

4th Avenue Questions & Answers

How do I get a hold of an ambassador when needed?

*Ambassador #1 (12-9pm) 241-8628 Ambassador #2 (4-9pm) 465-0505 John 906-5000 FAMA 624-5004

When does the trolley run?

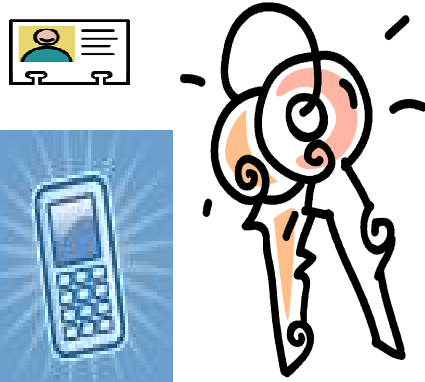
*Friday's 6pm-10pm, Saturday's 12:00pm to Midnight & Sunday's 12:00pm to 6:00pm

When are the Merchant Mixers?

*Merchant Mixers are the 4th Wednesday of every month from 5:30pm to 7:00pm. 2 drinks and hor d'oeuvres are provided to Merchants and their key employees. The location is announced in the Newsletter and reminders are handed out by the ambassadors prior to the event.

FAMA Office Lost & Found

The FAMA Streetscape Crew is out on 4th Avenue, Hoff & Herbert every week Monday –Friday starting at 6:00am. During their clean up of the Avenue the crew often finds drivers licenses, keys, cell phones and other personal items. If you have a patron who is looking for a missing item, please have them contact our office and we will check our lost and found. If you find something and you would like us to try and contact the owner, please feel free to drop the item off. **We have many items which have been turned in to our office that were found during the Street Fair. If you come across anybody who has lost something, please feel free to have them call or come by our office.**



IMPORTANT DATES TO REMEMBER

Merchant Mixers: Wednesday January 27th Mixer at Sky Bar
5:30pm to 7:00pm

Board of Directors Meeting: January 12th, 11:00am to 2:00pm

41st Annual Spring Street Fair : March 19th, 20th & 21st from 10:00am to dusk

General Membership Meeting: February 16, 6pm to 8pm @ Trinity Presb. Church

Fords on Fourth: February 21, Sunday from 8:00am to 3:00pm

41st Annual Spring Street Fair: March 19th, 20th & 21st from 10:am to dusk



Holiday Window Lighting Contest Winners

FAMA was thrilled to see how many merchants participated in the holiday lighting contest. The store windows were bright and cheery and a joy to look out while strolling up and down 4th Avenue. Thank you to all who participated and congratulations to our 2009 winners.

- *First Place \$100.00: Zoe
- *Second Place \$ 75.00: Rustic Candle
- *Third Place \$ 25.00: Tucson Thrift

ZOE



Rustic Candle Co.



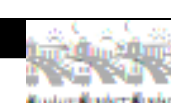
Tucson Thrift



4th Avenue Winter Street Fair

This years 40th Annual Winter Street Fair was one of our best Fairs to date. We could not have asked for better weather or a bigger crowd. The Fair consisted of 341 artists, 31 food booths, 9 food carts and 16 non profit organizations who occupied our non profit booth. Kini Wade, FAMA's entertainment planner did an amazing job booking the talent for the Main Stage and the North Community Stage. There were 25 performance groups who entertained our many visitors and got the opportunity to showcase their talent. Below are several Street Fair facts and general information you might find interesting.

1. How are the artists picked for the Street Fair?
~The artists are picked by a blind jury who judge the artwork by photos alone.
2. How many aluminum bottles of beer were sold at the Winter Street Fair?
~15,000 aluminum bottles of beer were sold.
3. What was the quantity of trash bags used during the three day event?
~2,800 trash bags were used.
4. How much trash was hauled off from the event?
~15.42 tons of garbage was removed following the street fair.
5. What was the estimated crowd total for the Winter Street Fair?
~The estimated crowd total for our three day event was 250,000 people.



Places to Check Out Along The Avenue

Barb's Frame of Mind

Serving Tucson since 1992, Barb's Frame of Mind is a full service, custom picture framing and poster shop. They have hundreds of frame samples to choose from; ranging from simple metals to ornate gold leaf. Their staff has extensive framing experience and will enjoy helping you design the perfect presentation for your favorite things.



319 E. 8th Street

Chocolate Iguana on 4th

Chocolate Iguana is a on-of-a-kind espresso bar, sweet shop, and café featuring award winning espresso drinks, gourmet sandwiches, made from scratch scones and pastries, decadent desserts, fine chocolates, nostalgic candy as well as unique cards and gifts. The Conklin family hopes you will visit them at Chocolate Iguana to enjoy their charming indoor atmosphere and tree shaded patio seating 7 days a week.



500 N. 4th Avenue

Sea of Green Tucson

At the Sea of Green they offer hydroponic information about growing indoors, organic gardening, grow lights and plant care. They are the source for cutting edge hydroponics technology, equipment and information. If it is Hydroponics, they carry it!



402 N. 4th Avenue

Fourth Avenue Market Place

FAMA will be featuring the Fourth Avenue Market Place in each newsletter to help the merchants share information on properties for rent and items for sale. For example: office furniture, store fixtures, kitchen equipment, etc. If you have property for lease or anything you would like placed in the Market Place, please call or stop by the FAMA office and give your information to the staff.

434 E. 9th Street
624-5004



Available February 1, 2010

529 N. 4th Avenue in the Delectables Courtyard
655 Square Feet, Air Conditioned & Heated, Small Kitchen Area, Back Office Space
Lease Period 1 Year, \$850 Monthly Rent
Refuse & Water Included in Rent. 4th Avenue Signage Space Included. Sign Permit Pulled by Landlord.
Donna DiFiore, Proprietor www.delectables.com
533 N. 4th Avenue, Tucson, AZ 85705
Phone 520-884-9289

Retail/Gallery space in historic Tophoy Building, 210 North 4th Avenue. High ceilings and good street visibility. Neighbors include bookstore and furniture stores. It is on Tucson's real "Main Street" next to new 4th Avenue underpass on trolley line & future modern streetcar line. 2060 Square Feet. (or 1540 Square Feet with out rear.) 520-977-6674 or 520-884-1012

4th AveNews

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Fourth Avenue Merchants Association

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520-624-5004

www.FourthAveNews.org

Merchant Mixer
January 27th
5:30 to 7:00pm
At the Sky Bar

Our merchant mixer for January will be held at the Sky Bar. These once per month Merchant Mixers have become very popular. Merchants and their key employees spend an evening getting to know their fellow merchants in a casual environment. Getting to know each other over free drinks and hor d'oeuvres helps to make all of the Avenue businesses stronger and more connected to each other. Please join us for some great food and fun.



WE NEED TO SUPPORT OUR OFFICERS

We need to thank the Tucson Police Department (TPD) for all that they have done over the years to support the 4th Avenue Business District. They have worked in close partnership with FAMA and the Avenue merchants to make our sidewalks and streets as safe as they can be in a complex urban environment. Due to our combined efforts, the Avenue appeals to a wide variety of customers including retirees and families pushing baby carriages. We have fought hard to regain our sidewalks and overcome a perception that 4th Avenue is unsafe.

Now TPD needs our help and support. They are facing layoffs and/or significant pay decreases. As a result they are also facing the possibility of rampant low morale, officers leaving for employment in other jurisdictions, and staffing levels that threaten theirs and the public's safety. It is a strong possibility that we will lose the Bike and Walking Squads and other specialty units. We can also look forward to long response times and only to the highest priority calls.

You are encouraged to contact the Mayor and Council members to express your support for the street level police officers and your need to maintain the current level of service. All of the necessary contact information can be found at the City web site: <http://cms3.tucsonaz.gov/citygov>.

