



# 2024 Spring Street Fair Post-Event Report





# Thank you to our Sponsors!



## **Non-Profit Partners & Beneficiaries:**

The Fourth Avenue Merchants Association gives back to the district's neighborhood associations and many non-profit organizations from revenues generated by the Fairs. The Spring Street Fair allowed us to give back \$31,184.23 in revenue proceeds and \$30,000 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: 252,397**

**Fair Attendees: 250,000+ppl**

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

**Artist/Sponsor/Non-Profit Booths: 380 (Avg 2.5 ppl per booth)**

**Food Vendors & Food Carts: 49 (Avg. 3.5 ppl per cart)**

**Local Musicians and Performance Groups: 47  
(Avg. 3-5 ppl per group)**

**Seasonal Fair Workers/Volunteers: 60 ppl**

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

## **Analytics:**

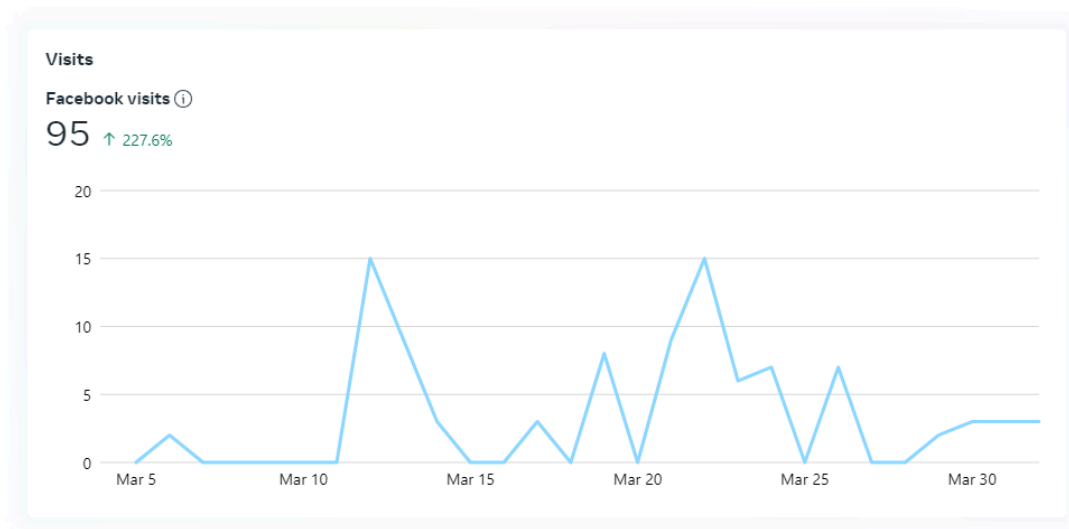
This report covers the period between February 1, 2024 through March 31, 2024.

## **Website**



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

## **Social Media**



## **TOP Media & Event Coverage:**

- ✓ **FAMA Website:** <https://fourthavenue.org/signature-events/fourth-avenue-spring-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-spring-street-fair-2023-tucson/article\\_05dd16f8-c8f1-11ed-9b59-47e0a1d3c678.html](https://tucson.com/news/local/fourth-avenue-spring-street-fair-2023-tucson/article_05dd16f8-c8f1-11ed-9b59-47e0a1d3c678.html)
- ✓ **Zapplication:** <https://www.zapplication.org/event-info.php?ID=11375>
- ✓ **Raising Arizona Kids:**  
<https://www.raisingarizonakids.com/events/55th-annual-fourth-avenue-spring-street-fair/>
- ✓ **Tucson Local Events:**  
<https://tucsonlocalevents.com/event/fourth-avenue-spring-street-fair/>
- ✓ **Booth Square:**  
<https://boothsquare.com/events/fourth-avenue-spring-street-fair/editions/fourth-avenue-spring-street-fair-2024/2b60208d-c361-472e-b47d-5207d8add0b9>
- ✓ **Daily Wildcat:**  
<https://wildcat.arizona.edu/154496/uncategorized/fourth-avenue-street-fair-spring-2024/>
- ✓ **KOLD:**  
<https://www.kold.com/video/2024/03/21/road-closures-2024-fourth-avenue-spring-street-fair/>
- ✓ **Events In America:**  
[https://www.kvoa.com/news/fourth-avenue-spring-street-fair-is-back-this-weekend/article\\_7c77ba44-e253-11ee-9388-472da43169fe.html](https://www.kvoa.com/news/fourth-avenue-spring-street-fair-is-back-this-weekend/article_7c77ba44-e253-11ee-9388-472da43169fe.html)
- ✓ **KGUN9:**  
<https://www.kgun9.com/news/community-inspired-journalism/midtown-news/fourth-avenue-spring-street-fair-celebrates-55th-year>
- ✓ **Festival Net:**  
<https://festivalnet.com/12709/Tucson-Arizona/Craft-Shows/Fourth-Avenue-Spring-Street-Fair>
- ✓ **All Events:**  
<https://allevents.in/tucson/fourth-avenue-spring-street-fair-%7C-tucson-az/20026148504231>
- ✓ **Patch:**<https://patch.com/arizona/tucson/calendar/event/20240322/33c0b5bf-c3c5-4ad9-8d93-686d25cc889c/55th-annual-fourth-avenue-spring-street-fair>

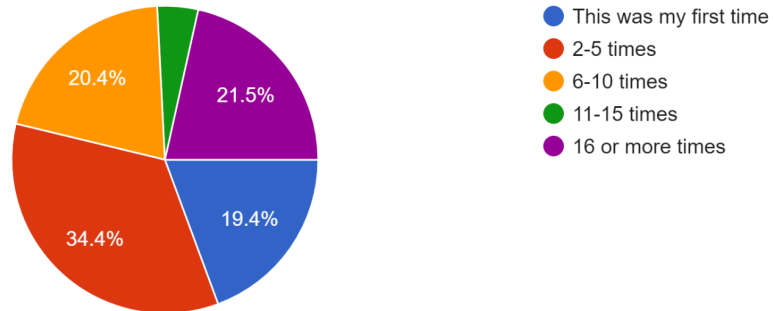
- ✓ **ThisIsTucson:**  
[https://thisistucson.com/todo/fourth-avenue-spring-street-fair-2023-tucson/article\\_4462fc46-c755-11ed-80fd-6725e0fab03.html](https://thisistucson.com/todo/fourth-avenue-spring-street-fair-2023-tucson/article_4462fc46-c755-11ed-80fd-6725e0fab03.html)
- ✓ **Belicious Waffles:**  
<https://beliciouswaffles.com/event/4th-avenue-street-fair-2/>
- ✓ **Zinnia Sky Studio:**  
<https://zinniaskystudio.com/event/4th-avenue-spring-street-fair-2024/2024-03-22/>
- ✓ **Tucson Foodie (Spanish):**  
<https://tucsonfoodie.com/es/2024/03/15/2024-fourth-avenue-spring-street-fair/>
- ✓ **Tucson Foodie (English):**  
<https://tucsonfoodie.com/2024/03/15/2024-fourth-avenue-spring-street-fair/>
- ✓ **Premier Tucson Homes:**  
<https://www.premiertucsonhomes.com/4th-avenue-street-fair/>
- ✓ **Sun Tran:** <https://www.suntran.com/streetfair/>
- ✓ **KVOA:**  
[https://www.kvoa.com/news/fourth-avenue-spring-street-fair-is-back-this-weekend/article\\_7c77ba44-e253-11ee-9388-472da43169fe.html](https://www.kvoa.com/news/fourth-avenue-spring-street-fair-is-back-this-weekend/article_7c77ba44-e253-11ee-9388-472da43169fe.html)
- ✓ **City of Tucson:**  
<https://www.tucsonaz.gov/Departments/Transportation-Mobility/DTM-News-Releases/Street-Fair-Traffic-Alert-Spring-2024>
- ✓ **Local Wiki:** [https://localwiki.org/tucson/4th\\_Avenue\\_Street\\_Fair](https://localwiki.org/tucson/4th_Avenue_Street_Fair)
- ✓ **Youtube:**  
[https://www.youtube.com/results?search\\_query=fourth+avenue+spring+street+fair+2024+tucson+arizona](https://www.youtube.com/results?search_query=fourth+avenue+spring+street+fair+2024+tucson+arizona)

### **Other Media:**

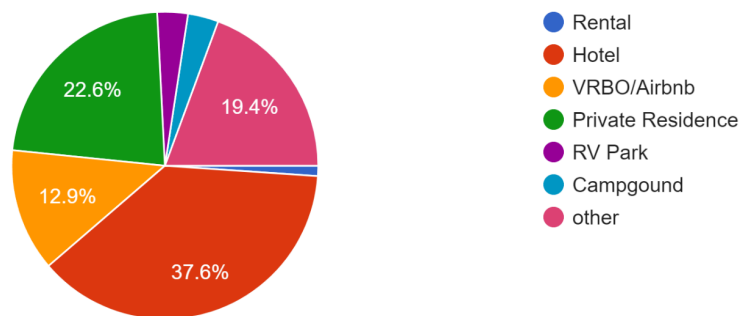
- ✓ Banners placed throughout the event
- ✓ Acknowledgement from stage
- ✓ Live media coverage
- ✓ Radio commercials & PSAs

## Participant Survey:

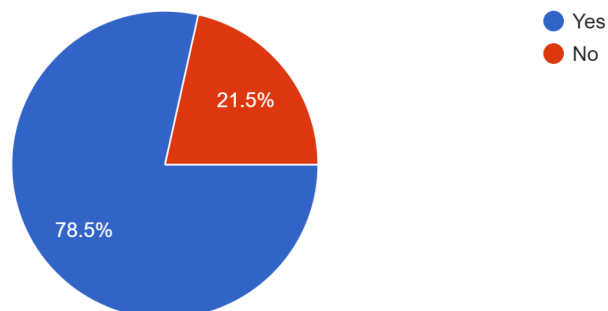
How many times have you attended the Fourth Avenue Street Fair?



Where did you stay while you were in Tucson?



Would you visit Tucson if you weren't attending the Street Fair?



## **Participant's Testimonials:**

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

- I loved the crowd, everyone was extremely nice and friendly.
- I love getting out in the community!
- The foot traffic and other vendors are great.
- Sales were good.
- Best Fourth Avenue Fair we've ever had!
- Good vibes all around.
- I love the energy and excitement that the Street Fair brings.
- The community and overall support.
- Always an enjoyable event to participate in.
- Everyone was so kind! This was my first event back after a few months of sabbatical and I had such a blast.
- We continue to see improvements to the process, keep up the hard work.
- Everything! FAMA is awesome, the people are awesome, the entertainment and weather were awesome. It's a great time!
- The energy of Tucson!