



THE CELEBRATION AS BIG AS ★ TEXAS ★

➔➔➔➔ 2023 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.

OUR CORE FOCUS



PURPOSE: TO BRING PEOPLE TOGETHER.

NICHE: BY HOSTING AN EXCEPTIONAL EVENT FOR THE PURPOSE OF FULFILLING OUR NONPROFIT MISSION.



OUR CORE VALUES

T

TEXANTUDE

SHOWCASE TEXAS HOSPITALITY WITH A FUN AND POSITIVE ATTITUDE

EXHIBIT TRAITS LIKE FRIENDLINESS, GENEROSITY, LOYALTY, PERSISTENCE, AND COMMITMENT

A HOWDY WITH A SMILE CAN MAKE A DIFFERENCE

BE LIKE BIG TEX AND WELCOME EVERYONE

TEXANS HELPING TEXANS

E

ENTHUSIASTICALLY CUSTOMER FOCUSED

PROVIDE AN EXCELLENT CUSTOMER EXPERIENCE

EVERYONE IS A CUSTOMER

SAFETY FIRST

WE'RE IN THE BUSINESS OF MAKING MEMORIES WITH SOMETHING FOR EVERYONE

HUMBLY STRIVE TO BE THE BEST

X

EXEMPLARY TEAM SPIRIT

WORK WITH A SPIRIT OF GENEROSITY, MUTUAL RESPECT, AND INCLUSIVITY

GOING ABOVE AND BEYOND WITH INTEGRITY

WE WIN TOGETHER, AND WE LEARN TOGETHER

A

AFFECTION FOR THE FAIR & OUR MISSION

THE FAIR IS OUR BIGGEST FUNDRAISER

EDUCATION AND AGRICULTURE AS OUR FOUNDATION

SUPPORT THE GREATER COMMUNITY THROUGH INVESTMENT

SERVE FIRST MINDSET

S

STEWARDSHIP OF THE TRADITION

PRESERVE THE TRADITIONS. INVEST IN AND EMBRACE THE FUTURE

OPERATE IN A FISCALLY CONSCIOUS MANNER TO ENSURE THAT THE STATE FAIR OF TEXAS WILL THRIVE FOR FUTURE GENERATIONS

INVEST IN THE FAIR PRODUCT, OUR FAIR PARK HOME, AND OUR MISSION



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THE 2023 STATE FAIR OF TEXAS WELCOMED MORE THAN

2.3
MILLION

FAIRGOERS THROUGH THE GATES.

IN 2023 ALONE, THE STATE FAIR OF TEXAS CONTRIBUTED NEARLY

\$15.8
MILLION

THROUGH PHILANTHROPIC AND FAIR PARK GIVING.*



SINCE 2016, BIG TEX URBAN FARMS HAS DONATED MORE THAN

1.4 MILLION
SERVINGS

OF FRESH PRODUCE

TO THE SOUTH DALLAS COMMUNITY.

IN ITS 31-YEAR HISTORY, THE BIG TEX SCHOLARSHIP PROGRAM HAS AWARDED MORE THAN

\$17.4 MILLION

TO MORE THAN

3,000

TEXAS STUDENTS.

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

\$33 MILLION

IN AUCTION AWARDS AND SCHOLARSHIPS.

SINCE 2015, THE STATE FAIR OF TEXAS HAS COMMITTED MORE THAN

\$72
MILLION

TO SUPPORT PROJECTS IN FAIR PARK AND TOWARDS THE IMPROVEMENT OF STATE FAIR OPERATIONS.

IN 2023 ALONE,
MORE THAN

71,000

FIRST RESPONDERS, MEMBERS OF THE MILITARY, AND THEIR FAMILIES



VISITED THE FAIR OVER 24 DAYS, UTILIZING THE SPECIAL DISCOUNT OFFER IN GRATITUDE FOR THEIR SERVICE.

EACH YEAR, THE STATE FAIR CREATES MORE THAN

7,000
SEASONAL JOBS

AND IS ESTIMATED TO HAVE AN ANNUAL ECONOMIC IMPACT ON NORTH TEXAS

OF NEARLY

\$500 MILLION.

SINCE 2018, NEARLY

10.9 MILLION

FREE ADMISSION TICKETS

WERE GIVEN TO STUDENTS AND TEACHERS THROUGHOUT NORTH TEXAS AND MORE THAN

1,100

FREE ADMISSION TICKETS

WERE DONATED TO LOCAL NONPROFIT ORGANIZATIONS IN THE SOUTH DALLAS/FAIR PARK COMMUNITY TO ENJOY 2024 THE FAIR.

SINCE 2010, OUR FEED THE NEED PARTNERSHIP WITH NORTH TEXAS FOOD BANK HAS PRODUCED MORE THAN

3
MILLION
POUNDS

DONATED BY FAIRGOERS

AT THE GATES AND DISTRIBUTED TO FAMILIES IN NEED THROUGHOUT NORTH TEXAS.

*Philanthropic & Fair Park Giving includes giving through community outreach programs, funding for upkeep and historical preservation of Fair Park, annual rent to the City of Dallas with the agreement it must go towards the upkeep of Fair Park, and funding for other Fair Park improvements and State Fair operations.



**A MESSAGE FROM BRUCE SIFFORD, BOARD CHAIR
& MITCHELL GLIEBER, PRESIDENT**



HOWDY, FOLKS!

Amid mouth-watering foods, thrilling fun on the Midway, intense football rivalries, dozens of cooking competitions, and hundreds of musical performances, Big Tex had the honor of welcoming more than 2.3 million fairgoers onto the grounds in 2023. Each and every guest helped to make this year's State Fair of Texas another successful celebration of the great Lone Star State. As a 501(c)(3) nonprofit organization, the annual 24-day exposition serves as our largest fundraiser, allowing us to exceed our mission of promoting agriculture, education, and community involvement.

We are proud to have had another record-breaking year for our youth livestock exhibitors and students across Texas. The 75th annual Big Tex Youth Livestock Auction raised more than \$2.1 million during the 2023 State Fair of Texas, with the Grand Champion Market Steer selling for \$160,000 to Frank Deel. The Fair's agriculture and livestock events received more than 18,000 entries from Texans across the state and beyond. In addition, the Fair Park Coliseum hosted 15 free rodeo events, such as Cowboys of Color, Mexican Rodeo Fiesta, and the UPRA finals, capturing the attention of more than 71,000 folks.

More than 220 students across the Lone Star State were awarded scholarships through the Big Tex Scholarship Program, a total equaling more than \$1.3 million in 2023. Over the program's history, more than \$17.4 million has been awarded to Texan students seeking higher education through the Juanita Craft Scholarship, Youth Livestock Scholarship, Seasonal Employee Scholarship, and other ancillary awards.

We are able to give back to our community in a tangible way through annual Fair-time initiatives like "Feed the Need" and Ag Awareness Day, with efforts shared between fairgoers and staff. Fairgoers came together to donate more than 217,000 pounds of canned food during our 2023 Feed the Need promotion, which equated to more than 181,000 meals for the North Texas Food Bank to serve the community that fall. Additionally, our Ag Awareness Day gathered more than 160 4-H, FFA, and FCCLA chapters to participate in the canned food drive, donating more than 27,000 pounds of food to the North Texas Food Bank.

As an annual celebration of all things Texan, we pride ourselves in bringing fairgoers from all walks of life together. In 2023, more than 1,100 admission tickets were donated to local nonprofits so community members could enjoy the Fair. In addition, Texas students received more than 1.95 million free admission tickets, and their teachers received more than 320,000 admission vouchers.

To reflect on a rewarding 2023 State Fair of Texas, we want to express our gratitude to our Tex Team members, community partners, sponsors, and fairgoers who make our (Fair) world go round. It is with your help and support that we can give back to our fellow Texans year-round. We hope to see y'all at historic Fair Park in 2024, where we'll open gates for another 24 days of Fair fun on Friday, September 27, at the Most Texan Place on Earth!

See y'all at the Fair!



BRUCE SIFFORD
Board Chair,
State Fair of Texas



MITCHELL GLIEBER
President,
State Fair of Texas



AGRICULTURE



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

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.



2023 LIVESTOCK HIGHLIGHTS

- More than 18,000 livestock entries were entered and processed by our team leading up to the Fair.
- The State Fair of Texas hosted nine pre-Fair horse shows in the weeks leading up to the Fair, with more than 1,600 riders participating.
- We welcomed livestock participants from more than 860 different Texas cities and nine additional states outside of Texas.
- More than 9,600 Texas 4-H and FFA members competed, showing their animals across the five species during the Fair's youth market week.
- The Collegiate Livestock Judging contest involved 357 college students from across the nation.
- More than 15,500 exhibitors participated in the Fair's livestock shows and other competitive events.
- More than 71,000 people enjoyed the return of 15 performances of the State Fair of Texas Rodeo presented by United Ag & Turf in the historic Fair Park Coliseum, with 507 riders participating in six events.
- Fairgoers witnessed and helped welcome 74 animals that were born in the Livestock Birthing Barn.

75TH ANNUAL YOUTH LIVESTOCK AUCTION

- Approximately 3,100 entries from across the state competed for one of the coveted 582 spots in the 2023 Big Tex Youth Livestock Auction.
- The annual Big Tex Youth Livestock Auction raised more than \$2.1 million in scholarships and prizes for Texas youth in 2023.

2023 GRAND CHAMPION MARKET SALES INCLUDE:



JETT HALE of Roberts County 4-H sold his Grand Champion Market Steer to Frank Deel.

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 opportunities to grow their skills while they are here at the Fair.
- With youth development contests ranging from AgRobotics and Agriculture Mechanics to Job Interviews and Public Speaking, participation included approximately 4,800 students during the 2023 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 fairgrounds. Approximately 6,500 students, representing 166 chapters of 4-H, FFA, and FCCLA participated in the canned food drive.
- More than 27,900 pounds of food was collected and donated to the North Texas Food Bank.

BIG TEX'S DISCOVERY FARM

Big Tex's Discovery Farm offers an educational experience through interactive exhibits, as well as live animal displays, including calves, piglets, and hatching chicks. During the 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.



LIVESTOCK 101 STAGE

Offering daily presentations from resident livestock experts, the Livestock 101 Stage gives visitors the opportunity to learn more about the animals being exhibited in the barns on any given day of the Fair. Afterward, visitors can attend a guided tour through the livestock barns to get up close and personal with some of our 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 74 births during the 2023 exposition. 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.

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.



Introduced in 2016, the State Fair's horticulture-based community initiative, Big Tex Urban Farms, is comprised of planting beds and hydroponic systems housed in the heart of Fair Park. The Farms also houses the Innovations in Agriculture exhibit during the Fair, funded in part with a grant from Bank of America. The mission of Big Tex Urban Farms is to create a food system that:

- Invests financial and human capital into surrounding Fair Park neighborhoods and companies.
- Connects like-minded food-related organizations to each other.
- Provides free, fresh, and 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 seventh full year of production, the Farms reached a milestone in its program history in 2022. Announced in 2018, the million servings mission committed the State Fair of Texas and its signature program, Big Tex Urban Farms to grow and donate one million servings to the local community. In less than four years, the State Fair of Texas made that goal a reality by donating 1,000,000 servings of fresh produce to the South Dallas community for our neighbors in need. On July 15, 2022, the one-millionth serving was donated to the Baylor Scott & White Juanita J. Craft Health and Wellness Center. The work of the Farms, however, did not stop there. The giving continued in 2023, with the Farms surpassing 1,400,000 servings of fresh produce in its eighth full year of production.

GARDENING WITH THE COMMUNITY

Our work through the Farms isn't limited to what we do inside Fair Park. A key part of Big Tex Urban Farms' mission is to initiate and participate in outreach projects in our local neighborhood and beyond. Big Tex Urban Farms continues to make regular produce donations to the organizations shown in this map.

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 has 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 presents to their unique situations.

PRODUCTION TOTALS

	POUNDS	SERVINGS	HYDROPONIC GREENS
2017	2,784	21,266	2,195
2018	12,197	153,060	22,096
2019	20,901	218,002	29,847
2020	26,183	295,757	30,198
2021	23,880	241,300	25,337
2022	18,583	206,060	25,403
2023	30,489	327,374	45,238
TOTAL	135,017	1,462,819	180,314

2023 RECORD BREAKING HIGHLIGHTS

100%

OF PRODUCE GROWN BY BIG TEX URBAN FARMS IS DONATED EVERY YEAR TO LOCAL COMMUNITY ORGANIZATIONS OR INITIATIVES.

30,489

POUNDS OF FRESH PRODUCE GROWN.

IN 2023, BIG TEX URBAN FARMS SURPASSED

1,400,000
SERVINGS

OF FRESH PRODUCE DELIVERED TO THE COMMUNITY.

45,238

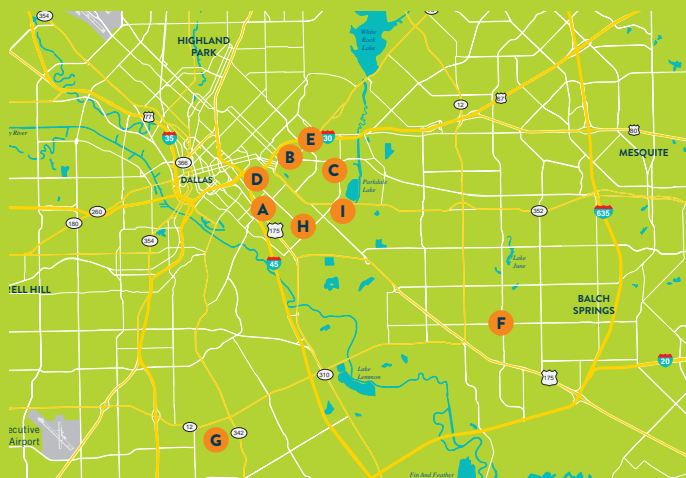
HEADS OF LETTUCE & HERBS DONATED.

A TOTAL OF

327,374
USDA SERVINGS

OF FRUITS AND VEGETABLES DONATED IN 2023.

RECURRING PRODUCE DONATIONS SURROUNDING FAIR PARK



- A 4DWN
- B After 8 to Educate
- C Baylor Scott and White Health and Wellness Institute at the Juanita J. Craft Community Center
- D CitySquare
- E Jubilee Park
- F Parkland Health & Hospital System – Southeast Dallas Health Center
- G The Oak Cliff Veggie Project
- H T.R. Hoover Community Development Corporation
- I Restorative Farms



EDUCATION



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

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





BIG TEX SUMMER SAMPLER

In 2023, more than 100 elementary school students in third through fifth grade enjoyed a fun, fair-filled day of activities on the State Fair of Texas Midway, including rides on the Top O' Texas Tower, Midway games, and Fair-food classics such as Fletcher's™ Original Corny Dogs and curly fries. Participating agencies included the African American Museum, Braswell Child Development Center, Bridgebuilders, Dallas Community Fellowship Inc., Cornerstone, and T.R. Hoover Community Development Corporation.

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 four through 12. For more information on the State Fair of Texas curriculum, visit BigTex.com/Education.

LITTLE LONE STARS CLUB

Launched in 2020, the Little Lone Stars Club is a kids club for even the tiniest of Fair fans. From May through September, activity packets are mailed out to Little Lone Stars across the state. These activity packets include fun educational activities, like crosswords about Texas agriculture or word jumbles about Texas icons.

NEXT FEST

NEXT Fest is a one-of-a-kind event that aims to empower high schoolers to build the future they desire while addressing their current needs by exposing them to potential employers and vocational opportunities. In 2023, approximately 100 Dallas ISD students from South Dallas/Fair Park area high schools attended NEXT Fest. The students sit in on informative sessions to learn about various careers from industry leaders and expand their financial literacy.

RACE TO KINDNESS BOOK DRIVE

The State Fair partnered with T.R. Hoover CDC, ThriftBooks, and the Dallas Mavericks for Orion's Race to Kindness Book Fair. Thousands of books were given away to students and residents of the South Dallas community.





THE 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 more than \$17.4 million. Eligible recipients in 2023 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 ISD 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 of Innovation 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, university, or trade school.

In 2023, the State Fair of Texas proudly continued its mission of promoting education by awarding 222 new college scholarships – 97 Juanita Craft, 116 Youth Livestock, five Seasonal Employee, and four ancillary scholarships. To learn more about the Big Tex Scholarship Program and how to apply, visit BigTex.com/Scholarship.

MORE THAN
\$1.3
MILLION

AWARDED IN NEW COLLEGE
SCHOLARSHIPS IN 2023.

MORE THAN
3,000
STUDENTS
AWARDED SINCE 1992.



MORE THAN
\$17.4
MILLION

AWARDED SINCE 1992.

222
SCHOLARSHIPS
AWARDED IN
2023.

■ TOTAL SCHOLARSHIP AMOUNT AWARDED ■

JUANITA CRAFT	YOUTH LIVESTOCK	SEASONAL EMPLOYEE	ANCILLARY SCHOLARSHIP	TOTAL EACH YEAR
2019 ◆◆◆◆◆◆◆◆◆◆◆◆◆◆◆◆				
\$510,000	\$666,000	\$42,000	\$30,000	\$1,248,000
2020 ◆◆◆◆◆◆◆◆◆◆◆◆◆◆◆◆				
\$492,000	\$720,000	\$12,000	\$24,000	\$1,248,000
2021 ◆◆◆◆◆◆◆◆◆◆◆◆◆◆◆◆				
\$402,000	\$582,000	\$12,000	\$24,000	\$1,020,000
2022 ◆◆◆◆◆◆◆◆◆◆◆◆◆◆◆◆				
\$462,000	\$714,000	\$12,000	\$24,000	\$1,212,000
2023 ◆◆◆◆◆◆◆◆◆◆◆◆◆◆◆◆				
\$582,000	\$696,000	\$30,000	\$24,000	\$1,332,000

■ SINCE 1992 ■

Over
— \$7.2 —
MILLION
 AWARDED IN
JUANITA CRAFT
SCHOLARSHIPS.

MORE THAN
\$10M
 AWARDED IN
YOUTH
LIVESTOCK
SCHOLARSHIPS.

TOTAL OF
\$132K
AWARDED
 IN SEASONAL
EMPLOYEE
SCHOLARSHIPS.

◆◆◆◆◆◆◆◆◆◆◆◆◆◆◆◆
\$150K
Awarded
 ◆◆◆◆◆◆◆◆◆◆◆◆◆◆◆◆
 IN ANCILLARY
SCHOLARSHIPS.
 ◆◆◆◆◆◆◆◆◆◆◆◆◆◆◆◆

TOTAL OF
\$17,495,000
 AWARDED ACROSS
 ALL SCHOLARSHIP
 OPPORTUNITIES
 — AS OF —
2023



Griselda Diaz

BIG TEX
SCHOLARSHIP
PROGRAM

BIG TEX
SCHOLARSHIP
PROGRAM

IN HONOR OF EXEMPLARY SCHOLASTIC ACHIEVEMENT AND OUTSTANDING LEADERSHIP
IN HIGH SCHOOL, the State Fair of Texas recognizes
Griselda Diaz
AS A RECIPIENT OF A 2023 *Juanita Varga* Scholarship Award
ON THIS DAY, MAY 18, 2023
Mitchell Rube
NATIONAL CHIEF, TEXAS STATE FAIR OF TEXAS

Alexis Sanchez Serrano

BIG TEX
SCHOLARSHIP
PROGRAM

BIG TEX
SCHOLARSHIP
PROGRAM

IN HONOR OF EXEMPLARY SCHOLASTIC ACHIEVEMENT AND OUTSTANDING LEADERSHIP
IN HIGH SCHOOL, the State Fair of Texas recognizes
Alexis Sanchez Serrano
AS A RECIPIENT OF A 2023 *Juanita Varga* Scholarship Award
ON THIS DAY, MAY 18, 2023
Mitchell Rube
NATIONAL CHIEF, TEXAS STATE FAIR OF TEXAS



2023 JUANITA CRAFT SCHOLARSHIP

Honoring the legacy of South Dallas resident and civil rights activist, Juanita Craft, the State Fair of Texas awards multiple \$6,000 scholarships to selected applicants from the following Fair Park-area high schools.

FRANKLIN D. ROOSEVELT HIGH SCHOOL OF INNOVATION

IRMA LERMA RANGEL YOUNG WOMEN'S LEADERSHIP SCHOOL

JAMES MADISON HIGH SCHOOL

LINCOLN HIGH SCHOOL AND HUMANITIES/COMMUNICATIONS MAGNET

NORTH DALLAS HIGH SCHOOL

WOODROW WILSON HIGH SCHOOL

2023 YOUTH LIVESTOCK SCHOLARSHIP

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 for those enrolling in an agricultural-related or agricultural-benefiting natural science curriculum at a Texas college, university, or accredited trade school.

2023 SEASONAL EMPLOYEE SCHOLARSHIP

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



ABIGAIL JUAREZ TREJO

Juanita Craft Scholar

University of Texas

Major, Business

"For most of my life, I've loved living a couple of minutes away from the State Fair of Texas. I couldn't believe I received an opportunity to be a Big Tex Scholar, which would not only help my future endeavors, it would also make my parents worry less. A piece of home is supporting me in receiving my education, and I am so thankful!"



LIBBY ROGERS

Youth Livestock Scholar

Texas A&M University

Major, Health Education

"Being selected as a 2023 Big Tex Scholar is such an honor! I have shown livestock at the great State Fair of Texas since I was in third grade, and hold this event so near and dear to my heart. Earning this scholarship will not only help me financially as I begin my education at Texas A&M, but it will also be a motivator to do my very best. I want to uphold the values and lessons learned at the State Fair and be an example of what it means to be a Big Tex Scholar."



ELVIN JOHNSON

Seasonal Employee Scholar

Dallas College, Richland Campus

Major, Animation

"Receiving the 2023 Big Tex scholarship is a dream come true for me. Coming from a lower middle-class background, finances have always been a challenge in pursuing my educational aspirations. This scholarship has provided me with the financial assistance that I needed to pursue my studies and achieve my academic goals."



COMMUNITY INVOLVEMENT



As a long-standing nonprofit organization and Dallas institution, the State Fair of Texas has a unique appreciation for the local community that makes such a substantial event possible each year. With the goal of having a positive community impact, whether it be through the State Fair of Texas event itself or the work the State Fair does in the community year-round, the State Fair aims to give back through its partnerships with local organizations and initiatives in our community.

Since launching our Community Affairs program in 2016, the State Fair of Texas has invested more than \$6 million through signature community programs, community giving through grants and sponsorships, as well as other support and resources. This does not include the additional impact and investment made through the State Fair of Texas' Big Tex Urban Farms, Big Tex Scholarship Program, and Agriculture & Livestock programs.

In addition to offering financial resources, the State Fair's Community Affairs Team connects local organizations together to foster community relationships, form partnerships, and develop initiatives that work to continue making a positive impact. Our ability to serve and continue growing our scope of service is strengthened through the support of our fairgoers, volunteers, relationships with like-minded organizations, and the dedication of our entire State Fair team.

The work the State Fair does year-round in the community is made possible through the success of our largest community program and fundraising event – the 24-day State Fair of Texas.



BUILDING CAPACITY OF NONPROFITS

COMMUNITY GIVING THROUGH GRANTS & SPONSORSHIPS

The State Fair of Texas' Community Giving Program offers opportunities for local nonprofits to receive financial support during dedicated cycles throughout the year. In 2023, 101 organizations received more than \$673,000 in project funding through grants and sponsorships. As a neighbor in the South Dallas/Fair Park community, we are committed to supporting nonprofits 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 four areas that complement our mission: education, capacity building, economic development, and food security. For more information about the Community Giving Program, please visit BigTex.com/Grants.

2023 STATE FAIR OF TEXAS GRANT & SPONSORSHIP RECIPIENTS:

180 Impact
2 Inspire Peace
Abide Women's Health Services
Ability Connection Texas
**African American Museum
All Stars Project of Dallas
Alzheimer's Association
**Austin Street Center
Beckles Dancing Company - Arga Nova Dance
Big Brothers Big Sisters Lone Star
Book Drive for Kids
Buckner International
C5 Texas
Carter's House
Catch Up and Read
Children At Risk North Texas Hats Off to Children Reception
Children's Advocacy Center for North Texas
Circle Ten Council, Boy Scouts America
CitySquare Fighting Poverty In Dallas
Cornerstone Community Development Corporation, Inc.
Dallas Black Chamber of Commerce
Dallas Education Foundation
Dallas Holocaust Museum Center for Education Ethnic Studies - Craft Kids Panel
Dallas Leadership Foundation
*Dallas Legacy Mission
Delighted to Doula
DFW CARES Mentoring Movement
DISD - State of the District 2023
Education Opens Doors
Equest
Evergreen Life Services of Texas
*Fairview Youth Foundation
FEED Oak Cliff
First Choice Social Services
For Oak Cliff - Dallas Foundation
Francis Byrd Horn of Plenty Food Pantry - Mount Olive Lutheran Church
Frazier Kids Out of School Time
FRIENDS of Barack Obama Male Leadership Academy
Friends of Juanita Craft Civil Rights House and Museum
Friends of MLK
*From Gang to Glory by Collective Activism, Inc.
Frost Bank Reality Fair
Girls Empowerment Network
Golden Gate Adult Rehabilitation Ministry
Greater Dallas Planning Council (GDPC)
Green Careers Dallas
Head Start of Greater Dallas, Inc.
Healthy Futures of Texas
*Helen's Project
Helping Us Help Her (HUHH)
H.I.S. BridgeBuilders
*Hope Farm Inc.
Housing Crisis Center
ilooklikeLOVE, Inc.

Incarnation House
Irving Hispanic Chamber of Commerce
Juanita J. Craft Civil Rights House and Museum
Jubilee Park & Community Center
Lakewood Early Childhood PTA
Lone Star CASA, Inc.
Lone Star Justice Alliance
Mayors Back to School Fair
New Friends New Life - Amy's Friends
One Man's Treasure
One World Recovery Network
Raise Your Voice
Race to Kindness Book Fair
Restorative Farms
Restorative Farms- DIGGS
Ronald McDonald House of Dallas
Serving Neighbors, Inc. (Samuel Development Corporation)
*Single Parent Advocate
Sleep in Heavenly Peace, Inc.
South Dallas Fair Park Inncity Community Development Corporation (ICDC)
Southern Dallas Link
Spida Inc. dba Braswell Child Development Center
Stand 4 Sisterhood
Stars United Global Outreach
St. Philip's School and Community Center
Swan Strings
TeCo Theatrical Productions, Inc. dba Bishop Arts Theatre Center
The Body of Christ Assembly dba BOCA Creative Support Services
*The Bridge Steps
The Concilio
The GEMS Camp
The Magdalen House
The Robinson House Foundation
*The Village of Texas
The Walls Project
The Well Recovery Center - The Well Ministries of DFW
TMJ Dance Project
T.R. Hoover Community Development Co. - Summer Enrichment Camp
Under 1 Roof
Union Development Corporation dba Project Unity
Viola's House
Vision for Families
*Watermark Community Development Corporation
Well Community
West Dallas Community School
Wilkinson Center
Women Empowering Women for the Next Generation Ministries
YMCA of Metropolitan Dallas Park South

*Denotes a first-time State Fair of Texas grant recipient.

**Received a grant and a sponsorship from the State Fair of Texas.



CHYNNA GOREE
Act
(Advocates for Community Transformation)

“As a first-time grantee, we loved attending Community Engagement Day luncheons in 2023. From ‘show and tell’ with other nonprofits to hearing from knowledgeable, purpose-driven speakers, there’s always something to take back and implement in your own work. We gather at the State Fair for Community Engagement Day and see a snapshot of the incredible breadth of work being done by the community, for the community.”



SUSANA CRUZ
Cedar Hill State Park

“When I caught wind of Community Engagement Days returning to in-person meetings after the COVID-19 pandemic, I registered immediately! These luncheons bring so many of us doing grassroots-level work together in a space that helps create true connections. Our missions align and overlap, making it feel as though you are in a room full of friends and kindred spirits. When I see attendees at other community events or just out at the grocery store, it amazes me that we are connected because of the State Fair of Texas’ initiative to build lasting ties between community organizations through these events. As soon as I hear about the next date, true joy fills my heart knowing I get to see all my friends, meet new ones, and visit with the State Fair team.”

COMMUNITY ENGAGEMENT DAY

Community Engagement Day luncheons and events are hosted quarterly by the Fair, with the goal of bringing South Dallas nonprofits together to share resources and build their social capital. In 2023, Community Engagement Day returned with much success, with more than 500 attendees spanning over the four sessions. Of those 500, nearly 300 of those folks came out during the Fair to learn and network with like-minded community members. Keynote speaker, Ashley McIver, Senior Community Philanthropy Officer for Communities Foundation of Texas, focused on practical knowledge and actionable strategies to enhance an organization’s sustainability efforts.

PASTORS LUNCHEON

The 2023 Pastors Luncheon hosted approximately 65 pastors and clergy on October 12 during the State Fair of Texas. This event was designed to create an environment to celebrate congregations and invite clergy leaders from the community to fellowship. Guest speakers Assistant Chief Teena Schultz and Lieutenant Wendi Laake from the Dallas Police Department spoke to the attendees, focusing on safety in the community.

JUANITA CRAFT HUMANITARIAN AWARDS

Presented for the sixth time during the 2023 State Fair of Texas, the Juanita Craft Humanitarian Awards was created to honor Mrs. 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 theaters around Dallas. Hosted by the State Fair of Texas and the Friends of the Juanita J. Craft Civil Rights House & Museum, the 2023 ceremony recognized past, present, and future leaders who are following in Mrs. Craft’s footsteps, as well as presented awards to individuals who have made an impact on civil rights in the City of Dallas. The 2023 recipients include Emmy Martinez (Spark Award), Reuben Lael Griffin (Catalyst Award), Lacy L. Durham, Esq. (Visionary Award), and Dr. George Elvin Keaton Jr. (Visionary Award.)



CECE COX

CEO of Resource Center / 2023
Juanita Craft Humanitarian Award
Honorable Mention

“Resource Center is honored to have received the honorable mention for the 2023 Juanita Craft Legacy Award. Inspired by the legacy of Mrs. Craft, we continue the fight for civil rights of a community that faces ongoing attacks and discrimination. In the past 40 years, Resource Center has become one of the largest organizations that supports the LGBTIQIA+ community in North Texas. We provide vital resources, including health and wellness, financial and nutritional support, HIV testing and prevention, and community programs and outreach to more than 62,000 people every year. Soon, we will open affordable and affirming housing for individuals age 55+. We are humbled by this recognition and grateful for the exemplary life of Mrs. Craft, as she inspires all of us to work toward what is just and right for our communities.”



EMMY MARTINEZ

2023 Juanita Craft Humanitarian
Award Winner

“This recognition has been a transformative and inspiring experience that has left an incredible mark on my life. From the moment I first learned about Juanita Craft and her impact on our community, I was captivated by her mission to bring racial equity to Dallas. Little did I know that I stand as a testament to the future she dreamed of. To be highlighted and celebrated for my own efforts of racial equity is such an honor. Receiving the Juanita Craft Humanitarian Spark Award has not only validated my endeavors of seeking a diversity, equity and inclusion degree in college but it has also provided me with an incredible sense of purpose and motivation. It has reminded me that every small effort can create a ripple effect of change, transforming lives, and creating a more equitable world where we can all thrive.”



DIONE BANKS

Director of Community Development for Head
Start of Greater Dallas

“Head Start of Greater Dallas is so grateful to the State Fair of Texas for providing toys, coats, and funding to our Jeanie’s Place Early Head Start and Davids’ Place Head Start. Many families do not have the opportunity to provide for their families for the holiday season, given the challenges of meeting basic needs, so these gifts were needed and appreciated. We look forward to continuing our partnership with State Fair of Texas and the State Fair Cares Holiday Event and Benefit.”

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 2023 Fair, more than 400 Fair volunteers collected nearly 218,000 pounds of canned food items at the State Fair gates, which equated to more than 181,000 meals for the North Texas Food Bank to serve the community in the fall of 2023.

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 2023 food drive collected donations from 27 vendors, representing 105 booths throughout the fairgrounds. Donations were divided up and shared amongst nine South Dallas/Fair Park area organizations. These organizations included: Austin Street Center, Cornerstone Community Kitchen, Empowering the Masses, Incarnation House, Inspired Vision Community Center, Jubilee Park Community Center, St. Paul United Methodist Church, T.R. Hoover Community Development Corporation, and The Well Recovery Center.

STATE FAIR CARES HOLIDAY EVENT AND BENEFIT

The sixth 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 local nonprofit, Head Start of Greater Dallas’ center, Jeanie’s Place and Davids’ Place. Head Start of Greater Dallas is a nonprofit organization, and their Fair Park-area center, Jeanie’s Place, in partnership with Jubilee Park, is active in the community to enroll children in free early childhood education. To support them best, the Fair asked attendees to bring toys, coats, and clothing for children ages six weeks to three years old.



BIG TEX BUSINESS MASTERCLASS

ECONOMIC DEVELOPMENT

BIG TEX BUSINESS MASTERCLASS

The Big Tex Business Masterclass returned in 2023 with 16 participating vendors and eight partners. Of the 16 vendors, 14 graduated from the program successfully. Fairs, festivals, and expositions are a significant contributor to the hospitality and tourism industry, and for many small business owners in the Southern Sector, these events can be a great opportunity to generate revenue. The Big Tex Business Masterclass was created to offer local entrepreneurs a dynamic education series through guidance from the State Fair of Texas along with our partnerships and collaborations with organizations like SCORE Dallas, Small Business Development Center of North Texas, Small Business Administration (SBA), City of Dallas, Comerica Bank, Prosperity Bank, Lift Fund, and People Fund.



JAHONA DAVIS

Lulu's Loaded Potatoes and More

"It's just one of those 'you just had to be there' moments. Being able to see the fairgrounds go from an empty park to a park of masses. Cultures from around the world to make the Fair happen. It is more than a team, it truly is a family. Having the opportunity to be part of the Big Tex Business Masterclass provided insight on not just what it takes to become a new food vendor, but to have lawyers, bankers, and other organizations that partner with the State Fair of Texas. The program is well worth your time."



TIFFANY COOPER

Best Tex Tacos & Tamales

"The Big Tex Business Masterclass was definitely an eye opener. Learning new tools and programs to help your business succeed has been very beneficial. The mentors all shared their own personal tidbits on business that I will be applying to my operation. I would highly recommend the class to another business. The knowledge you gain from the course is all designed for success."

FUNDRAISING 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 long-term 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 \$33 million in auction awards and new 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 SPECIAL FUNDRAISING EVENTS, INCLUDING THE BIG TEX YOUTH LIVESTOCK AUCTION, THE STATE FAIR OF TEXAS RAISED MORE THAN

★ \$2.1 MILLION ★

TO SUPPORT STUDENTS THROUGHOUT THE LONE STAR STATE IN AUCTION AWARDS AND NEW COLLEGE SCHOLARSHIPS IN 2023.



BIG TEX CLAY SHOOT CLASSIC

- The 2023 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 2023 event raised a record-breaking \$302,200, with more than 390 participants competing on 82 teams.

BIG TEX GOLF CLASSIC

- The 13th 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 2023 event raised a record-breaking \$197,950 and had 276 golfers participating on 68 teams.

BIG TEX CHAMPION CLUB DINNER

- The annual pre-Fair fundraising dinner welcomed folks to Haggard Farms.
- The 2023 event raised \$145,300.

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 Classic, Big Tex Golf Classic, and the Big Tex Champion Club Dinner to invest in Texas youth.
- The 2023 auction and special fundraising events raised a record-breaking \$2.1 million in premium awards and scholarships.





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 137 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.

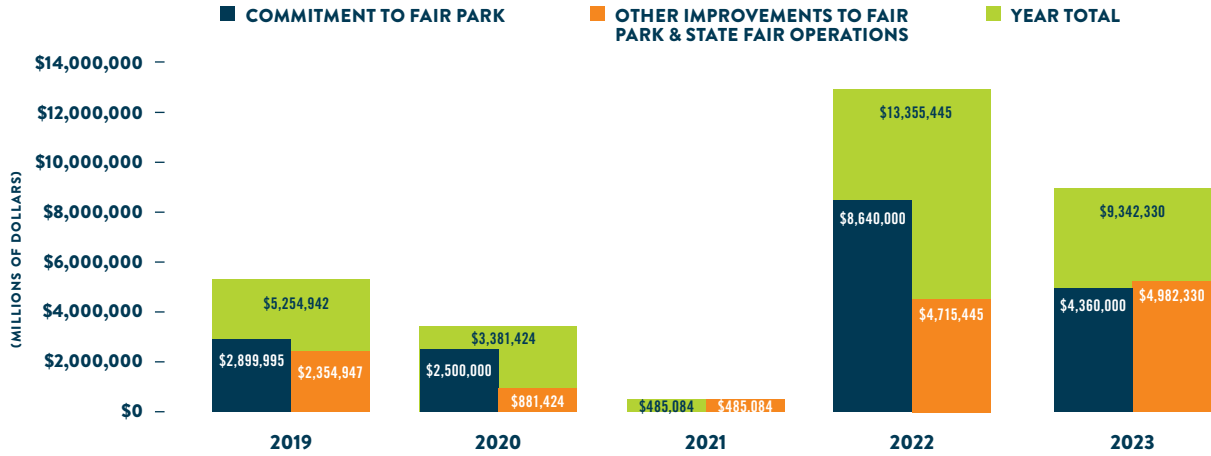
A portion of the Fair’s revenue is reinvested in Fair Park going towards the upkeep and maintenance of the Fair’s home – Fair Park’s historic buildings and facilities, as well as the iconic Cotton Bowl Stadium. Throughout the years, the State Fair has contributed tens of millions

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. The chart on the following pages illustrates the investment made in our home throughout the years.

FUNDING FOR FAIR PARK & STATE FAIR OPERATIONS



HIGHLIGHTS

More than
\$9
MILLION
 IN 2023 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
\$288,000
 DISTRIBUTED IN 2023.

Nearly
\$32 MILLION
 DISTRIBUTED FOR FAIR PARK AND STATE FAIR OPERATIONS OVER THE PAST FIVE YEARS.



2023

STATE FAIR OF TEXAS ★ ★ ★

The 2023 State Fair of Texas, themed “Explore the Midway,” highlighted one area of the fairgrounds that has remained the playground for folks of all ages at the annual State Fair of Texas for 137 years: The Midway. Each year, the Midway serves as a central location for more than 2.3 million folks from all walks of life to experience the hustle and bustle of the Fair. A place where everyone can choose their own adventure and enjoy the carefree bliss that comes with riding rides, playing games, or simply taking a stroll as you savor a corn dog doused in mustard and ketchup, while soaking in all the sights and sounds the Midway has to offer.













THE 2023 STATE FAIR OF TEXAS

The 2023 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 2.3 million people through the gates during its 24-day run. Nearly \$94.2 million was generated in gross coupon sales for food, beverages, rides, and games, with the majority of funds going to vendors. The 2023 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, community involvement, and future Fairs to come.

2023 FAIR ATTENDANCE

FAIR DAY	DAY	DATE	DAILY ATTENDANCE
 1	Friday	September 29	78,742
 2	Saturday	September 30	127,656
 3	Sunday	October 1	63,687
 4	Monday	October 2	45,246
 5	Tuesday	October 3	53,395
 6	Wednesday	October 4	40,088
7	Thursday	October 5	62,604
8	Friday	October 6	92,932
9	Saturday	October 7	208,731
10	Sunday	October 8	114,740
11	Monday	October 9	128,264
12	Tuesday	October 10	108,393
13	Wednesday	October 11	85,940
14	Thursday	October 12	123,486
15	Friday	October 13	131,429
16	Saturday	October 14	141,410
17	Sunday	October 15	88,076
18	Monday	October 16	75,732
19	Tuesday	October 17	84,117
20	Wednesday	October 18	67,031
21	Thursday	October 19	93,387
 22	Friday	October 20	90,510
 23	Saturday	October 21	117,597
24	Sunday	October 22	118,256
TOTAL			2,341,449

 Rain cloud indicates Fair days that experienced rain during its hours of operation.
 Sun denotes Fair days with a temperature of 90 degrees Fahrenheit or hotter.



2023 KEY INITIATIVES

As an organization that strives for excellence in all areas, the Fair is committed to preserving historic traditions while seeking opportunities to progress continuously. The five key areas of brand experience initiatives include **safety and security, cleanliness, landscaping, family-friendly entertainment, and Texantude (customer service.)** The following list is an overview of key projects the Fair focused on during the 2023 season.

- The Fair introduced the Dinosaurs at the Lagoon experience presented by Reliant, as the first-ever bilingual exhibit with educational signage in both English and Spanish. This **multi-year bilingual exhibit** highlights dinosaurs discovered in Texas and around the world in a stunning setting around the Leonhardt Lagoon. In addition to the educational presentation, the experience is home to new refreshment stands, a restaurant-style concession stand, and play area with child-sized dinosaurs, and more.
- For the first time in more than a decade, an **all-new Chevrolet Main Stage** was presented to fairgoers. The new stage area provided digital video walls, enhanced seating risers, and more visibility of the stage, leading to a better customer experience.
- The Midway **sound network was refurbished and bolstered to include newer, more advanced sound technology.** In addition to the hardware upgrades, an emergency notification system was integrated into the Midway sound network, allowing Fair officials to quickly and broadly notify fairgoers should an occasion arise.
- The historic **Midway arch's electrical system and neon lights were replaced and refurbished.** Still using original parts from the 1940s, many parts had to be specially manufactured to keep the integrity of the icon's original form, ensuring its nostalgic aura for many more years.
- **Two new floats** were incorporated into the Kroger Starlight Parade. Constructed by Kern Studios of New Orleans, the new Grand Marshal and larger-than-life armadillo floats amazed fairgoers of all ages.
- In 2023, we implemented a **single source currency** by retiring Big Tex Game Cards, simplifying guests' visit to the State Fair of Texas. Food and Midway Coupons can be used for food, drinks, rides, and games. Additionally, game signage was redesigned and updated to enhance branding and pricing visibility.
- **Enhanced soft spaces** improved guest experience and drew crowds to historically underutilized areas of the fairgrounds.

FUN FOR THE WHOLE FAMILY

The Fair offers a world of entertainment and activities to fairgoers, with all daily shows and exhibits included in the price of admission. On any given day, there are hundreds of activities and shows to enjoy. The fun continues when the sun goes down and the stars at night are big and bright – the Kroger Starlight Parade, Mattress Firm Illumination Sensation, and live music fill the Fair's skyline with light, sound, and color.

OF THE 50 FREE EVENTS WITH
MULTIPLE SHOWINGS DAILY
PRESENTED AT THE FAIR

70%

ORIGINATE AND ARE PRODUCED
IN THE LONE STAR STATE.

**THE DALLAS POLICE
DEPARTMENT'S**

MOUNTED UNIT, CANINE SQUAD,
AND MOTORCYCLE UNIT PROVIDED

30

EXCITING DEMONSTRATIONS
TO FAIRGOERS.

Throughout the Fair's

**24-DAY RUN,
MORE THAN 3,000**

TEXANS PARTICIPATED IN
THE NIGHTLY KROGER
STARLIGHT PARADE.

The Fringe Stage

SHOWCASED WORLD-CLASS
BUSKER TALENT FROM:

MIGHTY MIKE (CANADA)
SARA TWISTER (GERMANY)
ACROBUFFOS (UNITED STATES)
STREET CIRCUS (CANADA)

**20 LOCAL
HIGH SCHOOL
JROTC**

GROUPS TOOK PART IN THE FAIR'S
NIGHTLY HALL OF STATE FLAG-LOWERING
CEREMONY (RETREAT.)

MORE THAN

131,000 PEOPLE

VISITED THE HALL OF STATE TO
ENJOY TWO EXHIBITS,

**THE TEXAS TECH UNIVERSITY
CENTENNIAL AND TEXAS RANGERS
BICENTENNIAL.**

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 place to showcase 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. In 2023, community members got crafty with over 12,100 entries in the Fair's Creative Arts competitions and over 4,100 ribbons were awarded to folks celebrating their creativity this year. In addition, a new spring State Fair cooking competition made its debut: Battle for the Blue Ribbons. Consisting of three of the Fair's most popular Creative Arts cooking contests: Cookie, Cake, and Bread, home cooks of all ages battled head-to-head over one weekend in May. All blue-ribbon winners from the three contests were invited to compete in "Best of Show-Down" in the Competition Kitchen during the Fair. Overall, the 2023 State Fair cooking contests featured over 2,900 participants from across the state.





KEITH TRAN

Owner of Sandoitchi

“We are so appreciative to be a part of the State Fair of Texas. As lifelong Texans, we always looked forward to visiting the Fair as guests, so becoming a vendor has been a dream come true. We have had tons of new customers visiting our restaurant in Downtown Dallas who first tried our food at the Fair. We definitely look forward to our second year at the State Fair of Texas!”

FOOD AND BEVERAGE

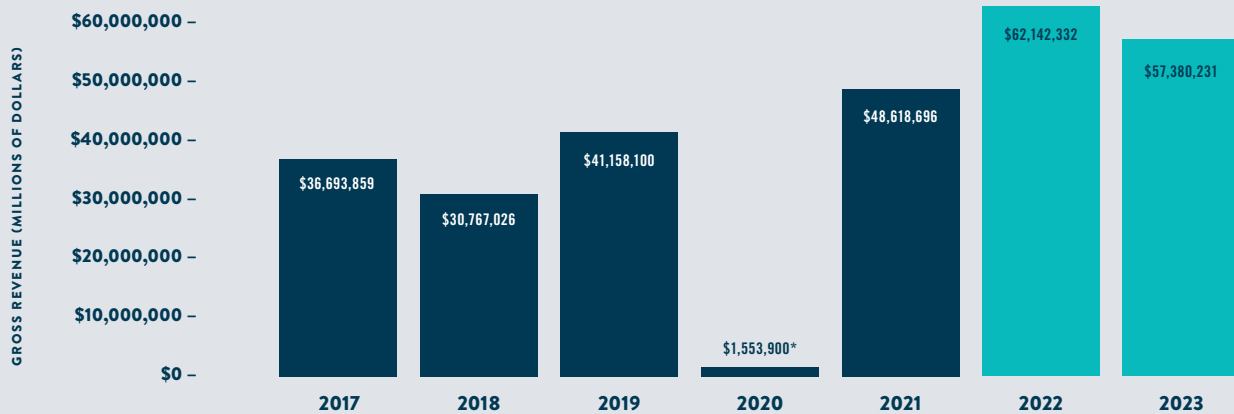
Capitalizing on the anticipation and culinary excitement brought each year to the State Fair, our concessions team has developed restaurant-caliber dining experiences throughout Fair Park, providing business support to more than 90 small business concessionaires who operate 234 concessions locations during the Fair, and

introduced value programs such as “Thrifty Thursdays” and reduced-price beverage stands.

This year, the Fair welcomed five new concessionaires to the list of small businesses, three new soft spaces, and seven new food stands.



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 cook up their tastiest and most unique dishes for a chance to be crowned a winner of the annual Big Tex Choice Awards competition. Kicking off another season of Fair food for 2023, the 19th annual Big Tex Choice Awards, sponsored by Karbach Brewing Company, proved that there is no shortage of creativity when it comes to this competition. With 57 total entries into the 2023 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.



STEPHEN EL GIDI

Drizzle Cheesecakes

“Winning the Big Tex Choice Award for Best Taste - Sweet was an exhilarating highlight of the 2023 Fair season, a true testament to our passion for crafting exceptional desserts. At Drizzle Cheesecakes, we take immense pride in our creations, especially our signature Biscoff® Delight, which has become a beloved classic. This award is not just a win for us, but a celebration of the exquisite flavors that we strive to bring to our customers. The Fair was an amazing journey of culinary discovery, and being recognized amongst such talented peers was both humbling and inspiring. Thank you for embracing our Biscoff® Delight, the heart of Drizzle Cheesecakes.”

2023 BIG TEX CHOICE AWARDS WINNERS



Best Taste - Savory
Deep Fried Pho
by Michelle Le



Best Taste - Sweet
Biscoff® Delight
by Stephen El Gidi



Most Creative
Bourbon Banana Caramel Sopapillas
by Cody and Lauren Hays



SHOPPING

The State Fair of Texas housed 201 exhibitors in approximately 400,000 square feet of indoor and outdoor commercial exhibit space during the 2023 Fair. 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.

➔ This year, the Fair welcomed 25 new shopping booths to its diverse lineup of exhibitors.



SHANNON STAFFORD

Owner of Tiger Jaw Tools, and Staffent USA Ltd.

"The State Fair of Texas is a treasure – from the iconic Big Tex to the majestic Clydesdale horses in the nightly parade. As exhibitors for over 25 years, we've witnessed families returning to our booth year after year, creating their own traditions and family fun. It's not just a fair; it's a gathering where Texas spirit, livestock, and great food bring families together. The State Fair always adds unique attractions yearly; we love the food, shopping, competitions, and the family atmosphere. There is something for everyone at the Most Texan Place on Earth."

FOOTBALL

More than 144,000 fans were in attendance for the State Fair Classic and the Allstate Red River Rivalry at the historic Cotton Bowl Stadium during the 2023 State Fair of Texas.

STATE FAIR CLASSIC

PRAIRIE VIEW A&M UNIVERSITY

20

GRAMBLING STATE UNIVERSITY

35

ALLSTATE® RED RIVER RIVALRY

UNIVERSITY OF TEXAS

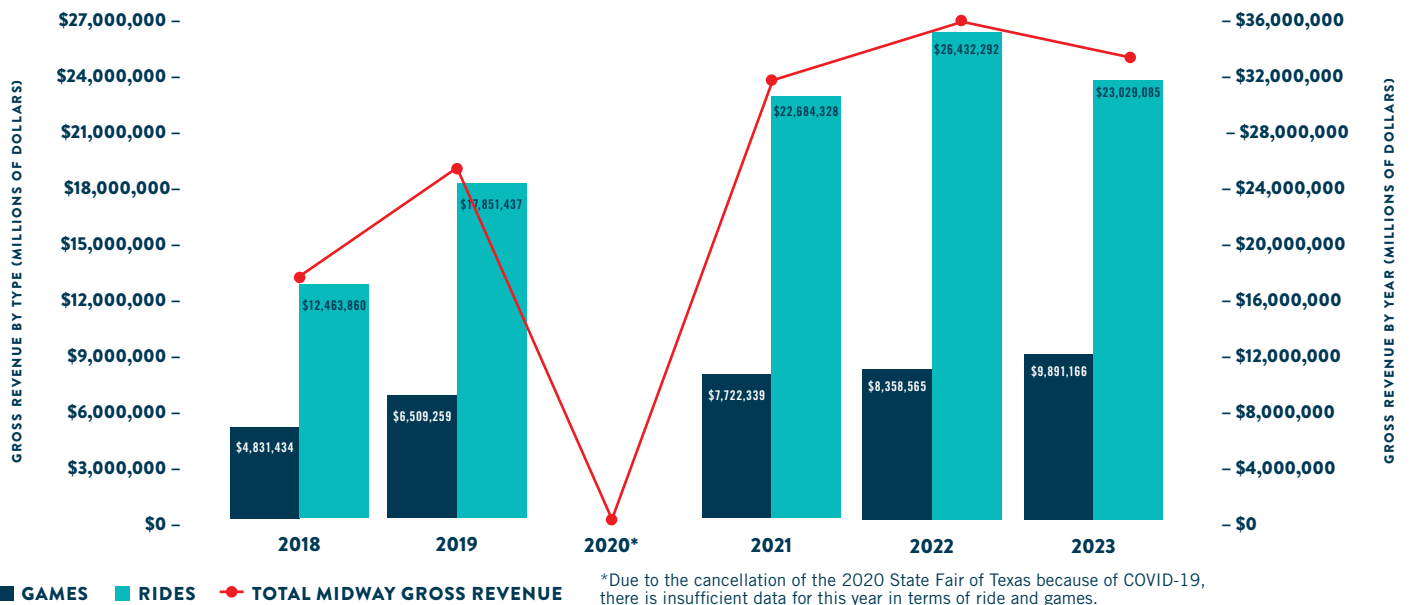
30

UNIVERSITY OF OKLAHOMA

34

LIVE MUSIC

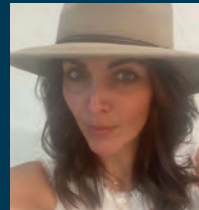
With live music as one of our cornerstones, we take pride in filling our 24-day run with a wide variety of musical acts. Five stages across the fairgrounds offer daily performances of country, pop, soul, jazz, mariachi, and more, all included in the price of admission. Launched in 2019, the Lone Star Music Series features all Texan acts on stages, showcasing the best the state has to offer. During its fourth year, the Lone Star Music Series showcased more than 60 Dallas-Fort Worth-based live music groups and stand-up comedians on the Fair's free Bud Light Stage and the Yuengling Flight Stage. In addition, free headliner concerts were once again held on the Chevrolet Main Stage, with Lil Jon, Shane Smith and the Saints, and Yahritza y Su Esencia drawing the largest crowds.



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. The State Fair of Texas operates an independent Midway, meaning we book a collection of small businesses to operate all rides and games. In 2023, our Midway was comprised of 13 game operators and 27 ride owners. This year, more than 500,000 push prizes, valued at over \$1.6 million, were won on the State Fair Midway.

The State Fair of Texas strives for an exceptional guest experience, especially when it comes to the millions who spend their time on the State Fair Midway. In 2023, the State Fair made the decision to retire Big Tex Game Cards. This change allowed guests to use a single source of currency, thus simplifying their visit to the Most Texan Place on Earth. Additionally, if a fairgoer has a game card with funds from 2022 or a prior Fair, they may bring that card to either of the Fair’s guest relations locations to exchange for Food and Midway Coupons. And as always, coupons from previous Fairs are valid any year.



CASEY TREJO

Trejo Concessions,
Winner of 2023 Best in Show

“I’m extremely humbled to have won this award and receiving this acknowledgement means more than you know. For me, this is so much more than a job. Growing up watching my parents run games and be a part of fairs, I always saw how much providing an experience mattered to people. It was an honor to begin doing the same with my own games in 2009. I still see the Midway the same way as I did as a kid. No matter how hard of a day someone was having, as soon as they stepped into the Fair they were in a bubble. For those few hours it was our privilege to provoke a smile, an experience, and a well-deserved escape to them. That is the kind of magic the Fair brings year after year, and for me to get an award for the thing I love the most is beautiful. I’m grateful the State Fair of Texas gives me a place to do this work and I’m so proud to be a small part of the experience the people enjoy.”



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. Between the two massive indoor spaces and the Truck Zone, fairgoers had direct access to everything from high-power sport and luxury vehicles to rugged trucks that blur the lines between heavy-duty and high-end. Whether guests are

die-hard car fanatics or just like to look around at the newest models, the Texas Auto Show is the ultimate destination for all things auto.

In 2023, approximately 300 vehicles and 14 boats were showcased, and attendees spent 25% of their visit to the Fair at the Texas Auto Show.

LEARN MORE

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

[#TXAUTOSHOW](https://twitter.com/TXAUTOSHOW)

[@TEXASAUTOSHOW](https://www.instagram.com/TXASAUTOSHOW)



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 2023.

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.

2023 MARKETING & PR METRICS

24,627

TOTAL EARNED MEDIA MENTIONS*



\$99.2
MILLION

AD EQUIVALENCY*



51,170,000,000

AGGREGATE READERSHIP*



96,074,663
OUTDOOR BILLBOARD IMPRESSIONS



*ACCORDING TO 2023 CISION REPORT

4,138,869

PIECES OF PRINTED COLLATERAL

959

SPOTS ACROSS 8 STATIONS IN THE DFW MARKET



5,825

RADIO SPOTS

12.42%

INCREASE IN # OF EMAILS SENT

EMAIL DATABASE GREW BY 20.33%

17,632,819
EMAILS

SENT TO A YEAR-END AUDIENCE OF **759,008**

365 PLACEMENTS OF INTEGRATED PRINT AND INTERACTIVE ADS WITH

24,006,905
IMPRESSIONS

CONTINUED ENHANCEMENTS OF BIGTEX.COM TO IMPROVE CUSTOMER EXPERIENCE

REACH OF

4,236,288

17,508,574

PAGE VIEWS



1,657

POSTS/STORIES

ON FACEBOOK, INSTAGRAM, TWITTER, AND TIKTOK GARNERING

105.4 MILLION

SOCIAL MEDIA IMPRESSIONS

DURING THE FAIR'S PROMOTIONAL WINDOW (8/1 - 10/31)



2023 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 2023.



LOCAL & STATEWIDE

AUSTIN AMERICAN STATESMAN
 BALLY SPORTS SOUTHWEST
 CBS 11
 CULTUREMAP
 CUMULUS RADIO
 CW33
 DALLAS BUSINESS JOURNAL
 DALLAS EXAMINER
 D MAGAZINE
 DALLAS MAVERICKS
 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
 KCEN NBC - WACO

KENS CBS – SAN ANTONIO
 KHOV CBS – HOUSTON
 KTEN NBC - TEXOMA
 KTEK – TYLER
 KTXA
 KVUE ABC – AUSTIN
 KWES NBC – MIDLAND, ODESSA
 KXAN NBC – AUSTIN
 KZTV CBS – CORPUS CHRISTI
 NBC 5
 SPECTRUM NEWS
 TELEMUNDO
 TEXAS METRO NEWS
 TEXAS MONTHLY
 UNIVISION
 WBAP/KLIF NEWS
 WFAA

NATIONAL & INTERNATIONAL

247SPORTS
 ABC NEWS
 A&E
 AMUSEMENT TODAY
 ASSOCIATED PRESS
 AUTOMOBILE MAGAZINE
 BBC
 CBS NEWS
 CBS SPORTS
 CIRCLE ALL ACCESS
 CNN
 COOKING CHANNEL
 C-SPAN
 CTY
 DISCOVERY CHANNEL
 ESPN
 ESPN COLLEGE GAMEDAY
 ESPN RADIO
 ESPNU
 FARMER WANTS A WIFE
 FOOD NETWORK
 FORBES

FOX NEWS
 FOX SPORTS
 THE HISTORY CHANNEL
 ITV
 THE KELLY CLARKSON SHOW
 THE LATE LATE SHOW WITH JAMES CORDEN
 MSN
 NBC NEWS
 NBC SPORTS
 NEWSNATION
 THE NEW YORK TIMES
 OXGYN
 PEOPLE
 ROLLING STONE
 SEC NETWORK
 SPORTS ILLUSTRATED
 TMZ
 USA TODAY
 WASHINGTON POST
 THE WEATHER CHANNEL
 YAHOO! US, CANADA, AND UK

NEW AT THE FAIR IN 2023



The wonders of the prehistoric era made their way to Fair Park at this year's Dinosuars at the Lagoon, sponsored by Reliant Energy. Featuring 10 life-sized dinosaurs found in Texas, including a 57-foot-tall Alamosaurus, a kids' play area, and plenty of seating and dining options, the brand-new Dinosuars at the Lagoon exhibit brought together Fair fun with bilingual educational entertainment for the whole family.



This new attraction to the Fair this year provided the best way to cool off in the sweltering Texas heat. Acrobuffos brought Water Bombs to the Fringe Stage, and entertained guests by an interactive and epic water balloon fight.



Big Tex sported a brand-new pair of boots in 2023, sponsored by Lucchese Bootmaker. Irving native, Jessica Bonilla, won the Big Tex Boot Design Contest with her vibrant design of iconic Texas sunsets, livestock, and wildlife.



The All-Star Stunt Dog Show returned to Marine Corps Square with new tricks and treats. Offering the world's first and original "stunt dog show," audiences of all ages were captivated by amazing canine tricks. In 2023, the pups made even more of a splash, thanks to a brand-new expanded set featuring a splash element!



The 2023 Fair brought two brand-new exhibits to the Hall of State. The Texas Tech University Centennial focused on Texas Tech's first 100 years, including its history and the heritage of its unique Spanish Renaissance architecture, and The Texas Ranger Bicentennial exhibit educated visitors about the Rangers' 200 years of service to the people of the Lone Star State.



Soap Bubble Circus performed Guinness World Record-breaking feats of bubble-ology daily at the Oak Farms Theater. Highlights included a snowman dancing across a tightrope and an exploding bubble volcano.





STEWARDSHIP



As a 501(c)(3) nonprofit organization, our nonprofit purpose is funded through the proceeds from our annual State Fair of Texas event. We are committed to operating in a fiscally conscious manner and 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).



STATE FAIR CULTURE

Diversity, belonging, inclusion, and equity are fundamental components of the Fair’s mission and culture. Diversity encompasses all the characteristics in which people may differ, ensuring they are represented in the organization. Belonging is ensuring all persons feel they genuinely belong, are valued, relied upon, empowered, and ultimately matter. Inclusive environments strive to provide a space where all individuals are welcome and thoughts, ideas, and perspectives of all individuals hold value. Equity is addressing the cultural and historical factors that impede a level playing field for those impacted by systemic racial injustice, social injustice, and oppression.

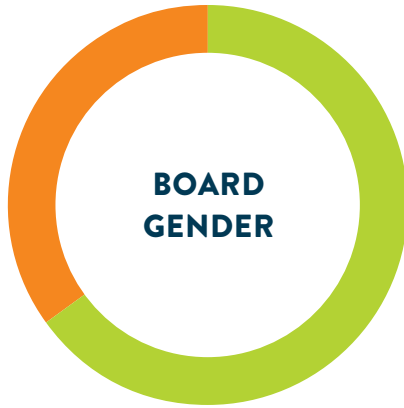
The State Fair of Texas is continuing an intentional journey of exploration to identify how to build the core values of diversity, belonging, inclusion, and equity into all aspects of our operations. We will continue to proactively examine opportunities and adopt practices that promote a culture for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

COMPANY INITIATIVES

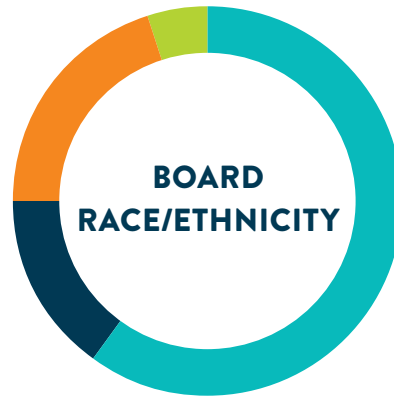
- The State Fair’s full-time staff participated in interviews with Moreland Accord to determine each full-time employee’s thoughts of the work culture at the State Fair of Texas. The interviews brought forth meaningful conversation around the Fair’s culture – where we’ve been, where we are, and where they would like us to be. Interview results were anonymous when the consensus of the culture analysis were combined and presented back to State Fair leadership.
- The Fair created a **Racial Equity Committee** to discuss, define, and begin plans of implementing intentional 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 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 49% of all concessionaires being concessionaires of color at the Fair in 2023, the Fair continues seeking to diversify through outreach and marketing.
- Through programs like the **Big Tex Business Masterclass**, 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.
- Introduced in 2022, the all-new Dinosaurs in Texas exhibit was the **first bilingual exhibit** produced by the State Fair of Texas entirely in English and Spanish.



DBIE STATISTICS



Gender	%
Male	65%
Female	35%



Ethnicity	%
Caucasian	60%
African American	15%
Hispanic/Latinx	20%
Asian-American	5%



Gender	%
Male	37.68%
Female	54.66%
Unidentified	7.66%



Ethnicity	%
Caucasian	27.16%
African American	49.34%
Hispanic/Latinx	12.52%
American Indian or Alaskan Native	0.55%
Asian/Pacific Islander	0.47%
Other	0.89%
Unidentified	9.07%

*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, 2023.



Gender	%
Male	65%
Female	35%



Ethnicity	%
Caucasian	52%
African American	26%
Hispanic/Latinx	13%
Asian/Pacific Islander	7%
Other	3%



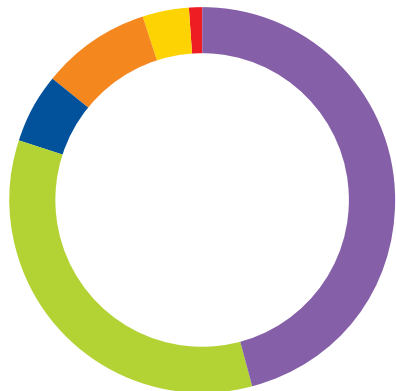
Gender	%
Male	50%
Female	50%



Ethnicity	%
Caucasian	66.18%
African American	14.71%
Hispanic/Latinx	16.18%
American Indian or Alaskan Native	1.47%
Asian/Pacific Islander	1.47%

FINANCIAL HIGHLIGHTS

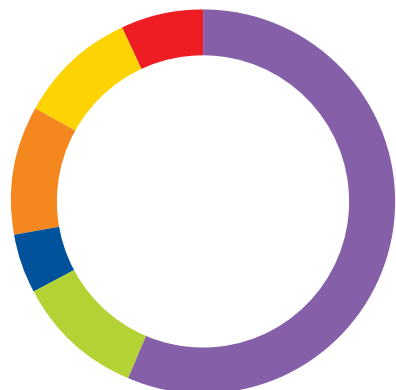
REVENUES



	2023
● CONCESSIONS (46%)	\$36,896,062
● ADMISSIONS AND PARKING (34%)	\$27,477,720
● EXHIBIT SPACE AND OTHER RENTALS (6%)	\$5,120,318
● CONTRIBUTIONS (9%)	\$6,921,941
● INTEREST INCOME AND DIVIDENDS (4%)	\$2,990,368
● OTHER (1%)	\$813,455
OPERATING REVENUES	\$80,219,864

YEAR ENDED DECEMBER 31

EXPENSES



	2023
● FAIR TIME EXPERIENCE (57%)	\$40,002,077
● AGRICULTURE (11%)	\$7,653,711
● EDUCATION (5%)	\$3,321,322
● COMMUNITY INVOLVEMENT (11%)	\$7,516,213
● MANAGEMENT AND GENERAL (10%)	\$7,193,093
● FUNDRAISING (6%)	\$4,875,565
OPERATING EXPENSES	\$70,561,981

YEAR ENDED DECEMBER 31

EXCESS OF REVENUES OVER EXPENSES	\$9,657,883
REALIZED & UNREALIZED INVESTMENT LOSSES	\$3,156,489
TAX CREDIT	\$886,669
CHANGE IN NET ASSETS	\$13,701,041

* The December 31, 2023 and 2022 financial information presented herein is derived from our audited financial statements. This excerpted information does not include the footnotes that are integral to a full presentation of our financial position. A complete set of audited financial statements is available on BigTex.com/About-Us/Financial-Highlights.



STATEMENTS OF ACTIVITIES

	2023			2022		
	NET ASSETS WITHOUT DONOR RESTRICTIONS	NET ASSETS WITH DONOR RESTRICTIONS	TOTAL	NET ASSETS WITHOUT DONOR RESTRICTIONS	NET ASSETS WITH DONOR RESTRICTIONS	TOTAL
REVENUES						
CONCESSIONS AND ADMISSIONS	\$64,373,782	-	\$64,373,782	\$75,464,097	-	\$75,464,097
EXHIBIT SPACE AND OTHER RENTALS	5,120,318	-	5,120,318	4,838,600	-	4,838,600
INTEREST AND DIVIDEND INCOME	2,990,368	-	2,990,368	855,711	-	855,711
OTHER	813,455	-	813,455	845,537	-	845,537
CONTRIBUTIONS	2,588,662	2,810,327	5,398,989	2,685,953	2,588,984	5,274,937
DONATED GOOD & SERVICES	1,522,952	-	1,522,952	1,136,014	-	1,136,014
NET ASSETS RELEASED FROM RESTRICTIONS	2,790,327	(2,790,327)	-	2,588,984	(2,588,984)	-
TOTAL REVENUES	80,199,864	20,000	80,219,864	\$88,414,896	-	88,414,896
EXPENSES						
FAIR-TIME EXPERIENCE	40,002,077	-	40,002,077	41,514,532	-	41,514,532
AGRICULTURE	7,653,711	-	7,653,711	6,549,438	-	6,549,438
EDUCATION	3,321,322	-	3,321,322	3,061,981	-	3,061,981
COMMUNITY INVOLVEMENT	7,516,213	-	7,516,213	11,544,230	-	11,544,230
MANAGEMENT AND GENERAL	7,193,093	-	7,193,093	6,044,463	-	6,044,463
FUNDRAISING	4,875,565	-	4,875,565	4,304,261	-	4,304,261
TOTAL EXPENSES	70,561,981	-	70,561,981	73,018,905	-	73,018,905
EXCESS OF REVENUES OVER EXPENSES	9,637,883	20,000	9,657,883	15,395,991	-	15,395,991
REALIZED AND UNREALIZED INVESTMENT GAINS	3,156,489	-	3,156,489	(2,168,512)	-	(2,168,512)
TAX CREDIT	886,669	-	886,669	291,653	-	291,653
CHANGE IN NET ASSETS	13,681,041	20,000	13,701,041	13,519,132	-	13,519,132
NET ASSETS AT BEGINNING OF YEAR	88,780,916	41,669	88,822,585	75,261,784	41,669	75,303,453
NET ASSETS AT END OF YEAR	\$102,461,957	\$61,669	\$102,523,626	\$88,780,916	\$41,669	\$88,822,585

YEAR ENDED DECEMBER 31



STATEMENTS OF FINANCIAL POSITION

	2023	2022
ASSETS		
CASH AND CASH EQUIVALENTS	\$52,984,861	\$47,612,119
INVESTMENTS	8,682,838	8,384,595
INVESTMENTS WITH BOARD-DESIGNATIONS FOR:		
OPERATING RESERVE	20,737,904	19,446,274
SCHOLARSHIP FUND RESERVE	3,127,579	2,721,319
FUTURE FAIR PARK PROJECTS	10,388,577	4,937,422
INVESTMENTS WITH CONTRACTUAL RESTRICTIONS FOR:		
FAIR PARK IMPROVEMENTS	8,335,260	11,775,175
COTTON BOWL IMPROVEMENTS	359,131	359,131
ACCOUNTS RECEIVABLE	829,611	755,545
INVENTORIES, NET	198,389	200,507
PREPAID EXPENSES	146,592	258,617
PROPERTY AND LEASEHOLD IMPROVEMENTS, NET	19,160,399	18,851,158
DEFERRED COMPENSATION	2,641,130	2,124,754
FINANCE LEASE RIGHT-OF-USE ASSETS, NET	984,795	1,313,060
OPERATING LEASE RIGHT-OF-USE ASSETS, NET	15,634,237	16,340,400
TOTAL ASSETS	\$144,211,303	\$135,080,076

YEAR ENDED DECEMBER 31

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	2023	2022
LIABILITIES AND NET ASSETS		
ACCOUNTS PAYABLE AND ACCRUED LIABILITIES	\$5,886,473	\$6,240,819
ACCRUED FAIR PARK IMPROVEMENTS	8,375,931	11,815,845
DEFERRED COMPENSATION	2,641,130	2,124,754
FINANCE LEASE RIGHT-OF-USE LIABILITIES	1,034,633	1,346,049
OPERATING LEASE RIGHT-OF-USE LIABILITIES	23,749,510	24,730,024
TOTAL LIABILITIES	\$41,687,677	\$46,257,491
NET ASSETS		
WITHOUT DONOR RESTRICTIONS, INCLUDING BOARD-DESIGNATED		
UNDESIGNATED	68,207,897	61,675,901
BOARD-DESIGNATED OPERATING RESERVE	20,737,904	19,446,274
BOARD-DESIGNATED FUTURE FAIR PARK PROJECTS	10,388,577	4,937,422
BOARD-DESIGNATED SCHOLARSHIP FUND RESERVE	3,127,579	2,721,319
TOTAL NET ASSETS WITHOUT DONOR RESTRICTIONS	102,461,957	88,780,916
WITH DONOR RESTRICTIONS	61,669	41,669
TOTAL NET ASSETS	102,523,626	88,822,585
TOTAL LIABILITIES AND NET ASSETS	\$144,211,303	\$135,080,076

YEAR ENDED DECEMBER 31

STATEMENTS OF FUNCTIONAL EXPENSES

	2023						TOTAL
	PROGRAM SERVICES				SUPPORTING SERVICES		
	FAIR TIME EXPERIENCE	AGRICULTURE	EDUCATION	COMMUNITY INVOLVEMENT	MANAGEMENT AND GENERAL	FUNDRAISING	
ADVERTISING AND PROMOTION	\$195,515	\$104,660	\$34,267	\$1,010	\$27,178	\$2,983,933	\$3,346,563
CONTRACT SERVICES	10,008,044	1,582,954	19,734	902	36,479	33,526	11,681,639
DEPRECIATION AND AMORTIZATION	2,966,172	175,598	58,282	26,000	264,004	3,919	3,493,975
FAIR OPERATIONAL COSTS	9,171,675	878,992	310,216	12,772	3,965	1,378	10,378,998
FAIR PARK IMPROVEMENTS	-	-	-	5,817,152	-	-	5,817,152
GRANTS AND OTHER ASSISTANCE	-	2,248,652	45,264	988,504	-	-	3,282,420
INSURANCE	1,264,488	84,173	27,938	12,463	126,551	1,879	1,517,492
OCCUPANCY	3,141,303	428,975	208,321	91,244	665,904	174,217	4,709,964
OTHER	316,452	62,175	52,995	6,734	644,930	417,269	1,500,555
PROFESSIONAL FEES	302,357	3,040	-	10,007	1,188,007	45,500	1,548,911
REPAIRS AND MAINTENANCE	1,353,068	92,997	27,220	37,688	80,672	1,924	1,593,569
SALARIES, WAGES, BENEFITS, TAXES	9,937,945	1,816,912	1,451,544	496,789	3,994,850	1,134,340	18,832,380
SCHOLARSHIPS	-	-	1,048,851	-	-	-	1,048,851
SUPPLIES	1,345,058	174,583	36,690	14,948	160,553	77,680	1,809,512
TOTAL EXPENSES	\$40,002,077	\$7,653,711	\$3,321,322	\$7,516,213	\$7,193,093	\$4,875,565	\$70,561,981

YEAR ENDED DECEMBER 31

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	2022						TOTAL
	PROGRAM SERVICES				SUPPORTING SERVICES		
	FAIR TIME EXPERIENCE	AGRICULTURE	EDUCATION	COMMUNITY INVOLVEMENT	MANAGEMENT AND GENERAL	FUNDRAISING	
ADVERTISING AND PROMOTION	\$102,623	\$113,730	\$20,599	\$1,584	\$4,156	\$2,513,632	\$2,756,324
CONTRACT SERVICES	13,499,705	1,289,319	44,842	34,661	125,410	34,097	15,028,034
DEPRECIATION AND AMORTIZATION	3,041,895	139,844	32,563	42,469	127,459	8,074	3,392,304
FAIR OPERATIONAL COSTS	9,384,574	923,244	346,698	199	6,916	13,761	10,675,392
FAIR PARK IMPROVEMENTS	-	-	-	9,566,889	-	-	9,566,889
GRANTS AND OTHER ASSISTANCE	-	1,834,469	38,535	829,738	2,239	-	2,704,981
INSURANCE	1,222,941	63,023	14,675	19,139	57,442	3,639	1,380,859
OCCUPANCY	3,375,531	311,288	196,740	162,854	642,447	191,362	4,880,222
OTHER	271,497	96,860	49,929	10,922	321,885	377,480	1,128,573
PROFESSIONAL FEES	182,922	7,839	93	-	988,001	43,625	1,222,480
REPAIRS AND MAINTENANCE	836,754	124,661	10,442	30,313	20,121	1,286	1,023,577
SALARIES, WAGES, BENEFITS, TAXES	8,284,191	1,479,256	1,361,095	839,211	3,681,795	1,042,270	16,687,818
SCHOLARSHIPS	-	-	917,250	-	-	-	917,250
SUPPLIES	1,311,899	165,905	28,520	6,251	66,592	75,035	1,654,202
TOTAL EXPENSES	\$41,514,532	\$6,549,438	\$3,061,981	\$11,544,230	\$6,044,463	\$4,304,261	\$73,018,905

YEAR ENDED DECEMBER 31



2023 STATE FAIR OF TEXAS SPONSORS

TITLE

BUD LIGHT
 CHEVROLET
 WILLIAMSON-DICKIE
 KROGER
 MATTRESS FIRM
 SHINER
 STATEWIDE REMODELING
 UNITED AG & TURF



PRESENTING

BANK OF AMERICA
 CUTCO
 DART
 DOS EQUIS
 DR PEPPER SNAPPLE GROUP
 HEINEKEN
 HILLTOP HOLDINGS
 KARBACH BREWING COMPANY
 LUCCHESI BOOTMAKER
 MCDONALD'S
 OAK FARMS DAIRY

OCTOPUS ENERGY
 RELIANT ENERGY
 T-MOBILE
 TDA - GO TEXAN
 TEXAS LOTTERY COMMISSION
 TEXAS TECH UNIVERSITY
 CENTENNIAL
 WOODBRIDGE HOME
 SOLUTIONS
 YUENGLING

GOLD

COCA-COLA
 DAIRY MAX
 ELI LILY AND COMPANY
 GLOBAL POKER
 MATCHBOX
 ONCOR
 PODS

PRINCESS CRUISE LINES
 RENEWAL BY ANDERSEN
 TEXAS MONTHLY
 THE DALLAS MORNING NEWS
 UNIVISION
 WFAA

SILVER

AARP
 ACT EVENT SERVICES
 BCBS OF TEXAS
 BOSCH
 CBS 11
 COMMUNITY COFFEE
 CORONA
 CRICKET WIRELESS
 GABBY'S DOLLHOUSE
 GEL BLASTER
 GSK
 IDAHOAN

IHEART
 LAY'S
 MADDEN ELECTRIC
 US MARINES
 MARTHA WHITE
 MOLINA HEALTH CARE
 NAVY FEDERAL
 SAMSUNG
 SOUTHWEST DAIRY FARMERS
 SYSTEM PAYERS
 TEXAS FARM BUREAU
 VERIZON

2023 BIG TEX YOUTH LIVESTOCK AUCTION &

SCHOLARSHIP PROGRAM DONORS AS OF DECEMBER 31, 2023

505 Millenium
5555 N. Beach
6000 Connection
830 Greenville
Abatix
Mike Ablon
Sam Ablon
Robert Abtahi
Sam Abweh
Clayton Acker
Clayton and Bonnie Acker
Alex Adams
Ag Workers Insurance
Alamo Amusements
Lester Alberthal
Michael Alcantar
Joe Alcantar
Jerry C. Alexander
Alida Hotel
All State 38 Inc
Sean Allen
Allied Fire Protection
Amusement Management, Int'l.
Marissa Anchia
Brenda Anderson
Lance Andrews
Andrews & Foster Drilling Company
Anita Barham Realty
Stephen Arata
Hope Archer
Joe Armes
Bob & Lisa Armstrong
Art of Twisted Nail LLC
Atmos Energy
Auction Day Committee
Austin Avenue Animal Hospital
Taylor Austin Pulfer
Austin Wood Recycling
B Ellis Concessions
Back to Nature, Inc.
Bobby Baillargeon
Robert Baillargeon
Bryan Baker
Baker Tilly
Baker Triangle
Baker, Debby Moore Family
Scott Bane
Bane Machinery, Inc.
Bank of Texas
Anita Barham
Kary Barnett
James Barrera
Barry Cooper
Baylor Scott & White Health
Pat Beard
Tony Bednar
Susan Bell
Bell Nunnally & Martin LLP
Ben E Keith Co.
Benchmark Bank Private Wealth
Kathy Bennett
Sonny Bert
Bert Concessions, Inc.
Bob Best
Billy Bob's Texas
Jim Bishop
Bishop Amusement Rides
Blake's Concessions
Brett Blakey
Lance Bland

David Blaylock
Blue Cross & Blue Shield
Blue Racer Midstream
Boomer Jack's
A. Compton Borders
Jeff Bossman
Ben Bradshaw
Scott Brady
Rocky Brashears
Michael Brigance
Zach Bright
Scott Britt
Stephen Brookshire
Susan Brosin
Bridget Browning
Becky Brumley Newton
Buckeye Bingo
Burk Royalty Co., Ltd.
Keith Burks
Kathy Burns
Aimee Bush
Lori Bush
Butch Benavides
Mr. and Mrs. Richie Butler
Zane Butter
D. Harold III Byrd
Roberta M. Byrd
Ed Campbell
Cindy Cannon
Jose Cano
Mary Capps
Caprice Enterprises, Inc.
John III Carpenter
Brian Carter
Jeff Carter
CCI-5000 Headquarters Legacy
CCI-Beach II, LP
CCI-Beach LP
CedarTop Capital Energy LLC
Scott Chambers
Sharon Champagne
Chandler Country Store
Chandler Markwardt
Terry and Betsy Charleston
Charlie's Creole Kitchen
Heath Cheek
Chicago Title
Chris Jordan
Chris Rogers
Emma Christensen
Frank Cinatl
Circle R Ranchwear
Lindsay Clark and Reiner Zuercher
CMD Commercial Flooring, Inc.
Coldbeer in Deep Ellum LP
Color Dynamics
Natalye Combs
Comerica Bank
Jim Conatser
Conatser & Giles LLC
Concession Staffing Services, LLC
Karissa Condoianis
Greta Conger
Cooper's BBQ
Cornerstone Baptist Church
Carrie Covert
Patrick Cowden
Edwin L. Cox, Jr.
Craftway Kitchen
Jake Crandall

Crave Popcorn Co.
Pat Crow
Crow Holdings
Abbey Cumnok
Cutco
CXI, LLC
Terry Dallas
Dallas Communications Complex
Darn Good Corn
DASG, LLC
Erik Daugbjerg
David Moran
Richard Davidovich
Carol Davis
Davey Davis
Shelisa Dean
John de la Garza III
Frank Deel
Veronica Delgado
Mike Demas
Demas Enterprises, Inc.
Dexter & Company
DG Ranch LLC
Paul DiCarlo
Dogwater Cattle Co.
Douglas Nash
Cathy Dozier
Sarah Dozier
Driver Pipeline Co., Inc
Michael Dulan
Mary Dunne
Jerry Duty
Dynamic Systems, Inc.
Dynaten
E. H. Teasley & Co., Inc.
E. I. Dupont de Nemours and Company
Ed Campbell Concessions Company
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Fletcher's Original State Fair Corny Dogs
Zori Flores

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Mike Hutchinson
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Resort and Spa
Hyatt Regency Lost Pines Resort
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Steve and Linda Ivy
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J. F. Construction, Inc.
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Kane, Russell, Coleman & Logan, PC
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Katy Trail Ice House
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Kenny's Restaurant Group
Daniel Keys
Melissa Kibby

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Pam Kirkley
Philip Kistler
Debra Kohnle
Daniel Krieg
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Lydia Laske
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Madden Electric
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Alex Madrazo
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Steven Mancillas Jr.
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Rudy Martinez
Melinda Matthews
Warren Mayberry
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Ronald McCutchin
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Bill and Robin McMahan
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Retta Miller
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Byron Mitchell
Jill Mitis
Taylor Moody
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Julie Motosko
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Charlie Myers
Marc J. Myers
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Nevins Concessions
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Gina Norris
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Dee and Bob Ruckman
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Mischel Rule
Frank Rumore
Vickie and Frank Rush
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Rutledge Haggard
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Saint Bernard
Alejandra Salazar
Salum Restaurant
Samsville Gallery
Travis Sartain
Pete Schenkel
Wayne Schilling
Schmidt & Stacy® Consulting
Engineers, Inc.
David Schmidt, P.E.
Melanie and Chad Schneider
Mark and Tracy Schortman
Ashley Schrader
Jennifer Schuder
Scovell Family Foundation
Andrew Scudder
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SFOT Creative Arts
S-GAP, Student Governmental Affairs
Program
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David Shasteen
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Clinton Sims
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Sky Spectacle Inc
Robert Smith
David Snyder
Mr. and Mrs. Daniel Snyder
SOBAT Concessions Inc.
Jessica Sotero
Angela Solano
Jeremy Solem
Solem Concessions, Inc.
Southwest Airlines
Southwest Pipe Trades Association
Charley Spradley
Spradley Legal Search
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State Fair Spectaculars LLC
Stephen Brookshire
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Stiffler Concessions, LLC
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Eddie Stutts
Mary Suhm
Sheryl Sullivan
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Susser Bank
Sweet Connie's, Inc.
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Mary Talley
Talley Amusements
Tarleton Agricultural Education Alumni
John Tarlton
Taste of Cuba
Blake Taylor
John Taylor Jr.
Taylor Moody
Olivia Tedford
Texas Air Systems
Texas Building Controls
Texas Farm Credit
Texas Mezzanine Fund
Texas Toffee
The Chambless Family Foundation
The Harkey Family Foundation, Inc.
The Las Colinas Resort, Dallas
The Nelson
The Only Facial
Thomas Lauther LLC
Douglas Thompson
John P Thompson Jr.
Clint Tillison
Gary L. Tipton
Tito's Handmade Vodka
Delaney Todd
William Toles
Tom Barrett Optical
Tomco Services, Inc.
Tony's Taco Shops
Kyle Townsend
Toyota Stadium
TPG Group

Tracey's Concessions
Binh Tran
Trek Resources, Inc.
Triple T Amusements
TS Food Systems
Tommy Tucker
Lydia Turner
Turtle Creek Management, LLC
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Two Lonesome Doves
Scott Twomey
Uncle Ervin's
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United Ag & Turf
United Mechanical
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Velasquez Catering & Concessions, Inc.
Vermeer Texas-Louisiana
Mark Villasana
David & Gail Vines
Jessica Vitela
Vocational Agriculture Teachers
Assn. of Texas
W. D. W. Management Services LLC
Thomas Wainscott
Ann and Walter Waldie
Newt Walker
Alan Walne
Robert Walne
Thomas Walsh, IV
Wanderlust Amusements Corp.
Ware, Amy and Les Foundation
Scott Watkins
Watkins Construction Company LLC
Weaver
Koree Webb
Wee Dazzle
Allan Weiss
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Sue Wells
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Lea Wright
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Jeannene Xanthus
Helen Yancey
YP Circle P LLC
Z & E, LLP
Hubert Zajicek
Reiner Zuercher

2023 STATE FAIR OF TEXAS FULL TIME STAFF AS OF DECEMBER 31, 2023

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Chief Operating Officer and Senior Vice President

Lindsay Clark
Chief Financial Officer and Senior Vice President

Karissa Condoianis
Senior Vice President of Public Relations

Rusty Fitzgerald
Senior Vice President of Operations

Jason Hays
Senior Vice President of Brand Experience

Melanie Linnear
Senior Vice President of Concessions

Daryl Real
Senior Vice President of Agriculture & Livestock

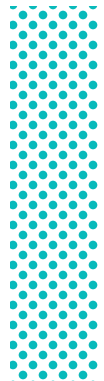
Jennifer Schuder
Senior Vice President of Marketing

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Taylor Austin Pulfer
Kathy Bennett
Robert Blackmon
Rocky Brashears
Bridget Browning
Jim Burns
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Mary Capps
Emma Christensen
Leigh Danley
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Veronica Delgado
Andrew Demler
Katy Gallimore
Shelly Garcia
Nick Gonzales

Nate Gross
Margaret Hannah
Elaine Head
Steve Herndon
Barron Horton
Leslie Jefferson
Daniel Keys
Richard Mankel
Rudy Martinez
Steven McCurdy
Joseph Moore
Phillip Morales
Callie Nolen
Lavone Olmstead
Sterling Pieniazek
Garrett Phillips
Kelly Pound
Sadie Prater

Emmanuel Ramirez
Connie Ramon
David Russ
Alejandra Salazar
Leah Anthony Schulz
Patrick Smith
Delaney Todd
Angela Tran
Jeffrey Trammell
Jessica Vitela
Mitchell Walker
Roosevelt Wheeler
Marvin Wilder
Lea Wright
Kenneth Wright



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STATE FAIR OF TEXAS VOLUNTEER LEADERSHIP AS OF DECEMBER 31, 2023

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Pete Schenkel
George Shafer
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Billy Bos
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Allison Carlson
Leslie Chatman

Carrie Covert
Jake Crandall
Russell Daniels
Davey Davis
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Austin DeLaRosa
Alex Reddell Dooley
Natalie Fortenberry
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Matthew Garcia
Vincent Greene
Stephen Gwinn
Callie Hamilton
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Adelaide Villasana
Mark Villasana

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Marlee Yancey

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Trae Anderson
Lance Andrews
Kyle Berry
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Charlie Bogan
Billy Bos
Bill Boyd III
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Michael Brigrance
Keith Burks
Allison Carlson
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Heath Cheek
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Jake Crandall
Terry Dallas
Russell Daniels
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Chase Galbraith
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Lisa O'Dwyer
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Shea Self
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Chris Wright
Mike Wyatt
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