

FRENCH MARKET[®] DISTRICT

ROUND 1 STAKEHOLDER ENGAGEMENT SUMMARY

Vendor Meeting
Jan. 21, 8-10 AM

Public Virtual Meeting
Jan. 21, 6-8 PM

Culture Bearer Meeting
Feb. 11, 12-1 PM



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Process & Overview

The goals of the French Market Flea & Farmers Shed Study include:

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

We initiated our process for this study with the review of past studies performed by Project for Public Spaces and pedestrian planning initiatives led by the City of New Orleans. In our analysis, we identified key insights from past work that are still relevant today and are working to build on those recommendations through current research and a stakeholder engagement process.

Stakeholder engagement is central to our process for this study. We have completed a first round of stakeholder engagement meetings with current French Market vendors, local culture bearers, and the general public in January and February of 2021. This first round of engagement included feedback that would inform the French Market's evolving Culture and Mission. The following pages summarize how each meeting was facilitated, what questions were asked, and common themes that were heard from the various stakeholder groups that participated.



Vendor Meeting

Approximately forty, current French Market vendors participated in engagement activities hosted under the French Market Flea shed on Thursday, January 21st. Our consultant team facilitated activities in the open-air flea market shed from 8:00 to 10:00 am, while active vendors awaited stall assignments and set up during their regular Thursday morning procedures. This time and location was chosen to engage vendors because it was the most convenient time and place for vendors since they already planned to be at the French Market during this time. COVID safety protocols were followed by all consultant team facilitators and participating vendors during this session.

Four stations were set up at this vendor engagement session. Vendors were invited to walk up to each station to participate. While some vendors were reserved, most vendors who were on site participated willingly and with enthusiasm. They seemed excited to share their insights based on their respective tenures as vendors at the French Market. Each of the four stations hosted different activities and questions as indicated below:

- Station 1: *Where does your family come from? (Locate on a global/regional map)*
 Does the French Market celebrate the diversity of its vendors?
- Station 2: *Who should the French Market serve?*
- Station 3: *How does the French Market add value to the French Quarter?*
 ...to the City of New Orleans?
- Station 4: *Surveys*

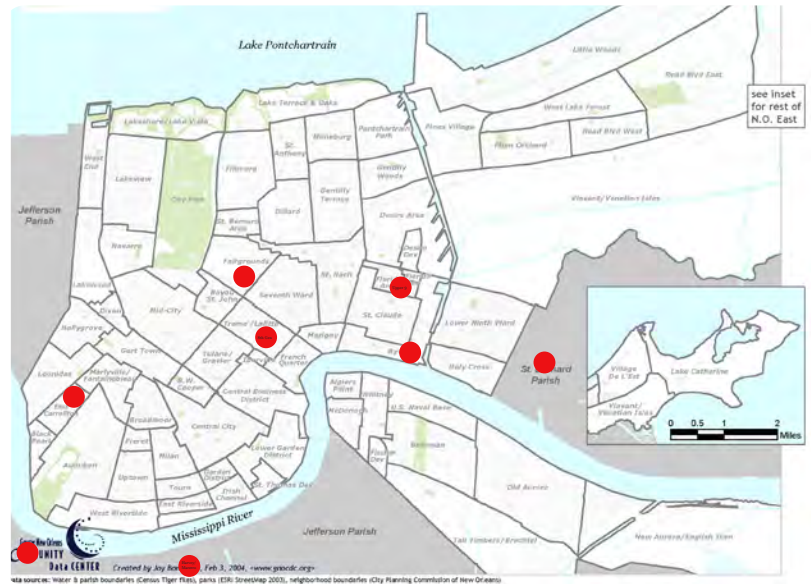


Vendor Activities

Below is feedback documented at each of the four activity stations during the vendor engagement session:

Station 1: Where is your family from?

In order to highlight the diverse cultural backgrounds of the active French Market vendors, we asked vendors and tenants to place a sticker where they or their families were from. We provided a global map for vendors to indicate their nation of origin and a regional map for vendors to indicate which New Orleans neighborhood they grew up in or currently lived in. Highlighting the **diversity of the French Market vendors** allows the French Market Corporation to better understand the backgrounds and cultural histories of those who drive activity and commerce under the French Market sheds. The adjacent maps show where vendors placed their stickers on the respective maps.



Does the French Market celebrate the diversity of its vendors?

As a follow-up to identifying where vendors' roots were from, we asked vendors to share if they felt the French market celebrates their diversity. They were given Yes, No, or Maybe as options and invited to elaborate on why. The results are shown in the bar graph to the right.

Most vendors felt the French Market did a good job celebrating the diversity of its vendor & local community and should continue to do so through a **variety of festivals** and **food-centric events**. Some vendors cited that the French Market used to do a better job of celebrating by **hosting potlucks for vendors** to share foods from their cultures of origin. Multiple vendors expressed a desire to start doing this again and some suggested that the French Market hold a monthly **"International Day"** and invite vendors and local artists to share their cultures through **"music, food, and kids' activities."** While a few vendors felt that celebrating cultural diversity is not the responsibility of the French Market, most vendors seemed to agree that local and international culture is central to the French Market's identity and should be celebrated.

Does the French Market celebrate the diversity of it's vendors?

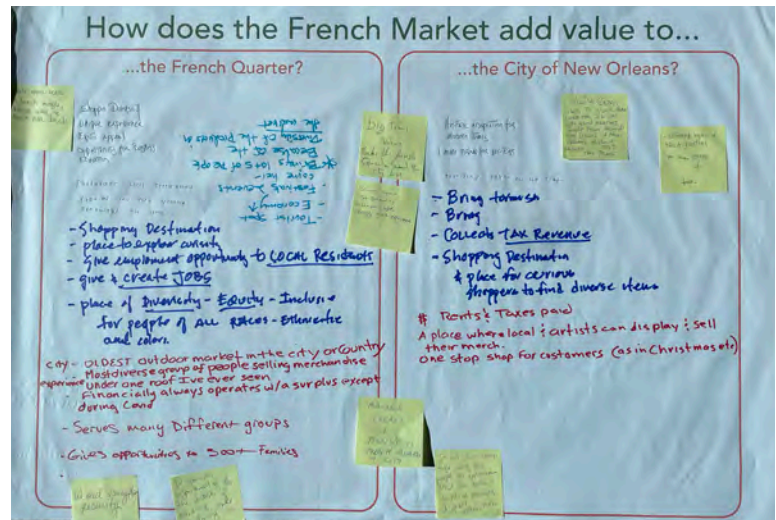


Station 2: Who should the French Market serve?

Vendors provided mixed responses to this question. Most vendors felt that the markets should serve **primarily tourists but also serve locals**. Some vendors felt that the French Market should serve “anyone with money to buy [their] product” while others believed the French Market should serve a **reflection of the City**: “...people of color, mainly vendors of all ethnicity and creating job opportunities for immigrants and people of color.” Some vendors felt that the French Market could reach a wider audience if they improved their **marketing and advertising**.

Station 3: How does the French Market add value to the French Quarter? ...to the City of New Orleans?

Vendors described a variety of ways that the French Market serves the French Quarter including being a place for “**shopping, diversity, unique experience, exotic appeal**,” and an opportunity for business education.” Many vendors focused on the economic impact of the French Market, citing that the French Market “**gives opportunities to 300+ families**” and is “a place to explore artists and give employment opportunities to local residents.” Vendors also described the French Market as an inclusive place “for people of all races, ethnicities, and colors.”



Vendors emphasized the **historical and cultural value** of the French Market as its main contributions to the City of New Orleans. Vendors noted that the French Market is “the oldest outdoor market in the city or country” and that it boasts the “most diverse group of people selling merchandise under one roof.” Vendors view the French Market as a place that continues to evolve and stay relevant, calling it a “historic adaptation for modern times.”

One vendor suggested that the French Market could add more value to the French Quarter and to New Orleans by demonstrating a bigger focus on **sustainability and locally sourced products**. They noted that many of the products sold there are imported from abroad and suggested “putting a cap on how much plastic each vendor can sell” to **reduce waste and encourage recycling**.

Station 4: Surveys

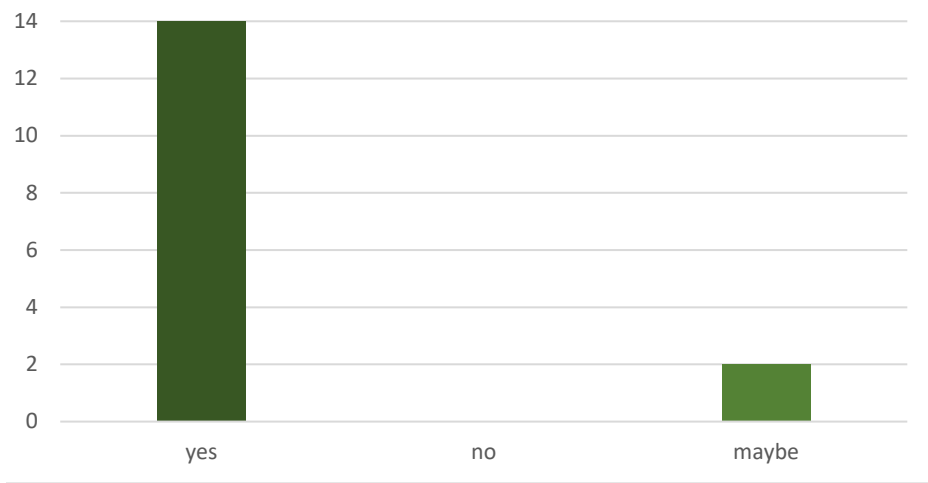
Surveys were distributed to vendors at the last station. Vendors were invited to fill out surveys and return them on site or take the surveys with them and return to FMC staff at their own convenience. The surveys included ranking and short-answer questions, and the same questions that were asked at the activity stations for vendors who were not able to participate on site. Some of the survey questions were specific to vendors while others were included in the general stakeholder surveys. The surveys were offered to vendors as hard copies and web-links, in English, Spanish, Urdu, and French to accommodate a variety of speakers. Only English surveys were returned to us. Summaries of the responses we received are on the following pages.

Vendor Surveys

1. How long have you been a vendor at the French Market?

From the responses received, the average tenure of participants at the French Market was a little over 23 years. The longest time someone responded was 73 years, with the shortest time being 3 months.

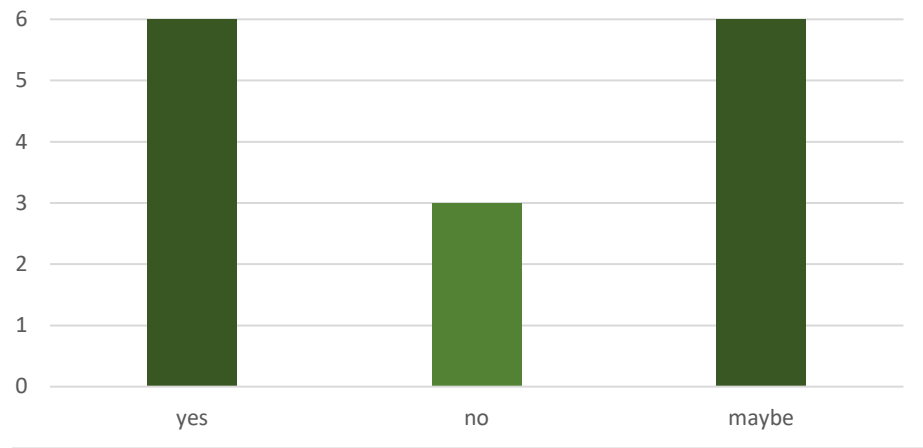
2. Do you feel supported by the French Market? If yes, how has the French Market supported you?



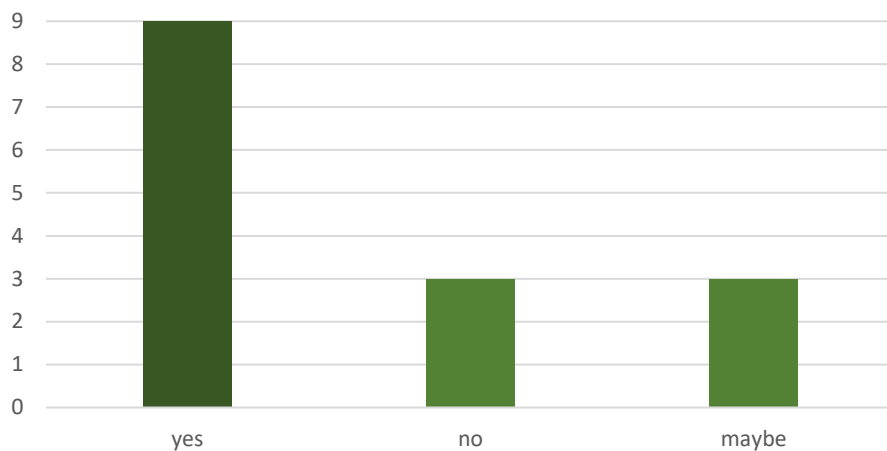
3. If yes, how has the French Market supported you?

Most responses highlighted the office staff, saying that they generally listen, are reliable advocates, and overall supportive. There weren't any "No" responses.

4. Would you be interested in receiving business technical support at the French Market?



5. Would you be interested in helping to shape activities at the French Market?



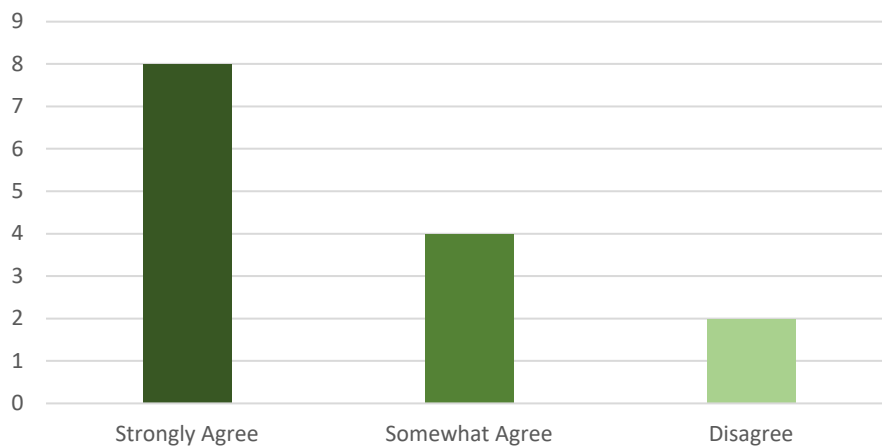
6. Who should the French Market serve?

Responses were evenly split between tourists and locals. Participants also highlighted vendors and small businesses/artists as another group that the French Market should serve.

7. How does the French Market add value to the French Quarter/to New Orleans?

Most participants focused on the culture and history of the French Market as its greatest strength. Some participants also mentioned the added benefit of helping small businesses and vendors get started in the city.

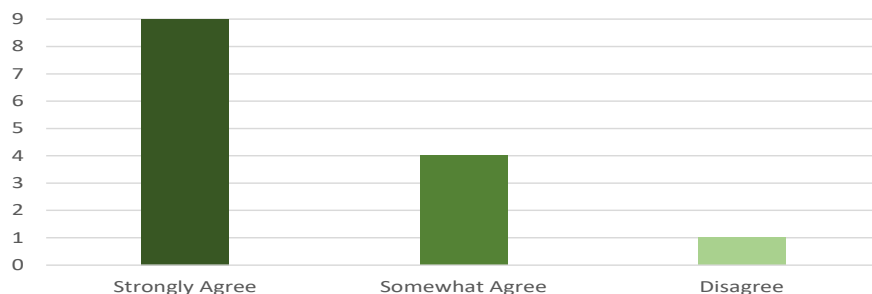
8. I want the French Market to be a community commons, with social services and economic opportunities for all.



Why do you feel that way?

Not many vendors feel that they need social services at the French Market. Those that feel like it would be helpful cite economic growth, and providing adequate services and economic opportunities to all, including the homeless population. Vendors seem to feel that if you help the homeless population, it will benefit the market as a whole.

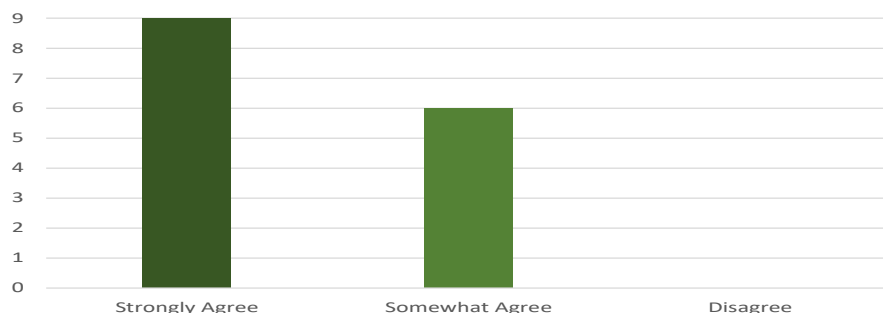
9. I want the French Market to be a place of commerce, with business incubator support for vendors and tenants.



Why do you feel that way?

Vendors think the French Market should be a place of commerce and it should support its vendors and tenants. Many vendors feel like they are all in this together and the better your neighbor does, the better you will do. However there were a few responses that feel like it should be more of a survival of the fittest mentality, and not prop up a struggling vendor, “that’s business baby.”

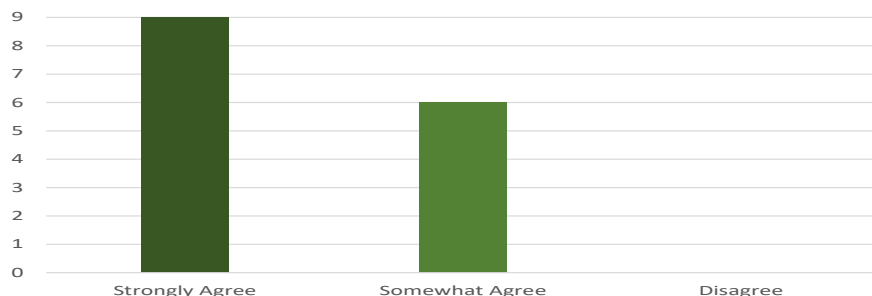
10. I feel welcome at the French Market.



Why do you feel that way?

Vendors feel like the French Market is a place to see friendly faces, however some indicated competition amongst vendors as a trait that makes them feel unwelcome. Others mentioned that despite the bureaucratic systems in place, other vendors and the office staff have proven to be supportive and helpful when needed.

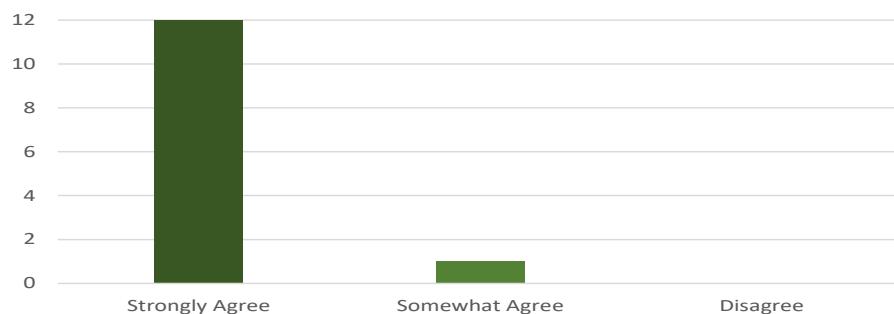
11. I feel safe at the French Market.



Why do you feel that way?

All vendors responded between strongly agree, and somewhat agree. It seems that the vendors feel strength in numbers and that “the community atmosphere allows me to place trust in the vendors around me to cooperatively create a safe work environment.” Vendors cited that private security has had a positive impact on the market. Many vendors believe there needs to be more of a police presence around the market. Some vendors indicated the homeless population as a reason for feeling less than 100% safe.

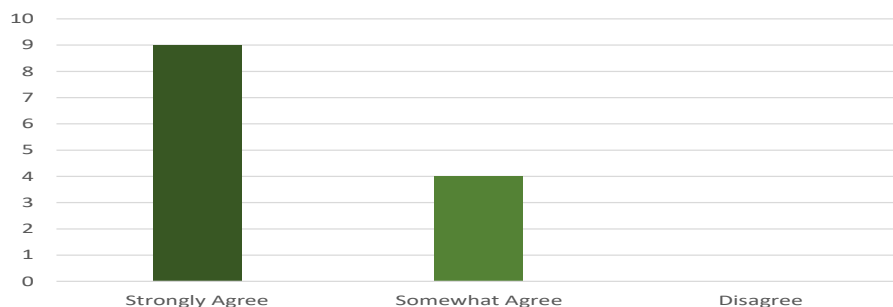
12. I feel comfortable finding my way around the French Market.



Why do you feel that way?

Vendors feel that the layout of the French market is simple and easy to navigate claiming the market is small. Vendors noted that while it is easier for vendors to find their way around, it may not be as easy for tourists to find their way around.

13. I feel like I am getting a taste of authentic, local New Orleans flavor at the French Market.



Why do you feel that way?

Vendors feel that they are getting the local flavor of New Orleans, though some mention it not being consistent. “While there are many quality vendors here, Id love to see more variety and representation of smaller local artists.” There is a trend amongst vendors stating that local work seems to be over powered and out numbered by imported goods.

14. I get the opportunity to talk to local New Orleanians at the French Market.



Why do you feel that way?

All vendors feel that they talk to locals at the French market in some capacity. They note that there are always locals coming through to see whats new and to commune with artists. Vendors love seeing the locals and some say that it makes their day to interact with them.

Public Meeting

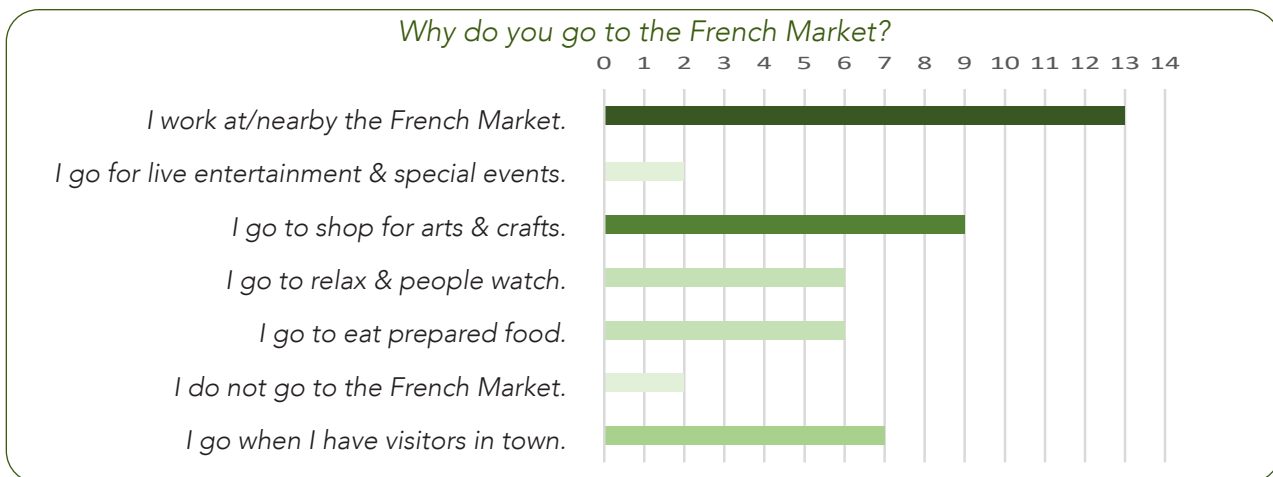
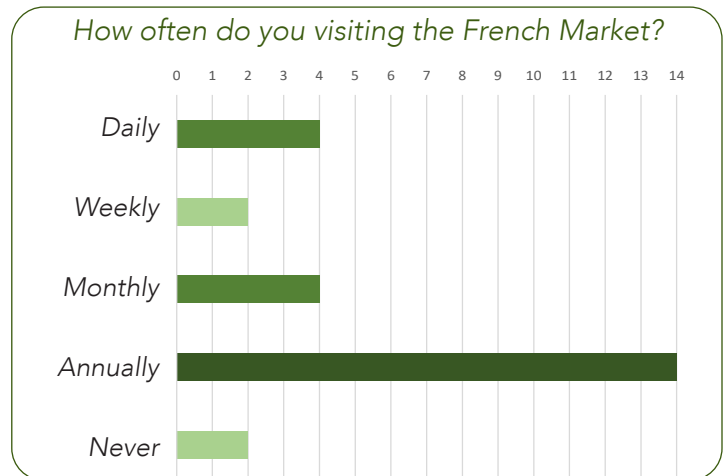
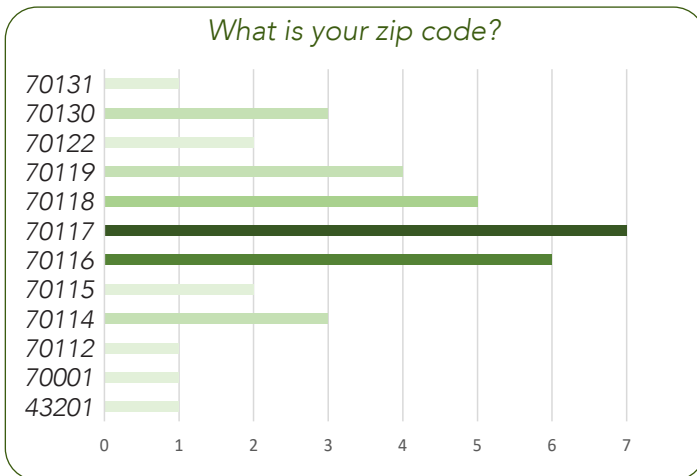
Approximately fifty public stakeholders participated in a virtual meeting hosted through French Market's Web-Ex platform on Thursday evening, January 21st, from 6:00 to 8:00 pm.

After brief introductions and overview of project goals, stakeholders were invited to participate in live polling to get an idea of where people were calling in from and how they engaged with the French Market. Results from this polling are shown below. Participants were then divided into small 7-10 person breakout rooms to participate in four interactive jamboard activities and small group discussion. The session concluded with small groups returning to the main room to debrief and share out key insights discussed in their breakout rooms.



Polling

Below are the results from the live polling at the meeting.



Breakout Rooms

In small groups, stakeholders discussed and wrote their feedback on virtual post-its in response to four questions in the breakout rooms. Common themes found in response to each of the four questions are summarized below:

What brings you to the French Market?

Many stakeholders shared that they typically visited the French Market sheds to bring out-of-town guests for **shopping** and to **buy gifts** for people. Participants highlighted **local art, crafts, and the diversity of vendors** as being a draw at the market sheds. Participants also mentioned **special events and festivals** have brought them to the French Market sheds in the past.



A common response from participating stakeholders was that at one time, **fresh food and produce** from the Farmer's Market brought them there regularly, especially when they lived nearby in the French Quarter. It was acknowledged that fresh food and produce has not been offered at the French Market sheds for some time but that when it was an active offering, it drew many locals.

What would bring you to the French Market more often?

Participating stakeholders suggested a variety of ideas and strategies to boost participation at the French market. Many people want to see more **local and unique products** being sold, as well as **regular programming and interactive activities** for visitors. Some people suggested offering **everyday services** such as knife sharpening, home restoration, shoe repair, massages, and haircutting to draw more locals. Participants were excited about **opportunities for educational programming** and ways to **engage youth** such as storytelling corners, art, and activities that share knowledge about the French Market's history and coastal connections to the river. Participants were also enthusiastic about the potential for **night-time programming and pop** associated with this. **Easy and free access to parking** was offered to New Orleans residents. **Physical improvements** suggested.



about the potential for **night-time programming and pop-ups**. However, there were security and noise concerns associated with this. **Easy and free access to parking** was mentioned and it was suggested that free parking be offered to New Orleans residents. **Physical improvements** like more bench seating and improved restrooms were also suggested.

A desire for **more variety** and less predictable programming through classes, demonstrations, and pop-ups was noted. People want to see a more diverse offering of performances and sponsored events such as concerts, dances, and local food fests.

Some participants expressed concern that without a strong, forward-thinking commitment to real change by the French Market Corporation, that a lot of this feedback would not go anywhere. There is concern that the amount of leadership turnover at the French Market would slow any progress down to a halt.

Who should the French Market serve?

Visitors, locals, young people, and local artists/businesses were the most mentioned groups who the French Market should serve.

Many people noted that tourists want to go where locals go for an authentic experience and therefore, the path to sustainable tourism starts with locals. Participants acknowledged that tourists tend to spend more money, so it is important to still cater to them as well.

There was consensus that the French Market should continue to support local artists and small businesses and create more opportunities to engage and serve young people.



How should the French Market add value to the French Quarter / to New Orleans?

Many participating stakeholders agreed that the **French Market should highlight its history and that of New Orleans and the French Quarter**. A range of educational opportunities were discussed to offer people of all ages to learn about the Market, New Orleans, the Mississippi River, and local BIPOC family histories. Some participants expressed a need for the French Market to acknowledge both positive and negative aspects of its history and suggested that perhaps “ceremonies could be held to honor and atone for these things.” Many see the French Market as an opportunity to expand how we define tourism in New Orleans beyond Bourbon Street, beads, and beignets.

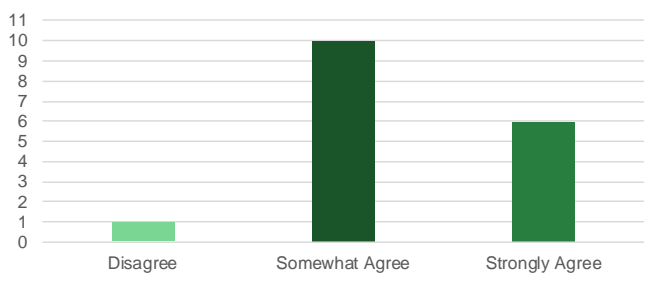
There was an emphasis on the French Market being a **local asset**, where local artists and practitioners can **incubate their businesses**, where BIPOC practitioners can **share their traditions and histories**, and where residents and visitors can access **useful products and services** during the day and night.



Public Survey Results

Web-based survey links were shared with stakeholders at the end of the public virtual meeting as well as distributed to people who were not able to attend the meeting at that time. Surveys included ranking and short-answer questions to collect additional feedback from stakeholders as well as the same questions that were asked during the meeting so that anyone who did not participate could still provide feedback on the same topics. Below is a summary of survey results from the 18 that were returned.

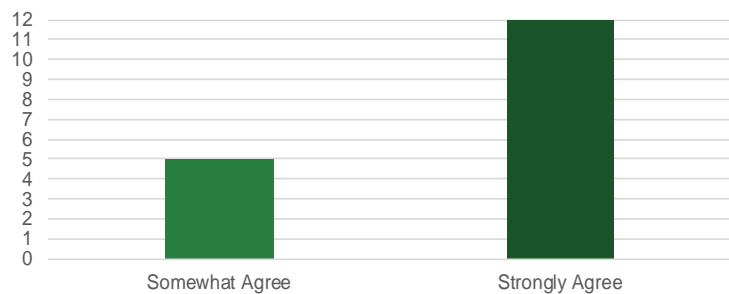
1. I want the French Market to be a community commons, with social services and economic opportunities for all.



Why do you feel that way?

Most responses strongly agree or somewhat agree. Residents state that “the market has served the city for 300 years.” However, residents were hesitant to agree with the second half of the statement, questioning what social services are and if they provide opportunities to all, “not sure what you mean by community commons and social services for all.” There seems to be a disconnect between what the French market may be providing and what the community is receiving.

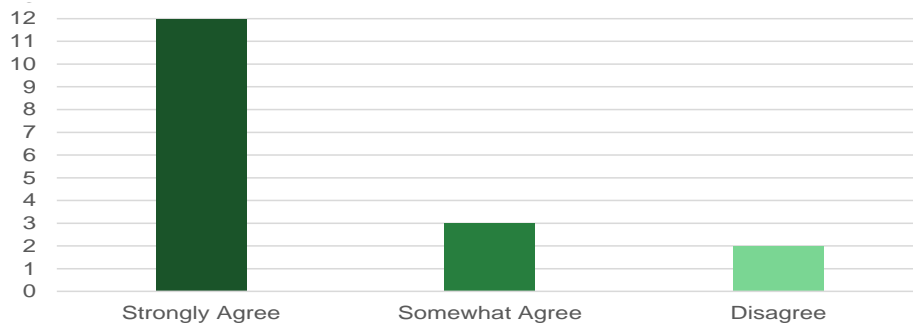
2. I want the French Market to be a place of commerce, with business incubator support for vendors and tenants.



Why do you feel that way?

Survey respondents overwhelmingly stated they strongly agreed yet found that it was not what it once was, “I agree that the market should be a place of commerce, but the mere act of setting up in the market is a business incubator. Historically, vendors would start in the French Market and move on to a shop in the Quarter, but as rents in the Quarter increased, it left vendors “stuck” in the market. We need more opportunities like the French Market.” Survey respondents want to be able to see various types of business get an opportunity in the French Market. Residents also believe that making the French Market a place of commerce and a business incubator would “improve the manner in which FMC interacts with vendor committee and vendors.” The community is asking for a stronger relationship between the FMC and the vendors and tenants. *“I like the basic idea of the FM incubating business but I am unclear about what the business opportunities are there and what sort of support services the FM could provide. Perhaps a certain amount of space could be set aside for annual cohorts of new vendors who could be mentored to become more knowledgeable and business savvy.”*

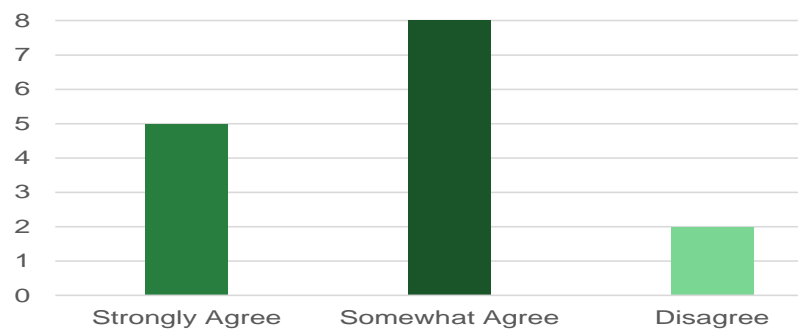
3. I feel welcome at the French Market.



Why do you feel that way?

This statement generated a mixed response from survey respondents. Most stated they strongly agree with the statement, while some questioned how you couldn't feel welcomed, "I cant imagine why I wouldn't be welcomed." Others felt that the French Market is not meant for locals, " Mainly tourists are there and locals are not." Vendors seem to feel that they are welcomed simply because they work there, " As a vendor, sure. But I wouldn't go as a local." One resident of the French Quarter stated, "I am a resident of the French Quarter. The FQM feels like it is more focused on tourists." It seems that while most feel welcomed to the French Market, many would say it is still geared towards tourists.

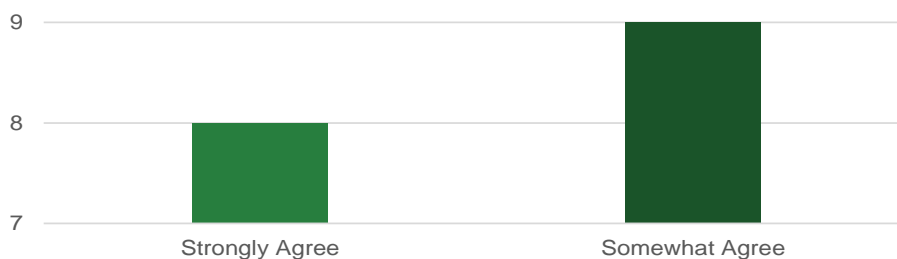
4. I feel safe at the French Market.



Why do you feel that way?

While most survey responses indicated that they strongly agree with the statement, citing the security presence in and around the French Market, some respondents disagree, noting a "lack of adequate security personnel. Aren't enough available to come in timely manner." Others feel like there is an unwelcome presence from the homeless population hanging around the French Market, noting that there are "always running into homeless, beggars, criminals." It seems that there is tension between the markets vendors and the homeless population.

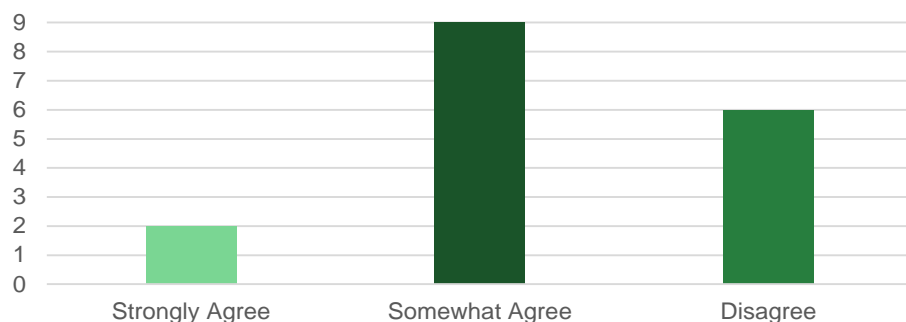
5. I feel comfortable finding my way around the French Market.



Why do you feel that way?

Respondents noted that it was generally easy to navigate but there is congestion where vendors set up, "It is generally a grid system, but sometimes vendors set up in a way where it can be tricky to get in and out of their area and hard to see across the market." Some vendors noted a need for better signage for those visiting from out of town, "As locals we can but visitors may not - need better signage." A need for safer wayfinding for pedestrians and bicyclists at intersections was also noted.

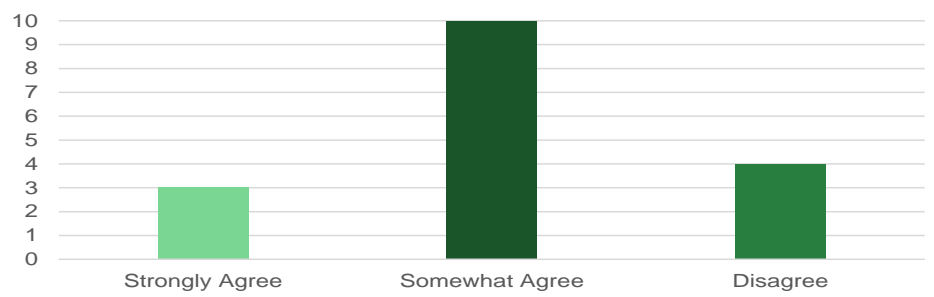
6. I feel like I am getting a taste of authentic, local New Orleans flavor at the French Market.



Why do you feel that way?

Responses to this statement ranged widely between agree and disagree. Those who somewhat agree with the statement tend to state that while some of the tenants and vendors are locals, they are often selling imported items from abroad, “I haven’t gone in ages, but remember it as always a little down-at-heel and seedy, which is typical New Orleans. The huge influx of tourists, of course, makes it hard to feel at home. “The French Market feels inauthentic - like a tourist trap”

7. I get the opportunity to talk to local New Orleanians at the French Market.



Why do you feel that way?

The most common response from respondents was “somewhat agree” but multiple responses seemed to describe an environment where it feels like there are mostly tourists. A few comments mentioned there being a lack of local vendors, and that it only feels like there are locals at the French Market during special events or performances.

- Disagree, “Nothing but tourists.”
- Somewhat agree, “Locals from city/state do not support market at pre-Katrina foot traffic and spending levels.”
- Somewhat agree, “Not really a lot of new Orleans born and bred vendors”
- Disagree, “It is not really a place I go for conversation. I have no idea where most of the vendors and patrons are from.”
- Somewhat agree, “Only when special events happen do I feel like locals are there.”



Culture Bearer Meeting

A special meeting to engage more culture bearer stakeholders, whose voices were missing in the public meeting, was held virtually on February 11th, from 12:00 to 1:00pm. This meeting was attended by approximately 30 participants. Participants identified as culture bearers, artists, writers, advocates, and organizational representatives.

This meeting was conducted in the exact same format as the public meeting, with a condensed agenda to respect people's time.

Today's Agenda

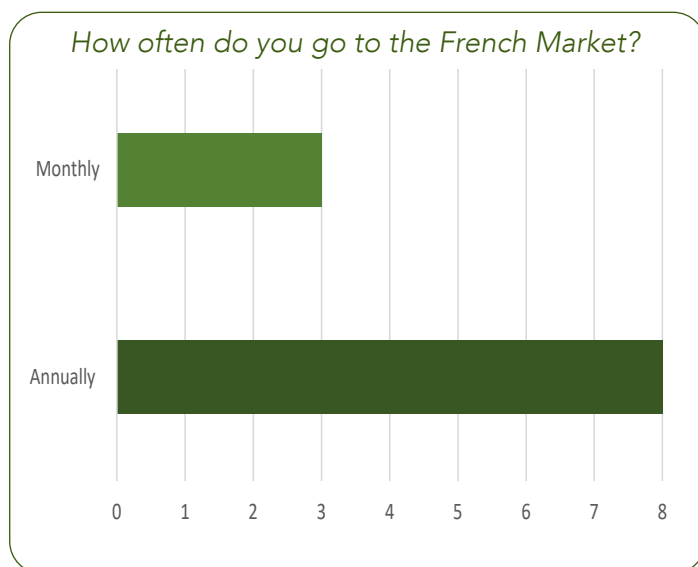
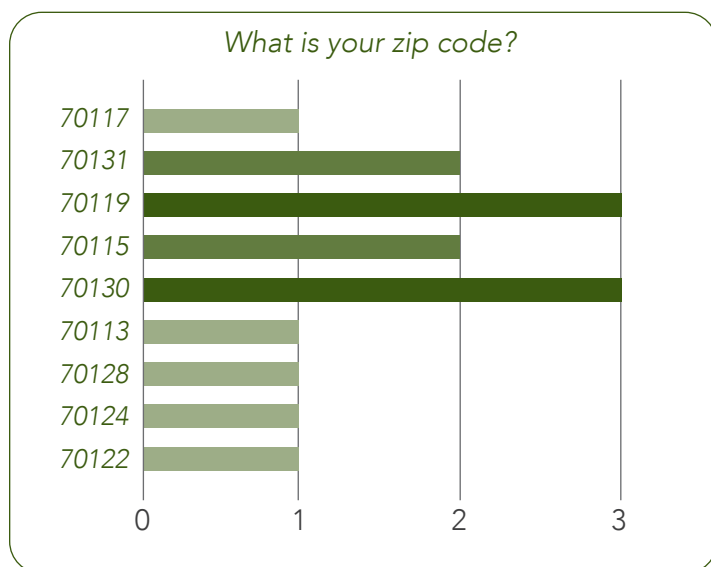
1. Project Overview & Process
2. Interactive Live Polls
3. Breakout Rooms
4. Debrief & Next Steps



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Polling

Below are the results from the live polling at the meeting.

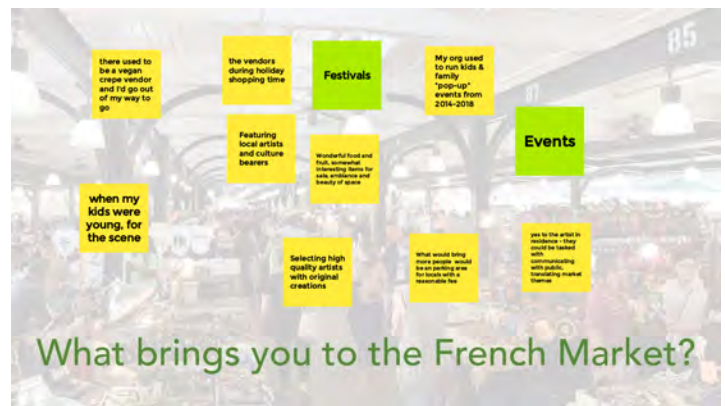


Breakout Rooms

In small groups, culture bearer stakeholders discussed and wrote their feedback on virtual post-its in response to four questions in the breakout rooms. Common themes found in response to each of the four questions are summarized below:

What brings you to the French Market?

Participants commonly responded that they go to the French Market with their **families and children**. Some recall going to the French Market as children growing up in New Orleans. Participants highlighted **special events, musical performances, shopping, and food** as being the primary things that drew them to the market sheds. Many participants noted that they used to visit the French Market more often than they have within most recent years.



What would bring you to the French Market more often? If you are a culture bearer, what would allow you to share your skills and cultural experience at the French Market?

Many participants noted that they felt the current culture and goals of the French Market are vague and undefined. Participants want to see a culture at the French Market that better **reflects New Orleans** and centers **African and Indigenous experiences**. Culture Bearer stakeholders want to see more **equity** at the French Market, with paid opportunities for black and indigenous people of color to participate and shape the French Market's identity. Many suggested educational opportunities through **demonstrations and cultural events** that share and teach about BIPOC traditions in an authentic, respectful way. There is a desire to create a **safe, clean, and family friendly environment** with child services, events, and activities at the French Market sheds.



Who should the French Market serve?

Participants recognized the economic need for tourists and other groups to be served by the French Market but felt that the presence of **local New Orleanians** is an essential missing group who need to be catered to better.



How should the French Market add value to the French Quarter / to New Orleans?

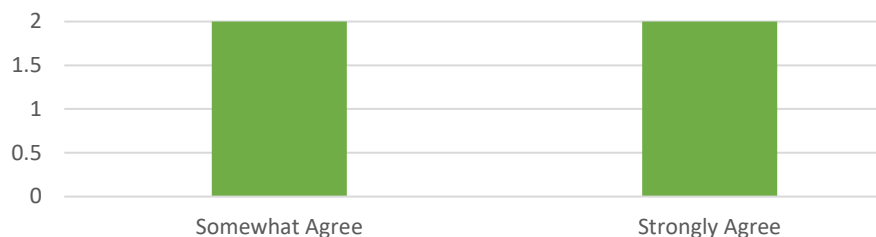
Participants reiterated the importance of highlighting the **experience of ancestors** who lived and worked at the Market historically as well as of those who currently work there. Participants also emphasized a desire to make the French Market feel more **family friendly during the day** and transition to be a **riverfront destination in the evening**. Participants described the French Market as an important **economic asset** to the French Quarter and the City of New Orleans and expressed a need for a **cohesive vision** that bolsters its identity as a local landmark.



Culture Bearer Survey Results

Web-based survey links were shared with stakeholders at the end of the culture bearer virtual meeting as well as distributed to people who were not able to attend the meeting at that time. Surveys included ranking and short-answer questions to collect additional feedback from stakeholders as well as the same questions that were asked during the meeting so that anyone who did not participate could still provide feedback on the same topics. Below is a summary of survey results from the 4 surveys that were returned.

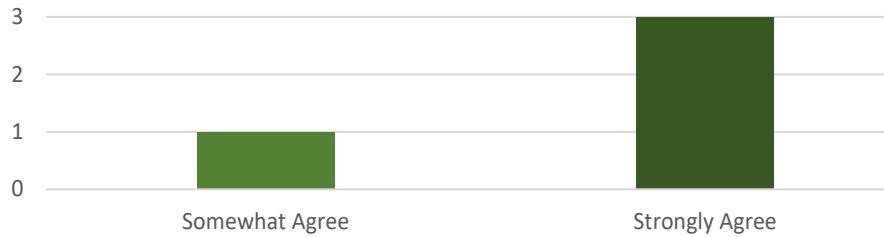
1. I want the French Market to be a community commons, with social services and economic opportunities for all.



Why do you feel that way?

Most responses referenced the history of the Market and how this strategy could honor that.

2. I want the French Market to be a place of commerce, with business incubator support for vendors and tenants.



Why do you feel that way?

Again, participants referenced how the Market should honor its history and include aspects of both social services and commerce, so long as it is equitable, particularly in regards to race.

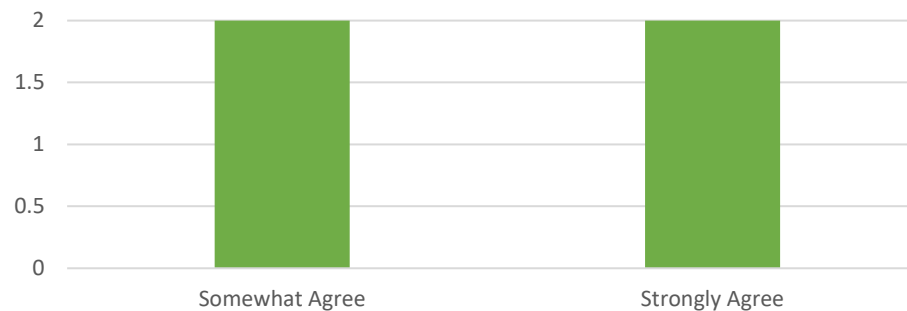
3. I feel welcome at the French Market.



Why do you feel that way?

Most people said they have lived or worked close by, so they feel welcome.

4. I feel safe at the French Market.



Why do you feel that way?

The responses were mixed. One person mentioned it feels safe because of its openness and amount of people. Another person said there should be more security.

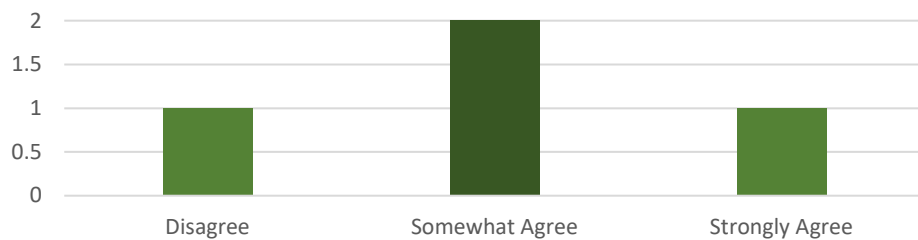
5. I feel comfortable finding my way around the French Market.



Why do you feel that way?

Most participants were already familiar with the layout of the Market.

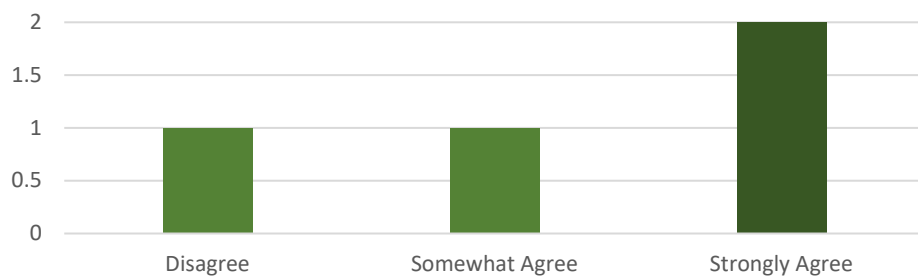
6. I feel like I am getting a taste of authentic, local New Orleans flavor at the French Market.



Why do you feel that way?

Participants felt like the French Market somewhat achieves this. The main problem participants had was defining what authentic New Orleans looked like. There were calls across the board to involve more locals and culturally native people through food and performances.

7. I get the opportunity to talk to local New Orleanians at the French Market.



Why do you feel that way?

Some participants say they have never experienced the Market as a gathering or speaking space. Others said that living or working nearby has allowed them to have good conversations with vendors.

Next Steps

Over 100 people participated in this first round of engagement. Thank you to everyone who has contributed to this work so far. This document summarizes feedback from the first round of stakeholder engagement and will be published on the French Market website and distributed directly to those who have participated thus far.

The next round of engagement is scheduled for late February and early March and will involve further brainstorming and prioritizing programming and operations at the French Market sheds. Documentation of feedback received in the second round will be shared publicly in the same format as this document. Each meeting will build on feedback collected from the previous meetings and culminate in a final recommendations document that will be issued in Spring 2021. Our final document will be shared publicly on French Market's website and distributed directly to everyone who participates in the process.

Below is a timeline of our projected engagement process.



Appendix

The following pages are documentation of raw feedback results collected through activities, surveys, and polls in the first round of engagement meetings.

Vendor table sheets

Does the french market celebrate the diversity of its vendors?

Yes	no	maybe
10	1	6

How should the french market celebrate the various cultures of new orleans?

- If its not broke don't fix it
- There are so many types of food and groovy music -- more of that. Invite people (from all walks of life) and put some pep in their step as they shop
- More special events. More openings for local artists
- Change is good
- Cooperation between vendors is good. Like a little city
- Right now, b/c of the pandemic, everyone is scared. We have been at fm for 22 years. I would like more celebrations for my muslim community during and after ramadan
- Everything is already good
- Used to celebrate but no more. Every year, fm used to celebrate w/ potlucks before xmas with food from where everyone is from. Bring it back
- Local festivals like crab fest, food festivals, art festivals
- We should get together and find things that would benefit vendors and locals. Its not celebrated enough, pick a day each month and do an international day, and invite different cultures to share their heritage
- In this capacity using its assets (real estate, marketing) to promote culture bearers (artists, musicians, food culture) daily and through events promoting them city wide, nationally and internationally
- During carnival have a carnival day in the market for kids. Get blanne kurd involved and have a

paper mache, undecorated float, set up in the market and have kids decorate it. And turn the market sheds into floats and throw beads from the market

- This is a day market (not night) need to bring families in. Bring in hs bands to play music on the corner. Set up billboards on canal pointing to fm - as oldest historic flea market
- Culturally its up to the vendors to celebrate their cultures. Have an international day and invite vendors and local artists to bring their cultures through music, food, kids activities and family fun days. (Roux carre fun day
- Its an internationall market as much as it is a local market. A lot of vendors sell imports. Sustainability/ green should be a bigger part of fm mission. Go from plastic to paper. Put a cap on how much plastic vendors can sell.
- People need to know about the international products sold at fm. We arent here to celebrate diversity. We are here to sell products
- The way they have been with fq fest and bringing people from different places, fm has been doing everything perfectly
- More security. Everything is good
- Fm used to have vendors cook and bring food from their cultures for potlucks but now not so much. We would like to do that again.

Who should the french market serve?

- Local vendors
- Anyone with money to buy my product. Tourists!
- Serve new orleans to tourists
- Everybody
- Tourists should feel comfortable here. Locals should feel proud to want to spend money when they do visit.
- Fq residents
- Very good. Toursits. Need covid to be over.
- People of color, namley vendors of all ethnicity and creating job opportunities for imigrants and

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people of color.

- Tourists, international and national. Residents of new orleans, locals. State of louisiana and around. Regional tourists drive tourists tx, alabama, ar
- Tourists 70% local 30%
- Everybody
- Totally tourists. More advertising. Billboards in the airport, in the hotels
- Everyone who is interested in culture. Business incubator
- Everybody. More advertising any you can get.
- 50/50 Tourists and locals
- New orleans is a bunch of cultures. Bring that out. More positivity.
- Not all tourists like it here. Get people to understand the real history. Learn about culture.
- More promotion
- Locals and tourists
- New orleans people
- Tourists
- Tourists
- New orleans
- Tourists and locals
- Tourists and locals

How does the french market add value to the french quarter?

- Shopping diversity, unique experience. Exotic appeal. Opportunity to business education.
- Place where locals and tourists mingle, tourists learn so much from locals.
- We need everyday recruiting
- It provides opportunity for the artists of nola to make a living
- Supports local crafts people. Provides low cost vending opportunities for locals
- Shopping destination. Place to explore artists. Give employment opportunity to local resident. Give and create jobs. Place of diversity equity-inclusive for people of all races-ethnicities and colors.
- Serves many different groups. Gives opportunities to 300+ families.
- Tourist spot. Economy goes up. Festivals and events come here. Brings lots of people because of the diversity of the products in the market.

How does the french market add value to the city of new orleans

- City- oldest outdoor market in the city or country. Most diverse group of people selling merchandise under one roof ive ever seen. Financially always operates w/ a surplus except during covid.
- It is an easy safe way for people to experience nola for both locals and tourists. It's a great attraction.
- Rents and taxes paid. A place where local and artists can display and sell their merch. One stop shop for customers (as in christmas etc.)
- Historic adaptation for modern times. More draw for visitors.
- Tourism and taxes for the city
- Different types of nola goodies in one corner of town
- Hi im geno, used to work here loved the job, pay was good meeting people from around the world a new orleans historic spot. We need this place.
- Big time value. Make the french quarter and the city live.
- Brings culture, different personality, different styles, brings good experiences.
- Brings locals and tourists to the french quarter and the city.

Where does your family come from?



The vendors at the French Market represent a diverse group of cultures and nationalities. Place a sticker on the map above to indicate where your family is from.

Where does your family come from?



Place a sticker on the map above to indicate where your family is from.

Appendix

Does the French Market celebrate the diversity of its vendors?
(Place a sticker in a box below to answer)

Yes	No	Maybe
		

How should the French Market celebrate the various cultures of New Orleans?



Who should the French Market serve?



How does the French Market add value to...

...the French Quarter?

place where tourists
go to buy things
because there is
much more choice

Shopping Destination
Unique experience
Exotic appeal
opportunity for budget
shopping

the market
diversity of the products
because of the
Brings lots of people
come here
- Festivals & events
- Economy
- Tourist spot

Shopping Destination
- place to explore culture
- Give employment opportunity to LOCAL RESIDENTS
- give & create JOBS
- place of Diversity - Equity - Inclusion
for people of all races - Ethnicities
and colors.

city - OLDEST outdoor market in the city or country
- Most diverse group of people selling merchandise
experience under one roof I've ever seen
- Financially always operates w/a surplus except
during Covid

- Serves many Different groups
- Gives opportunities to 300+ Families

Wooden structure
freestanding

It provides
employment for
the people of
the city & makes
money

Big Time
Value
Makes the French
Quarter stand out
at all times

Brings more
the shopping
experience and
Brings more people

...the City of New Orleans?

Historic aspiration for
blacks to own
I made money for 100 years

PRISON GONG
I wish to work here
because I can be
with my family
I wish to work here
because I can be
with my family
I wish to work here
because I can be
with my family

- Different types of
HOLA products
in the store
of
HOLA

- Bring tourism
- Bring
- Collects Tax Revenue
- Shopping Destination
& place for various
shoppers to find diverse items

Rents & Taxes paid
A place where local & artists can display & sell
their merch.
One stop shop for customers (as in Christmas etc)

BARBERS
LOCAL
&
TRAVEL TO
RENTAL ALIENS
CITY

It is a very nice
place to work
because it is
very close to
the city & makes
money & provides
employment

Appendix

Vendor Survey Responses

How long have you been a vendor at the french market?

- 3 Months
- 26+ Years
- 73 Years
- 20 Years
- Me- 6 months. Jon guillaume- 15 yrs
- 3 Months
- 10 Years
- 15 Years
- 25 Years
- 9 Years
- 30 Years
- 30
- 12 Years
- 35 Years

What languages do you speak?

- English
- English
- English
- English, spanish
- English, spanish
- English
- Indian
- English
- English, spanish
- English and tagalog
- Vietnamese and english
- Laotians, french, english
- Spanish
- Yes english
- English
- English

Do you feel supported by the french market?

Yes	no	maybe
14	0	2

If yes, how has the french market supported you?

- The office staff have been reliable advocates in helping start and secure our vending and success
- They get the job done, generally listen to you when there is a problem or conflict, and then get out of your way.
- Welcomed me with open arms and showed me around the market and quarter.
- Financial independence for my craft
- The office is more supportive than the corp office
- The current staff is a market improvement over previous ones
- Excellent and safe
- I work everyday for last 30 years
- I work everyday for last 12 years
- Renting spaces

If not, in what ways can the french market support you better (as a business / as an individual)?

- Outlaw plastic bags, limit plastics sold by vendors
- Procedures has been implemented
- N/a

Would you be interested in receiving business technical support at the french market?

Yes	no	maybe
6	3	6

Would you be interested in helping to shape activities at the french market?

Yes	no	maybe
9	3	3

Who should the french market serve?

- The local people and preservation of cultural centers in the french quarter; the unique experience of visitors to the city.
- The world
- Locals/tourists
- Mostly tourists. We should accept that this is a

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tourist market, that mostly tourists come here and that they spend the most money. We should not apologize for this, nor should we see it as a problem. There is nothing “sacred” about selling high priced local crafts. This is an international market and always has been

- The french market should equally serve vendors, tourists and locals
- Small artists, the city
- The obvious
- Vendors, shoppers, staff
- Vendors and tourist
- Vendor and small buisness, tourists
- Vendor and tourists

How does the french market add value to the french quarter / to new orleans?

- As an opportunity for independent artists to promote their craft
- Its rich historical value
- Culture, background, connectivity, positivity
- Its been a destination and a vibrant international emporium since 1780 (not 1791). Lets keep it that way. It should not be a pricey, gentrified boutique.
- The french market brings local artists to tourists and locals; easily accessible
- Cultural and community, self sustainability
- French market is good for the vendors, tourists and small business
- The historical value will be lost if we don't think of the long haul: being more thoughtful
- It draws locals and tourists
- Good
- French market is good for vendor and neighborhood area and tourists with small business
- French market is good for vendor and neighborhood area and tourists with small business
- Oldest market in the world

I want the french market to be a community commons, with social services and economic opportunities for all.

Strongly agree somewhat agree disagree

8

4

2

Why do you feel that way?

- Because i believe accessibility to economic growth should be readily available to all people
- N/a
- Why not help where you can, if you can <3
- It equals the playing field economically
- The homeless live here!! We should feed them at night. Vendors should contribute to this dire need.
- It is a place of commerce - has been and should remain as such
- Good security

I want the french market to be a place of commerce, with business incubator support for vendors and tenants.

Strongly agree somewhat agree disagree
9 4 1

Why do you feel that way?

- I believe vendors just starting out should be nurtured to promote diversity and innovation
- We need it
- A place of commerce, period.
- That's business baby
- Support is needed
- Put more focus on vendors and customers. More advertisement would be useful
- We're in it together

I feel welcome at the french market.

Strongly agree somewhat agree disagree

9 6 0

Why do you feel that way?

- While navigating the bureaucratic systems of the market has been a challenge, many other vendors and office staff have been great support

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- If you were here 13 years ago you would understand
- There's a lot of competition amongst vendors; sometimes it's a bit too much
- I've been welcomed
- Often events here are half baked
- Friendly people
- Friendly

I feel safe at the french market.

Strongly agree somewhat agree disagree
9 6 0

Why do you feel that way?

- The community atmosphere allows me to place trust in the vendors around me to cooperatively create a safe work environment.
- We need more police presence and free parking
- When i had a problem and let them know, what the problem was, they didn't do nothing about it! I had to defend myself!!
- Security police all are active
- Low security
- Our private security has been helpful to me
- Security is good
- Best friendly

I feel comfortable finding my way around the french market.

Strongly agree somewhat agree disagree
12 1 0

Why do you feel that way?

- The layout is symple and efficient
- Borned and raised here
- Easily navigable
- I do but do visitors?
- Its small
- Lots of people

I feel like i am getting a taste of authentic, local new orleans flavor at the french market.

Strongly agree somewhat agree disagree
9 4 0

Why do you feel that way?

- While there are many quality vendors here, id love to see more variety and representation of smaller local artists
- Its not all the time
- Supports local artists.
- Local works are overwhelmed by disposable, imported goods
- Imports out number local works

I get the opportunity to talk to local new orleanians at the french market.

Strongly agree somewhat agree disagree
12 1 0

Why do you feel that way?

- I love that locals are always coming through to see whats new and commune with artists.
- It makes my day with most locals
- I cant be stopped
- Based on experience
- Meetings help
- Lacked people

Appendix

Public Jamboards (Virtual Activities)

How should the french market add value to the french quarter/to new orleans?

- French market place was originally gallatin alley. Name was changed for worlds fair to erase history
- Uplifting the history of new orleans/french quarter and provide sparks for what they can become. (Can vendors incubate here and then evolve into permanent locations in the quarter/elsewhere?)
- It can be a driver in helping to expand the tourism image beyond bourbon, beads, beignets, etc...
- Yes! We need to shine light on the history of the area. My great-great grandmother grew flowers and fruit that were sold at the fmc.
- Market was built to sell and warehouse slaves. It was largest slave market in us.
- Perhaps tie-in the family histories (particularly of families of color) to fmc
- Quality of experience, not quantity
- Fmc had not has history of being respectful to its vendors. In fact the history with creatives is particularly poor. Marketing and publicity have not been consistent.
- Fmc could actually be a location where there ceremonies/sessions where the community gathers to discuss/atone for the “bad” parts of new orleans history.
- There could be spots throughout fmc where there’s a really well-done (perhaps audio-visual/interactive) “did you know” series of little-known facts about new orleans. This could be interesting for locals and tourists alike.
- Fmc perhaps could help tell/show the story of new orleans’ myriad artistic traditions - through live demonstrations, rotating workshops, etc.
- Music / cultural events that can benefit both tourists and locals
- It’s a tough question to answer. Thinking about it.
- Mission: create jobs and revenue for the region? How does the fmc support that mission? Quality of life indicator.
- Providing useful services -- i.e., How circle market was before k; and the everyday items that attract you there regularly.
- Different market at different times of the day (i.e., Covid testing)
- It needs a rebrand to get local neighbors to return and explore. Offerings that cannot be found anywhere else. Use the numbers leslie shared - the local guys/gals are the most successful!
- The destination for art, food, music and shopping day and night
- The fq market can and should be a place where everyone wants to go like pike market in seattle. It should be a showcase for authentic new orleans culture bearers, food, and art.
- I like the historic marker/display idea
- It could make it a better place to live.
- Is there a plaque or something denoting the fm’s history? I think a historical marker with some info on it would add value, if there isn’t one already.
- As a french quarter resident, if the market were more robust, i would love to by groceries there.
- More activity at night would also make that area of the quarter safer
- Utilize the space from 7pm to midnight
- Provide an attractive space for local artists/vendors/musicians to make an income serving locals and tourists.
- Tourists knows that food anywhere around the quarter is often more expensive; therefore, i will continue to preach about the food stands and i mean food from all the culture that respresent our cities.
- Showcase more cultural events; have a staging area added.
- Nighttime activity - art - music _ food
- Rotate food vendors
- Make it a place people actually want to spend time in (per nathan’s suggestion)
- It’s the oldest out door market in the country - it’s a historic landmark that should be recognized
- Where if you only visited the fm on your trip, you

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would “get” new orleans.

- Be the “front door” to new orleans. Providing a full circle experience.
- Like a local market
- Honestly i’ve kind of given up on thinking of the fq as a neighborhood where people live because it’s so touristy. But it would add value to the neighborhood if it offered more to locals. I live a 5 minute walk away and i used to go when there was that vendor with the good bread and cheese, but now i never do anymore because i don’t find it interesting
- Use it as an opportunity to educate tourists about new orleans history, craft, art/music etc
- Could it have maker spaces where people could make crafts - both professionals but also tourists could give it a shot
- In a big glass box where you can see what’s going on
- Employ culture creators (musicians, artists)
- Can it become an incubator for pop-ups and start-ups that go on to become larger businesses and brands?
- Be the “front door” to new orleans. Providing a full circle experience.
- The french market is one of the oldest markets in the country should be promoted and there are vendors that do hand made products mixed in with other items
- It would be nice if we had more local produce at the f market - this is something that’s people have been asking for awhile
- You would get a lot of parents there (locals and tourists) if there was a splash pad (water fixture)
- I would love a farmers market there but i know they tried it and it failed b/c not enough people showed up
- Yes, totally, meet your friends at the splash pad, make new friends at the splash pad
- The fm can serve as a door to the city
- Feature a different country once a week
- The french market also contributes financially to the city. 2020 May be an exception, but they have contributed millions of dollars to city coffers.
- No use being hyper critical about products. Everyone’s taste is different. Is really up to the folks that run the market. Getting a

stable leadership so they can get the concerts, programming

- A cohesive vision for the entire french market
- The french market has been doing its multicultural thing for 300 years. The colors on the sculpture in the parking lot represent many of the groups that contribute to the culture and the market.
- Share the stories of the people that are there.
- The french quarter is this amazing, world famous historic district - an enviable draw. The french market drags down our reputation because it is one of the worst “tourist trap/junk” parts of the french quarter. For the greater good - which a city should be about - emphasize quality over maximizing your rents.
- What is the packaging? For the whole thing
- French market is not a place, its a group of people that are diverse. They are new orleans.
- The main food options are the gumbo shop or places more upscale, it gives people an option to eat casually
- Think of the marigny and the bywater as neighborhoods that are closer to the end of the fm (mint)
- More food choices, dining choices, shopping variety
- If it works for the people who live and work in the quarter and around it should serve the tourists as well. They want authenticity
- Markets all over the world are exciting and vibrant, not the culture of this city
- People would wake up early to get to the market on saturdays to get the freshest produce
- People go to the markets they can drive to, not the ones that are crowded with tourists
- Would locals even want to drive to the market if its flushed with tourists?
- Transportation issues
- Historically the market was connected to the river, now there is a concrete wall
- Reengage people with the river, and have people linger, its a historic location that’s
- The market has such an interesting history and it’s not really highlighted currently - would be so cool if that was shared with the public attractively.
- I think the main message is “make the french

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market a place that someone other than a tourist wants to come to”

- The vendors are international and cultured, but the food is less authentic, less curated
- New Orleans has always been a port city and international goods are a huge part of our history.
- There is a huge opportunity. And, NOLA is a nighttime city . . . We know that the admin of this mayor took a trip to Seattle and discussed the nighttime economy
- So, if the FMC could be nimble and pivot it would be a great project to launch especially since the Frenchman Street Market is gone .
- And, it is more revenue
- I would love to see Dutch Alley turned into an artisan market.
- Totally agree with Rhonda regarding using the FMC at night
- Need to run, thank you for listening.
- More people would drive away some of the bad actors
- A vibrant FMC would change the entire area
- A vibrant FMC would provide the opportunity to relieve some of the pressure on the FQ and Frenchmen
- Yes! The market is an experience

What brings you to the French Market?

- I also like buying fresh produce, but I primarily look for organic produce.
- Tourists weren't going to buy produce from FM. They would only take pictures
- I would still go to the farmers market if I lived close by.
- Occasional shopping. I used to go to the farmers market there
- Makes no sense to have where people who want produce cannot get to it. The farmers cannot park anywhere. Also farmers market in middle of day silly if you are a real farmer.
- I probably stop by a few times a year to browse/purchase products as gifts and simply to take in the atmosphere.
- No produce since FMC pulled out freezers before the World's Fair in 84.
- Merchandise from all over world that locals can

buy and appreciate

- I used to go just to kill time on the weekend; I'd hop on the ferry from Algiers.
- Organic smoothies
- Window shopping for handmade items and gift items that are New Orleans-specific, bringing friends from out of town
- Access to customers I sell handcrafted jewelry
- Local artisans and craftspeople
- Farmers market would be more popular if it was more distinct. Where it used to be located, it got lost in the shuffle so not many people know it exists. If it were out in the open, it would feel more separate and draw people to it.
- Regular scheduled performances -
- Parking and shuttle access
- Define culture bearers - looking at the different types of authentic culture bearers like Mardi Gras Indians, baby dolls and providing opportunities for paid performances.
- Grab and go fresh meals - for lunch or to prep for dinner
- Just to walk through and soak up atmosphere
- Supporting local vendors
- Items/food/experiences of interest to visitors to NOLA
- Unique handmade local products.
- Gift items
- Items for sale that will directly benefit the local producers/artisans
- Craft stalls
- Food vendors
- Fresh produce
- History of the trade of goods
- Handmade local gifts
- Locally made art/crafts
- I like to go for local food and candles, and to bring out of town visitors
- Crafts demonstrations
- Show visitors
- Nothing really. I occasionally go during the Fr Qtr Fest to listen to music and pass through on a long dog walk. I did go when I lived in the quarter, but that's been a long time.
- Shopping. I also work there. During festivals, music and food.
- I take visitors to the market and I enjoy doing

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some shopping there.

- It is also a interesting place to people watch
- When visitors come to town. When my two kids want to do “be tourist in our own town”.
- Dave m.-- I mainly used to go when i needed fruit for cocktails when i bartended at a nearby tavern. Now i mainly go for other reasons, such as grabbing lunch, etc.
- I bring visitors as well, generally i only shop when i have company
- I’ve been involved with the french market flea market for the last 40 years. I sometimes go out of habit. Sometimes for no reason at all,
- I go there to see diversity. There is range of vendors of different ethnicities.
- Live music/special events, i also walk through when i am in the quarter
- I go to see live music at the mint.
- I have been there for 11 years.
- ‘More live music
- I vend my handmade products in the market several days a month. I also go for live entertainment events.
- The fresh food is a good draw, but it doesn’t exist any more. And hasn’t for a while.
- A desire for fresh food - like vegetables, fresh fruit
- I think most visitors would go for fresh food if there was a free parking option.
- It’s usually an afterthought, to be honest.
- I rarely make a concerted effort to go to the french market, but because of its location sometimes i end up there
- Like “oh it’s a beautiful day, and i’m in the quarter. I’ll check out the market”
- I usually don’t go there with people coming to town
- Walking on royal street
- Glitter box- local artisans making jewelry essential oils, clothes hand made items
- Local art
- Art that’s inclusive and represents new orleans authentically (women people of color etc)
- Usually special events - live entertainment

What would bring you to the french market more often?

- Night markets would need to spend on safety. Fm officers note enough. Nopd required.
- Fmc needs to provide better security for vendors to and from parking as well as provide safer more economical parking.
- More local/specialty products; the mass produced items are not worth parking and walking in the market
- More products made in new orleans
- Ditto on periodically having new vendors
- Diy sessions on how to address issues in my historic home. That would be a helpful thing that would help a lot of locals.
- I agree with the need for additional safety at night markets, but it’s an intriguing idea.
- Live music. And more quality vendors (less touristy)
- Vendors will come and stay if they can make money. Treat vendors like the intelligent business people which they are knowing that there are going to be new vendors periodically — a lot of markets are always the same... You know what to expect, so it’s not as exciting to go often.
- Vendors informed festivals are to draw business. However vendors lose spaces to set up for the benefit of the festival set up.
- Less expensive parking.
- Local chefs’ demonstrations
- Post-covid promoting the market or shopping locally. There are folk who were who have no idea it’s there. Until refrigeration, and after slavery was outlawed, produce meat and seafood as well as dry goods were sold there. Consequently, everyone knew about it. Post-katrina, not everyone who knew about the market returned to the city. Promotion of the market to the citizens has been scattershot at best. 40-50 Yrs ago one could purchase antiques and genuine oriental rugs
- More local artists/entrepreneurs/chefs
- If the ferry fee was lifted or reduced i’d go to the french quarter and french market more often.
- Delicious local food - both casual outdoor eating as well as items i could hold in my hand and munch on as i walk

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- Collaborations with other existing markets — perhaps letting other markets “pop-up” on different days/weekends.
- Attract vendors who would sell items that people who live here would use
- If some type of arts/crafts class (such as fabric dyeing) were offered at the french market i'd go.
- I would definitely go to/support a night market
- We have lost majority of local farmers to both natural and economic disasters.
- I went to the tomato fest gala once, which was under the overhand. It was a great time and outdoors. More evening events like this could attract a wed. At the square type crowd bringing funding in post 5pm. Would need to be clean and safe.
- The festivals the fmc hold tend to run over the vendors
- More artisan crafts and less touristy items
- +1 For more evening/after work events.
- Rest rooms facilities who have to be improved and expanded. On a busy weekend day a vendor can spend up to a half hour seeking relief
- Locals need better parking access
- Performances by local jazz musicians
- Knife sharpening
- Services like key maker, shoe repair, tailor, china repair
- Massage therapists and other curated activities, including everyday services (cf. Asian markets)
- Would it be weird to have masseuses and such like you find in asian markets?
- If market was more food focused than trinkets. Especially local food, aimed at locals and not exclusively tourists. I would love something similar to reading terminal in philadelphia
- Engage schools, teaching trades --animate with activities
- Experience the true new orleans culture, that makes new orleans great
- A monthly first friday event; could have food vendors have a special or live music. Would be great to have fresh produce.
- Opportunities to learn about coast, wetlands, marine life on river
- Authenticity
- Culture bearers: who are they, do they sell, do they perform? Who pays them?
- Art to be shown, taught, shared; beading of mardi gras indians,
- If i were to go to the fm and it was not “bustling,” it would not have the same vibe.
- More places to sit, like benches (not tables and chairs). It can be tiring when visiting the market.
- More live entertainment in and right around the market.
- Always more and more fresh food.
- Once we are past the pandemic, more outdoor seating throughout the year with heaters in the winter and misters in the summer.
- I think of places like findley market in cincinnati. Would love more vendors like that.
- Food carts
- More live music, later hours--generally when i make it to the area, most of the market has closed.
- I'll add on to the greater variety of food.
- Music at night in the parking lot
- A more robust seafood market and more live entertainment/music, although that will be difficult because of the pandemic. More public speaking events,
- And to better parking.
- An art market
- Fewer tourists. Maybe some real antique stalls. I don't think either thing will happen (well there are fewer tourists now, but that will pass with vaccinations). Julie
- More street food stand
- Food trucks
- Lesser traffic would draw more locals. Better parking. More food and variety
- Second more art and more seating, particularly towards the mint/flea market. I've gone to see balcony shows at the mint but the market is empty when they are done
- Use the street for art and music
- Try to attract more local people to better sustain the market.
- I don't understand why we have never had a fish market with vendors throwing fish around like in seattle or, was it san francisco
- Like more street food stands. And also a really serious food market (fresh produce, fish, etc.).
- Changing food vendors

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- More music
- More art
- Live art
- I would love to see both sides across the street the market be completely filled with street food stands. Given our reputation with food already
- Street food
- Parking garage, build up. Where the lots are already
- More new orleans authenticity
- Security
- We are going to do all of the events, and regular outings and programming.
- It's a government agency, the organization (not the people). The culture there is unable to pivot and move.
- More vendors selling products directed to locals
- Parking discounted if you shop
- Events and activities
- We need forward-thinking, nimble organization. Support by the citizens to help them with marketing, design, etc.
- Fresh food, fruits, vegetables, seafood
- More festivals
- The issue is the parking, it's not free.
- Signage, similar to the cbd signage (ww2 this way, etc.)
- Carribean festival in crescent park, perform in dutch alley on saturdays, new festivals
- If i liked its offerings better
- If it felt like it was locals and not just tourists
- Unique, artistic
- Also if there were more "cool" things to do
- Like mural exhibits, art walks, culturally appropriate programming
- Express their artwork, art walks
- Also if there were more "cool" things to do
- Like mural exhibits, art walks, culturally appropriate programming
- Transportation is an issue for people over there, a shuttle perhaps
- More musicians
- More authentic artists and musicians
- There is too much blank concrete between the flea market and nearest building. This is made worse by the fence around the old us mint. Could be redesigned with green infrastructure, tables, etc. To create a sense of place. Moveable elements can make way for festivals
- Make a more inviting space
- The us mint has a cold unwelcoming feeling due to the black gate
- With the current climate . . . More and more we are realizing that the fmc has focused on marketing to the visitor / tourism. . . Locals don't really feel the pull to experience the french market. The overall feeling isn't really authentic.
- And really connecting to the french quarter neighborhood. Services. Outreach. Better signage
- Parking
- Locals are looking for new orleans created items but stuff from overseas
- Fmc used to put on live entertainment once a week and it was great
- Construction of parking garages on the fm lots has been discussed off and on for 25 years.
- We have lost a lot of parking to the new streetscapes and bike lanes. These lots would not only be used during the day for the french market but also at night for frenchmen street.
- We miss the opportunity to use dutch alley on a regular basis. Tourists love to come to new orleans and be with the locals. The programming at the outdoor flea market could be more programmed - locals love festivals
- Dutch alley is a vastly underused resource.
- I agree. More signage and identifying the french market property . . . Yes. Folks come to my store and wonder if they are in the flea market. Or where it is. Yes. Signage. Signage. Signage.
- There are a number of festivals at the jazz museum every year that carry over into the french market.
- For many years, i suggested "friday's at the french market" in dutch alley . . . Have a bank sponsor it . . . Hook up with hotels . . . Like the ylc at lafayette park. It just seems again . . . So much opportunity for strategic partnerships to create capacity and fun.
- Elysian fields
- The two lots on elysian fields
- The french market is underutilized after 5pm.
- The covered shed is not used after 5pm and makes a great space for live entertainment

Appendix

Who should the french market serve?

- 75% Visitors, 25% locals
- Mostly locals - perhaps 70% - because i think knowing that “this is where the locals go” will still draw a decent amount of tourists.
- The houseless population was mentioned earlier — how can the market (and our public spaces more broadly) better serve this community during “off hours?”
- Local artists and culture bearers — specifically black and indigenous folks who contribute disproportionately to what new orleans “is”
- I purchase art right here in new orleans.
- The french market could be a great place to have a fashion show featuring local designers and local live music.
- We should also expand what tourist expect from their new orleans experience!
- 90% Of all art is purchased when people are traveling. Locals purchase art when they visit their friends out of town or when they have guests
- Everyone of course — but it would be great to have a place in the quarter that celebrated and centered residents more.
- The income of locals would also have to improve along with the economy. Folk who have to survive on minimum wage will not be our best/ repeat customers
- There still may be a decent percentage of middle income black families, some of whom have children that might enjoy performances and outdoor installations that feature black culture.
- Locals, culture bearers.
- Young people! The market can be a key asset in cultivating the next generation of artists and makers.
- No! Loud music drowns out business
- As long as this is a tourism is the economic driver we need tourists who have the financial means.
- People who work in the french quarter and the surrounding area, including hospitality workers from restaurants and hotels who may find it useful to obtain services, fresh food, etc.
- I think it should serve locals and visitors
- It should serve everything new orleans (food, culture and music)
- If it markets to locals, fq residents and new orleanians, any tourists will like it
- As someone who lives farther from the quarter, to get me to come more when visitors aren't in town, i would like a scheduled event/activity that is the start of spending an afternoon/evening in the quarter.
- Vendors, neighborhood residents, locals, visitors
- It should benefit local producers/makers/creatives
- People looking for a art, music, food and shopping experience
- Locals
- Primarily local people. It is important to know what they want in the market.
- Local job creation
- Tourists are important, too. Many tourists that visit new orleans want an authentic experience. The market should be a premiere place that offers that.
- Locals, of course, although it will draw tourists no matter what.
- Culture bearers
- Locals & tourists
- I think its possible to serve both locals and visitors if it was more ‘interactive’, more food/ music/things to see, combined with more variety of vendors
- Would be really cool if you could get international food vendors, genuine stuff
- Broader representation of new orleans in its vendors.
- The vendors and the customers :d
- Tie in different cultures, people and backgrounds to cultivate a connection
- Speaking as a parent, having kid stuff at the french market would be great
- Like a real authentic version of epcot. Haha
- Something for everyone, but not everything for everyone
- I think it's a good representation and “handful” of the people that are in the city
- Tourists are the bread and butter for the vendors. Pike place is a hand made market and that helps
- Under utilized time during on off hours, nighttime city.
- Sustainable tourism, you want to bring something back from new orleans? I don't go to the french

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market with visitors for crafts.

- Coffee festival? Festivals make everyone have an uptick
- Most experts say that if you serve locals, tourists will also love it. But if you aim to serve tourists, locals will hate it and many tourists will consider it low-end tourism as well
- Handmade is not be sustainable.
- Dutch alley could be a great market, performance space, etc. Day time or night time.
- Events at night, but that includes staff
- I'd like to see if there could be sections in the market - places i could purchase certain items in a particular area
- The vendors and the customers :d
- Locals, tourists, artists and vendors, members of the cultural community
- Speaking as a parent, having kid stuff at the french market would be great
- Locals first
- Tourists - that's the marketing culture and has been for many years.
- The market serves the locals by providing the opportunity to sell to tourists.
- In other words, vendors are locals.
- The locals - the vendors are 95% locals. And, the jobs provided at the fmc - taxes, etc. Are local
- Locals could provide the goods to sell and locals would then buy the goods year round
- I think the board can help by actually shopping and helping be ambassadors .
- A totally handmade market is not sustainable.
- If you have vendors making their own products, they need time to sell and also days off to create.
- Yeah you mentioned having only local products, i like that idea. Get rid of the low quality chinese wallets, sunglasses, etc.
- Yes. It would take awhile to tranistion. Using the unutilized flea market at night . . . You could start on friday and saturday and have a handcrafted only night market!

Appendix

Public Jamboards (Virtual Activities)



Public Jamboards (Virtual Activities)



Public Jamboards (Virtual Activities)



Appendix

Public Survey Responses

How should the french market add value to the french quarter/to new orleans?

- More handmade artisan goods opposed to cheap sunglasses, wallets, etc. Make it more of an art market and not a flea market.
- Bringing in artists from the surrounding area to be featured, maybe even from further outside the city, so we could experience them. I love the small business and food incubator idea, selling fresh produce, and would also love to see more (curated) second-hand vendors.
- The market contributes financially to the city every year. 2020 May be the exception, but existing operations have more than carried their weight for decades, if not centuries.
- Become a real market again.
- Through local outreach. More educational programs. Add authentic old school new orleans flavor. That is what visitors want to experience. Rare is a place in the french quarter these days doing that.
- Be a place that educates people about new orleans, has attractive offerings for a wide variety of locals and tourists, helps the local community especially the culture creators.
- It should be an anchor and a gateway to the quarter.
- Maintaining good balance of products/services to attract both continued out of town increase local support. Have clearly defined marketing plan with goals that are measured
- Provide a showcase for new orleans talent (music, art, artists etc)
- Validated parking. Delivery for fq residents. Need to advertise food options. Right now you only seem to advertise live entertainment so we dont think of f.M. For food or quality shopping
- Expand activity beyond usual market hours
- Economic driver while still having things to attract locals
- By mixing utility, culture and public service. E.G., Could it offer meeting facilities that could serve community civic needs and attract people

to the fq who otherwise have few reasons to come down. For groups up to 50 or so it could be very appealing. As director of tulane's bywater institute which as a river front facility by the convention center i can promise you there would be interest.

- Authenticity
- Maintain authenticity. Show restraint on the t-shirt shops.

What brings you to the french market

- Work
- I like the local plants, local food, local candles, and international imports. I like the people watching, it is a great place to bring visitors.
- I vend there a few days a month and also enjoy live music events.
- Right now--virtually nothing, except for the occasional music performance.
- I buy clothes, jewelry, gifts, hard to find things, most of the food is great as i do eat there or grab food on the way home when in the quarter.
- Proximity
- I mostly walk through there when i'm walking around the fq where i live.
- Used to be able to get fresh produce
- Business. I am a vendor
- Usually only for special events
- Fresh fruit, vegetables and seafood - but recent visits have been unsuccessful
- Passing through on my way somewhere in the quarter
- I work in the french quarter and walk there for recreation or for a meal
- Shade on a hot day and looking for gift items
- Shopping, dining
- Honestly, i haven't visited the market in quite awhile.

What would bring you to the french market more often?

- Nightlife
- A scheduled event geared more towards locals.
- A real market with a wide range of produce, fish, etc. At a reasonable price.

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- A nice enclosed restaurant, authentically creole, more local culture, museum type places for educational purposes, later hours for some things. Wine shop.
- More appealing offerings
- Better design and a more new orleans focus.
- Fresh fish market
- More foot traffic. Covid control which isn't under the control of anyone
- More local products, a real produce and seafood market, more nighttime events
- Fresh fruit, vegetables and seafood
- Live music, demonstrations, street vendors selling authentic local crafts, especially at night
- More local products or events
- (1) Better and cheaper parking. (2) More diverse offerings.
- Fresh market with produce & seafood.
- I used to adore the fresh fruits and vegetables. However, i understand if locals don't support enough produce purchases, vendors can't continue to show up only to provide ambiance.

Who should the french market serve?

- Locals
- Local creatives and small vendors, visitors seeking a small slice of new orleans in a welcoming and family-friendly space, and locals looking for that particular thing they generally get there.
- The market serves locals. The locals serve tourists.
- Locals.
- Locals and tourists
- Locals, tourists and vendors
- Locals and tourists.
- Locals would be nice
- The public and it's tenants, both vendors and shop tenants
- Locals first - the sustainable tourism models. Exist for locals; tourists will follow
- The french quarter community and other locals.... And then the tourists will also follow
- Neighboring residents and tourists
- Everyone
- (1) The fq, treme and marigny/bywater communities and businesses (do any of them

regularly shop for anything there?). Visitors

- Residents & visitors.
- Both residents, locals, artists, musicians and tourists. There's enough room for all.

Virtual polls

Zip codes

- 43201
- 70115
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Appendix

How often do you go to the french market?

Daily

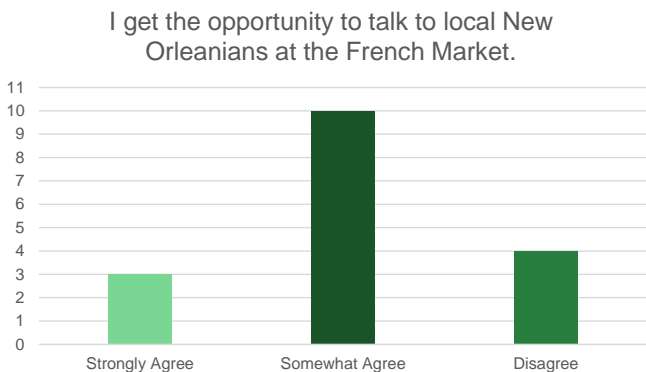
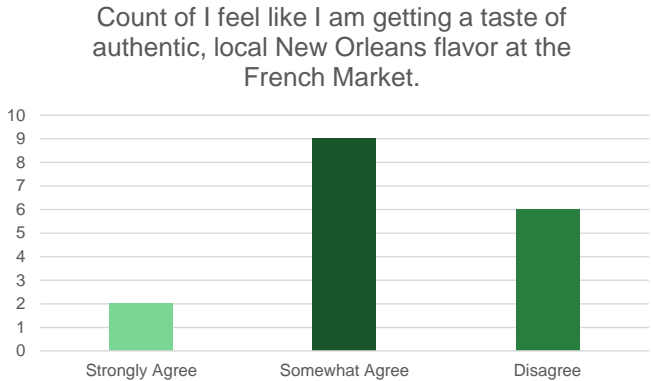
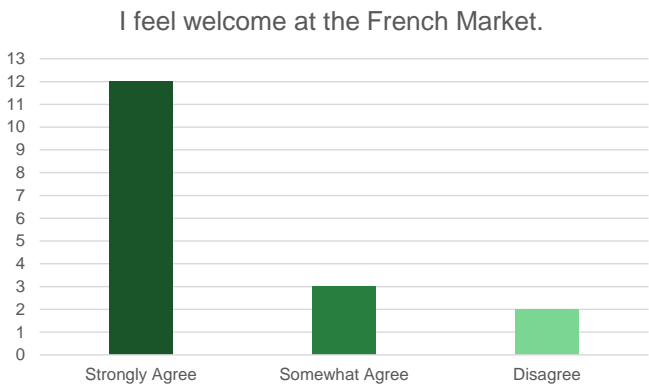
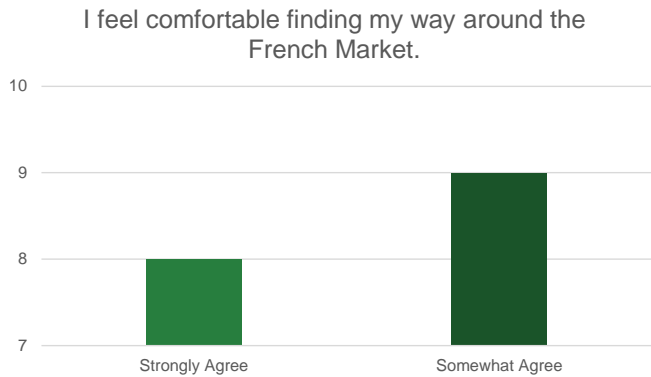
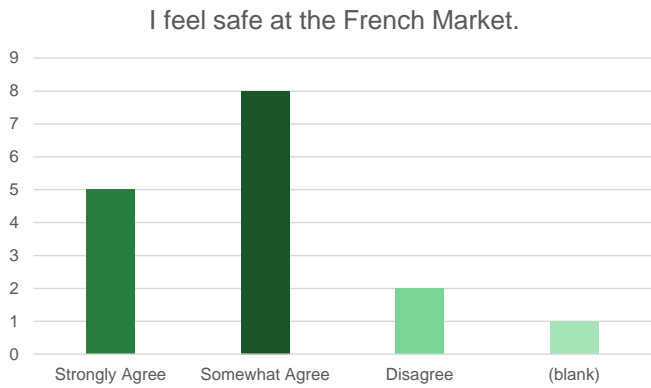
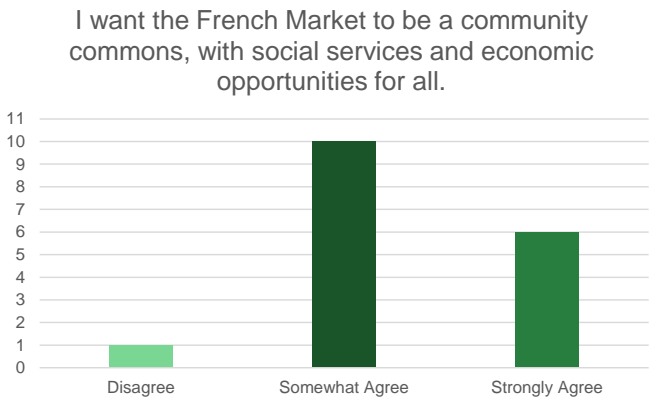
- 4 Times a week
- 1 -2 Times a month
- 6x year
- A few times a year
- A few times a year
- Annually, but more like a few times a year
- Before covid or since covid
- Annually
- About once a month
- Annually
- At least twice a week
- 2 Times/year
- 6xyear
- Annually (2-3 times)
- Few times a year
- Annually
- Lately only once a year
- Daily
- Daily
- Annual
- I go to the crescent park often, but virtually never to the fr mkt
- Probably a few times each year.
- Vend 2 to 3 days and sometimes visit with freinds
- Rarely
- I am a vendor that hasn't really returned due to the pandemic
- Twice a year
- Several times each year
- Monthly

- People watch, arts/crafts, food.
- I almost never go. Sometimes go during fr qtr fest or walking my dog.
- I used to go primarily for arts and crafts in the flea market and maybe to get a snack.
- I live in the fq and walk by.
- I rarely go and it is usually when i have visitors from out of town
- I am a vendor of handmade products. Love live entertainment events also.
- Usually to take out of town visitors or shop with the african vendors.
- I sell my handcrafted jewelry when there
- Work at the french market
- I work in the quarter
- I used to go for fresh food - but it's almost non-existent so gave up.
- Work there and go occasionally with friends
- Relax and people watch
- Shop
- Sometimes visit to purchase food or products.
- I never go there on purpose, but i end up there sometimes
- Work
- I go there for all those reasons. Mostly to sell art.
- Typically to bring visitors
- Shop. Eat. Special events. I take visitor's there bc/ it is much a part of the new orleans experience . . .
- I am a vendor who has set up three days since the pandemic but i go at least twice a week to see what's going on and to see what's going on with the market and other vendors
- Arts & crafts, relax and watch people, to take photos

Why do you go to the french market?

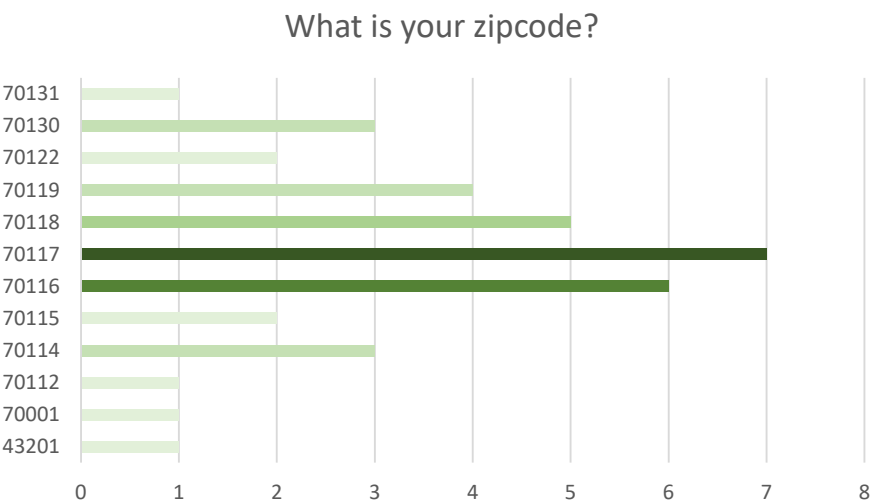
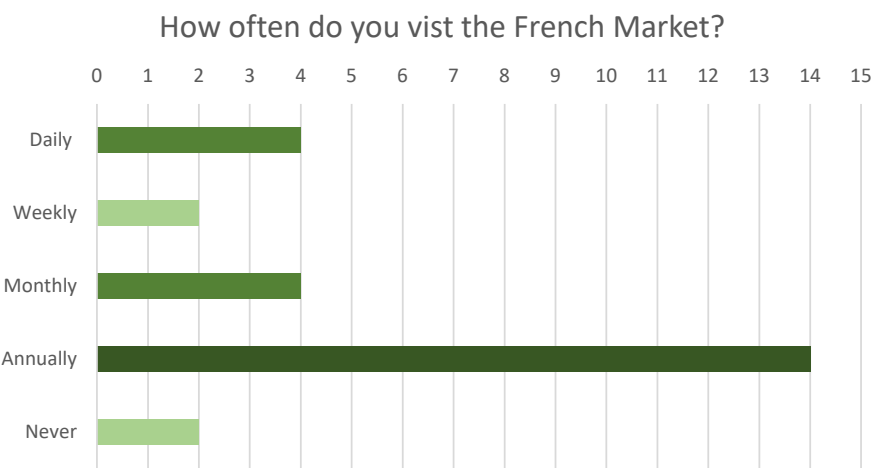
- I am also a vendor who has not returned.
- I used to go more often when the ferry was free.
- 5 Out 7 days a week at my booth
- To shop for arts and crafts and to eat
- I enjoy bringing friends from out of town
- Work & people watch
- Relax and watch people
- I go for live entertainment and special events
- Shop for arts & crafts
- Sunglasses!
- I work near by the fm

Public Survey Results



Appendix

Public Meeting Poll Results



Appendix

Culture Bearer Jamboards (Virtual Activities)

What brings you to the french market?

- Events
- Organic locally sourced produce/ seafood and or gluten free food. More events for kids and producing opportunities
- Arts/ crafts, food, events
- There used to be a vegan crepe vendor and i'd go out of my way to go
- When my kids were young, for the scene
- The vendors during holiday shopping time
- Featuring local artists and culture bearers
- Festivals
- Events
- Wonderful food and fruit, somewhat interesting items for sale, ambiance and beauty of space
- Selecting high quality artists with original creations
- My org used to run kids & family "pop-up" events from 2014-2018
- What would bring more people would be an parking area for locals with a reasonable fee
- Yes to the artist in residence - they could be tasked with communicating with public, translating market themes
- Dr. Lisa: pre-covid - would come for food; she has a family member with a restaurant down there; would go for visits there on a saturday;
- Ethan: goes for special music events; would go as part of being in fq, riverfront; if in the quarter might just walk through rather than shopping
- Todd: it's become more touristy; used to go there to listen to music; my family had done work as craftsmen in the area so there's a lot of history; it used to feel more family oriented.
- Todd: life long resident of treme; part of the black men of labor group; work on the choice neighborhood initiative
- Dr. Lisa: brings family when they visit, esp. Grandchildren; rarely purchases items unless there's a specific vendor recommended
- Ethan: would go see music if in the area; recently fm had been closed; trying not to do much if folks not wearing masks are around
- Todd: doesn't feel as welcoming to locals as it used to
- Ethan: maccno exec dir; working on zoning; noise; relief fundng; part of research on music in the french market
- Dr. Lisa: was going there for covid testing
- Todd: it has to be more everyone; locals are 365; fm is more open and could be used as a classroom
- Anne: works at noma; spent 24 years in higher ed; new orleans is adopted home ever since college
- Todd: uncle was a fruit peddler; he would go on sunday with his children to break up monotony of going to a show/park; would go for vendors and share history passed from great uncle
- Ethan: music at the mint on tues/thurs - typically more people adhering to soc. Dist.
- Todd: feels different than miami (near miami beach)where it feels more local and locals are coming out for the food/music
- Dr. Lisa: 7th ward - went to school in treme at mcdonogh 35; also worked on the choice neighborhood initiative
- Todd: now office isn't too far from the area; used to go with coworkers down decatur for lunch; but due to social distancing that hasn't happened recently
- Dr. Lisa: the fm is a microcosm of new orleans; those of us who are natives: our culture capital is not being considered there;
- Dr. Lisa: went to 35 mcdonogh; we used to walk through that area everyday; if we could do that w/ high school students; they could know and feel and see the history and herstory there everyday
- We've now got bands playing music on every street; we've gotten to used to the repeated bands and it's not as special as it used to be.
- Todd: recently went due to the danny barker festival; but wants to ensure safe social distancing and that isn't always the case
- Anne: mostly goes when people are in town or visiting; if i happen to be in the quarter, would walk through; not necessarily purchasing items
- Fq has no where to go (grow further); treme folks have always build their cultures;
- Fm doesn't embody all the culture
- Todd: now it feels more like a tourist trap

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- Maybe one week it's the 9th ward; another week it's the 7th ward; that way people could be drawn there based on neighborhoods; people repping high school and their community
- Visited as a kid - rick's pancake house
- Comraderie brings me to the space. It is a gig or business space for culture-related individuals, and they hang out afterwards in envie or at someone's house
- Post-pandemic, it feels different. It's empty, and you can also see the development changes - gentrification periods of the fq and fm. It's hard to pinpoint what the era is.
- I have friends that live in the fq and near the fm
- My friends - it was their dream to live in that area (frenchman), and they pulled me into this space.
- Continue to go back for events. It is not active everyday.
- Great to find people that i could crash with during events and floods, and whatever else i needed. When i couldn't get home from work.
- I wasn't accessing it much when i worked in the fq at the historic no collection. It was a missed opportunity for people to gather.
- Similar to brocato's it has a mix of everyone, but the fm doesn't have something that is familiar, nostalgic.
- The event with ashe is a real highlight: maafa - it has the potential to change the narrative for tourists and make it about the history and architecture. Charleston and savanna have figured this out well
- Organic locally sourced produce/ seafood and or gluten free food. More events for kids and producing opportunities
- Arts/ crafts, food, events
- Festivals, and days when i wander or bike through the quarter (fq fest, music, random festivals at the mint, events at woldberg / moon walk park)
- Shopping
- Cafe du monde with out of town guests
- Events and entertainment
- Things that you go to the market to get (some vendors carry things from african countries, some foods are very easy to get at the market.) They may be thought of as things that tourists might want but they are also very accessible when i lived

in treme.

- Visiting nearby locations - riverfront, frenchmen street
- Walk through the market five days a week as part of a walk to the river.

What would bring you to the french market more often?

- It was a big treat as a child to go and get produce from the market. It was a reflection of new orleans and was made of locals and local goods. It should be a place to show a reflection of new orleans
- Its a market place
- As market offering a place for locals to sell their goods. Offering prime location to vendors of all kinds offering opportunity for greater exposure
- Becoming a must go to place to shop. Becoming a hub for parents to take their kids.
- Becoming as much a place to locals as for tourists.
- Added value would be expanding vending opportunities.
- Locals see it as a tourist destination less as a local destination.
- Adds value by having the opportunity of sharing more authentic flavors both in foods and arts/ commodities
- Families... In nola ... Who knew?
- More original work, not just the imported stuff on offer in the flea market.
- Bring in new audiences via pop-ups
- Playbill pop-ups in the past -- kids events
- We need to have conversations around families. How can fm be an educational hub?
- Fm used to look better; aesthetically we need to make it more presentable; there should be tax credits available for that;
- Doesn't feel as welcoming to locals as it used to
- Schools used to use the fm and access it.
- The configuration and set up of fm needs to change
- Fm needs to be curated; right now it has any tacky anything; it has no point of view: is it new orleans centric? Is it louisiana centric?
- Now it's crowded, and if you're chatting with a vendor you're on top of another vendor.

Appendix

- We need to be real about the fact that the cultural capital of native and indigenous people has been dismissed and denigrated and misused; for values that are held only by a few or those with power/money
 - Economic equity!!!
 - Everyone loves to have us (culture bearers) in these conversations; but how are we getting paid?
 - Consultants are getting paid; i can only speak for the black men of labor (i can't speak for the other tribes): let's start with where is the budget? 'There's no budget for us.
 - The people who make the culture - we're not included in the economic benefit.
 - Recognition, money, respect for cultural capital/ provided by culture bearers!
 - We have perpetuated our history and culture in our own areas. Educationally. Fm would have to be much more about parade sites and also historical sites; it hadn't been legislated by the council; it's done spontaneously
 - New orleans has stories and points of view - how are we sharing those?
 - People come to new orleans for culture, cuisine and the music; not for broadway, the zoo, and the ballet; all other cities have that; what they don't have: the culture we do.
 - We understand our value; we know we could bring crowds: 44 sundays out of the year there's a second line; those organizations have to pay to be on the street; pay for dress; band; police, etc.
 - Fm of today vs the 80s; it's now more trashy than it used to be
 - Culturally, to bring the black men of labor down to the fm it would have to be a whole mind blowing event
 - Why would we come to fm free and not get paid for what we are bringing? We know we can draw people from the fq and walk them all around the city and benefit our group.
 - I am not sure what is in the fm.
 - The financial opportunity for people in the city. Making money for our culture bearers is as important as roots and nostalgia.
 - A coffee stand from a familiar brand. That hearkens back to the days of kaldi's.
 - Parking - people figured it out. Tourists did.
- Residents and working people had challenges. Som cities do a shuttle program for parking lots off-site.
- Bathrooms could be "happier" and there should be more of them.
 - I love the new additions like cp
 - I loved the farmer's market - greens and cauliflower it was a bit cost prohibitive for people with snap
 - Find out where people are congregating naturally and make it intentional!
 - Wap is entertaining, but causes traffic.
 - Areas to sit outside and grab a drink
 - We don't know how long it will be before we have our large scale festivals but the market could be a place for demonstrations (like they have at jazz fest) - a place that features and highlights local or regional arts demonstrations. The market could be a place that highlights artisans. I wonder what it could be like if there were consistent documentation of the activities (on youtube).
 - Kids love the house floats. There's a lot of real estate at fm - would be great to have a fenced in play thing or something where parents can hang out, have a drink, watch music, see cultural events and also have it be kid friendly (explicitly kid friendly programming).
 - Cultural events: african drumming in congo square every sunday. If there were something unique to the market or a similar thing but on a different day. Connecting with an entity like june bug productions or ashe to see if there is a willingness to program something consistent (through partnership)
 - Tekrema (possible partner) - school of dance and movement
 - Cultural events
 - Indigenous and traditional religions: people don't know but seem to want to know how to conduct themselves at sites that are considered sacred (move this to previous question). For a lot of ppl, the river, congo square, etc. Is a sacred site...
 - Live music in the market
 - With my writing mentor & things that we've published. We also have kelly harris debeerry, who is a new orleanian and is on staff nationally with poets and writers. Does significant literary

Appendix

programming in the south. Could help feature nola writers.

- The mint, closeby has hosted a number of literary events. That might be a way to leverage the programming and helping fm be known nationally as a place that does this kind of literary programming.
- Indigenous and traditional religions: people don't know but seem to want to know how to conduct themselves at sites that are considered sacred (move this to previous question)
- You have practitioners in african and indigenous religions. Proximity to river could be a place for cultural programming in indigenous traditions because you're so close. That is something that draws ppl to new orleans. It would be very important that it's not something that exploits but honors the traditions. Otherwise it would be better to not touch it at all than to do something that would offend ppl.

Who should the french market serve?

- All citizens of new orleans.
- Locals and tourists alike
- Residents and visitors
- More outreach to local and ethnic leaders
- Seize the pandemic moment by reclaiming it for locals
- During covid-19? Will things change afterwards?
- Techniques to attract locals during the pandemic ... Free parking?
- There are so many groups that need to be served - tourists, legacies of families, displacement of neighbors and families.
- Lack of understanding how people's identities (locals) fit into the space. It seems like it's for tourists.
- Side note - mardi gras indians is not a good blanket term.
- It should serve everyone, but we need to be realistic about who is actually in the area

Culture Bearer Jamboards (Virtual Activities)



Culture Bearer Jamboards (Virtual Activities)



Appendix

Culture Bearer Survey Responses

How should the french market add value to the french quarter/new orleans?

- 1. Be family friendly 2. Be culturally relevant and honoring 3. Serve as a first and last stop for your hometown staycation or one-day vacation 4. Transition from daytime family venue to riverfront nightspot
- There should be more music other than the 2 places that currently exist
- Tells the story through the eyes of those who live and were born, but also their ancestors

What brings you to the french market?

- Walking for exercise and fresh air, shopping, eating, specialty or cultural items, nearby venues, entertaining out-of-town guests
- Shopping, networking, eating drinking & the music
-

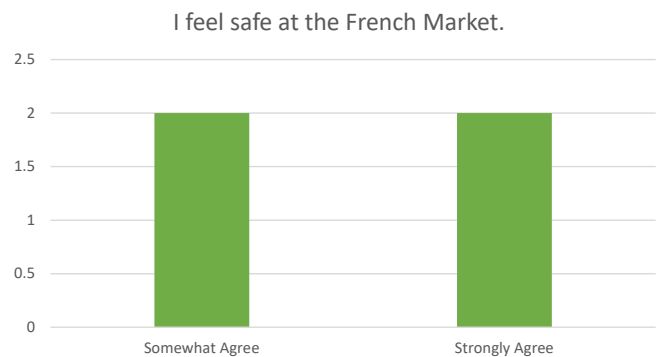
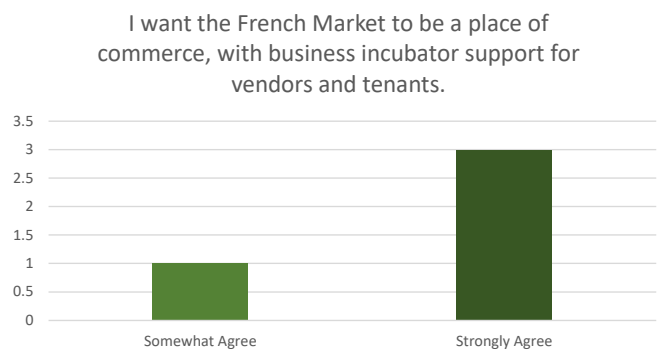
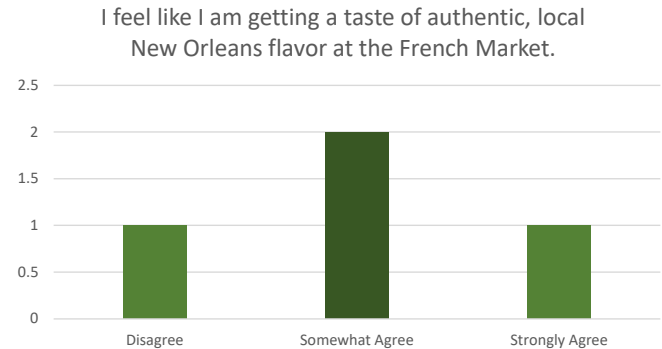
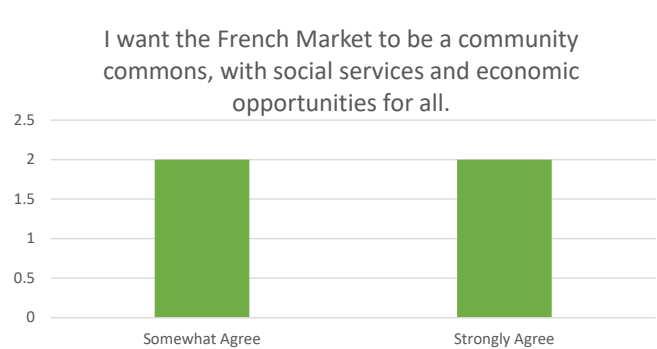
What would bring you to the french market more often?

- Cultural experiences, events, shopping
- An opportunity to participate in a babydoll stroll, cleaner restrooms, & new / different product availability
- Free events, easy access and highlighted cultural events

Who should the french market serve?

- Neighborhood residents, local residents, and (eventually) tourists. People have always been regional day visitors. The french market could be an even more prominent safe, outdoor venue.
- Locals & tourist -kid friendly
- Everyone, with local support preferences

Culture Bearer Survey Results



Appendix

Culture Bearer Poll Results

