

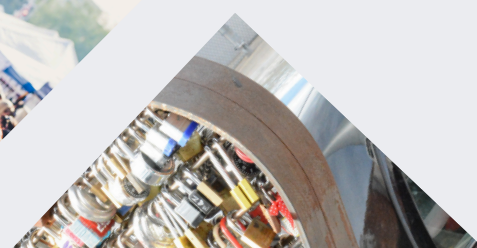
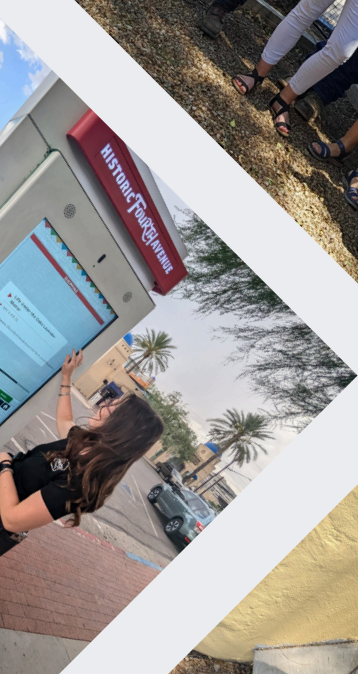
North Fourth
Avenue Merchants
Association

Fourth Avenue
Foundation, Inc.



IMPACT
REPORT

OCTOBER
2023-2024



MISSION & PURPOSE

North Fourth Avenue Merchants Association

A 501c4 non profit organization. The purpose of the North Fourth Avenue Merchants Association, Inc. is to promote the growth and development of the businesses and communities in the Fourth Avenue area by: A. Promoting programs of a civic, social, cultural and artistic nature, which are designed to increase the function and aesthetic values of the community. B. Promoting economic programs designed to strengthen and expand the economic potential North Fourth Avenue.

Fourth Avenue Foundation, Inc.

A 501c3 organization. The Fourth Avenue Foundation, Inc was founded in 2019 as a sister organization to FAMA. The Foundation helps to further improve function and aesthetic values of the Historic Fourth Avenue Business District and surrounding neighbors, both commercial and residential.

THE TEAM



Eddie Canez
Streetscape



Todd Edwards
Streetscape



Stephan Rankus
Streetscape



Casey Anderson
Executive Director



Amelia Latham
Office & Event Manager



Chelsea Szymanski
Director of Events



Lauren Blakemore
Public Affairs &
Development Manager

FAMA Board



Daniel Matlick
Board President



Susan French
Board Member



Bruce Hungate
Board Treasurer



John Jacobs
Board Member

Foundation Board



Daniel Matlick
Board President



Donna DiFiore
Board Vice President



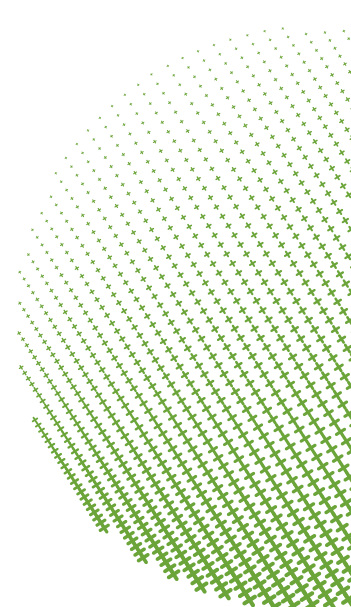
Bruce Hungate
Board Treasurer



Craig Wilson
Board Member



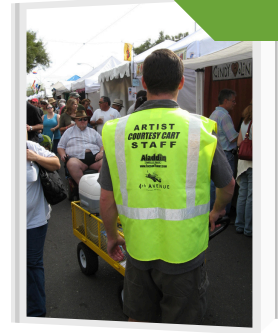
Lizzie Mead
Board Member



WORK PROGRAM

We take great pride in our temporary work program for the biannual Street Fairs, where we hire 60–80 seasonal workers for each event. Many of these workers come from our local unhoused and low-income communities.

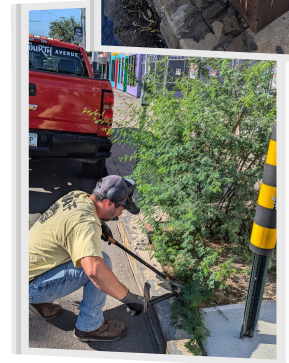
Our temporary work program provides meaningful employment opportunities for individuals who often face barriers to finding work, allowing them to gain income, build skills, and connect with the community. By hiring from our local unhoused and low-income populations, we aim to create a positive impact on both the workers and the broader community, fostering inclusivity and economic empowerment.



PUBLIC AREA MAINTENANCE

Public Area Maintenance, daily trash and debris removal, unplanned clean-up including broken tree limbs, glass, human waste, vomit, animal feces, general street/sidewalk cleaning, tree trimming, weed removal, graffiti abatement, cleaning of public spaces, bulk trash dumping, fixture maintenance and sanitization.

- Trash removal – daily removal of trash on streets and emptying of receptacles
- Quarterly cleaning of trash receptacles
- Pressure washing – monthly pressure washing in heavy traffic areas, otherwise quarterly cleaning of sidewalks and spot cleaning as needed
- Graffiti abatement, gum, decal removal – as needed
- Maintenance as needed, painting, cleaning, and fixing broken or worn structures located in public areas (pots, planters, art displays, trashcans, benches), daily cleaning of digital wayfinders, maintaining and filling hand sanitizer stations and doggie bags stations.
- Landscaping – monthly tree trimming, weed trimming and weed removal
- Maintenance of the electrical and water pedestals



DISTRICT MARKETING

BANNERS



FAMA commissioned and purchased 40 decorative, welcoming light pole banners to enhance our beautiful Historic Fourth Avenue District.

Banners of this nature are used by towns and cities across the country for many purposes, including wayfinding, promotional efforts and streetscape revitalization. With the high visibility of these banners the impact of a light pole banner program can be quite significant.

Banners help to improve the aesthetics of an area by adding color and visual excitement at a street level. They also increase positive and inclusive public engagement with that same area.

Our banners are designed with elements identifying the Historic Fourth Avenue District along with messages promoting Shop, Eat and Dine and Entertainment.

WEBSITE

FAMA Website stats 10/1/23–10/1/24
www.fourthavenue.org/

Sessions

189,718

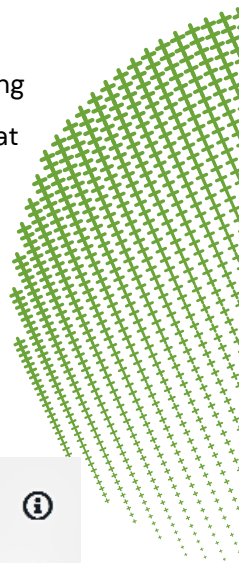
↑ 13%
vs. Previous 367 Days



Pageviews

319,894

↑ 8%
vs. Previous 367 Days



SOCIAL MEDIA



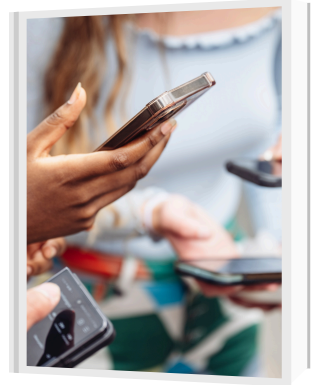
Fourth Avenue Foundation Inc.
www.facebook.com/4thavefoundation/
2.8K followers
4,219 total reach



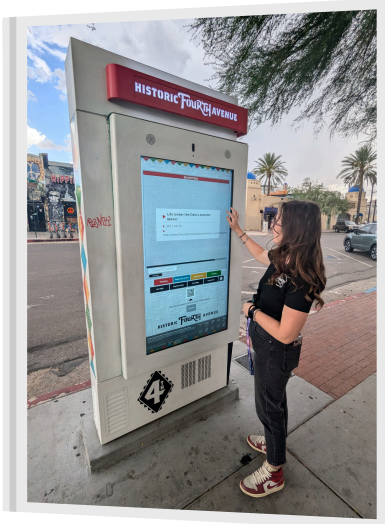
Fourth Avenue Merchants Association
www.facebook.com/4thAveTucson/
28,659 followers
300,000 total reach
9,000 interactions
1.6k clicks



FAMA Instagram
[@4thavetucson](https://www.instagram.com/4thavetucson)
32.5k Followers



THE KIOSKS



Our Wayfinding Interactive Kiosks are designed to help visitors to our district navigate the area. The kiosks provide interactive maps and directions to guide users to specific stores, restaurants or amenities. They cater to different needs, making the experience more convenient and enjoyable for visitors.

The two kiosks are located on the corner of 4th Ave and 5th St. and on the corner of 4th Ave and 7th St.

Between Oct 1, 2023- Oct 1, 2024 our kiosks recorded approximately 30,000 interactive sessions with an average session duration of 2 minutes and 17 seconds.

In both locations shopping and dining options were the most popular search. We also use the kiosks to promote FAMA events and advertise merchants special activities and sales.

The kiosks can be valuable tools for mass communications and emergency situations.

RACK CARDS

Each year FAMA produces Rack Cards containing information about the Historic Fourth Avenue Business District and a direct link driving guests to our website for more details about the many businesses and activities. FAMA distributes the Rack Cards to the Tucson airport, local hotels, visitor centers, and the various Chambers of Commerce.

SPECIAL EVENTS



Lock your Love on the Avenue

This event takes place for the month of February and brings folks down to the Avenue to participate in special love themed promotions and activities.



Where's Waldo

FAMA collaborates with Antigone Book Store to encourage foot traffic in the Avenue stores during the month of July through this fun search for Waldo!



Black Friday & Small Business Saturday

FAMA promotes shopping local with notice of special deals and discounts for these national shopping days.



Children's Entrepreneur Market

FAMA collaborates with Children's Entrepreneur Market LLC to host "A farmers' market run entirely by KIDS" on 4th Avenue!



Winter & Spring Street Fair

The Fourth Avenue Street Fair, held bi-annually in the historic district of Tucson, AZ, is recognized as one of the premier community celebrations in the Southwest, it is a Top 100 event both nationally and internationally.



Find it on Fourth Scavenger Hunt

New in summer 2024 this event provides fun clues to lead participants around the Fourth Avenue businesses, murals and art installations to promote what's on offer in our beautiful historic district. 22 participants signed up.



4th Ave Unplugged

New in summer 2024 this event brings live, free entertainment to Haggerty Plaza at the heart of 4th Avenue on the second Wednesday each month from May through September.



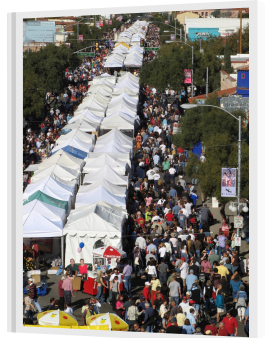
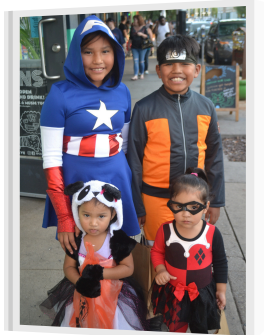
Trick-or-Treat the Avenue

Family and pet friendly annual Halloween event with Trick-or-Treat and a costume contest at Haggerty Plaza. In 2023 11 local businesses donated prizes, approximately 3,000 people attended and 75 people participated in the costume contest. In collaboration with the Sunlink Spooky Train



Pets of Pima Parade & Festival

The Fourth Avenue Merchants Association partners with Tucson's Subaru Pets of Pima Parade (POPP) each year. In 2023, 33 local vendors had booths at the event and there were 33 sponsors. Approximately 15,000 people attended.



Street Fair Stats

Participant Type	The Numbers
Attendance	Winter 2023: 202,089 people Spring 2024: 252,397 people
Artist/Sponsor/Non-profit booths	Winter 2023: 402 , Spring 2024: 380
Local 4th Avenue Merchants	Winter 2023: 45, Spring 2024: 46
Food Vendors & Food Carts	Winter 2023:43, Spring 2024: 49
Local Musicians and Performance Groups	Winter 2023: 32, Spring 2024: 47
Seasonal Fair Workers/Volunteers	Winter 2023: 70 people, Spring 2024: 60 people
Contractors/Companies	Winter 2023: 41, Spring 2024: 41

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 \$33,109.80** 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.



Rotary
Club of Tucson



SAAF
Southern Arizona AIDS Foundation



BY THE NUMBERS

540,000 pounds of trash was removed from the district by FAMA

\$56,439 is the annual cost of trash removal (not including labor) for the district

\$59,818.15 is the amount FAMA pays annually for Seasonal Work

\$213,284 is the amount FAMA annually pays local contracting companies to help with the smooth operations of the Street Fairs.

\$415,000 is the amount FAMA annually pays in wages and benefits.

\$110,000,000 is the estimated overall economic impact annually from the two Street Fairs

GET INVOLVED

The Historic Fourth Avenue Business District has something for everyone and we welcome and appreciate your involvement in all that we have going on. Come on down to 4th to support our local small businesses, to enjoy the beautiful street art and to truly experience community.

VOLUNTEER

Connecting with others, a feeling of purpose and ownership, fun and fulfillment.....there are too many benefits to volunteering in your community to list. Here at FAMA we have opportunities for volunteerism all year round including but not limited to helping with our events.

Interested in learning more? Contact Laureen at publicaffairs@fourthavenue.org

SPONSOR AN EVENT

Interested in putting your business in front of 250,000+ potential customers? Talk to us about sponsorship options for one or many of our events! The Fourth Avenue Street Fair, held bi-annually in the historic district of Tucson, AZ, is recognized as one of the premier community celebrations in the Southwest, it is a Top 100 event both nationally and internationally.

Interested in learning more? Contact Casey at marketing@fourthavenue.org

DONATE

Community donations are always appreciated to help support Historic Fourth Avenue and the surrounding area. Donations made to the 501(C)3 non-profit Fourth Avenue Foundation, Inc., are tax deductible, and will be used to help the Fourth Avenue Merchants Association work to preserve our culture, community and traditions in our beautiful historic district.

To donate online visit www.fourthavenuefoundation.org/support-4th-ave/



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<https://www.facebook.com/4thAveTucson>



Follow us on Instagram: @4thavetucson



Visit our websites: www.fourthavenue.org/
www.fourthavenuefoundation.org/