TEXAS SHINES BRIGHT

2025 REVIEW





2025 ATTENDANCE: **2,020,064**

Factors Impacting Attendance in 2025

- Economic Factors
- Pricing
- Concerns within Immigrant Community
- Government Shutdown
- Weather



MORE THAN
13,000
FIRST RESPONDERS

MORE THAN
34,000
MILITARY MEMBERS

VISITED WITH A SPECIAL DISCOUNT



12,320 ENTRIES
600 BLUE RIBBONS
IN CREATIVE ARTS COMPETITIONS



25
NEW SHOPPING VENDORS JOINED TO CREATE 232 SHOPPING LOCATIONS





$200,000
GRAND CHAMPION MARKET STEER BROKE A RECORD

26,670
POUNDS OF FRESH PRODUCE GROWN AND DONATED BY THE BIG TEX URBAN FARMS

153,000
POUNDS OF FOOD WERE COLLECTED AND DONATED TO THE NORTH TEXAS FOOD BANK

MORE THAN 400 NONPROFIT LEADERS
ATTENDED COMMUNITY ENGAGEMENT DAY

550,000

FLETCHER'S CORNY DOGS WERE ENJOYED BY GUESTS



22,938

RECORD BREAKING FANS ATTENDED THE FIRST-EVER WOMEN'S SOCCER MATCH AT THE FAIR



MORE THAN 175 MUSICAL ARTISTS

PREFORMED AT STAGES ACROSS THE GROUNDS

375,000

BALLOONS POPPED ACROSS THE MIDWAY'S BALLOON GAMES

64

ANIMAL BIRTHS DURING THE FAIR INCLUDING PIGLETS, CALVES & LAMBS

MORE THAN

$1.3 MILLION

TO 220 STUDENTS AS PART OF THE BIG TEX SCHOLARSHIP PROGRAM



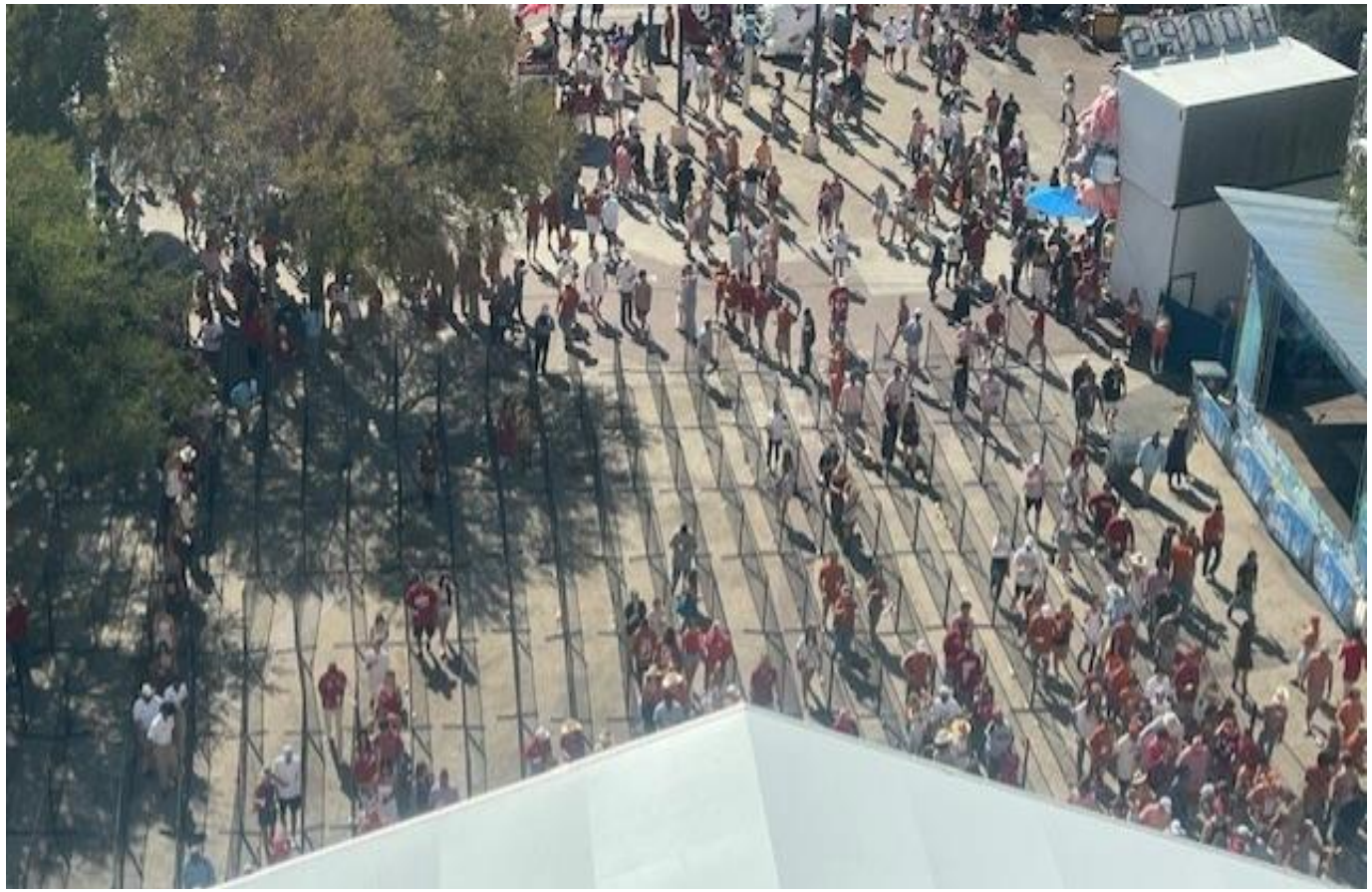


3,077 ACTIVITES

ACTIVITIES ACROSS THE GROUNDS

State Fair Operations: Key Takeaways & Observations

- Continued focus on guest arrivals: created new operating hours for parking and pedestrian gates, implemented new designs at Midway and Gurley gates, and adjusted labor model, maintaining safety and efficiency.
- In the State Fair Command Center's second year, it provided an enhanced role as the central communication hub, improving incident management, operational coordination, and emergency preparedness.
- Collaboration between many departments and key concessionaires on stand redevelopment provided significant impact in revenue at locations.
- Implemented new west-side wayfinding following Cotton Bowl Stadium renovations, resulting in more guest movement and improved entry experience (See Photo)



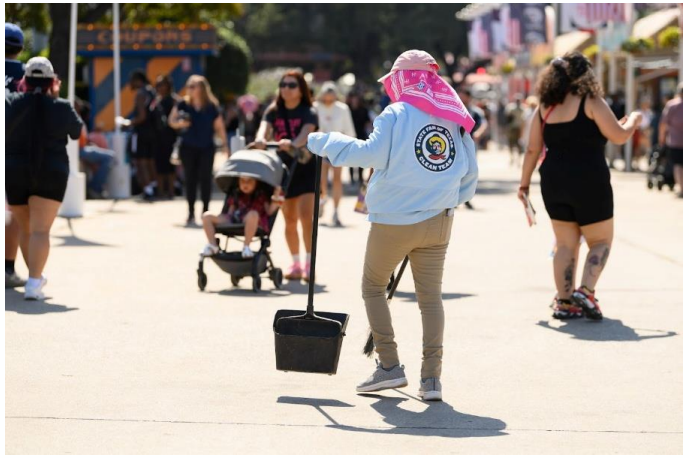
State Fair Operations:
Key Takeaways & Observations (cont.)

- We were able to test several new initiatives that will help shape our planning for the future including:
  - Pre-Paid Parking
  - Credit Only Parking (at select gates)
  - Pre-Paid Tickets Only (Midway Gate)
  - Apple Pay/Google Pay (Admission gates)
  - New point of sale terminals
  - Pedestal scanners

- Andy Frain Security executed a well-planned, well-staffed Fair – one that included a lighter labor model in some key areas to improve efficiency.

- ACT cleaning team continued to do an outstanding job keeping the fairgrounds clean.





Public Safety & Security Enhancements

- DPD & DFR – Outstanding working relationship as they provided a very safe environment

- Our 2025 plan was focused on making some meaningful modifications and additions:
  - Vehicle Incursion – speed bumps, chicanes, DPD assets, etc.
  - Gate Operating Schedules – tighten up times and access for all
  - Re-Designs of Gurley and Midway Gates
  - Drone technology in real-time – added critical visibility
  - Safety Team in year five – new look really stood out and improved capabilities
  - Bag Policy – attempted harder approach on clear bags, bag size
  - Ongoing Training for Staff is really helping to create a culture of engagement on Public Safety & Security







Brand Experience Initiatives

- Incorporated **SFT nonprofit mission messaging** in key park locations
- Partnered with select concessionaires to develop new brand identities for stands **with resounding impact on location revenue**
- Collaborated with customer engagement team and key concessionaires to introduce **SFT registered trademark licensed F&B products**
- Expansion of sound system on Nimitz provided **environmental music, gameday messaging, and emergency notification in high-traffic area**. More than 60% of parade route now has the system.
- Deployed **modified wayfinding signage** to enhance guest experience
- Streamlined and invested in **ornamental landscape program**
- Introduced **enhanced guest seating and shade options** throughout grounds



Livestock, Horse & Rodeo Participation

- **9,295 Youth Livestock Entries** in 34 Shows
- **5,378 Pan American Livestock Entries** in 37 shows
- **4,529 Participants in 23 Ag Contests** including Public Speaking, AgriScience Fair, Job Interview, Livestock Judging, and more
- **2,192 Horse Show** Entries
- **784 Rodeo** Contestants



Agriculture Education & Entertainment

- **7,698 Ag Awareness Day students** donated **28,523 pounds of food** to NTFB
- **64 animal births** in Big Tex's Birthing Barn
- **176 shows** Edu-tained guests at Majesty of the Horse and Farm & Fork University
- **57,000+ visitors** through Big Tex's Discovery Farm
- **61,100+ guests** attended **15 Rodeo** performances



Entertainment & Attractions

Included with the price of admission:

- **More than 25 acts** took to the Chevrolet Main Stage this year, with TLC, Village People, Paul Wall, and Cold War Kids drawing the largest crowds
- More than **2,600 free timed shows** throughout the grounds
- **20 free untimed exhibits and attractions** open throughout the day
- Introduction of **six new entertainment offerings**
- Introduction of **new music stage** driven by partnership with sponsor
- **30 new agriculture-related presentations** by Big Tex Urban Farms in the Greenhouse



TLC on the Main Stage

College Football at the Cotton Bowl

- **State Fair Classic (56,210 attendance)**
  - Saturday, September 27, 2025
  - Grambling State University vs. Prairie View A&M University
  - Played in Dallas since 1925
  - Ticket to game includes State Fair admission

- **Allstate Red River Rivalry (92,100 attendance)**
  - Saturday, October 11, 2025
  - University of Texas Longhorns vs. University of Oklahoma Sooners
  - Played in Dallas since 1929
  - Ticket to game includes State Fair admission



Professional Soccer in the Cotton Bowl

- Inaugural State Fair Clásico held on the final Saturday of the 2025 State Fair.
    - Game featured Dallas Trinity FC vs Club América Femenil.
    - Announced attendance of 22,838 set a record for largest crowd for a pro women's sporting event in Texas.



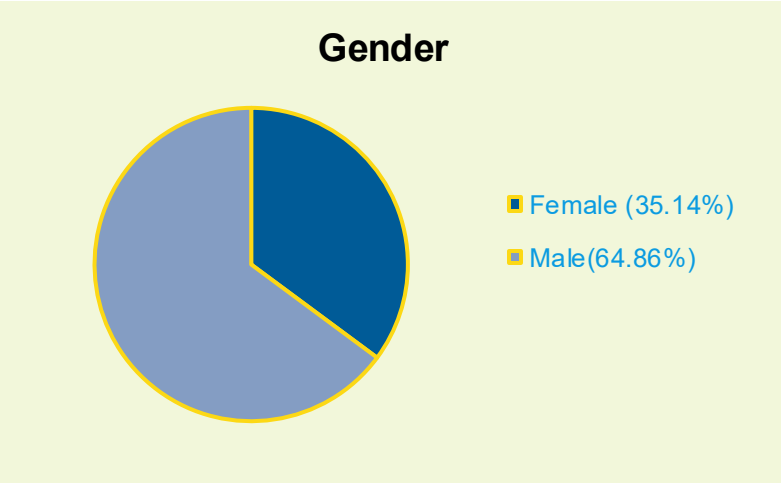


State Fair Team Members

- In 2025, the State Fair hired approximately 2,220 seasonal and part-time employees.
- Of these 2,220 seasonal and part-time employees, 91.4% were returning employees from previous years.
- 1,301 seasonal and part-time employees went through Guest Relations Training.
- For the 108 different job postings for the 2025 State Fair, 8,360 applications were received.



Age Range	
N/A	0.18%
18 - 25	13.19%
26 - 35	13.77%
36 - 45	14.17%
46 - 55	14.08%
56 - 65	22.21%
66 - over	22.39%

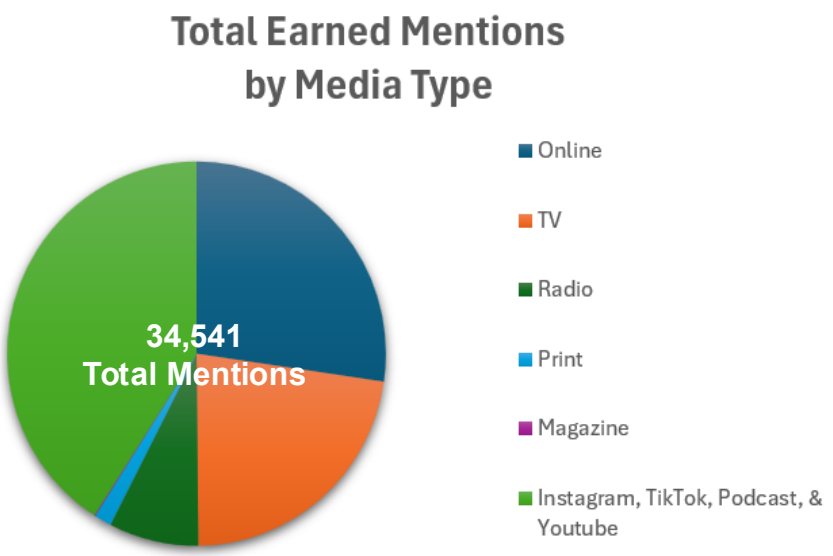


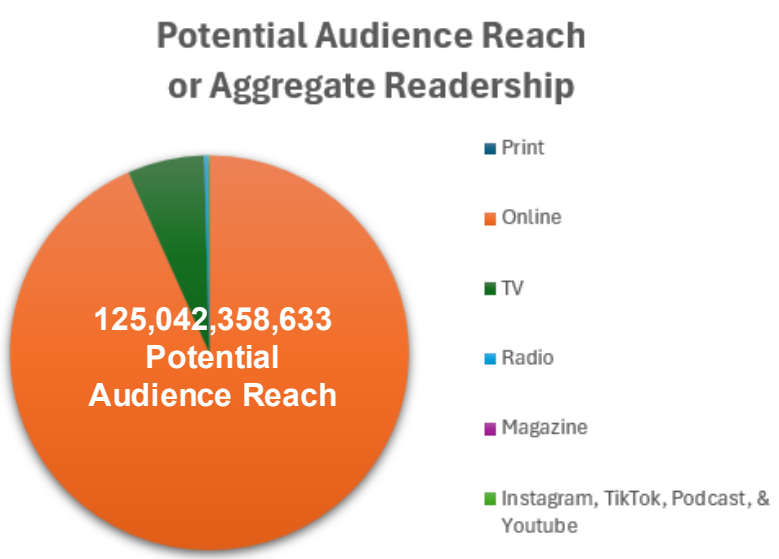
Race/Ethnicity Breakdown of Team Members

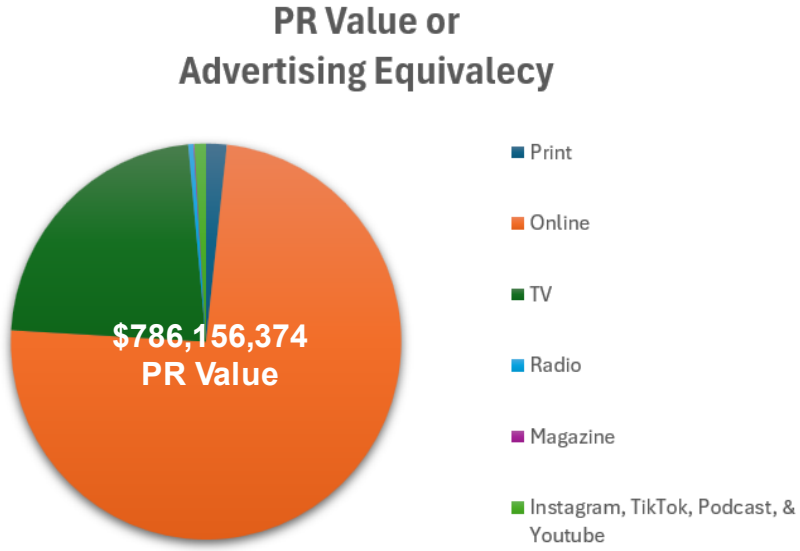
Amer. Ind or AK Native	Asian	Black or African American	Declined to Identify	Hispanic or Latino	Nat HI or Oth Pac Island	Two or more Races	White
0.58%	0.98%	48.69%	2.13%	18.13%	0.13%	1.11%	28.25%

Dallas, Fair Park, & Big Tex in the Spotlight

2025 State Fair of Texas Earned Media Coverage Recap







- *All radio coverage is not included in Cision reporting*
- *These figures are calculated by Cision and All Ears media listening tools, as of 10/28/2025*
  - ***20,404*** *earned mentions reported through Cision and* ***14,136*** *reported through All Ears.*
- *Potential Audience Reach or Aggregate Readership:* ***124 billion*** *reported through Cision and* ***136.16 million*** *reported through All Ears.*
  - *2025's All Ears' reach was more than* ***double*** *2024's reach of* 61.41 million.
- *PR Value or Advertising Equivalency:* ***$778 million*** *reported through Cision and* ***$7.48 million*** *reported through All Ears.*

2025 Mission Moments in the Media

In 2025, the State Fair of Texas received worldwide coverage, including local, regional, national, and international media outlets. More importantly, the media relations team secured **more than 450 stories about the State Fair's nonprofit mission this year.**



Initiatives Highlighted:

Community Programming and Events – 204
Big Tex Youth Livestock Auction – 96
State Fair Cares Food Drive – 61
Sensory Friendly Mornings – 39
Big Tex Scholarship Program – 33
Big Tex Urban Farms – 21



Big Tex Urban Farms: Growing food and neighborhoods together

The food desert challenge in Fair Park

Many neighborhoods near Fair Park are designated as food deserts by the USDA—low-income communities with limited access to personal vehicles or public transportation, and no grocery stores within a one-mile radius. The State Fair of Texas recognized this critical need and took action.

FYI 50+

State Fair makes reparations with South Dallas years after eminent domain took homes

Scholarships, food drives, grants and seasonal jobs are a few ways the fair aims to give back to the neighborhood it calls home.

The DMN

2025 Big Tex Clay Shoot Classic Breaks All-Time Fundraising Record

State Fair of Texas Supporters Raise $325,000 for Texas Students

KSST Radio

How Your Visit to the State Fair of Texas Benefits Communities

FYI 50+

H.B. Elliott, fyi50+ Media · September 17, 2025 · 3 minute re





During Fair Community Events

- **More than 300 faith leaders and community partners** came together for fellowship during the annual Pastors Luncheon hosted by the State Fair of Texas during the Fair.

- **Texas State Senator Royce West spoke to more than 400 nonprofit leaders** at Big Tex Community Engagement Day, which was hosted by the State Fair of Texas during the Fair.

- The State Fair of Texas and the Juanita J. Craft Civil Rights House & Steering Committee hosted the **8th Annual Juanita Craft Humanitarian Awards**, **honoring seven individuals** following in Mrs. Craft's footsteps. **More than 200 community members** were in attendance during the Fair.

- More than **2,880 admission tickets** were donated to other local nonprofit organizations for community members to enjoy the State Fair.

- **19 entrepreneurs graduated** from the 2025 Big Tex Business Masterclass.









Big Tex Gives Back

In 2025, the State Fair's combined Philanthropic & Fair Park Giving* is estimated to total over

$12.4 million

PHILANTHROPIC GIVING

Since 2016, more than

$20.6 Million

committed

- In 2025, more than **100 organizations received more than $650,000 in funding** from the State Fair's Community Giving through Grants and Sponsorships Program.
- The State Fair hosted **hundreds of students and community members** during several signature events including three Community Engagement Days, Big Tex NEXT Fest, Big Tex's Farm Day at the Fair, and the Juanita Craft Humanitarian Awards.
- In 2025, more than **$1.3 million was awarded in new college scholarships** to Texas students.
- During 2025, **245,795 servings of fresh produce** have been grown and donated to the South Dallas/Fair Park area through Big Tex Urban Farms.

FAIR PARK IMPROVEMENTS

Past 5 years, nearly

$42 Million

Invested

In 2025, nearly

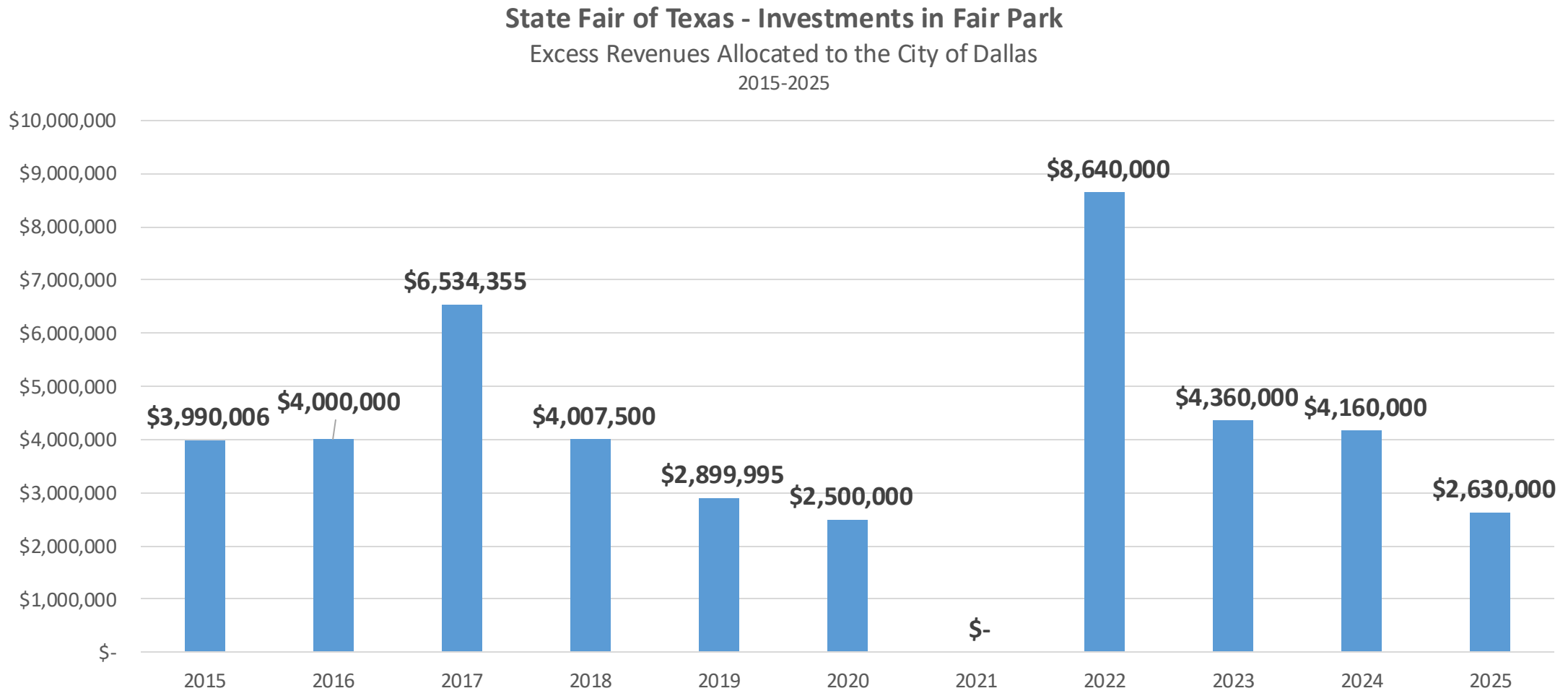
$5.9 Million

Invested

- Through Historical Preservation of Fair Park, **the State Fair has given nearly $44 million to the City of Dallas for Fair Park since 2015.**
- Net proceeds from the State Fair are **reinvested into Fair Park's upkeep and maintenance.**
- More than **$150,000 in financial donations** to support Fair Park Museum programming.
- **$50,000 provided annually to assist with Fair Park** marketing and advertising.

**Note: Philanthropic & Fair Park Giving includes giving through community outreach programs (e.g., Community Giving through Grants and Sponsorships, Signature Programs, Big Tex Scholarship Program, Big Tex Urban Farms, etc.), funding for upkeep and historical preservation of Fair Park, annual rent to the City of Dallas with the agreement that the money must go towards Fair Park, and other Fair Park improvements and State Fair Operations to help continue hosting one of the premier and largest annual events in the world.*

Fair Park Giving

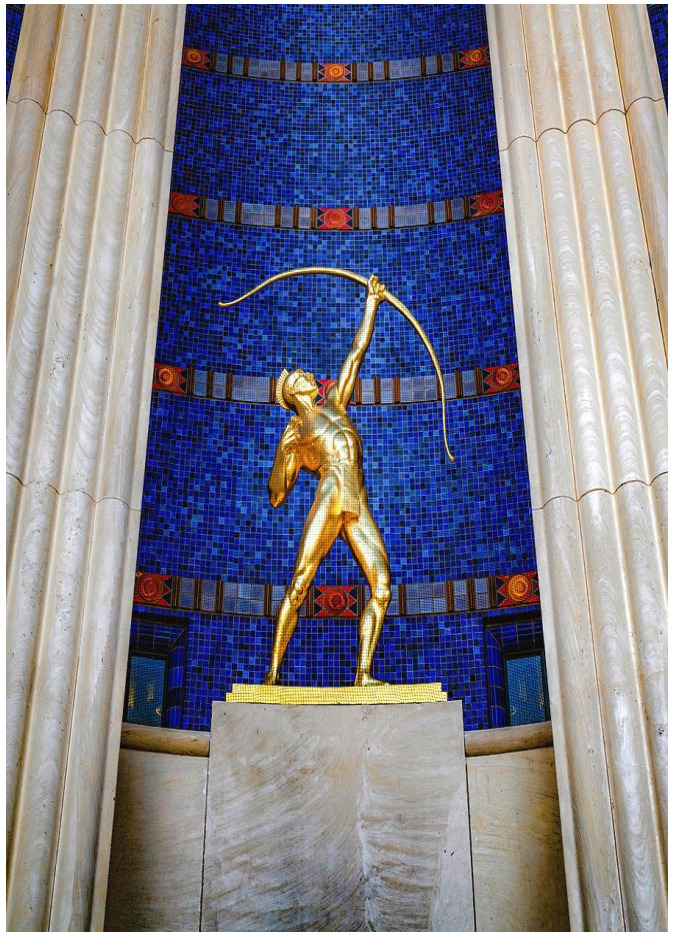


- The above chart illustrates investments made by the State Fair of Texas through excess revenues allocated to the City of Dallas, with the city having full discretion over how the funds are used for the upkeep and historical preservation of Fair Park – nearly $44 million given since 2015.
- These excess revenues are generated through the success of the State Fair's annual 24-day event each fall, underscoring the importance of a strong State Fair in supporting ongoing investments in Fair Park.
- There were no excess revenues available for 2021 giving, as the 2020 State Fair of Texas event was canceled due to the worldwide COVID-19 pandemic.

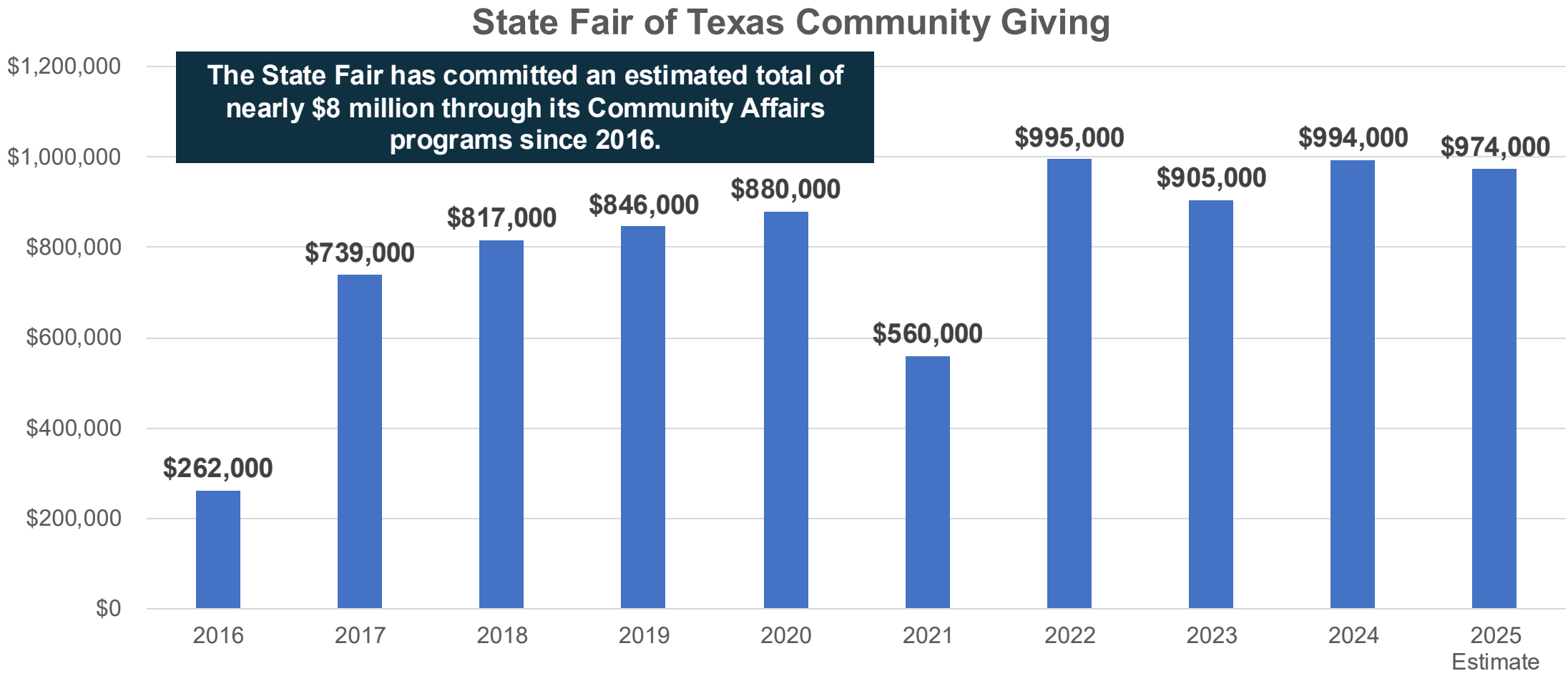
Fair Park Giving

Since 2015, the State Fair has provided nearly $44 million to the City of Dallas for Fair Park improvements.

- In 2025, **$2.63 million** was given by the State Fair to the City of Dallas for maintenance and projects at Fair Park due to the results, in addition to **annual rent of $1.75 million** paid to the City of Dallas with the agreement that the money must go towards Fair Park.
    - These funds were used by the city for the Cotton Bowl Renovations
- In addition, **more than $1.25 million** was spent by the State Fair during 2025 on other Fair Park improvements.
    - **Highlights include:**
        - Fair Park Paving - $529K+ - In many areas around the grounds where the uneven surfaces were in disrepair and posed a trip hazard.
        - Horse and Cattle Barn improvements - $303K+ - can be utilized for Fair Park events all year
        - Fair Park Utility Upgrades - $320K – electrical, plumbing, irrigation, and lighting
        - Replaced another two HVAC Rooftop Units (RTUs) at the Tower Building, which makes 13 new units at this location within the past two years



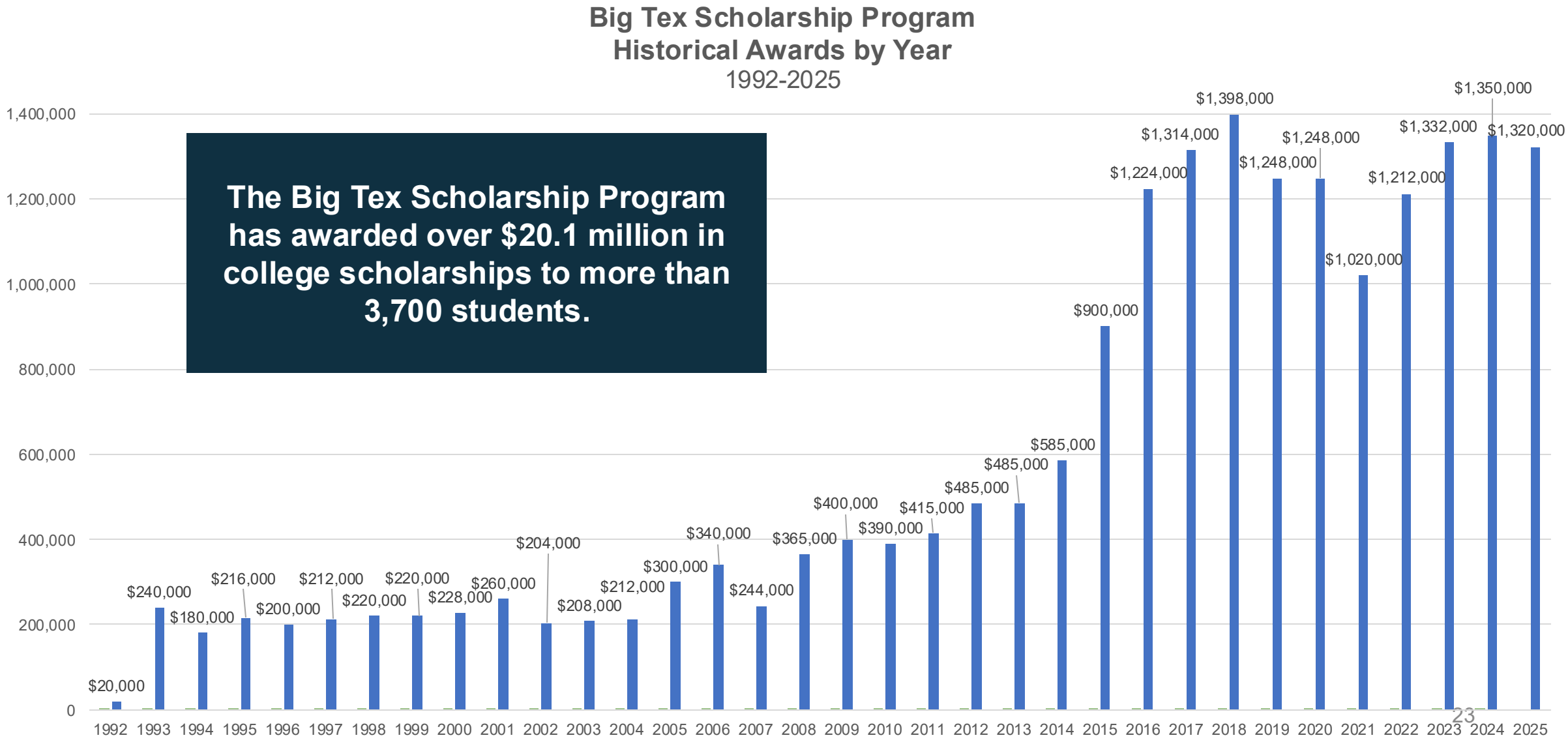
Philanthropic Giving Through Community Affairs



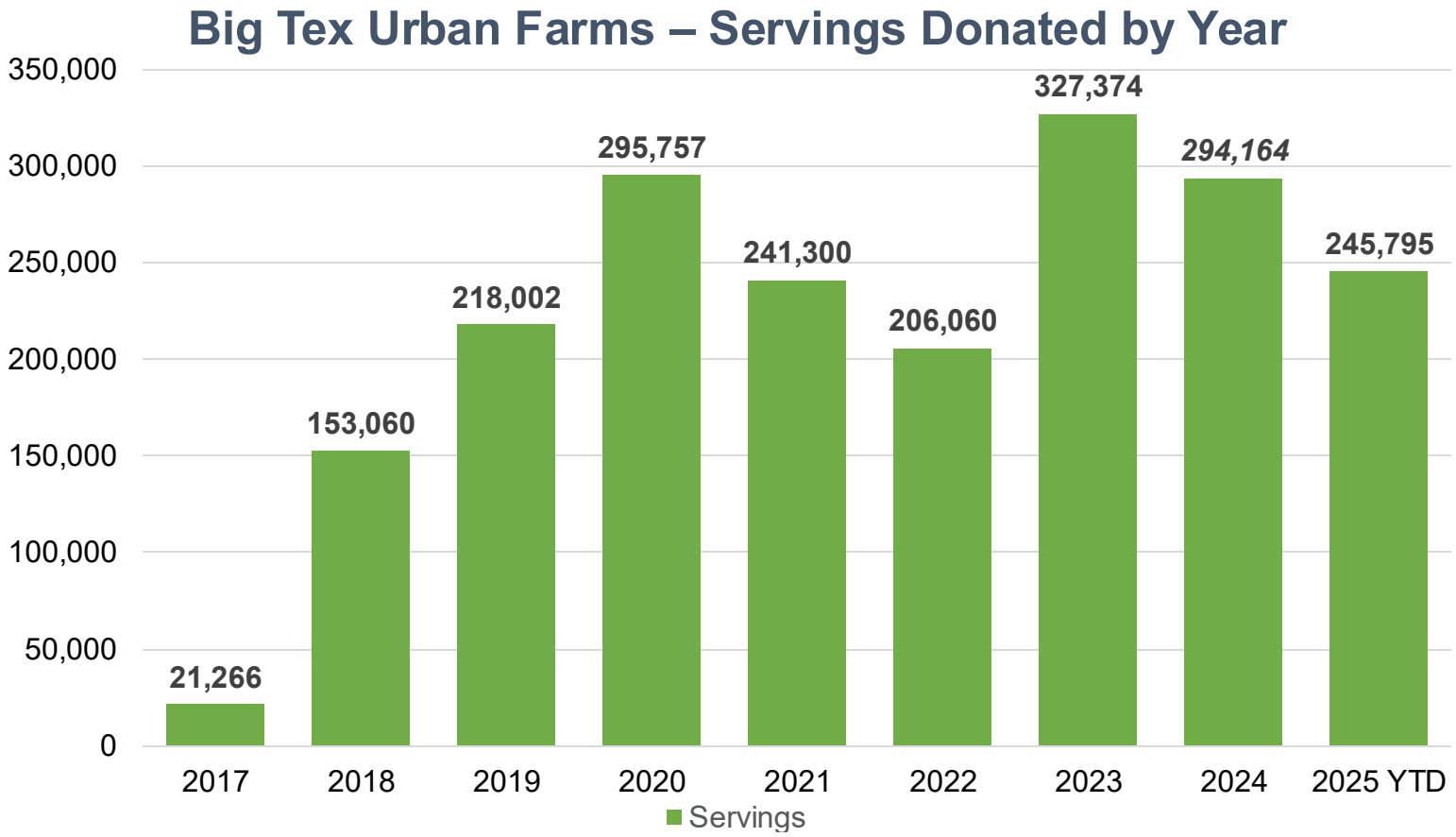
Community giving **includes sponsorships, supporting programs through funding, in-kind donations, technical assistance and training, staff commitment, and investments made through the State Fair's signature programs**, benefiting South Dallas/Fair Park area organizations.

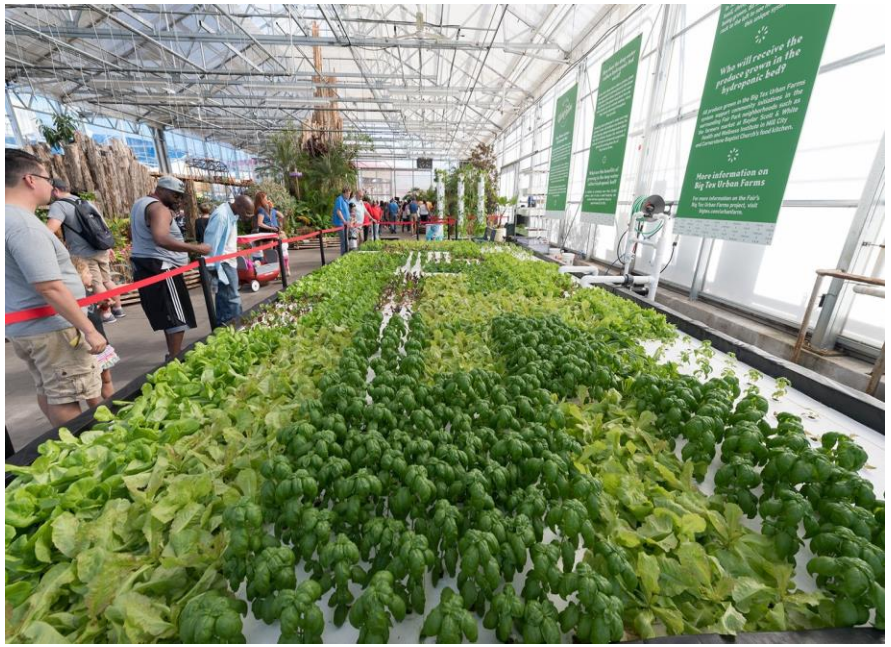
Note: The Community Affairs budget is not inclusive of additional funding provided for the Big Tex Scholarship Program or Big Tex Urban Farms by the State Fair of Texas, or funding provided to our Fair Park partners. .

Philanthropic Giving Through College Scholarships



Philanthropic Giving Through Big Tex Urban Farms





BREAKING NEWS: Since its inception, Big Tex Urban Farms has **grown and donated more than 2 million servings of fresh produce** to the South Dallas/Fair Park community.

Economic Impact

- According to a study on the 2023 State Fair, the estimated total economic impact of the State Fair is **between $562 - $680 million**
    - Figure does not include the additional impact from the Texas Auto Show

- Approximately **7,000 people employed** during the annual State Fair of Texas (more than 2,000 by the State Fair alone)

- Estimated **22.8% of Fairgoers are from outside the 13 county DFW area**, spending an estimated **$59 million** outside the park in the DFW area



Looking Forward:
Key Areas of Focus

- Value and guest experience initiatives
- SFT Administration building construction (and return of the current Admin office for PKR use)
- Log Flume area development
- Utility upgrades (electrical as focus)
- U.S. Semiquincentennial activities
- Lighting and paving
- Parking / Trams / Perimeter Security
- HVAC / air quality investments
- IT Infrastructure
- Midway Rides rehab
- Design of new multi-use facility in Livestock area
- Park beautification improvements





SEE YOU AT THE 2026 STATE FAIR!

FRIDAY, SEPTEMBER 25

through

SUNDAY, OCTOBER 18

STATE FAIR OF TEXAS