

# North Fourth Avenue Merchants Association 2026 Spring Street Fair Post-Event Report



## *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 **\$9,186.93** in revenue proceeds and **\$24,000** 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.



Desert Sage High School

## Media and Event Coverage Fair Media Coverage (March 2026)



- Acknowledgement from stage
- Live media coverage
- Radio commercials & PSAs

FAMA Website: <https://fourthavenue.org/fourth-avenue-spring-street-fair/>  
 FAMA Facebook: <https://www.facebook.com/4thAveTucson/>  
 Zapplication: <https://www.zapplication.org/event-info.php?ID=12361>

# Live media coverage

Live media coverage for the 57th Annual Fourth Avenue Spring Street Fair (March 20–22, 2026) is primarily provided by local news stations. [KOLD News 13](#) (CBS) and [KVOA News 4 Tucson](#) (NBC) are featuring live reports, “Live On-Scene” broadcasts, available on their [website](#) and [YouTube](#).

**KVOA Coverage:** Includes interviews with local vendors like Sagebrush+Saguaro and demonstrations of attractions like the Euro Trampoline.

**Visual Recaps:** Tucson.com and local Instagram reels (@4thAveTucson) showcase the artisans, food, and music.

**Event Details:** The fair includes interactive entertainment, buskers, and a wide variety of food vendors.

## Key Media coverage Highlights

- **Event Scope:** Coverage emphasized the return of the popular event, which draws thousands to see hundreds of international and local artists.
- **Key Attractions:** Reported highlights included live music, street performers (such as Euro Trampoline and Pole Impact), and specialized food vendors.
- **Logistics & Community:** Local news outlets like [KVOA](#) covered adjustments to the Sun Link streetcar routes and provided tips for attendees.
- **Nonprofit Focus:** Media noted that the [Fourth Avenue Merchants Association](#) uses the event to fund local non-profits and community programs.
- **Atmosphere:** Reports described a high-energy environment, though some community social media feedback expressed concerns regarding heat and crowds.

The event ran from Friday to Sunday, starting from University Boulevard to 8th Street, as reported by the [Arizona Daily Star](#) and [Saddlebag Notes](#).

## **Analytics:**

Website Stats

This report covers the period between March 1, 2026 and March 30, 2026

[www.fourthavenue.org//](http://www.fourthavenue.org//)

Page Views: 141k Engaged Sessions: 22.9k

Fourth Avenue Merchants Association Social Media for the period of March 1, 2026 through March 30, 2026.



Facebook Stats 29.2k



Instagram Stats 38k

## **Economic Impact Report**

**Total Attendance: approx 150k**

**Fair Attendees: 150,000+ ppl**

**Artist/Sponsor/Non-Profit Booths: 675**

**Food Vendors & Food Carts: 153**

**Local Musicians and Performance Groups: 228**

**Seasonal Fair Workers/Volunteers: 47 ppl**

**Contractors/Companies: 240-**

**\$55 Million Annual Economic Engine for Tucson**



## **Key Findings & Expanded Financial Considerations**

**The Fourth Avenue Street Fair fuels local businesses, job creation, and tourism, driving millions in spending across multiple sectors:**

- ✓ **Revenue, Jobs & Tax Generation:** The fair supports hundreds of jobs and delivers millions in tax revenue to Tucson, Pima County, and the State of Arizona.
- ✓ **Cultural & Tourism Impact:** Beyond dollars, the fair cements Tucson's identity as an arts and small business hub, attracting hundreds of thousands of attendees annually, including a substantial portion from outside the region.
- ✓ **Spending Ripple Effects:**

**Attendee Parking Expenditures:** At \$15 per car, parking alone injects up to \$2 million into the local economy. **Off-Site Visitor Spending:** Attendees shop, dine, and stay in Tucson, generating millions in lodging, dining, and entertainment revenue beyond the fair itself.

**Vendor Sales Impact:** With vendors generating anywhere from \$5,000 to \$60,000 in sales, the fair serves as a major commerce hub for artists and food vendors.

**Fourth Avenue Merchant Boost:** Many brick-and-mortar businesses see 10-20% of their annual revenue during the fair weekends.

**Economic Leakage & Informal Market Activity:** Unauthorized vendors in "side lots" divert an estimated \$200,000 from FAMA—funds that instead benefit adjacent merchants and property owners, creating untracked economic passthroughs.

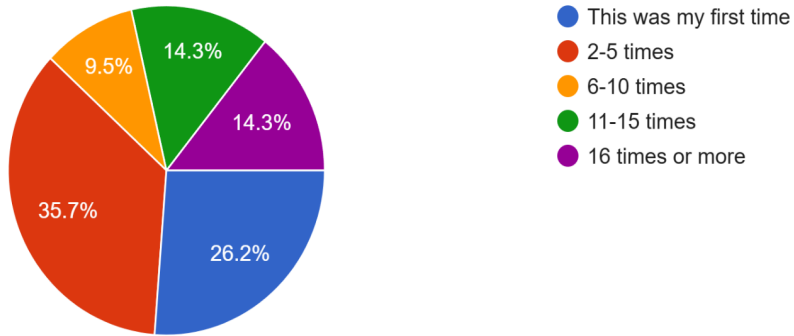
## **Participant Surveys:**

**After the dust settles and we are all back to our daily routines, we do want to know, honestly, how we can improve and grow with our community. The Survey we send out helps us to provide a way to do that. We like to share some of the responses to give a look into the thoughts and wishes of our vendors and other participants.**

# Responses :

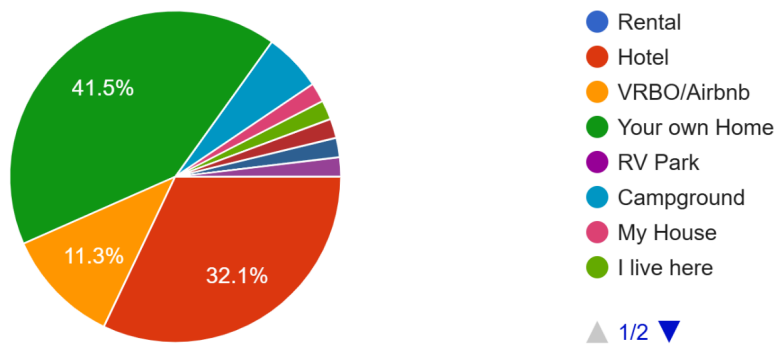
How many times have you participated as a Vendor in the Fourth Avenue Street Fair.

42 responses



Where did you stay while you were in Tucson for this event?

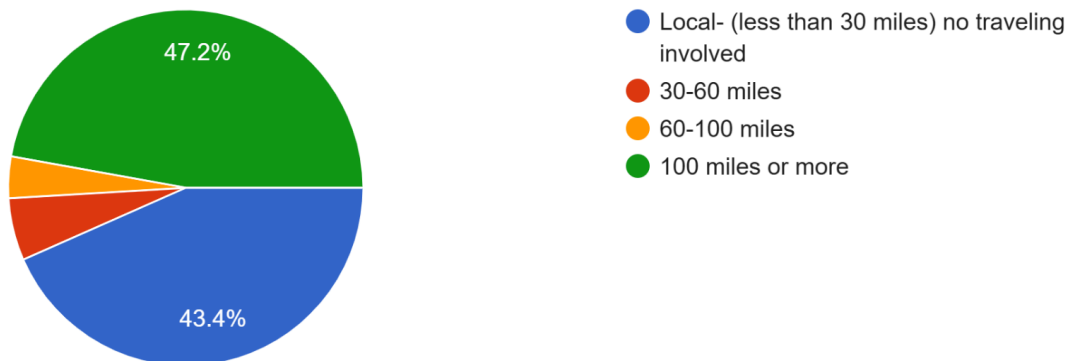
53 responses



▲ 1/2 ▼

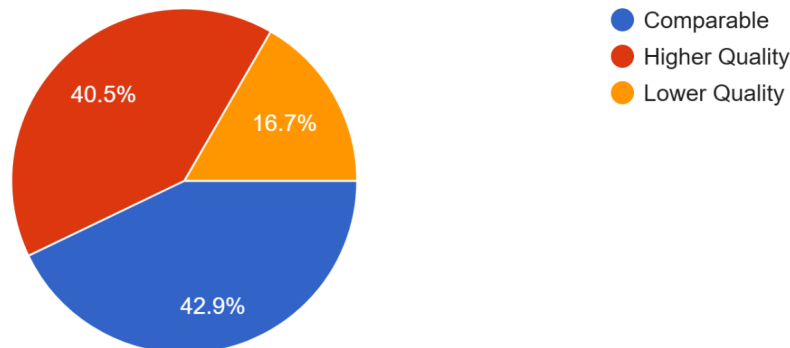
How far did you travel to Tucson to participate in the event?

53 responses



In comparison to other events, is our event?

42 responses



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

- ★ Live music, good vibes, fellow vendors, easy check in process
- ★ The location of my booth, the exposure
- ★ Long time, established event. People know it's twice a year and they do come.
- ★ Staff was very nice
- ★ Your staff and volunteers were excellent in distributing water.
- ★ Being involved in something integral to Tucson!
- ★ Ambassadors offering cold drinks/snacks. Trash clean up.
- ★ The people and promotions were great!
- ★ The attention the staff gave the vendors either refreshments or watching the booth for restroom breaks.
- ★ ALWAYS THE PEOPLE AND OF COURSE THE SALES
- ★ The energy!
- ★ Just the all around atmosphere and friendliness of the event staff.
- ★ the high visibility of the event
- ★ The entire fourth Avenue team works so hard to make sure the event is seamless.. despite the heat volunteers worked tirelessly to come to each booth and offer drinks and snacks to the vendors.. I want to thank you each one of you for your hard work and kindness
- ★ The people of Tucson are so nice and always thank me for coming. I also loved the sparkling water this year!
- ★ The staff handed out water and snacks, which showed they really cared about the vendors' well-being. That honestly meant a lot and really

helped me, especially since I was running my booth on my own. The volunteers were incredibly supportive.

- ★ The good nature of my fellow sellers.
- ★ Support, Attitude
- ★ Performing for the guests and vendors
- ★ The staff delivering water and snacks were so sweet!
- ★ The atmosphere, load out was the easiest for me it's ever been, I was actually able to haul everything to my trailer and be out of there long before other vendors were allowed on to the ave to load out, so that was nice. The volunteers are always top notch, and the admin to this show is also A1.
- ★ It would have been great if it hadn't been so HOT
- ★ The volunteers came around with snacks and water. They were really nice
- ★ Strong sense of community
- ★ traffic and return customers. Folks in Tucson quite like our bags and continue to purchase. Grateful.
- ★ The Tucson natives and the thorough care for the vendors during the unexpected heat wave
- ★ The ice, all your effort and the wonderful volunteers that brought snacks and drinks to the booths
- ★ Appreciated the more frequent water and snack delivery
- ★ Water and snacks
- ★ I liked the fact that at 1 pm you began towing cars
- ★ You bringing water around help
- ★ Free drinks -Restroom breakers- friendly guests
- ★ Everyone is friendly
- ★ The volunteers who roamed the lines with water and snacks were a Godsend!
- ★ A fun environment makes the event fun to work at.
- ★ Customer relationship building

**We look forward to seeing you all again in the Winter for the 57th Annual Winter Street Fair.  
Let's make it a great one!  
Stay cool over the Summer and stay hydrated.**

# Thanks to all our amazing Sponsors: We could not do it without your support!

