



**2020 State Fair of Texas • Alternative Activation Planning  
City of Dallas Park & Recreation Board  
September 3, 2020**

# Alternative Activations

## Guiding Principles

Due to the COVID-19 global pandemic, the 2020 State Fair of Texas event has been canceled. The State Fair of Texas evaluated all feasible options related to additional activities that could be safely executed for 2020.

While our mission statement is always our guide, the list below outlines the principles the organization used to make decisions on the activations to pursue:

- **Guest, staff, and vendor health and safety are the top priority.**
- **Align activation(s) with SFT's nonprofit mission.**
- **Honor the spirit of the Fair.**
- **Operate in a fiscally conservative manner to mitigate loss of annual Fair revenue.**
- **Respect the relationship and trust between organization and vendors/partners.**
- **Maintain participation opportunities at highest level possible within safety protocols.**
- **Drive engagement with our brand leveraging the Fair's marketing channels.**



# **2020 State Fair of Texas – Alternative Activations**

- **The Big Tex Fair Food Drive-Thru**
- **Revised Youth Livestock Market Week**
- **Revised Creative Arts Competitions**
- **Community Involvement**
- **Fair @ Home**



★ *Big Tex* ★

**FAIR FOOD**

**DRIVE-THRU**



# Alternative Planning: Big Tex Fair Food Drive-Thru

**Operation:** 13-day Food activation and 2-day Big Tex photo only.

**September 19 and 20** – Big Tex photos only (\$25)

**Weekends – September 25 – October 18 (Friday through Sunday + 10/12 and 10/15)**

- Food Activation & Big Tex Photos
- Capacity will be limited to approximately 300 cars per hour
  - *Sat. Oct. 10 will not operate due to Red River Showdown football game*
  - *Additional dates may be added if demand warrants*

## **Admission and Food – (\$65 and \$99)**

- PRE-sold through online tickets
- Sold in 2 packages (2-pack and 4-pack) that include admission for up to 8 people in car
- 5 food items included in packages with 3 more optional add-on items (from \$10-\$24 for add-ons)
- All packages include professional photo with Big Tex and Midway game



# Alternative Planning: **Big Tex Fair Food Drive-Thru**

## Drive-Thru Activation Safety Protocols

The State Fair of Texas has developed the following health and safety protocols for the responsible operation of the Drive-Thru experience for attendees, employees, and vendors.

### **For Attendees**

- Big Tex Circle is the only area on the fairgrounds, aside from public restrooms, where attendees may exit their vehicles.
- There will be two public restrooms available for guests to utilize at their convenience during the Drive-Thru. The Fair will deploy enhanced sanitization measures to our existing protocols for in-park cleanliness that exceed the minimum guidance provided by the CDC in “Guidance for Administrators in Parks and Recreational Facilities.” More frequent cleaning and sanitization of high touch areas such as guest-facing and back-of-house operation points and public restrooms.
- Signage will be placed throughout drive-thru route reminding attendees to remain in their vehicles, aside from at public restrooms and/or when it is their turn for a professional photo at Big Tex Circle.
- Guests directly interfacing with staff and/or vendors while in their vehicles are required to wear a protective face mask.
- All queueing at Big Tex Circle will be a minimum of six (6) feet between parties and mandatory protective face mask while outside vehicles will be required while waiting for photos. Hand sanitizing stations will be placed throughout the queue line.

# Alternative Planning: Big Tex Fair Food Drive-Thru

## Drive-Thru Activation Safety Protocols

- The State Fair of Texas has developed the following health and safety protocols for the responsible operation of the Drive-Thru experience for attendees, employees, and vendors.

## **For Staff**

- Required daily wellness and self-assessment (pre-arrival) checklist for all State Fair staff. Non-invasive body temperature checks performed on-site by EMTs from AMR, and wellness self-assessments will be taken upon arrival at fairgrounds. Any employees who do not meet the health requirements will not be allowed on-grounds and will be directed to seek medical attention.
- All State Fair staff will always be wearing mouth and nose coverings while on the fairgrounds working the event.
- All State Fair staff who are directly interacting with attendees in their vehicles (scanning tickets, delivering merchandise, etc.) will always be wearing a protective face mask and protective gloves.
- Social distancing and health protocols will be implemented for any indoor areas where staff may congregate for breaks.



# Alternative Planning: **Big Tex Fair Food Drive-Thru**



## Overview of Activation

- Drive-Thru event will utilize 277-acre fairgrounds for activation.
- Restricted daily capacity using online presales and timed entry windows. No walk-up traffic will be allowed.
- Guests remain in vehicle, except for short window in Big Tex Circle for photo opportunity and should they need restrooms (two (2) locations on grounds.)
- Food distributed directly to vehicle utilizing health and safety protocols.



# **Revised 2020 Youth Livestock Market Week**



# Alternative Planning: Revised Livestock Market Week

**Maintaining youth livestock participation.** Announced 10-Day schedule for Youth Market shows in Fair Park on 7/17, and NEW 1-year strategy for Youth Breeding shows & three virtual contests on 7/24.

**Youth Market Shows** (in Fair Park) Shows from 9/23 – 10/1.

- Market steers
- Market barrows
- Market lambs
- Market goats
- Market broilers
- Big Tex Youth Livestock Auction – Friday 10/2

## **Contests**

- Agri-science fair – *NEW VIRTUAL FORMAT*
- Public speaking – *NEW VIRTUAL FORMAT*
- Job interview – *NEW VIRTUAL FORMAT*
- Collegiate Livestock Judging – Sunday 10/4



# Alternative Planning: Revised Livestock Market Week

**NEW** SFT and the Heart O' Texas Fair and Rodeo in Waco, developed a 1-year partnership – *The United* – to allow and create more opportunities for Livestock participants to show. The partnership is the first time two organizations have come together in this way to present livestock shows.

## THE UNITED

*(hosted in Waco, in conjunction with Heart O' Texas Fair)*

- Youth breeding heifers (10/2 – 10/3)
- Youth prospect steers (10/5 – 10/7)
- Youth breeding gilts (10/16 – 10/18)



# Alternative Planning: Revised Livestock Market Week

## Revised Youth Market Week Operations Model

- **Designate hierarchy of competitions, spread events over time**
  - Host only six (6) selected events (traditionally 80). Represents 12.3% of normal contestants.
  - Utilize additional space to distance animals and people over more square feet.
- **Limited access and footprint**
  - Limit attendance to youth and three additional family members to attend specific days/times. No public admission with limited footprint. Maximum 739 people on grounds for a show at one time. All shows livestreamed.
- **Social Distancing**
  - All animals/parties are assigned specific space in barns. Social distance (minimum of 6') between assigned spaces.
  - All queue lines, seating areas, food and beverage areas have separations, signage and markings to delineate appropriate spacing.
  - All facilities will operate from 5 – 40% capacity maximum.
  - All youth competitors will be distanced while competing on grounds.
- **Face coverings**
  - All attendees required to cover face (nose and mouth) while on grounds. Exception: eating & drinking, or youth competing in arena while distanced.
  - All staff/personnel required at all times.
- **Sanitization**
  - Hand sanitizer located throughout entire facility footprint. Constant cleaning of restrooms, tables, bleachers and common areas.
- **Communication**
  - Comprehensive communication plan to educate, encourage, and instruct attendees on expected behavior. Staff implementation of all procedures and requirements.



# Creative Arts



# Alternative Planning: Creative Arts

Maintaining participation in Arts & Crafts contests - 900 contests available this year.

## Key Dates

- September 1 – Entry Deadline
- September 9 to 13 – Entry Drop Off
- September 25 – Winners Announced

## To date

- More than 3,000 entries already submitted for the 900 contests
- Refunds were issued to all cooks for Cooking Contests
- Great feedback on support for the cancellations of the Cooking Contests

With our participant's health and safety as our number one priority, the State Fair will implement all preventive measures recommended by the CDC and other relevant health agencies for contests. We encourage participants to utilize the mail-in option for arts & crafts contest submissions; however, should they choose to deliver their item(s), we have delayed the drop off dates at Fair Park to September 9 through September 13 and will be enforcing all necessary safety and social distancing protocols. The drop-off and eventual pick-up of submitted items are currently the only contact points during this year's contests between participants and staff.



# Alternative Planning: Creative Arts

- **NEW Virtual Creative Arts Contests, announced 8/14.**  
Entries will be submitted **via photos** through the registration portal.

## Key Dates

- September 14 to October 4 – Submission Window
- October 9 – Winners Announced

## Cooking Contests (Visual)

- **Cookie Decorating** (Big Tex / Theme / SFT)
- **Cake Decorating** (Big Tex / Theme / SFT)
- **Tiny Butter Sculptures** (Big Tex / Theme / SFT)

## Virtual Arts & Crafts Contests

- **Face Mask** (Theme / Texas)
- **Chalk Art** (TX Icons / Theme / Texas)
- **Nail Art** (Big Tex / Theme / SFT)
- **Decorated Mantel** (Big Tex / Theme / SFT)





# Community Involvement



# Alternative Planning: **Community Involvement**

- Our third and final **State Fair Grant Cycle** for 2020 is currently open through Friday, September 11. Nonprofit organizations in the South Dallas/Fair Park neighborhood serving residents in zip codes 75210, 75215, 75223, and 75228 are welcome to apply. The State Fair is proud to add a new category for social and racial justice
- The State Fair of Texas is committed to fighting for racial equity in America and has created an **Anti-Racism Resource Guide** to help people digest all the information and learn how to make a difference.
- **South Dallas Employment Pilot** - 60 organizations have come together, including Dallas College, Region 10, and City of Dallas to partner with Redemption Bridge and the State Fair of Texas through 7 committees to create a pathway to national certifications and livable wage jobs for those impacted by incarceration and other opportunity populations. See enclosed documents.
- The **Big Tex Virtual Job Fair** is scheduled for September 24-25 with Workforce Solutions, Goodwill, and Communities Foundation of Texas.
- **United Way and the State Fair of Texas** are working with 10 nonprofits that work in the re-entry space to build their capacity through trainings, leadership circles, and financial investment.
- **ServeSouthernDallas.org** has been launched as a website featuring Southern Dallas nonprofits and featuring their work in collaboration with Persona owner, Julie Morris.
- **Community Engagement Day** was virtual and included more than 100 organizations in June to discuss the importance of advocacy.

# Alternative Planning: **Community Involvement**

- The **Big Tex Scholarship Program** is currently financially supporting 645 college students throughout the Lone Star State.
- We are proud to continue supporting the **P-Tech program** at both Lincoln and Madison High Schools and are coordinating State Fair employees to assist.
- **Big Tex Urban Farms** has grown and donated more than 17,541 pounds of fresh produce this year, which is equates to 199,636 servings of food for our neighbors.
- **South Dallas Nonprofit Connection** meets monthly with more than 30+ nonprofits since COVID to discuss collaboration for more effective coordination and awareness of resources.
- Working with UT Southwestern and Texas Health Resources on **COVID-19 Prevalence Study** in community engagement as well as City of Dallas and Census 2020 to promote the importance of both of these important initiatives that impact our community.
- Coordination of a **Tito's Hand Sanitizer** distribution to more than 30 nonprofits in South Dallas area.
- **Upcoming events** include Pastors Luncheon, Juanita Craft Humanitarian Awards, Community Engagement Day, Neighborhood Association Gathering with Dallas Leadership Foundation and City of Dallas, and Gardening Convening.

# Fair @ Home



# Alternative Planning: **Fair @ Home**

**NEW** To engage Fair fans during the 24-day Fair window, continue to building our social network and email database, SFT has outlined a series of events, social media campaigns and website content to be rolled out prior to September 25.

## Food-Based Opportunities

- Best of Big Tex Choice Awards – Bracket Challenge
- Blue Ribbon (Texas Wine) Tasting Series
- Texas Made Tasting Series
- Big Tex Cooking School

## Virtual / Online Content

- Creative Arts Virtual Contests
- SFT Photo Contest – 24 Days of Winners
- Online Shopping Guide
- Virtual Texas Auto Show
- Video Tours – Green House, Creative Arts, Livestock 101, Midway, Fair Park
- Create-Your-Own Fair Competitions – Midway games, Livestock and Creative Arts

## Little Lone Stars

- Leverage content from last 5 months to create online activities
- Direct mail campaign to continue in September to the 22K enrollees.



# Q&A

