

FAMA's New Board of Directors

2009 / 2010 FAMA Board of Directors



Left to right: Jill Vancza, Craig Wilson, Kanella Conklin, Kurt Tallis, Connie Lauth, John Sedwick, Bruce Hungate, Tom Clark and Torey Ligon

Merchant Donations For Recent Events

How Sweet it Was
Caruso's
Brooklyn Pizza
Maggie Pizza
Maloney's
Pop Cycle
Silver Sea Jewelry
Cali Kind Clothing
Creative Ventures Craft Mall

Moon Smoke Shop
United Fire
Creations
Delectables
Kanella's
Razorz Edge
The Coyote Wore Sideburns
Roll With It Segway Tours
Hi-Tech Computers
O'Malley's

Antigone Books
Majestik Tattoo
Crow Tattoo
Dairy Queen
Hippie Gypsy
The B-Line
FAMA
Bison Witches
Chocolate Iguana

Merchants, Take Advantage of The Façade Improvement Program

Since 2006, the façade improvement efforts have proven highly successful in making the Avenue appealing to our customers. Accordingly, the FAMA Board of Directors has allocated a funding for additional façade improvements. FAMA will grant up to \$1,000 in matching funds for each eligible

property. Merchants who applied during the previous program, but did not complete their project will have to reapply. Merchants not having received prior façade improvement monies will be given priority for the limited funds available. Interested FAMA member merchants should contact

FAMA to receive an application. Qualifying improvements include façade remodel, painting and lighting of building exteriors, awning and canopy repair or replacement and new signage.



4th AveNews

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434 E. 9th St. Tucson, Arizona 85705

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Merchant Mixer September 23 5:30pm to 7pm

Our next Merchant Mixer is scheduled at The Hut from 5:30pm to 7pm. 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 hors 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 would like to express our appreciation to Bumsted's for hosting our July Mixer. We enjoyed fabulous food and got the chance to visit with many wonderful people.



4th Ave. Underpass Grand Opening a Huge Success

The 4th Avenue Underpass Grand Opening Party took place on Thursday August 20th. It was amazing to see how many people attended the event. The collaborated effort between FAMA, U of A Main Gate Square, Old Pueblo Trolley and The Downtown Partnership helped bring three important areas of Central Tucson together for a common cause. Due to the wonderful entertainment, free trolley rides, hot rods, historic autos, the Crunk Mobile and the Wheel of Fortune give-a-ways, a great time was had by all. Tucson is reconnected.



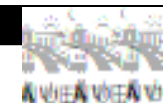
Spectacular Summer Sale Profitable

The Spectacular 4th Avenue Summer Sale was the brainstorm of Lauren and Rachel at the Razorz Edge. They wanted to see all of the merchants come together to create a shopping extravaganza that would bring out not only frequent 4th Avenue shoppers, but also people who

have never checked out 4th Avenue before. Merchants stated their businesses profited from the sale and that it is definitely something they would like to participate in again in the future. Special thanks to Lauren and Rachel for orchestrating a terrific event!



Rise Recycling 791-2569



FAMA Is Loving Their New Space

The Fourth Avenue Merchants Association is enjoying their new office at 434 E. 9th Street. It is a sweet house built in 1919 and has all of the comforts of home. Each staff member got to pick the color of their office and the art work and poster art from the previous 39 years of street fairs adorns each room of the house. The new office has air conditioning which has been a definite plus in regards to work productivity and office moral.

The conference room which is also the mini sub station for our local police

officers has been a big hit. FAMA provides the officers with cold beverages, snacks and fruit so they can replenish before heading back to the streets.

Randy, our Streetscape Supervisor is in charge of landscaping and grounds maintenance for 4th Avenue. He has done a wonderful job greening things up and enhancing the property..

If you have not had the opportunity to visit our new office, please stop by for a cup of coffee and a personal tour.



New FAMA office at 434 E. 9th Street

FAMA Events Bring Folks Down to 4th Avenue

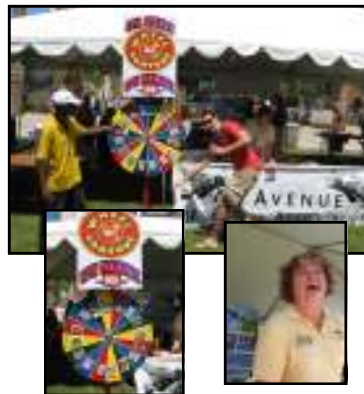
U of A Grad Day August 19th

FAMA staff spent the afternoon handing out merchant flyers and giving graduate students the opportunity to spin the Wheel of Fortune to win prizes donated by the merchants. Many of these students were either from out of state or recently relocated to Tucson from out of the country. It was great getting the chance to chat with the students and invite them down to see what 4th Avenue is all about.



U of A Community Day August 25th

Welcome day for all University of Arizona students. FAMA got the chance to spend the day on the mall at the university promoting 4th Avenue and everything it has to offer. The Wheel of Fortune was a big hit and the college students were thrilled with the information they received and the prizes they won. Many of them were excited to come to the Avenue to eat, shop and hang out with their friends at the many Avenue restaurants and bars.



Rendezvous on The Avenue September 5th

Rendezvous on 4th Avenue featured sidewalk sales, free prizes and live bands at four different locations. Many of the clothing retailers participated in the fashion show at Winset Park Stage. The stores provided their own models and they did a fabulous job on the Winset runway. The crowd loved the energy of the event. The Wheel of Fortune was very popular and once again, FAMA had the opportunity to give away merchant donations.



Places to Check Out Along The Avenue

ZT Boutique

ZT Boutique specializes in Women's accessories and apparel. They are open M- W. ZT offers personal shopping by appointment for those who cannot make it on those days. Private group parties are always welcome. The boutique offers unique items at great prices and caters to all ages and sizes.



ZT Boutique 414 E. 7th Street

Rogue Theatre

The Rogue Theatre had their Grand Opening Celebration on September 11. They are located at The Historic Y. Their goal is to present plays which offer complex and provocative points of view related to important social, political, and personal issues.



Rogue Theatre 300 E. University Blvd

Caravan Serai

Caravan Serai has eco-friendly & fair trade gifts. They have everything from gold painted Moroccan tea glasses to batik wall hangings from India. They also carry beautiful handcrafted jewelry from all over the world. The sale of each piece helps the artisans who created them.



Caravan Serai 408 E. 7th St.

FAMA Appreciates Our Police Officers

On 4th Avenue and surrounding neighborhoods, we are lucky enough to have a great group of walking beat, bike, motorcycle and patrol officers that help keep our areas safe and rid the neighborhoods of unwanted crime. We could not ask for a nicer group of officers who take care of us on a daily basis. As a big thank you, FAMA cooks either Belgium waffles or pancakes for the police officers at least twice a month. This re-fuels them for yet another day of a job well done.



Important Dates to Remember

Merchant Mixers:

September 23rd at The Hut
October 21st at Delectables
November 18th at Caruso's

Board of Directors Meeting:

October 20th 11:00am to 2:00pm
November 17th 11:00 to 2:00pm

Halloween on The Avenue:

Costume contest at 6:00pm at Winset Park.
Trick-or-Treating along the Avenue