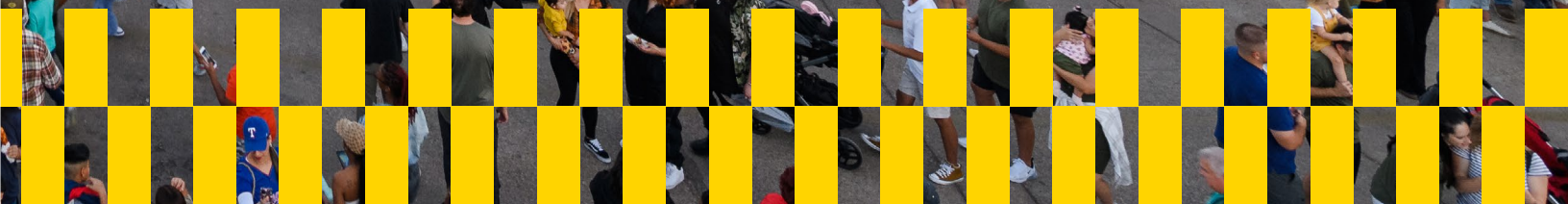




THE CELEBRATION AS BIG AS TEXAS



2022 ANNUAL REPORT





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.

OUR CORE FOCUS



PURPOSE: TO BRING PEOPLE TOGETHER.

NICHE: BY HOSTING AN EXCEPTIONAL EVENT FOR THE PURPOSE OF FULFILLING OUR NONPROFIT MISSION.

»» OUR CORE VALUES ««

TEXANTUDE



SHOWCASE TEXAS HOSPITALITY WITH A FUN AND POSITIVE ATTITUDE

EXHIBIT TRAITS LIKE FRIENDLINESS, GENEROSITY, LOYALTY, PERSISTENCE, AND COMMITMENT

A HOWDY WITH A SMILE CAN MAKE A DIFFERENCE

BE LIKE BIG TEX AND WELCOME EVERYONE

TEXANS HELPING TEXANS

ENTHUSIASTICALLY CUSTOMER FOCUSED



PROVIDE AN EXCELLENT CUSTOMER EXPERIENCE

EVERYONE IS A CUSTOMER

SAFETY FIRST

WE'RE IN THE BUSINESS OF MAKING MEMORIES WITH SOMETHING FOR EVERYONE

HUMBLY STRIVE TO BE THE BEST

EXEMPLARY TEAM SPIRIT



WORK WITH A SPIRIT OF GENEROSITY, MUTUAL RESPECT, AND INCLUSIVITY

GOING ABOVE AND BEYOND WITH INTEGRITY

WE WIN TOGETHER, AND WE LEARN TOGETHER

AFFECTION FOR THE FAIR & OUR MISSION



THE FAIR IS OUR BIGGEST FUNDRAISER

EDUCATION AND AGRICULTURE AS OUR FOUNDATION

SUPPORT THE GREATER COMMUNITY THROUGH INVESTMENT

SERVE FIRST MINDSET

STEWARDSHIP OF THE TRADITION



PRESERVE THE TRADITIONS. INVEST IN AND EMBRACE THE FUTURE

OPERATE IN A FISCALLY CONSCIOUS MANNER TO ENSURE THAT THE STATE FAIR OF TEXAS WILL THRIVE FOR FUTURE GENERATIONS

INVEST IN THE FAIR PRODUCT, OUR FAIR PARK HOME, AND OUR MISSION



THE 2022 STATE FAIR OF TEXAS WELCOMED MORE THAN

2.5 MILLION

FAIRGOERS THROUGH THE GATES.

SINCE 2016, MORE THAN

\$3.6 MILLION

HAS BEEN Poured BACK INTO SOUTH DALLAS THROUGH THE STATE FAIR'S LOCAL COMMUNITY GIVING EFFORTS.



SINCE 2016, BIG TEX URBAN FARMS HAS DONATED MORE THAN

1 MILLION SERVINGS OF FRESH PRODUCE

TO THE SOUTH DALLAS COMMUNITY, EQUATING TO MORE THAN

\$300,000

OF ECONOMIC IMPACT.

IN ITS 30-YEAR HISTORY, THE BIG TEX SCHOLARSHIP PROGRAM HAS AWARDED MORE THAN

\$16.1 MILLION

TO MORE THAN

3,000 TEXAS STUDENTS.

THROUGH THE BIG TEX YOUTH LIVESTOCK AUCTION AND SCHOLARSHIP PROGRAM, THE STATE FAIR HAS AWARDED MORE THAN

\$30 million

IN AUCTION AWARDS AND SCHOLARSHIPS.

SINCE 2015, THE STATE FAIR OF TEXAS HAS COMMITTED MORE THAN

\$62 MILLION

TO SUPPORT PROJECTS IN FAIR PARK AND TOWARDS THE IMPROVEMENT OF STATE FAIR OPERATIONS.

IN 2022 ALONE, MORE THAN

75,000

FIRST RESPONDERS, MEMBERS OF THE MILITARY, AND THEIR FAMILIES



VISITED THE FAIR OVER 24 DAYS, UTILIZING THE SPECIAL DISCOUNT OFFER IN GRATITUDE FOR THEIR SERVICE.

EACH YEAR THE STATE FAIR CREATES MORE THAN

7,000 SEASONAL JOBS

AND IS ESTIMATED TO HAVE AN ANNUAL ECONOMIC IMPACT ON NORTH TEXAS

BETWEEN

\$410 TO \$499.9 MILLION.

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SINCE 2018, NEARLY

8.9 MILLION

FREE ADMISSION TICKETS

WERE GIVEN TO STUDENTS AND TEACHERS THROUGHOUT NORTH TEXAS AND MORE THAN

900

FREE ADMISSION TICKETS

WERE DONATED TO LOCAL NONPROFIT ORGANIZATIONS IN THE SOUTH DALLAS/FAIR PARK COMMUNITY TO ENJOY THE FAIR.

SINCE 2010, OUR FEED THE NEED PARTNERSHIP WITH NORTH TEXAS FOOD BANK HAS PRODUCED MORE THAN

2.8 MILLION POUNDS

DONATED BY FAIRGOERS

AT THE GATES AND DISTRIBUTED TO FAMILIES IN NEED THROUGHOUT NORTH TEXAS.



**A MESSAGE FROM BRUCE SIFFORD, BOARD CHAIR
& MITCHELL GLIEBER, PRESIDENT**

HOWDY, FOLKS!

As the Dallas sunset graced the fairgrounds on the evening of October 23, the 2022 State Fair of Texas came to an end. Fairgoers savored their last bite of Fair food, the lights and sounds of the Midway slowly settled, and Big Tex made his birthday wish as he blew out all 70 candles. The 2022 State Fair of Texas proved to be exceptional, exceeding our mission of supporting all things Texan by promoting agriculture, education, and community involvement.

The Big Tex Youth Livestock Auction raised a record-breaking \$1.9 million during the 2022 State Fair of Texas, including the Grand Champion Market Steer selling for \$130,000. More than 16,000 livestock entries hailed from 866 Texas cities and eight other states. In addition, the rodeo returned, bringing in more than 58,000 attendees. The Fair Park Coliseum hosted various rodeo events, such as Cowboys of Color, Mexican Rodeo Fiesta, and the UPRA finals.

Celebrating the 30th anniversary of the Big Tex Scholarship Program, 202 scholars were awarded \$1.2 million for the 2022 season. The program, consisting of three scholarship opportunities (Juanita Craft Scholarship, Youth Livestock Scholarship, and Seasonal Employee Scholarship), has now contributed over \$16 million to support students with higher education in the State of Texas.

In 2022, the State Fair awarded more than \$578,000 in community grants and sponsorships to 83 organizations serving the South Dallas/Fair Park area. With community involvement as a pillar of the State Fair's mission, we are proud to announce that in just seven

years, the Fair has invested more than \$3.6 million in support of many great initiatives, sponsorships, and partnerships within the South Dallas/Fair Park area. In addition to the 2022 grant cycle, the Fair hosted many community events such as Community Engagement Days, NEXT Fest for local high school students, and the Pastors Luncheon.

In continuing the Fair's efforts of giving back to the community, in 2018, Big Tex Urban Farms set a momentous goal to donate one million servings, and in 2022, the goal became a reality. Acknowledging the program's success, the State Fair of Texas plans to continue growing and investing in Big Tex Urban Farms as one of its year-round signature community programs.

As we are grateful to call Fair Park our home for the 136th year, the State Fair of Texas continues to support the Park by contributing funds from our revenue. In addition, Dallas voters passed Proposition A in 2022, awarding Fair Park \$300 million for significant renovations to the Bandshell, Cotton Bowl, Coliseum, Automobile Building, Centennial Building, and Music Hall. We look forward to the enhancements of Fair Park and State Fair venues.

As we review the 2022 record-breaking year, we want to express our gratitude to our sponsors, community partners, the Tex team family, and of course, our fairgoers. With the support of all of you, our nonprofit mission is possible. We can't wait to open our gates in 2023 and greet you with a Texas-sized "Howdy."

See y'all at the Fair!



BRUCE SIFFORD
Board Chair,
State Fair of Texas



MITCHELL GLIEBER
President,
State Fair of Texas



AGRICULTURE



Agriculture serves not only as a pillar of this organization but as a fundamental feature of the Lone Star State and its history. The State Fair of Texas offers a variety of interactive exhibits focusing on agriculture and livestock — implementing hands-on activities that are both fun and informative. Activities range from feeding furry friends at the petting zoo to learning about different livestock species during daily guided tours through the livestock barns.

Every year, thousands of students from around the state work diligently in preparation for the competitive livestock events and leadership contests at the State Fair. The largest of these events, the annual Big Tex Youth Livestock Auction, celebrates the agricultural heritage of our great state while providing scholarships and prizes to students all over Texas.

2022 LIVESTOCK HIGHLIGHTS

- More than **16,000 livestock entries** were entered and processed by our team leading up to the Fair.
- The State Fair of Texas hosted **eight pre-Fair horse shows** in the weeks leading up to the Fair, with more than 2,000 riders participating.
- We welcomed livestock participants from **more than 860 different Texas cities and eight additional states outside of Texas.**
- More than **4,600 Texas 4-H and FFA members** competed, showing their animals across the five species during the Fair's youth market week.
- The Collegiate Livestock Judging contest involved **294 college students** from across the nation.
- **More than 12,300 exhibitors** participated in the Fair's livestock shows and other competitive events.
- Fairgoers witnessed and helped welcome **60 animals**, that were born in the Livestock Birthing Barn.

74TH ANNUAL YOUTH LIVESTOCK AUCTION

- Approximately **3,000 entries** from across the state competed for one of the coveted 470 spots in the 2022 Big Tex Youth Livestock Auction.
- The annual Big Tex Youth Livestock Auction raised **more than \$1.9 million in scholarships and prizes** for Texas youth in 2022.



2022 GRAND CHAMPION MARKET SALES INCLUDE:



Aven Horn of Jones County 4-H sold her Grand Champion Market Steer to the Big Tex Champion Club.

YOUTH DEVELOPMENT CONTESTS

- Youth who are passionate about every facet of the agricultural industry — food, byproducts, wildlife conservation, range management, resource conservation, technology, business, and much more, have many opportunities to grow their skills while they are here at the Fair.
- With youth development contests ranging from AgRobotics and Agriculture Mechanics to Job Interviews and Public Speaking, participation included **approximately 4,200 students** during the 2022 Fair.

AG AWARENESS DAY

- Supporting our mission, students from across the state participated in a canned food drive followed by a scavenger hunt across the fairgrounds. Approximately **6,500 students, representing 166 chapters** of 4-H, FFA, and FCCLA participated in the canned food drive.
- More than **28,500 pounds of food** was collected and donated to the North Texas Food Bank.

BIG TEX'S FARMYARD

Big Tex's Farmyard offers an educational experience through interactive exhibits, as well as live animal displays, including calves, piglets, and hatching chicks. During the Fair, fairgoers can learn about agriculture and its role in our everyday lives — from how farmers and ranchers produce food that feeds the world to how animals are cared for and raised.



2022 HIGHLIGHTS

100%

OF PRODUCE GROWN BY BIG TEX URBAN FARMS IS DONATED TO LOCAL COMMUNITY ORGANIZATIONS OR INITIATIVES

18,532

POUNDS OF FRESH PRODUCE

GROWN

ON JULY 15 THE FAIR REACHED A MILESTONE OF

1,000,000
SERVINGS

OF FRESH PRODUCE DELIVERED TO THE COMMUNITY

25,403

HEADS OF
LETTUCE & HERBS
DONATED



A TOTAL OF

206,060
USDA SERVINGS

OF FRUITS AND VEGETABLES DONATED

Introduced in 2016, the Fair's Big Tex Urban Farms is a mobile agriculture system comprised of planting beds and hydroponic systems housed in the heart of Fair Park. The mission of Big Tex Urban Farms is to create a food system that:

- Invests financial and human capital into surrounding Fair Park neighborhoods and companies.
- Connects like-minded food-related organizations to each other.
- Provides free, fresh, and organic produce to entities focused on hunger issues and healthy lifestyle programs.
- Adds community gardens throughout Southern Dallas through our "Farming Farms" program.

In its seventh full year of production, the Farms reached a milestone in its program history. Announced in 2018, the million servings mission committed the State Fair of Texas and its signature program, Big Tex Urban Farms to grow and donate one million servings to the local community. In less than four years, the State Fair of Texas made that goal a reality — donating 1,000,000 servings of fresh produce to the South Dallas community for our neighbors in need. On July 15, the one-millionth serving was donated to the Baylor Scott & White Juanita J. Craft Health and Wellness Center.

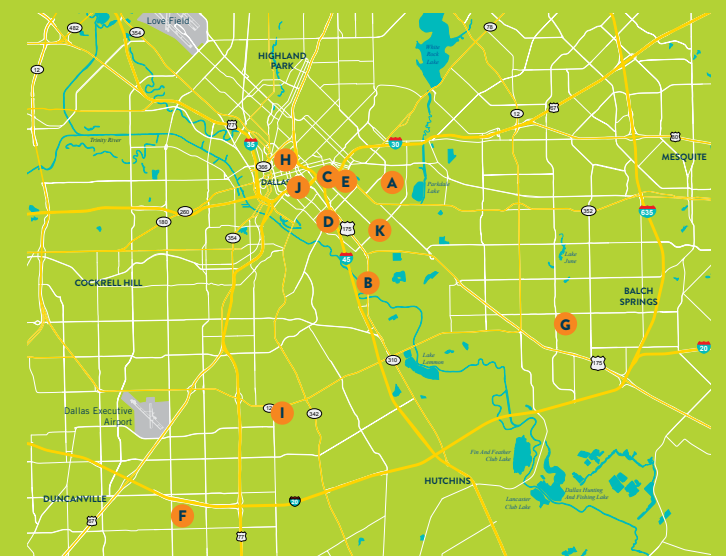
GARDENING WITH THE COMMUNITY

Our work through the Farms isn't limited to what we do inside Fair Park. A key part of Big Tex Urban Farms' mission is to initiate and participate in outreach projects in our local neighborhood and beyond. Big Tex Urban Farms continues to make regular produce donations to the organizations shown in this map.

GLOBAL PRESENCE

Since its inception in 2016, Big Tex Urban Farms has been a unique model of sustainable urban farming in the state, nation, and world. The Farms have become a true "innovation destination" for the global horticulture and agriculture industry, welcoming private entities, government officials, and delegates from developing countries to see the opportunities the Big Tex Urban Farms model presents to their unique situations.

RECURRING PRODUCE DONATIONS SURROUNDING FAIR PARK



- A** Baylor Scott & White Health and Wellness Institute at the Juanita J. Craft Community Center
- B** Bonton Farms
- C** CitySquare
- D** Cornerstone Baptist Church
- E** Faith Cumberland Presbyterian Church
- F** FJV Foundation

- G** Parkland Health & Hospital System – Southeast Dallas Health Center
- H** POETIC
- I** Oak Cliff Veggie Project
- J** The Bridge
- K** T.R. Hoover Community Development Corporation

LIVESTOCK 101 STAGE

Offering daily presentations from resident livestock experts, the Livestock 101 Stage gives visitors the opportunity to learn more about the animals being exhibited in the barns on any given day of the Fair. Afterward, visitors can attend a guided tour through the livestock barns to get up close and personal with some of our furry friends.

LIVESTOCK BIRTHING BARN

A new addition in 2018, the Livestock Birthing Barn is a unique, educational experience exhibiting the incubation and birthing process of various livestock animals, with 60 births during the 2022 exposition. With agriculture and education as the Fair's foundation, this exhibit highlights the agricultural importance of breeding livestock and its role in our everyday lives.

MILKING PARLOR

Cows from nearby farms are brought to the Fair for an entertaining and educational exhibit of modern milking procedures, available for visitors to view multiple times throughout the 24-day exposition.

GRAND CHAMPIONS ROW

Providing an up-close look at the prize-winning livestock entries, Grand Champions Row displays the Grand Champion steer, barrow, lamb, and goat outside the Briscoe Carpenter Livestock Center following the Big Tex Youth Livestock Auction.





EDUCATION



Home to the world's largest collection of Art Deco structures, Fair Park houses some of Dallas' top museums and cultural centers. By offering fairgoers a wide variety of entertaining and educational exhibits throughout the grounds, the State Fair of Texas also supports the individual missions of its fellow Fair Park establishments – focusing on educating visitors about Texas history and agriculture.

Thanks to the continued support of loyal fairgoers, the State Fair is able to provide a diverse assortment of educational programming for all ages. Fairgoers also have access to a number of science and nature discovery programs, Texas history exhibits, agricultural activities, Hispanic culture exhibits, and the African American Museum exhibits – which is home to one of the largest collections of African American folk art in the country.

BIG TEX SUMMER SAMPLER

In 2022, 85 elementary school students in third through fifth grade took supervised field trips around Fair Park to the Texas Discovery Gardens, Children's Aquarium, Big Tex Urban Farms, and the State Fair of Texas Midway; providing youth with fun and enriched activities. Participating agencies included Bold Believers United, Braswell Child Development Center, BridgeBuilders, Cornerstone Community Development Corporation, and T.R. Hoover Community Development Corporation.

STATE FAIR OF TEXAS CURRICULUM

With education being a fundamental pillar of our mission as an organization, the State Fair of Texas works to provide quality learning opportunities for students within the community - both locally and statewide. In support of our student ticketing program, the Fair has expanded educational initiatives to the classroom with an innovative curriculum, created in partnership with Big Thought.

The online curriculum combines the unique culture of the Fair with Texas history and agriculture, incorporating it into a TEKS-aligned program that focuses on STEM subjects (science, technology, engineering, and math) for grades four through 12. In 2022, a curriculum focusing on the legacy of civil rights icon Juanita J. Craft was released. For more information on the State Fair of Texas curriculum, visit BigTex.com/Education.

LITTLE LONE STARS CLUB

Launched in 2020, the Little Lone Stars Club is a kids club for even the tiniest of Fair fans. From May through September, activity packets are mailed out to Little Lone Stars across the state. These activity packets include fun educational activities, like crosswords about Texas agriculture or word jumbles about Texas icons.

NEXT FEST

NEXT Fest is a one-of-a-kind event that aims to empower high schoolers to build the future they desire while addressing their current needs by exposing them to potential employers and vocational opportunities. In 2022, 135 Dallas ISD students from the South Dallas/Fair Park area high schools attended NEXT Fest. The students sit in on informative sessions to learn about various careers from industry leaders and expand their financial literacy. We would like to thank the seven community partners who contributed to the success and production of the 2022 event: 97.9 The Beat, AutoZone, Broadway Dallas, City of Dallas Department of Aviation, Frost Bank, and The Workshop by TBK Bank.



RACE TO KINDNESS BOOK DRIVE

In May, the Fair co-sponsored a book fair with Race to Kindness and ThriftBooks. Nearly 175 children were able to attend and select a book to take home.

GIRL POWER PROGRAM

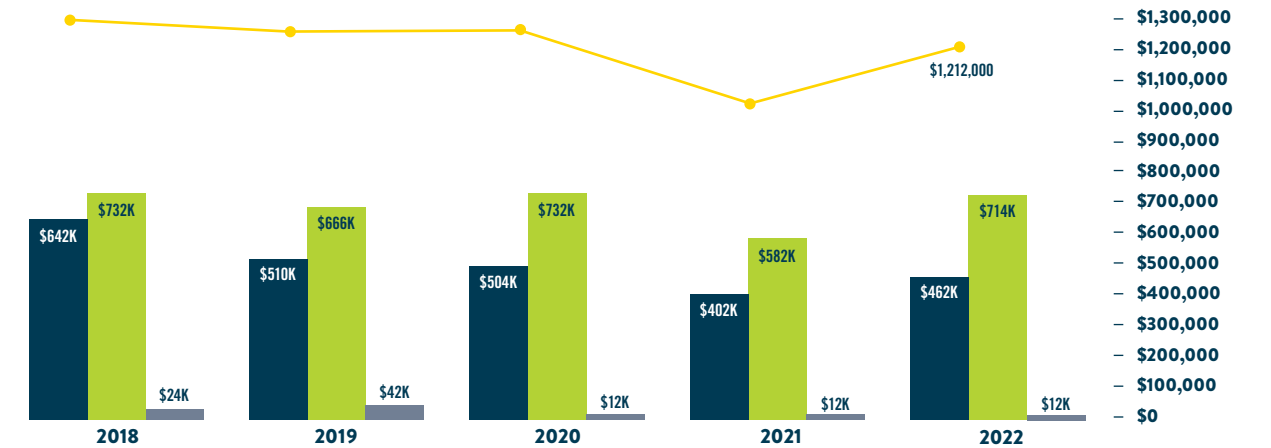
Girl Power provides social-emotional learning (SEL) programming that utilizes the Girl Rising Curriculum, which is designed to help young women harness their power for individual and collective change in their communities. In 2022, this program engaged with 16 young women from three South Dallas high schools.





HIGHLIGHTS

- DISD STUDENTS
- YOUTH LIVESTOCK
- SEASONAL EMPLOYEE
- ◆ TOTAL AWARDED



BIG TEX SCHOLARSHIP PROGRAM

Established in 1992, the Big Tex Scholarship Program has awarded scholarships to more than **3,000** students for a total of more than **\$16.1 million**. Eligible recipients in 2022 included graduating high school seniors around the state of Texas who participated in competitive youth livestock events held at the State Fair, graduating seniors from six Dallas Independent School District high schools in the Fair Park area, and seasonal employees of the State Fair of Texas or their dependents. Introduced in 2018, Franklin D. Roosevelt High School is the sixth South Dallas/Fair Park DISD school eligible to apply for the Big Tex Scholarship Program. Scholarship recipients receive a \$6,000 grant, renewable each semester while working towards a degree at an accredited Texas college, university, or trade school.

In 2022, the State Fair of Texas proudly continued its mission of promoting education by awarding 202 new college scholarships – 77 Juanita Craft, 119 Youth Livestock, two Seasonal Employee, and four ancillary scholarships. To learn more about the Big Tex Scholarship Program and how to apply, visit BigTex.com/Scholarship.

TOTAL AMOUNT AWARDED

| | JUANITA CRAFT (DISD) | YOUTH LIVESTOCK (STATE OF TEXAS) | SEASONAL EMPLOYEE (STATE OF TEXAS) | ANCILLARY SCHOLARSHIPS | TOTAL AMOUNT AWARDED |
|--------------|----------------------|----------------------------------|------------------------------------|------------------------|----------------------|
| 2018 | \$630,000 | \$720,000 | \$24,000 | \$24,000 | \$1,398,000 |
| 2019 | \$510,000 | \$666,000 | \$42,000 | \$30,000 | \$1,248,000 |
| 2020 | \$492,000 | \$720,000 | \$12,000 | \$24,000 | \$1,248,000 |
| 2021 | \$402,000 | \$582,000 | \$12,000 | \$24,000 | \$1,020,000 |
| 2022 | \$462,000 | \$714,000 | \$12,000 | \$24,000 | \$1,212,000 |
| TOTAL | \$6,629,000 | \$9,306,000 | \$102,000 | \$126,000 | \$16,163,000 |

MORE THAN
\$1.2
MILLION

AWARDED IN NEW COLLEGE SCHOLARSHIPS IN 2022

MORE THAN
3,000
STUDENTS
AWARDED SINCE 1992



MORE THAN
\$16.1
MILLION

AWARDED SINCE 1992

202
SCHOLARSHIPS
AWARDED IN
2022



2022 JUANITA CRAFT SCHOLARSHIP

Honoring the legacy of South Dallas resident and civil rights activist, Juanita Craft, the State Fair of Texas awards multiple \$6,000 scholarships to selected applicants from the following Fair Park-area high schools.

FRANKLIN D. ROOSEVELT HIGH SCHOOL

IRMA LERMA RANGEL YOUNG WOMEN'S LEADERSHIP SCHOOL

JAMES MADISON HIGH SCHOOL

LINCOLN HIGH SCHOOL

NORTH DALLAS HIGH SCHOOL

WOODROW WILSON HIGH SCHOOL

2022 YOUTH LIVESTOCK SCHOLARSHIP

The State Fair of Texas awards \$6,000 scholarships to selected applicants who have competed in specific competitive youth livestock events held at the State Fair. Scholarships are given to applicants who are graduating from a Texas high school, with preference to those enrolling in an agricultural-related or agricultural-benefiting natural science curriculum at a Texas college or university.

2022 SEASONAL EMPLOYEE SCHOLARSHIP

Initiated in 2018, the Fair began awarding Seasonal Employee Scholarships each year to seasonal staff members directly employed by the State Fair of Texas or to a dependent child, stepchild, grandchild, step-grandchild, foster, or adopted child of the qualified seasonal employee. This scholarship is available for applicants who plan to attend an accredited two-year or four-year Texas college, university, or vocational-technical school. Eligible seasonal staff are those who have completed at least three years of seasonal employment as of January 1 of the current year in which the scholarship is to be awarded and have worked an average of 20 hours a week during the prior Fair.



KIMI BROWN

Juanita Craft Scholar
University of Texas - Arlington
Graduating class of 2024
Major, Civil Engineering

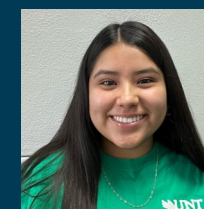
"When I found out I was selected as a Big Tex Scholar, I was happy that some of my financial burden of paying for college would be alleviated. I was especially thrilled that the scholarship was renewable and not just a one-time payment. Being a Big Tex Scholar means being an investment in the future of Texas as having this scholarship supports my pursuit of becoming a professionally licensed civil engineer in the state of Texas."



BRADY WILSON

Youth Livestock Scholar
West Texas A&M University
Graduating Class of 2026
Major, Agricultural Media & Communications

"I am very grateful for this scholarship money. It was a huge help during my first semester at West Texas A&M. I am blessed that you have invested so much time and money into my future over the last ten years. I can never say thank you enough for everything you have done for me! I was elected to the West Texas A&M student government organization, and I am an acting student Senator for the Freshman class. In October, I secured campus employment with the Testing and Tutoring Services. Again, thank you so much for investing in my future."



ABIGAIL SANCHEZ

Seasonal Employee Scholar
University of North Texas – Denton
Graduating Class of 2024
Major, Biology

"It was a comfort to know that I had been chosen for the Seasonal Employee Big Tex Scholarship and that I would be able to pursue high education with certain financial aid. Being a Big Tex scholar is being the future. Thank you for investing in my future."



COMMUNITY INVOLVEMENT ★ ★ ★ ★ ★

As a long-standing Dallas institution, the State Fair of Texas has a unique appreciation for the local support that makes such a substantial event possible every year. With the ultimate goal of having a positive community impact, the Fair aims to give back through its partnerships with local organizations and initiatives. On top of the initiatives and donation programs that take place during the annual exposition, the Fair continuously works to maintain a year-round presence in our community. Since the inception of the Community Affairs department in 2016, the Fair has invested more than \$3.6 million in support of many great initiatives, sponsorships, and partnerships within the South Dallas/Fair Park area. Through new and existing efforts in 2022, the Fair was able to contribute more than \$620,000 in community support, which included sponsorships, programmatic support through funding, in-kind donations, technical assistance and trainings, and investments made through our signature programs, benefiting 83 South Dallas/Fair Park area organizations.

In addition to offering financial resources, our Community Affairs department connected local organizations to foster community relationships, form partnerships, and develop initiatives that work to make a positive impact. Our ability to serve and continue growing our scope of service is strengthened through the support of our fairgoers, relationships with like-minded organizations, and dedication of our State Fair team.

BUILDING CAPACITY OF NONPROFITS

GRANT AND SPONSORSHIP PROGRAM

The State Fair of Texas' Grant and Sponsorship Program offers opportunities for local nonprofits to receive financial support during designated cycles throughout the year. Completing the Program's fifth year in 2022, 84 organizations received more than \$576,000 in project funding through grants and sponsorships. As a neighbor in the South Dallas/Fair Park community, we are committed to supporting nonprofits providing services in this area and understand that these organizations, like ours, depend on year-round generosity from citizens, volunteers, and other organizations. This program focuses on funding initiatives that provide support in four areas that complement our mission: education, capacity building of nonprofits, economic development, and social and racial justice. For more information about the Grant and Sponsorship Program, please visit [BigTex.com/Grants](https://www.bigtex.com/grants).

2022 STATE FAIR OF TEXAS GRANT CYCLE & SPONSORSHIP RECIPIENTS:

826 Dallas Project
 Abide Women's Health Services
 *Act (Advocates for Community Transformation)
 African American Museum
 After8toEducate
 Alliance for Greater Works
 Beacon Hill Preparatory Institute
 *BigHope
 Bishop Arts Theatre Center
 BOCA (Body of Christ Assembly) Creative Support Services
 Bold Believers United
 Bonton Farms
 Braswell Child Development Center
 BridgeBuilders
 Broadway Dallas
 buildingcommunityWORKSHOP
 Cara Mia Theatre — Latino Cultural Center
 CARDBoard Project
 CHILDREN AT RISK
 CitySquare
 Communities Foundation of Texas
 Community Developers Roundtable
 Compudopt — Dallas
 Cornerstone Community Development Corporation
 Cornerstone Crossroads Academy
 Crossroads Community Services
 Dallas Black Chamber of Commerce
 Dallas Divas II
 Dallas Free Press
 Dallas ISD State of the District
 Dallas Mayor's Back to School Fair
 Dallas Prestige Group
 DFW Cares Mentoring Movement
 DHNA (Dolphin Heights Neighborhood Association)
 Dolphin Heights Neighborhood Association
 Dress For Success Dallas
 Dwell With Dignity
 Empowering The Masses
 First Choice Social Services
 Forest Forward
 Frazier Revitalization
 Friends of Fair Park
 Friends of Juanita Craft — Communities Foundation
 *Genesis Women's Shelter & Support



KELVIN BROWN
 CEO of Housing Crisis Center

"This is our first award from the Fair in my tenure at Housing Crisis Center," said Kelvin Brown, CEO of Housing Crisis Center. "I think the specific needs of our city are pretty well documented. As we continue working to prevent homelessness, I am very thankful to have the State Fair of Texas as a strategic partner in our capacity building."

Green Careers Dallas
 H.E.L.P. (Hope Encourage Love Protect)
 Housing Crisis Center
 ICDC (South Dallas Fair Park Inncity Community Development Corporation)
 Inspiring Tomorrow's Leaders
 Interdenominational Ministerial Alliance
 Irving Hispanic Chamber of Commerce
 James Madison High School — DISD
 Jubilee Park and Community Center
 Junior League of Dallas
 LipGloss for Love
 Lone Star Justice Alliance
 LULAC (League of United Latin American Citizens)
 Miles of Freedom
 *Ntarupt (North Texas Alliance to Reduce Unintended Pregnancy in Teens)
 Outcry in the Barrio
 Project Unity
 S.M. Wright Foundation
 ScholarShot
 South Dallas/Fair Park Faith Coalition
 Southern Dallas Link, Inc.
 Spida, Inc. (Braswell)
 St. Anthony Community Center
 St. Philip's School and Community Center
 Stars United Global Outreach
 *The Bridge Homeless Recovery Center
 The Concilio
 **The Walls Project
 The Way Back — Re-Entry Program
 TMJ Dance Project
 **TRHCDC (T.R. Hoover Community Development Corporation)
 TRM (Trinity Restoration Ministries)
 Trusted World
 Viola's House
 *Well Community
 Women Empowering Women
 *Young STEM Professionals
 Young Women's Preparatory Network
 **Youth Revive
 Zan Wesley Holmes Jr. Foundation

*Denotes a first-time State Fair of Texas grant recipient.
 **Received a grant and a sponsorship from the State Fair of Texas

COMMUNITY ENGAGEMENT DAY

Community Engagement Day luncheons and events are hosted by the Fair, with the goal of bringing South Dallas nonprofits together to share resources and build their social capital. In 2022, Community Engagement Day resumed in person with much success. More than 160 folks came out during the Fair to learn and network with like-minded community members. Keynote speaker, Dr. Stacia Alexander, focused on leadership, the importance of mental health, and solutions to stress.

PASTORS LUNCHEON

The 2022 Pastors Luncheon hosted 50 pastors and clergy on October 13 during the State Fair of Texas. This event was designed to create an environment to celebrate congregations and invite clergy leaders from the community to fellowship. Guest speaker, Pastor Chris Simmons from Cornerstone Baptist Church, spoke to the attendees, and awards were presented to recognize community faith leaders and their contributions/services to the community.



DIANA EINSTEIN

Dwell with Dignity

"I have been attending Community Engagement Day for many years now. I love hearing about the focused and caring work the State Fair of Texas is

doing, and having the opportunity to meet other passionate community members."



PASTOR CHRIS SIMMONS

Cornerstone Baptist Church

"The challenges of serving in the South Dallas/Fair Park community can be overwhelming. As pastors seek ways to expand outreach in their local

congregations, they can become discouraged by the number of needs versus the lack of resources. The Pastors Luncheon is not only a time to gather with other pastors for fellowship, but the networking and collaboration are invaluable. The State Fair of Texas has a number of resources available to assist pastors to have a better impact on their congregations and community."

JUANITA CRAFT HUMANITARIAN AWARDS

Presented for the fifth time during the 2022 State Fair of Texas, the Juanita Craft Humanitarian Awards was created to honor Ms. Craft's legacy as an influential activist during the civil rights movement and the crucial role she played in integrating the State Fair of Texas among other universities, restaurants, and theaters around Dallas. Hosted by the State Fair of Texas and the Friends of the Juanita J. Craft Civil Rights House & Museum, this annual event serves as a

fundraiser for repairing Ms. Craft's home – a Dallas landmark that now serves as a museum. Through necessary renovations, the house will become an educational tool and resource for generations to come. The 2022 ceremony recognized past, present, and future leaders who are following in her footsteps, as well as presented awards to individuals who have made an impact on civil rights in the City of Dallas. The 2022 recipients include Janie Cisneros (Catalyst Award), Larry James (Legacy Award), and Rev. Yette Blair-Lavallais (Visionary Award).



REV. YETTE BLAIR-LAVALLAIS

2022 Juanita Craft Humanitarian Award Winner

"What an honor it is to be recognized by my peers in the city of my birth, and by the State Fair of Texas, a nationally notable and iconic staple, where my family has gathered and enjoyed for decades. To be

honored with the Juanita Craft Humanitarian Award for this community work that I do to dismantle food insecurity locally and nationally speaks volumes, and I am grateful. This recognition of distinction, in the namesake of an incomparable visionary leader, is the impetus that will guide the work that I will continue to do with this community and for this community. This moment is forever etched in my heart."



THANA SIMMONS

CEO of Viola's House / 2022 Juanita Craft Humanitarian Award Honorable Mention

"Understanding the legacy of Juanita Craft, I was deeply honored when I was contacted about my Honorable Mention for the Juanita Craft Visionary

Award. All throughout my journey as Founder and CEO of Viola's House my mission has been to lead and guide our organization's service, as we continue to serve homeless teen mothers, so that they may transition from homelessness to self-sufficiency. Juanita Craft's legacy lives on in Dallas because of the lasting, positive changes she fought for, and that transformed the community. I am truly humbled to know that our work at Viola's House is seen in our community as this type of positive impact, and that positive transformation continues to inspire the work that we do at Viola's House every day."



STATE FAIR CARES

NORTH TEXAS FOOD BANK

Through annual discount day programs like the "Feed the Need" campaign, fairgoers brought canned goods in exchange for discounted admission. During the run of the 2022 Fair, 450 Fair volunteers collected 280,000 pounds of canned food items at State Fair gates, which equated to more than 233,000 meals for the North Texas Food Bank to serve the community in the fall of 2022. This equates to roughly 80,000 more pounds of food donated in 2021.

STATE FAIR CARES FOOD DRIVE

Taking place the day after the Fair concludes, State Fair Cares partners with concessionaires and vendors to collect any leftover food to be donated to local food pantries and shelters. The 2022 food drive collected donations from 23 vendors, representing 86 booths throughout the fairgrounds. Donations were divided up and shared amongst six South Dallas/Fair Park area organizations. These organizations included: Cornerstone Community Kitchen, Empowering the Masses, Inspired Vision Compassion Center, Jubilee Park Community Center, Living Word Harvest, and T.R. Hoover Community Development Center.

STATE FAIR CARES HOLIDAY EVENT AND BENEFIT

The fifth annual State Fair Cares Holiday Event and Benefit joined together State Fair food and beverage vendors, related third-party vendors, State Fair full-time staff, and members of the State Fair of Texas Board to celebrate the start of the holiday season and donate items to a local nonprofit, Braswell Community Center. Braswell Community Center is a nonprofit organization in Dallas that provides childcare services for children who represent all socio-economic and cultural backgrounds. To support them best, the Fair asked attendees to bring baby strollers, toys, clothing, bikes, gift cards, and cash donations.



MURRIEL WEBB

Braswell Child Development Center

"As Braswell CDC proudly serves children daily, we acknowledge that Christmas is a time of great need of

resources. Christmas 2022 was the most joyous celebration for 129 children enrolled in and served by Braswell CDC, thanks to the generosity of the State Fair of Texas vendors. These children received blocks, dolls, roller skates, bicycles and tricycles, and other toys. In addition, there were coats, gloves, hats, and other clothing items donated to prepare them for the winter months. There was even cash assistance provided to special needs families to purchase diapers and formula. The children's smiling faces conveyed a huge "thank you." This gracious act of giving was followed by a marvelous barbeque dinner with all the trimmings, where several families from Braswell were treated as guests of honor. To quote one of our parents, Ms. Jessica Comacho, 'My child is ready for winter with her new hooded coat because the State Fair of Texas vendors care about children that they don't even know. They showed that people really do care about us.' Thank you, State Fair of Texas vendors."



ECONOMIC DEVELOPMENT

BIG TEX BUSINESS MASTERCLASS

After a two-year hiatus due to the pandemic, the Big Tex Business Masterclass returned in 2022, with seven participating vendors and two partners. Of the seven vendors, six graduated from the program successfully. Fairs, festivals, and expositions are a significant contributor to the hospitality and tourism industry, and for many small business owners in the Southern Sector, these events can be a great opportunity to generate revenue. The Big Tex Business Masterclass (Formerly known as the Concessionaire Cohort for Fairs, Festivals, and Expositions (CFFE)) was created to offer local entrepreneurs a dynamic education series through guidance from the State Fair of Texas along with our partnerships with organizations like Comerica Bank and SCORE Dallas.

GOODR PARTNERSHIP

The State Fair of Texas, United Way Dallas' Southern Dallas Thrives, and Communities Foundation of Texas announced a pilot partnership with Atlanta-based Goodr. The program provided a series of mobile food markets to communities in need throughout South Dallas. In addition to the pop-up format, four weeks of grocery deliveries were also made, targeting populations who may have been sheltering in place or had limited access to transportation.

United Way's Southern Dallas Thrives initiative and sustainable waste management and hunger relief company, Goodr, in partnership with North Texas Food Bank, provided meals to 550 Southern Sector families in 2022. Each family received up to 80 pounds of fresh groceries, including a Thanksgiving turkey for the first 250 registrants thanks to Tom Thumb / Albertsons at a free Pop-Up Grocery Market at the State Fair of Texas on November 19th. The event is part of Southern Dallas Thrives' and Goodr's year-long hunger relief



SHANTELE HAWKINS

Mother Dears Southern and Creole Cuisines

"The State Fair of Texas has provided me with a wonderful opportunity to be a part of their culture in this aspect was absolutely a dream come true. From the educational one-on-one meetings to shadowing State Fair vendors, and the thrill of attending the Fair, this was such a great experience. I would encourage anyone in the food industry to apply in hopes of attending the Big Tex Masterclass. This program is the perfect jumpstart to introducing new vendors to the Fair culture."

efforts, which to date has provided more than 62,000 pounds of food to Southern Dallas communities. This Pop-Up Grocery Market is intended to ease the financial burden that the holidays present for many families.

SOUTH DALLAS/FAIR PARK TRANSPORTATION INITIATIVE

According to a study conducted by Zip Code Connection in 2016, more than 45 percent of households in South Dallas live without transportation. This number includes many senior citizens who do not have access to transportation. Announced in 2020, the State Fair of Texas began working with several community organizations to start the South Dallas/Fair Park Transportation Initiative. Using a van provided by Ford Motor Company and the State Fair of Texas in partnership with the Dallas Innovation Alliance, Curtis and his team have been transporting seniors to medical appointments, the grocery store, and even the polls during the election season.

FUNDRAISING AND EVENTS

In addition to our annual State Fair of Texas exposition, we host several other fundraising events throughout the year, with all proceeds from each going directly to the Big Tex Youth Livestock Auction and Scholarship Program. The Fair's scholarship program benefits students who have competed in youth livestock events at the State Fair, students attending six DISD high schools in the Fair Park area, and seasonal employees of the State Fair of Texas or their dependents. Through the Big Tex Youth Livestock Auction and Scholarship Program, the State Fair has awarded more than \$31 million in auction awards and college scholarships.

For more information on our fundraising opportunities and to get involved, please visit [BigTex.com/Get-Involved/Events](https://www.bigtex.com/Get-Involved/Events).

THROUGH THE BIG TEX YOUTH LIVESTOCK AUCTION AND SCHOLARSHIP PROGRAM, THE STATE FAIR HAS AWARDED MORE THAN

★ **\$31 MILLION** ★

IN AUCTION AWARDS AND COLLEGE SCHOLARSHIPS.



BIG TEX CLAY SHOOT CLASSIC

- The 13th Annual Big Tex Clay Shoot Classic was held at the Dallas Gun Club, with all proceeds going directly to the Big Youth Livestock Auction and Big Tex Scholarship Program.
- The 2022 event raised a record of \$253,000, with more than 350 participants competing on 75 teams.

BIG TEX GOLF CLASSIC

- The 12th Annual Big Tex Golf Classic was held at Fair Park-adjacent Tenison Highlands, with all proceeds going directly to the Big Youth Livestock Auction and Big Tex Scholarship Program.
- The 2022 event raised a record-breaking \$145,450 and had more than 180 golfers participating on more than 40 teams.

BIG TEX CHAMPION CLUB DINNER

- The annual pre-Fair fundraising dinner welcomed folks back to the Briscoe Carpenter Livestock Center this year.
- The 2022 event raised a staggering \$195,500.

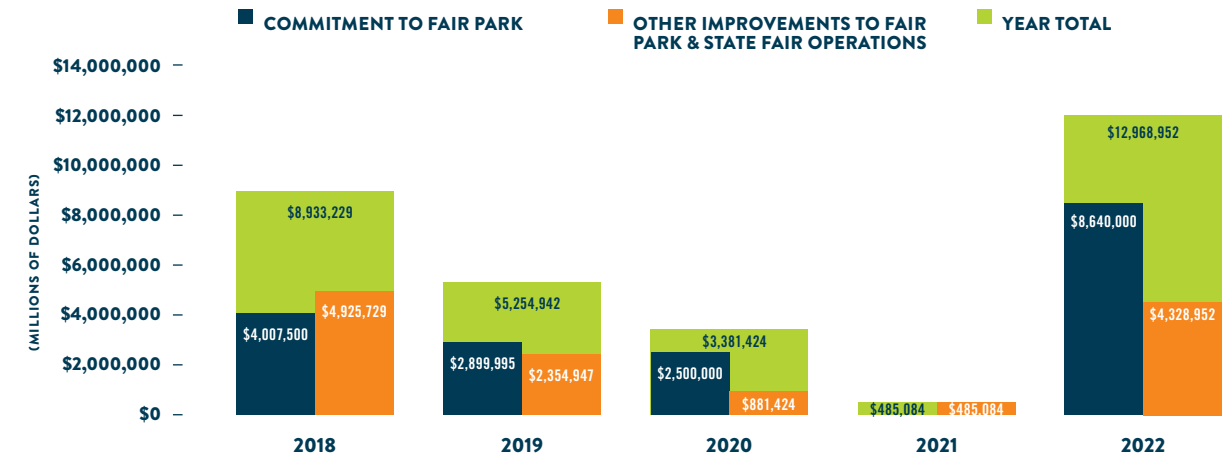
BIG TEX YOUTH LIVESTOCK AUCTION

- As one of the culminating events for the Fair's scholarship program every year, the Big Tex Youth Livestock Auction pools efforts from annual fundraisers like the Big Tex Clay Shoot, Big Tex Golf Classic, and the Big Tex Champion Club Dinner to invest in Texas youth.
- The 2022 auction raised more than \$2.5 million in premium awards and scholarships. Of that total, a record-breaking \$1.9 million was raised on Auction Day alone, with the additional fundraising and donations received over the year.





FUNDING FOR FAIR PARK & STATE FAIR OPERATIONS



SUPPORT OF FAIR PARK

Since the establishment of the State Fair of Texas in 1886, the Fair has hosted its premier event of the year in the location now known as Fair Park. After serving as the State Fair's official home for a century, Fair Park was officially designated as a National Historic Landmark in 1986 because of its historical significance. With 136 years of shared history, the State Fair has maintained a deep-rooted connection to Fair Park and continues to call it home.

Each year, 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 state of Texas, used to support the Fair Park museum facilities and community outreach programs, and used to improve the State Fair's operation.

A portion of the Fair's revenue is reinvested in Fair Park going towards the upkeep and maintenance of the Fair's home – Fair Park's historic buildings and facilities, as well as the iconic Cotton Bowl Stadium. Throughout the years, the State Fair has contributed tens of millions

of dollars toward such improvements, in addition to making financial donations to support Fair Park museum programming. From its longtime devotion to Fair Park, to its lasting dedication to fairgoers, the State Fair considers tradition an essential component of its organization.

The State Fair of Texas is a 501(c)(3) nonprofit organization and does not receive any government funding or support. Our nonprofit purpose is funded through the proceeds from the annual State Fair of Texas event. As a nonprofit organization, the Fair serves as an advocate for the community through its commitment to preserving Fair Park and continuing to build upon its legacy as a National Historic Landmark.

The Fair's ability to provide funds to improve Fair Park is a direct result of the success of its annual event. The chart on the following pages illustrates the investment made in our home throughout the years.

HIGHLIGHTS

Nearly
\$13 MILLION
 IN 2022 TO SUPPORT PROJECTS IN FAIR PARK AND TOWARD THE IMPROVEMENT OF STATE FAIR OPERATIONS.
 ★ ★ ★ ★ ★ ★ ★ ★

THE STATE FAIR SUPPORTS OTHER FAIR PARK CULTURAL ORGANIZATIONS AND FACILITIES:

More than
\$173,000
 DISTRIBUTED IN 2022

More than
\$31 MILLION
 DISTRIBUTED FOR FAIR PARK AND STATE FAIR OPERATIONS OVER THE PAST FIVE YEARS.



2022

STATE FAIR OF TEXAS ★★

The 2022 State Fair of Texas, themed “Treats of Texas,” celebrated something our Fair has become known for: **amazing food**. When you ask folks what their favorite part of the State Fair is, without skipping a beat, many will answer FOOD. As an event that blends more than 2.5 million people from all walks of life, our wide variety of food represents just that.

THE 2022 STATE FAIR OF TEXAS

The 2022 State Fair of Texas was undoubtedly one to remember. The annual event brought people from all walks of life together – from iconic State Fair traditions to new innovative additions, fairgoers alike enjoyed their visit to the State Fair. The State Fair of Texas welcomed more than 2.5 million people through the gates during its 24-day run. Nearly \$93 million was generated in gross coupon sales for food, beverages, and rides, with the majority of funds going to vendors. The 2022 Fair again saw increases in livestock participation and creative arts entries, along with introducing new attractions and family-friendly

offerings that will live on for many years. With another season under our belt, we recognize that the measurement of each Fair’s success goes far beyond these numbers. Our true achievements come from our ability to give back through this annual event. Thanks to the continuous support from our fairgoers, the annual State Fair of Texas continues to serve as our largest fundraiser of the year. Proceeds from the event allow us to continue building upon our nonprofit mission of promoting agriculture, education, and community involvement, as well as future Fairs to come.

| FAIR DAY | DAY | DATE | DAILY ATTENDANCE |
|----------|-----------|--------------|------------------|
| 1 | Friday | September 30 | 81,255 |
| 2 | Saturday | October 1 | 142,462 |
| 3 | Sunday | October 2 | 80,776 |
| 4 | Monday | October 3 | 54,340 |
| 5 | Tuesday | October 4 | 55,482 |
| 6 | Wednesday | October 5 | 59,334 |
| 7 | Thursday | October 6 | 71,861 |
| 8 | Friday | October 7 | 126,481 |
| 9 | Saturday | October 8 | 207,380 |
| 10 | Sunday | October 9 | 118,755 |
| 11 | Monday | October 10 | 158,619 |
| 12 | Tuesday | October 11 | 109,144 |
| 13 | Wednesday | October 12 | 82,604 |
| 14 | Thursday | October 13 | 105,737 |
| 15 | Friday | October 14 | 145,399 |
| 16 | Saturday | October 15 | 158,013 |
| 17 | ☁ Sunday | October 16 | 66,708 |
| 18 | Monday | October 17 | 77,849 |
| 19 | Tuesday | October 18 | 84,916 |
| 20 | Wednesday | October 19 | 80,648 |
| 21 | Thursday | October 20 | 105,754 |
| 22 | Friday | October 21 | 107,712 |
| 23 | Saturday | October 22 | 141,080 |
| 24 | Sunday | October 23 | 124,980 |
| TOTAL | | | 2,547,289 |

☁ Rain cloud indicates Fair days that experienced rain during its hours of operation.



2022 KEY INITIATIVES

As an organization that strives for excellence in all areas, the Fair is committed to preserving historic traditions while seeking opportunities to progress continuously. The five key areas of brand experience initiatives include **safety and security, cleanliness, landscaping, family-friendly entertainment, and Texantude/customer service.** The following list is an overview of the key projects the Fair focused on during the 2022 season.

- Deployed **high-visibility, clear-messaged signage** at all State Fair-owned Gates in effort to promote ease and efficiency of parking on-site.
- Additional **wayfinding directions** were included both on-site through signage and in the Fair's communication channels.
- To assist with the guest experience at the entrance of gates five and six, adjustments were incorporated to the queuing process to **increase the ease of guest entry.**
- Invested in and deployed an **emergency mass communications system, Alertus,** to enhance fairgoer and staff safety.
- **Restoring historical murals** through a park-wide painting program, bringing the beauty of the murals back to life.
- **A brand-new Will Call booth** was built and deployed, which increased the booth's visibility via signage and lighting, making locating the booth easier for guests.
- Investments were made in the Big Tex Urban Farms Greenhouse on the Midway following a roof collapse early in the year.
- The **all-new Kroger Starlight Parade** brought family-friendly fun to the fairgrounds each night, featuring brand-new floats.

ATTRACTIONS

The Fair offers a world of entertainment to fairgoers, with all daily shows and exhibits included in the price of admission. On any given day, there are hundreds of activities and shows to enjoy. The fun doesn't end when the sun goes down – the Kroger Starlight Parade and Mattress Firm Illumination Sensation fill the Fair's nightly skyline with light and color.

MORE THAN
131,000
PEOPLE

VISITED THE HALL OF STATE TO ENJOY TWO EXHIBITS, MAVS VAULT AND 100 YEARS, 100 STORIES: 100TH ANNIVERSARY OF THE DALLAS HISTORICAL SOCIETY.

MORE THAN
1,000
FLAGS

WERE PLACED ON THE MEMORIAL'S PANELS AT THE TEXAS VIETNAM VETERAN'S MEMORIAL TO HONOR THOSE TEXAS VETERANS WHO SACRIFICED THEIR LIVES DURING THE VIETNAM WAR.

MUNDO LATINO'S
'DÍA DE LOS MUERTOS'

EXHIBIT FEATURED A TOTAL OF
25 ALTARS,
HONORING THE MEMORY OF LOVED ONES, INCLUDING VICTIMS OF THE MASS SHOOTING IN UVALDE, TEXAS.

ONE
GUINNESS
WORLD RECORD

WAS BROKEN BY RESIDENT STRONGMAN MIGHTY MIKE, AS HE JUGGLED THREE 10-POUND BOWLING BALLS FOR 20 SECONDS, BREAKING THE WORLD RECORD.



More than
58,000
PEOPLE

ENJOYED THE RETURN OF 13 PERFORMANCES OF THE STATE FAIR OF TEXAS RODEO PRESENTED BY UNITED AG & TURF IN THE HISTORIC FAIR PARK COLISEUM, WITH 507 RIDERS PARTICIPATING IN SIX EVENTS.



CREATIVE ARTS

With more than 1,100 contest categories, including photography, canning, art, sewing, and cooking, the State Fair's Creative Arts competitions provide people of all ages a place to showcase their creative skills. The opportunities to win a coveted blue ribbon are endless – and they don't just start on Opening Day. In addition to the virtual and pre-Fair participation opportunities, there are cooking contests throughout the run of the Fair. In 2022, community members got crafty with 9,823 entries in the Fair's Creative Arts competitions and more than 3,800 ribbons were awarded to folks celebrating their creativity this year. In addition, the 2022 State Fair cooking contests featured 2,166 participants from across the state.





JESUS CARMONA
Owner of Milagro Taco Cantina

"I am very blessed to have joined the State Fair of Texas concessionaire family in 2022. After my first Fair I saw a huge impact on my year-round business. People still come to my restaurant and ask about the fried empanadas from the State Fair. I can't wait for year two," said Jesus Carmona, owner of Milagro Taco Cantina.

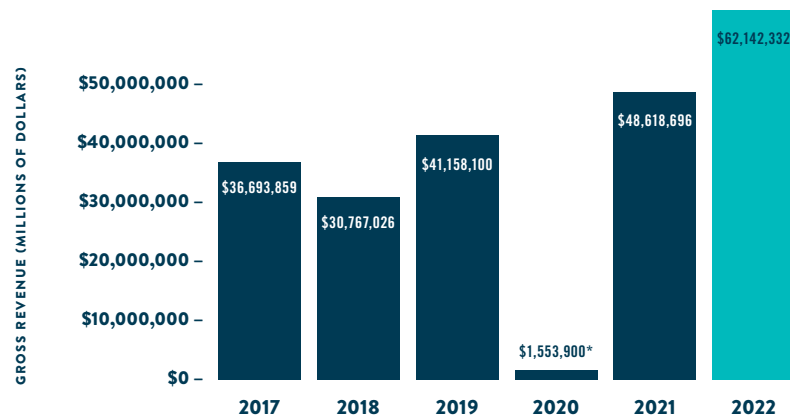


FOOD AND BEVERAGE

Capitalizing on the anticipation and culinary excitement brought each year to the State Fair, our concessions team has developed restaurant-caliber dining experiences throughout Fair Park, providing business support to nearly 90 small business concessionaires who operate 260 concessions locations during the Fair, and introduced value programs such as "Thrifty Thursdays" and reduced-price beverage stands.

This year, the Fair welcomed seven new concessionaires to the list of small businesses.

FOOD AND BEVERAGE GROSS REVENUE



*Due to the cancellation of the 2020 State Fair of Texas because of COVID-19, the revenue made by food and beverage vendors in 2020 was significantly decreased, however, the vendors were able to generate some revenue via the Big Tex Fair Food Drive-Thru.

BIG TEX CHOICE AWARDS

Each year, State Fair concessionaires fry up their tastiest and most unique dishes for a chance to be crowned a winner of the annual Big Tex Choice Awards competition. Kicking off another season of Fair food for 2022, the 18th annual Big Tex Choice Awards proved that there is no shortage of creativity when it comes to this competition. With 51 total entries into the 2022 competition, the list was narrowed down to only 10 finalists. After a valiant effort by all finalists and a tough deliberation by the all-star panel of judges, three dishes reigned supreme.



JEROME GARZA
The Garza family concessions

"For the Garza family the State Fair of Texas is a family tradition, and winning the Big Tex Choice Award for most creative was a wonderful surprise and huge blessing to our family. First to have the judges believe the Cha-Cha Chata was as great as we thought, and secondly, to have friends, family, and strangers tell us they had a Cha-Cha Chata every time they visited the State Fair in 2022."

2022 BIG TEX CHOICE AWARDS WINNERS



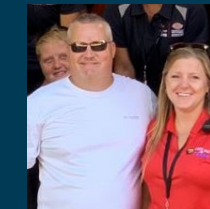
➔ *Best Taste - Savory*
Fried Charcuterie Board by Tami Nevins-Mayes and Josey Mayes



➔ *Best Taste - Sweet*
Peanut Butter Paradise by Chris Easter and Nicole Sternes



➔ *Most Creative*
Cha-Cha Chata by the Garza family



JEREMY SOLEM

Owner of Solem Concessions, Inc.

“In the games department we always strive to provide family fun for all fairgoers. I have been a part of that for 30 years, watching parents bring their children every year and playing the games they love. It’s an honor to be a part of the State Fair of Texas for as long as I have and to have one of my games be the #1 game this past year was humbling. On behalf of myself and my company’s employees we appreciate the trust that is given to us by our leaders in the State Fair games department to help fairgoers make memories and enjoy the Fair for all these years.”

LIVE MUSIC

With live music as one of our cornerstones, we take pride in filling our 24-day run with a wide variety of musical acts. Five stages across the fairgrounds offer daily performances of country, pop, soul, jazz, and regional sounds, all included in the price of admission. Launched in 2019, the Lone Star Music Series features all Texan acts on stages, showcasing the best the state has to offer. During the third year of the Lone Star Music Series, more than 70 Texas music artists performed throughout the grounds. Free concerts were once again held on the Chevrolet Main Stage, with Ashanti, La Fiera De Ojinaga, Trace Adkins, Night Ranger, and La Mafia drawing the largest crowds.

FOOTBALL

More than 146,000 fans were in attendance for the State Fair Classic and the AT&T Red River Showdown, at the historic Cotton Bowl Stadium during the 2022 State Fair of Texas.

STATE FAIR CLASSIC

| | |
|--|-----------------------------------|
| PRAIRIE VIEW A&M UNIVERSITY | GRAMBLING STATE UNIVERSITY |
| 34 | 14 |

AT&T RED RIVER SHOWDOWN

| | |
|----------------------------|-------------------------------|
| UNIVERSITY OF TEXAS | UNIVERSITY OF OKLAHOMA |
| 49 | 0 |

MIDWAY

The State Fair Midway offers 24 days of fun and thrills, with rides and games that are sure to excite fairgoers of all ages. Undergoing annual reassessments of space, rides, and game offerings, our operations team has developed a formula for measuring year-over-year growth in excitement and revenue. The State Fair of Texas operates an independent Midway, meaning we book a collection of small businesses to operate all rides and games. In 2022, our Midway was comprised of 14 game operators and 21 ride owners. This year, more than 430,000 plush prizes, valued at over \$1.4 million, were won on the State Fair Midway.

The State Fair of Texas strives to innovate accessible options for all. In 2022, the State Fair discovered an opportunity to enhance the accessibility of the Texas Skyway, one of the Fair’s most popular rides. Additional room was made in each Skyway car, allowing more fairgoers, including those needing wheelchair access, to enjoy the Skyway experience. Continuing our innovative efforts, the State Fair adjusted the layout of the Midway by strategically placing rides, games, and concessionaire booths, to decrease foot traffic congestion, especially on high attendance days. Not only did these changes improve the fairgoer experience, but it also positively impacted our employees, the Safety Team, and first responders.

SHOPPING

The State Fair of Texas housed 200 exhibitors in approximately 400,000 square feet of indoor and outdoor commercial exhibit space during the 2022 Fair. A trip to the State Fair offers countless opportunities to find amazing deals and specials on a wide range of products. With 13 dedicated shopping locations around the park, visitors have no trouble finding the perfect gift or keepsake to take home as their own piece of the Fair. Because it’s the State Fair of Texas, retailers and exhibitors offer Texas-sized savings on everything from jewelry and tools, to mattresses and farm equipment.

➔ This year, the Fair welcomed 35 new shopping booths to its diverse lineup of exhibitors.

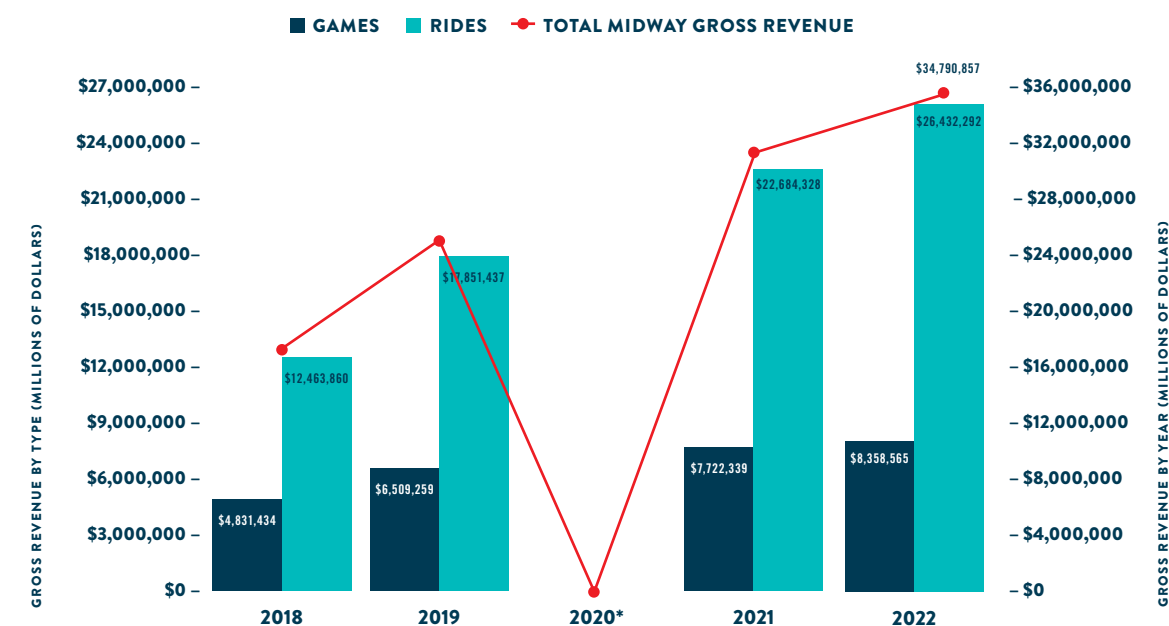


ANGELA SOLANO

Owner of Pria Handmade Accessories

“Being a first-time vendor at the 2022 State Fair of Texas helped us realize the full potential for Pria

Handmade Accessories and plan our future growth model. We are truly appreciative for this continued opportunity and are already looking forward to the 2023 State Fair of Texas. Not to mention the entire Fair staff was supportive, engaging, and inspiring throughout our first year as a new vendor.”



*Due to the cancellation of the 2020 State Fair of Texas because of COVID-19, there is insufficient data for this year in terms of ride and games.



TEXAS AUTO SHOW
SHIFTING GEARS SINCE 1913

There are auto shows – and then there’s the Texas Auto Show (TXAS). For more than 100 years, the Texas Auto Show has thrilled millions of visitors through its innovative exhibits and unique atmosphere on the State Fair of Texas grounds. Fairgoers had direct access to everything from high-power sport and luxury vehicles to rugged trucks that blur the lines between heavy-duty and high-end. Whether guests are

die-hard car fanatics or just like to look around at the newest models, the Texas Auto Show is the ultimate destination for all things auto.

With approximately 90% of fairgoers visiting the Auto Show, the 2022 Texas Auto Show attracted **more than 2.16 million fairgoers** throughout the 24-day run.

LEARN MORE

[TEXASAUTOSHOW.BIGTEX.COM](https://texasautoshow.bigtex.com)

#TXAUTOSHOW

@TEXASAUTOSHOW



MARKETING AND MEDIA IMPACT

Through quality entertainment in a family-friendly environment, the Fair continually looks for ways to tell our story and connect with Fair enthusiasts around the world. The State Fair continued to have a major media footprint in 2022.

Our marketing communications and public relations plans are a combination of partnership marketing with various sponsors, paid placement, earned media coverage, direct mail and printed collateral, and utilization of State Fair channels – BigTex.com, email, and social media.

2022 MARKETING & PR METRICS

17,315
TOTAL EARNED MEDIA MENTIONS*

\$102
MILLION
AD EQUIVALENCY*

52,950,000,000
AGGREGATE READERSHIP*

66,835,763
OUTDOOR BILLBOARD IMPRESSIONS

*ACCORDING TO 2022 CISION REPORT

7,118,400
PIECES OF PRINTED COLLATERAL

909
SPOTS ACROSS 8 STATIONS IN THE DFW MARKET

4,172
RADIO SPOTS

33.9%
INCREASE IN # OF EMAILS SENT
EMAIL DATABASE GREW BY 22.4%

15,680,302
EMAILS
SENT TO A YEAR-END AUDIENCE OF **759,008**

271 PLACEMENTS OF INTEGRATED PRINT AND INTERACTIVE ADS WITH
22,265,147
IMPRESSIONS

CONTINUED ENHANCEMENTS OF BIGTEX.COM TO IMPROVE CUSTOMER EXPERIENCE
REACH OF
3,917,281

32,147,462
PAGE VIEWS

1,636
POSTS/STORIES
ON FACEBOOK, INSTAGRAM, TWITTER, AND TIKTOK GARNERING

96.1 MILLION
SOCIAL MEDIA IMPRESSIONS
DURING THE FAIR'S PROMOTIONAL WINDOW (8/1 - 10/18)



NEW AT THE FAIR IN 2022



Featuring brand-new, over-the-top, spectacular floats, the Kroger Starlight Parade lit up the Fair Park skyline in all-new ways at the 2022 Fair.



Created by Kern Studios of New Orleans, this nightly parade wandered through the fairgrounds all 24 nights of the Fair, bringing a colorful assortment of floats, life-size puppets, animated characters in ornate costumes, and more.

2022 COVERAGE HIGHLIGHTS

The State Fair of Texas was talked about worldwide through a variety of mediums. The Fair was a daily highlight in traditional news and radio broadcasts, as well as starring in TV shows and documentaries. This page lists only a snapshot of the local, national, and global exposure that we received in 2022.

LOCAL & STATEWIDE

- AUSTIN AMERICAN STATESMAN
- CBS 11
- CULTUREMAP
- CUMULUS RADIO
- DALLAS EXAMINER
- D MAGAZINE
- DAILY TEXAN
- DALLAS MORNING NEWS
- DALLAS OBSERVER
- DFW CHILD
- EATER DFW
- FORT WORTH STAR-TELEGRAM
- FOX 4
- GOOD MORNING TEXAS
- HOUSTON CHRONICLE
- IHEARTRADIO
- KERA NEWS
- KRLD AM

- KCEN NBC - WACO
- KENS CBS - SAN ANTONIO
- KHOU CBS - HOUSTON
- KTEN NBC - TEXOMA
- KTEK - TYLER
- KVUE ABC - AUSTIN
- KWES NBC - MIDLAND, ODESSA
- KXAN NBC - AUSTIN
- KZTV CBS - CORPUS CHRISTI
- NBC 5
- SPECTRUM NEWS
- TELEMUNDO
- TEXAS METRO NEWS
- TEXAS MONTHLY
- TEXAS STANDARD
- UNIVISION
- WBAP/KLIF NEWS
- WFAA

NATIONAL & INTERNATIONAL

- 247SPORTS
- ABC NEWS
- ASSOCIATED PRESS
- AUTOMOBILE MAGAZINE
- BBC
- BUSINESS INSIDER US & AUSTRALIA
- CBS NEWS
- CBS SPORTS
- COOKING CHANNEL
- DAILY MAIL
- DISCOVERY CHANNEL
- EARLY TODAY
- EATER
- ESPN
- ESPN RADIO
- ESPNU
- FOOD NETWORK
- FORBES
- FOX NEWS
- FOX SPORTS
- THE HISTORY CHANNEL
- ITV

- JIMMY KIMMEL LIVE!
- THE KELLY CLARKSON SHOW
- THE LATE LATE SHOW WITH JAMES CORDEN
- LIVE WITH KELLY AND RYAN
- LOS ANGELES TIMES
- MLB
- MSN
- NBC NEWS
- NBC SPORTS
- NFL
- NHL
- NPR
- SEC NETWORK
- SPORTS ILLUSTRATED
- TODAY
- USA TODAY
- VICE
- VOGUE
- WASHINGTON POST
- THE WEATHER CHANNEL
- YAHOO! US, CANADA, UK, SPAIN, AND GERMANY



The lives of the party returned with two new characters you might recognize – Showstoppers took over the Hall of State steps in 2022. Giant inflatable characters, now including Little Big Tex and Champ, entertained guests of all ages with their wild antics.



New in 2022, Tanna Banana Storytime brought children's stories and songs to life!



Big Tex sported a brand-new set of threads in 2022, a custom-made shirt by Fort Worth-based clothing brand, Dickies.



At Leonhardt Lagoon, fairgoers traveled back in time with Dinosaurs at the Lagoon: a self-guided dinosaur exhibit in both English and Spanish.



Following an incredible playoff run, the Dallas Mavericks hosted an exhibit at the Hall of State for the 2022 State Fair of Texas, titled "Mavs Vault". Highlighting the remarkable history of our local NBA team, this exhibit featured interactive experiences, never-before-seen historical artifacts, and more.



The State Fair of Texas proudly welcomed the Year-End Finale of the United Professional Rodeo Association (UPRA) to the Fair Park Coliseum as part of the Fair's rodeo lineup in 2022.



STEWARDSHIP



As a 501(c)(3) nonprofit organization, our nonprofit purpose is funded through the proceeds from our annual State Fair of Texas event. We are committed to operating in a fiscally conscious manner and ensuring our workplace is representative of all of Texas, and we aim to reinforce our transparency in this commitment through the production of our annual report. As a historic institution rooted in a historic landmark, we practice responsible stewardship by investing in the Fair product, our Fair Park home, our full-time and seasonal staff, and our community, to ensure that our home and surrounding neighborhood will continue to thrive with the State Fair of Texas for future generations. Every year, a summary of our audited financial statements can be found on our website at [BigTex.com/About-Us/Financial-Highlights](https://www.bigtex.com/about-us/financial-highlights).

STATE FAIR CULTURE

Diversity, belonging, inclusion, and equity are fundamental components of the Fair's mission and culture. **Diversity** encompasses all the characteristics in which people may differ, ensuring they are represented in the organization. **Belonging** is ensuring all persons feel they genuinely belong, are valued, relied upon, empowered, and ultimately matter. **Inclusive** environments strive to provide a space where all individuals are welcome and thoughts, ideas, and perspectives of all individuals hold value. **Equity** is addressing the cultural and historical factors that impede a level playing field for those impacted by systemic racial injustice, social injustice, and oppression.

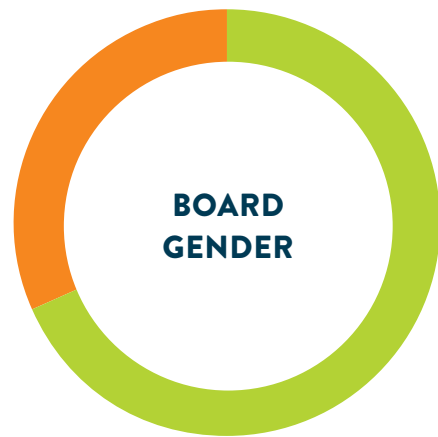
The State Fair of Texas is continuing an intentional journey of exploration to identify how to build the core values of diversity, belonging, inclusion, and equity into all aspects of our operations. We will continue to proactively examine opportunities and adopt practices that promote a culture for diversity, belonging, inclusion, and equity in the workplace.



DBIE INITIATIVES

- The State Fair's full-time staff participated in a **21-day racial equity challenge**. This challenge included weekly calls led by HR to discuss daily content, which ranged in topics from environmental racism to gender-based violence.
- The Fair created a **Racial Equity Committee** to discuss, define, and begin plans of implementing intentional DBIE practices as an overall lens of our work. The committee is comprised of team members from each level of the company, each bringing a unique perspective and diverse qualities.
- The Fair follows a **procurement and purchasing policy** that seeks to provide equitable treatment of all persons or firms, including minority and women-owned business enterprises.
- Prior to the opening of the Fair, all Tex team members (seasonal, part-time, and full-time) participated in customer service training which included DBIE practices.
- Instituted in 2020, the Fair's **parental leave policy** allows for four weeks of paid leave.
- The Fair's minimum wage is continually updated to **match the living wage index** for Dallas County, based on research published by MIT.
- **Vendor diversity** continues to be a focus area for the Fair, supporting a variety of vendor and exhibitor backgrounds. With 47% of all concessionaires being concessionaires of color at the Fair in 2022, the Fair continues seeking to diversify through outreach and marketing.
- Through programs like the **Big Tex Masterclass**, the Fair partners with community organizations to assist locally owned Southern Dallas businesses to build their capacity by providing training, technical assistance, and mentoring.
- **Professional development and educational opportunities** are made available for all full-time staff.
- To celebrate all Texans, the Fair is intentional in providing diverse and inclusive entertainment and attractions, and we will continue, through our partnerships, to add to our roster of talent from these communities.
- Introduced in 2022, the all-new Dinosaurs in Texas exhibit was the **first bilingual exhibit** produced by the State Fair of Texas entirely in English and Spanish.

DBIE STATISTICS



| Gender | % |
|--------|-----|
| Male | 65% |
| Female | 35% |



| Ethnicity | % |
|------------------|-----|
| Caucasian | 65% |
| African American | 15% |
| Hispanic/Latinx | 20% |
| Asian-American | 0% |



| Gender | % |
|--------|-----|
| Male | 65% |
| Female | 35% |



| Ethnicity | % |
|------------------------|-----|
| Caucasian | 53% |
| African American | 22% |
| Hispanic/Latinx | 17% |
| Asian/Pacific Islander | 6% |
| Other | 2% |



| Gender | % |
|--------|-----|
| Male | 42% |
| Female | 58% |



| Ethnicity | % |
|-----------------------------------|--------|
| Caucasian | 29.41% |
| African American | 55.53% |
| Hispanic/Latinx | 13.51% |
| American Indian or Alaskan Native | 0.18% |
| Asian or Pacific Islander | 0.76% |
| Other | 0.0% |



| Gender | % |
|--------|--------|
| Male | 48.29% |
| Female | 51.61% |



| Ethnicity | % |
|----------------------------------|--------|
| Caucasian | 64.52% |
| African American | 16.13% |
| Hispanic/Latinx | 16.13% |
| American Indian or Alaska Native | 0% |
| Asian or Pacific Islander | 0% |
| Other | 3.23% |

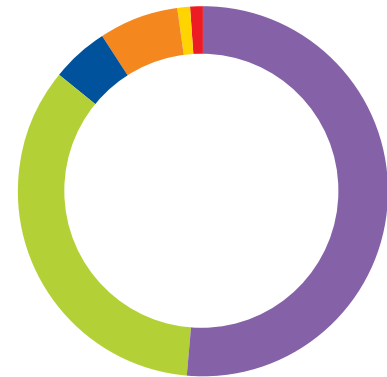
* This number reflects only the employees on the payroll of the State Fair of Texas, and does not include the employment figures of the hundreds of small business vendors operating throughout the fairgrounds.

** Inclusive of retirement payments.

*** Inclusive of all full-time employees as of Dec. 31, 2022.

FINANCIAL HIGHLIGHTS

REVENUES



| | 2022 |
|--|---------------------|
| ● CONCESSIONS (51%) | \$45,335,895 |
| ● ADMISSIONS AND PARKING (34%) | \$30,128,202 |
| ● EXHIBIT SPACE AND OTHER RENTALS (5%) | \$4,838,600 |
| ● CONTRIBUTIONS (7%) | \$6,410,951 |
| ● INTEREST INCOME AND DIVIDENDS (1%) | \$855,711 |
| ● OTHER (1%) | \$845,537 |
| OPERATING REVENUES | \$88,414,896 |

YEAR ENDED DECEMBER 31

EXPENSES



| | 2022 |
|-------------------------------|---------------------|
| ● FAIR TIME EXPERIENCE (57%) | \$41,514,532 |
| ● AGRICULTURE (9%) | \$6,549,438 |
| ● EDUCATION (4%) | \$3,061,981 |
| ● COMMUNITY INVOLVEMENT (16%) | \$11,544,230 |
| ● MANAGEMENT AND GENERAL (8%) | \$6,044,463 |
| ● FUNDRAISING (6%) | \$4,304,261 |
| OPERATING EXPENSES | \$73,018,905 |

YEAR ENDED DECEMBER 31

| | |
|---|---------------------|
| EXCESS OF REVENUES OVER EXPENSES | \$15,395,991 |
| REALIZED & UNREALIZED INVESTMENT LOSSES | (\$2,168,512) |
| TAX CREDIT | \$291,653 |
| CHANGE IN NET ASSETS | \$13,519,132 |

STATEMENTS OF ACTIVITIES

| | 2022 | | | 2021 | | |
|--|---------------------------------------|------------------------------------|---------------------|---------------------------------------|------------------------------------|---------------------|
| | NET ASSETS WITHOUT DONOR RESTRICTIONS | NET ASSETS WITH DONOR RESTRICTIONS | TOTAL | NET ASSETS WITHOUT DONOR RESTRICTIONS | NET ASSETS WITH DONOR RESTRICTIONS | TOTAL |
| REVENUES | | | | | | |
| CONCESSIONS AND ADMISSIONS | \$75,464,097 | - | \$75,464,097 | \$64,348,007 | - | \$64,348,007 |
| EXHIBIT SPACE AND OTHER RENTALS | 4,838,600 | - | 4,838,600 | 4,749,586 | - | \$4,749,586 |
| INTEREST AND DIVIDEND INCOME | 855,711 | - | 855,711 | 313,004 | - | \$313,004 |
| OTHER | 845,537 | - | 845,537 | 690,709 | - | \$690,709 |
| CONTRIBUTIONS | 2,685,953 | 2,588,984 | 5,274,937 | 3,604,846 | 2,160,646 | \$5,765,492 |
| DONATED GOOD & SERVICES | 1,136,014 | - | 1,136,014 | - | - | - |
| NET ASSETS RELEASED FROM RESTRICTIONS | 2,588,984 | (2,588,984) | - | 2,118,977 | 2,118,977 | - |
| TOTAL REVENUES | \$88,414,896 | - | 88,414,896 | 75,825,129 | 41,669 | 75,866,798 |
| EXPENSES | | | | | | |
| FAIR-TIME EXPERIENCE | 41,514,532 | - | 41,514,532 | 35,805,859 | - | 35,805,859 |
| AGRICULTURE | 6,549,438 | - | 6,549,438 | 5,477,805 | - | 5,477,805 |
| EDUCATION | 3,061,981 | - | 3,061,981 | 2,512,068 | - | 2,512,068 |
| COMMUNITY INVOLVEMENT | 11,544,230 | - | 11,544,230 | 1,367,541 | - | 1,367,541 |
| MANAGEMENT AND GENERAL | 6,044,463 | - | 6,044,463 | 5,067,188 | - | 5,067,188 |
| FUNDRAISING | 4,304,261 | - | 4,304,261 | 3,551,123 | - | 3,551,123 |
| TOTAL EXPENSES | 73,018,905 | - | 73,018,905 | 53,781,584 | - | 53,781,584 |
| EXCESS OF REVENUES OVER EXPENSES | 15,395,991 | - | 15,395,991 | 22,043,545 | 41,669 | 22,085,214 |
| REALIZED AND UNREALIZED INVESTMENT GAINS | (2,168,512) | - | (2,168,512) | 2,170,552 | - | 2,170,552 |
| TAX CREDIT | 291,653 | - | 291,653 | - | - | - |
| GAIN ON LOAN (PPP) EXTINGUISHMENT | - | - | - | 6,058,845 | - | 6,058,845 |
| CHANGE IN NET ASSETS | 13,519,132 | - | 13,519,132 | 30,272,942 | 41,669 | 30,314,611 |
| NET ASSETS AT BEGINNING OF YEAR | 75,261,784 | 41,669 | 75,303,453 | 44,988,842 | - | 44,988,842 |
| NET ASSETS AT END OF YEAR | \$88,780,916 | \$41,669 | \$88,822,585 | \$75,261,784 | \$41,669 | \$75,303,453 |

YEAR ENDED DECEMBER 31

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STATEMENTS OF FINANCIAL POSITION

| | 2022 | 2021 |
|--|----------------------|----------------------|
| ASSETS | | |
| CURRENT ASSETS: | | |
| CASH | \$309,557 | \$367,432 |
| RESTRICTED INVESTMENT FOR FAIR PARK IMPROVEMENTS | 11,775,175 | 11,283,419 |
| RESTRICTED INVESTMENT FOR COTTON BOWL IMPROVEMENTS | 359,131 | 359,131 |
| INVESTMENTS | 82,792,172 | 70,904,730 |
| ACCOUNTS RECEIVABLE | 755,545 | 962,122 |
| INVENTORIES, NET | 200,507 | 193,637 |
| PREPAID EXPENSES | 258,617 | 321,254 |
| TOTAL CURRENT ASSETS | 96,450,704 | 84,391,725 |
| PROPERTY AND LEASEHOLD IMPROVEMENTS, AT COST: | | |
| MIDWAY IMPROVEMENTS | 15,036,044 | \$14,996,763 |
| AMUSEMENT RIDES | 21,897,407 | 21,897,407 |
| BUILDING IMPROVEMENTS | 26,104,724 | 23,690,131 |
| FURNITURE, FIXTURES, AND EQUIPMENT | 11,187,866 | 10,398,142 |
| CONSTRUCTION IN PROGRESS | 396,960 | 10,467 |
| LAND | 4,754,089 | 4,754,089 |
| TOTAL PROPERTY AND LEASEHOLD IMPROVEMENTS | 79,377,090 | 75,746,999 |
| LESS - ACCUMULATED DEPRECIATION AND AMORTIZATION | (60,525,932) | (57,576,439) |
| NET LEASEHOLD IMPROVEMENTS AND EQUIPMENT | 18,851,158 | 18,170,560 |
| DEFERRED COMPENSATION | 2,124,754 | 2,287,938 |
| FINANCE LEASE RIGHT-OF-USE LIABILITIES | 1,313,060 | - |
| OPERATING LEASE RIGHT-OF-US LIABILITIES | 16,340,400 | - |
| TOTAL ASSETS | \$135,080,076 | \$104,850,223 |

YEAR ENDED DECEMBER 31

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| | 2022 | 2021 |
|--|----------------------|----------------------|
| LIABILITIES AND NET ASSETS | | |
| CURRENT LIABILITIES: | | |
| ACCOUNTS PAYABLE AND ACCRUED LIABILITIES | \$6,240,819 | \$8,772,812 |
| ACCRUED FAIR PARK IMPROVEMENTS | 11,815,845 | 11,497,690 |
| FINANCE LEASE RIGHT-OF-USE LIABILITIES | 311,416 | - |
| OPERATING LEASE RIGHT-OF-USE LIABILITIES | 980,514 | - |
| TOTAL CURRENT LIABILITIES | 19,348,594 | 20,270,502 |
| DEFERRED RENT LIABILITY | - | 6,988,330 |
| DEFERRED COMPENSATION | 2,124,754 | 2,287,938 |
| FINANCE LEASE RIGHT-OF-USE LIABILITIES | 1,034,633 | - |
| OPERATING LEASE RIGHT-OF-USE LIABILITIES | 23,749,510 | - |
| TOTAL LIABILITIES | 46,257,491 | 29,546,770 |
| NET ASSETS | | |
| WITHOUT DONOR RESTRICTIONS: | | |
| UNDESIGNATED | 61,675,901 | 55,677,964 |
| BOARD-DESIGNATED OPERATING RESERVE | 19,446,274 | 13,758,812 |
| BOARD-DESIGNATED FUTURE FAIR PARK PROJECTS | 4,937,422 | 2,657,633 |
| BOARD-DESIGNATED SCHOLARSHIP FUND RESERVE | 2,721,319 | 3,167,375 |
| TOTAL NET ASSETS WITHOUT DONOR RESTRICTIONS | 88,780,916 | 75,261,784 |
| WITH DONOR RESTRICTIONS | 41,669 | 41,669 |
| TOTAL NET ASSETS | 88,822,585 | 75,303,453 |
| TOTAL LIABILITIES AND NET ASSETS | \$135,080,076 | \$104,850,223 |

YEAR ENDED DECEMBER 31

STATEMENTS OF FUNCTIONAL EXPENSES

| | 2022 | | | | | | |
|----------------------------------|----------------------|--------------------|--------------------|-----------------------|------------------------|--------------------|---------------------|
| | PROGRAM SERVICES | | | SUPPORTING SERVICES | | | TOTAL |
| | FAIR TIME EXPERIENCE | AGRICULTURE | EDUCATION | COMMUNITY INVOLVEMENT | MANAGEMENT AND GENERAL | FUNDRAISING | |
| ADVERTISING AND PROMOTION | \$102,623 | \$113,730 | \$20,599 | \$1,584 | \$4,156 | \$2,513,632 | \$2,756,324 |
| CONTRACT SERVICES | 13,499,705 | 1,289,319 | 44,842 | 34,661 | 125,410 | 34,097 | 15,028,034 |
| DEPRECIATION AND AMORTIZATION | 3,041,895 | 139,844 | 32,563 | 42,469 | 127,459 | 8,074 | 3,392,304 |
| FAIR OPERATIONAL COSTS | 9,384,574 | 923,244 | 346,698 | 199 | 6,916 | 13,761 | 10,675,392 |
| FAIR PARK IMPROVEMENTS | - | - | - | 9,566,889 | - | - | 9,566,889 |
| GRANTS AND OTHER ASSISTANCE | - | 1,834,469 | 38,535 | 829,738 | 2,239 | - | 2,704,981 |
| INSURANCE | 1,222,941 | 63,023 | 14,675 | 19,139 | 57,442 | 3,639 | 1,380,859 |
| OCCUPANCY | 3,375,531 | 311,288 | 196,740 | 162,854 | 642,447 | 191,362 | 4,880,222 |
| OTHER | 271,497 | 96,860 | 49,929 | 10,922 | 321,885 | 377,480 | 1,128,573 |
| PROFESSIONAL FEES | 182,922 | 7,839 | 93 | - | 988,001 | 43,625 | 1,222,480 |
| REPAIRS AND MAINTENANCE | 836,754 | 124,661 | 10,442 | 30,313 | 20,121 | 1,286 | 1,023,577 |
| SALARIES, WAGES, BENEFITS, TAXES | 8,284,191 | 1,479,256 | 1,361,095 | 839,211 | 3,681,795 | 1,042,270 | 16,687,818 |
| SCHOLARSHIPS | - | - | 917,250 | - | - | - | 917,250 |
| SUPPLIES | 1,311,899 | 165,905 | 28,520 | 6,251 | 66,592 | 75,035 | 1,654,202 |
| TOTAL EXPENSES | \$41,514,532 | \$6,549,438 | \$3,061,981 | \$11,544,230 | \$6,044,463 | \$4,304,261 | \$73,018,905 |

YEAR ENDED DECEMBER 31

| | 2021 | | | | | | |
|----------------------------------|----------------------|--------------------|--------------------|-----------------------|------------------------|--------------------|---------------------|
| | PROGRAM SERVICES | | | SUPPORTING SERVICES | | | TOTAL |
| | FAIR TIME EXPERIENCE | AGRICULTURE | EDUCATION | COMMUNITY INVOLVEMENT | MANAGEMENT AND GENERAL | FUNDRAISING | |
| ADVERTISING AND PROMOTION | \$100,008 | \$71,044 | \$300 | \$372 | \$2,778 | \$2,075,492 | \$2,249,994 |
| CONTRACT SERVICES | 12,332,823 | 754,501 | 22,607 | 3,083 | 28,674 | 31,932 | 13,173,620 |
| DEPRECIATION AND AMORTIZATION | 2,913,876 | 137,819 | 28,756 | 43,118 | 111,510 | 9,248 | 3,244,327 |
| FAIR OPERATIONAL COSTS | 7,384,070 | 837,109 | 288,616 | 23,145 | 3,704 | 3,072 | 8,539,716 |
| FAIR PARK IMPROVEMENTS | - | - | - | 19,401 | - | - | 19,401 |
| GRANTS AND OTHER ASSISTANCE | - | 1,748,724 | 18,980 | 542,163 | - | - | 2,309,867 |
| INSURANCE | 1,105,431 | 52,284 | 10,909 | 16,357 | 42,303 | 3,509 | 1,230,793 |
| OCCUPANCY | 3,019,600 | 281,519 | 183,661 | 130,907 | 540,952 | 179,836 | 4,336,475 |
| OTHER | 363,592 | 62,317 | 46,520 | 3,523 | 140,880 | 310,352 | 927,184 |
| PROFESSIONAL FEES | 177,228 | 4,081 | 4,003 | 4,827 | 928,584 | - | 1,118,723 |
| REPAIRS AND MAINTENANCE | 639,241 | 116,201 | 4,762 | 23,004 | 15,661 | 1,281 | 800,150 |
| SALARIES, WAGES, BENEFITS, TAXES | 6,796,477 | 1,175,885 | 1,079,964 | 552,684 | 3,206,981 | 893,092 | 13,705,083 |
| SCHOLARSHIPS | - | - | 802,000 | - | - | - | 802,000 |
| SUPPLIES | 973,513 | 236,321 | 20,990 | 4,957 | 45,161 | 43,309 | 1,324,251 |
| TOTAL EXPENSES | \$35,805,859 | \$5,477,805 | \$2,512,068 | \$1,367,541 | \$5,067,188 | \$3,551,123 | \$53,781,584 |

YEAR ENDED DECEMBER 31

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2022 STATE FAIR OF TEXAS SPONSORS

TITLE

BUD LIGHT
CHEVROLET
WILLIAMSON-DICKIE
KROGER
MATTRESS FIRM
SHINER
STATEWIDE REMODELING
UNITED AG & TURF
UNITED WAY METRO DALLAS
VISIT DALLAS



PRESENTING

AT&T
BANK OF AMERICA
CRICKET
CUTCO
DART
DOS EQUIS
DR PEPPER SNAPPLE GROUP
HEINEKEN
HILLTOP HOLDINGS
LUCCHESI BOOTS

MCDONALD'S
OAK FARMS DAIRY
OCTOPUS ENERGY
ONCOR
TDA - GO TEXAN
TEXAS LOTTERY COMMISSION
WOODBIDGE HOME SOLUTIONS
YUENGLING

GOLD

AFLAC
COMMUNITY COFFEE
DAIRY MAX
MATCHBOX
RENEWAL BY ANDERSEN

TEXAS MONTHLY
THE DALLAS MORNING NEWS
UNIVISION
WFAA

SILVER

ACT EVENT SERVICES
AMERICAN HARVEST
AT&T
BCBS OF TEXAS
CBS 11- THE ONES FOR TEXAS
CHAMPION ENERGY
DEPARTMENT OF HEALTH AND HUMAN SERVICES
FRIDAY HEALTH PLANS
IDAHOAN
IHEART RADIO
MADDEN ELECTRIC
MARINES
NASCAR ON NBC
NAVY FEDERAL

PARKER UNIVERSITY
PELLA
PODS
RVSHARE
SAMSUNG
T-MOBILE
TEXAS FARM BUREAU
UPLAND
YELLOWSTONE
VISIT DALLAS
WHATABURGER
YUENGLING TRADITIONAL LAGER
ZENNI

2022 BIG TEX YOUTH LIVESTOCK AUCTION & SCHOLARSHIP PROGRAM DONORS AS OF DECEMBER 31, 2022

13624 Floyd Circle
3609 Shire Ltd.
501ops
Abatix
Mike Ablon
Sam Ablon
Robert Abtahi
Mark Adair
Aetna
Ag Workers Insurance
Al Biernat's
Alamo Amusements
Lester Alberthal
Joe Alcantar
Sean Allen
Allied Fire Protection
Cameron Alvarez
Cheryl & Dane Amerine
Amusement Management, Inc.
Amy & Les Ware Foundation
Marissa Anchia
Trae Anderson
Andrews & Foster Drilling Company
Anita Barham Realty
Antler Creek Ranch
Aon Risk Services Southwest, Inc.
Lisa & Bob Armstrong
Arthur Murray Dance Studio
Atmos Energy
Auction Day Committee
Taylor Austin
Austin Wood Recycling
Axcent Networks
B Ellis Concessions
Back to Nature, Inc.
Backyard Cowboys Buyers Group
Elias Bahar
Bobby Baillargeon
Stephen Baker
Debby Moore Baker Family
Baker Tilly
Baker Triangle
Bane Machinery, Inc.
Bank of Texas
Wes Barnett
James Barrera
Fouad Bashour
Baylor Scott & White Health
Pat Beaird
Bell Nunnally & Martin LLP
Ben E Keith Co.
Benchmark Bank, Private Wealth
Kathy Bennett
Mr. & Mrs. Kyle Berry
Mr. & Mrs. Brent Berryman
Bert Concessions, Inc.
Della & Bob Best
Bezner Cattle & Grain
Billy Bob's Texas
Bishop Amusement Rides
Jan Hart Black
Blake's Concessions
Lance Bland
Taylor Bledsoe
Blue Cross & Blue Shield of Texas
Blue Racer Midstream
Bobcat Contracting
Charlie Bogan
Billy Bos

BOSS Exotics
Bottom Line Consultants
Rocky Brashears
Thomas D. Briggs
Briscoe and Carpenter Families
Bobby Brittingham
The Broadmoor Hotel
A. Compton Broders
Stephen Brookshire
Susan & Bobby Brosin
Buckeye Bingo
Keith E. Burks
Margo & Kyle Burnett
Lori Bush
Bush Rudnicki Shelton PC
Mr. & Mrs. Richie L. Butler
Zane Butter
David Byrd
Judy D. Byrd
D. Harold Byrd III
Caliber Collision
CALWest
Mary Jo Capps
Caprice Enterprises, Inc.
Jeff Carter
Casita Tex-Mex Bar & Grill
CCI-Allen II LP
CCI-Millennium LP
Cedartop Capital Energy LLC
The Chambless Family Foundation
Charlie's Creole Kitchen
Leslie Chatman
Andrea & Heath Cheek
Brian Chester
Chilton Grain Company
Emma Christensen
Chuck Fairbanks Chevrolet
Cigna
Circle P Feed
Clampitt Foundation
Lindsay Clark & Reiner Zuercher
CMD Commercial Flooring, Inc.
Color Dynamics
Comerica Bank
Complete Land Management Services
Conatser & Giles LLC
Concession Staffing Services, LLC
Karissa Condoianis
Mr. & Mrs. Barry Cooper
Corinth Properties
Cornerstone Baptist Church
Jeff Cotner
Carrie & Steve Covert
Cox Oil
CR3 Partners LLC
Crave Popcorn Co.
Crazy Beautiful Wines
CREFIV-CCI Waterview Owner LLC
Crest Cadillac
Bobby Crotty
Pat Crow
Crow Holdings
Crystelle Waggoner Trust
Cultivate Agency
Kathy Culver
CXI, LLC
Mr. & Mrs. Terry Dallas
Dallas Jackals Rugby
Dallas Sports Commission
Dallas Stars

Dallas Symphony Orchestra
Dalrock Plumbing Company, Inc.
Davey Davis
Davis Crane Companies
Johnde la Garza
Shelisa Dean
Frank Deel
Carol & Mike Demas
DeWalt Tools
Dexter & Company
DHB Partnership
Jonathan Diggs
Direct Retail Partners
Distinguished Care Services
Dogwater Cattle Co.
Mrs. Charles Dozier
Driver Pipeline Co., Inc.
Julia & Michael Dulan
Sayde & Doug Dunlap
Ned Durbin III
Dynamic Systems, Inc.
Dynaten
E. H. Teasley & Co., Inc.
E. I. Dupont de Nemours and Company
Eastern Plumbing Supply
EATALY
Blake Eckols
EGR Architectural Millwork
EGW Utilities, Inc.
Michelle A. Eilers
Eiseman Jewels, NorthPark Center
Elements of Architecture
Eliza Page
Steve Elwell
Emergency Ice
Engine Assurance Program LLC
Randy Engstrom
Enlighten MD
Mr. & Mrs. Ruben Esquivel
Robert Estrada
Scott Etheredge
H. Craig Evans
Pamela & Roy Gene Evans
John Fainter
Fair of Fun, Inc.
Fair Ride Entertainment
Fannie Mae
Farm Pac Kitchens
Holly & Rob Farrell
FAS Electric, Inc.
FEB Residential Capital
Lois Finkelman
Rusty Fitzgerald
Craig Fletcher
Jace & Vickie Fletcher
Fletcher's Original State Fair Corny Dogs
Foley
For Giving Foundation
Gary Fore
Robert Forswall
Fort Worth Zoo
Four Bullets Brewery
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