

**FRENCH MARKET<sup>®</sup>**  
**DISTRICT**

**The World Is Here.**

# Environmental Scan

## Vendors

Unlikely to play vanguard

Diverse  
Stable  
Open

½ Empty

½ Full

## Place

Unclear internal landmarks

People want to like it

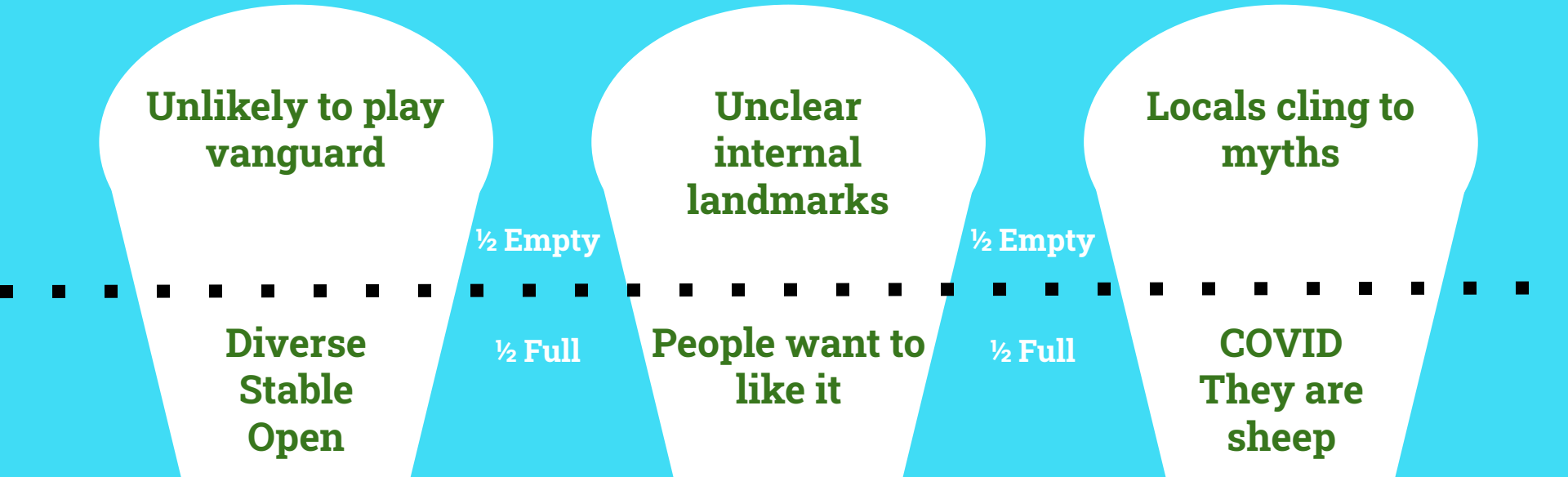
½ Empty

½ Full

## Shoppers

Locals cling to myths

COVID  
They are sheep



# FMC's job: To put shoppers first

**Attend to most  
disruptive  
vendor issues  
(build trust)**

**Create  
opportunities  
through  
partnerships  
(pop-ups)**

**Change the  
narrative and  
promote it  
internally and  
externally ad  
nauseum**

# The Disney formula



# Weekday Pop-Ups



# Use Water

Experience + Learn

Play in  
fountain,  
use  
toilets

*Sit, Relax, watch*

Sit, watch  
fountain

*Sales + Donations*

Donate coins

# Resulting in the FMC serving

**FRENCH MARKET.  
DISTRICT**

**Theory  
of  
Change**

