

Our Team

FRENCH MARKET.[®] DISTRICT



concordia



GILBERT
& Associates

Transformative Approaches To Leadership

Today's Agenda

1. Project Overview & Process
2. Round 1 Engagement Summary
3. Theory of Change (Work in Progress)
4. Breakout Rooms
5. Debrief & Next Steps



Project Overview & Goals



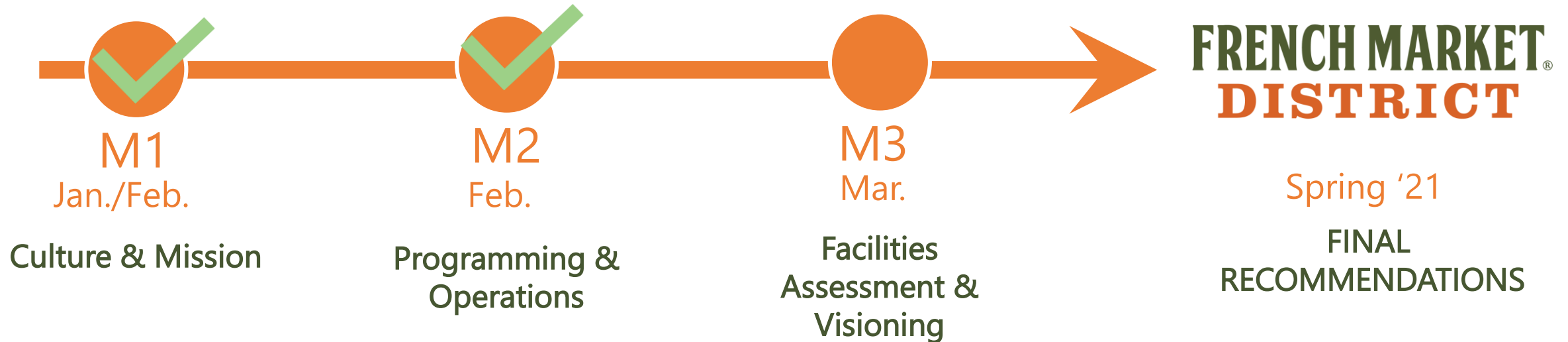
- Envision a French Market that supports local culture bearers and advances the city's cultural economy.
- Develop programming and operations that serves the local public and promotes sustainable tourism.
- Identify short, medium, & long-term capital investments at French Market.

Building On Past Work...

THE BENEFITS OF PUBLIC MARKETS



Engagement Timeline



Round 1 Engagement Summary

Vendors said...

- FM should celebrate the diversity of its vendors while highlighting commerce.
- FM should advertise more to get people to the market.
- French Market should attract mostly tourists and serve locals.
- French Market should continue to empower vendors through business incubation & technical support.
- FM adds historical, cultural, and economic value to New Orleans.



Round 1 Engagement Summary

The Public said...

- Highlight local arts & crafts.
- Provide variety through pop-ups & collaborations with other markets
- Serve visitors, locals, & engage the youth.
- Highlight FM history & culture through educational programming.



Round 1 Engagement Summary

Culture Bearers said...

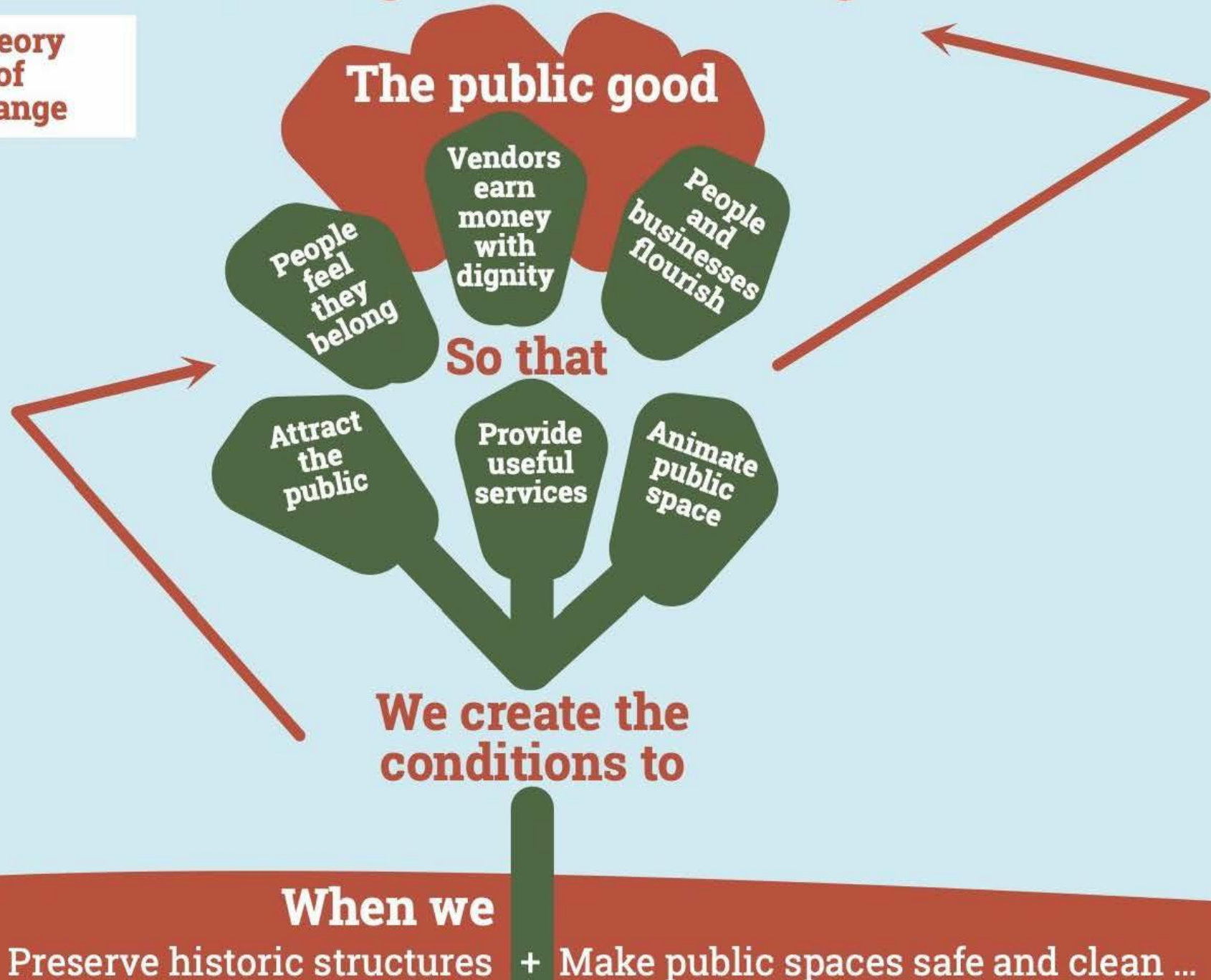
- Offer more opportunities to involve local culture bearers and pay them fairly.
- Cultural Events that share and teach about BIPOC traditions in an authentic, respectful way.
- Create a family friendly environment with child services, events, and activities.



Resulting in the FMC serving

**FRENCH MARKET.
DISTRICT**

**Theory
of
Change**





How should the French Market's history be preserved?



How can we make the French Market feel safe and clean?



LET'S TALK ABOUT **FRENCH**
MARKET'S PROGRAMMING
& OPERATIONS.

Nexus Planning

Social: Health & Wellbeing

Educational: Schools, Continued Learning

Cultural: Traditions, Arts, Religion

Organizational: Partnerships & Leadership

Economic: Finance & Business

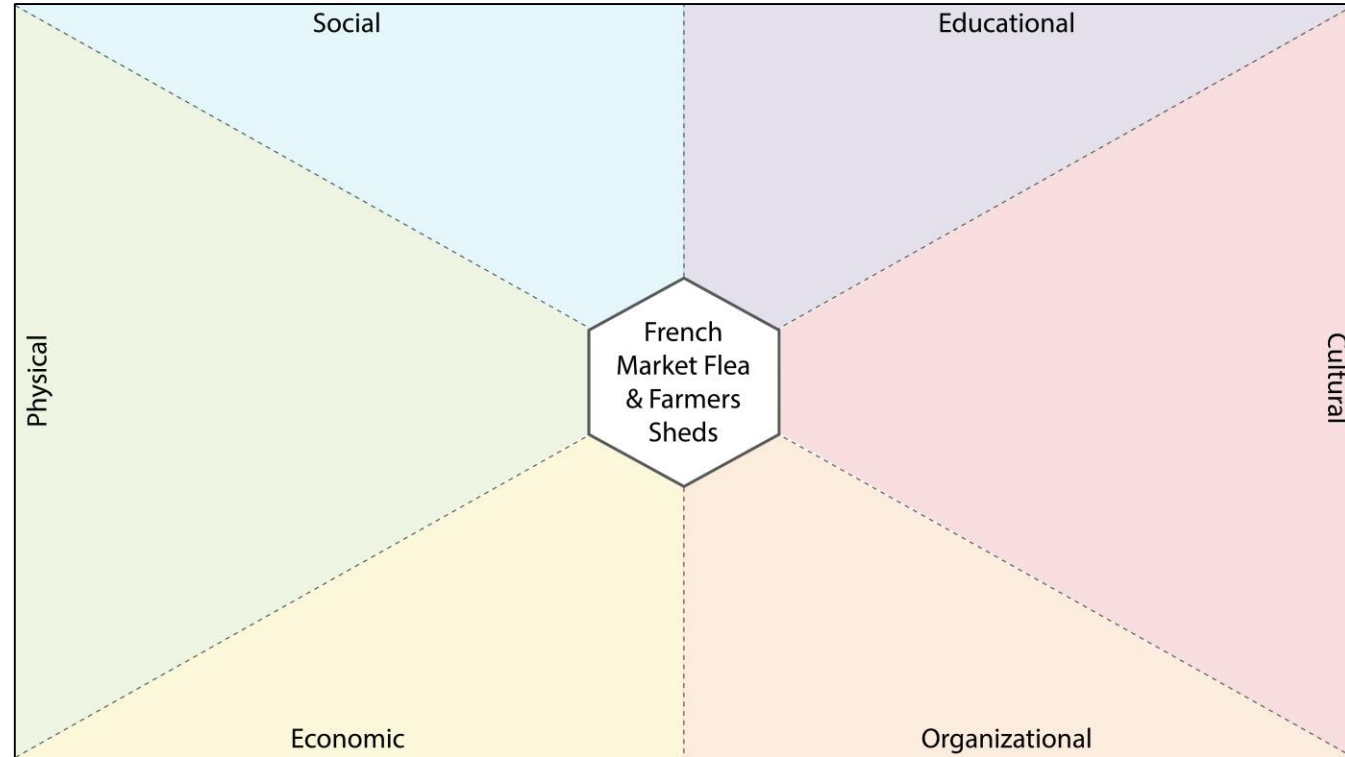
Physical: Built & Natural Environment

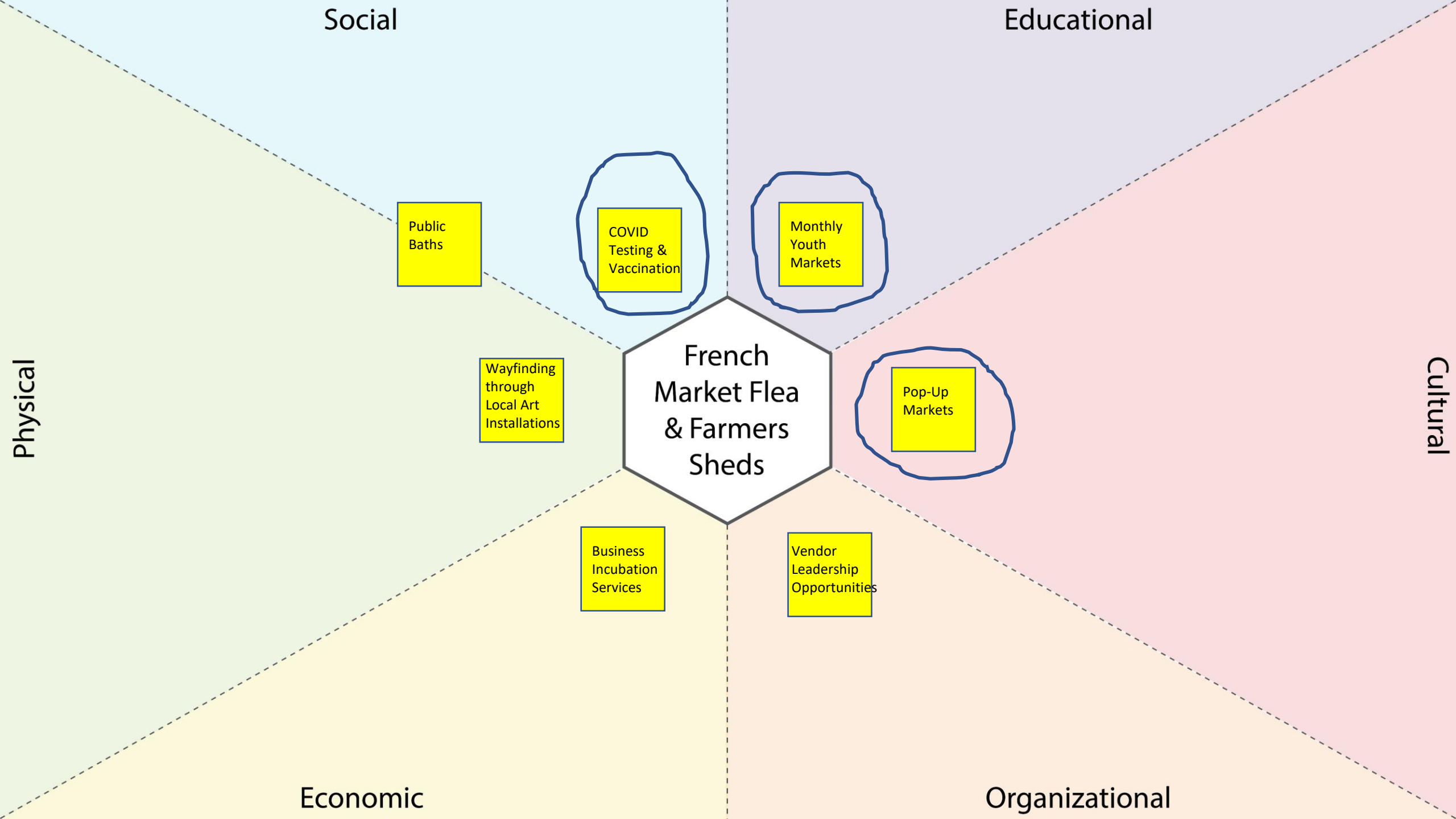


BREAKOUT ROOMS

Breakout Room Activities

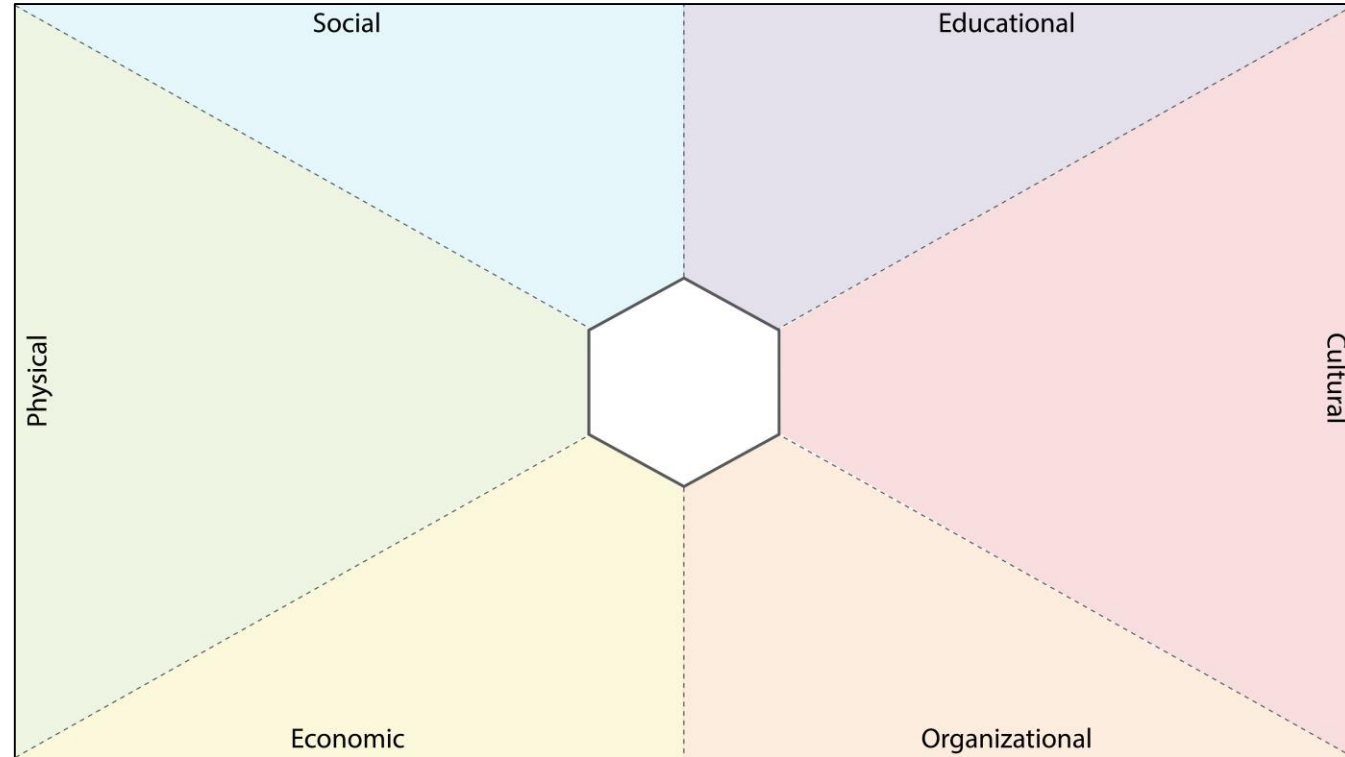
- 1) With your group, brainstorm program ideas for the French Market sheds.
- 2) Sort your program ideas by Nexus domain and place them within the domain area on the jam-board.
- 3) As a group, identify your top 3 priority programs to discuss further.

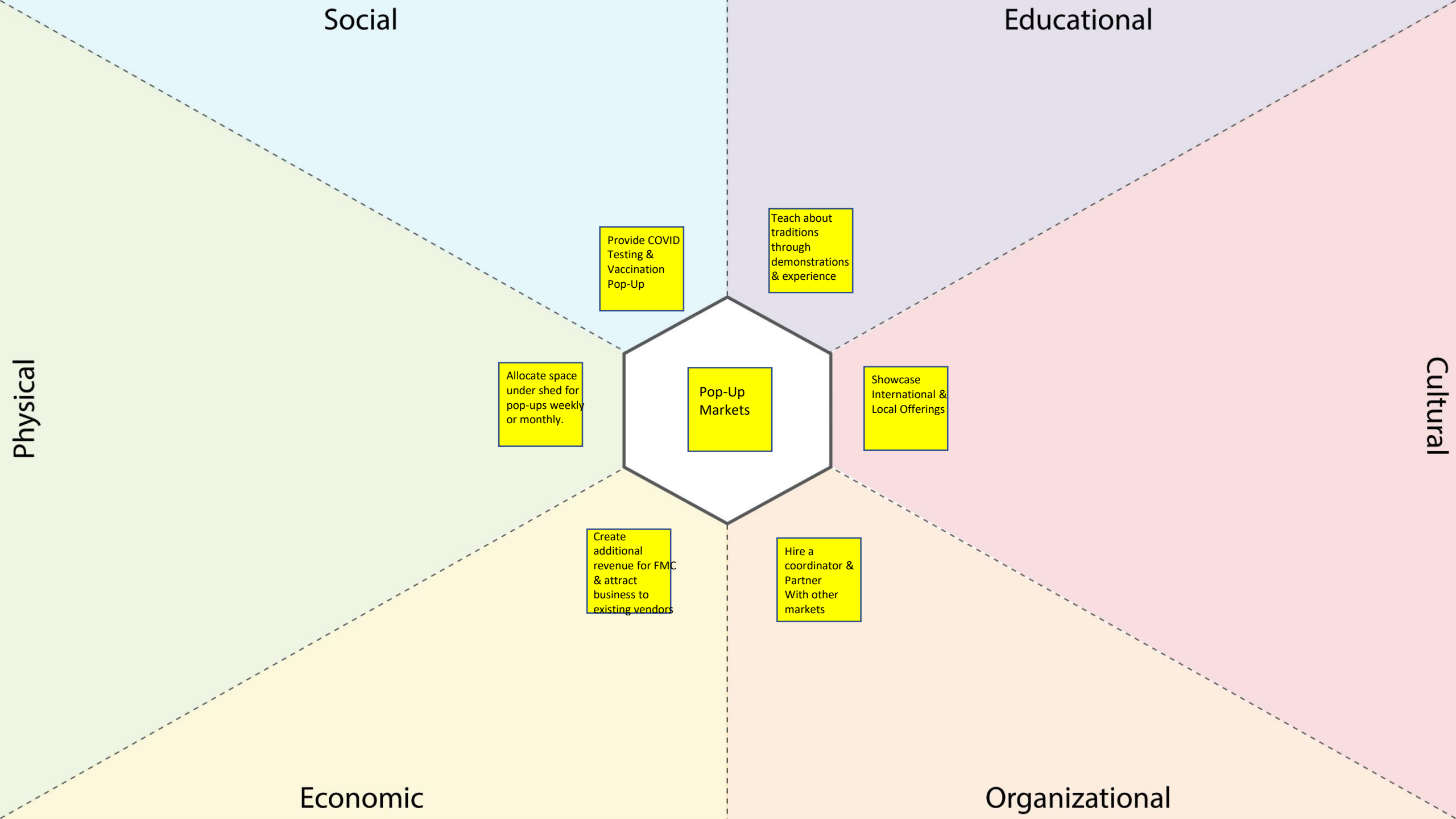




Breakout Room Activities

- 1) Select one of your top 3 priority programs and type it into the center hexagon.
- 2) Discuss & write what opportunities are created by this program within each domain. Also identify specific resources and partnerships within each domain that would be necessary to implement this program successfully.





Social

Educational

Physical

Cultural

Provide COVID Testing & Vaccination Pop-Up

Teach about traditions through demonstrations & experience

Allocate space under shed for pop-ups weekly or monthly.

Pop-Up Markets

Showcase International & Local Offerings

Create additional revenue for FMC & attract business to existing vendors

Hire a coordinator & Partner With other markets

Economic

Organizational

DEBRIEF & NEXT STEPS

Before you go...

Please fill out a survey!

Visit frenchmarket.org or follow the link shared in
in the chat. Please submit your completed surveys
surveys by 5:00pm, Friday, March 5th.

A busy indoor market with people browsing stalls and vendors. The market has a high ceiling with exposed wooden beams, hanging pendant lights, and ceiling fans. Stalls are numbered, with '85' and '87' visible. The scene is filled with various goods and people engaged in shopping.

THANKS FOR YOUR TIME & IDEAS!

Questions? Contact:

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