



North Texas State Fair Association

Name: Glenn Carlton

Title: Executive Director

Organization: North Texas Fair and Rodeo



Background

- North Texas Fair and Rodeo
 - Formed in 1928
 - Currently 23 Board Members serving 3-year terms
 - Operated to benefit charitable, educational, recreational, agricultural, and youth purposes



Festival

- Information about festival
 - North Texas Fairgrounds (2217 N. Carroll Bld. Denton Texas 76201)
 - August 16th through 25th, 2024 – First year to expand to 10 days!
- 2023 attendance - 142,000
- 10 days of rodeo, livestock shows, concerts, kid zone, thrilling midway, community contests, parade, shopping, pageants and much more!
- Produced by over 750 volunteers from this community





Tourism

- 18 – 54 year olds, particularly with families, in the north Texas region, Oklahoma and beyond
- Attract overnight stays by marketing outside the City of Denton and encouraging stays with contests, concerts, events, etc. ongoing for 10 days, many of which require overnight stays
- Marketing efforts used to promote tourism in the City of Denton:
 - Radio - > \$105,000
 - Television - > \$40,000
 - Print - > \$8,000
 - Digital Media - > \$25,000
 - Outdoor - > \$16,000



Media Buys



CPC24-009



March 22, 2024

Future Plans

NORTH TEXAS EXPO CENTER Home of The North Texas Fair and Rodeo



Site Plan Perspective



CPC24-009

March 22, 2024

Questions?

