



THE CELEBRATION
AS BIG AS
TEXAS

2020 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!

The year 2020 will be remembered, both vividly across the globe in the minds of those who lived it, and in the captured image for posterity that will be written in history books, including that of the State Fair's 134-year history. A multitude of everyday tasks, like grocery shopping or seeing a friend, underwent major changes in order to protect ourselves, the people we love, and our community from the COVID-19 pandemic. For the first time since World War II, and only the eighth time in history, we canceled the 2020 State Fair of Texas. It was an extremely tough decision but one we know was the best decision for the health and wellness of our fairgoers, our Fair family, and our community. Despite the cancellation, the Fair made substantial efforts to keep the State Fair spirit alive in 2020, at a time when Texans needed it most, with a focus on our nonprofit mission and our time-honored traditions.

One of the pillars of our mission is agriculture. Typically, thousands of students from around the state prepare for months to compete in livestock events and earn scholarship awards and prizes. This year, many livestock shows were unable to hold events altogether, which meant a great loss of opportunity for students to earn money for college. The livestock department worked hard alongside local, state, and federal agencies, putting all-new guidelines together to plan the safest livestock market week possible. While market week typically consists of having shows over six days, we spread them over 10 days, with limited attendance, and masking and social distance requirements. Just after, in a first-ever joint-effort, the State Fair and the Heart o' Texas Fair & Rodeo collaborated to host "The United" shows in Waco, providing more opportunities for Texas youth to show their livestock projects and earn scholarship awards and prizes.

The Big Tex Scholarship Program continued its funding of more than 500 active students, despite the largest annual fundraiser for the Program being canceled. The Fair remained committed to its mission of promoting education, among these, awarding more than 200 new college scholarships in 2020.

Supporting community involvement, a prominent tenet of our mission, was more impactful this year than ever. Throughout 2020, the Fair was proud to award more than \$623,000 in grants and sponsorships to 59 organizations in the Southern Sector of Dallas. Events, like the Big Tex Job Fair and Community Engagement Day, that connect the community and local nonprofits were still held virtually, providing opportunities for employment, professional development, building social capital, and sharing resources. Big Tex Urban Farms saw a record year in 2020, producing more than 295,000 servings of fresh produce that was donated to nine organizations in the Fair Park and South Dallas communities. Since the inception of the Farms in 2016, the Big Tex Urban Farms has donated more than 688,000 total servings – bringing us nearly 70% of the way to meeting our million servings mission goal, announced in the fall of 2018.

With so many creative Texans who participate in our Creative Arts contests year after year, the Fair sought ways to continue the tradition and show off these masterpieces safely. More than 900 arts & crafts contests were held with strict COVID-19 guidelines for dropping off and picking up entries. For the first time ever, the Fair held virtual contests, including the inaugural mini butter sculpture contest! Winners of these contests were celebrated on the Fair's social media channels.

Also another first – fairgoers could recreate the magic of the Fair from their couch through the "Fair From Home" series. Several curated experiences were made available corresponding to the dates of the scheduled 2020 Fair. Aspiring Fair-food chefs had the opportunity to learn how to make their favorite fried delicacies, and the Texas wine industry's contributions to agriculture were discussed during the Blue Ribbon Selection Tasting Series. The online shopping guide allowed Fair fans to continue shopping with their favorite commercial exhibitors, Little Lone Stars were entertained by activity packets and digital puzzles, and video tours of Fair Park allowed guests to explore the home of the State Fair – and more.

Last, but not least, in lieu of the 2020 State Fair of Texas, the Fair team worked hard to plan a special event that would bring the fun – and the food – of the Fair safely to Fair fans. The Big Tex Fair Food Drive-Thru welcomed guests as they drove through the fairgrounds, picking up Fletcher's Corny Dogs, State Fair Cotton Candy, Stiffler's Fried Oreos, a Midway prize, and more. The center of the Drive-Thru was Big Tex, standing in his rightful home in Big Tex Circle – with his mask on, of course – where fans had the chance to get a once-in-a-lifetime photo. We are grateful to our guests whose loyalty and attendance support a variety of community initiatives, funded directly by the State Fair of Texas. A portion of each ticket funds our mission to give back through grants, Big Tex Urban Farms, and the Big Tex Youth Livestock Auction and Scholarship Program. In addition, in lieu of our traditional canned food drive with the North Texas Food Bank, where State Fair guests typically receive discounted admission in exchange for donating canned food items to help feed families in need, guests could donate directly when purchasing a ticket. The Fair was able to donate more than \$25,000 to the North Texas Food Bank.

Every decision made by the Fair is guided by our mission statement. One of the greatest aspects of the State Fair of Texas is welcoming all fairgoers with smiles and a great, Big Tex-sized "Howdy, Folks!" On behalf of the entire State Fair of Texas team, we are beyond honored to continue this time-honored tradition. We hope to welcome you back safely with open arms at the most Texan place on Earth this fall for the 2021 State Fair of Texas!



GINA NORRIS
Board Chair,
State Fair of Texas



MITCHELL GLIEBER
President,
State Fair of Texas

CELEBRATE TRADITION



134 YEARS OF THE STATE FAIR OF TEXAS



Texas 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 134 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. Although we were not able to welcome millions in 2020 due to the COVID-19 pandemic, we were proud to welcome thousands of cars through the Big Tex Fair Food Drive-Thru, an alternate activation created to keep the State Fair spirit alive.





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!” This year, Big Tex donned a face mask to stand in solidarity with his fellow Texans.

FOOD

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

LIVE MUSIC

With live music as one of our cornerstones, we take pride in filling our 24-day run with a wide variety of musical acts. Five stages across the fairgrounds offer daily performances of country, pop, soul, jazz, and regional sounds, all included in the price of admission. Launched in 2019, the Lone Star Music Series featured all Texan acts on 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.

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 •



Agriculture serves not only as a pillar of this 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. Typically 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. Despite the COVID-19 pandemic, the State Fair made appropriate adjustments to ensure safety and continue the tradition of the youth livestock shows and the Big Tex Youth Livestock Auction in 2020. Through the Big Tex Youth Livestock Auction and Big Tex Scholarship Program, the State Fair has awarded more than \$28 million in auction awards and college scholarships to students across the Lone Star State.



2020 LIVESTOCK HIGHLIGHTS

- More than **2,500 livestock entries** of steers, barrows, lambs, goats, and broilers were entered.
- We welcomed livestock participants from **approximately 610 different Texas cities** in 2020.
- The Collegiate Livestock Judging contest involved **175 college students** from across the nation.
- **More than 3,000 exhibitors** participated in the Fair's livestock shows and other competitive events.

2020 YOUTH MARKET WEEK

Following the cancellation of the 2020 State Fair of Texas due to COVID-19, the livestock department searched for ways to provide opportunities for Texas youth to continue to show their projects in the safest environment for both exhibitors and staff. Putting mask requirements and social distancing protocols into place, in addition to closing the event to the public to limit attendance, a modified market week was created and extended to 10 days rather than the traditional 6-day market week. In keeping with tradition, market week culminated with the Big Tex Youth Livestock Auction.

72ND ANNUAL YOUTH LIVESTOCK AUCTION

- Approximately **2,700 entries** around the state competed for one of the coveted 433 spots in the 2020 Big Tex Youth Livestock Auction.
- The annual Big Tex Youth Livestock Auction raised a remarkable amount of **more than \$1 million in scholarships and prizes** for Texas youth in 2020.
- Through the Big Tex Youth Livestock Auction and Big Tex Scholarship Program, the State Fair currently **supports 645 students** enrolled in colleges, universities, and trade schools across Texas.

2020 GRAND CHAMPION MARKET SALES INCLUDE:

				
STEER \$75,000	BARROW \$15,500	LAMB \$15,000	GOAT \$15,000	BROILER \$10,000



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

★ **\$28 MILLION** ★

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

VIRTUAL CONTESTS

In addition to the modified market week events, the Fair transitioned three contests to be virtual for the first time ever. Combined, more than 380 students statewide competed in these virtual contests. These contests included:

- Public speaking
- Agri-science
- Job interview

THE "UNITED" SHOWS

- Through an unprecedented partnership with the Heart O' Texas Livestock Show, located in Waco, Texas, these new "United" shows provided additional opportunities for students to maintain their eligibility to apply for Big Tex Youth Livestock scholarships to support their higher education.
- **More than 1,900 entries** competed in the "United" shows.
- The top five exhibitors overall in all three shows received a total of \$22,500 in scholarship awards and prizes, thanks to a partnership with the Texas Farm Bureau Insurance.



Allee Foster of Honey Grove FFA, sold her Grand Champion Market Barrow to Frank Deel and Primer Companies for \$15,500.

CELEBRATE KNOWLEDGE



EDUCATIONAL INITIATIVES



Home 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.

Due to the cancellation of the 2020 State Fair of Texas because of the COVID-19 pandemic, the typical educational exhibits as part of the Fair were unable to take place this year, such as the Livestock Birthing Barn, Farm Day at the Fair, Home on the Range, and more. We look forward to resuming these educational opportunities in 2021. 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 – 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. During a traditional fair, 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.

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.

LIVESTOCK BIRTHING BARN

A new addition in 2018, 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.

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 re-designed 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 throughout the 24-day exposition.

GRAND CHAMPIONS ROW

Providing an up-close look at the prize-winning livestock entries, Grand Champions Row displays the Grand Champion steer, barrow, lamb, and goat outside the Briscoe Carpenter Livestock Center following the Big Tex Youth Livestock Auction.

BIG TEX SCHOLARSHIP PROGRAM

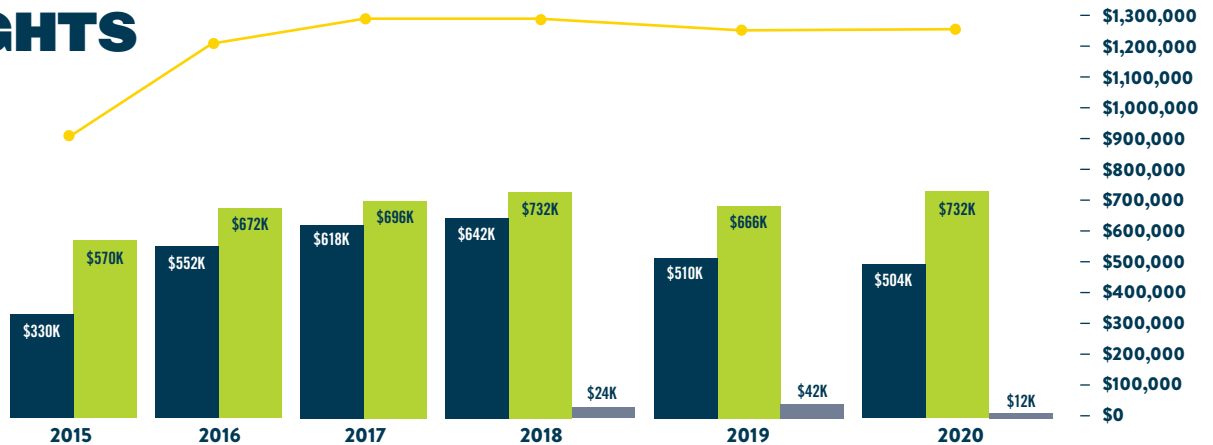
Established in 1992, the Big Tex Scholarship Program has awarded scholarships to more than **2,700 students for a total of more than \$13.9 million**. Eligible recipients in 2020 included graduating high school seniors around the state of Texas who participated in competitive youth livestock events held 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. Introduced 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.

With COVID-19 in the forefront, the State Fair of Texas was prouder than ever to continue its mission of promoting education by awarding 208 new college scholarships - 82 Pete Schenkel, 120 Youth Livestock, two Seasonal Employee, and 4 ancillary scholarships. To learn more about the Big Tex Scholarship Program and how to apply, visit BigTex.com/Scholarship.



HIGHLIGHTS

- DISD STUDENTS
- YOUTH LIVESTOCK
- SEASONAL EMPLOYEE
- ◆ TOTAL AWARDED



2020 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

Christopher Arce
Jasmine Garcia
Kiara Reece-Simpson
Maria Martinez

IRMA LERMA RANGEL YOUNG WOMEN'S LEADERSHIP SCHOOL

Ana Graciano
Charlize Randle
Emely Romo
Gabriela Hernandez
Giuliana Alcaraz

Guadalupe Roman
Jackie Vega
Jacksary Castanon
Jade Young
Jaila Acevedo
Joselin Barbosa
Kimi Brown
Maria Lopez
Mariana Rios
Nohemi Torres
Vanessa Aquino
Victoria Puente

JAMES MADISON HIGH SCHOOL

Char'Mondria Jones
Crystal Henry
Danyelle Hampton

Dulce Tovar
Evelyn Reyna
Jakiyah Beasley
Jaylin Thibodeaux
Jessica Glover
LaNaria Miles
Nykeria Brazier

LINCOLN HIGH SCHOOL

Abigail Martinez
Christina Thomas
Drazell Washington
Femiah Henderson
Jacquelyn Neri
Jayla Ward
Jennette Robertson
Mia Garrett

Semaja Smith
Za'Naya Robinson
Zyjae Ridley

NORTH DALLAS HIGH SCHOOL

Alexis Canelo
Ashly Delgado
Ashton Williams
Brooklyn Brown
Charles Ortega
Darinae Dallas
estefania ramirez
Freddy Huitron
Jasmine Gonzalez
Jesus Moreno
Juana Najera
Julia Burnett

Lauren Chaparro
Marco Garcia Wong
Nayeli Rico
Ricardo Ramirez
Tina Nguyen
Viridiana Rico
Yomara Gutierrez

WOODROW WILSON HIGH SCHOOL

Angelo Banda
Beau Becker
Caroline Chauza
Dagim Assefa
Elizabeth Whiteside
Esther Castillo
Gloria Farris
Hannah Wilson

Isabela Alameda
Jackson Cunniff
John Winslow
Jose Juarez Trejo
Joseph Wehrmann
Katherine Brown
Kirby McDonald
Madysen Walker
Quinn Rainey
Sofia Furrh
Veronica Castaneda
Victor Alvarez
Yarely Cruz Castillo

2020 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.

Abigail Hooper
Alexis Ruthart
Anna Abbe
Anna Pickering
Anna Schieberle
Annah Morris
Ashlyn Real
Bailey Lamb
Baylee Glaze
Bayleigh Becker
Blake Dunkel
Blake Mills
Bonnie McKinzie
Brantly Hoover
Brittney Brown
Brooke Blackshear
Bryanne Cude
Bryce Hamlin
Cade Hellman
Caitlyn Muckensturm

Cambree Schwartz
Casey Smith
Cassady Craddock
Cassidi DeArmond
Charlotte Smalley
Cheyenne Neal
Clint Demmitt
Colby Allensworth
Colton Meurer
Colton Smith
Cutter Pohlman
Dacey Dietiker
Dave Mitchell
Daylin Watkins
Dylan Outlaw
Emerald Salinas
Emilee Sanderson
Emma Nowotny
Eric Smith
Erica Adams

Evan Price
Faith Snapp
Gracen Proctor
Graci Phillips
Gracie Oates
Hailey Byrd
Hailey Crumley
Hailey Moore
Hallie Hall
Jagger Horn
Jaleigh Ivy
Jayce Morgan
Jesse Outlaw
John Reaves
Juna Glasscock
Justin Crumpton
Kadee Petty
Kaden Cornelius
Kailey Thomas
Kalah Pressley

Kallie Childress
Kamryn Bevel
Kandra Fullen
Karson Kelso
Katelyn Klawinsky
Kayla Wunderlich
Kaylee McInvale
Kellie Tondre
Kelton Marek
Kelton Poe
Kennedy Marshall
Kevin Jendrusch
Kyle Coward
Maci Wisdom
Macie McCollum
Mackenzie Burton
MacKenzi Miller
Madilynn Isaacs
Madison Peterson
Madyson Schulze

Maggie Jedlicka
Mary Gilliland
Mason Meier
McKinley Lee
Meghan Coursey
Mikaela Loerwald
Mikaela Terry
Miles Huffhines
Nathan Feuquay
Nathan Friesenhahn
Nicholas Withaeger
Orrin Parker
Payton Fletcher
Payton Schertz
Presley Wirebaugh
Rachel Bradford
Rachel Crane
Rachel White
Raylee Pack
Reagan McCawley

Reagan Powers
Reed Seidenberger
Rette Peters
Riley Cook
Rowdy Pearson
Ryan Stephens
Samantha Raney
Savannah Keel
Shannon Anderson
Shelby Berckenhoff
Sierra Sebesta
Skylor Schertz
Sydney Orsborn
Tatum Christie
Taylor O'Brien
Taylor Williams
Trista Lawson
Wrye Akers
Zane Wanjura
Zoie Stevens

2020 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.

Madison Mathers
Vickie Glasco

— CELEBRATE — SERVICE



COMMUNITY INVOLVEMENT



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





MAKING AN IMPACT

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

COMMUNITY INVOLVEMENT

On top of the initiatives and donation programs that take place during the annual exposition, the Fair continually works to maintain a year-round presence in our community. Through new and existing efforts in 2020, the Fair was able to contribute approximately \$623,000 in community support, which included sponsorships, support programmatic through funding, in-kind donations, technical assistance and trainings, and investments made through our signature programs, benefiting 59 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 more than 70,000 people in the community** and look forward to expanding our impact for future years.

COMMUNITY ENGAGEMENT HIGHLIGHTS

JANUARY 17

AMACHI PROGRAM – TRANSFORMING THE TRAJECTORY

The Fair hosted “Transforming the Trajectory,” a program designed for our nonprofit partners to discuss opportunities to be involved with the Amachi Program and to share the impact of incarceration on families.

JANUARY 28

CENSUS TRAINING

The Fair partnered with the city of Dallas, Census 2020, and the IF Foundation to host a training session for nonprofits and congregations on the importance of the upcoming 2020 Census.

FEBRUARY

**FROSWA’
FEATURED ON
*Legends
OF
Leadership*
PODCAST**

FEBRUARY 7

NXT FEST

Prior to COVID-19, more than 400 students representing 15 DISD Southern Sector High Schools attended this year’s NXT FEST at the Briscoe Carpenter Livestock Center in Fair Park. Sponsored by the State Fair of Texas and more than 15 community partners, NXT Fest aims to empower high schoolers to build the future they want, while addressing their current needs. Attendees experienced seven interactive sessions, including preparing students for the college transition, fostering skills to assist in shaping side businesses, networking with industry leaders... (Continued on next page)

BUILDING CAPACITY OF NONPROFITS



A total of
59
ORGANIZATIONS

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

A total of
70,152 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 2020, 59 organizations received project funding through grants and sponsorships. As a neighbor in the South Dallas/Fair Park community, we are committed to supporting nonprofits that are providing services in this area and understand that these organizations, like ours, depend on year-round generosity from citizens, volunteers, and other organizations. This Program focuses on funding initiatives that provide support in three areas that complement our mission: education, capacity building of nonprofits, and economic development. In 2020, the Fair incorporated a new grant category for racial and social justice. This category measured organization's attributes through several avenues, including active anti-racism education, fostering leadership for people of color in nonprofit organizations, and more. For more information about the Grant and Sponsorship Program, please visit BigTex.com/grants-sponsorships.



COMMUNITY CONNECTION



COMMUNITY ENGAGEMENT HIGHLIGHTS

FEBRUARY 7

NXT FEST (CONTINUED)

... and various other topics related to student success beyond high school. Students received backpacks filled with school supplies and shopped for free professional wear at the clothing boutique. In addition, a Lip Sync Battle, including performances by principals and students, was a highlight of the event. The winning school, Wilmer-Hutchins, received funding for a student-led project.

FEBRUARY 21

DALLAS ISD STATE OF THE DISTRICT

The Fair is a proud sponsor of the 2020 Dallas ISD State of the District.

FEBRUARY 21

DESTINY AWARD LUNCHEON

The Fair is a proud sponsor of the Destiny Award Luncheon at St. Philip's School and Community Center.

FEBRUARY 22

JUANITA J. CRAFT CURRICULUM WORKSHOP

In partnership with Big Thought, the Fair developed a curriculum for grades 4 through 12, exploring Juanita Craft's life and lasting impact. A workshop was held at the South Dallas Cultural Center, open to any teacher who wanted to attend.

NONPROFIT INFRASTRUCTURE INITIATIVE (NPII)

Led by United Way of Metropolitan 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 2020, NPII facilitated 10 local nonprofits throughout the course of the program. Participating organizations included Adult Rehabilitation Ministry, AES Literacy Institute, ALERT Ministries Inc., CARDBOARD Project, FAWC Conservatory of Arts and Sciences, First Step Community Empowerment, Heart of Courage, Hopeful Solutions, Lone Star Justice Alliance, and Trinity Restoration Ministries.** 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 2020 with much success – in response to the COVID-19 pandemic, the State Fair of Texas pivoted to digital platforms to host these events and bring nearly 300 people together to connect virtually. The first Community Engagement Day of 2020 was hosted in June virtually and included Bolder Advocacy and focused on the importance of the census and advocacy for nonprofits. The second Community Engagement Day was held virtually in September and featured State Representative Lorraine Birabil as the keynote speaker. She shared the upcoming legislative agenda with nonprofit partners in attendance.

COMMUNITY ENGAGEMENT HIGHLIGHTS

FEBRUARY 27

SOUTH DALLAS TRANSPORTATION INITIATIVE PRESS CONFERENCE

Based on community need for transportation in South Dallas, especially in the senior citizen population, the State Fair collaborated with the Dallas Innovation Alliance, Southern Dallas Link, and several community organizations to fund an extension to the senior transportation initiative provided by St. Phillip's School and Community Center. Southern Dallas Link is the recipient of the vehicle, which will allow residents continued access to reduced-cost transport to visit essential places, such as grocery stores, pharmacies, and the post office.



VALERIE HAWTHORNE

Director of Government Relations of North Texas Food Bank

"The State Fair of Texas has partnered with North Texas Food Bank to enable summer meals for children by serving as a community distribution point providing 4,875 meals to 630 children over four weeks of programming. We are so thankful to be included in Fair's Drive-Thru experience in 2020. The creative thinking of the State Fair team and the never-ending generosity of the North Texas community afforded our organization with enough funding to provide 75,000 nutritious meals to hungry North Texans. In a time of uncertainty, the State Fair team continued to help provide for our hungry neighbors and for that we are grateful. We would like to thank the State Fair of Texas for providing 2020 Census advocacy and training for our community and appreciated being asked to lead a session on how our community can advocate for participation by all."



VEENA ARMSTRONG

Partnership Coordinator of Dallas Independent School District (Dallas ISD)

"The State Fair has supported Dallas ISD by providing and sharing opportunities with the district and South Dallas community. The State Fair of Texas has not wavered in their support despite the pandemic. The State Fair continues to serve as a Dallas ISD Industry Partner, provide scholarships to deserving Dallas ISD students, and the grants they provide to nonprofits in Southern Dallas impact Dallas ISD students and families in multiple ways. Social capital and community engagement are priceless because we are all doing this work together."



WILLIAM MARVIN DULANEY

Deputy Director of African American Museum

"Under the leadership of Dr. Froswa' Booker-Drew, the State Fair of Texas has been very helpful in supporting programs for the South Dallas community. Not only has Dr. Booker-Drew provided funding for some indispensable programs, she has also contributed to developing leadership for issues that affect the South Dallas community."



MORE VIRTUAL EVENTS

The State Fair of Texas transformed the traditional Pastor’s Luncheon to a virtual forum in October that focused on advocacy and the faith community. Additionally, the State Fair hosted a virtual Garden Convening and a virtual Mental Health Forum in November.

SERVE SOUTHERN DALLAS

Launched in spring 2020, ServeSouthernDallas.org, sponsored by the State Fair of Texas, aims to highlight nonprofits who support the most vulnerable families, individuals, and businesses in Southern Dallas who have been hard hit by the current COVID-19 crisis. The focus is to celebrate and bring attention to those organizations that are typically not on the radar of donors or volunteers because of their small size. These organizations may allocate most, if not all, of available resources directly to their mission rather than marketing and fundraising due to the limitations of funding and staff. While deserving of attention and support, the organizations shared here may be less visible to potential supporters. This initiative serves as a connector and a catalyst to these deserving organizations that make a difference daily in our community. To visit the website and learn more, visit servesoutherndallas.org.

STATE FAIR CARES

NORTH TEXAS FOOD BANK

Typically, 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. In response to the COVID-19 pandemic, the State Fair found an innovative way to give attendees the opportunity to make a difference for those in North Texas experiencing hunger in 2020. While the guests could not bring physical cans like they have in years past, the State Fair of Texas donated a portion of the proceeds from the 2020 Big Tex Fair Food Drive-Thru. As a result of these efforts, the State Fair made a \$25,000 gift to the North Texas Food Bank. These funds will help address the elevated hunger needs in the North Texas community, by providing 75,000 meals to help feed those in need.

In addition to the State Fair’s donation, we partnered together to host one of the largest food drives of the year on the fairgrounds at Fair Park. This allowed us to collectively help as many people as possible during the heart of the pandemic, when the need was exceptionally high.

COMMUNITY ENGAGEMENT HIGHLIGHTS

MARCH

FROSWA’
FEATURED
SPEAKER
 — AT —
TEDXSMU

APRIL 2

DALLAS SOCIAL VENTURE PARTNERS PANEL

The State Fair of Texas participated in the Dallas Social Venture Partners panel to discuss efforts around the local COVID-19 pandemic response. The State Fair of Texas worked with the City of Dallas by providing a list of small, grassroots nonprofits in the South Dallas and Southern Sector areas to make sure that these organizations have visibility and resources to continue their work. The Fair also worked alongside Communities Foundation and United Way of Dallas to share this information with the Funders Collaborative, as well as encouraging these agencies to apply for the North Texas Cares Fund. The Fair joined forces with our agencies by providing Zoom calls to ensure collaboration, sharing and awareness of resources for more effective coordination of those impacted by COVID-19. The Fair continued to share information throughout the pandemic to keep partners informed.

HAND SANITIZER GIVEAWAY

The State Fair of Texas teamed up with a Texas-made product, Tito's Vodka, to donate their bottles of hand sanitizer to more than 25 South Dallas nonprofit organizations on July 15. The next day, Tito's Vodka gave away 44,000 bottles of Tito's Hand Sanitizer to the Dallas community for free, held in the State Fair of Texas parking lot along Haskell (Gate 15).



DAVID HIGBEE

Executive Director of Bridge Lacrosse

"The State Fair of Texas has allowed us to belong to, and grow with, a very special group of people and organizations that all share similar beliefs and missions. As a small youth development organization within a niche sport, we do not often collaborate with many other organizations and nonprofits. The State Fair of Texas has provided us incredibly unique access and relationships that we have never had before, and we are so grateful for the opportunities. We believe that these relationships are vital to our strength within the Fair Park and South Dallas neighborhoods and allows us a greater understanding to the needs and assets of the area. In addition, the State Fair of Texas has provided us immense depth of relevant training in fundraising and programming. We are so grateful to have these resources available to us, in addition to the amazing funding opportunities."



ADRIAN MCCONNELL

Founding Executive Director of Youth Revive

"I can honestly state that if it were not for the State Fair of Texas, we would not have been able to successfully pivot to virtual services to serve students during the COVID-19 pandemic. This fall we served 93 students in Dallas, who primarily reside in or near South Dallas/Fair Park neighborhood. Going into the fall of 2020, my primary objective was to get through the semester offering character and civic education to youth virtually without losing the essence of our organization. Because of our partnership with the State Fair, we were able to get additional funding through the North Texas Cares grant. Additionally, Dr. Froswa' Booker-Drew and the community affairs department have been a resource by offering time, networking opportunities, and by advocating our work."

COMMUNITY ENGAGEMENT HIGHLIGHTS

APRIL 30

SERVESOUTHDALLAS.ORG LAUNCH

The focus of ServeSouthernDallas.org is to celebrate and bring attention to those organizations that are typically not on the radar because of their size. These organizations may allocate most, if not all, of available resources directly to their mission, rather than marketing and fundraising due to the limitations of funding and staff. While deserving of attention and support, the organizations shared here may be less visible to potential supporters. It is the Fair's desire to serve as a connector and a catalyst to these amazing organizations that make a difference daily in our community.

MAY 13 & 27

RE-ENTRY COHORT SESSION

United Way and the State Fair of Texas host Re-Entry Cohort session focused on outcomes and logic models.

JUNE

FROSWA' GIVES
KEYNOTE PRESENTATION
 AT
D CEO WOMEN'S SUMMIT

ECONOMIC DEVELOPMENT

BIG TEX JOB FAIR

The Fifth Annual Big Tex Job Fair, in partnership with Workforce Solutions Greater Dallas, Goodwill Industries of Dallas, Inc., and Communities Foundation of Texas, was hosted virtually and included a total of 54 employers and 15 service organizations serving a record-high of more than 1,300 job seekers. This year, thanks to the partnerships, there was a week full of professional development programming for those seeking employment. In addition, several satellite locations with internet access were available. Every year, the State Fair of Texas brings more than 7,000 seasonal jobs to the Southern Sector of Dallas. Following the cancellation of the 2020 State Fair of Texas due to the COVID-19 pandemic, the Fair sought ways to provide employment opportunities for underemployed seasonal workers. Traditionally, the Big Tex Job Fair would occur following the conclusion of the State Fair, however, the virtual Job Fair was held at the beginning of the Big Tex Fair Food Drive-Thru.

JUANITA CRAFT HUMANITARIAN AWARDS

Presented for the third time at the 2020 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 2020 ceremony was held virtually and recognized past, present, and future leaders who are following in her footsteps, as well as presented awards to individuals who have made an impact on civil rights in the City of Dallas. The 2020 recipients include Maggie Parker (Catalyst Award), Diane Ragsdale (Legacy Award), and Marsha Jackson (Visionary Award).

SOUTH DALLAS/FAIR PARK TRANSPORTATION INITIATIVE

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 of Texas began working with several community organizations to start the South Dallas/Fair Park Transportation Initiative. Curtis Corbins, founder of Southern Dallas Link, has been instrumental in working with our South Dallas seniors during COVID-19. Using a van provided by Ford Motor Company and the State Fair of Texas in partnership with the Dallas Innovation Alliance, Curtis and his team have been transporting seniors to medical appointments, the grocery store, and even the polls during the election season. More than 300 seniors benefited from this initiative in 2020.

SOUTH DALLAS EMPLOYMENT PROJECT

The South Dallas Employment Project (SDEP) was established in February 2020 by Redemption Bridge, a 501(c)(3) nonprofit intermediary, in partnership with the State Fair of Texas. The main goal for this organization is the development of a strategic approach to support individuals returning to or living in South Dallas in five identified zip codes lead sustainable lives. Work was accelerated in 2020, given the challenges posed by both COVID-19, and by lack of justice equity. The SDEP is working with local, nonprofit, social enterprises who provide wrap-around services and support, inclusive of assistance with housing; transportation; health, wellness, and recovery; and connectivity to community and faith-based organizations. In addition to the State Fair of Texas, there are currently more than 80 entities including Dallas College, the City of Dallas, North Texas Council of Governments, and several South Dallas entities collaborating on the South Dallas Employment Project.

COMMUNITY ENGAGEMENT HIGHLIGHTS

JUNE 25

VIRTUAL COMMUNITY ENGAGEMENT DAY

Community Engagement Day is one of the most important community events for the State Fair of Texas each year. The luncheon brings together more than 100 organizations to connect and collaborate, with the primary focus in 2020 on the role of advocacy for nonprofits. This year's event was the first-ever virtual Community Engagement Day event.

JULY 13-16

VIRTUAL
SAT MATH
Summer
CAMP

JULY 15

TITO'S VODKA HAND SANITIZER GIVEAWAY

The State Fair of Texas teamed up with a Texas-made product, Tito's Vodka, to donate their bottles of hand sanitizer to more than 25 South Dallas nonprofit organizations on July 15.

JULY 16

ALLIANCE FOR JUSTICE

To better equip our partners, the State Fair of Texas hosted a follow-up training focused on advocacy with Alliance for Justice.



SHERRI MIXON

Executive Director of T.R. Hoover

“The State Fair of Texas has contributed to the growth of our organization through financial support, cultivating trainings, and true collaborative partnerships that strive to better our communities. They helped us in achieving our goals for our capacity building and educational programs to better the services we offer to our clients. Our grocery drive-thru program has been our biggest effort through COVID-19. We have hosted our drive-thru two days per week and have fed all youth hot meals to-go as well. South Dallas is a food desert, and residents of the community have extremely limited access to groceries, and even harder access to healthy food. There is only one major grocery store in the area, and our drive-thru has provided another means for those who do not have transportation and has contributed to limiting the need to visit grocery stores. This, in turn, has helped to ensure that more people are able to stay in their homes as much as possible, and focus on helping their family through maintaining employment, accessing education, and maintaining good mental health practices. So far, we have reached 121 zip codes.”



BRIAN WASHINGTON

Program Director of Miles of Freedom

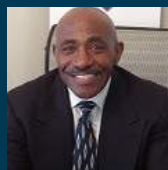
“With the help of the State Fair’s resources and mentoring, Miles of Freedom was able to help begin a fresh produce distribution at the MLK Center that positively impacted the members of the community. Additionally, through the State Fair, Miles of Freedom was introduced to the South Dallas Community Connectivity group that help put together resources from all areas of the metroplex, that many of our clients were able to benefit from. Through their partnership, we were blessed to be able to maintain staff and services, though COVID-19 forced us to shift our process in many different directions.”



MARIAN WILLIAMS

Board Chair of SouthFair CDC

“In these times of supporting our community, the State Fair has allowed us to take a breath – making sure we don’t just build homes, but we build communities. Yes, COVID-19 is here but as we still are able to keep our office functioning, build more homes, give our clients time to learn and feel supported as they take steps to purchase their homes. We are given opportunities to look within by Dr. Froswa’ Booker-Drew through connections, trainings, community development, and looking up from our own surroundings. We are shown how we CAN even in these times still stand strong together. The State Fair has already scaffolded us with the tools to support our seniors with PPE items, connections with other groups for food and other needs. We were taught that we do not operate in silos but in standing alongside of each other.”



JOE POWELL

President & CEO of Association of Persons Affected by Addiction

“The State Fair of Texas is providing opportunity for health, wellness, and recovery during the COVID-19 pandemic. The Fair provides updates in their community newsletter on PPE locations, resources, and stakeholders who wanted to be of service as well as need support from community partners. The State Fair of Texas brought stakeholders like Redemption Bridge, Candace Thompson with Baylor, Scott & White, to continue sharing health and wellness resources for the peers we serve. It is only because of the State Fair of Texas I am Chair of the Health, Wellness, and Recovery. I know how important the State Fair of Texas is to moving community stakeholders and businesses to join in the health and economic prosperity of the community. [The] State Fair of Texas is the conduit to address the social determinants of health, where we live, work, play and pray.”



EDUCATIONAL SUPPORT

SUMMER GRANT PROGRAM

Summer programs are powerful tools to help mitigate learning loss for students while they are out of school. This year, as the pandemic negatively impacted our education systems it was critically important to support service providers. 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 2020, 15 organizations serving a combined total of more than 750 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.

NXT FEST

The Fair partnered with United Way of Metropolitan Dallas, Fair Park, and 18 other community-based organizations to host the Third Annual NXT Fest student conference. This event was hosted in February, prior to the COVID-19 pandemic, 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, voting registration, 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 2020, this program engaged with more than 200 girls through regular virtual sessions at four South Dallas high schools. The program adapted to offering programs to students virtually, as many of the campuses met online and the necessary support became even more critical than ever before.

COMMUNITY ENGAGEMENT HIGHLIGHTS

<p>AUGUST</p> <p>STATE FAIR OF TEXAS</p> <p>ANTI-RACISM</p> <p>★ GUIDE ★</p> <p>GOES LIVE ON BIGTEX.COM</p>	<p>AUGUST 14</p> <p>FROSWA'</p> <p>FEATURED IN WFAA'S</p> <p><i>"While I have your attention"</i></p> <p>RACIAL JUSTICE ADVOCACY SERIES</p>	<p>SEPTEMBER 25-27</p> <p>★ VIRTUAL BIG TEX JOB FAIR ★</p> <p>Held virtually for the first time this year, the Big Tex Job Fair connected 54 employers with more than 1,300 potential employees. Through our partnership with Workforce Solutions Greater Dallas, Goodwill Industries of Dallas, Inc., and Communities Foundation of Texas, there was a week of professional development to prepare and equip potential employees for their future.</p>
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PATHWAYS TO TECHNOLOGY EARLY COLLEGE HIGH SCHOOL (P-TECH) PROGRAM

Through P-TECH, high school students gain access to excellent class courses and resources that offer exposure to viable career options. The Fair partnered with local P-TECH programs at James Madison and Lincoln high schools to give students insight into the wide range of job types in the workforce 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 virtual speaking engagements at schools, mentorships, and volunteer opportunities.

ANTI-RACISM RESOURCES GUIDE

This year, the State Fair of Texas compiled a resource guide for active anti-racism education. Included in the guide are State Fair-sponsored organizations who serve the South Dallas/Fair Park area, education materials including film and podcast recommendations, tools to speak about race with children, and a list of locally owned businesses. These resources serve as a starting point; a way to digest all the information surrounding racial equity in America. To view the guide, please visit BigTex.com/anti-racism.

SAT SUMMER CLINIC

In partnership with University of Texas at Arlington, the State Fair sponsored a prep course virtually for the first time over the summer for students to prepare for the upcoming SAT testing. Five sessions were offered, and 41 connections were made with interested sophomores, juniors, and seniors.



COMMUNITY ENGAGEMENT HIGHLIGHTS

SEPTEMBER 30

VIRTUAL COMMUNITY ENGAGEMENT DAY

The second virtual Community Engagement Day of 2020 allowed more than 100 local organizations and individuals to connect and share ideas, with discussions centered around advocacy. This event featured State Representative Lorraine Birabil as the keynote speaker.

OCTOBER

FROSWA'
RECEIVES

Each Moment Matters

ANNUAL AWARD



KERI MITCHELL

Executive Director of Dallas Free Press

"Being new to the neighborhood, Dallas Free Press benefitted from State Fair of Texas connecting us to dozens of neighborhood residents and leaders so that we can listen to their voices and tell their stories."



SHERASA THOMAS

Director of Education of Anti-Defamation League

"The State Fair of Texas has been an invaluable partner to our organization by providing us with resources and connections to further our mission of fighting hate. It is with this partnership we are able to host students and adults at our annual Youth Summit. Not only does the venue provide for an enriching experience for middle school students, some of whom would never get an opportunity to visit the Theatre, but by providing it gratis we are able to accommodate more students; therefore equipping more students to be allies and advocates for justice."



TAMMY JOHNSON

Executive Director of Empowering the Masses

"The service and care of Dr. Froswa' Booker-Drew has been the greatest benefit. The State Fair of Texas has provided our organization with access to numerous training opportunities to strengthen our organization from the inside out. We have established partnerships with many other nonprofits throughout South Dallas this has formed an amazing alliance of likeminded nonprofits."



KARA MARTIN

Executive Director of St. Anthony Academy

"Through a grant from the State Fair of Texas, we were able to hire a grant writer to help enhance our programming. Because of this grant, we have added a host of programs to the community center for our children, adults, and entire community. Our goal is to provide ongoing programming in three main areas: social emotional/intellectual health, physical health, and nutrition and health."



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 134 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 revenue is reinvested in Fair Park going towards 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. Despite the cancellation of the 2020 State Fair of Texas due to COVID-19, the Fair was still able to provide funding using its earnings from the 2019 Fair. The chart on the following pages illustrates the earnings we have made in our home throughout the years.

COMMUNITY ENGAGEMENT HIGHLIGHTS

OCTOBER 6

PASTOR’S FORUM

The Pastors Forum/Luncheon is designed to create an environment to celebrate congregations in the Southern Sector. With the upcoming elections, it was important that pastors are aware of the role advocacy plays in faith based and nonprofit organizations. Confirmed speakers at the event included Danielle Ayers, Pastor of Justice at Friendship West Baptist Church; Dr. Bryan Carter, Senior Pastor at Concord Baptist Church; Rachel Triska, Co-Pastor, Life in Deep Ellum; Pastor, Dr. Michael Waters, Senior Pastor at Abundant Life AME; and Akilah Wallace, Executive Director of Faith in Texas.

OCTOBER 8

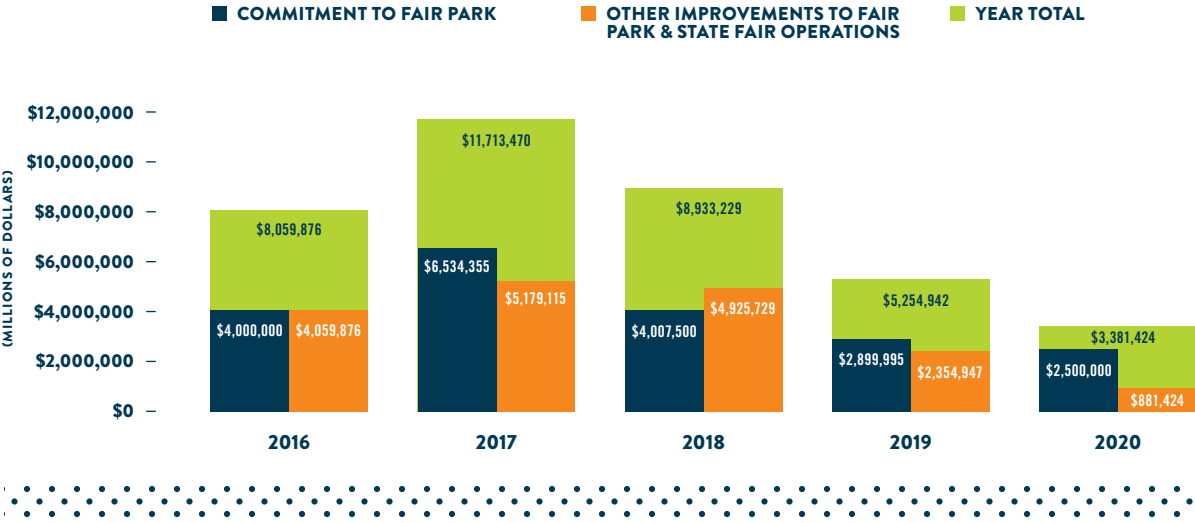
NEIGHBORHOOD ASSOCIATION GATHERING

OCTOBER 11

JUANITA CRAFT HUMANITARIAN AWARDS

For the third year, the State Fair of Texas and the Friends of Juanita Craft House and Museum proudly announced the recipients of the Juanita Craft Humanitarian Awards. Juanita Craft was a tireless activist for civil rights and played a crucial role in integrating many places across the city of Dallas, including the State Fair of Texas. In honor of her efforts, achievements, and legacy, the State Fair and the Friends of Juanita Craft House and Museum recognized individuals who are following in her footsteps and continue to be advocates for positive change in our community. These individuals were recognized in a virtual ceremony.

FUNDING FOR FAIR PARK & STATE FAIR OPERATIONS



HIGHLIGHTS

More than

\$3.3

➔ **MILLION** ←

IN 2020 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

\$130,000

DISTRIBUTED IN 2020

More than

★ \$37 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 fifth full year of production, the Big Tex Urban Farms system was able to donate **26,183** pounds of food to local organizations, translating to more than **295,757** servings of fresh produce.

HIGHLIGHTS

100%
OF PRODUCE GROWN BY BIG TEX URBAN FARMS IS DONATED TO LOCAL COMMUNITY ORGANIZATION OR INITIATIVES

26,183
POUNDS OF FRESH PRODUCE GROWN IN 2020

30,198

HEADS OF LETTUCE & HERBS DONATED

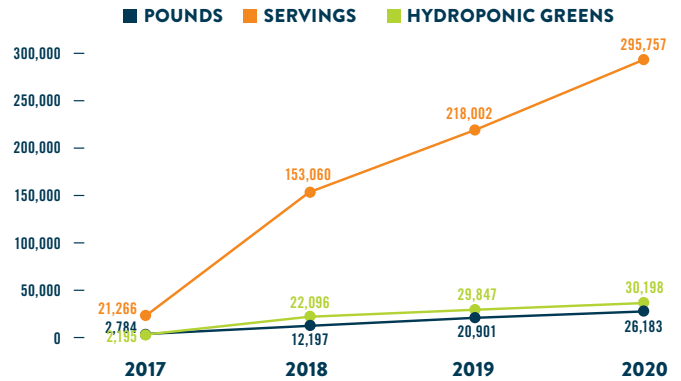


➔ A total of ➔

295,757
USDA SERVINGS

OF FRUITS AND VEGETABLES DONATED

PRODUCTION TOTALS



2020 ADJUSTMENTS

In response to the COVID-19 pandemic, several adjustments were made inside the Greenhouse on the Midway to keep everyone safe, including:

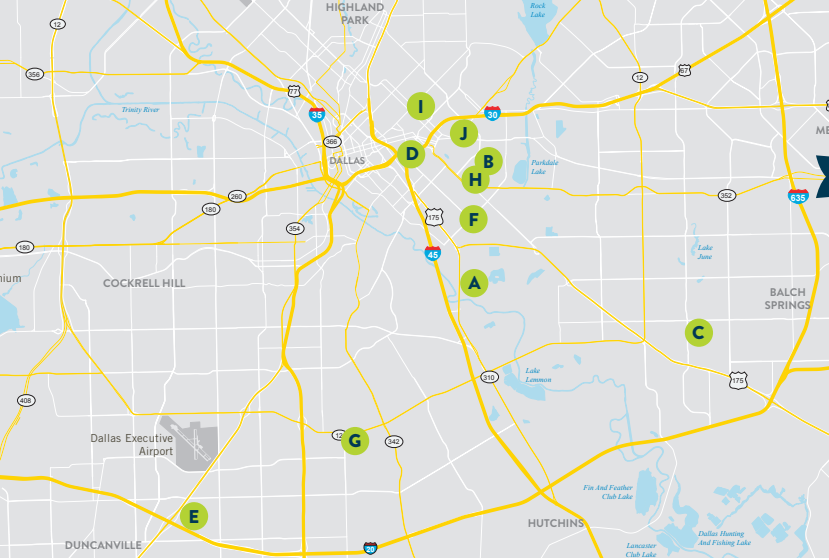
- Big Tex Urban Farms team members took turns managing the Greenhouse in the peak of the pandemic to avoid any further spread of the coronavirus.
- All team members wore masks and gloves, in addition to practicing social distancing at all times, when harvesting and working in the Greenhouse.
- Donation deliveries to local organizations were updated to be contactless.
- Tours of the Greenhouse and Big Tex Urban Farms information sessions shifted to different virtual platforms.

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. Despite the

BIG TEX URBAN FARMS HIGHLIGHTS

<p>JANUARY 7-9</p> <p>BIG TEX URBAN FARMS HOSTED THE BOOTSTRAP FARMER INVITATIONAL</p> <p>This event gathered farmers from across Texas, the entire country, and even Canada to discuss innovative new technologies and best practices in farming.</p>	<p>JANUARY 14</p> <p>BIG TEX URBAN FARMS</p> <p>SURPASSES 400,000</p> <p><i>Servings of Produce Donated</i></p>	<p>FEBRUARY</p> <p>BIG TEX URBAN FARMS PARTICIPATED IN THE BOOTSTRAP FARMER INVITATIONAL</p> <p>For the second year in a row, this event gathered farmers from across Texas, the entire country, and even Canada to discuss innovative new technologies and best practices in farming.</p>	<p>FEBRUARY</p> <p>WISPY GREENS FARM, MICROLEDON FARM, AND WYTHE MARSCHALL VISITS BIG TEX URBAN FARMS</p> <p>Wythe travels the world researching farms and is working on a book about the history and future of Agriculture.</p>	<p>FEBRUARY</p> <p>URBAN FARM ACADEMY RELEASED A YOUTUBE VIDEO FEATURING BIG TEX URBAN FARMS</p> <p>Drew Demler represented the Farms for this video, joining other farmers from across the United States.</p>
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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 Chaucer Place
- F TR Hoover Community Development Corporation
- G Oak Cliff Veggie Project
- H Restorative Farms
- I IRC
- J Jubilee Park Community Center

pandemic, Big Tex Urban Farms continued to make regular produce donations to the organizations shown in this heat map, totaling more than \$81,735 in value. Organizations like TR Hoover Community Development Corporation were able to utilize donations from Big Tex Urban Farms in an all-new, meaningful way. In response to COVID-19, TR Hoover dedicated outreach efforts to a drive-thru grocery service, which included healthy foods like lettuce and produce from Big Tex Urban Farms. They serve more than 1,900 people in need per month.

- **GOING GLOBAL** – Since its inception in 2016, Big Tex Urban Farms has been a unique model of sustainable urban farming in the state, nation, and world. The Farms have become a true “innovation destination” for the global horticulture and agriculture industry, welcoming private entities, government officials, and delegates from developing countries to see the opportunities the Big Tex Urban Farms model present to their unique situations. Even in the year extenuating circumstances, the Farms provided thought leadership in urban agriculture to the national and global stage. In January of 2020, Jason Hays, Vice President of Brand Experience, spoke on Big Tex Urban Farms’ mission on providing healthy food options accessible to the Fair Park community at the Oxford Farming Conference in Oxford, England. The conference, the leading

international conference for farming and agribusiness in the United Kingdom, centers around food, health, and industry policy and innovation.

FARMING WITH TEXAS A&M AGRILIFE EXTENSION

In 2020, Big Tex Urban Farms expanded on its partnership with Texas A&M AgriLife Extension, focusing on collaborative research efforts. In addition to Big Tex Urban Farms’ initial donation of 80 grow boxes in 2018, this year we expanded by adding new in-ground garden plots and 12 raised beds. In partnership, we produced more than 4,000 pounds of outdoor produce at the facility in 2020. The produce included tomatoes, onions, squash, peppers, okra, and more. The site serves as an official master gardener training center – it has even become a destination site for community gardeners and small farmers to learn outdoor growing techniques and expand their knowledge. While we grow produce for our donation program, we are simultaneously testing new varieties of produce, soil types, and organic fertilizers. The data collected through these trials allows us to further develop best practices for urban outdoor gardening, with these findings we can continue to share globally to make a larger impact on the industry.

BIG TEX URBAN FARMS HIGHLIGHTS

<p>MARCH</p> <p>NEW COMMUNITY URBAN GARDEN AT TR HOOVER</p> <p>Big Tex Urban Farms is passionate about spreading knowledge on urban farming and enabling others to use these same growing techniques in their own communities. They were thrilled to help TR Hoover launch their new garden.</p>	<p>APRIL</p> <p>VIRTUAL SESSION WITH UNIVERSITY OF TEXAS AT AUSTIN STUDENTS</p> <p>Drew Demler lead a session on hydroponics and the work Big Tex Urban Farms does in the community.</p>	<p>MAY</p> <p>Drew Demler lead a session on hydroponics and the work Big Tex Urban Farms does in the community.</p> <hr/> <p>MAY 15</p> <p>BIG TEX URBAN FARMS SURPASSES 500,000 SERVINGS OF PRODUCE DONATED</p>	<p>SEPTEMBER 4</p> <p>BIG TEX URBAN FARMS SURPASSES 600,000 Servings of Produce Donated</p>	<p>NOVEMBER</p> <p>SMALL SCALE LIFE PODCAST FEATURES BIG TEX URBAN FARMS</p> <hr/> <p>DECEMBER 10</p> <p>BIG TEX URBAN FARMS SURPASSES 675,000 SERVINGS OF PRODUCE DONATED</p>
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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 \$28 million in auction awards and college scholarships.

With the health and safety of all involved as the upmost priority, all fundraising events observed several precautionary measures to prevent the spread of COVID-19. These precautions include, but were not limited to, facial covering requirements, increased frequent sanitization, observing social distancing, and discouraging large group gatherings following the fundraising events which have historically taken place.

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

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

★ **\$28 MILLION** ★

IN AUCTION AWARDS AND COLLEGE SCHOLARSHIPS.



COMMUNITY ENGAGEMENT HIGHLIGHTS

OCTOBER 14

GARDEN GATHERING

The goal of this gathering was to introduce participants to one another and potential opportunities for partnership with the City of Dallas. Laila Alequresh, chief innovation officer for the City of Dallas as well as Bob Curry, urban agriculture manager, Office of Environmental Quality & Sustainability shared more information on their services and resources for nonprofit work. Dallas Area Urban Growers Coalition also presented their strategies for engagement and collaboration.

NOVEMBER 10

MENTAL HEALTH FORUM FOR NONPROFITS AND FAITH LEADERS

Experts Stacey Brown, Bonnie Cook, Joe Powell, Tonya Burton, and Zhen Barrientos discussed how the community can prepare for mental health challenges our communities will face due to COVID-19.





Traditionally, the Fair holds additional fundraising events, such as Fair Park Fourth, the Big Tex Choice Awards, and the Big Tex Barn Dance. Due to the COVID-19 pandemic, these events were canceled for 2020. We look forward to resuming these traditions, if conditions permit, in 2021.

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 Youth Livestock Auction and Big Tex Scholarship Program.
- The 2020 event raised a record of \$192,343, with 250 participants competing on 42 teams.

BIG TEX GOLF CLASSIC

- The 10th Annual Big Tex Golf Classic was held at Fair Park-adjacent Tenison Highlands, with all proceeds going directly to the Big Youth Livestock Auction and Big Tex Scholarship Program.
- The 2020 event raised \$92,725 and had 124 golfers participating on 31 teams.

BIG TEX CHAMPION CLUB DINNER

- The annual pre-Fair fundraising dinner was not held in traditional fashion this year due to the pandemic, however, there were virtual house parties held in patron's homes. All proceeds from the virtual events went directly to the Big Tex Youth Livestock Auction and Big Tex Scholarship Program.
- The 2020 event raised \$82,750.

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, and the Big Tex Champion Club Dinner to invest in Texas youth.
- The 2020 Auction raised more than \$1.4 million in premium awards and scholarships. Of that total, \$1.05 million was raised on Auction Day alone, with the additional fundraising and donations received over the year.



Fair Park Fourth
MIDWAY



CELEBRATE TEXAS ICONS



2020 STATE FAIR
OF TEXAS



The 2020 State Fair of Texas, themed “Celebrating Texas Icons,” aimed to celebrate the iconic imagery that Texas provides to the rest of the world. Everything is bigger in Texas, including our icons – modern marvels like Dr Pepper®, Selena, Blue Bell® Ice Cream, George Strait, and our beloved Big Tex, to those who laid the foundation for our state like Stephen F. Austin, Juan Seguin, Juanita J. Craft, and Sam Houston.



CELEBRATE EXCELLENCE



2020 KEY INITIATIVES



As an organization that strives for excellence in everything we do, the State Fair is committed to preserving our historic traditions while continually looking for opportunities to improve. With five key areas of focus – **safety and security, cleanliness, landscaping, family-friendly entertainment, and customer service** – the Fair works to continuously enhance our visitors' experience year after year. This year, with the cancellation of the 2020 State Fair of Texas due to COVID-19, a primary focus of our key initiatives was providing the safest environment possible for our alternative activations.





HEALTH AND SAFETY PRECAUTIONS

Our number one priority remains the health and safety of everyone involved. We implemented the following health and safety protocols, in addition to others recommended by the local, state, and federal government and other relevant health agencies. Below are the major in-person events that took place this year, and the safety precautions the State Fair followed to provide the safest environment possible.

BIG TEX FAIR FOOD DRIVE-THRU

- All guests were asked to remain in their vehicles, with the exception of using the restroom and/or having their photo taken at Big Tex Circle.
- Guests who directly interfaced with staff and/or vendors, while in their vehicles, were required to wear a protective face mask to protect both parties.
- Social distancing of six feet or more between parties when outside of their vehicle was required. All queuing at Big Tex Circle maintained a minimum of six feet between parties and required protective face masks while outside vehicles. Hand sanitizing stations were available while guests were in line.
- All team members were required to wear protective face masks to safely cover their mouth and nose.
- All team members had their temperature checked at the start of the workday.
- All team members handling food were required to wear gloves and change them frequently during shifts and between tasks.

CREATIVE ARTS ENTRY PICK-UP AND DROP-OFF

- Protective face masks were required at all times inside the building, including staff and participants.
- Participants were asked to observe social distancing of six feet or more between parties.
- Stanchions were placed throughout the building to help the flow of traffic and support social distancing.

- Dates were extended in order to space out the number of participants in the Creative Arts building per day.
- After entries were dropped off or collected, participants were asked to limit excess time in the building.
- New virtual contests were created to involve participants to express their creativity without having to leave the comfort of their own home.

LIVESTOCK EVENTS

- This year, the Fair held only market week shows. The limited number of shows allowed exhibitors and a limited number of their family members to showcase their project safely.
- Market week, traditionally held for six days, was extended to ten days. The additional days aimed to spread out the number of exhibitors on the grounds per day.
- Wristbands were required for entry to the livestock grounds. Each exhibitor received four wristbands for members of their immediate family.
- Protective face masks were required at all times on the grounds, except for exhibitors while they were inside the showing ring.
- Exhibitors were asked to observe social distancing of six feet or more between parties.
- Exhibitor stalls were distanced to allow for social distancing.
- Adjusted shows were implemented to maximize exhibitor's potential to show while maintaining the safest environment for everyone possible. This includes virtual contests, such as public speaking and job interview, and "The United" shows – a historic series of joint shows, held in conjunction between the Fair and Heart O' Texas Fair & Rodeo in Waco, Texas.

CELEBRATE MILESTONES



2020 STATE FAIR OF TEXAS



2 020 was undoubtedly a year to remember. Due to the COVID-19 pandemic, the traditional 24-day exposition that brings more than 2.5 million folks from across the globe was canceled in early July. The State Fair team quickly found innovative ways to keep the spirit of the State Fair alive. Through brand-new offerings, like the first-ever drive-thru Fair event, and transitioning competitions from in-person to virtual, the Fair continued to support our vendors and exhibitors, even in the midst of a pandemic. With another year under our belt, we recognize that the measurement of each year's success goes far beyond these numbers. From our alternative activations will provide a portion of this fundraising total, although it will be significantly less than in prior years.





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. This year, proceeds from our alternative activations will provide a portion of this fundraising total, although it will be significantly less than in prior years.

2020 MILESTONES

ONLINE TEXAS AUTO SHOW

5

CAR MANUFACTURERS PARTICIPATED
IN THE ONLINE TEXAS AUTO SHOW

54 FULL-TIME EMPLOYEES



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



➔ **2 ICONIC** ➔
COLLEGE FOOTBALL RIVALRIES

State Fair Classic

BETWEEN THE PRAIRIE VIEW A&M PANTHERS AND
GRAMBLING STATE UNIVERSITY TIGERS
- RESCHEDULED TO MARCH 2021

A&T Red River Showdown

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

★★★ *More than* ★★★

➔ **\$150,000** ➔

WAS RAISED FOR THE SCHOLARSHIP FUND DURING
THE NHL WINTER CLASSIC ON JANUARY 1, 2020.

THE MIDWAY WAS OPEN, AND SEVERAL STATE FAIR CONCESSIONAIRES
FRIED UP SOME OF THEIR FAMOUS FARE DURING THE CLASSIC.



LITTLE LONE STARS CLUB

More than

★ **21,000** ★

MEMBERS SIGNED UP FOR THE INAUGURAL YEAR OF
BIG TEX LITTLE LONE STARS CLUB, A KIDS' CLUB FOCUSED
ON BRINGING FUN AND EDUCATIONAL CONTENT RIGHT
INTO FAMILIES' MAILBOXES.

CREATIVE ARTS

More than 900 contest categories

5,355 CREATIVE ARTS
ENTRIES

275 VIRTUAL CREATIVE ARTS
ENTRIES

MORE THAN 580 NEW
CONTESTANTS

734 YOUTH CONTESTANTS
4,864 RIBBONS AWARDED





BIG TEX FAIR FOOD DRIVE-THRU



BIG TEX FAIR FOOD DRIVE-THRU

For the first time in its 134-year history, the State Fair of Texas was thrilled to introduce the Big Tex® Fair Food Drive-Thru – a special event for 2020 in lieu of the annual 24-day exhibition. Fairgoers were able to get a taste of their favorite Fair foods, including beverages from Haworth Concessions, an order of Jack’s Frys, Fletcher’s Original State Fair Corny Dogs™, State Fair Cotton Candy, Stiffler’s Fried Oreos®, and Pioneer Kettle Corn, with the option to add Sweet Connie’s Corn on the Cob, additional Fletcher’s Corny Dogs, and Smokey John’s Sausage on a Stick and Turkey Legs. In addition, the fairgrounds were decorated in true Texas-style, giving the progressive Drive-Thru experience throughout the grounds the spirit of the State Fair. More than just food, the Drive-Thru experience also incorporated photos with Big Tex taken by photographers and a Midway game guests could play from their car.

The Fair welcomed more than 21,000 cars full of fairgoers over the 15 days of drive-thru events. A special Big Tex photo-only Drive-Thru experience was held on September 19 and 20. The Big Tex Fair Food Drive-Thru operated Fridays through Sundays during the originally anticipated dates of this year’s State Fair of Texas, as well as Monday, October 12. Due to the historic AT&T Red River Showdown between the University of Texas and the University of Oklahoma in Cotton Bowl Stadium, the Drive-Thru event did not occur on Saturday, October 10.

More than
21,325
➡ ➡ CARS ⬅ ⬅
DROVE THROUGH THE BIG TEX
FAIR FOOD DRIVE-THRU
★ ★ ★ ★ ★ ★ ★ ★

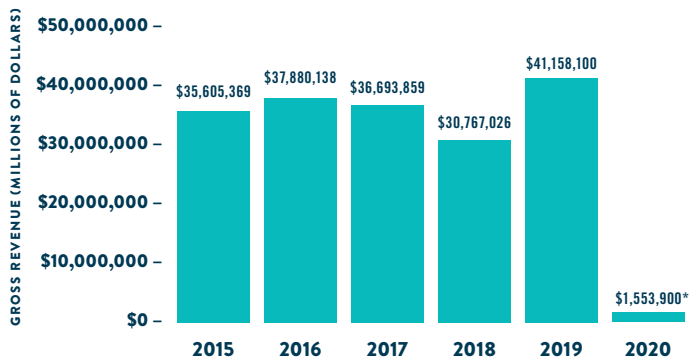




FOOD AND BEVERAGE

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

FOOD AND BEVERAGE GROSS REVENUE



*Due to the cancellation of the 2020 State Fair of Texas because of COVID-19, the revenue made by food and beverage vendors in 2020 was significantly decreased, however, the vendors and the Fair were able to generate some revenue via the Big Tex Fair Food Drive-Thru.



MIDWAY

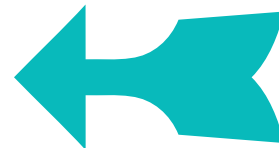
Traditionally, the Midway offers 24 days of fun and thrills, with rides and games that are sure to excite fairgoers of all ages. This year, the State Fair Midway remained closed due to COVID-19 with the exception of the Texas Star operating during the AT&T Red River Showdown. During the Big Tex Fair Food Drive-Thru, guests were able to play a Midway game, “Pick a Door”, and win a prize.





FAIR FROM HOME ACTIVATIONS

The State Fair of Texas's mission is to celebrate all things Texan, and our State Fair from Home series continued to do just that – with a whole new backdrop this year. For the first time ever, the State Fair of Texas team curated a collection of fun-filled virtual content, allowing families to celebrate all their favorite traditions at the Fair – and create new ones – from the comfort of their couch.



FAIR FOOD FUN

BIG TEX COOKING SCHOOL

This weekly video series taught fairgoers how to make some of their favorite fried delicacies at home from the experts themselves. The Big Tex Cooking School featured a new State Fair of Texas concessionaire each week, walking fried food lovers through the process of making each dish, start to finish, from the comfort of their own kitchen.

BIG TEX CHOICE AWARDS: FAIR FOOD MADNESS COMPETITION

Since 2005, the Big Tex Choice Awards sees the most delicious delicacies State Fair concessionaires create. Serving as a fundraiser for the Big Tex Scholarship Program, traditionally, fairgoers come and taste the new concoctions before the State Fair opens. This year, the traditional event was translated into the Big Tex Choice Awards: Fair Food Madness Competition, which placed all 32 previous winners in a head-to-head virtual contest. Fairgoers voted on their favorite dishes, and Texas Fried FRITOS Pie earned the bragging rights of all-time favorite Big Tex Choice Award winner.

TASTE OF TEXAS

BLUE RIBBON SELECTION TASTING SERIES

The Fair teamed up with Texas wine experts to curate a mixed case of wines that showcased the variety, quality, and value of Texas wines. During the run of the Drive-Thru, the Fair hosted weekly virtual discussions and tastings with wine makers to learn about the Texas wine industry.

TEXAS CHEESE TASTING WITH SCARDELLO ARTISAN CHEESE

The Fair collaborated with Scardello Artisan Cheese to explore Texas cheeses through a series of virtual tastings. Participants signed up for the class, picked up the selected cheese and accompaniments the day of the class at Scardello's location in Dallas, and tuned in at 6 p.m. on Facebook for virtual discussions each week.

THE FAIR ONLINE

ONLINE SHOPPING GUIDE

Fairgoers were able to shop all their favorite exhibitors with our brand-new shopping guide on BigTex.com and get deals from the comfort of their couch.

DISCOVER BIG TEX URBAN FARMS

In this virtual tour uploaded to YouTube, fairgoers learned about hydroponic farming and mobile agriculture – all within the Errol McKoy Greenhouse, located on the State Fair of Texas Midway.

EXPLORE CREATIVE ARTS

The winners of the 2020 creative arts contests were displayed virtually through the Fair's Facebook page. Each winning entry decorated the Creative Arts building at Fair Park, in themed display cases, and photos were taken of each case.

ONLINE TEXAS AUTO SHOW

The Fair reimagined what is traditionally the highest attended auto show in the nation and pivoted to a virtual auto show. Car lovers could view all the new cars manufacturers have to offer, right on BigTex.com.

RIDE THE TEXAS STAR AND TOP O' TEXAS TOWER

Guests had the opportunity to take a virtual ride on the iconic Texas Star Ferris wheel and Top o' Texas Tower. Bonus points: guests could take a ride, even if they're scared of heights, all you have to do is head to the State Fair's YouTube page.

KIDS FAIR ACTIVITIES

CREATE-YOUR-OWN FAIR KITS

Highlighting different areas of the Fair, these kits included everything fairgoers would need to host creative arts and livestock contests, and even have a bit of Midway fun, from their home.

LITTLE LONE STARS CLUB

The inaugural year of the Big Tex Little Lone Stars Club kicked off at the beginning of the summer in 2020, with the mission of providing entertainment for kids and parents alike.

Through free mailings throughout the year, even the littlest fairgoers had a chance to color outside of the lines and play fun Texas trivia games. More than 21,000 Little Lone Stars joined, and even more enjoyed the packets online as part of the Fair From Home activation.



STATE FAIR DIGITAL PUZZLES

The Fair utilized the theme artwork from 2015 through 2020 to create digital puzzles, serving as a great way for Fair fans to take a trip down memory lane and stay busy while staying at home.





VIRTUAL FAIR CONTESTS

VIRTUAL CREATIVE ARTS CONTESTS

Announced in August, a total of seven contests – four arts & crafts and three cooking – were held for the first time ever. Contestants created their entry, snapped a photo, and submitted their entry for the 2020 Virtual Creative Arts Contests. From cake and cookie decorating to nail art and decorated masks, these contests let Fair fans express their Texas pride and passion for the State Fair of Texas.

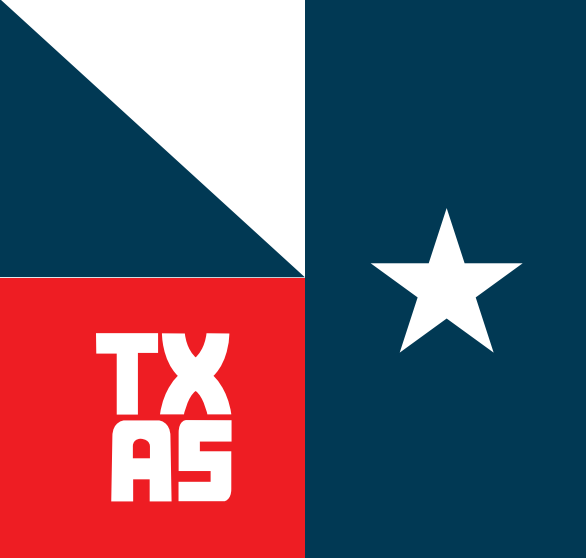
VIRTUAL PHOTO CONTEST

To celebrate the amazing photos Fair fans posts on their social media channels each year, the State Fair of Texas introduced a photo contest. Fairgoers submitted their favorite photos for several different categories and Fair fans from all walks of life voted on their favorites.

FAIR PARK

Fair Park has been the home of the State Fair of Texas since the very beginning. Fair Park is steeped in history and is one of the most important collections of art deco buildings in the nation. While most of the year people weren't able to visit physically due to the COVID-19 pandemic, 2020 was the perfect time for folks to tour Fair Park and its resident institutions virtually. From virtual exhibits at the Hall of State to learning about WRR's history as the second oldest operating radio station in the United States, this portion of the Fair From Home series celebrated the home of the State Fair of Texas since 1886.





TEXAS AUTO SHOW

SHIFTING GEARS SINCE 1913

There are auto shows – and then there is the Texas Auto Show (TXAS). For more than 100 years, the Texas Auto Show has entertained millions of visitors through its innovative exhibits and unique atmosphere on the State Fair of Texas grounds.

This year, with the cancellation of the 2020 State Fair of Texas, the TXAS shifted gears from an in-person show to the Online Texas Auto Show. As part of the Fair From Home activation, guests had the opportunity to enjoy the thrills of the Auto Show from the comfort of their own home for the first time ever. Ford, Toyota, Kia, Hyundai, and Subaru exhibited their new models on our website.

In addition to the Online Texas Auto Show, various manufacturers displayed new 2021 vehicles along the route of the Big Tex Fair Food Drive-Thru route.

TEXAS AUTO SHOW

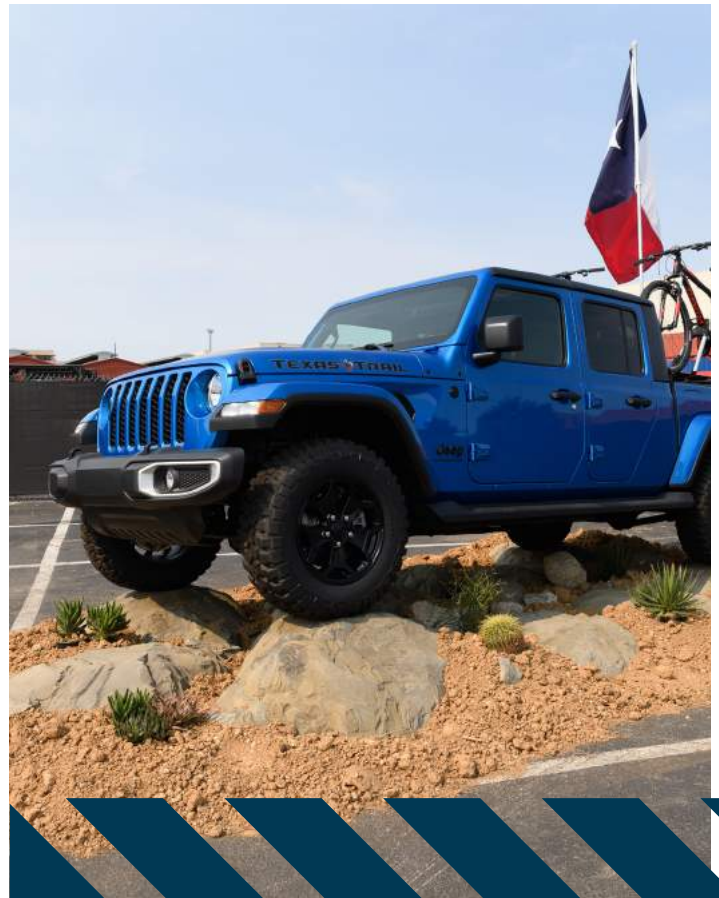
— EST. 1913 —

LEARN MORE

[TEXASAUTOSHOW.BIGTEX.COM](https://www.texasautoshow.bigtex.com)

#TXAUTOSHOW

@TEXASAUTOSHOW





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 2020 around the world, despite not having a traditional 24-day exhibition.

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.

2020 MARKETING METRICS

41,351

TOTAL EARNED MEDIA MENTIONS*



\$62.6
MILLION

AD EQUIVALENCY*



12,177,895,287

AGGREGATE READERSHIP*

*ACCORDING TO 2020 CISION REPORT



SOCIAL NETWORK COMMUNITY OF

952,875

CONNECTIONS WITH

43,472,454

TOTAL IMPRESSIONS &

22,109,344

TOTAL SOCIAL REACH



BIGTEX.com



1,143,055

VISITORS &

3,987,111

PAGE VIEWS



9,569,524

EMAILS

SENT TO A YEAR-END AUDIENCE OF 454,936



MEDIA COVERAGE IN 10 COUNTRIES

- AUSTRALIA
- CANADA
- FRANCE
- GERMANY
- INDIA
- ITALY
- SINGAPORE
- SPAIN
- UK
- UNITED STATES

2020 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 2020.

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
 HOUSTON CHRONICLE
 IHEARTRADIO
 KERA NEWS
 KRLD AM
 KTCK
 KCEN NBC - WACO
 KENS CBS - SAN ANTONIO
 KHOU CBS - HOUSTON
 KTEN NBC - TEXOMA
 KTEK - TYLER
 KVUE ABC - AUSTIN
 KWES NBC - MIDLAND, ODESSA
 KXAN NBC - AUSTIN
 KZTV CBS - CORPUS CHRISTI
 NBC 5
 SPECTRUM - DALLAS, AUSTIN, AND SAN ANTONIO
 TELEMUNDO
 TEXAS MONTHLY
 TEXAS STANDARD
 UNIVISION
 WBAP/KLIF NEWS
 WFAA

NATIONAL & INTERNATIONAL

247 SPORTS
 ASSOCIATED PRESS
 AUTOMOBILE MAGAZINE
 BBC
 BUSINESS INSIDER US & AUSTRALIA
 CBS NEWS
 CBS SPORTS
 CNBC
 CNBC EUROPE
 CNN
 DAILY MAIL UK
 E! ONLINE
 EATER
 ESPN
 ESPN RADIO
 ESPNU
 FORBES
 FOX NEWS
 FOX SPORTS
 MSN
 MSNBC
 NBC SPORTS
 NFL
 NHL
 NPR
 READER'S DIGEST
 SEC NETWORK
 SPORTS ILLUSTRATED
 THE COOKING CHANNEL
 THE HILL
 THE NEW YORK TIMES
 THE WEATHER CHANNEL
 THRILLIST
 TIME
 USA TODAY
 WASHINGTON POST
 VICE
 YAHOO! US, CANADA, INDIA, UK, AND IRELAND

2020 AT&T RED RIVER SHOWDOWN

Historically, the atmosphere of the State Fair creates a unique experience for fans and fairgoers alike, and this year was wholly unique for new reasons. The AT&T Red River Showdown was held without the typical hustle and bustle of the State Fair in the background, capacity was limited due to COVID-19 protocols and strict health and safety precautions, such as mask requirements and social distancing practices, were in place to create the safest environment possible. In addition, the Big Tex Fair Food Drive-Thru did not operate on game day, due to COVID-19 precautions. Even with these factors, the atmosphere inside Cotton Bowl Stadium was as powerful as ever. 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 10 for the 2020 AT&T Red River Showdown, delivering high media coverage across the state and nation, as well as internationally.



FOX Sports broadcast the 2020 Red River Showdown, and showed the Fairgrounds decorated for the Big Tex Fair Food Drive-Thru during the broadcast



CELEBRATE STEWARDSHIP



•
**FINANCIAL
HIGHLIGHTS**
•



As a 501(c)(3) nonprofit organization, our nonprofit purpose is funded through the proceeds from our annual State Fair of Texas event. We are committed to operating in a fiscally conscious manner, ensuring our workplace is representative of all of Texas, and we 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, our full-time and seasonal staff, and our community, to ensure that our home and surrounding neighborhood will continue to thrive with the State Fair of Texas for future generations. Despite the cancellation of the 2020 State Fair of Texas, all decisions made regarding alternative activations were made with our fiscally conscious safeguards and with regards for the health and safety of our community. Every year, a summary of our audited financial statements can be found on our website at BigTex.com/About-Us/Financial-Highlights.



DIVERSITY, BELONGING, INCLUSION, AND EQUITY HIGHLIGHTS

Diversity, belonging, inclusion, and equity (DBIE) are fundamental components of the Fair's mission and culture. **Diversity** encompasses all the characteristics in which people may differ and ensuring they are represented in the organization. **Belonging** is ensuring all persons feel they genuinely belong, are valued, and relied upon, empowered, and ultimately matter. **Inclusive** environments strive to provide a space where all individuals are welcome and thoughts, ideas, and perspectives of all individuals hold value. **Equity** is addressing the cultural and historical factors that impede a level playing field for those impacted by systemic racial injustice, social injustice, and oppression. The State Fair recognizes that racism and systemic injustice exist. We are committed to addressing this externally with our programming and partners, but know it begins with our internal work to dedicate time and resources to focus on our organizational culture.

The State Fair of Texas is continuing an intentional journey of exploration to identify how to build the core values of diversity, belonging, inclusion, and equity into all aspects of our operations. We will continue to proactively examine opportunities and adopt practices that promote diversity, belonging, inclusion, and equity in the workplace.

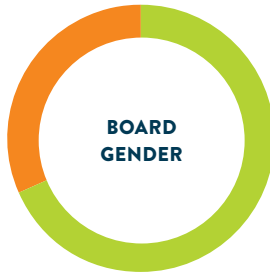


90% OF NONPROFITS THAT THE FAIR FUNDS ARE LED BY PEOPLE OF COLOR.

ONGOING DBIE INITIATIVES

- In July, the Fair launched an **anti-racism resource guide** containing educational tools highlighting ways for community members to be engaged, to support locally owned businesses, and to discuss race with children.
- The Fair follows a procurement and purchasing policy that seeks to provide equitable treatment of all persons or firms, including **minority and women-owned business enterprises**.
- Prior to the opening of the Fair, all Tex team members (seasonal, part-time, and full-time) participate in **customer service training**. In 2019, the Gates Department, which is one of the largest seasonal departments, was chosen to participate in a **cultural sensitivity training pilot program**, which will continue to be expanded to staff members in 2021 and beyond.
- Instituted in 2020, the Fair's **parental leave policy** allows for four weeks of paid leave.
- The Fair's minimum wage is continually updated to **match the living wage index** for Dallas County, based on research published by MIT.
- **Vendor diversity** continues to be a focus area for the Fair, supporting a variety of vendor and exhibitor backgrounds. With 46% of all concessionaires being concessionaires of color at the Fair in 2019, the Fair continues the effort to diversify through outreach and marketing.
- **Through cohorts** like the Concessionaire Cohort for Fairs, Festivals, and Expositions (CFFE), the Fair partners with community organizations to assist locally owned Southern Dallas businesses to build their capacity by providing training, technical assistance, and mentoring.
- Each year, the **Big Tex Job Fair** is held to provide employment opportunities for underemployed seasonal workers. Traditionally, this event is held following the conclusion of the Fair, however, in 2020, this event was held at the beginning of the Big Tex Fair Food Drive-Thru virtually.
- Traditionally, **professional development and educational opportunities** are made available for all full-time staff.
- To celebrate all Texans, the Fair is intentional in providing **diverse and inclusive entertainment and attractions**, and we will continue, through our partnerships, to add to our roster of talent from these communities.

DBIE STATISTICS



Gender	%
Male	68.4%
Female	31.6%



Ethnicity	%
Caucasian	63.1%
African American	21.1%
Hispanic/Latinx	15.8%



Gender	%
Male	67%
Female	33%



Ethnicity	%
Caucasian	53%
African American	24%
Hispanic/Latinx	18%
Asian American	4%
Other	1%



Gender	%
Male	57.01%
Female	29.17%
Other/No Response	3.03%



Ethnicity	%
African American	45.65%
Caucasian	34.18%
Hispanic/Latinx	12.95%
Other	5.94%
American Indian or Alaskan Native	0.85%
Asian or Pacific Islander	0.42%



Gender	%
Male	50.88%
Female	49.12%



Ethnicity	%
Caucasian	68.42%
African American	17.54%
Hispanic/Latinx	8.77%
Other	3.51%
Asian or Pacific Islander	1.75%

OUT OF THE 160 ZIP CODES CALLED HOME BY THE MORE THAN 528 STATE FAIR SEASONAL STAFF IN 2020, THE FAIR EMPLOYED

★ ★ **MORE THAN 21%** ★ ★

OF PEOPLE LIVING WITHIN THE EIGHT ZIP CODES IN THE SOUTHERN DALLAS/FAIR PARK AREA, INCLUDING

75215, 75216, 75217, 75203, 75227, 75228, 75210, AND 75223**

* Due to the cancellation of the 2020 State Fair of Texas, the data shown here is from the most recent State Fair of Texas in 2019.

** This number reflects only the employees on the payroll of the State Fair of Texas, and does not include the employment figures of the hundreds of small business vendors operating throughout the fairgrounds.

DBIE STATISTICS

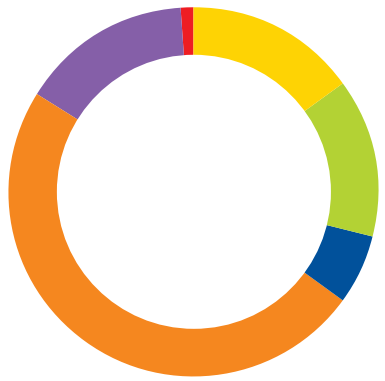
OUR GOALS FOR GROWING DBIE IN 2021

- Create a Racial Equity committee within staff to examine operations within the Fair.
- Perform a Racial Equity audit that examines internal operations including procurement policies, human resources/staffing, and organizational culture with recommendations to be implemented.
- Provide racial equity training for board members and all staff – both full-time and seasonal workers.
- Create metrics based on the results of the racial equity audit to evaluate progress in areas such as hiring, retention, procurement, vendor diversity, fair attendance, and programming.



FINANCIAL HIGHLIGHTS

REVENUES



	2020
CONCESSIONS (15%)	\$654,037
ADMISSIONS AND PARKING (14%)	621,151
EXHIBIT SPACE AND OTHER RENTALS (6%)	278,237
CONTRIBUTIONS (49%)	2,197,293
INTEREST INCOME AND DIVIDENDS (15%)	658,861
OTHER (1%)	30,232
OPERATING REVENUES	\$4,439,811

YEAR ENDED DECEMBER 31

EXPENSES



	2020
FAIR TIME EXPERIENCE (37%)	\$9,199,719
AGRICULTURE (11%)	2,828,342
EDUCATION (9%)	2,160,995
COMMUNITY INVOLVEMENT (19%)	4,633,092
MANAGEMENT AND GENERAL (17%)	4,254,694
FUNDRAISING (7%)	1,751,155
OPERATING EXPENSES	\$24,837,997

YEAR ENDED DECEMBER 31

EXCESS OF REVENUES OVER EXPENSES	(20,398,186)
REALIZED & UNREALIZED INVESTMENT GAINS	1,823,915
CHANGE IN NET ASSETS	(18,574,271)

The December 31, 2020 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/.

STATEMENT OF ACTIVITIES

	2020			2019		
	NET ASSETS WITHOUT DONOR RESTRICTIONS	NET ASSETS WITH DONOR RESTRICTIONS	TOTAL	NET ASSETS WITHOUT DONOR RESTRICTIONS	NET ASSETS WITH DONOR RESTRICTIONS	TOTAL
REVENUES						
CONCESSIONS AND ADMISSIONS	\$1,275,188	-	\$1,275,188	\$53,091,817	-	\$53,091,817
EXHIBIT SPACE AND OTHER RENTALS	278,237	-	278,237	4,907,390	-	4,907,390
INTEREST INCOME	658,861	-	658,861	890,590	-	890,590
OTHER	30,232	-	30,232	482,561	-	482,561
CONTRIBUTIONS	414,957	1,782,336	2,197,293	3,393,868	1,932,519	5,326,387
NET ASSETS RELEASED FROM RESTRICTIONS	1,954,592	(1,954,592)	-	2,363,965	(2,363,965)	-
TOTAL REVENUES	\$4,612,067	(172,256)	4,439,811	\$65,130,191	(431,446)	64,698,745
EXPENSES						
FAIR-TIME EXPERIENCE	\$9,199,719	-	\$9,199,719	\$34,331,520	-	\$34,331,520
AGRICULTURE	2,828,342	-	2,828,342	5,095,544	-	5,095,544
EDUCATION	2,160,995	-	2,160,995	3,167,638	-	3,167,638
COMMUNITY INVOLVEMENT	4,633,092	-	4,633,092	6,334,233	-	6,334,233
MANAGEMENT AND GENERAL	4,264,694	-	4,264,694	5,334,720	-	5,334,720
FUNDRAISING	1,751,155	-	1,751,155	4,291,474	-	4,291,474
TOTAL EXPENSES	\$24,837,997	-	\$24,837,997	\$58,555,129	-	\$58,555,129
EXCESS OF REVENUES OVER EXPENSES	(\$20,225,930)	(172,256)	(\$20,398,186)	\$6,575,062	(431,446)	\$6,143,616
REALIZED AND UNREALIZED INVESTMENT GAINS	1,823,915	-	1,823,915	2,888,366	-	2,888,366
CHANGE IN NET ASSETS	(\$18,402,015)	(172,256)	(\$18,574,271)	\$9,463,428	(431,446)	\$9,031,982
NET ASSETS AT BEGINNING OF YEAR	63,390,857	172,256	63,563,113	53,927,429	603,702	54,531,131
NET ASSETS AT END OF YEAR	\$44,988,842	-	\$44,988,842	\$63,390,857	\$172,256	\$63,563,113

YEAR ENDED DECEMBER 31

The December 31, 2020 and 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/.

STATEMENT OF FINANCIAL POSITION

	2020	2019
ASSETS		
CURRENT ASSETS:		
CASH	\$209,896	\$258,151
RESTRICTED INVESTMENT FOR FAIR PARK IMPROVEMENTS	11,692,053	9,216,605
RESTRICTED INVESTMENT FOR COTTON BOWL IMPROVEMENTS	359,131	269,703
INVESTMENTS	34,269,541	53,791,044
ACCOUNTS RECEIVABLE	109,659	467,615
INVENTORIES, NET	245,370	340,323
PREPAID EXPENSES	466,915	491,761
TOTAL CURRENT ASSETS	\$47,352,565	\$64,835,202
PROPERTY AND LEASEHOLD IMPROVEMENTS, AT COST:		
MIDWAY IMPROVEMENTS	\$14,996,763	\$14,996,763
AMUSEMENT RIDES	21,897,407	21,897,407
BUILDING IMPROVEMENTS	24,429,315	24,088,519
FURNITURE, FIXTURES, AND EQUIPMENT	10,580,198	10,455,498
CONSTRUCTION IN PROGRESS	321,000	7,326
LAND	4,754,089	4,754,089
TOTAL PROPERTY AND LEASEHOLD IMPROVEMENTS	76,978,772	76,199,602
LESS - ACCUMULATED DEPRECIATION AND AMORTIZATION	(55,708,567)	(52,121,850)
NET LEASEHOLD IMPROVEMENTS AND EQUIPMENT	21,270,205	24,077,752
DEFERRED COMPENSATION	1,921,349	1,660,605
TOTAL ASSETS	\$70,544,119	\$90,573,559
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES:		
ACCOUNTS PAYABLE AND ACCRUED LIABILITIES	\$4,963,726	\$8,781,935
ACCRUED FAIR PARK IMPROVEMENTS	11,607,524	9,430,876
TOTAL CURRENT LIABILITIES	\$16,571,250	\$18,212,811
DEFERRED RENT LIABILITY	\$7,062,678	\$7,137,030
DEFERRED COMPENSATION	1,921,349	1,660,605
TOTAL LIABILITIES	\$25,555,277	\$27,010,446
NET ASSETS		
WITHOUT DONOR RESTRICTIONS:		
UNDESIGNATED	\$27,512,705	\$46,358,313
BOARD-DESIGNATED OPERATING RESERVE	13,193,383	12,040,775
BOARD-DESIGNATED FUTURE FAIR PARK PROJECTS	1,655,810	2,102,189
BOARD-DESIGNATED SCHOLARSHIP FUND RESERVE	2,626,944	2,889,580
TOTAL NET ASSETS WITHOUT DONOR RESTRICTIONS	44,988,842	63,390,857
WITH DONOR RESTRICTIONS	-	172,256
TOTAL NET ASSETS	44,988,842	63,563,113
TOTAL LIABILITIES AND NET ASSETS	\$70,544,119	\$90,573,559

YEAR ENDED DECEMBER 31

STATEMENT OF FUNCTIONAL EXPENSES

2020							
PROGRAM SERVICES							TOTAL
FAIR TIME EXPERIENCE	AGRICULTURE	EDUCATION	COMMUNITY INVOLVEMENT	MANAGEMENT AND GENERAL	FUNDRAISING		
ADVERTISING AND PROMOTION	\$20,423	\$30,500	\$9,334	\$275	\$1,382	\$519,966	\$581,880
CONTRACT SERVICES	271,709	278,758	7,415	11,362	31,572	6,961	607,777
DEPRECIATION AND AMORTIZATION	2,944,268	134,749	67,399	138,791	324,497	14,927	3,624,631
FAIR OPERATIONAL COSTS	897,791	–	57,208	141,824	527	2,874	1,177,100
FAIR PARK IMPROVEMENTS	–	–	–	2,539,598	–	–	2,539,598
GRANTS AND OTHER ASSISTANCE	–	1,270,772	44,889	713,487	–	–	2,029,148
INSURANCE	645,791	29,556	14,783	30,442	71,175	3,274	795,021
OCCUPANCY	1,525,207	181,283	185,873	228,988	499,057	166,351	2,786,759
OTHER	81,515	56,466	32,344	15,680	121,692	385,900	693,597
PROFESSIONAL FEES	48,941	4,148	19,830	26,330	914,469	32,589	1,046,307
REPAIRS AND MAINTENANCE	102,980	22,800	2,926	29,889	9,015	734	168,344
SALARIES, WAGES, BENEFITS, TAXES	2,490,556	713,391	683,991	654,915	2,257,350	578,554	7,378,757
SCHOLARSHIPS	–	–	1,024,250	–	–	–	1,024,250
SUPPLIES	170,358	29,223	10,753	101,511	33,958	39,025	384,828
TOTAL EXPENSES	\$9,199,719	\$2,828,342	\$2,160,995	\$4,633,092	\$4,264,694	\$1,751,155	\$24,837,997

YEAR ENDED DECEMBER 31

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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

The December 31, 2020 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/.

2020 STATE FAIR OF TEXAS SPONSORS

We would like to express our thanks to the sponsors who supported the mission of the Fair in 2020.



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The State Fair of Texas looks forward to continued relationships with sponsors who have extended their contracts into 2021.

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STATE FAIR SUPPORTED ORGANIZATIONS

In 2020, 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.

2 INSPIRE PEACE
826 DALLAS PROJECT
BC WORKSHOP
BEACON HILL PREPATORY
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BONTON FARMS
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PARK SOUTH YMCA
SECOND CHANCE ENTREPRENEUR PROGRAM, HOSTED BY DALLAS ENTREPRENEUR CENTER
SOUTHERN DALLAS LINK
SOUTHERN DALLAS PROGRESS CDC
SOUTHFAIR COMMUNITY DEVELOPMENT CORPORATION
ST. ANTHONY COMMUNITY CENTER
ST. PHILIP'S SCHOOL AND COMMUNITY CENTER
THE C.A.R.D BOARD PROJECT
TMJ DANCE PROJECT
TR HOOVER COMMUNITY DEVELOPMENT CORPORATION
TRINITY RESTORATION MINISTRIES
UNITED WAY OF METROPOLITAN DALLAS, INC.
YOUTH REVIVE, INC.



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Affairs & Strategic Alliances

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Operations

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Experience

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Beverage

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Marketing

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Rocky Brashears
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Drew Demler
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Bemnet Meshesha
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April Ralston
David Russ
Alejandra Salazar
Leah Schulz
Jessica Sotero
Jessica Vitela

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Roosevelt Wheeler
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Kenneth Wright
Lea Wright

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non-voting director

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ex-officio, non-voting
director

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Leslie Chatman
Carrie Covert
Russell Daniels
Davey Davis
John de la Garza
Alex Reddell Dooley
Victor Elmore
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Matthew Garcia
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Callie Hamilton
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Winston
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Joe Willoughby
Marlee Woodcook

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Michael Ablon
Michael Alcantar
Cheryl Amerine
Lance Andrews
Gary Baxter
Kyle Berry
Brent Berryman
Taylor Bledsoe
Billy Bos
April Box
Michael Brigance
Jim Carter
Leslie Chatman
R. Heath Cheek
Steve Cole
Bruce Collins
Carrie Covert
Terry Dallas

Russell Daniels
Davey Davis
John de la Garza, III
Alex Reddell Dooley
Randy Engstrom
Ruben Esquivel
Natalie Fortenberry
Chase Galbraith
Matt Garcia
Michael Goldman
Vincent Greene
Stephen Gwin
Thais Hanson
Allen Hawkins
Bryan Henderson, II
Jim Hitzelberger
Matt Houston
Chip Huffman
Steve Idoux
Kristen Janssen
Pam Kirkley
Cathy Krajca-Livar
Lydia Laske
Lila Levy
Patrick Little
David Little
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Dick McCallum
Caroline McKee
Meredith McKee
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Errol McKoy
Bill McMahan
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Gina Norris
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Bill O'Dwyer
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David L. Osborne
Matson Pearce
Martin Peck
Roger L. Perry
Jeri Pitoniak
Julie Porter-Mayfield
Evan Pounds

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Andrew Prine
Daryl Real
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Bill Roberts
James C. Roberts
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Mark Rose
Cole Rothwell
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Kyle Slaughter
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SEPT 24 – OCT 17

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