

# TEXAS SHINES BRIGHT



# 2025 REVIEW



**2025 ATTENDANCE: 2,020,064**

# Factors Impacting Attendance in 2025

- Economic Factors
- Pricing
- Concerns within Immigrant Community
- Government Shutdown
- Weather



MORE THAN MORE THAN  
**13,000 34,000**  
FIRST RESPONDERS MILITARY MEMBERS  
VISITED WITH A SPECIAL DISCOUNT



**25** NEW SHOPPING VENDORS  
JOINED TO CREATE 232  
SHOPPING LOCATIONS



**\$200,000**  
GRAND CHAMPION MARKET  
STEER BROKE A RECORD



**12,320 ENTRIES  
600 BLUE RIBBONS**  
IN CREATIVE ARTS COMPETITIONS



**26,670**

POUNDS OF FRESH  
PRODUCE GROWN AND  
DONATED BY THE BIG TEX  
URBAN FARMS



**153,000**

POUNDS OF FOOD  
WERE COLLECTED AND  
DONATED TO THE NORTH  
TEXAS FOOD BANK

MORE THAN 400 NONPROFIT LEADERS  
ATTENDED COMMUNITY ENGAGEMENT DAY

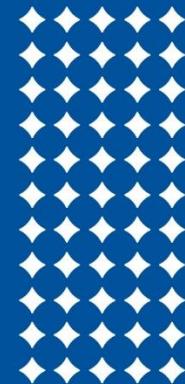
# 550,000

FLETCHER'S CORNY DOGS  
WERE ENJOYED BY GUESTS



MORE THAN \$1.3 MILLION

TO 220 STUDENTS AS PART OF THE  
BIG TEX SCHOLARSHIP PROGRAM



# 22,938

RECORD BREAKING FANS  
ATTENDED THE FIRST-  
EVER WOMEN'S SOCCER  
MATCH AT THE FAIR



MORE THAN 175 MUSICAL ARTISTS  
PERFORMED AT STAGES ACROSS THE GROUNDS

# 375,000

BALLOONS POPPED  
ACROSS THE MIDWAY'S  
BALLOON GAMES



# 64

ANIMAL BIRTHS DURING  
THE FAIR INCLUDING  
PIGLETS, CALVES & LAMBS



3,077 ACTIVITIES  
ACTIVITIES ACROSS THE GROUNDS

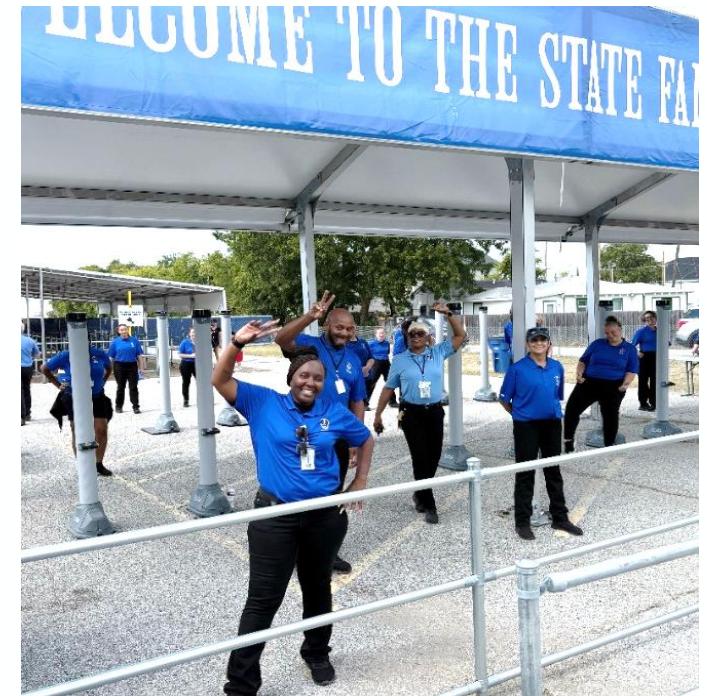
# State Fair Operations: Key Takeaways & Observations

- Continued focus on guest arrivals: created new operating hours for parking and pedestrian gates, implemented new designs at Midway and Gurley gates, and adjusted labor model, maintaining safety and efficiency.
- In the State Fair Command Center's second year, it provided an enhanced role as the central communication hub, improving incident management, operational coordination, and emergency preparedness.
- Collaboration between many departments and key concessionaires on stand redevelopment provided significant impact in revenue at locations.
- Implemented new west-side wayfinding following Cotton Bowl Stadium renovations, resulting in more guest movement and improved entry experience (See Photo)



# State Fair Operations: Key Takeaways & Observations (cont.)

- We were able to test several new initiatives that will help shape our planning for the future including:
  - Pre-Paid Parking
  - Credit Only Parking (at select gates)
  - Pre-Paid Tickets Only (Midway Gate)
  - Apple Pay/Google Pay (Admission gates)
  - New point of sale terminals
  - Pedestal scanners
- Andy Frain Security executed a well-planned, well-staffed Fair – one that included a lighter labor model in some key areas to improve efficiency.
- ACT cleaning team continued to do an outstanding job keeping the fairgrounds clean.



# Public Safety & Security Enhancements

- DPD & DFR – Outstanding working relationship as they provided a very safe environment
- Our 2025 plan was focused on making some meaningful modifications and additions:
  - Vehicle Incursion – speed bumps, chicanes, DPD assets, etc.
  - Gate Operating Schedules – tighten up times and access for all
  - Re-Designs of Gurley and Midway Gates
  - Drone technology in real-time – added critical visibility
  - Safety Team in year five – new look really stood out and improved capabilities
  - Bag Policy – attempted harder approach on clear bags, bag size
  - Ongoing Training for Staff is really helping to create a culture of engagement on Public Safety & Security



# Brand Experience Initiatives

- Incorporated **SFT nonprofit mission messaging** in key park locations
- Partnered with select concessionaires to develop new brand identities for stands **with resounding impact on location revenue**
- Collaborated with customer engagement team and key concessionaires to introduce **SFT registered trademark licensed F&B products**
- Expansion of sound system on Nimitz provided **environmental music, gameday messaging, and emergency notification in high-traffic area**. More than 60% of parade route now has the system.
- Deployed **modified wayfinding signage** to enhance guest experience
- Streamlined and invested in **ornamental landscape program**
- Introduced **enhanced guest seating and shade options** throughout grounds



# Livestock, Horse & Rodeo Participation

- **9,295 Youth Livestock Entries** in 34 Shows
- **5,378 Pan American Livestock Entries** in 37 shows
- **4,529 Participants in 23 Ag Contests** including Public Speaking, AgriScience Fair, Job Interview, Livestock Judging, and more
- **2,192 Horse Show Entries**
- **784 Rodeo Contestants**



# Agriculture Education & Entertainment

- **7,698 Ag Awareness Day students** donated **28,523 pounds of food** to NTFB
- **64 animal births** in Big Tex's Birthing Barn
- **176 shows** Edu-tained guests at Majesty of the Horse and Farm & Fork University
- **57,000+ visitors** through Big Tex's Discovery Farm
- **61,100+ guests** attended **15 Rodeo** performances



# Entertainment & Attractions

**Included** with the price of admission:

- **More than 25 acts** took to the Chevrolet Main Stage this year, with TLC, Village People, Paul Wall, and Cold War Kids drawing the largest crowds
- More than **2,600 free timed shows** throughout the grounds
- **20 free untimed exhibits and attractions** open throughout the day
- Introduction of **six new entertainment offerings**
- Introduction of **new music stage** driven by partnership with sponsor
- **30 new agriculture-related presentations** by Big Tex Urban Farms in the Greenhouse



TLC on the Main Stage

# College Football at the Cotton Bowl

- **State Fair Classic (56,210 attendance)**
  - Saturday, September 27, 2025
  - Grambling State University vs. Prairie View A&M University
  - Played in Dallas since 1925
  - Ticket to game includes State Fair admission



- **Allstate Red River Rivalry (92,100 attendance)**
  - Saturday, October 11, 2025
  - University of Texas Longhorns vs. University of Oklahoma Sooners
  - Played in Dallas since 1929
  - Ticket to game includes State Fair admission



# Professional Soccer in the Cotton Bowl

- Inaugural State Fair Clásico held on the final Saturday of the 2025 State Fair.
  - Game featured Dallas Trinity FC vs Club América Femenil.
  - Announced attendance of 22,838 set a record for largest crowd for a pro women's sporting event in Texas.



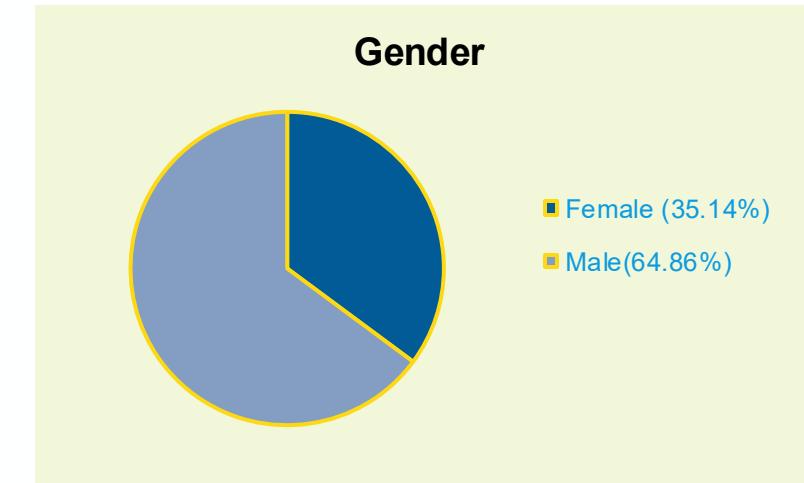
# State Fair Team Members

- In 2025, the State Fair hired approximately 2,220 seasonal and part-time employees.
- Of these 2,220 seasonal and part-time employees, 91.4% were returning employees from previous years.
- 1,301 seasonal and part-time employees went through Guest Relations Training.
- For the 108 different job postings for the 2025 State Fair, 8,360 applications were received.

**Race/Ethnicity Breakdown of Team Members**

| Amer. Ind or AK Native | Asian | Black or African American | Declined to Identify | Hispanic or Latino | Nat Hl or Oth Pac Island | Two or more Races | White  |
|------------------------|-------|---------------------------|----------------------|--------------------|--------------------------|-------------------|--------|
| 0.58%                  | 0.98% | 48.69%                    | 2.13%                | 18.13%             | 0.13%                    | 1.11%             | 28.25% |

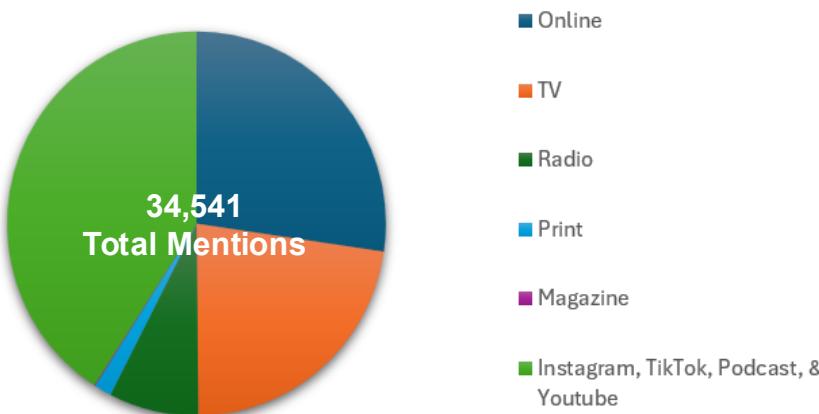
| Age Range |        |
|-----------|--------|
| N/A       | 0.18%  |
| 18 - 25   | 13.19% |
| 26 - 35   | 13.77% |
| 36 - 45   | 14.17% |
| 46 - 55   | 14.08% |
| 56 - 65   | 22.21% |
| 66 - over | 22.39% |



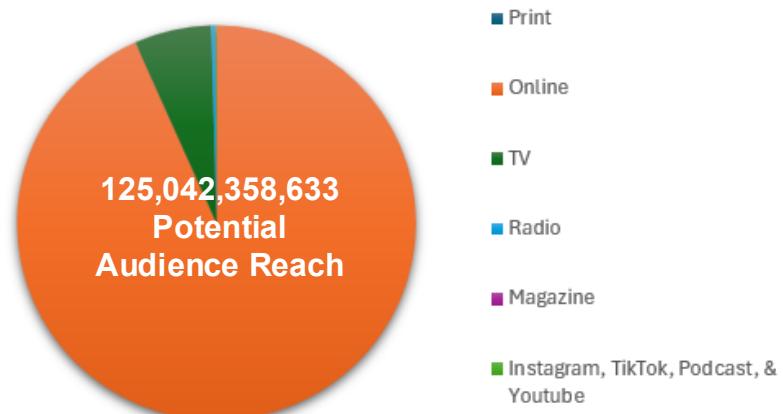
# Dallas, Fair Park, & Big Tex in the Spotlight

## 2025 State Fair of Texas Earned Media Coverage Recap

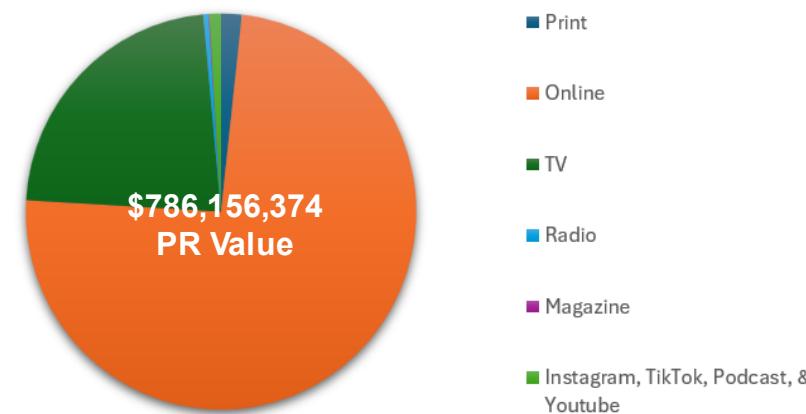
Total Earned Mentions  
by Media Type



Potential Audience Reach  
or Aggregate Readership



PR Value or  
Advertising Equivalency



- All radio coverage is not included in Cision reporting
- These figures are calculated by Cision and All Ears media listening tools, as of 10/28/2025
  - 20,404 earned mentions reported through Cision and 14,136 reported through All Ears.
- Potential Audience Reach or Aggregate Readership: **124 billion** reported through Cision and **136.16 million** reported through All Ears.
  - 2025's All Ears' reach was more than **double** 2024's reach of 61.41 million.
- PR Value or Advertising Equivalency: **\$778 million** reported through Cision and **\$7.48 million** reported through All Ears.

# 2025 Mission Moments in the Media

In 2025, the State Fair of Texas received worldwide coverage, including local, regional, national, and international media outlets. More importantly, the media relations team secured **more than 450 stories about the State Fair's nonprofit mission this year.**



## Big Tex Urban Farms: Growing food and neighborhoods together

### The food desert challenge in Fair Park

Many neighborhoods near Fair Park are designated as food deserts by the USDA—low-income communities with limited access to personal vehicles or public transportation, and no grocery stores within a one-mile radius. The State Fair of Texas recognized this critical need and took action.

FYI 50+

## 2025 Big Tex Clay Shoot Classic Breaks All-Time Fundraising Record

State Fair of Texas Supporters Raise \$325,000 for Texas Students

KSST Radio

**Initiatives Highlighted:**

- Community Programming and Events – 204
- Big Tex Youth Livestock Auction – 96
- State Fair Cares Food Drive – 61
- Sensory Friendly Mornings – 39
- Big Tex Scholarship Program – 33
- Big Tex Urban Farms – 21



State Fair of Texas hosts sensory friendly morning

WFAA 2.12M subscribers

Subscribe

Like 2 Share ...

## State Fair makes reparations with South Dallas years after eminent domain took homes

Scholarships, food drives, grants and seasonal jobs are a few ways the fair aims to give back to the neighborhood it calls home.

The DMN

## How Your Visit to the State Fair of Texas Benefits Communities

H.B. Elliott, fy50+ Media • September 17, 2025



# During Fair Community Events

- **More than 300 faith leaders and community partners** came together for fellowship during the annual Pastors Luncheon hosted by the State Fair of Texas during the Fair.
- **Texas State Senator Royce West spoke to more than 400 nonprofit leaders** at Big Tex Community Engagement Day, which was hosted by the State Fair of Texas during the Fair.
- The State Fair of Texas and the Juanita J. Craft Civil Rights House & Steering Committee hosted the **8th Annual Juanita Craft Humanitarian Awards**, honoring **seven individuals** following in Mrs. Craft's footsteps. **More than 200 community members** were in attendance during the Fair.
- More than **2,880 admission tickets** were donated to other local nonprofit organizations for community members to enjoy the State Fair.
- **19 entrepreneurs graduated** from the 2025 Big Tex Business Masterclass.



# Big Tex Gives Back

In 2025, the State Fair's combined Philanthropic & Fair Park Giving\* is estimated to total over **\$12.4 million**

## PHILANTHROPIC GIVING

Since 2016, more than  
**\$20.6 Million**  
committed

- In 2025, more than **100 organizations received more than \$650,000 in funding** from the State Fair's Community Giving through Grants and Sponsorships Program.
- The State Fair hosted **hundreds of students and community members** during several signature events including three Community Engagement Days, Big Tex NEXT Fest, Big Tex's Farm Day at the Fair, and the Juanita Craft Humanitarian Awards.
- In 2025, more than **\$1.3 million was awarded in new college scholarships** to Texas students.
- During 2025, **245,795 servings of fresh produce** have been grown and donated to the South Dallas/Fair Park area through Big Tex Urban Farms.

## FAIR PARK IMPROVEMENTS

Past 5 years, nearly  
**\$42 Million**  
Invested

- Through Historical Preservation of Fair Park, the State Fair has given nearly **\$44 million to the City of Dallas for Fair Park since 2015**.
- Net proceeds from the State Fair are **reinvested into Fair Park's upkeep and maintenance**.
- More than **\$150,000 in financial donations** to support Fair Park Museum programming.
- **\$50,000 provided annually to assist with Fair Park marketing and advertising**.

In 2025, nearly  
**\$5.9 Million**  
Invested

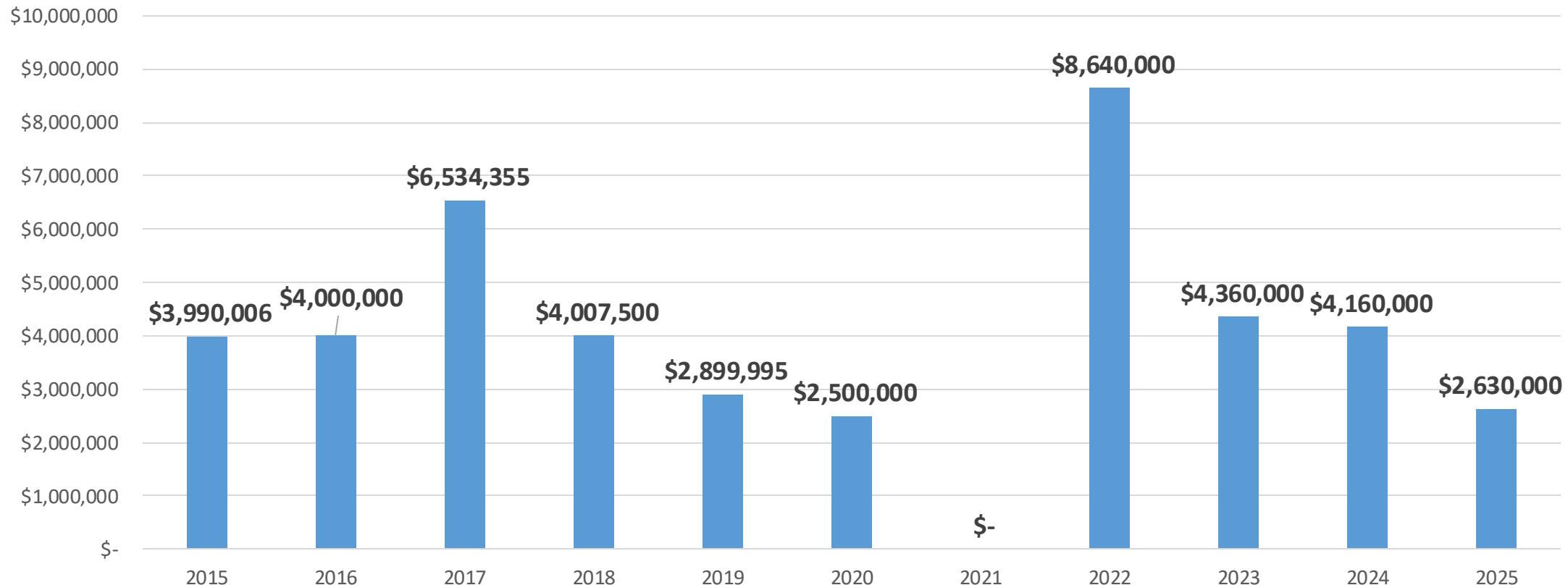
\*Note: Philanthropic & Fair Park Giving includes giving through community outreach programs (e.g., Community Giving through Grants and Sponsorships, Signature Programs, Big Tex Scholarship Program, Big Tex Urban Farms, etc.), funding for upkeep and historical preservation of Fair Park, annual rent to the City of Dallas with the agreement that the money must go towards Fair Park, and other Fair Park improvements and State Fair Operations to help continue hosting one of the premier and largest annual events in the world.

# Fair Park Giving

## State Fair of Texas - Investments in Fair Park

### Excess Revenues Allocated to the City of Dallas

2015-2025

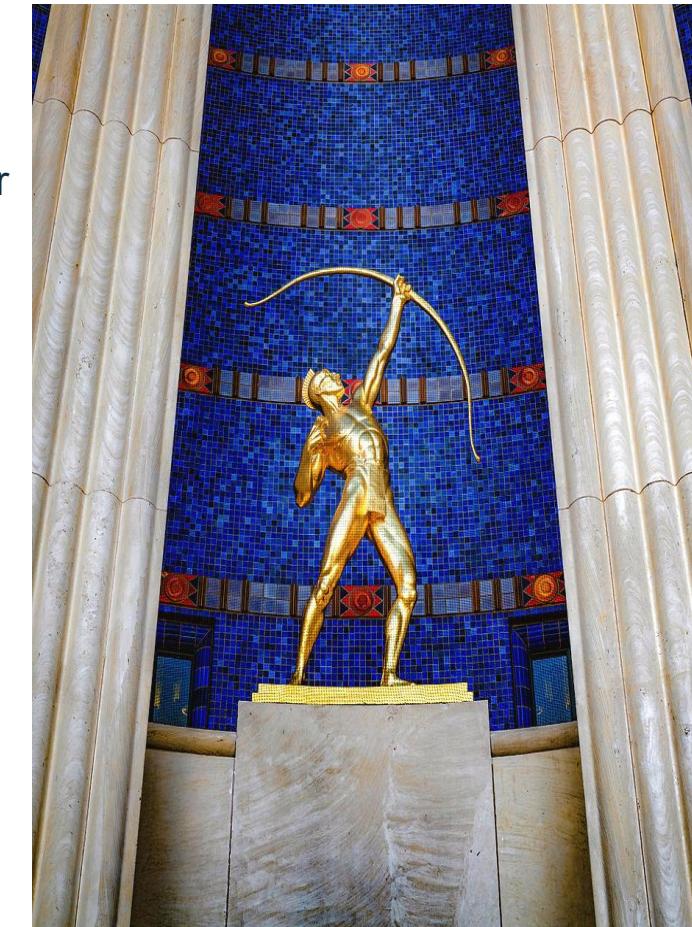


- The above chart illustrates investments made by the State Fair of Texas through excess revenues allocated to the City of Dallas, with the city having full discretion over how the funds are used for the upkeep and historical preservation of Fair Park – nearly \$44 million given since 2015.
- These excess revenues are generated through the success of the State Fair's annual 24-day event each fall, underscoring the importance of a strong State Fair in supporting ongoing investments in Fair Park.
- There were no excess revenues available for 2021 giving, as the 2020 State Fair of Texas event was canceled due to the worldwide COVID-19 pandemic.

# Fair Park Giving

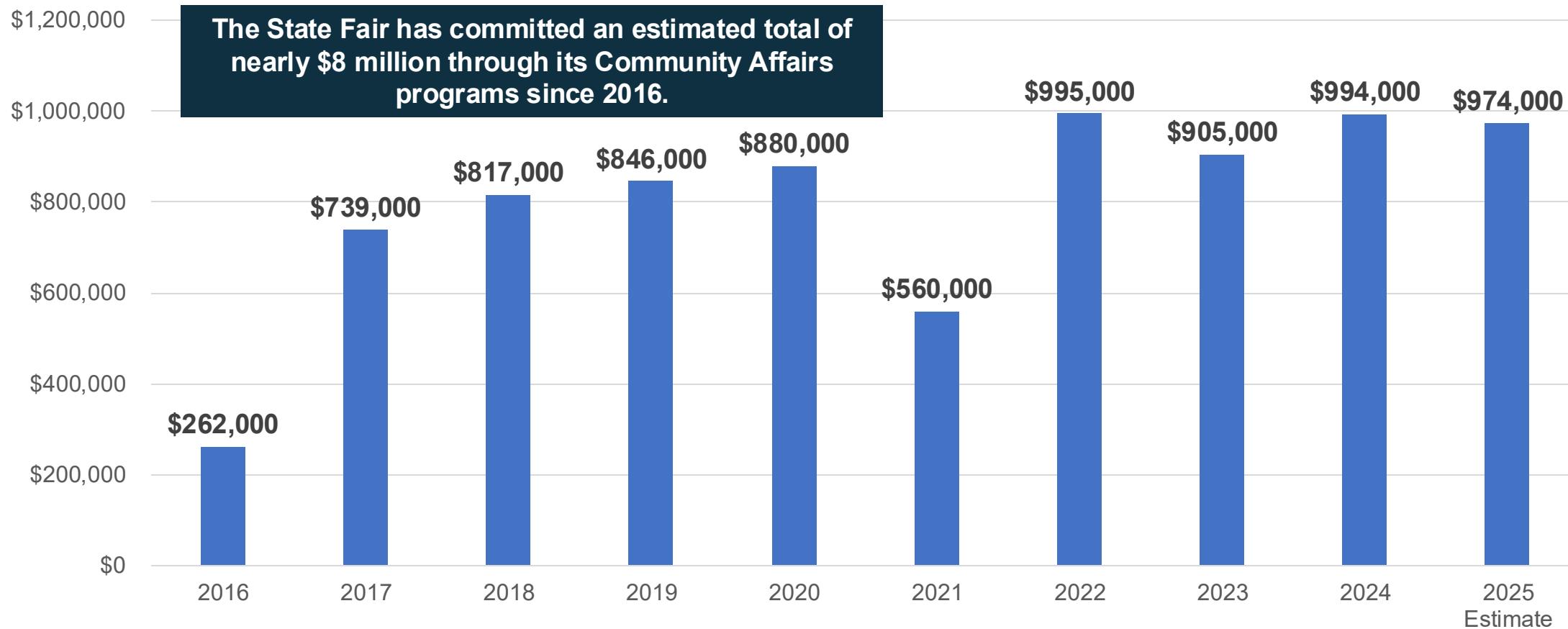
- In 2025, **\$2.63 million** was given by the State Fair to the City of Dallas for maintenance and projects at Fair Park due to the results, in addition to **annual rent of \$1.75 million** paid to the City of Dallas with the agreement that the money must go towards Fair Park.
  - These funds were used by the city for the Cotton Bowl Renovations
- In addition, **more than \$1.25 million** was spent by the State Fair during 2025 on other Fair Park improvements.
  - **Highlights include:**
    - Fair Park Paving - \$529K+ - In many areas around the grounds where the uneven surfaces were in disrepair and posed a trip hazard.
    - Horse and Cattle Barn improvements - \$303K+ - can be utilized for Fair Park events all year
    - Fair Park Utility Upgrades - \$320K – electrical, plumbing, irrigation, and lighting
    - Replaced another two HVAC Rooftop Units (RTUs) at the Tower Building, which makes 13 new units at this location within the past two years

Since 2015, the State Fair has provided nearly \$44 million to the City of Dallas for Fair Park improvements.



# Philanthropic Giving Through Community Affairs

## State Fair of Texas Community Giving



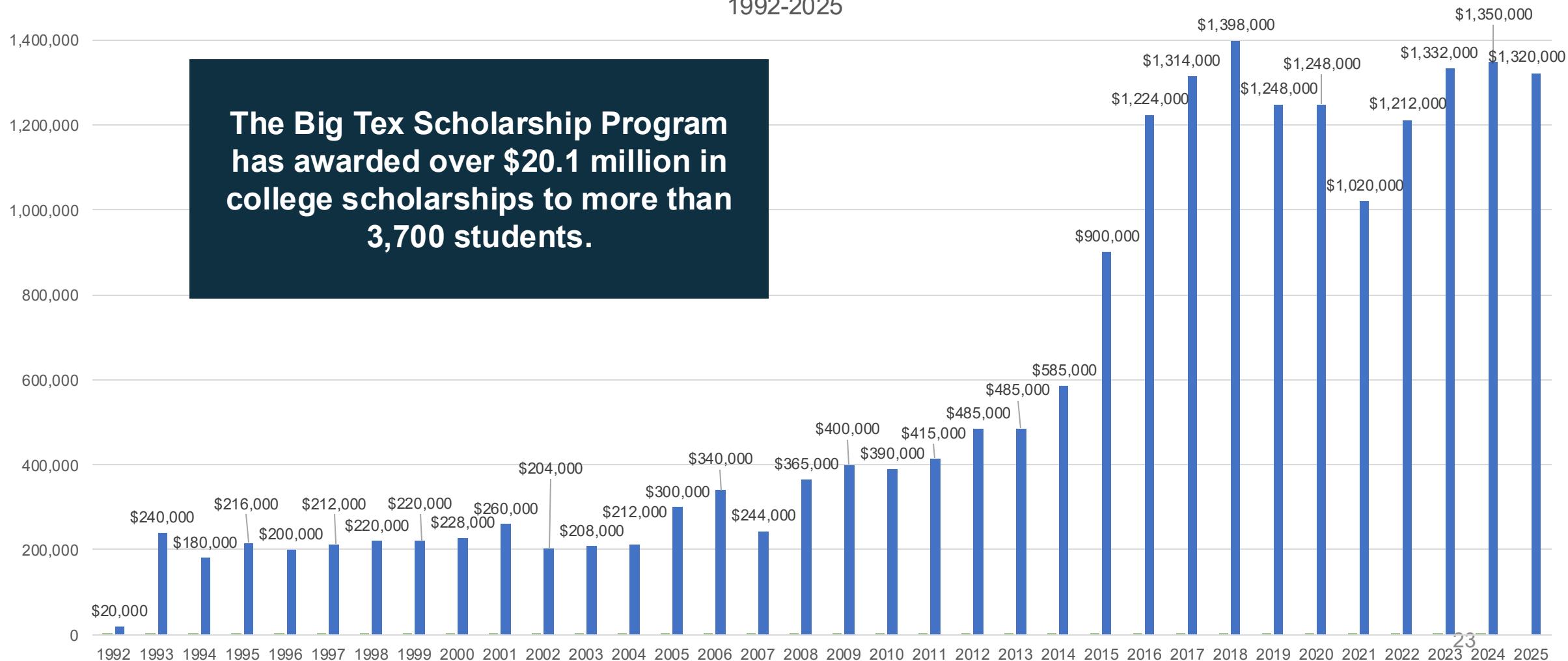
Community giving includes sponsorships, supporting programs through funding, in-kind donations, technical assistance and training, staff commitment, and investments made through the State Fair's signature programs, benefiting South Dallas/Fair Park area organizations.

*Note: The Community Affairs budget is not inclusive of additional funding provided for the Big Tex Scholarship Program or Big Tex Urban Farms by the State Fair of Texas, or funding provided to our Fair Park partners. .*

# Philanthropic Giving Through College Scholarships

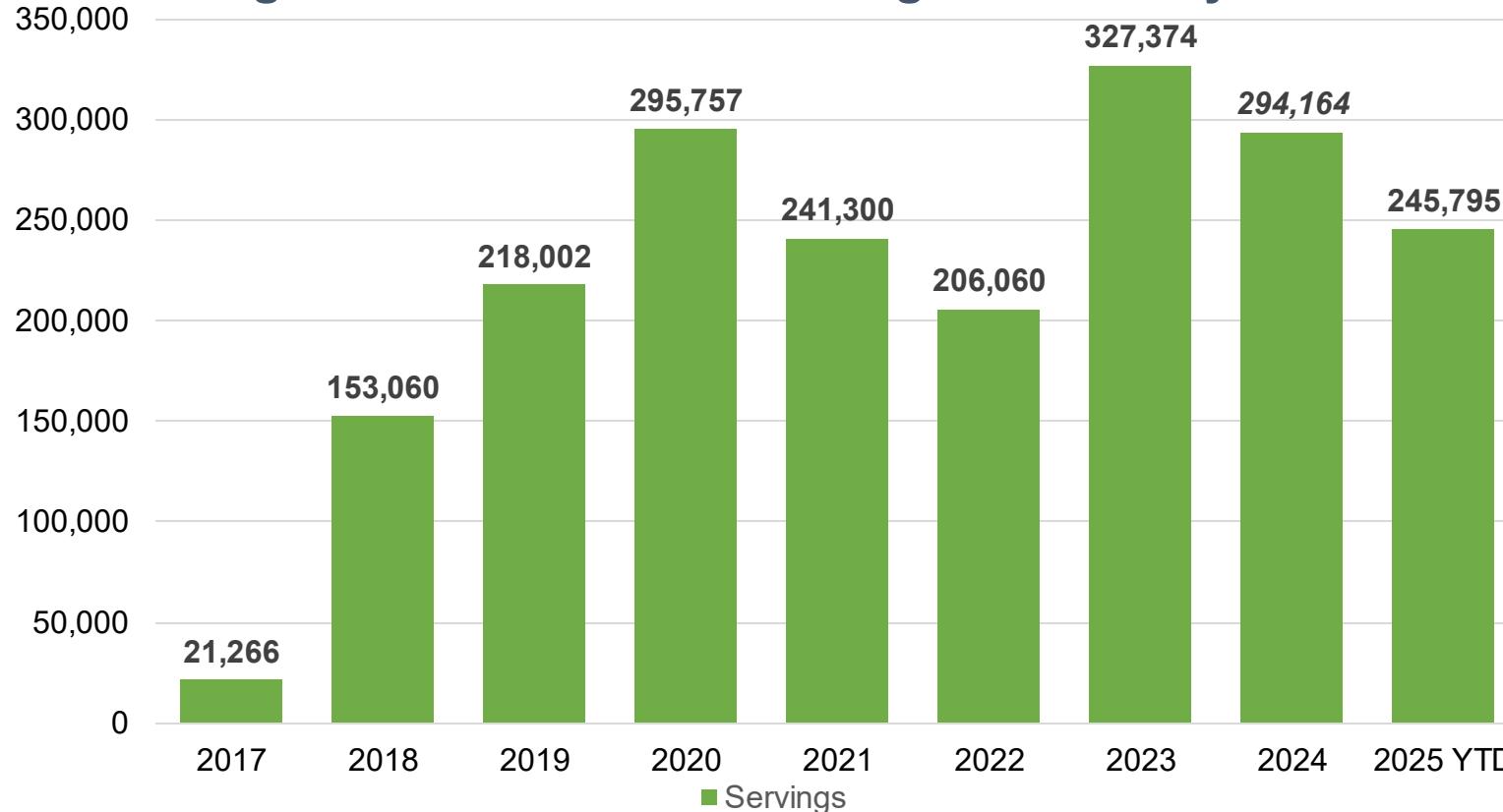
## Big Tex Scholarship Program Historical Awards by Year

1992-2025



# Philanthropic Giving Through Big Tex Urban Farms

**Big Tex Urban Farms – Servings Donated by Year**



***BREAKING NEWS:*** Since its inception, Big Tex Urban Farms has **grown and donated more than 2 million servings of fresh produce** to the South Dallas/Fair Park community.

# Economic Impact

- According to a study on the 2023 State Fair, the estimated total economic impact of the State Fair is **between \$562 - \$680 million**
  - Figure does not include the additional impact from the Texas Auto Show
- Approximately **7,000 people employed** during the annual State Fair of Texas (more than 2,000 by the State Fair alone)
- Estimated **22.8% of Fairgoers are from outside the 13 county DFW area**, spending an estimated **\$59 million** outside the park in the DFW area



# Looking Forward: Key Areas of Focus

- Value and guest experience initiatives
- SFT Administration building construction (and return of the current Admin office for PKR use)
- Log Flume area development
- Utility upgrades (electrical as focus)
- U.S. Semiquincentennial activities
- Lighting and paving
- Parking / Trams / Perimeter Security
- HVAC / air quality investments
- IT Infrastructure
- Midway Rides rehab
- Design of new multi-use facility in Livestock area
- Park beautification improvements





**SEE YOU AT THE  
2026 STATE FAIR!**

**FRIDAY, SEPTEMBER 25  
*through*  
SUNDAY, OCTOBER 18**

