



**STATE FAIR
OF
TEXAS®**

2019 REVIEW



**CITY OF DALLAS
PARK & RECREATION**

BOARD



NOVEMBER 21, 2019





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.



2019 THEME

“CELEBRATING TEXAS
CREATIVITY”

SEPTEMBER 27
- OCTOBER 20



FIVE AREAS OF FOCUS

➔ SAFETY & SECURITY

➔ CLEANLINESS

➔ LANDSCAPING

➔ FAMILY-FRIENDLY EXPERIENCE

➔ CUSTOMER SERVICE



THE FAIR FOR EVERYONE



FOOD



TEXAS AUTO SHOW



LIVESTOCK & AG



MIDWAY FUN



MUSEUM EXHIBITS



CREATIVE ARTS



COLLEGE FOOTBALL



LIVE MUSIC



ENTERTAINMENT



SHOPPING

2019 ATTENDANCE

2,514,637

MORE THAN 200,000 DOTS WERE USED ON THIS YEAR'S UNITED WAY MAP FOR FAIRGOERS TO PROUDLY SHOWCASE WHERE THEY ARE FROM. DOTS WERE SCATTERED ACROSS ALL 50 UNITED STATES OF AMERICA AND 191 OF 195 COUNTRIES FROM AROUND THE WORLD WERE REPRESENTED WITH AT LEAST ONE DOT.



DISCOUNT PROMOTIONS

HALF-PRICE PROMOTION

- DASANI OPENING DAY
- DR PEPPER TUESDAYS
- COCA-COLA THRIFTY THURSDAYS

\$4 ADMISSION

- 4 FOR \$4 WEDNESDAYS BENEFITING THE NORTH TEXAS FOOD BANK

FREE ADMISSION

- SENIOR DAY – EVERY THURSDAY
- MILITARY APPRECIATION DAY
- FIRST RESPONDERS DAY
- STUDENT / TEACHER TICKET PROGRAM

ADDITIONAL SAVINGS

- DISCOUNTED TICKETS THROUGH DART AND KROGER



CELEBRATING ALL THINGS TEXAN



BANANAS CHOCOLATE



LIVE TEXAS MUSIC



2019 GOAL:

CURATE SHOWCASE OF QUALITY, TEXAS-BASED MUSIC TALENT FOR THE FAIR'S FIVE LIVE MUSIC STAGES INCLUDING CHEVROLET MAIN STAGE

RESULT: 73 TEXAS MUSIC ACTS SHOWCASED

- CHEVROLET MAIN STAGE: 28 TEXAS ACTS
- BUD LIGHT STAGE: 26 TEXAS ACTS • 13 FROM DALLAS (7 DISTRICTS)
- DR PEPPER STAGE: 9 TEXAS ACTS • 4 FROM DALLAS (4 DISTRICTS)
- TEXAS MONTHLY: 9 TEXAS ACTS • 2 FROM DALLAS (2 DISTRICTS)
- COCA-COLA STAGE: 1 TEXAS ACT



BIG TEX CHOICE AWARDS



**CALYPSO ISLAND
STRIMP BOWL**



**FERNIE'S FRIED
BURNT END BURRITO**



**RUTH'S STUFFED
FRIED TACO CONE**



**SOUTHERN FRIED CHICKEN
FETTUCCHINE ALFREDO BALL**



**TEXAS CREAM CORN
CASSEROLE FRITTERS**



**BIG RED®
CHICKEN BREAD**



**DEEP FRIED
BAYOU FRUIT BITES**



**FLA'MANGO
TANGO**



**PEANUT BUTTER
CUP SNOOKIE**



**"QUICK FRIED" BLACK
GOLD TRUFFLES ¹⁰**

TEXAS VENDORS

THE STATE FAIR HAS 81 DIFFERENT CONCESSIONAIRES OPERATING 254 STANDS

94% OF THE CONCESSIONAIRES ARE FROM TEXAS

KERSTON THORNS CRAWFORD IS A GRADUATE OF THE STATE FAIR'S FOOD COHORT PROGRAM. SHE OPENED HER FIRST STAND THIS YEAR AND WAS FEATURED NATIONALLY ON THE KELLY CLARKSON SHOW FOR HER "DEEP FRIED POTATO SALAD."





CREATIVE

ARTS

- IN LINE WITH THIS YEAR'S THEME, "CELEBRATING TEXAS CREATIVITY," COMMUNITY MEMBERS GOT CRAFTY WITH **MORE THAN 10,500 ENTRIES** IN THE FAIR'S CREATIVE ARTS COMPETITIONS
- MORE THAN 4,000 CONTESTANTS AND OVER 1,900 NEWCOMERS** TRIED THEIR HAND IN ENTERING COMPETITIONS
- CREATIVE ARTS IS AN AREA RIPE FOR GROWTH IN THE FUTURE.** PROVIDES THE FAIR WITH AN OPPORTUNITY TO INCREASE PARTICIPATION, ALLOWING PEOPLE TO BOND WITH OUR BRAND, AND ULTIMATELY LEAD THEM TO BECOME LONG-TERM CUSTOMERS.



LIVESTOCK & AG PROGRAMS



LIVESTOCK COMPETITIONS

MORE THAN 11,000 EXHIBITORS WITH 15,000+ LIVESTOCK ENTRIES PARTICIPATED

KIDS COMING FROM 857 DIFFERENT TEXAS TOWNS PARTICIPATED IN OUR LIVESTOCK COMPETITIONS THIS YEAR

MORE THAN 3,500 KIDS COMPETED AND SHOWED ANIMALS IN 5 DIVISIONS IN THE YOUTH LIVESTOCK AUCTION





LIVESTOCK & AG PROGRAMS



EDUCATING TEXANS ABOUT AGRICULTURE & LIVESTOCK

LIVESTOCK 101 STAGE

LIVESTOCK TOURS

INNOVATIONS IN AGRICULTURE EXHIBIT

BIG TEX'S FARMYARD

HOME ON THE RANGE BARNYARD

LITTLE HANDS ON THE FARM

FARM DAY AT THE FAIR

AG AWARENESS DAY

BIG TEX SUMMER SAMPLER





2019 BY THE NUMBERS



9,600

Military Appreciation Day attendees

5,600



First Responder Day attendees

\$155,000

Record sale amount for the Grand Champion Steer



2.29 MILLION

Free student/teacher tickets distributed



11,000

Livestock and agricultural event participants (more than 15,000 livestock entries)



10,500

Creative Arts entries (1,900 newcomers)

45

Texas Music Artists performed in the inaugural year of the Lone Star Music Series



\$1.56 MILLION

Raised at the 71st Annual Big Tex Youth Livestock Auction



17,200

Pounds of fresh produce donated by the Big Tex Urban Farms in 2019

325,825

Record number of pounds of food donated to the North Texas Food Bank (up from 214,871 pounds in 2018)

7

Individuals honored at the Second Annual Juanita Craft Humanitarian Awards



2019 BY THE NUMBERS



81

Animal births at the Livestock Birthing Barn (32 pigs, 10 goats, 26 lambs, and 13 calves)



156,000 Fans in attendance for the State Fair Classic, AT&T Red River Showdown, and State Fair Showdown

17,000



Flags placed on the Texas Vietnam

Veteran's Memorial's panels to honor those Texas veterans who sacrificed their lives during the Vietnam War



90% Of fairgoers visited the Texas Auto Show (more than 2.25 million fairgoers)

\$1.25 MILLION

Awarded by the State Fair in 2019 in new college scholarships to more than 200 students



\$2.6 MILLION

Amount invested by the State Fair of Texas



in partnership with the City of Dallas, Fair Park First, and Spectra for new features at the Cotton Bowl

52

Events hosted at the Briscoe Carpenter Livestock Center



25 Dogs adopted at Bark in Fair Park, sponsored by DFW Rescue Me



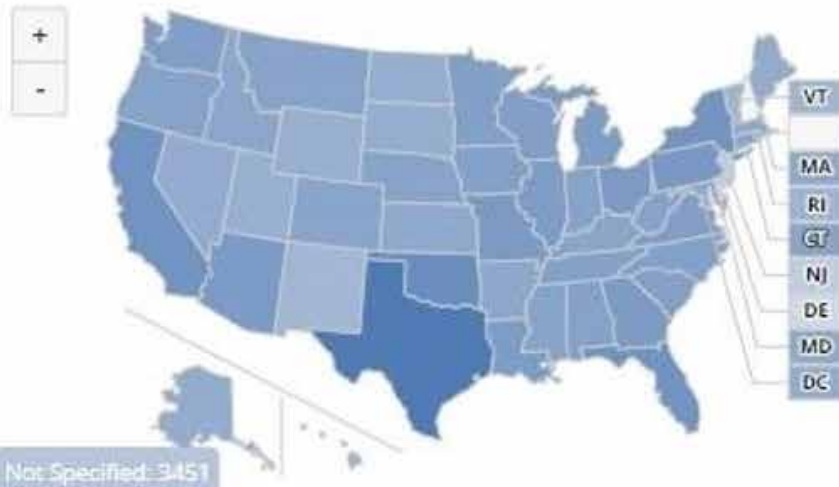
2019 BY THE NUMBERS



MEDIA COVERAGE

DURING 2019, THE STATE FAIR OF TEXAS RECEIVED WORLDWIDE COVERAGE
- INCLUDING LOCAL, REGIONAL, NATIONAL, AND INTERNATIONAL MEDIA OUTLETS.

Mentions by State



Mentions by Country



Total National TV Audience
412,662,691

Total National TV Publicity
USD \$54,898,832

Total Local TV Audience
169,201,229

Total Local TV Publicity
USD \$35,430,053



Total Online + Print Audience
6,615,452,580

Total Online + Print Publicity
USD \$1,174,684,670

FAIR PARK CULTURAL FACILITY SUPPORT

SUPPORT

- AFRICAN AMERICAN MUSEUM
- CHILDREN'S AQUARIUM AT FAIR PARK
- 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 \$323,000 IN CASH
AND IN-KIND SUPPORT SUCH AS
TICKETS FOR MEMBERSHIP BASES,
USE OF STATE FAIR TRAMS, PICNIC
TABLES, BARRICADES, ETC.**



DALLAS
HISTORICAL
SOCIETY



AFRICAN AMERICAN
MUSEUM



TEXAS
DISCOVERY
GARDENS
AT FAIR PARK

COMMUNITY ENGAGEMENT

**MORE THAN 650 PEOPLE INVOLVED
IN COMMUNITY EVENTS HELD
DURING 2019 FAIR**

- PASTORS' LUNCHEON
- COMMUNITY ENGAGEMENT DAY
- NO PLACE FOR HATE CONFERENCE
- COHORT DAY AT THE FAIR
- GARDEN CONVENING AT THE FAIR
- NEIGHBORHOOD ASSN CONVENING

**HOSTED SECOND ANNUAL JUANITA CRAFT
HUMANITARIAN AWARDS, AWARDING SEVEN
INDIVIDUALS FOLLOWING IN MRS. CRAFT'S
FOOTSTEPS BY MAKING A POSITIVE IMPACT
IN THEIR COMMUNITY AND IN CIVIL RIGHTS
EFFORTS**





BIG TEX URBAN FARMS



⚡ SINCE 2016, BIG TEX URBAN FARMS, HAS GROWN AND DONATED 33,822 POUNDS OF FRESH PRODUCE TO THE SOUTH DALLAS COMMUNITY

⚡ WEEKLY DONATIONS GO TO MULTIPLE ORGANIZATIONS IN THE IMMEDIATE SOUTH DALLAS/FAIR PARK AREA

⚡ SO FAR IN 2019, BIG TEX URBAN FARMS HAS DONATED MORE THAN 18,451 POUNDS OF FRESH PRODUCE. THIS EQUATES TO 190,000 SERVINGS OF FOOD

⚡ TWO NEW “N.F.T.” HYDROPONIC SYSTEMS ADDED FOR 2019 “INNOVATIONS IN AGRICULTURE” EXHIBIT



STAFFING & VENDORS



- ↓ 52 FULL-TIME STAFF
- ↓ MORE THAN 2,500 TOTAL EMPLOYMENT ON STATE FAIR PAYROLL DURING 2019 FAIR
- ↓ THE STATE FAIR PAYS OUR EMPLOYEES A MINIMUM WAGE EQUAL TO THE MASSACHUSETTS INSTITUTE OF TECHNOLOGY LIVING WAGE CALCULATOR (\$11.15 FOR 2019)
- ↓ APPROXIMATELY 7,000 EMPLOYED DURING STATE FAIR ANNUALLY



REINVESTING IN FAIR PARK



OVER A FIVE-YEAR PERIOD FROM
2015 -2019, **MORE THAN \$18.5 MILLION**
WAS DISTRIBUTED TO FAIR PARK
IMPROVEMENTS AT THE FULL DISCRETION
OF THE CITY OF DALLAS PARK &
RECREATION DIRECTOR.

ANOTHER \$2.6 MILLION WAS INVESTED IN
COTTON BOWL STADIUM IMPROVEMENTS
THIS YEAR FOR THE INSTALLATION OF NEW
SCOREBOARDS, RIBBON BOARDS, AND A
CONCESSIONS POINT-OF-SALE SYSTEM.



THE STATE FAIR, FAIR PARK, FAIR PARK FIRST, & SPECTRA

FAIR PARK HAS BEEN
OUR HOME SINCE
1886

IN 2018, THE CITY
COUNCIL VOTED
TO EXTEND THE
FAIR'S CONTRACT 10
YEARS AT FAIR PARK
THROUGH 2038

GREAT WORKING
RELATIONSHIP HAS
BEEN FORMED IN
FIRST YEAR WITH
SPECTRA AND FAIR
PARK FIRST

THERE WERE 255
EVENTS HELD IN FAIR
PARK DURING OUR
2019 LEASE WINDOW
SPECTRA BRINGS
EXPERTISE TO
MORE EFFECTIVELY
PROGRAM FAIR PARK





➔ TEXAS ➔

BICENTENNIAL



IT'S OUR GOAL FOR FAIR PARK AND THE STATE FAIR OF TEXAS TO BE THE UNDISPUTED LOCATION FOR ALL TEXANS TO COME TOGETHER AND CELEBRATE THE TEXAS BICENTENNIAL IN 2036



➔ **SECURING THE TEXAS BICENTENNIAL CELEBRATION NEEDS TO BE A MAJOR PRIORITY FOR DALLAS, THE STATE FAIR, AND ALL STAKEHOLDERS**

➔ **WE SHOULD USE THE DRIVE TOWARD THE BICENTENNIAL AS THE IMPETUS FOR FINALLY GIVING FAIR PARK THE CARE IT NEEDS AND DESERVES**



STATE FAIR OF TEXAS®

**SEE YOU
IN 2020!**



SEPTEMBER 25

THROUGH

OCTOBER 18

