

FAIR PARK

July 2022 Newsletter | Where Dallas Comes to Discover | www.fairparkdallas.com

FAIR PARK FOURTH RETURNED TO CELEBRATE AMERICA'S INDEPENDENCE

Fair Park Fourth, presented by Regions Bank, made its triumphant return to Fair Park and Cotton Bowl Stadium to celebrate the Fourth of July. After missing two years due to the COVID-19 pandemic, Fair Park welcomed over 30,000 visitors during the all-day celebration. The free community event included holiday-themed activities, local vendors, and live entertainment and festivities for guests of all ages.

As the sun set, the United States Air Force Rock Band serenaded the crowd inside Cotton Bowl Stadium moments before the big show. Once the performance ended, Fair Park Fourth attendees and South Dallas residents enjoyed a magnificent fireworks show, covering the Dallas sky.



EUROPEAN SOCCER GIANTS PACK COTTON BOWL STADIUM

International soccer clubs FC Barcelona and Juventus squared off on Tuesday, July 26, in the Soccer Champions Tour. The tour featured the most iconic soccer clubs in the world, competing in several marquee matches in the span of only eight days across the western United States including Dallas, Texas.

Over 58,000 people packed the Cotton Bowl Stadium to cheer on their favorite team as the two international soccer powerhouses battled it out on the field, ending the game with a 2-2 draw.



LAGOON DAYS CLOSES OUT A SUCCESSFUL SUMMER

Fair Park First, along with their partner Biederman Redevelopment Ventures, recently wrapped up the summer-long activation series known as Lagoon Days. The community-focused programming offered free activities and workshops for all ages each Friday and Saturday in June and July around the Leonhardt Lagoon.

Nearly 1,000 visitors spent a part of their weekends at Fair Park, participating in events from toddler time and drum circles to bird watching and puppet theater.



MLK FOOD PARK HIGHLIGHTS SOUTH DALLAS FOOD VENDORS

The MLK Food Park partnered with Fair Park First and moved to the Fair Park campus this summer to host a series of pop-up community events to highlight and support minority-owned vendors. The MLK Food Park took place on selected Sundays and was hosted inside and outside the Natural History Museum, the future site of the Fair Park Visitor Center.

The event consisted of food trucks, a live DJ, wellness classes, art making demos, vendors, and family-friendly activities. Over 1,000 visitors enjoyed their Sunday Funday at the MLK Food Park at Fair Park.





LOCAL STUDENTS COMPLETE FAIR PARK INTERNSHIP

Over the summer, Fair Park First and OVG360 welcomed 20 students from Lincoln and James Madison high schools for the Fair Park Internship Program. Due to the COVID-19 pandemic, this year was the first year completing the program since 2019.

The eight-week, paid program involved hands-on training in multiple departments at Fair Park, including marketing, event planning and booking, operations, security, and finance, among others, as well as some of our cultural institutions. The program concluded with a luncheon where each student was rewarded with a \$1,000 scholarship towards continued education.

UPCOMING EVENTS

AUG. 13 - BvB Flag Football Game at Cotton Bowl Stadium

AUG. 16 - Chris Brown and Lil Baby at Dos Equis Pavilion

AUG. 17 - Incubus with Special Guest Sublime at Dos Equis Pavilion

AUG. 19 - Jason Aldean at Dos Equis Pavilion

AUG. 25 - LoonaTheWorld at Music Hall at Fair Park

AUG. 26 - OneRepublic at Dos Equis Pavilion

AUG. 27 - Il Divo at Music Hall at Fair Park

AUG. 28 - Jack Johnson at Dos Equis Pavilion

AUG. 28 - The Australian Pink Floyd Show at Music Hall at Fair Park



IN SPITE OF HISTORY PART 1 HIGHLIGHTS UNTOLD STORIES OF FAIR PARK AND SOUTH DALLAS

In Spite of History Part 1, presented by Artstillery, brought an immersive community-driven storytelling experience told from the perspective of those who lived in Dallas and experienced Fair Park and the South Dallas community from the 1960s to today.

The experience wove community interviews and personal narratives into a progressive theater and visual tour across the Fair Park campus from Grand Place to the Natural History Museum to the Tower Building with a grand finale at the front of the Women's Building. Fair Park First, Broadway Dallas, Lightware Labs, Dallas Puppet Theater, Manhattan Project Beer Company, the State Fair of Texas, the Nasher Sculpture Center, and many neighborhood organizations partnered with Artstillery to bring the vision to life. Over 1,500 people embraced the ten-show series.

FAIR PARK FIRST BOARD MEMBER SPOTLIGHT

**Robert Luxen
OF COUNSEL
HALLETT & PERRIN**



Why did you join Fair Park First?

I wanted to join the Fair Park First Board because Fair Park is one of the most special things about Dallas. It reflects our City's values and interests, and provides a place where everyone can learn, share, and enjoy themselves. I am committed to do all I can to help Fair Park continue and expand its current programs and operations, improve its facilities, and realize its full potential.

What does Fair Park Mean to you?

I have lived in Dallas since 1973 and Fair Park has always been a place of wonder for my family and me. Concerts, Broadway shows, football games, special events, and the State Fair itself have been a part of our lives. I want to help preserve and grow the Park so that all Dallasites and visitors can see and experience everything this unique place can provide.