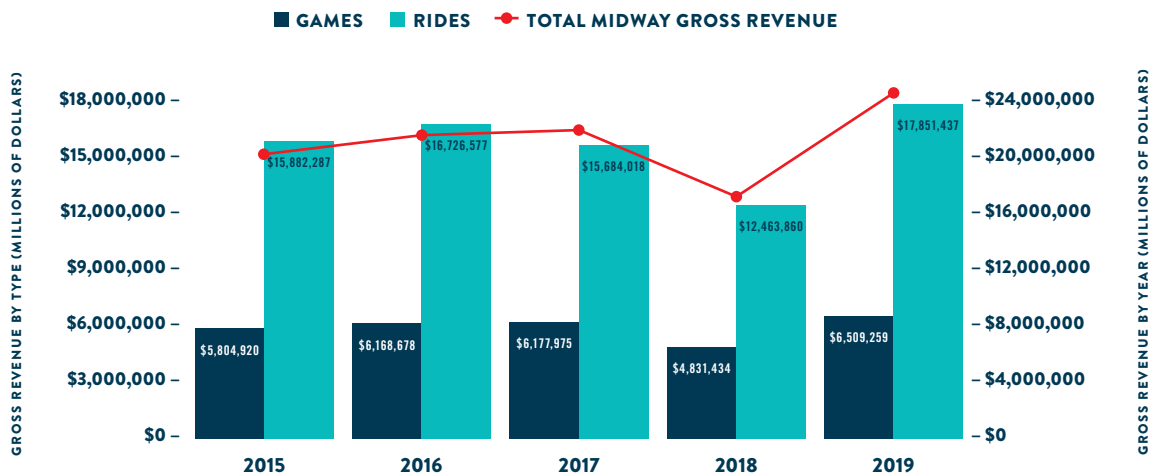
#### BY REVENUE

BALLOON POP  
SHORT RANGE BASKETBALL  
WATER RACE #1  
LONG RANGE BASKETBALL  
WATER RACE #2

### TOP RIDES

#### BY REVENUE

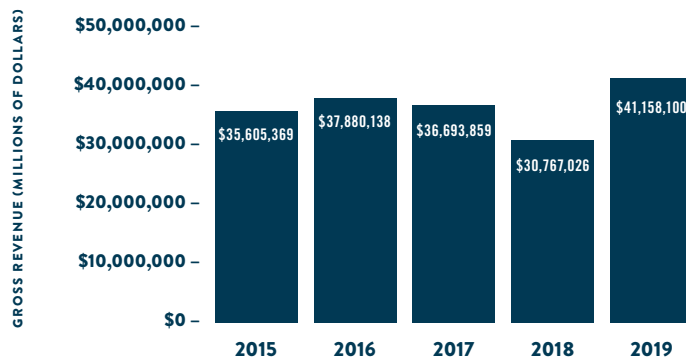
TEXAS STAR® FERRIS WHEEL  
TEXAS SKYWAY  
LOVE BUGS  
PIRATE SHIP  
TOP O' TEXAS® TOWER



## FOOD AND BEVERAGE

Capitalizing on the anticipation and culinary excitement brought each year to the State Fair, our Food and Beverage department has been able to develop restaurant-caliber dining experiences throughout Fair Park, provide business support to more than 80 small business concessionaires who operate during the Fair, and introduce value programs such as “Thrifty Thursdays” and reduced-price beverage stands.

## FOOD AND BEVERAGE GROSS REVENUE



## BIG TEX CHOICE AWARDS

Each year, State Fair concessionaires fry up 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 2019, the 15th 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 2019 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.

## DINING OPTIONS AND SOFT AREAS

With 263 concession locations throughout the fairgrounds representing 82 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 option for fairgoers when choosing their next meal, soft areas have grown to represent **more than \$4 million in concession sales at the Fair.**

### HOWDY'S HANGOUT

The Fair's newest soft space area provided a family-friendly atmosphere to sit back, relax, and catch a few shows! Located next to the Children's Aquarium, Howdy's Hangout offers American cuisine for the whole family to enjoy, while also featuring acts like Buford Buzzard.

## 2019 BIG TEX CHOICE AWARDS WINNERS



*Best Taste – Savory*  
Ruth's Stuffed Fried Taco Cone  
by Ruth Haantz



*Best Taste – Sweet*  
Big Red Chicken Bread  
by Brent & Juan Reeves



*Most Creative*  
Fla'Mango Tango  
by the Garza Family





From first-time visitors to lifelong fans, people from all walks of life came to celebrate the Lone Star State at the State Fair of Texas. The 2019 exhibition welcomed a grand total of 2,514,637 fairgoers through the gates. We hosted an average daily attendance of more than 104,750 guests.

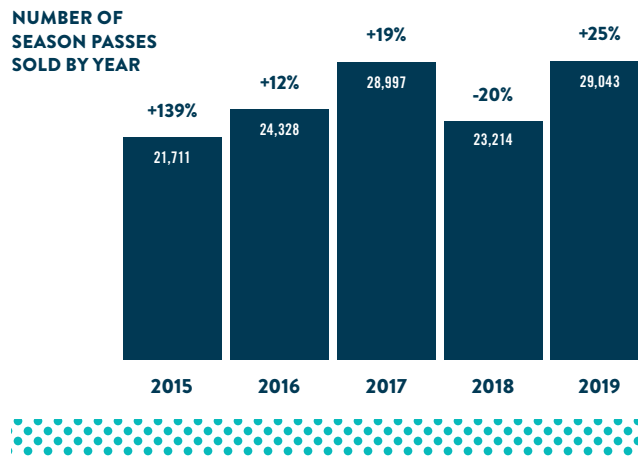
## 2019 ATTENDANCE

FAIR DAY	DAY	DATE	DAILY ATTENDANCE
1	Friday	September 27	83,573
2	Saturday	September 28	128,635
3	Sunday	September 29	64,374
4	Monday	September 30	40,229
5	Tuesday	October 1	43,634
6	Wednesday	October 2	53,760
7	Thursday	October 3	53,418
☁	Friday	October 4	66,694
9	Saturday	October 5	120,818
10	Sunday	October 6	79,231
11	Monday	October 7	82,665
12	Tuesday	October 8	80,595
13	Wednesday	October 9	63,753
☁	Thursday	October 10	74,149
☁	Friday	October 11	101,283
16	Saturday	October 12	226,094
17	Sunday	October 13	167,712
☁	Monday	October 14	169,956
19	Tuesday	October 15	84,217
20	Wednesday	October 16	94,931
21	Thursday	October 17	121,727
22	Friday	October 18	162,051
23	Saturday	October 19	197,502
☁	Sunday	October 20	153,636
TOTAL			2,514,637

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

## SEASON PASS PROGRAM

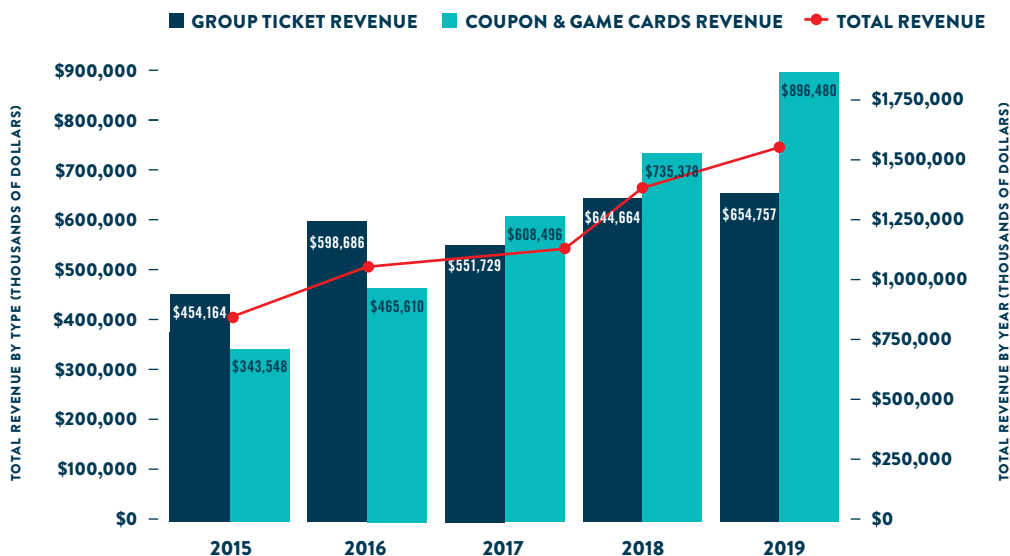
Reflecting the overall success of the 2019 Fair, the Season Pass program rebounded 25% over the previous year to reach an all-time high of over 29,000 season passes. Contributing to the increased demand for season passes was a new initiative offering a digital pass. This new program was introduced to extend the opportunity to buy season passes online through all 24 days of Fair. In addition to selling more passes, there was also an increase in the average number of visits per pass. In 2019, a larger number of passholders attended the Fair more than 5 times, which increased the average number of visits per pass to 3.48.



## GROUP SALES

The State Fair of Texas saw a record year for group sales in 2019 – both in ticket and coupon sales. The Group Sales department focused on providing a complete Fair experience for every group by promoting all-in-one packages, additional incentives for early purchases, and group specific marketing materials. Overall, group sales saw a 12% increase from 2018.

### COUPON / GAME CARD REVENUE FOR GROUP SALES



## 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 2019, 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.

24,415,000

PIECES OF  
PRINTED  
COLLATERAL

1,328

COMMERCIALS

ACROSS 13  
BROADCAST STATIONS

THE PUBLIC RELATIONS  
EFFORTS GARNERED

*7 billion earned  
media impressions  
in 2019*

409 PLACEMENTS OF  
INTEGRATED PRINT AND  
INTERACTIVE ADS WITH A

REACH OF  
44,861,405

67,531,761  
OUTDOOR  
BILLBOARD  
IMPRESSIONS



6,147

RADIO SPOTS



SOCIAL  
NETWORK

COMMUNITY OF

955,183 PEOPLE

AN 11% INCREASE

OVER 2018

CONTINUED  
ENHANCEMENTS OF  
BIGTEX.COM TO IMPROVE  
CUSTOMER EXPERIENCE.

REACH OF  
3,717,823

23,630,017  
PAGE VIEWS

19.7%

INCREASE IN  
PAGEVIEWS  
OVER 2018

10,286,324  
EMAILS

SENT TO A YEAR-END  
AUDIENCE OF 560,000



## 2019 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 2019.

### LOCAL & STATEWIDE

AUSTIN AMERICAN STATESMAN  
CBS 11  
CULTUREMAP  
CUMULUS RADIO  
D MAGAZINE  
DAILY TEXAN  
DALLAS MORNING NEWS  
DALLAS OBSERVER  
DFW CHILD  
FORT WORTH STAR-TELEGRAM  
FOX 4  
GOOD MORNING TEXAS  
GUIDELIVE  
HOUSTON CHRONICLE  
IHEARTRADIO  
KERA NEWS  
KRLD AM  
KTCK  
KVUE ABC - AUSTIN  
KXAN NBC - AUSTIN  
NBC 5  
TELEMUNDO  
TEXAS MONTHLY  
TEXAS STANDARD  
UNIVISION  
WBAP/KLIF NEWS  
WFAA

### NATIONAL & INTERNATIONAL

ASSOCIATED PRESS  
BBC  
BLEACHER REPORT  
BUSINESS INSIDER US & UK  
CARS.COM  
CBS SPORTS  
COMEDY CENTRAL  
CNN  
EATER  
ESPN  
ESPNU  
FOX NEWS  
FOX SPORTS  
HISTORY CHANNEL  
KELLEY BLUE BOOK  
MSN US, PHILIPPINES, CANADA,  
MEXICO, AUTOS  
MSNBC  
NBC UNIVERSAL  
NBC SPORTS  
NFL  
NHL  
PLAYER'S TRIBUNE  
READER'S DIGEST  
SEC NETWORK  
SPORTS ILLUSTRATED  
TG5  
THE COOKING CHANNEL  
THE NEW YORK TIMES  
THE WEATHER CHANNEL  
THRILLIST  
TRAVEL CHANNEL  
USA TODAY  
WASHINGTON POST  
VICE  
YAHOO! US, CANADA, INDIA,  
UK, AND IRELAND

## 2019 AT&T 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 12, for the 2019 AT&T Red River Showdown, delivering high media coverage across the state and nation, as well as internationally.

The State Fair of Texas served as the backdrop for FOX Sports, which featured the game during their Big Noon Kickoff college football pregame broadcast. 2019 marked the second year FOX Sports has hosted their two-hour pregame show from the Fairgrounds.



*From FOX Sports:* The Red River Showdown was the highest-rated college football game on any network on Oct. 12th, and FOX's best metered marketing rating for a college football game during the 2019 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 survey results and demographic data were gathered from responding fairgoers at self-guided kiosks placed in four locations throughout the fairgrounds: Automobile Building, Coliseum, Creative Arts, and Grand Place.



## DEMOGRAPHICS

## FAIRGOER DEMOGRAPHICS

**52.8%**  
★ OF GUESTS ★  
*have attended the past three Fairs.*

★★★★★★★★  
**WHO ATTENDS THE FAIR?**

MALE: 44.8%

FEMALE: 55.2%



**TOP REASONS  
TO ATTEND THE FAIR**

FOOD

TEXAS AUTO SHOW

MIDWAY

SHOPPING

DAILY SHOWS

LIVESTOCK

CHEVROLET MAIN  
STAGE



➡ **60.5% OF ATTENDEES ARE BETWEEN AGES 18 & 44.** ⬅



**ATTENDEES**

78.6% LIVE LESS THAN  
50 MILES FROM FAIR PARK

50 – 100 MILES: 11.3%

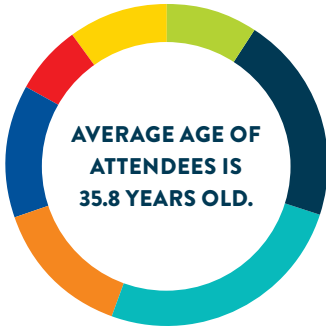
OVER 100 MILES: 10.1%

**50.4%**  
★ OF FAIRGOERS ★  
*utilize discounts to purchase tickets.*

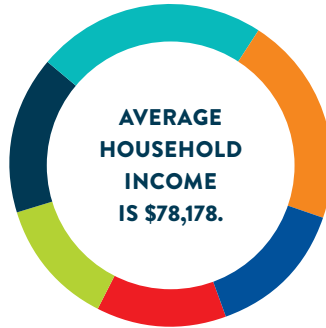
➡ **48% ARE COLLEGE GRADUATES** ⬅



## 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 2019 Show boasted 24 days, more than 297,000 square feet 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 2019 Fair's total attendance of 2,514,637 – **approximately 2.2 million people visited** the Auto Show areas over its 24 days.

### SHOW ENHANCEMENTS

2019 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.

Expanded indoor and 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 show rooms.



# TEXAS AUTO SHOW

— EST. 1913 —

## PUBLIC RELATIONS

The State Fair and TXAS' public relations team continues to develop outreach plans that target media outlets beyond the auto industry. In 2019, the Texas Auto Show garnered more than **\$46.7 million in earned media, reaching an international audience of more than 797 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 \$1.2 billion in earned media and reached an international audience of more than 7 billion.

## MARKETING & SOCIAL MEDIA

The 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 for engagement across the broader State Fair audiences. Through both brand-dedicated campaigns on TXAS channels and placements in high-traffic areas of the State Fair of Texas communication, the Texas Auto Show generated more than 62.8 million impressions during September and October of the 2019 Fair season.

## LEARN MORE

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CELEBRATE

# STEWARDSHIP



## FINANCIAL HIGHLIGHTS

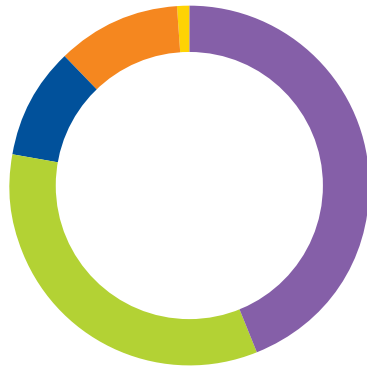


**A**s a 501(c)(3) nonprofit organization, our nonprofit purpose is funded through the proceeds from our annual State Fair of Texas event. We are committed to operating in a fiscally conscious manner and aim to reinforce our transparency in this commitment through the production of our annual report. 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](http://BigTex.com/About-Us/Financial-Highlights).



## FINANCIAL HIGHLIGHTS

### REVENUES



- **CONCESSIONS** (47%)
- **ADMISSIONS AND PARKING** (35%)
- **EXHIBIT SPACE AND OTHER RENTALS** (8%)
- **CONTRIBUTIONS** (8%)
- **INTEREST INCOME AND DIVIDENDS** (1%)
- **OTHER** (1%)

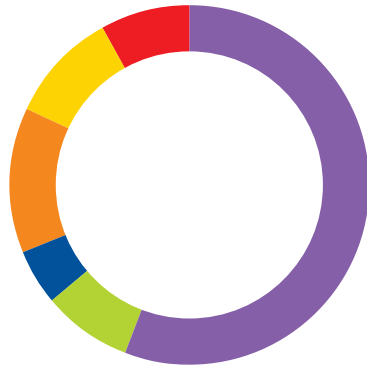
2019
<b>\$30,662,570</b>
<b>22,429,247</b>
<b>4,907,390</b>
<b>5,326,387</b>
<b>890,590</b>
<b>482,561</b>

#### OPERATING REVENUES

**\$64,698,745**

YEAR ENDED DECEMBER 31

### EXPENSES



- **FAIR TIME EXPERIENCE** (58%)
- **AGRICULTURE** (9%)
- **EDUCATION** (5%)
- **COMMUNITY INVOLVEMENT** (11%)
- **MANAGEMENT AND GENERAL** (9%)
- **FUNDRAISING** (7%)

2019
<b>\$34,331,520</b>
<b>5,095,544</b>
<b>3,167,638</b>
<b>6,334,233</b>
<b>5,334,720</b>
<b>4,291,474</b>

#### OPERATING EXPENSES

**\$58,555,129**

YEAR ENDED DECEMBER 31

#### EXCESS OF REVENUES OVER EXPENSES

**6,143,616**

#### REALIZED & UNREALIZED INVESTMENT GAINS

**2,888,366**

#### CHANGE IN NET ASSETS

**9,031,982**

The December 31, 2019 financial information presented herein is derived from our audited financial statements. This excerpted information does not include the footnotes that are integral to a full presentation of our financial position. A complete set of audited financial statements is available on [BigTex.com/about-us/financial-highlights/](http://BigTex.com/about-us/financial-highlights/).

## STATEMENT OF ACTIVITIES

	2019		
	NET ASSETS WITHOUT DONOR RESTRICTIONS	NET ASSETS WITH DONOR RESTRICTIONS	TOTAL
<b>REVENUES</b>			
CONCESSIONS AND ADMISSIONS	\$53,091,817	-	\$53,091,817
EXHIBIT SPACE AND OTHER RENTALS	4,907,390	-	4,907,390
INTEREST INCOME	890,590	-	890,590
OTHER	482,561	-	482,561
CONTRIBUTIONS	3,393,868	1,932,519	5,326,387
NET ASSETS RELEASED FROM RESTRICTIONS	2,363,965	(2,363,965)	-
<b>TOTAL REVENUES</b>	<b>\$65,130,191</b>	<b>(431,446)</b>	<b>64,698,745</b>
<b>EXPENSES</b>			
FAIR-TIME EXPERIENCE	\$34,331,520	-	\$34,331,520
AGRICULTURE	5,095,544	-	5,095,544
EDUCATION	3,167,638	-	3,167,638
COMMUNITY INVOLVEMENT	6,334,233	-	6,334,233
MANAGEMENT AND GENERAL	5,334,720	-	5,334,720
FUNDRAISING	4,291,474	-	4,291,474
<b>TOTAL EXPENSES</b>	<b>\$58,555,129</b>	<b>-</b>	<b>\$58,555,129</b>
EXCESS OF REVENUES OVER EXPENSES	\$6,575,062	(431,446)	\$6,143,616
REALIZED AND UNREALIZED INVESTMENT GAINS	2,888,366	-	2,888,366
CHANGE IN NET ASSETS	\$9,463,428	(431,446)	\$9,031,982
NET ASSETS AT BEGINNING OF YEAR	53,927,429	603,702	54,531,131
NET ASSETS AT END OF YEAR	\$63,390,857	\$172,256	\$63,563,113

YEAR ENDED DECEMBER 31

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## STATEMENT OF FINANCIAL POSITION

	2019	2018
<b>ASSETS</b>		
<b>CURRENT ASSETS:</b>		
CASH	\$258,151	\$721,764
RESTRICTED INVESTMENT FOR FAIR PARK MAJOR MAINTENANCE PROJECTS	9,216,605	9,466,605
RESTRICTED INVESTMENT FOR COTTON BOWL IMPROVEMENT PROJECTS	269,703	-
INVESTMENTS	53,791,044	41,013,739
ACCOUNTS RECEIVABLE	467,615	457,303
INVENTORIES, NET	340,323	322,396
PREPAID EXPENSES	491,761	331,607
<b>TOTAL CURRENT ASSETS</b>	<b>\$64,835,202</b>	<b>\$52,313,414</b>
<b>PROPERTY AND LEASEHOLD IMPROVEMENTS, AT COST:</b>		
MIDWAY IMPROVEMENTS	\$14,996,763	\$14,921,930
AMUSEMENT RIDES	21,897,407	21,897,407
BUILDING IMPROVEMENTS	24,088,519	23,121,393
FURNITURE, FIXTURES, AND EQUIPMENT	10,455,498	10,245,155
CONSTRUCTION IN PROGRESS	7,326	7,326
LAND	4,754,089	4,754,089
<b>TOTAL PROPERTY AND LEASEHOLD IMPROVEMENTS</b>	<b>76,199,602</b>	<b>74,947,300</b>
LESS - ACCUMULATED DEPRECIATION AND AMORTIZATION	(52,121,850)	(48,465,972)
<b>NET LEASEHOLD IMPROVEMENTS AND EQUIPMENT</b>	<b>24,077,752</b>	<b>26,481,328</b>
DEFERRED COMPENSATION	1,660,605	1,475,120
<b>TOTAL ASSETS</b>	<b>\$90,573,559</b>	<b>\$80,269,862</b>
<b>LIABILITIES AND NET ASSETS</b>		
<b>CURRENT LIABILITIES:</b>		
ACCOUNTS PAYABLE AND ACCRUED LIABILITIES	8,781,935	\$6,591,585
ACCRUED FAIR PARK MAJOR MAINTENANCE PROJECTS	9,430,876	9,680,876
<b>TOTAL CURRENT LIABILITIES</b>	<b>\$18,212,811</b>	<b>16,272,461</b>
DEFERRED RENT LIABILITY	\$7,137,030	7,991,150
DEFERRED COMPENSATION	1,660,605	1,475,120
<b>TOTAL LIABILITIES</b>	<b>\$27,010,446</b>	<b>\$25,738,731</b>
<b>NET ASSETS</b>		
<b>WITHOUT DONOR RESTRICTIONS:</b>		
UNDESIGNATED	\$46,358,313	\$36,838,187
BOARD-DESIGNATED OPERATING RESERVE	12,040,775	11,701,965
BOARD-DESIGNATED FUTURE FAIR PARK PROJECTS	2,102,189	3,012,982
BOARD-DESIGNATED SCHOLARSHIP FUND RESERVE	2,889,580	2,374,295
<b>TOTAL NET ASSETS WITHOUT DONOR RESTRICTIONS</b>	<b>63,390,857</b>	<b>53,927,429</b>
<b>WITH DONOR RESTRICTIONS</b>	<b>172,256</b>	<b>603,702</b>
<b>TOTAL NET ASSETS</b>	<b>63,563,113</b>	<b>54,531,131</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$90,573,559</b>	<b>\$80,269,862</b>

YEAR ENDED DECEMBER 31



## STATEMENT OF FUNCTIONAL EXPENSES

	2019						
	PROGRAM SERVICES						TOTAL
	FAIR TIME EXPERIENCE	AGRICULTURE	EDUCATION	COMMUNITY INVOLVEMENT	MANAGEMENT AND GENERAL	FUNDRAISING	
ADVERTISING AND PROMOTION	\$48,039	\$82,501	\$40,145	\$1,329	\$14,444	\$2,618,040	\$2,804,498
CONTRACT SERVICES	10,078,580	547,551	30,067	22,076	25,784	12,247	10,716,305
DEPRECIATION AND AMORTIZATION	2,874,357	111,381	83,184	188,398	466,820	13,194	3,737,334
FAIR OPERATIONAL COSTS	7,294,599	811,560	716,961	35,953	3,626	5,264	8,867,963
FAIR PARK IMPROVEMENTS	–	–	–	3,921,185	–	–	3,921,185
GRANTS AND OTHER ASSISTANCE	–	1,536,985	90,471	914,424	–	–	2,541,880
INSURANCE	734,781	28,473	21,265	48,161	119,335	3,373	955,388
OCCUPANCY	2,717,768	272,039	220,747	257,908	643,136	182,563	4,294,161
OTHER	240,150	118,038	69,292	36,527	177,178	344,320	985,505
PROFESSIONAL FEES	120,630	499	2,519	12,616	975,244	116,199	1,227,707
REPAIRS AND MAINTENANCE	743,838	143,191	17,374	70,731	46,301	1,489	1,022,924
SALARIES, WAGES, BENEFITS, TAXES	8,185,043	1,263,130	1,036,901	809,199	2,802,306	895,546	14,992,125
SCHOLARSHIPS	–	–	798,075	–	–	–	798,075
SUPPLIES	1,293,735	180,196	40,637	15,726	60,546	99,239	1,690,079
TOTAL EXPENSES	\$34,331,520	\$5,095,544	\$3,167,638	\$6,334,233	\$5,334,720	\$4,291,474	\$58,555,129

YEAR ENDED DECEMBER 31

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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
<b>TOTAL EXPENSES</b>	<b>\$29,453,734</b>	<b>\$3,972,096</b>	<b>\$2,677,392</b>	<b>\$6,709,180</b>	<b>\$5,174,160</b>	<b>\$4,358,472</b>	<b>\$52,345,034</b>

YEAR ENDED DECEMBER 31

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## 2019 STATE FAIR OF TEXAS SPONSORS



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In 2019, the State Fair of Texas worked with more than 200 organizations to foster community relationships, form partnerships, and develop initiatives that work to make an impact. Through these efforts and partnerships, we were able to support the organizations and initiatives below, in addition to many others.

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