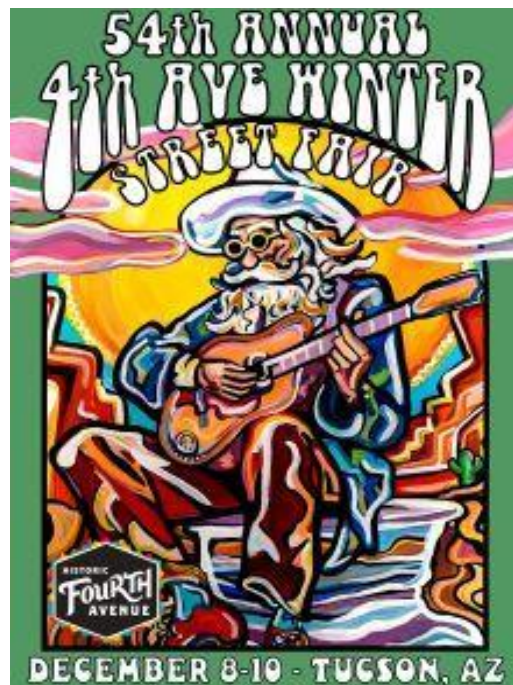




# 2023 Winter Street Fair Post-Event Report



# Thank you to our Sponsors!



## **Non-profit Partners & Beneficiaries**

The Fourth Avenue Merchants Association gives back to the community, the area's neighborhood associations and local non-profits with revenues generated by the Fairs. The Winter Street Fair allowed us to give back \$1,929 in cash donations and \$20,500 of in-kind booth space. In addition, we also provide an emerging local artist with a complimentary booth to showcase themselves. The Fourth Avenue Street Fair is the primary source of fundraising for many organizations.



**Total Attendance: 202,089**

**Fair Attendees: 200,000+ppl**

**Local 4<sup>th</sup> Avenue Merchants: 177 (2-4 ppl per shop)**

**Artist/Sponsor/Non-Profit Booths: 402 (Avg 2.5 ppl per booth)**

**Food Vendors & Food Carts: 43 (Avg. 3.5 ppl per cart)**

**Local Musicians and Performance Groups: 32  
(Avg. 3-5 ppl per group)**

**Seasonal Fair Workers/Volunteers: 70 ppl**

**Contractors/Companies: 41 companies (Avg. 4-10 ppl per company)**

This report covers the period between November 15, 2023 through December 10, 2023.

## Analytics

### Website

#### Sessions

46,288

↑ 169%  
vs. Previous 47 Days



#### Pageviews

78,071

↑ 152%  
vs. Previous 47 Days



Dedicated Sponsor Page: <https://fourthavenue.org/fourth-avenue-sponsors/>

### Social Media



#### Reach

##### Facebook reach ⓘ

110,375 ↑ 198.8%



##### Instagram reach ⓘ

25,984 ↑ 108.3%



## TOP Media & Event coverage

- ✓ FAMA Website: <https://fourthavenue.org/fourth-avenue-winter-street-fair/>
- ✓ FAMA Facebook: <https://www.facebook.com/4thAveTucson/>
- ✓ FAMA Instagram: <https://www.instagram.com/4thavetucson/>
- ✓ Visit Tucson: <https://www.visittucson.org/events/festivals-and-annual-events/4th-ave-street-fair/>

- ✓ **Arizona Daily Star:**  
[https://tucson.com/news/local/fourth-avenue-winter-street-fair-2023-tucson/article\\_8c93add0-952c-11ee-9161-c76fb3fde7d2.html](https://tucson.com/news/local/fourth-avenue-winter-street-fair-2023-tucson/article_8c93add0-952c-11ee-9161-c76fb3fde7d2.html)
- ✓ **Zapplication:** ZAPP - Event Information - 4th Avenue Winter Street Fair 2023 Tucson, Arizona (zapplication.org)
- ✓ **Raising Arizona Kids:**  
<https://www.raisingarizonakids.com/events/54th-annual-4th-avenue-winter-street-fair/>
- ✓ **Tucson Topia:**  
<https://www.tucsontopia.com/event/fourth-avenue-winter-street-fair/2023-12-08/>
- ✓ **Tucson Local Events:**  
<https://tucsonlocalevents.com/event/fourth-avenue-winter-street-fair/>
- ✓ **School of Rock:** <https://www.schoolofrock.com/locations/tucson/events>
- ✓ **Booth Square:**  
<https://boothsquare.com/events/fourth-avenue-winter-street-fair/editions/fourth-avenue-winter-street-fair-2023/a8e4d358-e9d7-4195-ba56-10287c0ce576/>
- ✓ **Daily Wildcat:**  
<https://wildcat.arizona.edu/151992/uncategorized/a-fourth-avenue-winter-print23/>
- ✓ **KOLD:**  
<https://www.kold.com/2023/11/29/54th-annual-fourth-avenue-winter-street-fair/>
- ✓ **Festival Net:**  
<https://festivalnet.com/12710/Tucson-Arizona/Festivals/Fifty-Fourth-Fourth-Avenue-Winter-Street-Fair>
- ✓ **KGUN9:**  
<https://www.kgun9.com/events/fourth-avenue-winter-street-fair-returns-for-the-holidays>
- ✓ **Fairs and Festivals:**  
<https://www.fairsandfestivals.net/events/details/2023-tucson-fourth-avenue-winter-street-fair>
- ✓ **All Events:**  
<https://allevents.in/tucson/54th-annual-fourth-ave-winter-street-fair-2023/200025851617444?ref=eventlist-cat>
- ✓ **Patch:**<https://patch.com/arizona/tucson/calendar/event/20231208/a8a254a7-a0dd-4930-ac2f-1ea8ebb9a840/54th-annual-fourth-avenue-winter-street-fair>

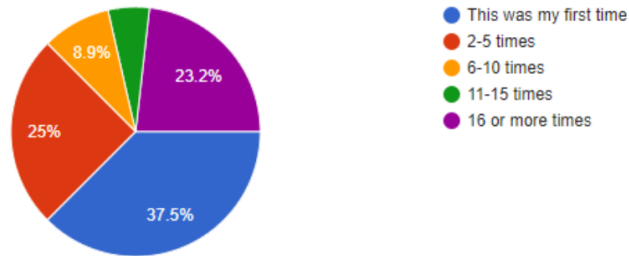
- ✓ **ThisIsTucson:**  
[https://thisistucson.com/todo/fourth-avenue-winter-street-fair-tucson-2022/article\\_947cd546-71d1-11ed-a736-2ff5f8ab124f.html](https://thisistucson.com/todo/fourth-avenue-winter-street-fair-tucson-2022/article_947cd546-71d1-11ed-a736-2ff5f8ab124f.html)
- ✓ **Belicious Waffles:**  
<https://beliciouswaffles.com/event/4th-avenue-street-fair-2/>
- ✓ **Premier Tucson Homes:**  
<https://www.premiertucsonhomes.com/4th-avenue-street-fair/>
- ✓ **Eugene Leatherworks:**  
<https://www.eugeneleatherworks.com/show/4th-avenue-winter-street-fair-2023/>
- ✓ **Sun Tran:** <https://www.suntran.com/streetfair/>
- ✓ **KVOA:**  
[https://thisistucson.com/todo/fourth-avenue-winter-street-fair-tucson-2022/article\\_947cd546-71d1-11ed-a736-2ff5f8ab124f.html](https://thisistucson.com/todo/fourth-avenue-winter-street-fair-tucson-2022/article_947cd546-71d1-11ed-a736-2ff5f8ab124f.html)
- ✓ **AZPM:**  
<https://www.azpm.org/p/headlines/2023/12/11/218441-tucson-galleries-displays-posters-for-palestine-at-fourth-avenue-street-fair/>
- ✓ **City of Tucson:**  
<https://www.tucsonaz.gov/Departments/Transportation-Mobility/DTM-News-Releases/Transportation-and-Mobility-News-Listing/Fourth-Ave-Winter-Street-Fair-Road-Closures-2023>
- ✓ **Local Wiki:** [https://localwiki.org/tucson/4th\\_Avenue\\_Street\\_Fair](https://localwiki.org/tucson/4th_Avenue_Street_Fair)
- ✓ **Youtube:** <https://www.youtube.com/watch?v=1IU5KkXcj60>

## Other Media

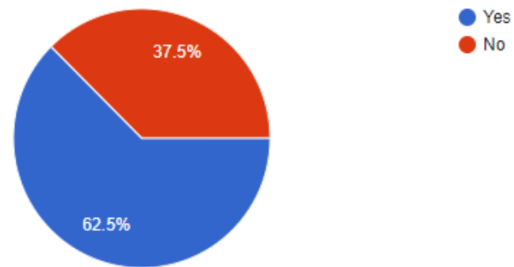
- ✓ Banners placed throughout the event
- ✓ Acknowledgement from stage
- ✓ Live media coverage
- ✓ Radio commercials & PSAs

## Participant Survey

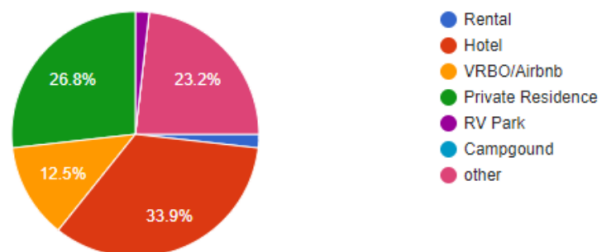
How many times have you attended the Fourth Avenue Street Fair?



Did you travel to Tucson to attend the fair?



Where did you stay while you were in Tucson?





## Participant's Testimonials:

What did you like most about your experience at this event?

- The fun I had
- Very friendly and helpful staff
- I loved how artsy the whole town was! The staff is amazing and so is the event!
- The people were amazing. From staff to customers, everyone was so kind, caring, friendly, and happy. We love the people of Tucson!
- We always love the energy of the Fourth Avenue Street Fair and have been participating for decades.
- Large crowds
- Location is great for all shopping and restaurants.
- The weather! Thanks for that :) Staff and volunteers were very user friendly, thank you.
- Well organized, clear instructions.
- Great attendance
- We like the energy in Tucson.
- Higher percentage of cash sales than other Arizona festivals.





