

**2021 State Fair of Texas**  
**City of Dallas, Park & Recreation Board**  
**December 9, 2021**





# 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.**



# STATE FAIR & FAIR PARK

- 277-acre park owned by City; operated by Fair Park First & Spectra
- State Fair is completely self-supportive
- State Fair is one of several tenants of the park
- Lease is through 2037
  - Rent = \$1.55 million/yr. in 2021 (escalating thru term)
- A lot happens at Fair Park, even during State Fair set-up / take-down (*255 events held during the Fair's 2019 lease window*)
- State Fair reimburses the city 100% for DPD provided security
- State Fair pays all seasonal employees the living wage as determined by the MIT Living Wage Calculator for Dallas County (as a minimum)



# WHERE DOES THE MONEY GO?

**The State Fair of Texas is a 501(c)(3) nonprofit organization**

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

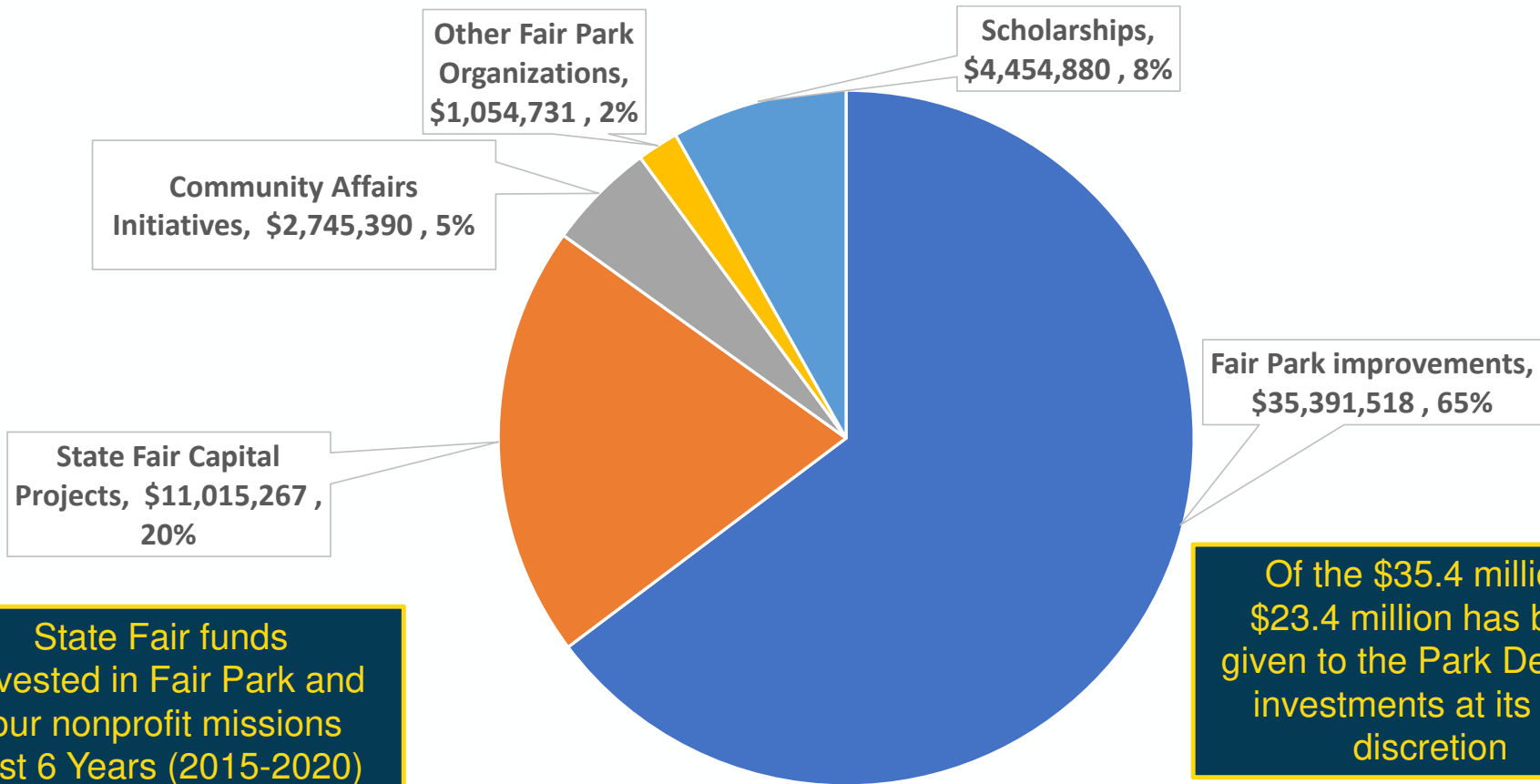
- Fair Park improvements
- Scholarships for students throughout Texas
- Other Fair Park organizations and community outreach
- The State Fair event and its operations

Since 2015, the State Fair has contributed more than \$35.4 million to the City of Dallas for improvements at Fair Park.



# WHERE DOES THE MONEY GO?

## 2015 - 2020



State Fair funds invested in Fair Park and our nonprofit missions Last 6 Years (2015-2020) --\$54.7mm--



## A LOOK BACK AT 2020

- After the decision to cancel in 2020, the State Fair turned its attention to staging alternative activations
- Goal was to stage events that we could safely execute, keep the State Fair spirit alive, and give Fair fans ways to maintain their beloved traditions
- State Fair welcomed nearly 23,000 cars of fairgoers over 15 days of drive-thru events featuring the Big Tex Fair Food Drive-Thru
- Livestock and agricultural events hosted approximately 2,700 livestock entries, all competing for one of the 433 spots in the Big Tex Youth Livestock Auction
- 72nd Annual Big Tex Youth Livestock Auction raised more than \$1 million for youth livestock exhibitors throughout the Lone Star State
- **The State Fair lost \$19.5 million in 2020 due to the cancelation. However, we continued to pay our \$1.55 million rent in full and provided \$2.5 million for Fair Park improvements, while also supporting the Fair Park/South Dallas Community with \$250,000 in grants, awarded more than \$1 million in new college scholarships, and continued to help feed our community through Big Tex Urban Farms**



# SUPPORTING OUR MISSION



Agriculture



Education



Community

# AGRICULTURAL PROGRAMS

## Youth Livestock Auction:

- More than 3,000 kids competed and showed animals
- Livestock scholarship recipients consist of Texas 4-H, FFA & FCCLA graduating seniors that competed at the Fair through their career





# STATE FAIR SCHOLARSHIPS

- Since 1992, the Fair has awarded nearly \$15 million in college scholarships to more than 3,000 students in Texas
- As of fall 2021, the State Fair of Texas currently has more than 500 Big Tex Scholars at more than 40 Texas universities and colleges across the Lone Star State
- In 2018, we added Seasonal Employee Scholarships in gratitude to those who come back year after year



# BIG TEX URBAN FARMS

- Since 2016, Big Tex Urban Farms has produced fresh produce for the South Dallas community
- Donations go to multiple organizations in the immediate South Dallas/Fair Park area
- So far in 2021, Big Tex Urban Farms has donated more than 19,500 pounds of fresh produce. This equates to 198,843 servings of fresh produce donated to the South Dallas/Fair Park community. Since inception in 2016, the Farms has donated more than 80,000 pounds – equal to nearly 900,000 servings.



# COMMUNITY AFFAIRS

- Community affairs program established in 2016 with the hiring of Dr. Froswa' Booker-Drew
- Priorities to build relationships with the neighborhoods around Fair Park and get SFT engaged in the community in impactful ways
- Through 2021, the State Fair has surpassed \$2.8 million in grants and sponsorships to South Dallas/Fair Park nonprofit partners over 5 years



Dr. Froswa'  
Booker-Drew

*A total of*  
**70,152 PEOPLE**  
SERVED THROUGH THE FAIR'S COMMUNITY  
INITIATIVES AND PROGRAMS

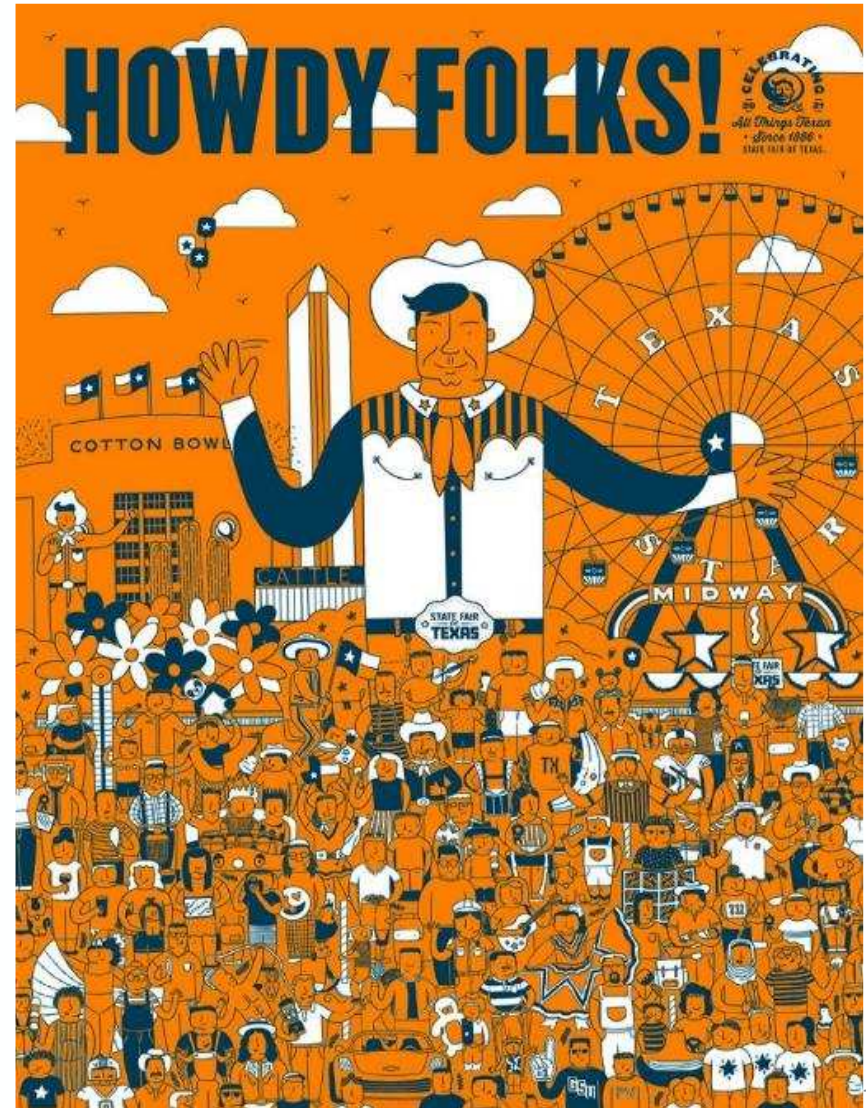
# OUR BIGGEST FUNDRAISER



**STATE FAIR**  
**OF**  
**TEXAS**®

**2021  
COMMEMORATIVE  
THEME ART**

**SEPTEMBER 24  
through  
OCTOBER 17, 2021**



# REVISED OPERATING PROCEDURES

- We closely followed the COVID updates from the UT Southwestern study, consulted with medical professionals and other fairs, and were in close contact with Dallas County as the Fair opening approached.
- We were very fortunate that the case numbers and hospitalizations began dropping in September after summer peaks.
- No limits were placed on capacity, but strategies were implemented to move people to weekdays to lighten the load on crowded weekends.
- Updated communication was sent to vendors/business partners 45/30/15 days prior to Fair opening with safety protocols based on current conditions.
- Press release sent 30 days prior to Opening Day with safety protocols to educate fairgoers on what to expect.
- Requested all fairgoers bring masks but had hundreds of thousands on hand with a supply at each gate for those who did not. Were proactive in asking at the gate if fairgoers had masks.
- Required mask signage was placed throughout the grounds, mainly at entrances to indoor locations.



# VACCINES AND TESTING

- 100% of State Fair's full-time staff was fully vaccinated.
- We required that all seasonal employees be vaccinated as well.
- Strongly encouraged all vendors to have their staff vaccinated well in advance of the Fair by reinforcing that lack of staffing and time out of operation due to COVID cases could result in a significant loss of business.
- Dallas County administered vaccines at a high-traffic location behind Big Tex.
- Onsite medical team, AMR, offered onsite COVID testing as a convenience for vendors and staff. The general public was also able to take advantage of the testing site.
- Vendors were required to administer a daily wellness check of their staff and these forms were required to be kept on hand for SFT inspection.
- Vendors were required to report any positive cases to their SFT contact and follow safety protocols as provided to them. AMR forms asked where the patient was working to ensure that we could take action if positive cases are not reported.
- AMR conducted 250 COVID tests and only 2 State Fair team members tested positive.



# HEALTH & SAFETY ENHANCEMENTS

- Big Tex shared messaging and signage was placed throughout the grounds related to health and safety.
- More than 500 hand sanitizing stations were placed throughout the fairgrounds.
  - 300 NEW touch-free stations
  - In addition, all food, beverage, ride, and game operators were required to provide hand sanitizer for guest use
- The State Fair Clean Team (operated by ACT) frequently cleaned and disinfected tables and high-touch surfaces throughout the fairgrounds.
- In 2020, Active Pure technology was installed at Fair Park in the vast majority of the buildings to help prevent the spread of COVID-19 indoors.
  - Proven to reduce more than 99.9% of the virus that causes COVID-19 on both surfaces and in the air within a few minutes.
- A large portion of tables were removed from the Tower Building and outdoor seating was added to help spread people out.





**2021 ATTENDANCE: 2,202,689**

2019 Attendance: 2,514,637



# SOMETHING FOR EVERYONE



Food



Texas Auto Show



Livestock & Ag



Midway



Exhibits



Creative Arts



Football



Concerts



Shows



Shopping



# THE RETURN OF RODEO

- **State Fair of Texas Rodeo**
  - Eleven days of Rodeo
  - Included in Fair admission
  - Featuring:
    - Cowboys of Color Rodeo
    - Mexican Rodeo Fiesta
    - Youth Rodeo
    - UPRA Texas Region Series Finale
    - Bull Buckin' Weekend
    - Ranch Rodeo





**21,000**

Members of the military and their families attended the Fair this year

**50,000**



First responders and their families attended the Fair this year

**\$126,000**

Sale amount for the 2021 Grand Champion Steer



**2.11 MILLION**

Free student/teacher tickets distributed

**125,000**

rides taken on the iconic Texas Star Ferris Wheel.



**1,000**

COVID-19 shots were administered to fairgoers by Dallas County Health Department

**8**

Individuals honored at the Second Annual Juanita Craft Humanitarian Awards



**10,000**

Creative Arts entries

**5,200**

Blue ribbons awarded

**75**

Texas Music Artists performed throughout the fairgrounds as part of the Lone Star Music Series



**\$1.7 MILLION**

Raised at the 73rd Annual Big Tex Youth Livestock Auction



**19,200**

Pounds of fresh produce donated by the Big Tex Urban Farms in 2021

**200,000**

Pounds of canned food items donated at the Fair gates for the North Texas Food Bank (equates to 236,000 meals)



**54**

Animal births at the Livestock Birthing Barn throughout the run of the Fair.

**MORE THAN 360,000**

Plush prizes, valued at more than \$1 million were won on the State Fair Midway.



**80,000** Pounds of pure cane sugar was used to make State Fair Cotton Candy.



**130,000** Fans in attendance for the State Fair Classic and the AT&T Red River Showdown

**50,000**

Fairgoers enjoyed the 10 performances of the State Fair of Texas Rodeo



**49** Events hosted at the Briscoe Carpenter Livestock Center



**90%** Of fairgoers visited the Texas Auto Show (more than 1.98 million fairgoers)

**\$1 MILLION**

Awarded by the State Fair in 2021 in new college scholarships to more than 200 students



**24** Dogs adopted at Bark in the Subaru exhibit, sponsored by DFW Rescue Me



# COUPON SYSTEM CHANGE

- With efforts to be more sustainable for the 2021 State Fair and future Fairs, the previous 50-cent coupon increment changed to a \$1 increment, allowing us to reduce coupon paper printing waste by 50 percent.
- The change was simply a denomination change and did not mean that the price of vendors' items doubled
- All historic 50-cent coupons were honored at the new \$1 value.



# 2021 MEDIA COVERAGE

During 2021, the State Fair of Texas received worldwide coverage – including local, regional, national, and international media outlets.

COUNTRY	TOTAL MENTIONS
United States	14.05k
Canada	390
Germany	234
United Kingdom	144
India	34
Australia	29
Mexico	23
France	20
Italy	16
Indonesia	15





# COLLEGE FOOTBALL IN THE COTTON BOWL

- **State Fair Classic**

- Saturday, September 25, 2021
- Grambling State University vs. Prairie View A&M University
- Played in Dallas since 1925

- **AT&T Red River Showdown**

- Saturday, October 9, 2021
- University of Texas Longhorns vs. University of Oklahoma Sooners
- Played in Dallas since 1929



# RED RIVER SHOWDOWN COVERAGE

ESPN PR @ESPNPR

@CollegeGameDay from the #ATRedRiverShowdown

- 1,849,000 viewers
- 2.4M viewers for the final hour
- College football's top pregame show



ESPN and 5 others

12:29 PM · Oct 12, 2021 · Twitter Web App



# KEY TAKEAWAYS & OBSERVATIONS

- Attendance was down 12.4% vs 2019, but per cap spending was up mirroring similar trends seen at other large fairs.
- It was apparent that there was a lot of pent-up demand and excitement after the 2020 cancelation.
- Adherence to SFT's COVID protocols among vendors and visitors was good in some areas and a challenge in others.
- Due to the fact that 80% of the Fair is outdoors, combined with the safety precautions we put in place, we had very few COVID issues among workers at the Fair and no reports of visitors contracting COVID at the Fair.
- Due to staffing challenges, SFT employee headcount was down 23% from 2019 (1,951 vs 2,539).
- The Safety Team was very effective and was a great addition to our overall security plan.
- A successful 2021 State Fair helped us restore our reserves, which were significantly impacted by the 2020 cancelation. We would not have been able to withstand a second canceled State Fair.
- We are very grateful to the loyal fairgoers who supported us in 2021 as the proceeds will help us not only continue fulfilling our nonprofit initiatives but will also help address significant deferred maintenance at Fair Park and within our operational assets.
- Operating the 2021 State Fair was extremely critical to the many people and small businesses who count on the State Fair for their livelihood.





**SEE YOU IN '22!**

SEPTEMBER 30  
through  
OCTOBER 23