



# THE CELEBRATION AS BIG AS ★ TEXAS ★

➡➡➡ 2024 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	A HOWDY WITH A SMILE CAN MAKE A DIFFERENCE
EXHIBIT TRAITS LIKE FRIENDLINESS, GENEROSITY, LOYALTY, PERSISTENCE, AND COMMITMENT	BE LIKE BIG TEX AND WELCOME EVERYONE
	TEXANS HELPING TEXANS
E ENTHUSIASTICALLY CUSTOMER FOCUSED	
PROVIDE AN EXCELLENT CUSTOMER EXPERIENCE	WE'RE IN THE BUSINESS OF MAKING MEMORIES WITH SOMETHING FOR EVERYONE
EVERYONE IS A CUSTOMER	HUMBLY STRIVE TO BE THE BEST
	SAFETY FIRST
X EXEMPLARY TEAM SPIRIT	
WORK WITH A SPIRIT OF GENEROSITY, MUTUAL RESPECT, AND INCLUSIVITY	WE WIN TOGETHER, AND WE LEARN TOGETHER
GOING ABOVE AND BEYOND WITH INTEGRITY	
A AFFECTION FOR THE FAIR & OUR MISSION	
THE FAIR IS OUR BIGGEST FUNDRAISER	SUPPORT THE GREATER COMMUNITY THROUGH INVESTMENT
EDUCATION AND AGRICULTURE AS OUR FOUNDATION	SERVE FIRST MINDSET
S STEWARDSHIP OF THE TRADITION	
PRESERVE THE TRADITIONS. INVEST IN AND EMBRACE THE FUTURE	INVEST IN THE FAIR PRODUCT, OUR FAIR PARK HOME, AND OUR MISSION
OPERATE IN A FISCALLY CONSCIOUS MANNER TO ENSURE THAT THE STATE FAIR OF TEXAS WILL THRIVE FOR FUTURE GENERATIONS	





THE 2024 STATE FAIR OF TEXAS  
WELCOMED NEARLY

**2.4**  
MILLION

FAIRGOERS THROUGH THE GATES.

IN 2024 ALONE, THE STATE FAIR OF TEXAS  
CONTRIBUTED MORE THAN

**\$19.5**  
MILLION

THROUGH PHILANTHROPIC AND FAIR PARK GIVING.\*



SINCE 2016, BIG TEX URBAN FARMS  
HAS DONATED MORE THAN

**1.7 MILLION**  
SERVINGS

OF FRESH PRODUCE

TO THE SOUTH DALLAS COMMUNITY.

IN ITS 32-YEAR HISTORY, THE  
BIG TEX SCHOLARSHIP PROGRAM  
HAS AWARDED MORE THAN

**\$18.8 MILLION**

TO MORE THAN

**3,500**  
TEXAS STUDENTS.

IN 2024 ALONE,

**MORE THAN**  
**69,000**

FIRST RESPONDERS, MEMBERS OF  
THE MILITARY, AND THEIR FAMILIES



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

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

**\$85**  
MILLION

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

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

**\$21.4 MILLION**

**IN AUCTION AWARDS AND  
SCHOLARSHIPS SINCE 2018.**

EACH YEAR, THE STATE FAIR  
CREATES MORE THAN

**7,000**  
SEASONAL JOBS

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

UP TO  
**\$680 MILLION.**

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SINCE 2018, NEARLY

**12.8 MILLION**

FREE ADMISSION TICKETS

HAVE BEEN GIVEN TO STUDENTS AND TEACHERS  
THROUGHOUT NORTH TEXAS, AND

**1,100**

FREE ADMISSION TICKETS

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

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

**3.2**  
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!**

The 2024 State Fair of Texas brought joy to nearly 2.4 million fairgoers through crazy fair food concoctions, live music spanning multiple genres and decades, attractions and shows for the tiniest of Fair fans or the seasoned veterans, unmatched thrills on the Midway, historic football matchups, and more, making our 138th year one to remember. Through “24 Days of Fun,” Big Tex welcomed fairgoers with a hardy “Howdy, Folks!” as they entered the gates of the Most Texan Place on Earth, knowing they each play a key role in maintaining our nonprofit mission of promoting agriculture, education, and community involvement.

225 students across the Lone Star State were awarded scholarships through the Big Tex Scholarship Program, a total equaling more than \$1.3 million in 2024. Over the program's history, more than \$18.8 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.

In addition, the 76th Annual Big Tex Youth Livestock Auction raised more than \$2 million, with the Grand Champion Market Steer selling for \$180,000 to Frank Deel, a new single-sale record for the State Fair of Texas. Through the Big Tex Youth Livestock Auction and Scholarship Programs, the Fair has awarded more than \$21.4 million in auction awards and scholarships since 2018. The Fair's agriculture and livestock events received more than 13,000 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.

In tandem with our largest community program and fundraiser of the year, the State Fair of Texas, we upkeep annual Fair-time community initiatives like “Feed the Need” and Ag Awareness Day, with efforts shared between fairgoers and staff. Fairgoers came together to donate more than 198,000 pounds of canned food during our 2024 “Feed the Need” promotion, which equated to 165,363 meals for

the North Texas Food Bank to serve the community that fall. Additionally, our Ag Awareness Day gathered more than 200 4-H, FFA, and FCCLA chapters to participate in the canned food drive, donating more than 30,000 pounds of food to the North Texas Food Bank.

Through our success with the programs, initiatives, and fundraisers mentioned above and others, the State Fair of Texas continues to support our home, Fair Park, by contributing funds from our revenue. In 2024 alone, the State Fair of Texas contributed \$19.5 million through philanthropic and Fair Park giving. Philanthropic and Fair Park Giving includes giving through community outreach programs, funding for the upkeep and historical preservation of Fair Park, annual rent to the City of Dallas with the agreement that it must go towards the upkeep of Fair Park, and funding for other Fair Park improvements and State Fair operations. In addition, the State Fair of Texas' Community Giving Program offers opportunities for local nonprofits to receive financial support during dedicated cycles throughout the year. 133 organizations received more than \$652,000 in project funding through grants and sponsorships in 2024.

The 2024 State Fair of Texas flourished in more ways than one, and the success is a direct reflection of our Tex Team family, community partners, and sponsors who work year-round to ensure the annual 24-day exposition for our fairgoers is nothing short of spectacular. We look forward to the years to come and hope you join us again for the 2025 State Fair of Texas, opening Friday, September 26.

***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.

## 2024 LIVESTOCK HIGHLIGHTS

- **More than 13,000 livestock entries** were entered and processed by our team leading up to the Fair.
- The State Fair of Texas hosted **six** pre-Fair horse shows in the weeks leading up to the Fair, with **more than 800 riders** participating.
- We welcomed livestock participants from **more than 850 Texas cities and five additional states outside of Texas**.
- More than **2,140 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 **361 college students** from across the nation.
- **More than 18,660 exhibitors** participated in the Fair's livestock shows and other competitive events.
- More than **71,250** 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 900 riders participating.
- Fairgoers witnessed and helped welcome **76 animals** that were born in the Livestock Birthing Barn.

## 76<sup>TH</sup> ANNUAL YOUTH LIVESTOCK AUCTION

- Approximately **3,100 entries** from across the state competed for one of the coveted 604 spots in the 2024 Big Tex Youth Livestock Auction.
- The annual Big Tex Youth Livestock Auction raised more than **\$2 million in scholarships and prizes for Texas youth in 2024**.

## 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 **more than 4,760 students** during the 2024 Fair.

## AG AWARENESS DAY

- In collaboration with our partners at Dairy MAX, the State Fair of Texas proudly hosts Ag Awareness Day, a gathering of FCCLA, FFA, and 4-H student leaders from across the state to celebrate Texans and our state's rich agricultural history.
- Supporting our mission, students from across the state participated in a canned food drive followed by a scavenger hunt across the fairgrounds. Approximately **6,800 students, representing 203 chapters** of 4-H, FFA, and FCCLA participated in the canned food drive.
- More than **30,000 pounds of food** was collected and donated to the North Texas Food Bank.

## FAIR-TIME INITIATIVES

With Livestock as a core pillar of our mission, the State Fair of Texas intentionally offers a multitude of educational livestock programs during our annual 24-day exposition, to provide a fun learning experience for the whole family. Below is just a portion of these activities used to educate the general public on the everyday functions of agriculture in our lives.

### BIG TEX BIRTHING BARN

Experience the miracle of life right before your eyes in the Livestock Birthing Barn. This unique educational experience exhibits the incubation and birthing process of various livestock animals.

### BIG TEX'S DISCOVERY FARM

Big Tex's Discovery Farm provides an educational experience through interactive exhibits as well as live animal displays.

### FARM AND FORK UNIVERSITY

Introduced in 2024, Cowboy Trey shares his knowledge about the animals in the barns and how our food production system works in this daily talk show-style presentation.

## GRAND CHAMPION'S 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.

## 2024 GRAND CHAMPION MARKET SALES INCLUDE:



**STEER**  
**\$180,000**



**BARROW**  
**\$32,000**



**LAMB**  
**\$35,000**



**GOAT**  
**\$35,000**



**BROILER**  
**\$16,000**





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.
- Delivers engaging STEM experiences to local high school students through workshops, field trips, and our innovative greenhouse cohort program.

In addition, Big Tex Urban Farms operates a full-time ornamental landscaping program that beautifies the grounds of Fair Park, not only during the State Fair of Texas but throughout the year.

## A FARM UNLIKE ANY OTHER

Big Tex Urban Farms has had a significant impact on our surrounding community's health and nutrition and has made its unique model of sustainable urban farming known throughout the state, nation, and world since its inception in 2016. 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 that the Big Tex Urban Farms model presents to their unique situations.

## MYCOLOGY PROGRAM

In an effort to expand the variety and impact of donation offerings provided to our partners, Big Tex Urban Farms adopted mycology, the study of fungi, into its operations in 2024 as we recognized the need to provide alternative sources of protein to the surrounding community. In its pilot year, the Farm's innovative mycology program produced more than 800 pounds of culinary-grade mushrooms, ranging from native oyster, blue oyster, and lion's mane. Not only does this provide a nutrient-rich alternative to traditional meat products to our partners, but it further diversifies the nutritional content of our donations.

## ORNAMENTAL PROGRAM

Beautification of Fair Park has always been a component of the annual State Fair of Texas. A key element of this initiative lies in the ornamental landscape of the fairgrounds. Since 2010, the Fair has invested in full-time landscape personnel and materials to ensure the State Fair and Fair Park look exceptional from the moment our guests step through the gate. As the ornamental program has grown and evolved, so have the opportunities to partner with Fair Park management to continue to beautify the crown jewel of the City of Dallas' parks.

## 2024 HIGHLIGHTS

★ **100%** ★

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

**230**

**HANGING BASKETS**

INSTALLED THROUGHOUT FAIR PARK DURING THE FAIR.

**370**

**100-GALLON PLANTERS**

PLACED, INCLUDING 118 ADDITIONAL POTS FOR THE 2024 FAIR.

A TOTAL OF

**294,164**  
**USDA SERVINGS**

OF FRUITS AND VEGETABLES DONATED IN 2024.

**31,387**  
POUNDS OF FRESH PRODUCE GROWN IN 2024.

**42,391**  
HYDROPONIC GREENS DONATED IN 2024.

## PRODUCTION TOTALS

2024

PROGRAM TOTAL

**POUNDS**

31,387

166,292

**SERVINGS**

294,164

1,756,983

**HYDROPONIC GREENS**

42,391

222,705

## CITYLAB COHORT PARTNERSHIP

Through a partnership with Dallas ISD CityLab High School, Big Tex Urban Farms developed a five-month cohort for high school students focused on all aspects of urban agriculture provided at the Farms. Six students from the school entered and completed the program with thirty percent of the students adjusting their planned major for higher education to fields associated with agriculture. With the success of this pilot program, the cohort is now an annual offering for students at CityLab High School.



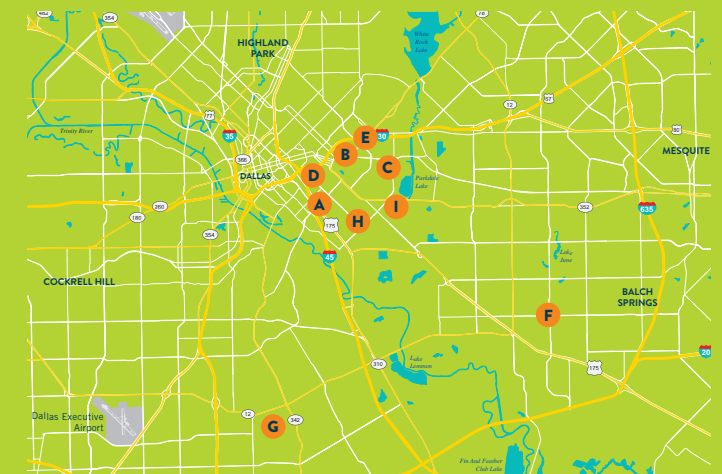
**ALLISON CARPIO**

Big Tex Urban Farms Cohort Participant

“It means a lot to me to be a part of this learning experience because I got to step out of my comfort zone and be able to just

get out there and learn how to actually grow amazing things in a fun way.”

## RECURRING PRODUCE DONATIONS SURROUNDING FAIR PARK



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





# EDUCATION



As education is a core pillar of the State Fair of Texas' mission, there is a conscious effort to continuously weave educational elements into year-round initiatives as well as our annual 24-day celebration. The Fair is committed to enriching the lives of Texas youth through educational opportunities that empower individuals and strengthen communities. The Fair provides funding, resources, and programming to ensure students from diverse backgrounds have access to the resources needed in their journey to higher education. Prioritizing education not only honors the Fair's legacy but also reflects its belief that knowledge and opportunity are essential to building a brighter future for Texas.



## STATE FAIR OF TEXAS CURRICULUM

With education being a fundamental pillar of our mission, 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](https://BigTex.com/Education).

## STUDENT WORKSHOPS WITH BROADWAY DALLAS

The State Fair of Texas has partnered with Broadway Dallas to provide workshops that offer valuable insights into the background and artistic significance of performances at Broadway Dallas. These workshops offer Dallas Independent School District students a deeper understanding of the themes and creative processes behind the production.

## BIG TEX NEXT FEST

Big Tex 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 2024, more than 400 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 United to Learn, BeamMedia, Book Drive for Kids, Dallas Mavericks, Texas A&M AgriLife, Mad Science, Perot Museum, Texas Master Naturalist, ThriftBooks, and T.R. Hoover CDC for Orion's Race to Kindness Book Fair. Thousands of books were given away to students and residents of the South Dallas community.

## STATE FAIR OF TEXAS WORKPLACE TOURS

This special community initiative is part of our ongoing efforts to inspire and educate students by giving them a behind-the-scenes look at the magic that brings the State Fair of Texas to life. Nearly 50 Dallas ISD elementary students attended State Fair workplace tours in 2024.







Established in 1992, the Big Tex Scholarship Program has awarded scholarships to more than **3,500 students for a total of more than \$18.8 million**. Eligible recipients in 2024 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.

**MORE THAN  
\$1.3  
MILLION**

**MORE THAN**  
**3,500**  
**STUDENTS**  
**AWARDED SINCE 1992.**

**MORE THAN**  
**\$18.8**  
**MILLION**

**225**  
**SCHOLARSHIPS**  
AWARDED IN  
**2024.**



**\$1,248,000**

**\$1,020,000**

**\$1,212,000**

**\$1,332,000**

**\$1,350,000**







SCHOLAR AWARDS FAIR

The annual Big Tex Scholarship Awards Fair was designed to celebrate new scholarship recipients and their accomplishments while recognizing them in a Fair-fun event on the State Fair Midway. More than 200 local scholars, their families, teachers, and administrators from six South Dallas/Fair Park area DISD high schools gathered to celebrate this year's scholars. Attendees enjoyed this free event sponsored by Woodbine Development Corporation by having their caricature drawn, playing Midway games, taking rides on the Top O' Texas Tower, and indulging in Fair foods like Fletcher's® Original Corny Dogs, Smokey John's Bar-B-Que and Home Cooking, State Fair Cotton Candy, Yumi Ice Cream, and so much more.

This event also recognizes State Fair of Texas volunteers who donate their time to the Big Tex Scholarship Program and its scholars. The 2024 Most Valuable Volunteer Award recipients were Bob Hilbun and Susan Roberds. Acknowledgments were also extended to Kathy Bennett, Leslie Chatman, Daniel McVeigh, Robert Rhoads, and Gillian Wiley for going above and beyond as volunteers for the Big Tex Scholarship Program. In addition, Woodrow Wilson High School was awarded for its efforts and dedication to the Program and its future scholars.

BIG TEX SCHOLARSHIP PROGRAM PARTNERSHIPS

As a long-standing scholarship program and a branch of the State Fair of Texas nonprofit organization, the Big Tex Scholarship Program is grateful for like-minded institutions willing to contribute to the higher education of students in Texas. In 2021, the Big Tex Scholarship Program formed a valuable relationship with the University of Texas at Arlington, where they instilled a scholarship matching program for Big Tex Scholars. The University of Texas at Arlington is the first institution to partner with the State Fair of Texas in this one-of-a-kind partnership, where they match each \$6,000 scholarship of any Big Tex Scholar who attends their school.

BIG TEX SCHOLARSHIP PROGRAM

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

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

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. This scholarship is available for applicants who plan to attend an accredited two-year or four-year Texas college, university, or vocational-technical school. Eligible seasonal staff are those who have completed at least three years of seasonal employment as of January 1 of the current year in which the scholarship is to be awarded and have worked an average of 20 hours a week during the prior Fair.



MICHELE TREVINO  
Juanita Craft Scholar  
University of Texas-Arlington  
Major, Nursing  
"To be selected as a 2024 Big Tex Scholar is beyond amazing. It gives me a sense of comfort and safety to be part of such a wonderful state. Receiving this scholarship significantly contributes to new opportunities and accomplishing my educational goals. With the help of this scholarship, I will have the opportunity to settle and lay the foundation for myself. This will allow me to fully dedicate myself to acquiring the knowledge and skills to excel in the field of nursing. I am beyond grateful for this opportunity, as it opens many doors for my family and myself."



JACKSON BRAGG  
Youth Livestock Scholar  
Texas Tech University  
Major, Animal Science  
"The State Fair of Texas has been a large part of my journey in the livestock industry, and I am extremely grateful for the support that I will be given. This scholarship will help me get through school more independently and give me more opportunities to one day give back to the organizations that made me who I am today."



HENRY DAVIS  
Seasonal Employee Scholar  
University of Texas - Dallas  
Major, Electrical Engineering  
"Seeing that the people who received my application saw that I had genuine potential for success in the electrical engineering field has made me proud; proud that all of the work, studying, failure, and success I have experienced for this part of the STEM field has all meant something. When struggling with either hard coursework or teaching methods that I'm not familiar with, I know that having this scholarship would give me relief in knowing that I have support; support that while I'm paying thousands of dollars in college tuition, that my family doesn't have, I am receiving financial aid from an organization that cares for students like me."

SINCE 1992

Over  
—\$7.8—  
MILLION  
AWARDED IN  
JUANITA CRAFT  
SCHOLARSHIPS.

MORE THAN  
\$10.6M  
AWARDED IN  
YOUTH  
LIVESTOCK  
SCHOLARSHIPS.

TOTAL OF  
\$186K  
AWARDED  
IN SEASONAL  
EMPLOYEE  
SCHOLARSHIPS.

◆◆◆◆  
\$168K  
Awarded  
◆◆◆◆  
IN ANCILLARY  
SCHOLARSHIPS.  
◆◆◆◆

TOTAL OF  
\$18,845,000  
AWARDED ACROSS  
ALL SCHOLARSHIP  
OPPORTUNITIES  
— AS OF —  
2024



# 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 \$7 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 2024, 133 organizations received more than \$652,000 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. Learn more at [BigTex.com/Grants](https://www.bigtex.com/grants).



**ADRIAN MCCONNELL**

Executive Director, Youth Revive, Inc.

"The State Fair of Texas' support allowed us to expand our Summer College Access Program for South Dallas/Fair Park high school students. With this grant, we delivered impactful workshops on leadership, college preparation, and civic engagement. Thanks to the State Fair of Texas, we're not just preparing students for higher education—we're helping them see themselves as future college graduates and community leaders."

### 2024 STATE FAIR OF TEXAS GRANT & SPONSORSHIP RECIPIENTS:

*3-N-1 Trinity Services	Dallas Prestige Group	Miles of Freedom
Abide Women's Health Services	*Dallas Symphony Orchestra	Mill City Teaching Farm
*Abounding Prosperity, Inc.	*The DEC Network	*Network for Teaching Entrepreneurship (NFTE)
Act (Advocates for Community Transformation)	Dolphin Heights Neighborhood Association	New Friends New Life
**African American Museum	Dwell with Dignity	*The Oasis Center
After8toEducate	Empowering the Masses	One Man's Treasure
*After-School Opportunity Lab	Epiphany Community Development Foundation	*OurCalling
Agape Clinic	Equest	*PROLIFIC PL4CES
All Stars Project of Dallas	Evergreen Life Services of Texas	Rae's Hope
*Alliance for Choice in Education	*Every Avenue (formerly Incarnation House)	Restorative Farms
*The AURORA Culture Project - The Dallas Foundation	Fairview Youth Foundation	ScholarShot, Inc.
Austin Street Center	First Choice Social Services	Single Parent Advocate
Beacon Hill	*First Presbyterian Church of Dallas dba The Stewpot	Sleep in Heavenly Peace
Beckles Dancing Company - Arga Nova Dance	For Oak Cliff	*South Dallas Community School dba The King's
Big Brothers Big Sisters-Greater Dallas	Forest Forward	Academy (TKA)
Bishop Arts Theatre Center	Foundation Communities	South Dallas Fair Park Faith Coalition
Bold Believers United Ministries	Frances Byrd Horn of Plenty Food Pantry of Mount	South Dallas Fair Park Innercity Development
*Bold Idea	Olive Lutheran Church	Community Corporation
Book Drive for Kids - Reading is FUNdamental Free	Frazier Revitalization	Spida, Inc. dba Braswell Child Development Center
Book Fairs	FRIENDS of Barack Obama Male Leadership Academy	St. Anthony Foundation
Boys & Girls Clubs of Greater Dallas	Genesis Women's Shelter & Support	St. Philip's School & Community Center
*Bravo Zulu Homefront Alliance LLC	Girls Empowerment Network	*Stand 4 Sisterhood
Bridge Lacrosse	Green Careers Texas	Stars United Global Outreach
Bridge Steps dba The Bridge Homeless Recovery	*Harmony Community Development Corporation	Swan Strings
Center	*Hispanic Women Network of Texas - Dallas Chapter	*The Texas Supremacy of Music & Arts Conservatory
BridgeBuilders	*Hope Cottage	(TSMAC)
C5 Texas	*Hope Encourage Love Protect (HELP)	The Way Back
Cara Mia Theatre	HOPE Farm	T.R. Hoover Community Development Corporation
Catch Up & Read	Housing Crisis Center	*Together We Thrive
Child Protective Services Community Partners, Inc. dba	ilooklikeLOVE, Inc.	Trinity Restoration Ministries
Community Partners of Dallas	*In The City for Good	*True Legends Foundation
*Chris Howell Foundation	Inspiring Tomorrow's Leaders	Under 1 Roof
*Citizens Committee to Save Our Children, Inc.	*Irving Hispanic Chamber of Commerce	Union Development Corporation dba Project Unity
Collective Activism, Inc.	Jubilee Park & Community Center	UNT Dallas Foundation Women's Leadership Summit
Compudopt	*Juliette Fowler Communities	Viola's House
The Concilio	Lakewood Early Childhood PTA	Vision for Families
Cornerstone Community Development Corporation, Inc.	LIFT dba Aspire	The Walls Project
Cornerstone Crossroads Academy	*Lightpath Health	Watermark Community Development Corporation
Crossroads Community Services	LipGloss for Love	The Well Recovery Center
Dallas Bethlehem Center	*LIRA Group	Wilkinson Center
Dallas Black Chamber of Commerce	The Magdalen House	YMCA of Metropolitan Dallas
*Dallas CASA	*March to the Polls, Inc.	Young Leaders Strong City
Dallas Education Foundation	Mayor's Back to School Fair – The Dallas Foundation	Young STEM Professionals
Dallas Free Press	*Measure	Young Women's Preparatory Network
Dallas Independent School District	*Men of Nehemiah	Youth Revive
Dallas Independent School District - State of the District	Mercy Street, Inc.	Zan Wesley Holmes, Jr. Community Center
Dallas Legacy Mission	*Methodist Hospitals of Dallas Guild	

\*Denotes a first-time State Fair of Texas grant recipient. \*\*Received a grant and a sponsorship from the State Fair of Texas.





**DEBBIE AUSTIN**  
Commissioner - City of Dallas  
District 8 Senior Affairs Commission

“Big Tex Community Engagement Days have been instrumental in bringing together various nonprofits

and service and resource organizations whose common goal is community service. Educational topics presented at these events by expert professionals in their field are appreciated. They have gifted me with tools that enable me to assist residents of our community when challenges arise. These gatherings allow a friendly collaborative space for outreach and connection with a variety of organizations. Small villages are created as we communicate and support each other. I know of no other organization offering this type of mentoring, education, and support. Embracing guidance and support makes this journey smoother. I am proud to be a Big Tex Community Partner.”



**PASTOR MARCO LUNA**  
The Gathering Church

“Several years ago, a friend of mine told me about a luncheon held in October for pastors at the State Fair of Texas. My wife and I attended, and we were glad we did. I was pleasantly surprised that when it was over, we were invited to enjoy the State Fair for the remainder of the day for free! For the past four years, we have enjoyed attending the Pastors Luncheon, where we have met several other community leaders and networked with them, and we're grateful those great connections continue today. I highly recommend that more pastors and community leaders get involved with the State Fair of Texas and their efforts to make a true impact on our community. Together we can achieve more!”

**BIG TEX COMMUNITY ENGAGEMENT DAY**  
Big Tex 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 2024, Community Engagement Day returned with great success, drawing over 960 attendees across four sessions, with more than 300 joining us during the Fair to learn and network with like-minded community members. Keynote speaker, Michelle Burgess, MBA Director of Inclusion & Diversity for Coca-Cola Southwest Beverages, focused on how effective leadership that prioritizes people and community engagement can lead to sustainable business success.

**PASTORS LUNCHEON**  
The 2024 Pastors Luncheon hosted nearly 135 pastors and clergy on October 3 during the State Fair of Texas. This event was designed to create an environment to celebrate congregations and invite clergy and community leaders alike to fellowship.

**JUANITA CRAFT HUMANITARIAN AWARDS**  
Presented for the seventh time during the 2024 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 2024 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 2024 recipients include Genesis Diaz (Spark Award), Jesse Acosta and Alejandra Zendejas of Pasos for Oak Cliff (Catalyst Award), Rev. Danielle Ayers (Visionary Award), and Dr. Harryette B. Ehrhardt (Legacy Award).

**JUANITA CRAFT**  
♦ HUMANITARIAN AWARDS ♦



**JESSE ACOSTA**  
Co-founder of Pasos for Oak Cliff

2024 Juanita Craft Humanitarian Award Winner

“Receiving the Catalyst Award has been an incredibly humbling and full-circle moment for me. I first learned about Juanita Craft in college, and I was immediately inspired by her fearless civil rights work and her unwavering dedication to equity, education, and justice in Dallas. To now receive an award that bears her name feels surreal—it's an honor that connects my personal and professional journey to the legacy of someone I deeply admire.”



**ALEJANDRA ZENDEJAS**  
Co-founder of Pasos for Oak Cliff

2024 Juanita Craft Humanitarian Award Winner

“I first learned about Juanita Craft after joining LULAC at the University

of Texas at Austin, where my passion for community and advocacy truly began. Through my coursework in Mexican American and African American Studies, I came to understand the power of grassroots efforts and the importance of using our voices to uplift our communities. Being awarded the Catalyst Award was an incredible honor and a moment of validation, reminding us that even small impacts matter.”



**DR. SHARON MIDDLEBROOKS**  
Middlebrooks Realty

2024 Juanita Craft Humanitarian Award Honorable Mention

“Receiving the Honorable Mention for the prestigious Legacy Award

at the Juanita Craft Humanitarian Awards was an incredible honor and deeply humbling experience. Serving as President of the Dallas NAACP makes this award all the more special, and Mrs. Craft's legacy of activism, service, and unwavering commitment to justice has been an inspiration to me. The Humanitarian Award reaffirms the importance of community service and advocacy. Moreover, it is a reminder to continue to work in the realm of justice, social/civic, and education in an effort to make it better for others and have a positive impact in the community. A sincere thank you to the Friends of Juanita Craft and the State Fair of Texas.”



**HEATHER BRADFORD**  
Vogel

“The State Fair Cares Holiday Event was truly special, and Vogel is so grateful to have been chosen as the 2024 beneficiary. For the families we serve, moments like these bring more than just gifts—they bring joy, relief, and a sense of belonging during what can often be a challenging season. The generosity of the State Fair of Texas food vendors means that our children had warm clothing, toys to brighten their holidays, and essentials that ease the daily burdens their families face. Your donations go beyond the tangible; they let our families know they are seen, supported, and cared for by their community. This partnership is a testament to the power of kindness, and we are incredibly thankful to be part of such a meaningful tradition. This is the place where hope begins.”

**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 2024 Fair, more than 400 Fair volunteers collected more than 198,000 pounds of canned food items at State Fair gates, which equated to more than 165,000 meals for the North Texas Food Bank to serve the community in the fall of 2024.

**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 2024 food drive collected donations from 28 vendors, representing more than 100 booths throughout the fairgrounds. Donations were divided up and shared amongst eight South Dallas/Fair Park area organizations. These organizations included: Cornerstone Community Kitchen, Dallas Bethlehem Center, Inspired Vision Compassion Center, Jubilee Park Community Center, OurCalling, St. Paul United Methodist Church, T.R. Hoover CDC, and The Well Recovery Center.

**STATE FAIR CARES HOLIDAY EVENT AND BENEFIT**  
The seventh 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, Vogel. Vogel's mission is to help young children and their families overcome the lasting and traumatic effects of homelessness. It is Vogel's mission to make sure that every child in our community has a home, a self-sufficient family, and a foundation for success in school and life. To support them best, the Fair asked attendees to bring toys for all ages or cash donations.





# BIG TEX BUSINESS MASTERCLASS

## ECONOMIC DEVELOPMENT

The Big Tex Business Masterclass returned in 2024 with 23 participating vendors and eight partners. Of the 23 vendors, 15 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 American National Bank of Texas, City of Dallas, Comerica Bank, Small Business Administration (SBA), Small Business Development Center of North Texas, SCORE Dallas, The Texas Mezzanine Fund, Vicky Cakes, and Wells Fargo.



**TARA MORRIS**  
Boudamn

“The Big Tex Business Masterclass was a career-shaping experience that elevated my mindset and helped lay the foundation for long-term growth. The encouragement and support from the State Fair team, industry experts, and fellow participants made it feel like more than just a program—it truly felt like a community. I gained practical knowledge in branding, financial planning, daily operations, and more that I’m actively applying as I continue building my business. I’d highly recommend this to any entrepreneur serious about scaling and creating lasting impact.”



**GHOUSEUDDIN MOHAMMED (TYLER WELLS)**  
Rainbow 7 LLC

“Joining the Big Tex Masterclass was an incredible experience. The program is thoughtfully designed to prepare you for the next step: becoming a successful business leader and a food vendor at the

State Fair of Texas. Along with extensive trainings on industry topics, being paired with a State Fair food vendor gives you the perfect balance of knowledge and practice. The access to experienced SCORE Dallas mentors and food vendor mentors who have run food booths at the Fair for many years, even decades, sets the program apart. The State Fair’s support truly made my learning experience unforgettable and confident, and I am looking forward to being part of this concessionaire family.”

## 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 Programs. The Fair’s scholarship program benefits students who have competed in youth livestock events at the State Fair, students attending six DISD high schools in the Fair Park area, and seasonal employees of the State Fair of Texas or their dependents. Through the Big Tex Youth Livestock Auction and Scholarship Programs, the State Fair has awarded more than \$21.4 million in auction awards and new college scholarships since 2018.

THROUGH SPECIAL FUNDRAISING EVENTS, INCLUDING  
THE BIG TEX YOUTH LIVESTOCK AUCTION,  
THE STATE FAIR OF TEXAS RAISED MORE THAN

★ **\$2 MILLION** ★

TO SUPPORT STUDENTS THROUGHOUT THE LONE STAR STATE IN  
AUCTION AWARDS AND NEW COLLEGE SCHOLARSHIPS IN 2024.

FOR MORE INFORMATION ON OUR  
FUNDRAISING OPPORTUNITIES AND  
TO GET INVOLVED, PLEASE VISIT  
[BIGTEX.COM/GET-INVOLVED/EVENTS](https://bigtex.com/get-involved/events).



➔ **JADE STONE** from Martin County 4-H sold his Grand Champion Market Steer to Frank Deel.

### BIG TEX CLAY SHOOT CLASSIC

- The 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 Programs. This event was chaired by David Osborne.
- The 2024 event raised a record \$321,700 with approximately 560 participants competing.

### BIG TEX GOLF CLASSIC

- The 14th 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 Programs. This event was chaired by Zack Lamp with HKS and Caleb Robinson with Robinson Growth Partners.
- The 2024 event raised a record-breaking \$210,600 and had 308 golfers participating on 77 teams.

### STATE FAIR SADDLE UP

- The first State Fair Saddle Up fundraising event benefiting Texas students kicked off in 2024 on September 12. The event was hosted by the Big Tex Champion Club and chaired by Robert and Stephani Walne along with Honorary Chairs Kyle and Courtney Noonan. Funds raised went to the Big Tex Youth Livestock Auction and Scholarship Programs.
- The 2024 event raised an inaugural amount of \$117,100.

### BIG TEX YOUTH LIVESTOCK AUCTION

- As one of the culminating events for the Fair’s scholarship program every year, the Big Tex Youth Livestock Auction pools efforts from annual fundraisers like the Big Tex Clay Shoot, Big Tex Golf Classic, and State Fair Saddle Up to invest in Texas youth.
- The 2024 auction and special fundraising events raised more than \$2 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 138 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.

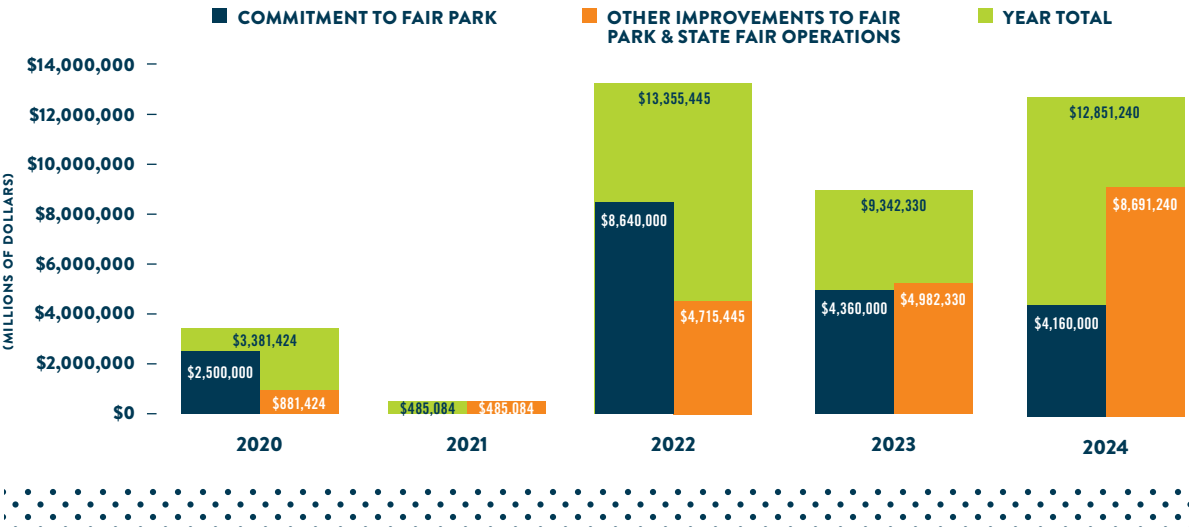
A portion of the Fair’s revenue is reinvested in Fair Park going towards the upkeep and maintenance of the Fair’s home – Fair Park’s historic buildings and facilities, as well as the iconic Cotton Bowl Stadium. Throughout the years, the State Fair has contributed tens of millions

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

**\$12.8**

➡ **MILLION** ⬅

IN 2024 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

**\$296,000**

DISTRIBUTED IN 2024.

Nearly

★ **\$39.5 MILLION** ★

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



The 2024 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 nearly 2.4 million people through the gates during its 24-day run. The annual exposition once again served up a wide variety of music acts, creative fair food concoctions, and brought new family-friendly shows and attractions to the table, giving fairgoers several opportunities to return to their fan favorites or try something new. Through the continuous support from our fairgoers, the annual State Fair of Texas continues to be our largest community program and fundraiser of the year, allowing us to give back to our community and remain steadfast in our mission of promoting agriculture, education, and community involvement.

Fair Day	Day	Date	Daily Attendance
1	Friday	September 27	80,306
2	Saturday	September 28	129,680
3	Sunday	September 29	79,354
☀️ 4	Monday	September 30	45,801
☀️ 5	Tuesday	October 1	52,655
☀️ 6	Wednesday	October 2	46,906
☀️ 7	Thursday	October 3	65,672
☀️ 8	Friday	October 4	67,028
☀️ 9	Saturday	October 5	103,256
☀️ 10	Sunday	October 6	85,150
☀️ 11	Monday	October 7	54,490
12	Tuesday	October 8	77,551
13	Wednesday	October 9	67,239
14	Thursday	October 10	108,872
15	Friday	October 11	119,372
☀️ 16	Saturday	October 12	212,003
☀️ 17	Sunday	October 13	109,879
18	Monday	October 14	143,103
☀️ 19	Tuesday	October 15	135,006
20	Wednesday	October 16	90,217
21	Thursday	October 17	139,472
22	Friday	October 18	114,763
23	Saturday	October 19	132,686
24	Sunday	October 20	125,394
☀️ Sun denotes Fair days with a temperature of 90 degrees Fahrenheit or hotter.		TOTAL	2,385,855





### 2024 KEY INITIATIVES

As an organization that strives for excellence in all areas, the Fair is committed to preserving historic traditions while seeking opportunities to continuously progress. 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 the key projects the Fair focused on during the 2024 season.

- Known as an iconic promenade to purchase tasty treats, the **concession stands on Nimitz Avenue received brand-new stand structures, signage, and storage features**. The improvements provided a space for guests to sit at new picnic tables under umbrellas and widened the space for guests to walk on Nimitz Avenue.
- Football has long been a cornerstone of the annual State Fair. In 2024, to heighten the fan experience, the Fair invested in **team-themed decor**—including oversized mascots, banners, flags, and more—creating an unmatched atmosphere of spirit and excitement.
- As part of its capital programming, the Fair added **new commercial planters and hanging baskets** to light poles throughout the park. With an inventory of more than 400 planters and 230 hanging baskets, the Fair is continuing its commitment to enhancing Fair Park’s beauty, especially during the annual event.
- Nimitz Terrace, a multipurpose space near the southeast corner of Cotton Bowl® Stadium, was fully renovated to meet the evolving needs of the Fair and Fair Park operations. Equipped with **updated utilities and enhanced paving**, this refreshed area can now accommodate a wide range of activities year-round.
- To increase ease of entry and provide ample staging for new security protocols, **guest entry points were redesigned**. These adjustments included Kubo tenting, additional queuing prior to security, and larger-than-life Fair-themed structures at each gate to provide guests with a memorable landmark, aiding them in their departure from the park.
- In partnership with the City of Dallas, the **State Fair fully funded six digital messaging signs** for the surrounding streets of the fairgrounds to enhance wayfinding and ease traffic issues. A total of 13 signs are expected to be implemented within the coming years.
- The Tex Trams’ **route was expanded and frequency of runs were increased** to provide a better guest experience for fairgoers as they enter and leave the park.

### 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.

<p><b>THE KROGER® STARLIGHT PARADE</b></p> <p>FEATURED BRAND-NEW FLOATS THAT ILLUMINATED THE FAIRGROUNDS EACH NIGHT, WITH MORE THAN</p> <p><b>800 Riders</b></p> <p>ADORNING THE FLOATS DURING THE 24 PROCESSIONS.</p>	<p><b>MORE THAN 144,000 FANS</b></p> <p>WERE IN ATTENDANCE FOR STATE FAIR CLASSIC AND THE ALLSTATE® RED RIVER RIVALRY AT THE HISTORIC <b>COTTON BOWL® STADIUM</b> DURING THE FAIR.</p>
<p>THROUGHOUT THE 24 DAYS OF THE FAIR,</p> <p><b>3,099 ACTIVITIES</b></p> <p>HAPPENED ACROSS THE FAIRGROUNDS, INCLUDING SHOWS LIKE STEVE GOODTIME, DINO TIME WITH PROFESSOR T. TEX, LIVE MUSIC SHOWS, AND MORE.</p>	<p><b>CIRQUE DU SOLEIL</b></p> <p>HELD 30 PERFORMANCES OF THEIR BRAND-NEW COUNTRY MUSIC SHOW, <b>SONGBLAZERS</b></p>
<p><b>DURING HISPANIC HERITAGE MONTH,</b></p> <p>ENTERTAINMENT OFFERINGS LIKE <b>MUNDO LATINO, FIESTA DE MARIONETAS, AND THE LIVE MUSIC LINEUP</b> CELEBRATED VIBRANT TRADITIONS OF HISPANIC CULTURE.</p>	<p><b>THE ALL-NEW</b></p> <p><i>Pint-Sized Parade</i></p> <p>BROUGHT THE <b>SHOWSTOPPERS</b> PARTY TO THE HALL OF STATE STEPS PRIOR TO THEIR SHOWS.</p>

### 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 2024, community members got crafty with over 12,000 entries in the Fair’s Creative Arts competitions and over 4,400 ribbons were awarded to folks celebrating their creativity this year. Additionally, Battle for the Blue Ribbons, the State Fair’s spring cooking competition, returned for a second year. Consisting of three of the Fair’s most popular Creative Arts cooking contests: Cookies, Cakes, and Pies, home cooks of all ages battled head-to-head over one weekend in April. All blue-ribbon winners from the three contests were invited to compete in “Best of Show-Down” in the Competition Kitchen, sponsored by NewsNation, during the Fair. Overall, the 2024 State Fair cooking contests featured over 3,600 participants from across the state.







**KENDALL WILLIAMS**  
Owner of So Eggciting

“The experience of being a part of the greatest Fair in the world was one of the most thrilling and fulfilling moments of my life! Needless to say, it was an honor and pleasure being a part of the State Fair of Texas. I was able to unlock new skills and meet new customers who were thrilled to use my catering services. I look forward to my sophomore year in 2025.”

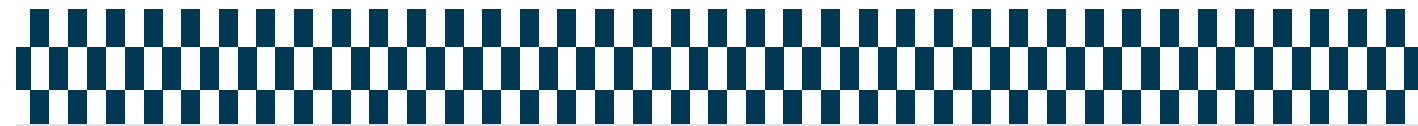


## FOOD AND BEVERAGE

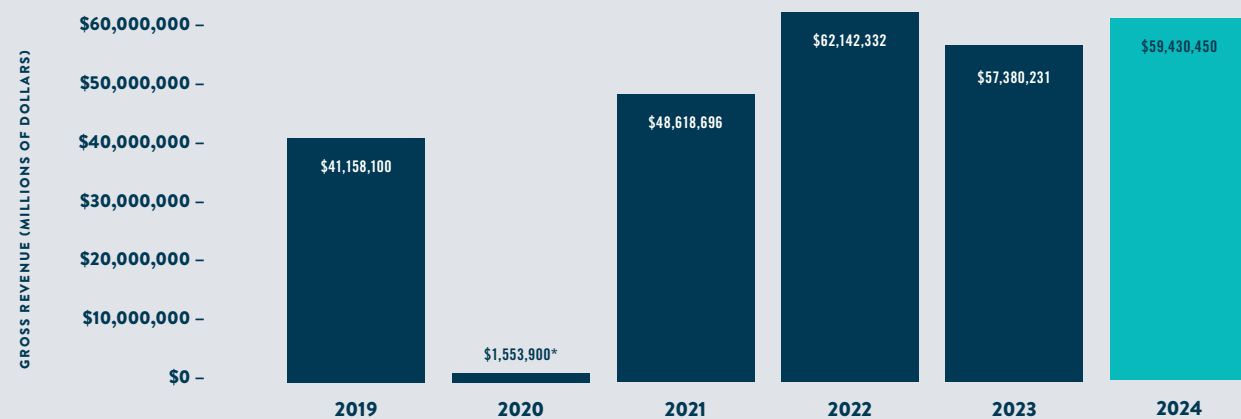
Capitalizing on the anticipation and culinary excitement brought each year to the State Fair, our concessions team has developed restaurant-caliber dining experiences throughout Fair Park, providing business support to more than 90 small business concessionaires who operate 261 concessions locations during the Fair, and

introduced value programs such as “Thrifty Thursdays”, sponsored by T-Mobile, and reduced-price beverage stands.

This year, the Fair welcomed six new concessionaires to the list of small businesses, one new soft space, 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 2024, the 20th 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 65 total entries into the 2024 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.



## 2024 BIG TEX CHOICE AWARDS WINNERS



➡ *Best Taste – Savory*  
Dominican Fritura Dog  
by Justin Martinez



➡ *Best Taste – Sweet*  
Cotton Candy Bacon on a Stick  
by Isaac Rousso



➡ *Most Creative*  
Texas Sugar Rush Pickles  
by Heather Perkins



**JUSTIN MARTINEZ**  
Fiesta Enterprises, Inc.

“It is always an exhilarating experience to compete against our creative concessionaire colleagues in such an established competition, the Big Tex Choice Awards (BTCA). To win "Best Taste - Savory" with our Dominican Fritura Dog is a proud accomplishment for me and my family. The time, effort, and commitment the State Fair of Texas staff put into this competition inspires us to continue to enter and compete for one of three prestigious awards. From the process of submitting our entry, the finals, and participating in various media opportunities, State Fair staff does a fantastic job of allowing us to focus on presenting the best version of our award-winning product while also being an advocate of the State Fair of Texas, the heart of the Lone Star State. We look forward to a continued partnership with the State Fair of Texas and competing in the BTCA for years to come.”





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 2024 State Fair of Texas.

STATE FAIR CLASSIC

PRAIRIE VIEW A&M UNIVERSITY 36 | GRAMBLING STATE UNIVERSITY 34

ALLSTATE® RED RIVER RIVALRY

UNIVERSITY OF TEXAS 34 | UNIVERSITY OF OKLAHOMA 3

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 fifth 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 Yuengling Flight Stage. In addition, free headliner concerts were once again held on the Chevrolet Main Stage, with Los Pescadores, Jesse & Joy, Wyatt Flores, and The Commodores drawing the largest crowds.

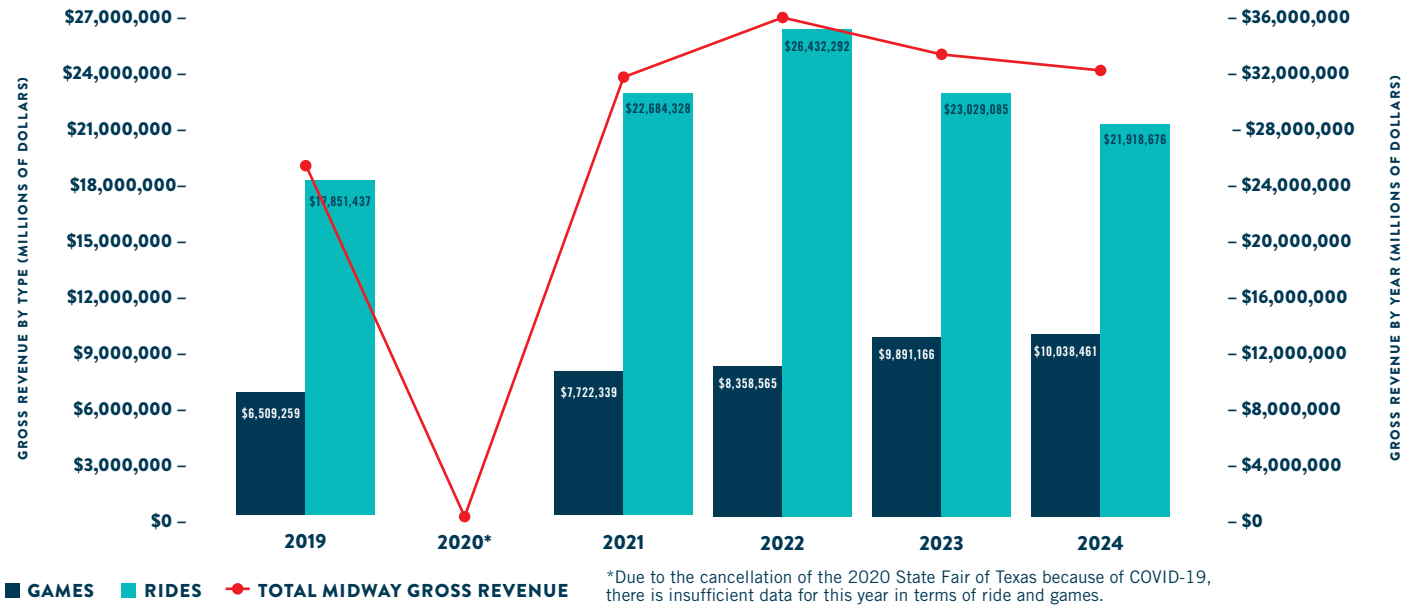
MIDWAY

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 2024, our Midway was comprised of 13 game operators and 25 ride owners. This year, more than 400,000 plush prizes, valued at over \$1.4 million, were won on the State Fair Midway.



**ROBERT ELLIS AND DEBRAUN WEST**  
B. Ellis Concessions,  
Winner of 2024 Best in Show

“As the 2024 best in show recipient, we may be biased, but we believe last year's Fair was the best we've had the privilege to be part of. Every year we love to see the pride that the Fair staff has and especially the attention to the little details, which is what makes this Fair great. The annual improvements to the Midway are well planned out and continue to make the Midway an enjoyable place for patrons, but also an enjoyable place to work. The games being cashless is an important piece to the success on the Midway, however, the most recent change of having food, rides, and games on the same cashless system has really made the Midway more streamlined for everyone involved. Thanks again for a great year and we look forward to 2025.”



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 allows guests to use a single source of currency, thus simplifying their visit to the Most Texan Place on Earth. As always, coupons from previous Fairs are valid any year.

SHOPPING

The State Fair of Texas housed 204 exhibitors in approximately 400,000 square feet of indoor and outdoor commercial exhibit space during the 2024 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 20 new shopping booths to its diverse lineup of exhibitors.



**RANDI MCCREIGHT**  
Owner of Passionately Rivalicious

“The State Fair of Texas is a Tradition as big as Texas, and Passionately Rivalicious - GameDay Apparel, Accessories, and Entertainment is thrilled to be celebrating our 10th year at this amazing 24-day family-friendly event! Known for its rich history and tradition, it's an honor to showcase our products alongside so many talented businesses, food vendors, and entrepreneurs. We've made meaningful connections with customers who might not have otherwise discovered us, and the exposure has been invaluable. The sense of community for the State Fair of Texas is unlike anything we've experienced at other events. The State Fair of Texas is a place where businesses grow, relationships are built, and memories are made!”





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 2024, nearly 290 vehicles and seven golf carts were showcased.

LEARN MORE

TEXASAUTOSHOW.BIGTEX.COM  
#TXAUTOSHOW  
@TEXASAUTOSHOW



MARKETING AND MEDIA IMPACT

Through quality entertainment in a family-friendly environment, the Fair continually looks for ways to tell our story and connect with Fair enthusiasts around the world. The State Fair continued to have a major media footprint in 2024.

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.

2024 MARKETING & PR METRICS

26,665

TOTAL EARNED MEDIA MENTIONS\*



MORE THAN  
\$190  
MILLION  
AD EQUIVALENCY\*



MORE THAN  
100,000,000,000

AGGREGATE READERSHIP\*



THE PUBLIC RELATIONS EFFORTS GARNERED

93.6 billion earned media impressions in 2024



\*ACCORDING TO 2023 CISION REPORT

4,546,656

PIECES OF PRINTED COLLATERAL

875

BROADCAST TV SPOTS ACROSS 8 STATIONS IN THE DFW MARKET (ENGLISH & SPANISH)



5,700

RADIO SPOTS

24.71%

INCREASE IN # OF EMAILS SENT

EMAIL DATABASE GREW BY 17.5%

19,060,969  
EMAILS

SENT TO A YEAR-END AUDIENCE OF  
920,048

393 PLACEMENTS OF INTEGRATED PRINT AND INTERACTIVE ADS WITH

28,124,386 IMPRESSIONS

CONTINUED ENHANCEMENTS OF BIGTEX.COM TO IMPROVE CUSTOMER EXPERIENCE



REACH OF  
3,840,158

39,259,851 WEBSITE-TRIGGERED EVENTS



2,260 POSTS/STORIES

ON FACEBOOK, INSTAGRAM, X (FKA TWITTER), TIKTOK, THREADS, AND LINKEDIN GARNERING

119.2 MILLION

SOCIAL MEDIA IMPRESSIONS DURING THE FAIR'S PROMOTIONAL WINDOW





## 2024 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 2024.



### LOCAL & STATEWIDE

AUSTIN AMERICAN STATESMAN  
BALLY SPORTS SOUTHWEST  
CBS 11  
CRAVEDFW  
CULTUREMAP  
CUMULUS RADIO  
CW33  
DALLAS BUSINESS JOURNAL  
DALLAS EXAMINER  
D MAGAZINE  
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  
KHOU CBS – HOUSTON  
KTEN NBC - TEXOMA  
KTEK – TYLER  
KTXA  
KVUE ABC – AUSTIN  
KWES NBC – MIDLAND, ODESSA  
KXAN NBC – AUSTIN  
NBC 5  
SPECTRUM NEWS  
TELEMUNDO  
TEXAS METRO NEWS  
TEXAS MONTHLY  
TEXAS TRIBUNE  
UNIVISION  
VISIT DALLAS  
WBAP/KLIF NEWS  
WFAA

### NATIONAL & INTERNATIONAL

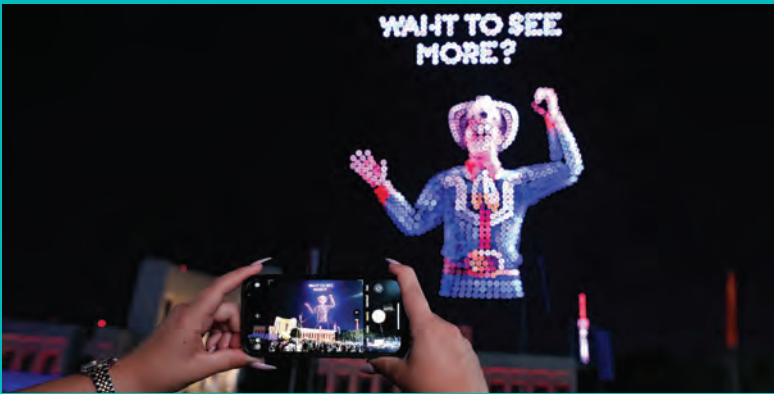
247SPORTS  
ABC NEWS  
AMUSEMENT TODAY  
ASSOCIATED PRESS  
AUTOMOBILE MAGAZINE  
BARSTOOL SPORTS  
BLEACHER REPORT  
BUZZFEED  
CBS NEWS  
CBS SPORTS  
CNN  
COOKING CHANNEL  
C-SPAN  
CTV  
DISCOVERY CHANNEL  
THE DREW BARRYMORE SHOW  
ESPN  
ESPN RADIO  
ESPNU  
FOOD NETWORK  
FOX NEWS  
FOX SPORTS

GOOD MORNING AMERICA  
ITV  
LIVE WITH KELLY AND MARK  
MERIT STREET MEDIA  
MSN  
NBC SPORTS  
NEWSNATION  
NPR  
OXGYN  
SEC NETWORK  
SPORTS ILLUSTRATED  
TODAY WITH HODA AND JENNA  
USA TODAY  
WASHINGTON POST  
THE WEATHER CHANNEL  
YAHOO! US, CANADA, AUSTRALIA, AND UK

## NEW AT THE FAIR IN 2024



In tandem with our fully bilingual Dinosaurs at the Lagoon exhibit, **DINO TIME WITH PROFESSOR T. TEX** and his dino-wrangler brought their favorite dinosaurs through his time machine to meet fairgoers. This show was intended for children under ten years old and gave them an opportunity to meet small dinosaurs.



State Fair of Texas attendees witnessed the first-ever drone show at the Fair, **STARS OVER TEXAS**, a four-night drone show event presented by Ford. Big Tex and other State Fair icons lit up the sky, produced in partnership with Coppell-based Sky Elements.



The Fringe Stage, sponsored by Samsung, gained two new acts. **STEVE GOODTIME** performed gnarly guitar solos with wild stunts, dangerous thingy juggling, and hotdog magic to entertain fairgoers of all ages. In addition, fairgoers were dazzled and delighted at the **BILLY KIDD SHOW**, as she weaved her close-up magic, leaving audiences spellbound with every sleight of hand and mind-bending trick.



Cowboy Trey shared his knowledge about the animals in the barns, along with how our food production system works at **FARM AND FORK UNIVERSITY**. This daily talk show-style presentation is an educational and enjoyable presentation to show how food in our supermarkets appears, more information on raising livestock, and your role in it all!



Through the Fair's continued partnership with **SHINER BOCK**, Big Tex sported a brand-new belt buckle at the 2024 State Fair.



Cirque du Soleil and Universal Music Group Nashville presented **SONGBLAZERS**. An acrobatic and live musical performance showcasing the captivating artistry of Cirque du Soleil with the soul-stirring melodies of beloved country legends and contemporary stars.



The 2024 Fair brought two brand-new exhibits to the Hall of State. Bryan Berg the Card Stacker presented **CARD-STRUCTION**, sponsored by Caterpillar, by meticulously balancing and building towering Texas icons using only a deck of cards and defying gravity with every delicate placement. In addition, the **TEXANA COLLECTION: SELECTIONS FROM PRE-COLONIAL SPANISH TEXAS THROUGH THE REVOLUTION (1720-1836)** showcased the Alamo diorama and professionally framed and mounted flags from the Republic era of Texas (1836-1846).







# 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 State Fair team, 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

As a nonprofit, we are committed to creating a fun and family-friendly atmosphere for our hardworking team, just as we do for the guests we serve. We believe that a positive and supportive environment empowers our staff to do their best work. Our organizational culture ensures that all employees feel valued, represented, and welcome, with their ideas and perspectives considered and their contributions recognized. This fosters a sense of empowerment and confidence that propels our team forward, both personally and professionally. While we embrace a culture of celebration and connection, we remain deeply focused on our mission, ensuring every effort aligns with our purpose and values. We continually explore ways to integrate these principles into every aspect of our operations, striving to create a workplace where everyone is respected, included, and motivated to contribute to our shared goals and lasting impact in the community.

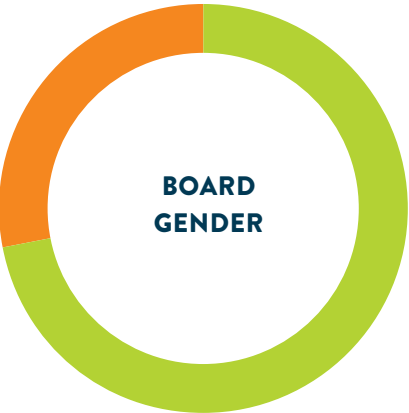
## COMPANY INITIATIVES

- In 2023, the State Fair implemented a set of **core values**, which are used as a guiding light for all Tex Team members. In true State Fair fashion, the acronym for these core values spells out TEXAS: Texantude, Enthusiastically Customer Focused, eXemplary Team Spirit, Affection for the Fair & Our Mission, and Stewardship of the Tradition. Tex Team members are consistently trained and re-trained on our core values, to ensure they fit into the organization's culture and provide the ultimate guest experience for all fairgoers.
- The State Fair full-time team gathers triannually to discuss the organization's accomplishments and receive important updates for the upcoming Fair. Following the close of the Fair, the staff meets again in December at our annual **"Steak of the Union"** to reflect on the success of the 24-day exposition. These entertaining and educational events unite the entire team, strengthening the bond and fostering inclusion while reiterating the importance of our organization's core values.
- The State Fair full-time team gathers for optional **Lunch and Learns**, which are one-hour sessions to further enhance employees' knowledge of a certain topic. Some previous Lunch and Learn topics included learning habits, leadership styles, and mental health awareness. Additionally, the Fair has hosted departmental-focused Lunch and Learns on Livestock and Big Tex Urban Farms.
- The Fair follows a **procurement and purchasing policy** that seeks to provide equitable treatment of all persons or firms, including minority and women-owned business enterprises.

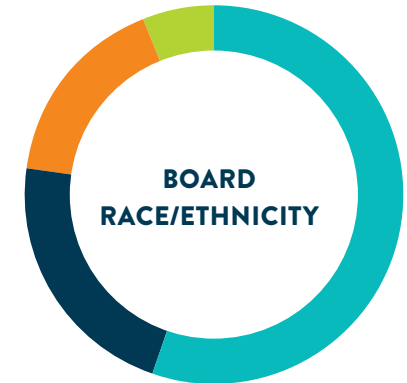
- Prior to the opening of the Fair, all Tex Team members (seasonal, part-time, and full-time) participate in **customer service training**. Tex Team members are also trained in emergency preparedness and provided ample resources to ensure they feel properly equipped to address any sort of emergency on the fairgrounds. Additionally, the State Fair offered a series of trainings hosted by Chris Moreland of Moreland Accord for 20 of our mid-level managers over an eight-week period.
- Instituted in 2020, the Fair's **parental leave policy** allows for four weeks of paid leave and can be taken up to one year after the birth or placement of the child. Parental leave under this policy is paid leave associated with the birth of a full-time State Fair of Texas Employee's own child or the placement of a child with the employee in connection with adoption or foster care.
- The Fair's **minimum wage** for seasonal team members is continually updated to be competitive within Dallas County based on similar positions and employers.
- **Vendor diversity** continues to be a focus area for the Fair, supporting a variety of vendor and exhibitor backgrounds. With 53% of all concessionaires being concessionaires of color at the Fair in 2024, the Fair continues seeking to diversify through outreach and marketing. The Fair also makes a conscious effort to provide an array of dishes for fairgoers, spanning several cultures, as well as a variety of vegetarian, vegan, and gluten-free foods, ensuring all fairgoers can satisfy their cravings.
- **Professional development and educational opportunities** are made available for all full-time staff. Whether it be attending conferences through organizations like the International Association of Fairs and Expositions (IAFE), Texas Association of Fair and Expositions (TAFE), and North American Livestock Show & Rodeo Managers Association (NALS&RMA), or utilizing LinkedIn Learning courses to gain new skills or earn certifications, the State Fair provides a diverse assortment of career-building resources to empower the full-time team to enhance their role in the organization and fair industry.
- To celebrate all Texans, the Fair intentionally provides a **variety of entertainment and attractions**, and we will continue, through our partnerships, to add to our roster of diverse talent.



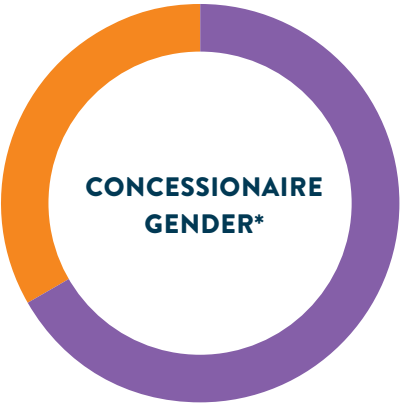
DBIE STATISTICS



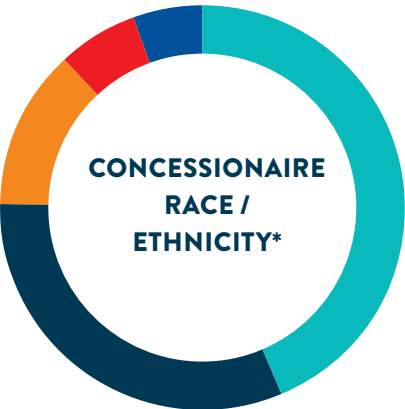
Gender	%
Male	72%
Female	28%



Ethnicity	%
Caucasian	56%
Hispanic/Latinx	22%
African American	17%
Asian-American	6%



Gender	%
Male	66.7%
Female	33.3%



Ethnicity	%
Caucasian	47.1%
African American	29.9%
Hispanic/Latinx	12.6%
Asian/Pacific Islander	5.75%
Other	4.6%



Gender	%
Female	53.37%
Male	41.66%



Ethnicity	%
African American	50.4%
Caucasian	25.86%
Hispanic/Latinx	13.03%
Unidentified	8.3%
Asian/Pacific Islander	0.68%
American Indian or Alaskan Native	0.44%



Gender	%
Female	54.41%
Male	45.59%



Ethnicity	%
Caucasian	63.24%
Hispanic/Latinx	19.12%
African American	16.18%
American Indian or Alaskan Native	1.47%

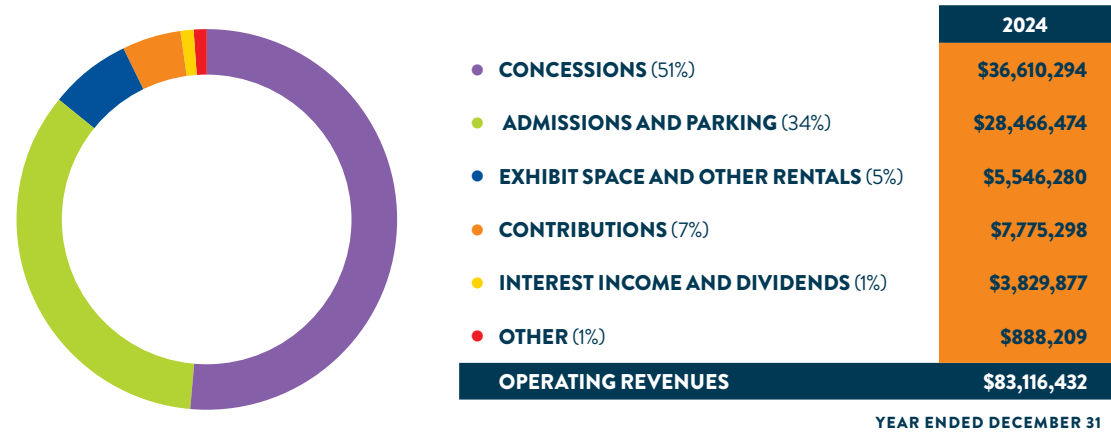
\*This number reflects only the employees on the payroll of the State Fair of Texas, and does not include the employment figures of the hundreds of small business vendors operating throughout the fairgrounds.

\*\* Inclusive of retirement payments.

\*\*\*Inclusive of all full-time employees as of Dec. 31, 2024.

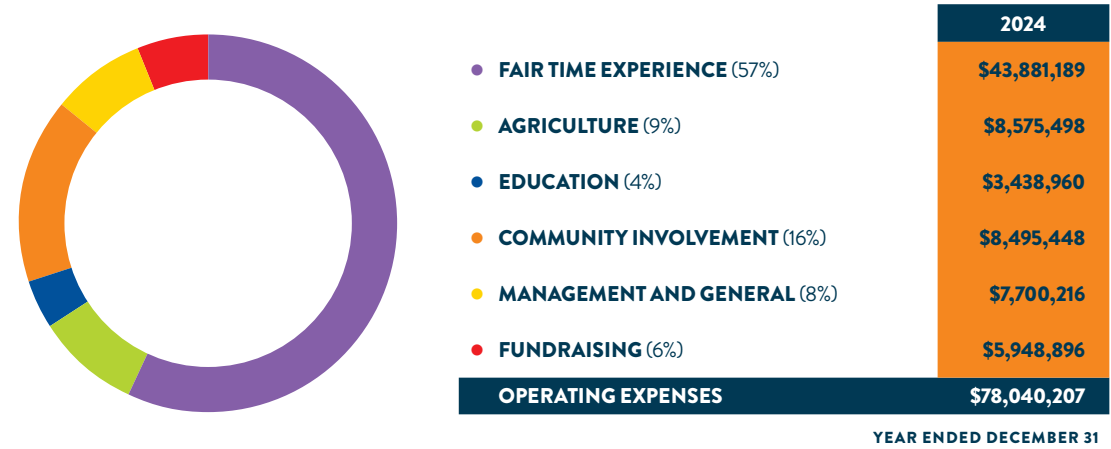


REVENUES



YEAR ENDED DECEMBER 31

EXPENSES



YEAR ENDED DECEMBER 31

EXCESS OF REVENUES OVER EXPENSES	\$5,076,225
REALIZED & UNREALIZED INVESTMENT LOSSES	\$3,529,317
LOSS ON DISPOSAL OF ASSET	(\$456,126)
CHANGE IN NET ASSETS	\$8,149,416

	2024		2023		
	NET ASSETS WITHOUT DONOR RESTRICTIONS	NET ASSETS WITH DONOR RESTRICTIONS	TOTAL	NET ASSETS WITHOUT DONOR RESTRICTIONS	NET ASSETS WITH DONOR RESTRICTIONS
REVENUES					
CONCESSIONS AND ADMISSIONS	\$65,076,768	-	\$65,076,768	\$64,373,782	-
EXHIBIT SPACE AND OTHER RENTALS	5,546,280	-	5,546,280	5,120,318	-
INTEREST AND DIVIDEND INCOME	3,829,877	-	3,829,877	2,990,368	-
OTHER	888,209	-	888,209	813,455	-
CONTRIBUTIONS	2,916,402	2,706,344	5,622,746	2,588,662	2,810,327
DONATED GOOD & SERVICES	2,152,552	-	2,152,552	1,522,952	-
NET ASSETS RELEASED FROM RESTRICTIONS	2,707,637	(2,707,637)	-	2,790,327	(2,790,327)
TOTAL REVENUES	83,117,725	(1,293)	83,116,432	80,199,864	20,000
EXPENSES					
FAIR-TIME EXPERIENCE	43,881,189	-	43,881,189	40,002,077	-
AGRICULTURE	8,575,498	-	8,575,498	7,653,711	-
EDUCATION	3,438,960	-	3,438,960	3,321,322	-
COMMUNITY INVOLVEMENT	8,495,448	-	8,495,448	7,516,213	-
MANAGEMENT AND GENERAL	7,700,216	-	7,700,216	7,193,093	-
FUNDRAISING	5,948,896	-	5,948,896	4,875,565	-
TOTAL EXPENSES	78,040,207	-	78,040,207	70,561,981	-
EXCESS OF REVENUES OVER EXPENSES	5,077,518	(1,293)	5,076,225	9,637,883	20,000
REALIZED AND UNREALIZED INVESTMENT GAINS	3,529,317	-	3,529,317	3,156,489	-
TAX CREDIT	-	-	-	886,669	-
LOSS ON DISPOSAL OF ASSET	(456,126)	-	(456,126)	-	-
CHANGE IN NET ASSETS	8,150,709	(1,293)	8,149,416	13,681,041	20,000
NET ASSETS AT BEGINNING OF YEAR	102,461,957	61,669	102,523,626	88,780,916	41,669
NET ASSETS AT END OF YEAR	\$110,612,666	\$60,376	\$110,673,042	\$102,461,957	\$61,669

YEAR ENDED DECEMBER 31

\* The December 31, 2024 and 2023 financial information presented herein is derived from our audited financial statements. This excerpted information does not include the footnotes that are integral to a full presentation of our financial position. A complete set of audited financial statements is available on [BigTex.com/About-Us/Financial-Highlights](http://BigTex.com/About-Us/Financial-Highlights).





STATEMENTS OF FINANCIAL POSITION

	2024	2023
ASSETS		
CASH AND CASH EQUIVALENTS	\$47,104,087	\$52,984,861
INVESTMENTS	10,620,241	8,682,838
INVESTMENTS WITH BOARD-DESIGNATIONS FOR:		
OPERATING RESERVE	22,013,091	20,737,904
SCHOLARSHIP FUND RESERVE	3,569,796	3,127,579
FUTURE FAIR PARK PROJECTS	19,326,253	10,388,577
INVESTMENTS WITH CONTRACTUAL RESTRICTIONS FOR:		
FAIR PARK IMPROVEMENTS	9,426,468	8,335,260
COTTON BOWL IMPROVEMENTS	359,131	359,131
ACCOUNTS RECEIVABLE	306,986	829,611
INVENTORIES, NET	249,402	198,389
PREPAID EXPENSES	234,923	146,592
PROPERTY AND LEASEHOLD IMPROVEMENTS, NET	21,486,781	19,160,399
DEFERRED COMPENSATION	3,108,107	2,641,130
FINANCE LEASE RIGHT-OF-USE ASSETS, NET	656,530	984,795
OPERATING LEASE RIGHT-OF-USE ASSETS, NET	14,895,785	15,634,237
TOTAL ASSETS	\$153,357,581	\$144,211,303

YEAR ENDED DECEMBER 31

	2024	2023
LIABILITIES AND NET ASSETS		
ACCOUNTS PAYABLE AND ACCRUED LIABILITIES	\$6,706,351	\$5,886,473
ACCRUED FAIR PARK IMPROVEMENTS	9,426,468	8,375,931
DEFERRED COMPENSATION	3,108,107	2,641,130
FINANCE LEASE RIGHT-OF-USE LIABILITIES	706,907	1,034,633
OPERATING LEASE RIGHT-OF-USE LIABILITIES	22,736,706	23,749,510
TOTAL LIABILITIES	\$42,684,539	\$41,687,677
NET ASSETS		
WITHOUT DONOR RESTRICTIONS, INCLUDING BOARD-DESIGNATED		
UNDESIGNATED	65,703,526	68,207,897
BOARD-DESIGNATED OPERATING RESERVE	22,013,091	20,737,904
BOARD-DESIGNATED FUTURE FAIR PARK PROJECTS	19,326,253	10,388,577
BOARD-DESIGNATED SCHOLARSHIP FUND RESERVE	3,569,796	3,127,579
TOTAL NET ASSETS WITHOUT DONOR RESTRICTIONS	110,612,666	102,461,957
WITH DONOR RESTRICTIONS	60,376	61,669
TOTAL NET ASSETS	110,673,042	102,523,626
TOTAL LIABILITIES AND NET ASSETS	\$153,357,581	\$144,211,303

YEAR ENDED DECEMBER 31

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STATEMENTS OF FUNCTIONAL EXPENSES

	2024						
	PROGRAM SERVICES				SUPPORTING SERVICES		TOTAL
	FAIR TIME EXPERIENCE	AGRICULTURE	EDUCATION	COMMUNITY INVOLVEMENT	MANAGEMENT AND GENERAL	FUNDRAISING	
ADVERTISING AND PROMOTION	\$227,415	\$194,128	\$44,295	\$11,992	\$18,428	\$3,280,962	\$3,777,220
CONTRACT SERVICES	11,817,612	1,546,949	20,159	1,521	33,408	13,074	13,432,723
DEPRECIATION AND AMORTIZATION	3,293,860	179,468	77,457	55,699	241,613	15,528	3,863,625
FAIR OPERATIONAL COSTS	10,144,171	1,005,240	347,863	270	2,286	4,936	11,504,766
FAIR PARK IMPROVEMENTS	-	-	-	6,442,485	-	-	6,442,485
GRANTS AND OTHER ASSISTANCE	-	2,408,969	75,148	1,047,976	350	-	3,532,443
INSURANCE	1,426,827	86,347	37,266	26,798	116,247	7,471	1,700,956
OCCUPANCY	2,710,272	742,853	194,192	113,417	642,084	372,598	4,775,416
OTHER	614,613	83,197	81,684	10,861	600,839	555,387	1,946,581
PROFESSIONAL FEES	297,000	9,129	3,411	11,414	1,783,900	48,766	2,153,620
REPAIRS AND MAINTENANCE	1,344,693	189,394	43,764	79,916	71,796	7,471	1,737,034
SALARIES, WAGES, BENEFITS, TAXES	10,793,899	1,908,905	1,521,546	680,155	4,034,102	1,279,226	20,217,833
SCHOLARSHIPS	-	-	952,200	-	-	-	952,200
SUPPLIES	1,210,827	220,919	39,975	12,944	155,163	363,477	2,003,305
TOTAL EXPENSES	\$43,881,189	\$8,575,498	\$3,438,960	\$8,495,448	\$7,700,216	\$5,948,896	\$78,040,207

YEAR ENDED DECEMBER 31

	2023						
	PROGRAM SERVICES				SUPPORTING SERVICES		TOTAL
	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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2024 STATE FAIR OF TEXAS SPONSORS

We would like to express our thanks to the sponsors who supported the mission of the Fair in 2024.

PREMIER

CHEVROLET  
MATTRESS FIRM  
RELIANT ENERGY  
SHINER BOCK  
FORD  
UNITED AG & TURF



TITLE

BUD LIGHT  
WILLIAMSON-DICKIE  
KROGER

PRESENTING

BANK OF AMERICA  
CATERPILLAR  
CIRQUE DE SOLEIL:  
SONGBLAZERS  
COCA-COLA  
CORONA  
CUMMINS  
CUTCO  
DART  
DOS EQUIS  
DR PEPPER SNAPPLE GROUP  
ESTRELLA JALISCO  
FRUITITAS  
HEINEKEN

GOLD

BUBBL'R  
BUSH'S BEANS  
CASE  
DAIRYMAX  
THE DALLAS MORNING NEWS  
EXPRESS FLOORING  
KINGSFORD  
LONE STAR GOLF CARS  
THE MATCHBOX STUDIO  
MISTPLAY

SILVER

ACT  
BCBS OF TEXAS  
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2024 BIG TEX YOUTH LIVESTOCK AUCTION &

SCHOLARSHIP PROGRAMS DONORS AS OF DECEMBER 31, 2024

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Roosevelt Wheeler  
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Kenneth Wright



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Deren Wilcox  
Gillian Wiley

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Meyer Williams  
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Andrew Woodward  
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Chris Wright  
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Trae Anderson  
Lance Andrews  
Kyle Berry  
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Charlie Bogan  
Billy Bos  
Bill Boyd III  
Julie Bradshaw  
Michael Brigrance  
Keith Burks  
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Leslie Chatman  
Heath Cheek  
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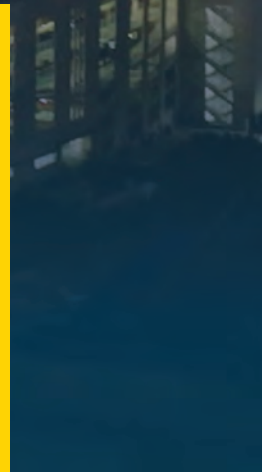
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James C. Roberts  
Caleb Robinson  
Neal Robinson  
Robin Robinson  
Bo Rollins  
Dee Ruckman  
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Travis Sartain  
David Schmidt  
Andrew Scudder  
Shea Self  
George Shafer  
Georgeann Shafer  
Winston  
Bruce Sifford  
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Mark Strickland  
Mary Talley  
Mario Tanchez  
John Taylor  
Blake Taylor  
Trevor Thompson  
William Toles  
Terry Triem  
Adelaide Villasana  
Mark Villasana  
Robert Walne  
Stephanie Walne  
Mickey Wardlaw  
Jessica Webb  
A.B. Wharton  
Gillian Wiley  
Lee Wiley  
Charles Williams  
Cindy Williams  
Joe Willoughby  
Chris Wright  
Mike Wyatt  
Marlee Yancey  
Erin Young











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