



THE
CELEBRATION
AS BIG AS

TEXAS



STATE FAIR
OF TEXAS.



2018 State Fair of Texas

City of Dallas
Park & Recreation Board

September 20, 2018

OUR MISSION



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.

The State Fair of Texas is a **501(c)(3) nonprofit organization** with all proceeds helping to preserve and improve Fair Park; underwrite museum, community, and scholarship programs for inner-city youth and students pursuing agricultural careers; and help improve State Fair operations.



STATE FAIR & FAIR PARK



- 277-acre Fair Park is owned and operated by the City of Dallas
- The State Fair of Texas is a 501(c)(3) nonprofit
- The Fair completely self-supportive, receives no government funding
- Current lease is through 2027
 - Rent = The State Fair pays more than \$1.3 million per year (with escalators throughout contract)
 - Annual lease timeframe (60 days to set up/24 day event/30 days to tear down)
- The State Fair works diligently with the City to accommodate events at Fair Park that fall within our lease window (179 events between August 1, 2018 – November 18, 2018)
- Lease requires State Fair to invest “Excess Revenues over Expenses” (Net Income) in the form of capital improvements to improve Fair Park OR the State Fair with those projects being mutually agreed upon by the parties
- Instead, SFT has begun voluntarily giving an amount each year for the city to invest back in Fair Park with decisions made at the sole discretion of the Park & Rec Director



STATE FAIR FOOTPRINT



Fair Park's footprint is 277 acres.
Here is where the State Fair stands in acreage compared to the top State Fairs.

- Los Angeles Country Fair - 487 acres
- Iowa State Fair - 445 acres
- Oklahoma State Fair - 435 acres
- Ohio State Fair - 360 acres
- California State Fair - 350 acres
- Houston Livestock Show - 350 acres
- San Diego County Fair – 340 acres
- Minnesota State Fair - 320 acres
- **State Fair of Texas - 277 acres**
- Indiana State Fair - 250 acres



WHERE DOES THE MONEY GO?

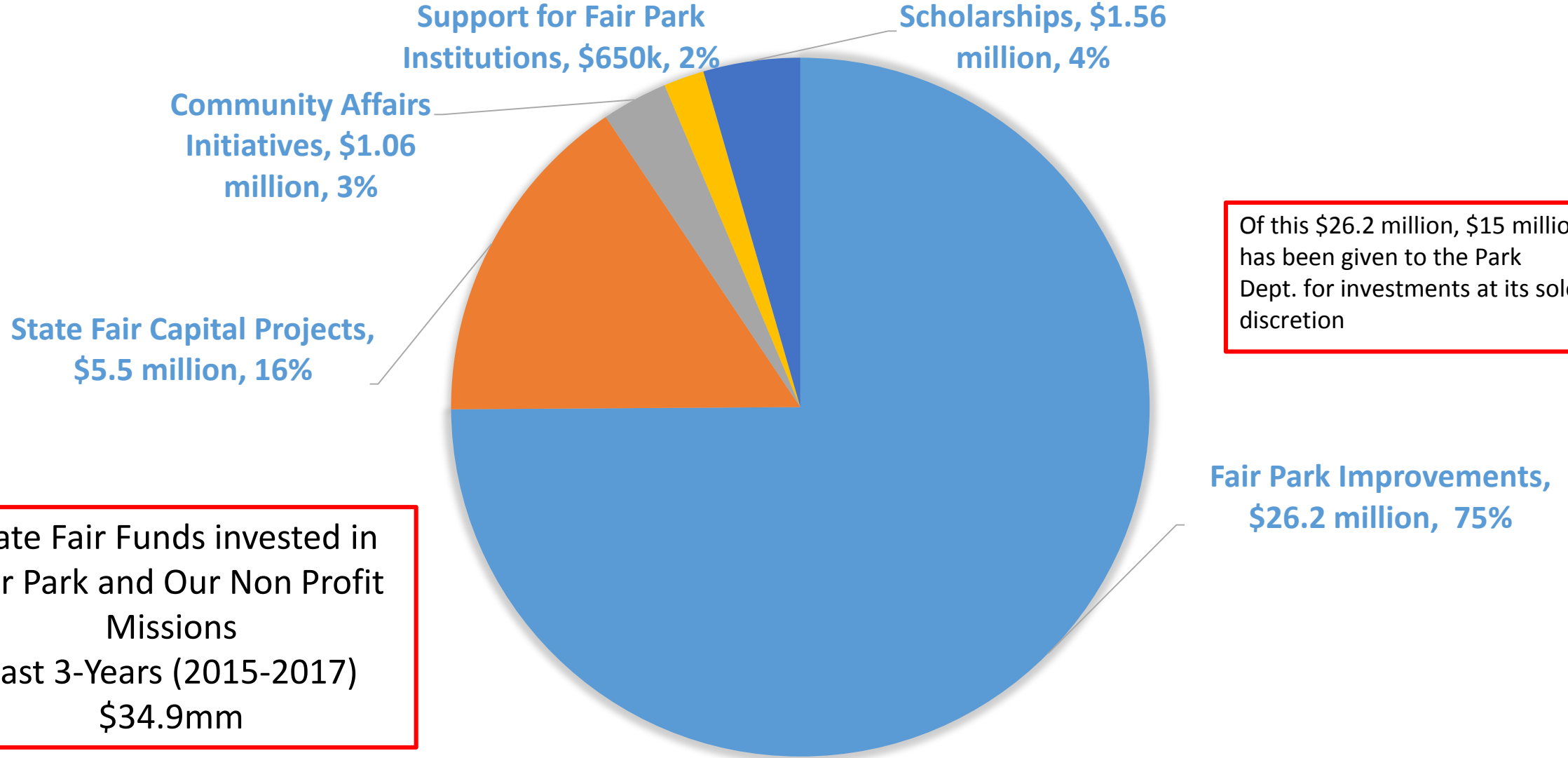


According to our Fair Park contract and our nonprofit purpose, the net proceeds from the Fair are:

- Reinvested in Fair Park, in the form of capital improvements
- Given as scholarships to deserving students throughout the Lone Star State
- Used to support the Fair Park museum facilities and community outreach programs
- Used to improve the State Fair event and its operation – help put on the next Great State Fair of Texas!



WHERE DOES THE MONEY GO?



WHERE DOES THE MONEY GO?



The State Fair of Texas supports Fair Park cultural organizations and facilities including the following in 2018:

- African American Museum
- Texas Discovery Gardens
- Dallas Historical Society & Hall of State
- Friends of Fair Park
- Dallas Summer Musicals
- City of Dallas Marketing Fee (\$50,000 per year)

Total of \$297,500 in cash

+ in-kind support such as tickets for membership bases, use of SFT trams, picnic tables, barricades, etc...

- *Per tenant contract with the City of Dallas, the State Fair agrees to spend at least \$150,000 per year in support of the Fair Park Cultural Facilities and Community Outreach Programs. Our investments in these areas go beyond that amount.*



ECONOMIC IMPACT



- Approximately 6,000 people employed during the annual State Fair of Texas
- 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
- Including secondary activity, the total impact of the State Fair is between \$410 - \$499.9 million (not including any impact from the Texas Auto Show)*
- Houston Livestock Show & Rodeo reported an overall economic impact of \$475 million in 2010.
- Minnesota State Fair reported an overall economic impact of \$250 million in 2014 (12-day event)



*Source: *THE ECONOMIC & FISCAL IMPACTS OF THE 2016 STATE FAIR OF TEXAS*
Economics Research Group, University of North Texas, dated June 2017

SOMETHING FOR EVERYONE



Food



Texas Auto Show



Livestock & Ag



Midway



Exhibits



Creative Arts



Football



Concerts



Shows



Shopping

STRIVING FOR EXCELLENCE



5 Areas of Focus:

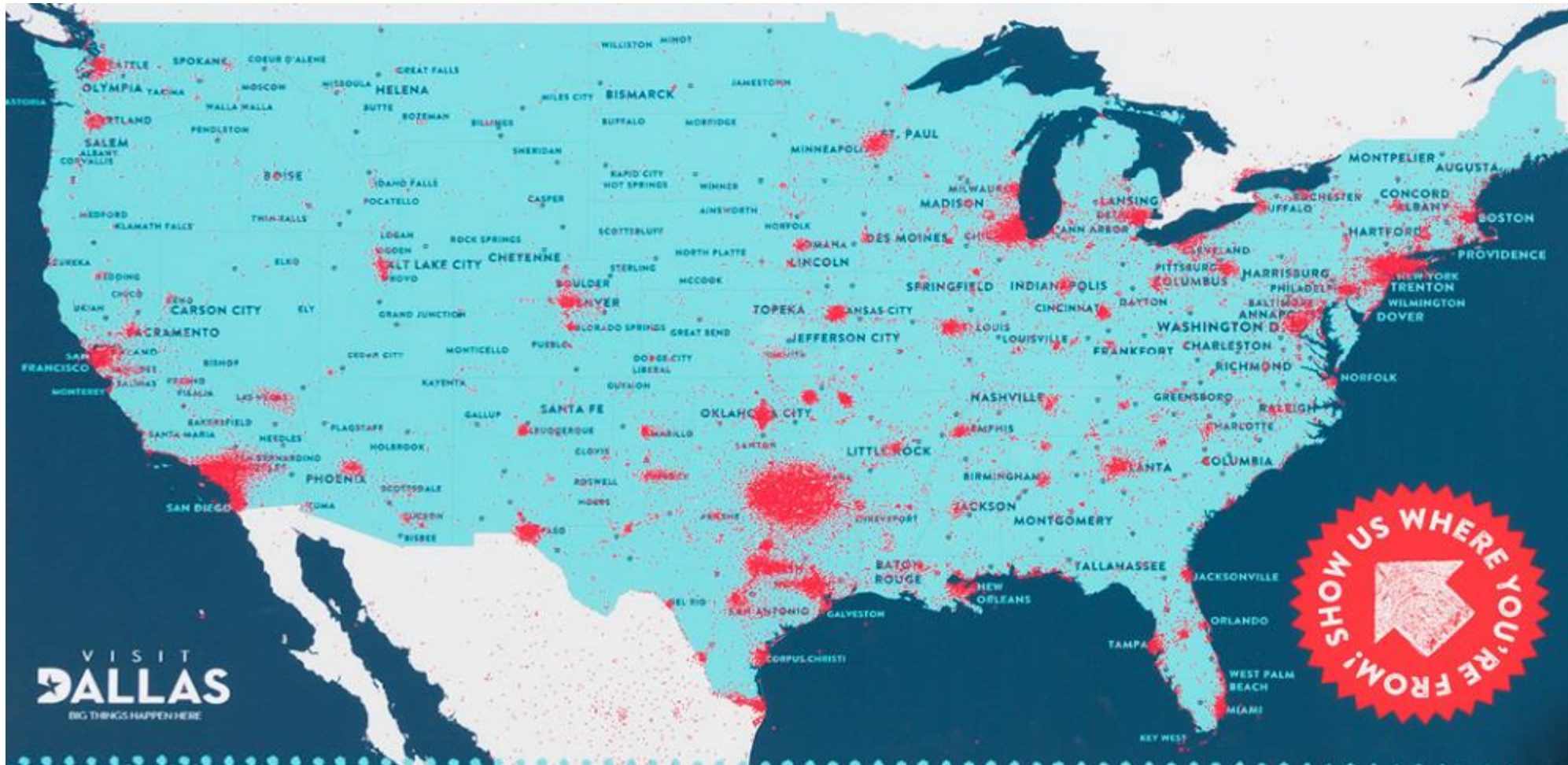
- Safety and security
- Cleanliness
- Landscaping
- Family-friendly
- Customer service



ATTENDANCE



- 2017 Attendance: 2,250,433 in 24 Days



More than 128,000 dots were used on the VisitDallas world map along Lone Star Boulevard for people to show us where they are from. The dots represented locations from all throughout the world.



STAFFING AND VENDORS



- 52 full-time staff
- 1,600+ total employment on State Fair payroll during Fair
- Many employees from Fair Park/South Dallas neighborhoods, and throughout North Texas
- Approximately 6,000 employed during State Fair annually, adding vendors and exhibitors



SUPPORTING OUR MISSION



Agriculture



Education



Community

AGRICULTURAL PROGRAMS



Youth Livestock Auction:

- Livestock scholarship recipients consist of Texas 4-H, FFA & FCCLA graduating seniors that competed at the Fair through their career.
- More than 3000 kids will compete and show animals in 5 divisions vying for 392 sale lots in the Youth Livestock Auction.
- When an animal is sold, the kids showing receive approximately 70% of the dollars raised. The other 30% of the total dollars raised goes to the SFT scholarship fund.



AGRICULTURAL PROGRAMS



Educating Texans about Agriculture:

- Livestock 101 Stage
- Livestock Tours
- Big Tex's Farmyard
- Children's Health Barnyard
- Little Hands on the Farm
- Big Tex Summer Sampler
- Farm Day at the Fair
- Urban Agriculture
- Ag Awareness Day

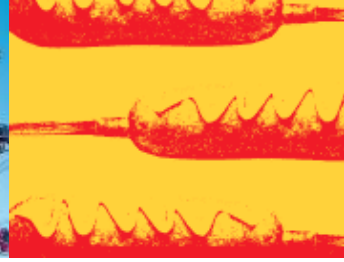


BIG TEX URBAN FARMS



- Implemented in 2016 as a community-related capital project, Big Tex Urban Farms produces fresh produce for the South Dallas community.
- Donations go to organizations such as: Farmers Market at the Juanita J. Craft Recreation Center, Cornerstone Baptist Church, City Square, Singing Hills Community, and POETIC.
- Since January 2018, the farm has produced 8,500 pounds of food, which translates to 105,000 servings as described by the USDA.
- New growing technology is being installed at the farm that will significantly increase the production of produce for the community.
 - Visit the Innovations in Urban Agriculture exhibit during the Fair to see the farm.

SCHOLARSHIP PROGRAM



- Youth Livestock Scholarships
- Pete Schenkel Scholarships - Five DISD, Fair Park-area high schools (Irma Rangel, James Madison, Lincoln, North Dallas, Woodrow Wilson)
- Seasonal Employee Scholarships (*NEW in 2018*)

- Nearly \$1.4 million awarded in new college scholarships to seniors from Fair Park area and throughout the Lone Star State in 2018.
- Over past four years, more than \$4.7 million has been awarded in new college scholarships.
- Since 1992, more than \$11.3 million has been awarded.



SCHOLARSHIP PROGRAM



The scholarship fund is made possible through a culmination of hard work and generous donations made at events held throughout the year, including:

- Shooting for the Stars Sporting Clay Shoot
- Big Tex Golf Classic
- Fair Park Fourth
- Big Tex Choice Awards
- Big Tex Champion Club
- Youth Livestock Auction

Last year, more than \$2 million was raised to support the Fair's Youth Livestock Auction & Scholarship Program

That's a \$560k (38%) increase over prior year

And of course, our biggest fundraiser is the annual State Fair of Texas!

Fair Park Fourth
MIDWAY



BIG TEX
GOLF CLASSIC



COMMUNITY INVOLVEMENT



In 2014, we added Community Involvement as the third pillar to our mission, adding to Agriculture and Education

- Invested \$250,000 in 2016
- Invested more than \$500,000 in 2017
- Will spend more than \$500,000 in 2018



APPROXIMATELY **\$507,213** IN SPONSORSHIPS AND PROGRAM FUNDING WAS GIVEN TO MORE THAN **60** ORGANIZATIONS IN THE SOUTH DALLAS / FAIR PARK AREA IN 2017.

COMMUNITY INVOLVEMENT



HOW WE SERVE OUR COMMUNITY

- Building Capacity of Nonprofits
- Economic Development
- Educational Support



- Grants & Sponsorships
- College Scholarships

BUILDING CAPACITY OF NONPROFITS



ECONOMIC DEVELOPMENT



EDUCATIONAL SUPPORT



COMMUNITY INVOLVEMENT



Juanita Craft was an inspirational activist during the civil rights movement where she played a crucial role in integrating the State Fair of Texas along with other universities, restaurants, and theaters around Dallas.

Juanita Craft Steering Committee

- State Fair has taken active role in serving on the Steering Committee charged with spearheading efforts to raise funds to repair the Juanita Craft Home in the Fair Park area
- State Fair donated \$10,000 as well as additional donations from Board members
- The home should be an educational tool and resource for future generations

Juanita Craft Humanitarian Awards

- Chevrolet Main Stage
- Thursday, October 11, 7:30 p.m. Before the Gospel Night Concert
- Honoring the legacy of Mrs. Craft by awarding past, present, and up-and-coming leaders who are committed to issues of justice and community transformation



2018 THEME



Celebrating Texas Innovation



From America's first self-contained modern shopping center, stadium nachos, iconic corn chips, the frozen margarita machine, handheld calculators, to even corny dogs, several of the world's favorite creations were introduced right here in the Lone Star State.

Texas continues to be a state of innovation delivering groundbreaking inventions, technological advancements, and scientific milestones.

Commemorating the significant Texans and Texas innovations that have helped influence our current way of life and looking forward to the state's next era of pioneers, the Fair is proud to introduce its 2018 theme of **"Celebrating Texas Innovation."**



HONORING OUR HEROES



Military Appreciation Day - Sept. 28

Opening Day of the Fair

FREE admission with valid military ID



First Responders Day - Oct. 12

FREE admission for First Responders and 3 family members



“Pride of Texas Award”

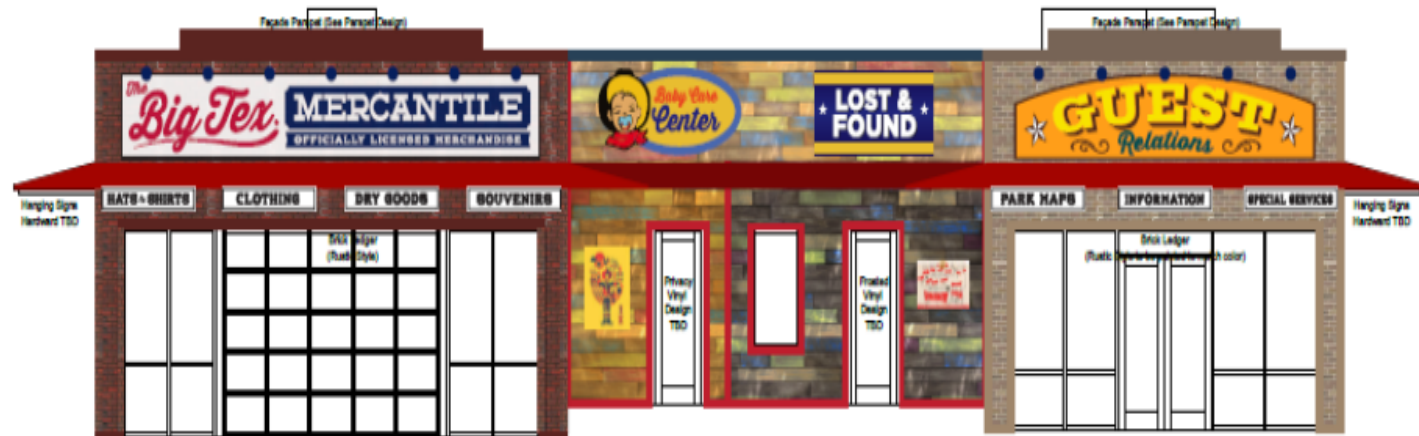
Presented to an individual or organization that embodies Texan pride



CUSTOMER SERVICE



- **NEW! Guest Service Center** on the Midway
 - Guest Relations
 - Safe Kids Corral
 - Big Tex Mercantile
 - Lost & Found
 - Restrooms
- Ten **Hospitality Centers** throughout the grounds
- Continued online ticketing and coupon options to help reduce lines and provide quicker access to fun at the Fair



WHAT'S NEW FOR 2018



A new home for two of the State Fair's top attractions: Little Hands on the Farm and the Children's Barnyard



WHAT'S NEW FOR 2018



- Celebrating Texas Innovation Exhibit
- Innovations in Agriculture (Big Tex Urban Farms)
- Dallas in the Time of MLK
- Cuba – A Country Trapped in Time
- Slavery at Jefferson’s Monticello: Paradox of Liberty
- Livestock Birthing Barn
- Amazing Archery
- All-Star Stunt Dog Show



BIG TEX CHOICE AWARDS



Three Winners



Best Tasting Sweet
Arroz con Leche
(Sweet Crispy Rice)



Best Tasting Savory
Fernie's Hoppin' John
Cake with Jackpot Sauce



Most Creative
Cotton Candy Taco



Winners were announced Sunday, August 26 at a ticketed event benefiting the State Fair of Texas Scholarship Program.

2018 COLLEGE FOOTBALL



College Football in the historic Cotton Bowl Stadium Three games in 2018

- Southwest Airlines State Fair Classic
 - Prairie View A&M v. Grambling State
 - Saturday, September 29
- AT&T Red River Showdown
 - Texas v. Oklahoma
 - Saturday, October 6
- State Fair Showdown
 - Southern (LA) v. Texas Southern
 - Saturday, October 20

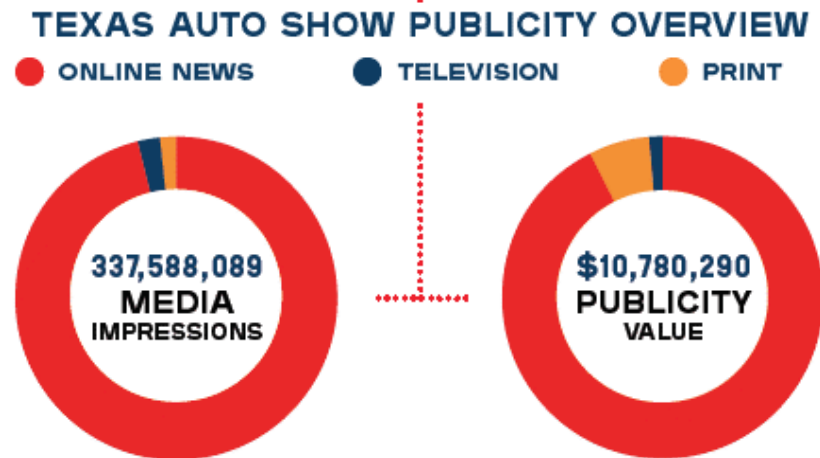


TEXAS AUTO SHOW

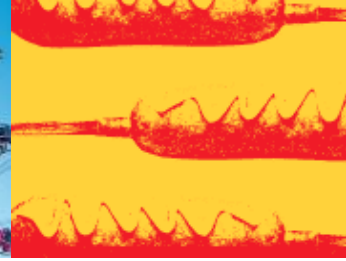


91% of Fair Attendees Engage with the Auto Show.

- Highest attended Auto Show in the country.
- 40% of attendees have purchase intent within 12 month. Valuable leads to manufactures in region.
- Texas Auto Show is featured both regionally and national industry publications.



CHEVROLET MAIN STAGE



★★ CHEVROLET ★★ ★★ MAIN STAGE ★★

FRIDAY 9.28 @ 8:30 PM KRAIG PARKER AS ELVIS

SATURDAY 9.29 @ 2 PM SEVYN STREETER

SATURDAY 9.29 @ 8:30 PM MORRIS DAY & THE TIME

SUNDAY 9.30 @ 5:30 PM MICHAEL SALGADO

FRIDAY 10.5 @ 5:30 & 8:30 PM RESURRECTION -
A JOURNEY TRIBUTE

SATURDAY 10.6 @ 8:30 PM AARON WATSON

SUNDAY 10.7 @ 5:30 PM AUSTIN MAHONE

FRIDAY 10.12 @ 5:30 & 8:30 PM THE MOLLY RINGWALDS

SATURDAY 10.13 @ 8:30 PM LUDACRIS

SUNDAY 10.14 @ 8:30 PM HUNTER HAYES

FRIDAY 10.12 @ 5:30 & 8:30 PM BIDI BIDI BANDA -
SELENA TRIBUTE

SATURDAY 10.20 @ 8:30 PM CASTING CROWNS

SUNDAY 10.14 @ 5:30 PM BANDA CARNAVAL



MIDWAY ENTERTAINMENT



- 75 Total Rides (5 New), 71 Games



New addition of a 108-ft Ferris wheel adjacent to the Chevrolet Main Stage



NIGHTTIME AT THE FAIR



- State Fair Lighting Program
- *Enhanced* Illumination Sensation
- *Enhanced* Starlight Parade
- Millions of colored lights
- Neon Big Tex in Cotton Bowl Plaza



THE FUTURE



- For 132 years, the State Fair has always looked ahead
- Fair Park became architectural jewel thanks to Texas Centennial Exposition
- Time for Fair Park to help Texas celebrate 200 years
- State Fair wants to win Texas Bicentennial celebration for Dallas
- Potential game-changer for Fair Park



THANK YOU!



2018 STATE FAIR

SEPTEMBER 28
through
OCTOBER 21
in Fair Park

*For all of the latest updates,
visit BigTex.com*

