The World Is Here.
Environmental Scan

Vendors
Unlikely to play vanguard
Diverse
Stable
Open

Place
Unclear internal landmarks
People want to like it

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 nauseam
The Disney formula

Experience

Seating

Sales
Weekday Pop-Ups

Experience + Learn

Cooking instruction, music, show-tell

Sit, Relax, watch

Sit, Eat-in

Sales + Donations

Purchase cooking kits
Use Water

Experience + Learn

- Play in fountain, use toilets

- Sit, watch fountain
  - Sit, Relax, watch

- Donate coins
  - Sales, Donations
Resulting in the FMC serving the public good:

- Vendors earn money with dignity
- People and businesses flourish
- People feel they belong
- Attract the public
- Provide useful services
- Animate public space

So that we create the conditions to:

- Preserve historic structures
- Make public spaces safe and clean...