

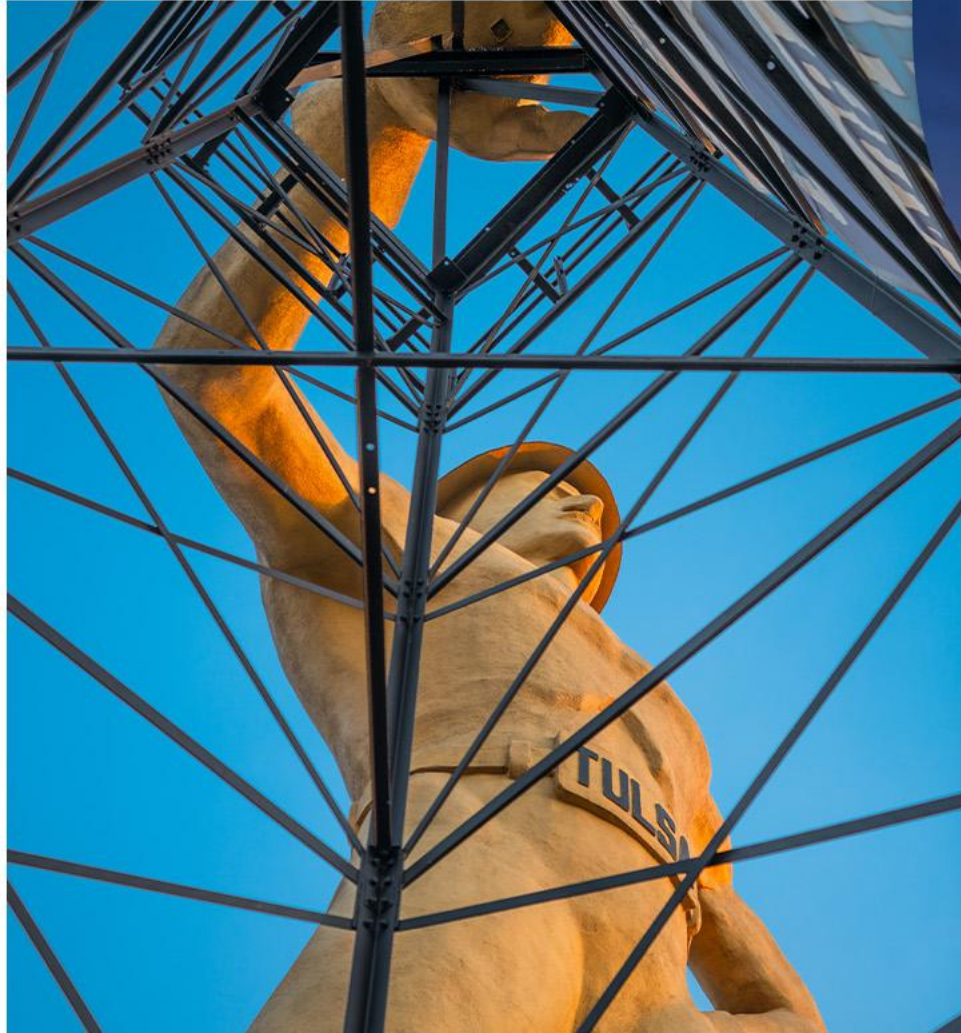


Tulsa County Fairgrounds / Expo Square

Home of the Tulsa State Fair



300+ EVENTS ANNUALLY

A photograph of a large Ferris wheel at night, with its lights glowing and people visible in the cars. The wheel is set against a dark sky with some clouds.

TULSA STATE FAIR, 11 DAYS OF AWESOME

365 DAYS OF OPERATIONS

- Events
- Live Horse Racing
- Equine & Livestock
- Consumer Shows
- Tourism
- Community Events
- Public Trust Responsibilities





Arabian Show:
750 loads - stalls
1,100 loads - arenas
BMX: 700 loads
TP: 1,700+ miles



EXPO SQUARE IS TULSA COUNTY'S LARGEST TOURISM AND EVENT ECONOMIC DRIVER, GENERATING:

- \$163,444,771 in total annual economic impact
- Significant direct and indirect tax revenue
- Hundreds of thousands of annual visitors
- Major regional and national events, including the Tulsa State Fair



TOP 10 ECONOMIC IMPACT

SHOW / EVENT

TOTAL ECONOMIC IMPACT

ATTENDANCE

Arabian Horse Association

\$32,479,245.61

7,200

Chili Bowl Nationals

\$22,758,994.77

20,000

USA BMX Grand Nationals

\$17,782,818.42

15,682

Pinto Horse Association of America

\$17,525,370.55

6,496

Breeder's Invitational

\$15,253,285.23

3,684

National Reining Breeders Classic

\$8,408,962.75

6,792

National Snaffle Bit Association

\$8,204,584.71

11,416

National Reined Cow Horse Association

\$4,921,850.02

3,700

American Kennel Club

\$4,911,268.67

2,050

American Angus Association

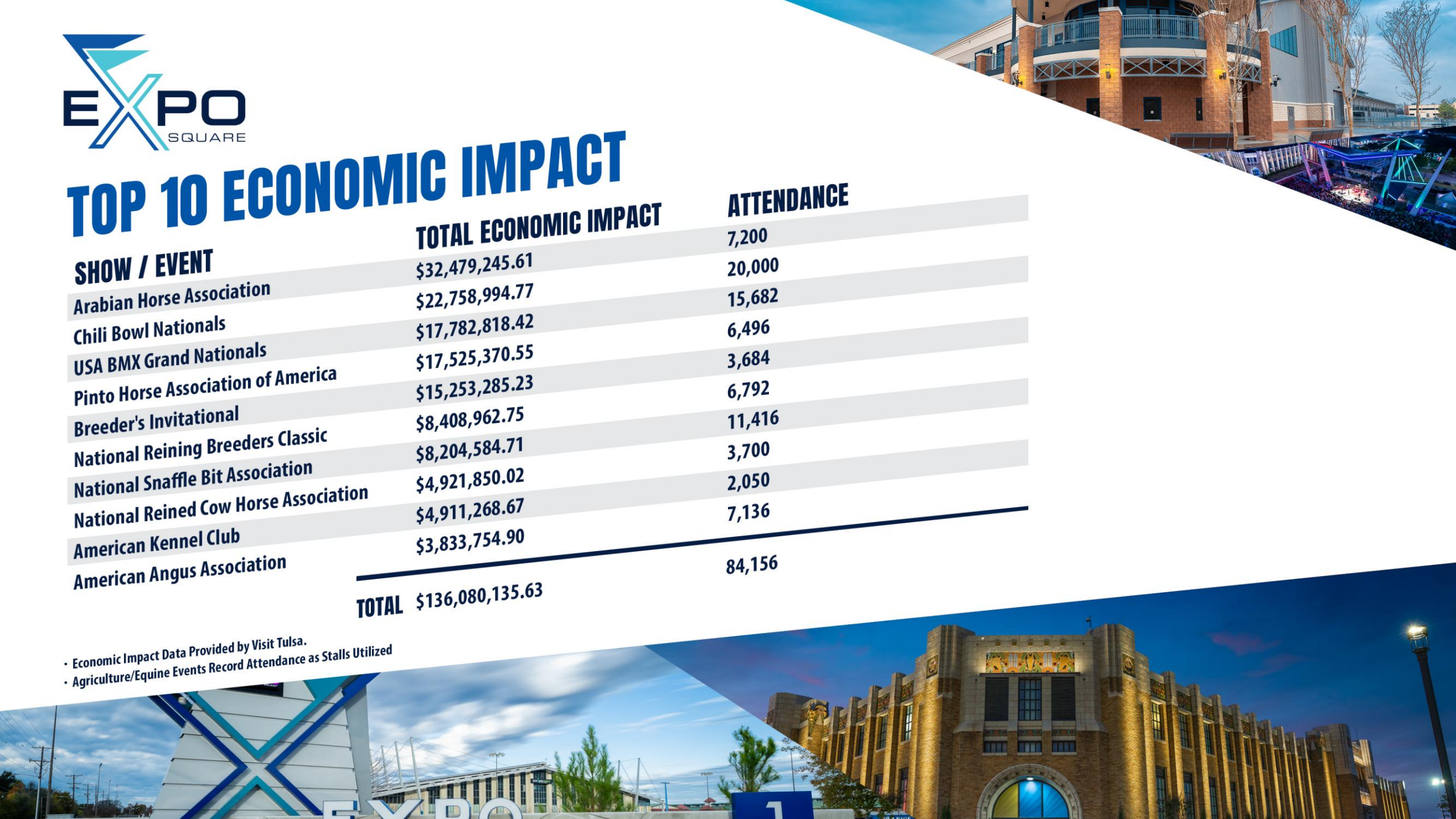
\$3,833,754.90

7,136

TOTAL \$136,080,135.63

84,156

- Economic Impact Data Provided by Visit Tulsa.
- Agriculture/Equine Events Record Attendance as Stalls Utilized





TOP 10 GROSS REVENUE

SHOW / EVENT

Arabian US Nationals

NSBA World Championship Show

Chili Bowl

100x Reining Breeders Classic

Pinto World Championship Horse Show

Tulsa Shootout

USA BMX Grand Nationals

Color Congress

Tulsa Boat, Sport & Travel Show

National Junior Angus Show

GROSS REVENUE

\$1,564,513

\$1,493,345

\$1,056,891

\$890,681

\$821,525

\$720,070

\$510,746

\$475,750

\$388,767

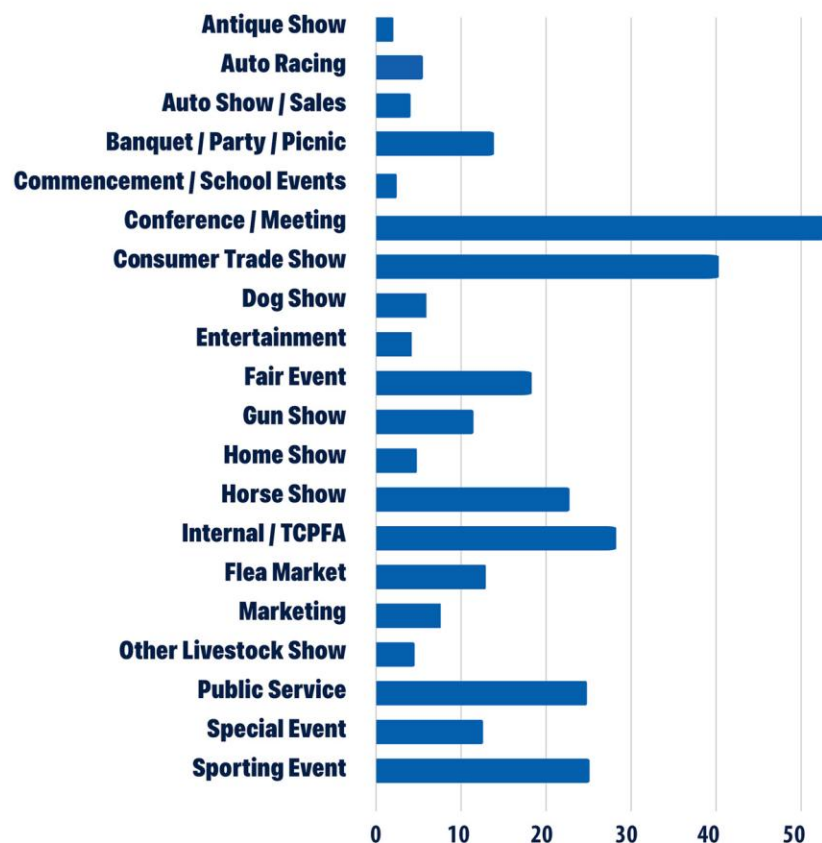
\$384,685





2025 EVENT SUMMARY

EVENT CLASSES



TOTAL EVENTS 303

TOTAL EVENT DAYS 634

TULSA STATE FAIR ATTENDANCE

1 MILLION

Estimated

LIVE RACE OVERVIEW



- Live Race Handle (27 Race Days)
- On Track: \$481,855
- Off Track: \$897,304
- Total: \$1,379,159
- Total Purse Awarded: \$3,606,755
- Total Oklahoma Bred Purse Awarded: \$220,920
- Simulcast Handle (last 12 months): \$17,764,158

BETTER TOGETHER **OCT 1-11, 2026**



Presented by Ford and Your Oklahoma Ford Dealers

TULSA
STATE FAIR
11 DAYS OF AWESOME

**CELEBRATING
AMERICA**

250TM

Produced by Feld Entertainment
Produced by Feld Entertainment

Disney ON ICE

LET'S DANCE!

10 PERFORMANCES

18,707

TICKETS SOLD

139

CONCESSION STANDS

INDEPENDENT CONCESSIONAIRE GROSS **5.7M**
EXPOSERVE FOOD & BEVERAGE GROSS
\$1.4 MILLION
17,500 INTERNAL CATERED MEALS

444

VENDOR BOOTHS



200,000

POUNDS OF ICE



8,000

DAIRY BAR MILKSHAKES
& ICE CREAM CONES



100,000

BOTTLES OF WATER

675 EMPLOYEES

59,876 HOURS WORKED

COMPETITIVE EXHIBITS & LIVESTOCK

LIVESTOCK & HORSE SHOW



16,705 ENTRIES
3,553 EXHIBITORS

NIGHT OF CHAMPIONS
\$515,000
IN SCHOLARSHIPS
AWARDED



4-H & FFA COMPETITIVE EXHIBITS



6,547 ENTRIES
6,547 EXHIBITORS



108 ANIMALS BORN IN BIRTHING CENTER

424 OPEN COMPETITIVE EXHIBITORS

1,647 OPEN COMPETITIVE EXHIBIT ENTRIES



EMERGENCY OPERATIONS PARTNERSHIPS:

- FEMA
- Oklahoma Emergency Management
- Tulsa County Emergency Management
- PSO / AEP
- Tulsa County Sheriff's Office
- Tulsa Police Department
- Tulsa Fire Department



WHY THIS MATTERS FOR TULSA COUNTY

Expo Square is:

- A County-owned asset
- A net-positive operating campus
- A year-round economic driver
- A tourism anchor supporting hospitality, restaurants, and workforce



THE FUTURE REQUIRES:

- Partnerships
- Innovation
- Adaptability
- Community Engagement
- Shared Vision

OPPORTUNITIES AHEAD:

- Hotel
- Gas Station
- Entertainment District
- Sports Wagering



OUR TEAM IS HERE TO SUPPORT THE INVESTMENT IN:

- Support strategic investment in County Fairgrounds
- Serve as a resource to demonstrate statewide impact
- Advocate for funding that strengthens our future and builds a better Oklahoma



TCPFA BOARD AND LEADERSHIP PRESENT:

- Lonnie Sims, Tulsa County Commissioner
- Mark Vancuren, Deputy Commissioner
- Amanda Blair, President and Chief Executive Officer
- Mark Enterline, Maintenance and Construction Consultant
- Brandi Herndon, Chief Events and Development Officer

AMANDA BLAIR • ABLAIR@EXPOSQUARE.COM • (918) 760-8801