

# THE CELEBRATION AS BIG AS TEXAS

➡ ➡ ➡ 2021 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!

As the lights and sounds of the Midway shone brightly in the South Dallas night sky for the first time in more than 700 days, it was clear that the 2021 State Fair of Texas would carry immense impact for the fairgoers, staff, and South Dallas community. After canceling the 2020 State Fair of Texas due to the environment surrounding the COVID-19 pandemic at the time, the State Fair team shifted all their focus to planning a viable, safe event for the 2021 year. Working extensively with local officials, the Fair was proud to bring back the annual event in September of 2021, which proved to be a year of great accomplishments.

The return of the full livestock show saw record-breaking numbers, including more than \$2.1 million raised for the 73<sup>rd</sup> Annual Big Tex Youth Livestock Auction. More than 2,600 students from across the state, representing 850 cities, entered more than 12,700 livestock entries. Additionally, this year rodeo returned to the Fair for the first time since the 1980s. Home to the original 1959 National Finals Rodeo, the rodeo events this year included team roping, bull riding, and a celebration of Cowboys of Color.

The Fair remained committed to our community initiatives during 2020 and 2021, despite not having our largest annual fundraiser in 2020. We remained steadfast in our commitment to Texas students and the community, proudly awarding more than \$1 million in new college scholarships to 170 scholars. This brings the Big Tex Scholarship Program total to nearly \$15 million awarded over 29 years. With a portion of your ticket to the Fair going towards these scholarships, we thank you for joining us in supporting students across the Lone Star State and their ambition for higher education.

In addition to the scholarships given, this year the Fair was honored to announce that the scholarship designated for six Dallas Independent School District schools was renamed to the Juanita J. Craft scholarship. Juanita Craft was a pivotal figure in the civil rights movement in Dallas and continuing to carry her legacy is something the Fair holds dear. In addition to the scholarships awarded in her honor, we helped create a curriculum about Ms. Craft's legacy, aimed at grades 4 through 12, and we pledged a donation contributing to the restoration of the Juanita Craft Civil Rights House.

The effects of the pandemic continue to be felt in our community, and our team rose to the challenge. Serving more than 700,000 people this year, our initiatives continued the traditions we have cultivated

over the last five years, such as the Pastor's Luncheon and Community Engagement Days. We expanded to meet the need in the community through PPE distribution drives and our State Fair Cares Food Drive in addition to other initiatives. Following the 2021 grant cycle, we have surpassed more than \$3 million given to deserving nonprofits in our area, with \$324,000 supporting 47 organizations this year. Each year we continue to diversify our funding – this year, 11 organizations are first-time State Fair grant recipients, additionally, more than 70% of our grant recipients are organizations led by people of color. With the goal of being an impactful nonprofit, the community affairs and strategic alliances department continues our work to ensure the Fair is a good neighbor to our surrounding community.

In its fifth full year of production, Big Tex Urban Farms continued its support of the local community by donating more than 23,800 pounds of fresh produce to local organizations. This amount equates to more than 241,000 servings, which places the Farms on track to meet the one million servings mission in 2022, a goal that was established in 2018.

Fair Park has been our home for the past 135 years, and we're proud to continue our deep-rooted devotion while contributing to our campus' future success. Every year, a portion of the Fair's revenue is reinvested in Fair Park, assisting with upkeep of the park and providing support for Fair Park museums and institutions.

Looking back at 2021, the support from our fairgoers and the community is palpable. To each and every person who passed through our gates this year, we want to extend a Texas-sized thank you. Seeing the faces of millions of fairgoers celebrating safely brought forth a renewed sense of commitment – to the tenets of our mission, to our Tex Team family, and to you, our fairgoers. We can barely wait until we join together again and celebrate all things Texan at the 2022 State Fair of Texas. See y'all at the Fair!



**GINA NORRIS**

Board Chair,  
State Fair of Texas



**MITCHELL GLIEBER**

President,  
State Fair of Texas

# CELEBRATE TRADITION



## 135 YEARS OF THE STATE FAIR OF TEXAS



**T**exas heritage is strong, and the State Fair of Texas embodies all aspects of Lone Star State culture. Although much has changed since its humble beginnings, the State Fair embraces its roots and preserves the traditions upon which it was built. After serving as the Fair's home for a whole century, Fair Park was officially designated a National Historic Landmark in 1986 because of its historical significance. With 135 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. After canceling in 2020 due to the status of the COVID-19 pandemic at that time, being able to open for fairgoers and guests in 2021 meant more than ever before. Big Tex and the entire Tex Team were proud to be able to open our gates for the 2021 State Fair of Texas.





## BIG TEX

Standing 55 feet tall in his 95-gallon hat and size 96 boots, Big Tex has welcomed millions of guests to the annual State Fair of Texas since his debut in 1952. Known around the world as our beloved icon and official greeter of the State Fair of Texas, he returns to his post in Fair Park every fall to meet guests with his signature “Howdy, Folks!”

## FOOD

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

## LIVE MUSIC

With live music as one of our cornerstones, we take pride in filling our 24-day run with a wide variety of musical acts. Four 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 hundreds of 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 virtual and pre-Fair participation opportunities, there are cooking contests throughout the run of the Fair.

## SHOPPING

A trip to the State Fair offers countless opportunities to find amazing deals and specials on a wide range of products. With 13 dedicated shopping locations around the park, visitors have no trouble finding the perfect gift or keepsake to take home as their own piece of the Fair. Because it’s the State Fair of Texas, retailers and exhibitors offer Texas-sized savings on everything from jewelry and tools, to mattresses and farm equipment.



# CELEBRATE THE BRAND



## AGRICULTURE



**A**griculture serves not only as a pillar of 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.

Every year, thousands of students from around the state work diligently in preparation for the competitive livestock events and leadership contests at the State Fair. The largest of these events, the annual Big Tex Youth Livestock Auction, celebrates the agricultural heritage of our great state while providing scholarships and prizes to students all over Texas. Through the Big Tex Youth Livestock Auction and Scholarship Program, the State Fair has awarded more than \$30 million in auction awards and college scholarships to students across the Lone Star State.





## 2021 LIVESTOCK HIGHLIGHTS

- More than **12,700 livestock entries** were entered and processed by our team leading up to the Fair.
- The State Fair of Texas hosted **six pre-Fair horse shows** in the weeks leading up to the Fair.
- We welcomed livestock participants from **approximately 850 different Texas cities and nine additional states outside Texas** in 2021.
- More than **2,600 Texas 4-H and FFA members** competed, showing their animals across the five species during youth market week.
- The Collegiate Livestock Judging contest involved **347 college students** from across the nation.
- **Nearly 5,000 exhibitors** participated in the Fair's livestock shows and other competitive events.
- Rodeo made its return to the historic Fair Park Coliseum, with **more than 530 riders** participating in six events.
- Fairgoers helped welcome **54 animals**, born at the Livestock Birthing Barn.

## 73<sup>RD</sup> ANNUAL YOUTH LIVESTOCK AUCTION

- Approximately **2,300 entries** around the state competed for one of the coveted 435 spots in the 2021 Big Tex Youth Livestock Auction.
- The annual Big Tex Youth Livestock Auction raised a record-breaking amount of **more than \$2.1 million in scholarships and prizes** for Texas youth in 2021. On Auction Day alone, \$1.6 million was raised.
- Through the Big Tex Youth Livestock Auction and Big Tex Scholarship Program, the State Fair currently **supports 580 students** enrolled in colleges, universities, and trade schools across Texas.

### 2021 GRAND CHAMPION MARKET SALES INCLUDE:



**STEER**  
**\$126,000**



**BARROW**  
**\$25,000**



**LAMB**  
**\$15,000**



**GOAT**  
**\$16,000**



**BROILER**  
**\$12,500**



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

**\$30 MILLION**



*in auction awards and  
college scholarships*



TO STUDENTS ACROSS THE LONE STAR STATE.

## YOUTH DEVELOPMENT CONTESTS

- Youth who are passionate about every facet of the agricultural industry – food, byproducts, wildlife conservation, range management, resource conservation, technology, business, and much more – have many options to grow their skills while at the Fair.
- With youth development contests ranging from AgRobotics and Agriculture Mechanics to Job Interviews and Public Speaking, participation included **approximately 3,200 students** during the 2021 Fair.

## AG AWARENESS DAY

- Supporting our mission, students from across the state participated in a canned food drive followed by a scavenger hunt across the grounds. More than **6,400 students, representing 75 chapters** of 4-H, FFA and FCCLA participated in the canned food drive.
- More than **28,000 pounds of food** were collected and donated to the North Texas Food Bank.



*Daniel Lee* of Wilson County 4-H sold his Grand Champion Market Broiler to the Ablon Family and Schmidt & Stacy Consulting.

# CELEBRATE KNOWLEDGE



## EDUCATIONAL INITIATIVES



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

Thanks to the continued support of loyal fairgoers, the State Fair is able to provide a diverse assortment of educational programming for all ages. Fairgoers also have access to a number of science and nature discovery programs, Texas history exhibits, agricultural activities, Hispanic culture exhibits, and the African American Museum exhibits – 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. In 2021, a curriculum focusing on the lasting legacy of civil rights icon Juanita J. Craft was released. For more information on the State Fair of Texas curriculum, visit [BigTex.com/Educators](https://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. Fairgoers helped welcome 54 animals through the barn at the 2021 State Fair of Texas.

## 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 worldwide.

## 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.

## LITTLE LONE STARS CLUB

Started in 2020, the Little Lone Stars Club is a kids club for even the tiniest Fair fan. From May through September, activity packets are mailed out to Little Lone Stars across the state. These activity packets have fun educational activities, like crosswords about Texas agriculture or word jumbles about Texas icons. In 2021, a premium Little Lone Stars club membership option was added. The premium membership came with a free child's ticket.

## BIG TEX SCHOLARSHIP PROGRAM

Established in 1992, the Big Tex Scholarship Program has awarded scholarships to more than **3,000 students for a total of nearly \$15 million**. Eligible recipients in 2021 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.

Despite the cancellation of the 2020 State Fair of Texas – our largest fundraiser of the year - the State Fair of Texas was prouder than ever to continue its mission of promoting education by awarding 170 new college scholarships – 67 Pete Schenkel, 97 Youth Livestock, two Seasonal Employee, and four ancillary scholarships. To learn more about the Big Tex Scholarship Program and how to apply, visit [BigTex.com/Scholarship](http://BigTex.com/Scholarship).



MORE THAN  
**\$1 MILLION**  
AWARDED IN NEW COLLEGE  
SCHOLARSHIPS IN 2021.

MORE THAN  
**3,000 STUDENTS**  
AWARDED SINCE 1992.

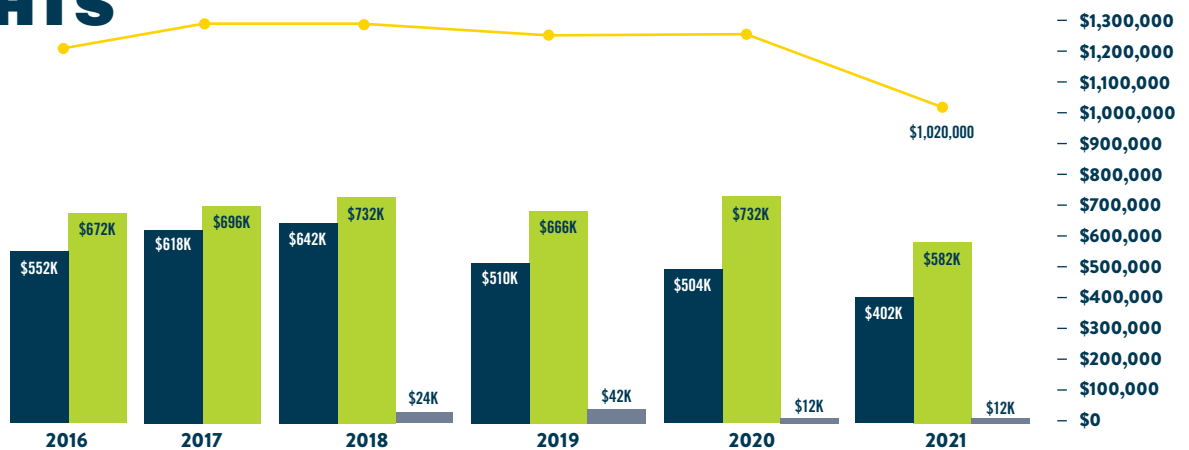
NEARLY  
**\$15 MILLION**  
AWARDED SINCE 1992.

**170 SCHOLARSHIPS**  
AWARDED IN 2021.



## HIGHLIGHTS

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





## 2021 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. In fall 2021, the Pete Schenkel Scholarship officially was renamed to the Juanita Craft Scholarship – honoring the legacy of South Dallas resident and civil rights activist, Juanita Craft. The first recipients of the Juanita Craft Scholarship will be awarded in 2022.

### FRANKLIN D. ROOSEVELT HIGH SCHOOL

Angelina Cruz  
Carolyn Rivera  
Christopher Gomez  
Gabriella Williams  
Hugo Lopez  
Irayana Wilson  
Jackeline Ramirez  
Jerry Salas  
Kennedy Blackman  
Mya Morrison  
Natalie Bustamante  
Ricardo Ramirez  
Tayvion Godbolt  
TeAna Henderson  
Ugenia Silva  
Vanessa Ortiz

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

Daisy Garcia Donato  
Eliana Olivas  
Janejira Chapoomee  
Jennifer Lopez  
Laura Ibanez  
Lisa Rattanakone  
Lizbeth Arellano  
Llasmín Arce  
Marleny Ulloa  
Naemy Asmorom  
Nancy Galarza  
Natalie Rosas Rosas  
Princess Igwe-Icho  
Ruth Briones  
Yvette Acevedo

### JAMES MADISON HIGH SCHOOL

Chason Britt  
Christian Henry  
Daysean Means  
Erin Smith  
Tremarrion Wheeler

### LINCOLN HIGH SCHOOL

Alexis Smith  
Eddie Cherry-Simmons  
Gabrielle Meekins  
Karizma Smith  
McKynzie Johnson  
Meia Cole  
Rayven Griffin  
Shaja Vaughn  
Tayla Stone

### NORTH DALLAS HIGH SCHOOL

Arianna Banda  
Humberto Romo  
Iliana Morfin  
Jennifer Lainez  
Kriste Tran  
Lauren Garcia  
Lizbeth Sanchez  
Melany Matute  
Rosa Olivo  
Ysamar Tineo

### WOODROW WILSON HIGH SCHOOL

Alexandra Saucedo  
Eleanor Adams  
Emma Lloyd  
Grace Pulis  
Gustavo Macedo  
Hannah Shreiner  
Jackson Miller  
Jayden Ramirez  
Mackenzie Amaya  
McKenzie Rentie  
Melanie Vazquez Reyna  
Skylar Linker

## 2021 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.

Abby Burckham  
Abby Law  
Abigail Mayer  
Addison Schneider  
Alexandria Harris  
Alysa Brown  
Anna Hiser  
Anna Wyle  
Annie Horton  
Annika Stevens  
Ashlyn Summers  
Augusta Reding  
Avery Flanagan  
Benjamin Glass  
Brandi Connally  
Breann Connally  
Brendel O'Brien

Brittley Bowers  
Brittyn LeCompte  
Caden Carver  
Caitlyn Hobbs  
Carson Reed  
Channing Pieniazek  
Chloe Krause  
Colter Darilek  
Cooper Ford  
Cooper Silco  
Courtney Thurman  
Cynthia Parker  
Dalton Outlaw  
Dane Sullivan  
Daniel Raab  
Danielle Marcantel  
Donald Ivey III

Emily Ecord  
Emma Hurst  
Ethan Spearman  
Giselle Ashton  
Hallie Thomas  
Harris Albracht  
Hunter Gregory  
Jace Owen  
Jacob Norwood  
Janae Braune  
Jaxson Zimmerman  
Kace Murphy  
Kalli Kimble  
Kari Schulte  
Karlie Lowe  
Katelyn Burns  
Kayce Lopez

Kayden Perry  
Keene Kreusler  
Kendyll Williams  
Kloe Walker  
Kolby Sims  
Kollen Furr Thompson  
Kooper Martin  
Kurt Bordovsky  
Kyla Kirk  
Kyla Moseley  
Kyle Vahlenkamp  
Kynlee Stephens  
Landon Stem  
Landri Hicks  
Lannie Farris  
Luke Read  
Maddie O'Leary

Madison Colvin  
Madylin Moczygemba  
Marla Iselt  
Megan Bindseil  
Michael Penner  
Morgan Howe  
Morgan Ray  
Payton Berry  
Payton Ownbey  
Rachel Barrett  
Raegan Sumrow  
Ramzey Zimmerman  
Randen Reep  
Reed Thorn  
Rudy Beck  
Ryan Hess  
Rylee McKinney

Sarah Beth Brittain  
Savannah Allen  
Savannah Johnston  
Shaiden Justice  
Taylor Barrett  
Taylor Delong  
Taylor Jade Spencer  
Thomas Powers  
Trey Corn  
Weston McElroy  
Wyatt Henske  
Zoey Pruitt

## 2021 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.

Leanne Yancey  
Marilyn Johnson

# — CELEBRATE — SERVICE



## COMMUNITY INVOLVEMENT



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

Our Community Affairs and Strategic Alliances department, created in 2016, actively participates in the South Dallas community and seeks to provide for the needs of the local community. The Fair's grant and sponsorship program has supported local organizations with more than \$3 million given to a program total of 256 donations. Events like Community Engagement Day and Pastors Luncheon serve as catalysts for the community to network and strengthen relationships.







## 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. Since the inception of Community Affairs and Strategic Alliances department in 2016, the Fair has invested more than \$3 million in support of many great initiatives, sponsorships, and partnerships within the South Dallas/Fair Park area. Through new and existing efforts in 2021, the Fair was able to contribute approximately \$324,000 in community support, which included sponsorships, supporting programs through funding, in-kind donations, technical assistance and trainings, and investments made through our signature programs, benefiting 47 South Dallas/Fair Park area organizations.

In addition to offering financial resources, our community affairs and strategic alliances department has connected with approximately 250 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.

To date, this funding has impacted more than 650,000 people in the community since inception. The Fair looks forward to expanding our impact for future years.

## COMMUNITY ENGAGEMENT HIGHLIGHTS

### FEBRUARY

**SOUTH DALLAS  
EMPLOYMENT  
PROJECT  
WEBSITE  
— IS —  
LAUNCHED**

### FEBRUARY

### ★ COVID-19 PREVALENCE STUDY WITH PARKLAND ★

As a part of the Community Advisory Board for the UTSW/THR COVID-19 Prevalence study, the State Fair was able to promote and support this important initiative with other organizations that resulted in an enrollment of more than 21,000 participants. The study provided data on how common COVID-19 is in Dallas and Tarrant counties, and how variants of the virus are spreading. These results helped to better understand reasons for health disparities. The community engagement infrastructure was leveraged to optimize vaccine communications and roll-out.

### FEBRUARY

### SOUTH DALLAS EMPLOYMENT PROJECT RECEIVES NATIONAL GRANT

The South Dallas Employment Project (SDEP) was named nationally as one of five sites to be a participant in a four-year project funded by the US Department of Labor.

## BUILDING CAPACITY OF NONPROFITS



More than  
**45**  
ORGANIZATIONS

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

Since 2017, an estimated total of  
**654,157 PEOPLE**

HAVE BENEFITED FROM 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. Due to COVID-19, the Fair offered one grant cycle in 2021. Completing the Program's fourth year, 47 organizations received more than \$313,000 in 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](https://www.bigtex.com/grants-sponsorships).



## COMMUNITY CONNECTION



## COMMUNITY ENGAGEMENT HIGHLIGHTS

### MARCH 7

#### 97.9 FM TOWN HALL ON COVID-19

### THE FAIR

was featured on a  
town hall meeting to discuss  
**THE IMPACT OF  
COVID-19.**

### MARCH 9

#### BANK OF AMERICA PPE DISTRIBUTION EVENT

The State Fair partnered with Bank of America to donate personal protective equipment (PPE) to five local organizations, aiming to combat COVID-19 in the local community. The donated PPE included 20,000 masks and 400 eight-ounce bottles of hand sanitizer. The organizations receiving the donations included Cornerstone Community Development Corporation; Harmony Community Development Corporation; St. Philip's School and Community Center; For Oak Cliff; and Jubilee Park and Community Center.

### MARCH 16

#### 97.9 COMMUNITY CONNECTION INTERVIEW

The Fair's vice president of community affairs and strategic alliances was interviewed by 97.9 Magic/The Beat's Jamie Goodspeed to talk about  
**COVID-19 VACCINE  
HESITANCY AMONG  
THE BLACK COMMUNITY.**



## NONPROFIT SUCCESS INSTITUTE SPEAKER SERIES

Led by United Way of Metropolitan Dallas, the State Fair of Texas, and Communities Foundation of Texas, the Nonprofit Speaker Series is a series of workshops that aim to strengthen nonprofits operating and serving clients in Southern Dallas. **In 2021, the Speaker Series hosted six workshops, with more than 100 participants in each session.** The sessions ranged in topics, including board recruitment, risk management, technology, and mental health.

## 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 2021 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 2021 was hosted in June. Keynote speakers included Dr. Karen Craddock and Meghan Read, who focused on the importance of mental health, racial equity, trauma-informed care, and emotional intelligence as people headed back into the office. The second Community Engagement Day was held virtually in September and featured Dr. Y "Falami" Devoe and Dr. Aileen Fullchange as the keynote speakers. They discussed the importance of self and collective care, especially in the face of COVID-19 fatigue.

## COMMUNITY ENGAGEMENT HIGHLIGHTS

**MARCH 23**

### **A WOMAN'S GUIDE TO CLAIMING SPACE WITH ELIZA VANCORT**

The Fair sponsored a discussion with author Eliza VanCort.

In her new book, "A Woman's Guide to Claiming Space", Eliza VanCort identifies the five key behaviors of all "Space Claiming Queens": use your voice and posture to project confidence and power, end self-sabotage, forge connections, neutralize unsafe spaces, and unite across differences.



### **ROSALIND RAYFORD**

Lip Gloss for Love, Inc.

*"The help from the State Fair allows my organization to purchase additional technology to ensure the organization remains relevant and connected in the community, to program participants, and partners. Organizations were provided information when other organizations were in need of partner participation to serve in collaboration... Without the State Fair, Lip Gloss for Love organization would not be as advanced in the strive to meet her mission."*



### **WES JUREY**

President and CEO  
Redemption Bridge

*"The Fair's commitment to serve South Dallas, coupled with the trust the Fair has established with the organizations within South Dallas, has been critical and instrumental in our ability to bring 115 formal organizational partners together, committed to a collaborative approach, integrating and aligning resources, focused around eight strategic objectives."*



### **KAYLA CARTHEL**

Development Manager  
Beacon Hill Preparatory Institute

*"With the Fair's support, we have expanded services in the Fair Park area. We have provided both math and reading programs at Dunbar Elementary and the MLK Learning Center (40 students per subject per campus). We also expanded (with the Fair's support) our after-school program to work with Cornerstone Program to provide high school math and reading tutoring support to an additional 20 students... As we navigated through the COVID-19 pandemic, the help from the Fair allowed us to shift to virtual opportunities for both our in-school and after-school program. In fact, our after-school program parents loved the virtual platform so much, that they asked to continue using the platform even after we switched to in-person for our in-school platform."*

## PASTORS LUNCHEON

Hosted during the State Fair of Texas, this event had more than 100 pastors and clergy in attendance. This year, the event was held virtually on Zoom and focused on the importance of community supporting children during the pandemic. The speaker for this year's event was Reverend Starsky Wilson, who serves as president and CEO of the Children's Defense Fund. The panel also included Adria Green, Donald Ray Parish, Jr., Matthew Ruffner, and Lisette Fraser.

## JUANITA CRAFT HUMANITARIAN AWARDS

Presented for the fourth time during the 2021 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 Friends of the Juanita J. Craft Civil Rights House and Museum, this annual event serves as a fundraiser for repairing Ms. Craft's home – a Dallas landmark that now serves as a museum and through the necessary renovations, will become an educational tool and resource for generations to come. The 2021 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 2021 recipients include Tiara Cooper (Catalyst Award), Cheryl Wattlely (Legacy Award), Lynn McBee (Visionary Award), and Eric Gonzalez (Spark Award).

## 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](https://servesoutherndallas.org).

## STATE FAIR CARES

### NORTH TEXAS FOOD BANK

Through annual discount day programs like the "Feed the Need" campaign, fairgoers brought canned goods in exchange for discounted admission. During the run of the 2021 Fair, the Fair collected more than 200,000 pounds of canned food items at State Fair gates, which equated to more than 236,000 meals for the North Texas Food Bank to serve the community with in the fall of 2021.

Additionally, during the summer, several summer programs received kits to take home in the evenings filled with nutritious food in partnership with the North Texas Food Bank. Seven organizations in Southern Dallas were provided 1,974 food kits, totaling 282 boxes. They benefitted Frazier Revitalization; Cornerstone Community Development Corporation; Bishop Arts Theater Center; Braswell Child Development Center; TR Hoover Community Development Center; Jubilee Park Community Center; and Bridgebuilders.

## COMMUNITY ENGAGEMENT HIGHLIGHTS

APRIL 7

### NONPROFIT SUCCESS INSTITUTE

— *Speaker Series 1* —

United Way of Metropolitan Dallas, Communities Foundation of Texas, and the State Fair of Texas partnered to present a nonprofit speaker series, with this session focused on risk management.

APRIL 9

### COMBATTING COVID-19 LEARNING LOSS THROUGH SUMMER LEARNING EXPERIENCES

The Fair, in partnership with World Vision and Big Thought, held a workshop to provide participants with a framework for understanding best-in-practice summer programming concepts and strategies for implementing a community asset-based approach. World Vision also offered attendees free access to "Keeping Children Reading," a virtual reading program.

APRIL 12

### GOODR PARTNERSHIP ANNOUNCED

The State Fair of Texas, United Way Dallas' Southern Dallas Thrives, and Communities Foundation of Texas announced a pilot partnership with Atlanta-based Goodr. The program provided a series of mobile food markets to communities in need throughout South Dallas. In addition to the pop-up format, four weeks of grocery deliveries were also made, targeting populations who may have been sheltering in place or had limited access to transportation.



### BANK OF AMERICA PPE DISTRIBUTION

The State Fair partnered with Bank of America to donate personal protective equipment (PPE) to five local organizations, aiming to combat COVID-19 in the local community. The donated PPE included 20,000 masks and 400 eight-ounce bottles of hand sanitizer. The organizations receiving the donations included Cornerstone Community Development Corporation; Harmony Community Development Corporation; St. Philip's School and Community Center; For Oak Cliff; and Jubilee Park and Community Center.

### STATE FAIR CARES FOOD DRIVE

Taking place the day after the Fair concludes, State Fair Cares partners with concessionaires and vendors to collect any leftover food to be donated to local food pantries and shelters. The 2021 food drive collected donations from 31 vendors, representing 72 booths throughout the fairgrounds. Donations were divided up and shared amongst seven South Dallas/Fair Park area organizations. These organizations included Cornerstone Community Kitchen; Empowering the Masses; Inspired Vision Community Center; Jubilee Park Community Center; Living Word Harvest; St. Philip's Community Pantry; and TR Hoover Community Development Center.

### STATE FAIR CARES HOLIDAY EVENT AND BENEFIT

Resuming after a break in 2020, the fourth annual State Fair Cares Holiday Event and Benefit joined together State Fair food and beverage vendors, related third-party vendors, State Fair full-time staff, and members of the State Fair of Texas board to celebrate the start of the holiday season and donate items to a local nonprofit, Viola's House. Viola's House is a nonprofit organization in Dallas that supports at-risk teen mothers. The Fair asked attendees to bring baby accessories, toys, clothing, coats, bikes, gift cards, diapers, and wipes. The items gathered at this year's event were added to Viola's House's inventory and given at their holiday party, where they served 644 mothers and 1,672 children.



#### ASHLEY DOUGLAS

Senior Director Southern Dallas Thrives  
United Way Metropolitan Dallas

*"Dr. Booker-Drew's contributions to the southern Dallas community have been amazing, and made significant impact holistically among thousands of neighbors and residents. Her partnership dynamics have been critical in allowing for the extension of this impact to be shared with other philanthropic entities in North Texas."*



#### MELANIE LOVE

Park South YMCA

*"As we know, early childhood education is critical to the success of our communities and funds are needed to run our programs. Our ability to offer this to our community even during this pandemic season has been a tremendous asset... With the opportunity to apply for grant funds through the State Fair, we are able to offer all day affordable preschool care for our participants."*



#### ELIZABETH ASHMORE CHURCH

Austin Street Center, Major Gifts Officer

*"The COVID-19 pandemic exacerbated an already tenuous situation for our neighbors experiencing homelessness. Support from the State Fair of Texas allowed Austin Street Center to keep our homeless neighbors safe and healthy during a time in which it was difficult to do so... On behalf of the men and women we serve, Austin Street Center wants to thank the State Fair of Texas for their help in funding our mission."*

## COMMUNITY ENGAGEMENT HIGHLIGHTS

APRIL 17

### GOODR POP-UP GROCERY STORE IN FAIR PARK

State Fair staff, along with United Way Dallas' Southern Dallas Thrives and Goodr assisted in handing out food as part of a pop-up grocery store activation in Fair Park.

APRIL 21

### CONNECTING THE NEXT GENERATION

The State Fair of Texas, in partnership with Debbie Saviano, co-founder of Women's Leadership Live, and Lincoln, Madison, Duncanville, and Sunset High Schools hosted a workshop for students offering an introduction to the social media platform LinkedIn. The workshop offered students an informative introduction to the platform for valuable resources in career and network building support and finding the right job or internship after graduation.

APRIL 21

### NONPROFIT SUCCESS INSTITUTE

— *Speaker Series 2* —

United Way of Metropolitan Dallas, Communities Foundation of Texas, and the State Fair of Texas partnered to present a nonprofit speaker series, with this session focused on recruiting board members, for early-stage organizations.

APRIL 25

### GOODR GROCERY DELIVERY STARTS

A grocery delivery system as part of the Goodr partnership debuted on April 25. Once per week, groceries were delivered to Southern Dallas families on Saturdays who might be sheltering in place due to the pandemic. The delivery system ran through May 15.

## ECONOMIC DEVELOPMENT

### CONCESSIONAIRE COHORT FOR FAIRS, FESTIVALS, AND EXPOSITIONS

Fairs, festivals, and expositions are a significant contributor to the hospitality and tourism industry. For many small business owners in the Southern Sector, these events can be a great opportunity to generate revenue. The Concessionaire Cohort for Fairs, Festivals, and Expositions (CFFE) was created to offer local entrepreneurs a dynamic education series through guidance from the State Fair of Texas along with our partnerships with organizations like the Dallas Entrepreneur Center, Dallas Black Chamber of Commerce, and the City of Dallas' Office of Economic Development. Although the cohort could not take place in 2020, two of our previous participants participated in the 2021 State Fair of Texas as food and beverage concessionaires: Pearlie's Southern Kitchen and Tony's Taco Shop.

### GOODR PARTNERSHIP

The State Fair of Texas, United Way Dallas' Southern Dallas Thrives, and Communities Foundation of Texas announced a pilot partnership with Atlanta-based Goodr. The program provided a series of mobile food markets to communities in need throughout South Dallas. In addition to the pop-up format, four weeks of grocery deliveries were also made, targeting populations who may have been sheltering in place or had limited access to transportation.

There were two pop-up grocery events held in 2021, one in April and one in December. Across the two events, approximately 650 families were served at the grocery pop-up events. The grocery delivery service served 320 families.

### 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. Announced in 2020, State Fair of Texas began working with several community organizations to start the South Dallas/Fair Park Transportation Initiative. 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 340 seniors benefited from this initiative in 2021.

### 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. 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 February, SDEP was named nationally as one of five sites to be a participant in a four-year project funded by the US Department of Labor. National Partners include Jobs for the Future, CompTIA, the National Association of Workforce Boards, and the AFL-CIO's Working for America Institute. The Project will be preparing unemployed, underemployed and incumbent workers for entry-level tech jobs using an innovative model that pairs self-paced learning with support from a live instructor, supportive services, work-based learning opportunities and other assistance from our community-based partner organizations and other regional partners. This year, the Federal Reserve brought in Magellan, a national firm, to serve as a consultant to the project in providing a technology strategic plan for the area.

## COMMUNITY ENGAGEMENT HIGHLIGHTS

MAY 4

SOUTH DALLAS/FAIR PARK  
TRANSPORTATION INITIATIVE

### DART GOLINK PILOT — DEBUTED —

After years of work, the South Dallas/Fair Park Transportation Initiative announced the DART GoLink program would begin in late April. The program provided on-demand, personalized curb-to-curb transportation service to areas where transportation options are not conducive to short trips, like to the grocery store.

APRIL 28

### DALLAS ISD STATE OF THE DISTRICT

The Fair sponsored the 2021 Dallas ISD State of the District event.

MAY 4

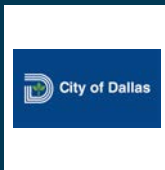
### ★ CENSUS DATA WORKSHOP ★

Using current data is critical to demonstrate the need in nonprofit communities for funders. The purpose of this fast-moving introductory webinar was to acquaint organizations to Census data tools and data.census.gov. By the end of the presentation, participants were able to access quick facts, American Community Survey (ACS) Narrative Profile, and data social/economic profiles. Tawnia Wise of Wise Consulting also provided information on implementing this data for stronger grant proposals that yield results.

**THANA SIMMONS**

Executive Director  
Viola's House

*"Viola's House was the recipient for State Fair Cares in 2021 and was provided with material assistance resources in the form of diapers, wipes, toys, clothing, gift cards and even personal hygiene items. This contribution allowed us to serve over 1,600 children for the holiday season."*

**TAMIKA JACKSON**

Social Service Supervisor  
City of Dallas

*"The resources provided from Dr. Froswa' Booker-Drew and the South Dallas Nonprofit Meet Up meetings have been helpful with partnering with other agencies to learn about what is available in the community to assist the citizens of Dallas."*

**HAZEL DAVIS**

Inspiring Tomorrow's Leaders

*"Dr. Booker-Drew is an asset to the city, as her lens provides an understanding and an approach that drives collaboration and therefore more meaningful work to address the needs of our community."*

**KRISTI LICHTENBERG**

Executive Director  
Cornerstone Crossroads Academy

*"The State Fair of Texas brings energy and focus to the South Dallas community, providing us with common geographical reference points that draws our hearts together. Many of our donors and volunteers love this area because of the State Fair and so they are excited to come and see what else is happening at CCA in the surrounding areas. The State Fair of Texas funds allowed us to offer second chances for a high school diploma for older teenagers in our area who might have otherwise given up on completing high school. The collaboration with the South Dallas Employment Project is a new collaboration that we are using to help our students and graduates enter the workforce. There is really no way to calculate all the benefits of collaboration with the State Fair of Texas!"*

**ANYIKA MCMILLAN-HEROD**

Chief Philanthropy Officer  
St. Philip's School and Community Center

*"The support from the State Fair of Texas empowers us to continue being a beacon of hope, education, and service to the students in South Dallas and our neighbors vulnerable to hunger. By sponsoring our Destiny Award Luncheon, St. Philip's continues to provide an exceptional education to 240 children from Pre-K to 6th Grade, ages two to 12 and serves more than 3,000 of our neighbors - including children, youth, entire families, and senior citizens through the Community Center's largest social service, Aunt Bette's Community Pantry. Our local food pantry feeds over 750+ families and 1,800 individuals."*

**COMMUNITY ENGAGEMENT HIGHLIGHTS****MAY 7**

### **RIISING FROM THE PANDEMIC: EXPANDING SOCIAL AND ECONOMIC EQUITY SUMMIT**

The Public and Nonprofit Management Program at the University of Texas at Dallas hosted its fifth annual conference. Dr. Froswa' Booker-Drew spoke at the conference, highlighting nonprofit work and how it relates to expanding social and economic equity.

**MAY 10****SOUTH DALLAS EMPLOYMENT PILOT**

**PRESENTS UPDATE TO CITY OF DALLAS WORKFORCE,  
EDUCATION AND EQUITY COMMITTEE**

Wes Jurey, founder of Redemption Bridge, and Dr. Froswa' Booker-Drew serve as managing partners for the South Dallas Employment Project. With more than 100 partners, this collaboration is designed to provide livable wage jobs along with support services to those impacted by incarceration. Jurey and Booker-Drew presented an update on the project to the City of Dallas Workforce, Education, and Equity Committee meeting, led by Councilman Casey Thomas.





## EDUCATIONAL SUPPORT

### 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 2021, 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.

### 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 RESOURCE GUIDE

Started in 2020, 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](https://www.bigtex.com/anti-racism).

### UNITED WAY DIGITAL LITERACY TRAININGS

Led by United Way and supported by the State Fair of Texas, this training provided six weeks of hands-on computer training. The trainings covered the basics of Microsoft Word, Excel, PowerPoint, and Outlook, instructed participants on how to be safe online and protect personal information, and participants were able to set up a voicemail and email address. Fifty-nine participants were served during the 2021 digital skills training program.

### RACE TO KINDNESS BOOK DRIVE

In November, the Fair co-sponsored a book fair with A Race to Kindness and Thriftbooks. More than 80 children were able to attend and select books to take home.

## COMMUNITY ENGAGEMENT HIGHLIGHTS

MAY 13

THE FAIR'S VP OF COMMUNITY AFFAIRS AND STRATEGIC ALLIANCE SPEAKS AT

### WE GIVE SUMMIT

Dr. Booker-Drew spoke as part of the Funding the Frontlines: How Giving Circles Can Show Up for Grassroots Nonprofits session at the We Give Summit: A Celebration of Collective Giving.

MAY 19

NONPROFIT SUCCESS INSTITUTE

— *Speaker Series 3* —

United Way of Metropolitan Dallas, Communities Foundation of Texas, and the State Fair of Texas partnered to present a nonprofit speaker series, with this session focused on succession planning.

MAY 25

GRANTMAKERS FOR EFFECTIVE ORGANIZATION CONFERENCE

Sarah Cotton Nelson, Chief Philanthropy Officer at Communities Foundation of Texas, Dr. Annie Wright, Executive Director for Southern Methodist University's Center on Research and Evaluation (CORE) and Dr. Froswa' Booker-Drew presented a workshop on "Data, Relationships, and Doing the Next Right Thing: Working Toward Greater Equity in Pandemic Response & Beyond," discussing involvement in North Texas Cares.

**KERI MITCHELL**

Executive Director  
Dallas Free Press

*"We received a \$5,000 grant to support our journalism pathway from Dallas high schools to Dallas newsrooms, so that within 10-20 years, our newsrooms reflect our city... The support further enabled us to begin work in South Dallas with students at the "Great" James Madison High School. We're working with students in the NAF Academy and in the yearbook class, teaching them the basics of journalism and media literacy skills to empower them to launch and build their own independent, student-led newsroom."*

**PHILLIPA WILLIAMS**

Executive Director  
ilooklikeLOVE, Inc

*"The State Fair of Texas continued to be a tremendous source for vital information and prospective partnerships. Because of its commitment to supporting minority-led, grass-root efforts, ilooklikeLOVE has a trusted resource to help build our capacity."*

**KHERRI JEAM**

Race to Kindness

*"The State Fair of Texas helped us engage with vetted community partners that were aligned with our core mission. This helped to streamline our internal processes and identify organizations that could benefit from our assistance. As a result of the State Fair of Texas introduction, we have developed a strong relationship with TR Hoover CDC that may generate future opportunities to partner with them in upcoming outreach events."*

**ADRIAN MCCONNELL**

Executive Director  
Youth Revive

*"The South Dallas Nonprofit Meet-Up gives space for executive directors and their staff to share best practices and convey resources. The Community Affairs team does a fantastic job inviting individuals to share about opportunities and aid organizations would not otherwise be aware of if it were not for such a created, well-considered environment. Elizabeth Searing with the University of Texas Dallas has been a source of contacts for potential interns and student assigned projects. If it were not for the South Dallas Nonprofit Meet-Up there's a possibility Youth Revive would have never known about some of the services offered by the university."*

**HALEY COATES-HUSEMAN**

Chief Advancement Officer  
Jubilee Park & Community Center

*"The State Fair of Texas supported Jubilee Park in so many ways throughout 2021. In addition to a generous donation, [the Fair] has partnered with Jubilee to increase the quality of life for our Southeast Dallas neighbors. In early 2021 [the Fair] provided access to COVID-19 vaccines to the senior citizens Jubilee Park serves while vaccines were still not widely available. [The Fair] also partnered with Jubilee to combat food insecurity through community grocery pop-ups and donating left over fair foods that Jubilee distributed to the neighborhood. Additionally, Dr. Froswa' Booker-Drew has been a great resource, connecting Jubilee to partners, South Dallas employers, and other community organizations. [The Fair] was hugely helpful in collecting and disseminating information about COVID-19 resources. Early in the pandemic, [the Fair] was one of the first organizations to provide Jubilee with personal protective equipment like masks and sanitizers for our community. We are so thankful for the constant support from our neighbors at [the Fair]!"*

## COMMUNITY ENGAGEMENT HIGHLIGHTS

**MAY 27****NONPROFIT SUCCESS INSTITUTE****— Special Session —**

A special session was held on May 27 that focused on mental health and the AAPI community.

**JUNE 2****NONPROFIT SUCCESS INSTITUTE****— Speaker Series 4 —**

United Way of Metropolitan Dallas, Communities Foundation of Texas, and the State Fair of Texas partnered to present a nonprofit speaker series, with this session focused on operational management, specifically budgeting and auditing.

**JUNE 16****NONPROFIT SUCCESS INSTITUTE****— Speaker Series 5 —**

United Way of Metropolitan Dallas, Communities Foundation of Texas, and the State Fair of Texas partnered to present a nonprofit speaker series, with this session focused on technology.

**JUNE 24****VIRTUAL COMMUNITY ENGAGEMENT DAY 1**

This workshop discussed the importance of mental health, racial equity, trauma-informed care, and emotional intelligence as we head back into the office and find a sense of normalcy where Dr. Karen Craddock, Meaghan Read, and George Brooks served as panelists.

**JUNE 30****NONPROFIT SUCCESS INSTITUTE****— Speaker Series 6 —**

United Way of Metropolitan Dallas, Communities Foundation of Texas, and the State Fair of Texas partnered to present a nonprofit speaker series. The sixth session covered storytelling and was targeted for a general audience.

# 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 sixth full year of production, the Big Tex Urban Farms system was able to donate **23,880 pounds** of food to local organizations, translating to approximately **241,300 servings** of fresh produce.

## 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 pandemic, Big Tex Urban Farms continued to make regular produce donations to the organizations shown in this heat map, totaling more than \$71,638 in estimated value. Organizations like TR Hoover Community Development Corporation were able to utilize donations from Big Tex Urban Farms in an all-new, meaningful way.

## HIGHLIGHTS

**100%**

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

**23,880**

POUNDS OF FRESH PRODUCE GROWN IN 2021

**25,337**

HEADS OF LETTUCE & HERBS DONATED



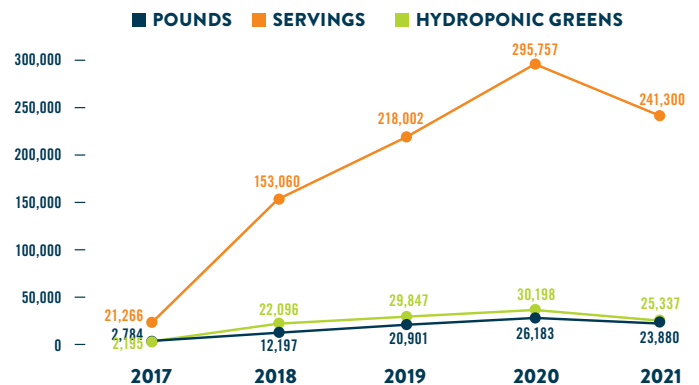
➡ A total of ⬅

**241,300**

USDA SERVINGS

OF FRUITS AND VEGETABLES DONATED

## PRODUCTION TOTALS



## BIG TEX URBAN FARMS HIGHLIGHTS

**JANUARY 25**

**HOWDY, GRO-ZILLA!**

Big Tex Urban Farms launches

**"Gro-Zilla,"**

a shipping container farm that grows microgreens, hosted by the Farms and co-managed with our partner, Restorative Farms.

**FEBRUARY**

**BIG TEX URBAN FARMS**

**SURPASSES**

**700,000**

TOTAL DONATED SERVINGS

**FEBRUARY 4**

First harvest from  
**"Gro-Zilla"**

*Collected  
and Donated*

**FEBRUARY 12**

**BIG TEX**  
*Urban Farms*

was featured on the  
**"FIELDS"**  
podcast for the second time. The discussion surrounded operating the Farms during the pandemic.

**FEBRUARY**

*App  
Harvest Farm*



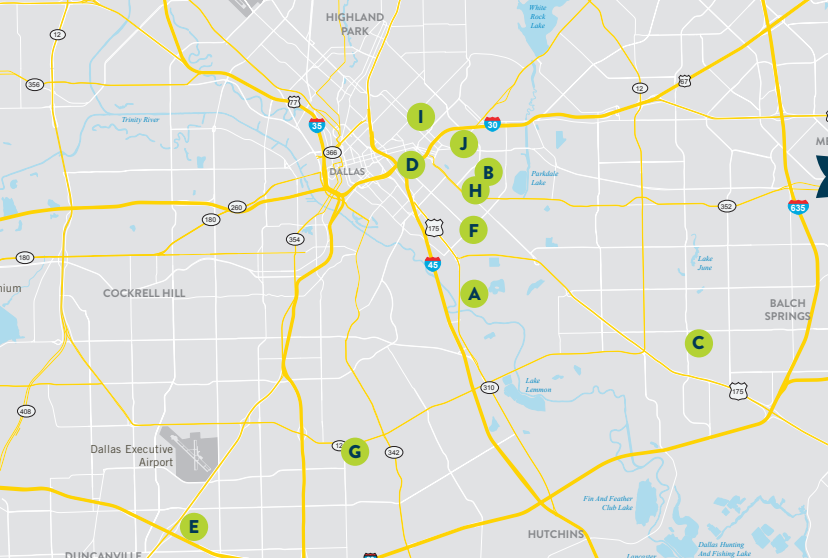
**THE LARGEST GREENHOUSE FARM IN THE NATION,**  
visited the Farms to learn more about our program.

**MARCH**

The Fair's director of horticulture taught a virtual class for the Dallas Public Library, teaching about

**MICROGREENS.**





## 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** International Rescue Committee, Inc.
- J** Jubilee Park Community Center

**GLOBAL PRESENCE** – 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.

## 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. The site serves as an official master gardener training center – it has even become a destination site for community gardeners and small farmers from around the world 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 both in our community and globally to make a meaningful impact on the industry.

## BIG TEX URBAN FARMS HIGHLIGHTS

<b>APRIL</b> The Farms hosted a tour and <b>GROW LIGHTING</b> lessons for the Dallas Branch of the International Engineering Society.	<b>MAY 5</b> The Fair's director of horticulture presented a lesson on <b>GROWING MICROGREENS</b> at the THR5 Virtual Health summit.	<b>JUNE</b> Personnel from <b>TEXAS A&amp;M UNIVERSITY - COMMERCE</b> visited the Farms and discussed their plans to open an indoor grow facility in Dallas.	<b>JULY 27</b> A youth group from <b>CHICANA IN NATURE</b> visited, and the kids were given a tour and gardening lesson.	<b>NOVEMBER</b> The Farms filmed an instructional video with <b>BOOTSTRAP FARMER AND GREENBEE FARM</b> in Pennsylvania.
<b>MAY</b> <b>BIG TEX URBAN FARMS SURPASSES 750,000</b> TOTAL DONATED SERVINGS	<b>JUNE</b> <b>MOONFLOWER FARMS</b> Houston's first hydroponic farm, visited the greenhouse.		<b>AUGUST</b> <b>BIG TEX URBAN FARMS SURPASSES 800,000</b> TOTAL DONATED SERVINGS	<b>DECEMBER 10</b> <b>BIG TEX URBAN FARMS SURPASSES 850,000</b> TOTAL DONATED SERVINGS

## 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 \$30 million in auction awards and college scholarships.**

For more information on our fundraising opportunities and to get involved, please visit [BigTex.com/get-involved/events](https://BigTex.com/get-involved/events).



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

★ **\$30 MILLION** ★

IN AUCTION AWARDS AND COLLEGE SCHOLARSHIPS.

## COMMUNITY ENGAGEMENT HIGHLIGHTS

AUGUST 4

### ★ WOMEN OF INNOVATION SUMMIT ★

The DEC featured the Third Annual Women of Innovation Summit at Southern Methodist University's McFarlin Auditorium during Dallas Startup Week, powered by Capital One. Keynote speakers for the event included three women with strong ties to Texas entrepreneurial ventures: Sarah Shadonix, founder and CEO of Scout & Cellar; our own, Dr. Froswa' Booker-Drew; and Shar Dubey, CEO of Match Group.

AUGUST 26 – 27

*Texas Bar Annual Conference  
on Governance of*

### NONPROFIT ORGANIZATIONS

Dr. Froswa' Booker-Drew, along with Attorney Susan Stricka, presented "The Good, the Bad, and the Ugly: The Dynamics of Officer-Board Relationships". Topics tackled everything from the 2021 Texas Legislation's effect on Nonprofit organizations to the adaptation of city standards to urban philanthropy.





This year, the Big Tex Champion Club held a picnic at Fair Park on May 8, with Midway games and food from concessionaires. Although this event was not a fundraising event, it served as a way to thank and engage our Big Tex Champion Club members.

#### **BIG TEX CLAY SHOOT CLASSIC**

- The 12th Annual Big Tex Clay Shoot Classic was held at the Dallas Gun Club, with all proceeds going directly to the Big Tex Youth Livestock Auction and Scholarship Program.
- The 2021 event raised a record of \$212,185, with 305 participants competing on 61 teams.

#### **BIG TEX GOLF CLASSIC**

- The 11th Annual Big Tex Golf Classic was held at Fair Park-adjacent Tenison Highlands, with all proceeds going directly to the Big Tex Youth Livestock Auction and Scholarship Program.
- The 2021 event raised a record-breaking \$112,000 and had 136 golfers participating on 34 teams.

#### **BIG TEX CHAMPION CLUB DINNER**

- The annual pre-Fair fundraising dinner welcomed folks to the Haggard Family Farm. All proceeds from the event went directly to the Big Tex Youth Livestock Auction and Scholarship Program.
- The 2021 event raised a staggering \$142,900.

#### **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 2021 Auction raised more than \$2.1 million in premium awards and scholarships. Of that total, \$1.6 million was raised on Auction Day alone, with the additional fundraising and donations received over the year.







## 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 135 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. Due to the cancellation of the 2020 State Fair of Texas due to COVID-19, the Fair was still able to provide funding by utilizing its net assets built up through previous years, however, it was significantly less than a normal year. The chart on the following pages illustrates the investment made in our home throughout the years.

## COMMUNITY ENGAGEMENT HIGHLIGHTS

### AUGUST

#### *State Fair of Texas Partners with* **NORTH TEXAS FOOD BANK**

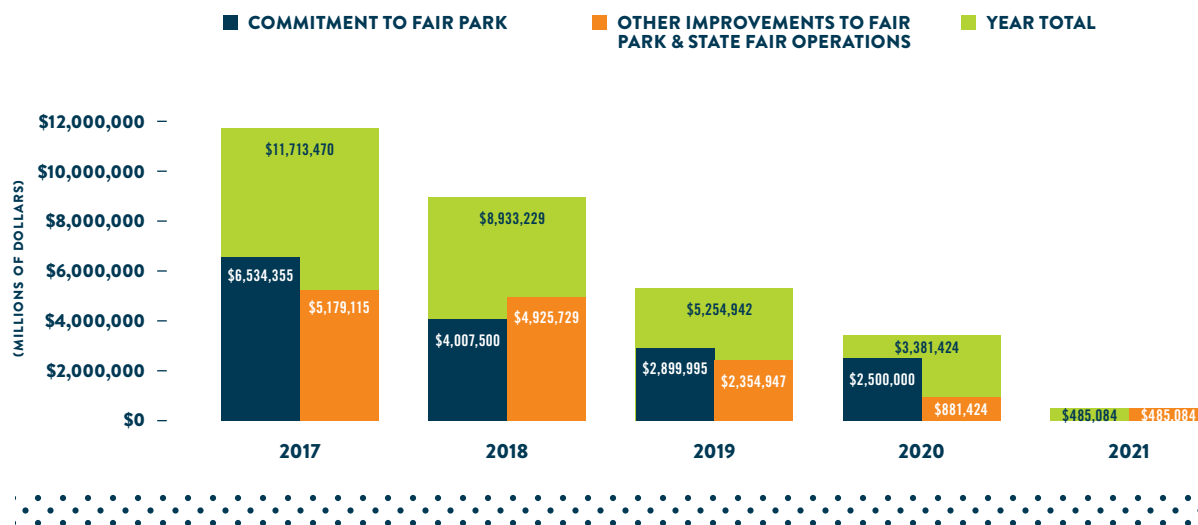
This summer, several summer programs received kits to take home in the evenings filled with nutritious food in partnership with the North Texas Food Bank. Seven organizations in Southern Dallas were provided 1,974 food kits totaling 282 boxes. They included: Frazier Revitalization, Cornerstone Community Development Corporation, Bishop Arts Theater Center, Braswell Child Development Center, TR Hoover, Jubilee Park, Bridgebuilders.

### SEPTEMBER 4

#### ★ **COMMUNITY LAUNDRY DAY** ★

The State Fair of Texas partnered with the Dallas Police Department to provide new and clean clothing to the ensure a successful school year to local students by providing detergent, school uniforms and raising funds to support this effort.

# FUNDING FOR FAIR PARK & STATE FAIR OPERATIONS



## COMMUNITY ENGAGEMENT HIGHLIGHTS

SEPTEMBER 22

### ★ DALLAS CULTURAL SCENE SHEROES PANEL ★

The Dallas Summer Musicals' education and community partnerships department hosted three 2021 SHERoes –Tatum Lau, Psyche Terry, and the Fair's own Dr. Froswa' Booker-Drew – for a panel discussing the Dallas cultural scene and where they see opportunities for growth and improvement. A SHERo is a woman who exemplifies the values of dedication, justice, collaboration, and allyship to the Dallas community.

SEPTEMBER 30

### VIRTUAL COMMUNITY ENGAGEMENT DAY 2

Our speaker, Dr. Y. "Falami" Devoe, focused on the importance of self and collective care. With COVID-19 fatigue as a reality, the Fair felt it was important to share tools to protect individual's well-being in the midst of so much uncertainty.

OCTOBER 4

### DIGITAL SKILL TRAINING

The State Fair of Texas partnered with the CARDBoard Project, United Way of Metropolitan Dallas, #POWERUP!, Dallas Innovation Alliance, and City Square to provide a free eight-week digital skills program, covering various functions like Microsoft, voicemails, email correspondence, and job coaching. The trainings took place in and around Fair Park.

OCTOBER 10

### MINDFULNESS EVENT — WITH METROCARE —

The State Fair of Texas partnered with Metrocare, to celebrate World Mental Health Day featured a series of mental health experts and family-friendly mindfulness activities like meditation, music therapy, trap yoga, and more. Licensed therapist, author, dynamic talk-show host, and sought-after speaker, Dr. Stacia' Alexander served as the emcee for the event.

OCTOBER 12

### PASTORS LUNCHEON

The Pastors Luncheon celebrates congregations in the Southern Sector of Dallas. A panel followed the discussion to share comments on how the faith community and nonprofits can support our students and local schools.



## HIGHLIGHTS

*More than*  
**\$485**  
➡ **THOUSAND** ⬅  
IN 2021 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*  
**\$173,000**  
**DISTRIBUTED IN 2021**

*Nearly*  
★ **\$30 MILLION** ★  
DISTRIBUTED FOR FAIR PARK AND STATE FAIR OPERATIONS OVER THE PAST FIVE YEARS

## COMMUNITY ENGAGEMENT HIGHLIGHTS

OCTOBER 17

JUANITA J. CRAFT  
**HUMANITARIAN**  
*Awards*



The annual Juanita Craft Humanitarian Awards recognizes past, present, and future leaders, as they follow in the footsteps of Juanita Craft.

OCTOBER 18

**STATE  
FAIR  
CARES**

**FOOD DRIVE**

NOVEMBER 21

**2ND ANNUAL**  
★  
*Gabrielle's  
Light Up the  
World*



DECEMBER 7

**STATE  
FAIR  
CARES**

**HOLIDAY EVENT AND  
BENEFIT**



CELEBRATE

# ALL THINGS TEXAN



*All Things Texan*  
• *Since 1886* •  
STATE FAIR OF TEXAS®



2021 STATE FAIR  
OF TEXAS



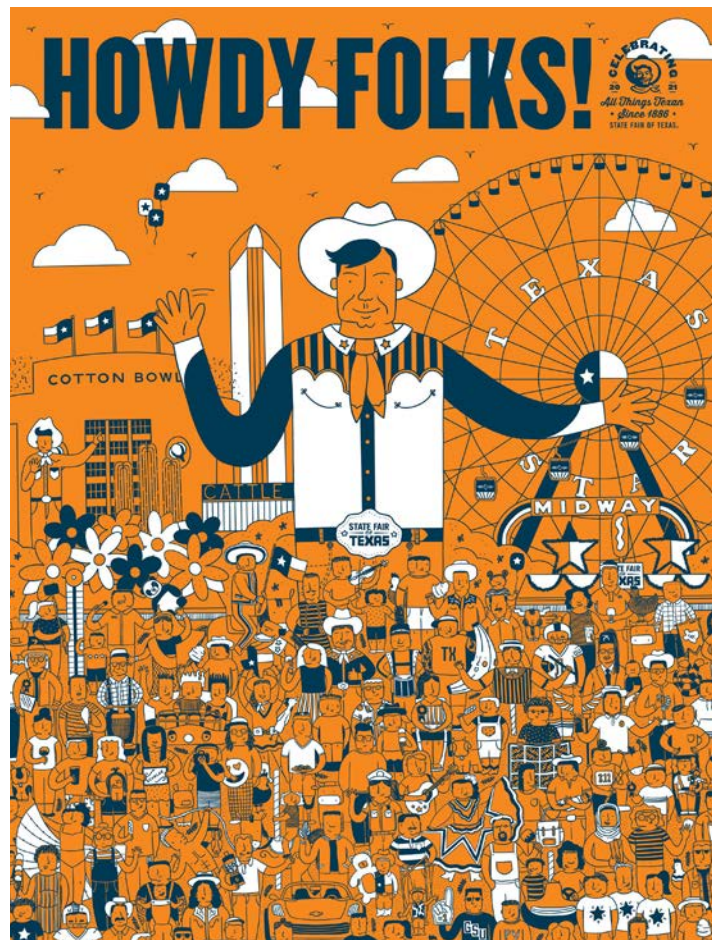
**T**he 2021 State Fair of Texas, themed “Howdy Folks!,” celebrated the return of fairgoers at our annual exhibition in Fair Park. After more than 700 days without a State Fair of Texas, this theme was the perfect way to welcome folks back to the most Texan on place on Earth.



Each year, the State Fair of Texas brings guests from all walks of life together for 24 days in celebration of the Lone Star State's evolving culture. Beginning in 1886 as a local gathering place for people to share ideas and learn from new cultures, the annual state fair and exposition in Fair Park became a breeding ground for Texas education, innovation, and creativity. 2021's theme encompassed the foundation of what the Fair is all about – being together.

**"Howdy Folks!"** served as a reminder not only for a warm Texan welcome, but a welcome back. When life seemingly came to a halt in 2020 and the Fair was canceled for the first time since 1945, it was clear that the day we were able to gather together again would be a monumental one for all – one worthy of a Big Tex-sized "Howdy, folks."

## 2021 THEME ART



Illustrating this year's theme, the artwork highlights fairgoers from all walks of life, with Big Tex at the heart of all the fun. Look closely – you might just find an Easter egg or two!



# CELEBRATE EXCELLENCE



## 2021 KEY INITIATIVES



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





## HEALTH AND SAFETY PRECAUTIONS

Our number one priority remains the health and safety of everyone at the State Fair of Texas. 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.

### STATE FAIR OF TEXAS COVID-19 GUIDANCE

- The State Fair of Texas recommended fairgoers be protected by the time Opening Day arrived by receiving the vaccine.
- Vaccinations were also available behind Big Tex in a tent operated by Dallas County Health and Human Services. If a patient was a Dallas County resident, they were eligible for \$20 in State Fair food and ride coupons.
- Face coverings were required indoors and recommended in outdoor settings where social distancing was not possible.
- Face coverings were also required if fairgoers rode DART public transportation to the Fair.
- Fairgoers were encouraged to spread out and social distance when they could.
- The Fair introduced dynamic admission ticket pricing, meaning it was possible to receive more discounts during the week, when the Fair is traditionally less crowded.
- Five hundred hand sanitizing stations were made available throughout the grounds.
- Fairgoers were asked to self-monitor their health and make an informed decision about their choice to attend.
- More than 35,000 masks were available for use by guests.
- All State Fair of Texas staff were required to be vaccinated against COVID-19.
- Staff completed daily wellness checks prior to the start of their shift.

### SAFETY AND SECURITY PRECAUTIONS

A new addition this year, the Safety Team was introduced to assist fairgoers and de-escalate situations, if necessary. Stationed throughout the grounds in addition to roaming, the Safety Team served as ambassadors for our organization, providing guest support in numerous locations around the State Fair of Texas.

### GUEST RELATIONS

Enhanced Wayfinding and Directional Solutions

- **High visibility signage**  
Deployed high-visibility signage at key attractions to help ease current wayfinding challenges.
- **Directional planter columns**  
Designed and developed 25 directional planter columns that provided geographically significant information and navigation aid to guests.
- **On-site Parking Signage**  
Deployed high-visibility, clear-messaged signage at all State Fair-owned Gates in effort to promote ease and efficiency of parking on-site.

# CELEBRATE MILESTONES



## 2021 STATE FAIR OF TEXAS



**T**he 2021 State Fair of Texas was undoubtedly one to remember. The annual event brought people from all walks of life together – from iconic State Fair traditions to new innovative additions, fairgoers alike enjoyed their visit to the State Fair. The State Fair of Texas welcomed more than 2.2 million people through the gates during its 24-day run. Nearly \$75 million was generated in gross coupon sales for food, beverages, and rides, with the majority of funds going to vendors. The 2021 Fair again saw increases in livestock participation and creative arts entries, along with introducing new attractions and family-friendly offerings that will live on for many years. With another season under our belt, we recognize that the measurement of each Fair's success goes far beyond these numbers.



Our true achievements come from our ability to give back through this annual event. Thanks to the continuous support from our fairgoers, the annual State Fair of Texas continues to serve as our largest fundraiser of the year. Proceeds from the event allow us to continue building upon our nonprofit mission of promoting agriculture, education, and community involvement, as well as future Fairs to come.

## 2021 MILESTONES

### TEXAS AUTO SHOW

**19** CAR MANUFACTURERS PARTICIPATED  
IN THE TEXAS AUTO SHOW

INDOOR EXHIBIT SPACE:

**152,332** SQ. FT.

OUTDOOR EXHIBIT SPACE:

**144,508** SQ. FT.

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

**24** - **10**  
PANTHERS TIGERS

*A&T Red River Showdown*

BETWEEN THE UNIVERSITY OF OKLAHOMA AND  
THE UNIVERSITY OF TEXAS.

**55** - **48**  
SOONERS LONGHORNS

### LITTLE LONE STARS CLUB

*More than*

★ **21,000** ★

RECEIVED SIGNED BIRTHDAY CARDS  
IN THEIR MAILBOXES FROM BIG TEX THIS YEAR.

### CREATIVE ARTS

*More than 1,100 contest categories*

MORE THAN 7,000 ARTS  
AND CRAFTS ENTRIES

3,098 NEW  
CONTESTANTS

MORE THAN 2,050 COOKING  
CONTEST ENTRIES

MORE THAN 1,700  
YOUTH CONTESTANTS

87 VIRTUAL CREATIVE  
ARTS ENTRIES

MORE THAN 5,100  
RIBBONS AWARDED

### SHOPPING

**217** EXHIBITORS

WITH 159 RETURNING VENDORS AND 58 NEW VENDORS

≈ **380,000** SQ. FT.

OF INDOOR AND OUTDOOR EXHIBIT SPACE  
WITH 274 COMMERCIAL EXHIBIT LOCATIONS  
ACROSS THE FAIR GROUNDS





## MIDWAY

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

### TOP GAMES

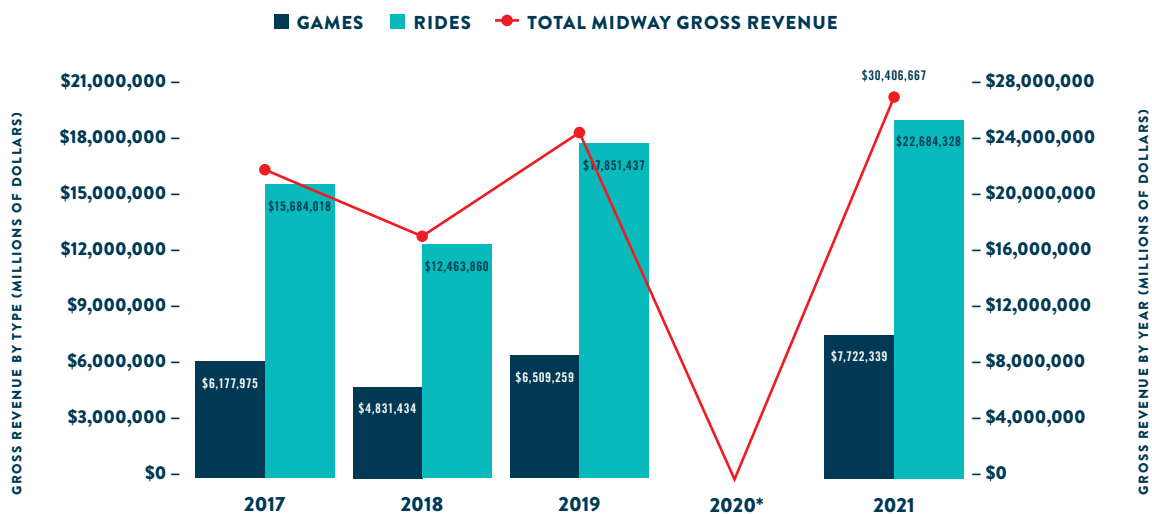
#### BY REVENUE

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

### TOP RIDES

#### BY REVENUE

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



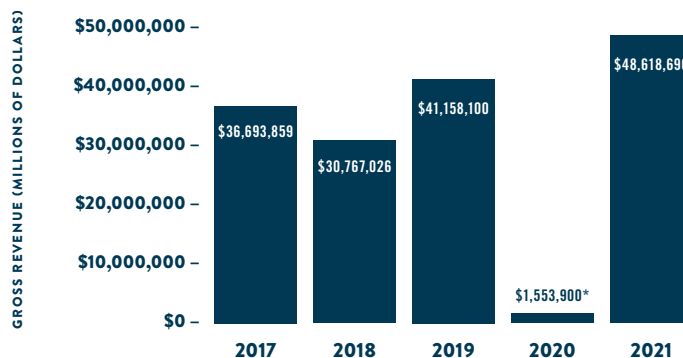
\*Due to the cancellation of the 2020 State Fair of Texas because of COVID-19, there is insufficient data for this year in terms of ride and games.

## FOOD AND BEVERAGE

Capitalizing on the anticipation and culinary excitement brought each year to the State Fair, our Concessions team has developed restaurant-caliber dining experiences throughout Fair Park, provided business support to more than 80 small business concessionaires who operate during the Fair, and introduced value programs such as “Thrifty Thursdays” and reduced-price beverage stands.

This year, the Fair welcomed nine new concessionaires to the list of small businesses.

## 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 were able to generate some revenue via the Big Tex Fair Food Drive-Thru.

## BIG TEX CHOICE AWARDS

Each year, State Fair concessionaires create their tastiest and most unique dishes for a chance to be crowned a winner of the annual Big Tex Choice Awards competition. Kicking off another season of Fair food for 2021, the 17<sup>th</sup> Annual Big Tex Choice Awards proved that there is no shortage of creativity when it comes to this competition. With 43 total entries into the 2021 competition, the list was narrowed down to only 10 finalists. After a valiant effort by all finalists and a tough deliberation by the all-star panel of judges, three dishes reigned supreme.

## DINING OPTIONS AND SOFT AREAS

With 256 concession locations throughout the fairgrounds representing 83 small businesses from around the state and nation, it goes without saying that food is an important part of the State Fair of Texas. In addition to concession booths, the Fair offers “soft areas” – outdoor, medium-to-large food and beverage destinations with exclusive seating and unique themes. Proving to be popular option for fairgoers when choosing their next meal, soft areas have grown to represent **more than \$4 million in food and beverage sales at the Fair.**

## 2021 BIG TEX CHOICE AWARDS WINNERS



*Best Taste – Savory*

Deep Fried Seafood Gumbo Balls  
by the Parish Family



*Best Taste – Sweet*

The Armadillo  
by James Barrera



*Most Creative*

Deep Fried Seafood Gumbo Balls  
by the Parish Family

Get a taste of what's coming to the 136<sup>th</sup> State Fair of Texas! Mark your calendars for the 18<sup>th</sup> Annual Big Tex Choice Awards, taking place on Sunday, August 28, 2022.



From first-time visitors to lifelong fans, people from all walks of life came to celebrate the Lone Star State at the State Fair of Texas. The 2021 exhibition welcomed a grand total of 2,202,689 fairgoers through the gates. We hosted an average daily attendance of more than 91,750 guests.

FAIR DAY	DAY	DATE	DAILY ATTENDANCE
1	Friday	September 24	61,392
2	Saturday	September 25	106,201
3	Sunday	September 26	66,889
4	Monday	September 27	42,116
5	Tuesday	September 28	45,160
6	Wednesday	September 29	41,552
7	Thursday	September 30	47,832
☁ 8	Friday	October 1	44,570
9	Saturday	October 2	82,996
10	Sunday	October 3	87,153
11	Monday	October 4	58,139
12	Tuesday	October 5	61,401
13	Wednesday	October 6	79,854
14	Thursday	October 7	76,960
15	Friday	October 8	135,412
16	Saturday	October 9	211,873
☁ 17	Sunday	October 10	111,994
18	Monday	October 11	170,661
19	Tuesday	October 12	92,210
☁ 20	Wednesday	October 13	43,976
21	Thursday	October 14	86,096
22	Friday	October 15	148,893
23	Saturday	October 16	164,021
24	Sunday	October 17	135,338
TOTAL			2,202,689

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



## NEW TICKETING STRATEGY PRODUCES RECORD TICKET REVENUE

Using a new pricing model provided guests the choice to select between date flexible premium one-day tickets and new one-day daily tickets that offer variable pricing based on the day of attendance. This model of lower weekday prices and premium weekend rates allowed the State Fair of Texas to earn record ticket revenue while providing greater choices, savings, and in-park experiences to guests.

MONDAY  
THROUGH  
THURSDAY

SAVES UP TO

\$10

PER TICKET OVER  
WEEKEND RATES

★ ★ ★ ★ ★ ★

EVERYONE PAYS

CHILD'S PRICE

AFTER

5:00p.m.

★ ★ ★ ★ ★ ★

MORE DISCOUNTS  
ONLINE

MILITARY

FIRST RESPONDER

SENIOR DAY

BIG TEX INSIDER

MCDONALD'S

AND MORE!

## EXPANDED TICKET OPTIONS FOR MILITARY AND 1ST RESPONDER FAMILIES

In 2021 the State Fair of Texas expanded discounted admission access for military and first responder families from a single recognition day to a program that can be used through all 24 days of Fair. This new program was introduced in response to a request for greater flexibility in scheduling for these busy families resulting in more than 53,000 additional participants.

YEAR	MILITARY	FIRST RESPONDER	TOTAL
2019	12,266	5,678	17,904
2021	50,178	21,625	71,803

## NEW LOWER PRICING AND MORE ONLINE DISCOUNTS

The State Fair of Texas made it easier than ever for families to attend by introducing a lower ticket price daily ticket on weekdays and launching new everyday discounts where all guests pay child's price on tickets purchased after 5 p.m.



## 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 continued to have a major media footprint in 2021 around the world.

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.

## 2021 MARKETING METRICS

**16,354**

TOTAL EARNED MEDIA MENTIONS\*



**\$82.8**  
MILLION

AD EQUIVALENCY\*



**42,450,000,000**

AGGREGATE READERSHIP\*

\*ACCORDING TO 2021 CISION REPORT



SOCIAL  
NETWORK  
COMMUNITY OF

**952,875**

CONNECTIONS WITH

**43,372,454**

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  
IRELAND  
VIETNAM  
MEXICO  
UK  
UNITED STATES

## 2021 COVERAGE HIGHLIGHTS

The State Fair of Texas was talked about worldwide through a variety of mediums. 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 2021.

### LOCAL & STATEWIDE

AUSTIN AMERICAN STATESMAN  
CBS 11  
CULTUREMAP  
CUMULUS RADIO  
D MAGAZINE  
DAILY TEXAN  
DALLAS MORNING NEWS  
DALLAS OBSERVER  
DFW CHILD  
EATER DFW  
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 NEWS  
TELEMUNDO  
TEXAS MONTHLY  
TEXAS STANDARD  
TEXAS TRIBUNE  
UNIVISION  
WBAP/KLIF NEWS  
WFAA

### NATIONAL & INTERNATIONAL

247 SPORTS  
ABC NEWS  
ADWEEK  
ASSOCIATED PRESS  
AUTOMOBILE MAGAZINE  
BBC  
BUSINESS INSIDER US & AUSTRALIA  
CBS NEWS  
CBS SPORTS  
COOKING CHANNEL  
DAILY MAIL UK  
E! ONLINE  
EATER  
ESPN  
ESPN COLLEGE GAMEDAY  
ESPN RADIO  
ESPNU  
FOOD NETWORK  
FORBES  
FOX NEWS  
FOX SPORTS  
GOOD MORNING AMERICA  
THE HILL  
THE HISTORY CHANNEL

ITV  
KELLEY BLUE BOOK  
THE KELLY CLARKSON SHOW  
LOS ANGELES TIMES  
MSN  
MSNBC  
NBC NEWS  
NBC SPORTS  
THE NEW YORK TIMES  
NPR  
PEOPLE MAGAZINE  
READER'S DIGEST  
SEC NETWORK  
SPORTS ILLUSTRATED  
TASTE OF HOME  
TIME  
USA TODAY  
WASHINGTON POST  
THE WEATHER CHANNEL  
WGN AMERICA  
VICE  
YAHOO! US, CANADA, INDIA,  
UK, AND IRELAND

## 2021 AT&T RED RIVER SHOWDOWN

The atmosphere of the State Fair creates a wholly unique experience for fans and fairgoers alike for the iconic AT&T Red River Showdown. This year, capacity limits were lifted, bringing electric excitement back to the fairgrounds and to the Stadium. Played inside the Cotton Bowl since 1929, the Red River Showdown marks a classic competition between the University of Texas and University of Oklahoma – one of the biggest matchups in all of college football. The rivalry continued on Saturday, October 9, for the 2021 AT&T Red River Showdown, delivering high media coverage across the state and nation, as well as internationally. ESPN's pre-show, College GameDay broadcasted the entirety of their show live from Cotton Bowl Plaza and the Stadium, drawing approximately 2.4 million views during the final hour of the broadcast. It served as college football's top program show for the season up until that point in the 2021 season.



*ESPN College GameDay*, college football's top pregame show, broadcast to 1,849,000 viewers from the fairgrounds, with their viewership rising to 2,400,000 in the final hour.



*ABC* broadcast the game to nearly 6 million viewers, marking this year's game rating as the second-best Red River Showdown in 10 years and the second-best regular season ABC Noon game since 2016. It was also the first game of ABC's highest-rated tripleheader since 2011.





The graphic shows the top-left portion of the Texas state flag, featuring a white star on a blue field and the letters 'TX' over 'AS' in white on a red field.

TX  
AS



## TEXAS AUTO SHOW

SHIFTING GEARS SINCE 1913

There are auto shows – and then there's the Texas Auto Show (TXAS). For more than 100 years, the Texas Auto Show has thrilled millions of visitors through its innovative exhibits and unique atmosphere on the State Fair of Texas grounds. **The 2021 Show boasted 24 days, more than 297,000 square feet of exhibit space across three indoor and outdoor areas.** Fairgoers had direct access to everything from high-power sport, electric, and luxury vehicles to rugged trucks that blur the lines between heavy-duty and high-end. Whether guests are die-hard car fanatics or just like to look around at the newest models, the Texas Auto Show is the ultimate destination for all things auto.

The Texas Auto Show attracts more than 90% of fairgoers who attend the annual State Fair of Texas. Out of the 2021 Fair's total attendance of 2,202,689 – **approximately 1.98 million people visited** the Auto Show areas over its 24 days.

### PUBLIC RELATIONS

The State Fair and TXAS' public relations team continues to develop outreach plans that target media outlets beyond the auto industry. In 2021, the Texas Auto Show garnered more than **\$1.3 million in earned media, reaching an international audience of more than 704 million** and making headlines in 10 different countries throughout the world. In addition to TXAS-specific coverage, the Show maintains a presence in the State Fair of Texas' year-round publicity, which received a year-end total of more than \$82.04 million in earned media and reached an international audience of more than 40 billion.

### MARKETING & SOCIAL MEDIA

The Show uses a cross-platform approach for marketing and promotions. In addition to its dedicated social media channels, email marketing, and website, the Texas Auto Show leverages opportunities for engagement across the broader State Fair audiences. Through both brand-dedicated campaigns on TXAS channels and placements in high-traffic areas of the State Fair of Texas communication, the Texas Auto Show generated more than 62.8 million impressions during September and October of the 2021 Fair season.

## LEARN MORE

TEXASAUTOSHOW.BIGTEX.COM

#TXAUTOSHOW

@TEXASAUTOSHOW



# CELEBRATE STEWARDSHIP



## FINANCIAL HIGHLIGHTS



**A**s a 501(c)(3) nonprofit organization, our nonprofit purpose is funded through the proceeds from our annual State Fair of Texas event. We are committed to operating in a fiscally conscious manner, 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. Every year, a summary of our audited financial statements can be found on our website at [BigTex.com/About-Us/Financial-Highlights](https://www.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.

### ONGOING DBIE INITIATIVES

- The State Fair's full-time staff participated in a **21-day racial equity challenge**. This challenge included weekly calls led by HR to discuss daily content, which ranged in topics from environmental racism to gender-based violence.
- The Fair created a **Racial Equity Committee**, who met several times throughout 2021 to discuss, define, and begin plans of implementing intention DBIE practices as an overall lens of our work. The committee is comprised of team members from each level of the company, each bringing a unique perspective and diverse qualities.
- The committee is completing a **racial equity audit**, examining both external and internal practices.
- In 2020, 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 introduce the discussion on race with children. These resources will continue to be updated annually.
- 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) participated in customer service training which included DBIE practices this year.
- 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 46.98% of all concessionaires being concessionaires of color at the Fair in 2021, the Fair continues seeking 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.
- **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.

MORE THAN  
**70%**

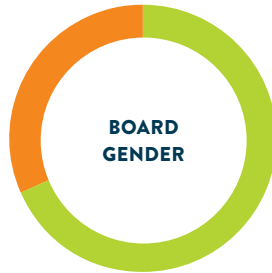
OF NONPROFITS THAT THE  
FAIR FUNDS ARE LED BY  
PEOPLE OF COLOR.

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.

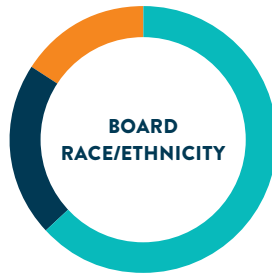
The State Fair of Texas is continuing an intentional journey of exploration to identify how to build the core values of diversity, belonging, inclusion, and equity into all aspects of our operations. We will continue to proactively examine opportunities and adopt practices that promote diversity, belonging,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



## DBIE STATISTICS



Gender	%
Male	63%
Female	37%



Ethnicity	%
Caucasian	63%
African American	16%
Hispanic/Latinx	21%



Gender	%
Male	66.27%
Female	33.73%



Ethnicity	%
Caucasian	53.01%
African American	21.69%
Hispanic/Latinx	18.07%
Asian/Pacific Islander	6.02%
Other	1.2%



Gender	%
Male	47.15%
Female	52.85%



Ethnicity	%
Caucasian	31.86%
African American	52.24%
Hispanic/Latinx	13.47%
American Indian or Alaskan Native	0.76%
Asian or Pacific Islander	0.76%
Other	0.91%



Gender	%
Male	49.05%
Female	50.94%



Ethnicity	%
Caucasian	69.81%
African American	16.98%
Hispanic/Latinx	13.21%

OUT OF THE 242 ZIP CODES CALLED HOME BY THE MORE THAN 1,968 STATE FAIR SEASONAL STAFF IN 2021, 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\***

\* 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.

\*\* Inclusive of retirement payments.

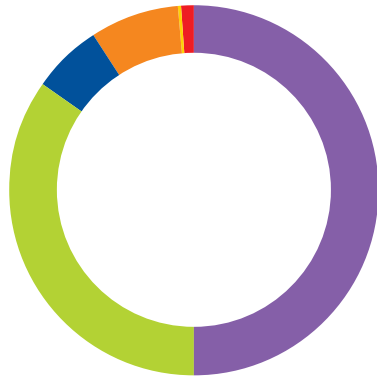
\*\*\* Inclusive of all full-time employees as of Dec. 31, 2021.

## OUR GOALS FOR GROWING DBIE IN 2022

- The Racial Equity Committee will continue to meet monthly.
- The employee handbook will be updated to include our commitment to DBIE.
- Racial equity trainings will be implemented for full-time staff, in addition to participating in the 21-day racial equity challenge again in the beginning of 2022.
- A training specifically focusing on hiring practices will be held prior to the hiring of seasonal staff.

## FINANCIAL HIGHLIGHTS

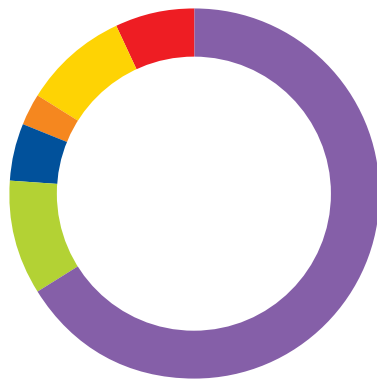
### REVENUES



	2021
● CONCESSIONS (50%)	\$37,966,805
● ADMISSIONS AND PARKING (35%)	\$26,381,202
● EXHIBIT SPACE AND OTHER RENTALS (6%)	\$4,749,586
● CONTRIBUTIONS (8%)	\$5,765,492
● INTEREST INCOME AND DIVIDENDS (<1%)	\$313,004
● OTHER (1%)	\$690,709
<b>OPERATING REVENUES</b>	<b>\$75,866,798</b>

YEAR ENDED DECEMBER 31

### EXPENSES



	2021
● FAIR TIME EXPERIENCE (66%)	\$35,805,859
● AGRICULTURE (10%)	\$5,477,805
● EDUCATION (5%)	\$2,512,068
● COMMUNITY INVOLVEMENT (3%)	\$1,367,541
● MANAGEMENT AND GENERAL (9%)	\$5,067,188
● FUNDRAISING (7%)	\$3,551,123
<b>OPERATING EXPENSES</b>	<b>\$53,781,584</b>

YEAR ENDED DECEMBER 31

<b>EXCESS OF REVENUES OVER EXPENSES</b>	<b>\$22,085,214</b>
<b>REALIZED &amp; UNREALIZED INVESTMENT GAINS</b>	<b>\$2,170,552</b>
<b>GAIN ON LOAN (PPP) EXTINGUISHMENT</b>	<b>\$6,058,845</b>
<b>CHANGE IN NET ASSETS</b>	<b>\$30,314,611</b>

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## STATEMENTS OF ACTIVITIES

	2021			2020		
	NET ASSETS WITHOUT DONOR RESTRICTIONS	NET ASSETS WITH DONOR RESTRICTIONS	TOTAL	NET ASSETS WITHOUT DONOR RESTRICTIONS	NET ASSETS WITH DONOR RESTRICTIONS	TOTAL
<b>REVENUES</b>						
CONCESSIONS AND ADMISSIONS	\$64,348,007	-	\$64,348,007	\$1,275,188	-	\$1,275,188
EXHIBIT SPACE AND OTHER RENTALS	4,749,586	-	4,749,586	278,237	-	278,237
INTEREST INCOME	313,004	-	313,004	658,861	-	658,861
OTHER	690,709	-	690,709	30,232	-	30,232
CONTRIBUTIONS	3,604,846	2,160,646	5,765,492	414,957	1,782,336	2,197,293
NET ASSETS RELEASED FROM RESTRICTIONS	2,118,997	(2,118,997)	-	1,954,592	(1,954,592)	-
<b>TOTAL REVENUES</b>	<b>\$75,825,129</b>	<b>\$41,669</b>	<b>75,866,798</b>	<b>\$4,612,067</b>	<b>(172,256)</b>	<b>4,439,811</b>
<b>EXPENSES</b>						
FAIR-TIME EXPERIENCE	\$35,805,859	-	\$35,805,859	\$9,199,719	-	\$9,199,719
AGRICULTURE	5,477,805	-	5,477,805	2,828,342	-	2,828,342
EDUCATION	2,512,068	-	2,512,068	2,160,995	-	2,160,995
COMMUNITY INVOLVEMENT	1,367,541	-	1,367,541	4,633,092	-	4,633,092
MANAGEMENT AND GENERAL	5,067,188	-	5,067,188	4,264,694	-	4,264,694
FUNDRAISING	3,551,123	-	3,551,123	1,751,155	-	1,751,155
<b>TOTAL EXPENSES</b>	<b>\$53,781,584</b>	<b>-</b>	<b>\$53,781,584</b>	<b>\$24,837,997</b>	<b>-</b>	<b>\$24,837,997</b>
EXCESS/(DEFICIT) OF REVENUES OVER EXPENSES	\$22,043,545	\$41,669	\$22,085,214	(\$20,225,930)	(172,256)	(\$20,398,186)
REALIZED AND UNREALIZED INVESTMENT GAINS	2,170,552	-	2,170,552	1,823,915	-	1,823,915
GAIN ON LOAN (PPP) EXTINGUISHMENT	\$6,058,845	-	\$6,058,845			
CHANGE IN NET ASSETS	\$30,272,942	\$41,669	\$30,314,611	(\$18,402,015)	(172,256)	(\$18,574,271)
NET ASSETS AT BEGINNING OF YEAR	44,988,842	-	44,988,842	63,390,857	172,256	63,563,113
NET ASSETS AT END OF YEAR	\$75,261,784	\$41,669	\$75,303,453	\$44,988,842	-	\$44,988,842

YEAR ENDED DECEMBER 31

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## STATEMENTS OF FINANCIAL POSITION

	2021	2020
<b>ASSETS</b>		
<b>CURRENT ASSETS:</b>		
CASH	\$367,432	\$209,896
RESTRICTED INVESTMENT FOR FAIR PARK IMPROVEMENTS	11,283,419	11,692,053
RESTRICTED INVESTMENT FOR COTTON BOWL IMPROVEMENTS	359,131	359,131
INVESTMENTS	70,904,730	34,269,541
ACCOUNTS RECEIVABLE	962,122	109,659
INVENTORIES, NET	193,637	245,370
PREPAID EXPENSES	321,254	466,915
<b>TOTAL CURRENT ASSETS</b>	<b>\$84,391,725</b>	<b>\$47,352,565</b>
<b>PROPERTY AND LEASEHOLD IMPROVEMENTS, AT COST:</b>		
MIDWAY IMPROVEMENTS	\$14,996,763	\$14,996,763
AMUSEMENT RIDES	21,897,407	21,897,407
BUILDING IMPROVEMENTS	23,690,131	24,429,315
FURNITURE, FIXTURES, AND EQUIPMENT	10,398,142	10,580,198
CONSTRUCTION IN PROGRESS	10,467	321,000
LAND	4,754,089	4,754,089
<b>TOTAL PROPERTY AND LEASEHOLD IMPROVEMENTS</b>	<b>74,746,999</b>	<b>76,978,772</b>
LESS - ACCUMULATED DEPRECIATION AND AMORTIZATION	(57,576,439)	(55,708,567)
<b>NET LEASEHOLD IMPROVEMENTS AND EQUIPMENT</b>	<b>18,170,560</b>	<b>21,270,205</b>
DEFERRED COMPENSATION	2,287,938	1,921,349
<b>TOTAL ASSETS</b>	<b>\$104,850,223</b>	<b>\$70,544,119</b>
<b>LIABILITIES AND NET ASSETS</b>		
<b>CURRENT LIABILITIES:</b>		
ACCOUNTS PAYABLE AND ACCRUED LIABILITIES	\$8,772,812	\$4,963,726
ACCRUED FAIR PARK IMPROVEMENTS	11,497,690	11,607,524
<b>TOTAL CURRENT LIABILITIES</b>	<b>\$20,270,502</b>	<b>\$16,571,250</b>
DEFERRED RENT LIABILITY	\$6,988,330	\$7,062,678
DEFERRED COMPENSATION	2,287,938	1,921,349
<b>TOTAL LIABILITIES</b>	<b>\$29,546,770</b>	<b>\$25,555,277</b>
<b>NET ASSETS</b>		
<b>WITHOUT DONOR RESTRICTIONS:</b>		
UNDESIGNATED	\$55,677,964	\$27,512,705
BOARD-DESIGNATED OPERATING RESERVE	13,758,812	13,193,383
BOARD-DESIGNATED FUTURE FAIR PARK PROJECTS	2,657,633	1,655,810
BOARD-DESIGNATED SCHOLARSHIP FUND RESERVE	3,167,375	2,626,944
<b>TOTAL NET ASSETS WITHOUT DONOR RESTRICTIONS</b>	<b>75,261,784</b>	<b>44,988,842</b>
<b>WITH DONOR RESTRICTIONS</b>	<b>41,669</b>	<b>-</b>
<b>TOTAL NET ASSETS</b>	<b>75,303,453</b>	<b>44,988,842</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$104,850,223</b>	<b>\$70,544,119</b>

YEAR ENDED DECEMBER 31

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## STATEMENT OF FUNCTIONAL EXPENSES

	2021						TOTAL
	PROGRAM SERVICES				SUPPORTING SERVICES		
	FAIR TIME EXPERIENCE	AGRICULTURE	EDUCATION	COMMUNITY INVOLVEMENT	MANAGEMENT AND GENERAL	FUNDRAISING	
ADVERTISING AND PROMOTION	\$100,008	\$71,044	\$300	\$372	\$2,778	\$2,075,492	\$2,249,994
CONTRACT SERVICES	12,332,823	754,501	22,607	3,083	28,674	31,932	13,173,620
DEPRECIATION AND AMORTIZATION	2,913,876	137,819	28,756	43,118	111,510	9,248	3,244,327
FAIR OPERATIONAL COSTS	7,384,070	837,109	288,616	23,145	3,704	3,072	8,539,716
FAIR PARK IMPROVEMENTS	–	–	–	19,401	–	–	19,401
GRANTS AND OTHER ASSISTANCE	–	1,748,724	18,980	542,163	–	–	2,309,867
INSURANCE	1,105,431	52,284	10,909	16,357	42,303	3,509	1,230,793
OCCUPANCY	3,019,600	281,519	183,661	130,907	540,952	179,836	4,336,475
OTHER	363,592	62,317	46,520	3,523	140,880	310,352	927,184
PROFESSIONAL FEES	177,228	4,081	4,003	4,827	928,584	–	1,118,723
REPAIRS AND MAINTENANCE	639,241	116,201	4,762	23,004	15,661	1,281	800,150
SALARIES, WAGES, BENEFITS, TAXES	6,796,477	1,175,885	1,079,964	552,684	3,206,981	893,092	13,705,083
SCHOLARSHIPS	–	–	802,000	–	–	–	802,000
SUPPLIES	973,513	236,321	20,990	4,957	45,161	43,309	1,324,251
TOTAL EXPENSES	\$35,805,859	\$5,477,805	\$2,512,068	\$1,367,541	\$5,067,188	\$3,551,123	\$53,781,584

YEAR ENDED DECEMBER 31

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## STATEMENT OF FUNCTIONAL EXPENSES

	2020						TOTAL
	PROGRAM SERVICES				SUPPORTING SERVICES		
	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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## SPONSORS & MEDIA PARTNERS

## 2021 STATE FAIR OF TEXAS SPONSORS

### TITLE

CHEVROLET  
KROGER FOOD STORES  
MATTRESS FIRM  
SHINER  
STATEWIDE REMODELING  
UNITED AG & TURF  
WILLIAMSON-DICKIE  
WOODBIDGE HOME SOLUTIONS



### PRESENTING

AMAZON  
BANK OF AMERICA  
BUD LIGHT  
CUTCO  
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LUCCHESI BOOTS  
MCDONALD'S  
OAK FARMS DAIRY  
ONCOR  
PROMISE LAND DAIRY  
TDA - GO TEXAN  
TEXAS LOTTERY

### GOLD

DAIRY MAX  
DALLAS MORNING NEWS  
FOUR SIXES RANCH  
MATCHBOX  
NBC 5 AND TELEMUNDO 39  
RENEWAL BY ANDERSEN  
T-MOBILE

TEXAS MONTHLY  
UNIVISION  
U.S. ARMY  
WFAA  
YELLOWSTONE DUTTON  
RANCH

### SILVER

7-ELEVEN DELIVERY  
ACT EVENT SERVICES  
AT&T  
BLUECROSS BLUESHIELD  
OF TEXAS  
CBS 11  
CRICKET WIRELESS  
HEINEKEN  
IHEART MEDIA  
MADDEN ELECTRIC  
SERVICES, INC.  
NAVY FEDERAL CREDIT  
UNION  
PARKER UNIVERSITY

PARKLAND COMMUNITY  
HEALTH PLAN  
PODS FOR BUSINESS  
SPARKLETT'S  
SPECTRA  
SWEET BABY RAY'S  
TEXAS FARM BUREAU  
TXDOT  
VISIT DALLAS  
WHATABURGER  
YUENGLING TRADITIONAL  
LAGER  
ZENNI

### MEDIA SPONSORS

94.9 KLTY  
97.1 THE EAGLE  
97.9 THE BEAT  
98.7 KLUV  
99.5 THE WOLF  
100.3 JACK FM  
102.1 THE EDGE  
102.9 NOW  
106.1 KISS FM  
ADVOCATE MAGAZINE  
AL DIA  
ALT 103.7  
AUDACY  
BOOM 94.5

DALLAS OBSERVER  
DALLAS VOICE  
DALLAS WEEKLY  
ESPN DALLAS  
HOT 93.3  
KLIF 570  
LA GRANDE 107.5  
LONE STAR 92.5  
NEW COUNTY 96.3  
PRIMARY MEDIA  
SENIORIFIC  
THE TICKET  
WBAP

## 2021 BIG TEX YOUTH LIVESTOCK AUCTION & SCHOLARSHIP PROGRAM DONORS

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Sam Ablon  
Robert Abtahi  
ACT Event Services  
Raymond J. Adams Co. Inc.  
Ag Workers Insurance  
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Alamo Amusements  
Lester Aberthal  
Joe Alcantar  
All State 38 Inc.  
Mr. and Mrs. Sean Allen  
Allied Fire Protection  
American Drill Team School  
Cheryl Amerine  
Amusement Management, Inc.  
Marissa Anchia  
Mr. and Mrs. Trae Anderson  
Mr. and Mrs. Lance Andrews  
Andrews & Foster Drilling Company  
Aon Risk Services Southwest, Inc.  
Mr. and Mrs. Bob Armstrong  
Atmos Energy  
Taylor Austin  
Austin Wood Recycling  
Axcent Networks  
Back to Nature, Inc.  
Bailey's Deli & Catering  
Bobby Baillargeon  
Robert Baillargeon  
Debby Moore Baker Family  
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