

FRENCH MARKET[®] DISTRICT

ROUND 2 STAKEHOLDER ENGAGEMENT SUMMARY

Public Virtual Meeting
February 25, 6-7 PM

Public Survey
February 25 - March 12



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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.

We have completed two rounds of stakeholder engagement meetings with current French Market vendors, local culture bearers, and the general public in January, February, and March of 2021. While the first round of engagement included feedback that would inform the French Market's evolving culture and mission, in the second round of engagement, we received more specific feedback for programming and operations at the French Market sheds. A summary report for Round 1 Engagement was issued at the end of February. The following pages summarize how Round 2 meetings and surveys were facilitated, what questions were asked, and common themes that were heard from the various stakeholder groups that participated.



Public Meeting

Approximately thirty public stakeholders participated in a virtual meeting on Thursday evening, February 25th, from 6:00 to 7:00 pm. Approximately 70% of participants in this meeting indicated that they had participated in the first round of engagement and 30% were joining the process for the first time.

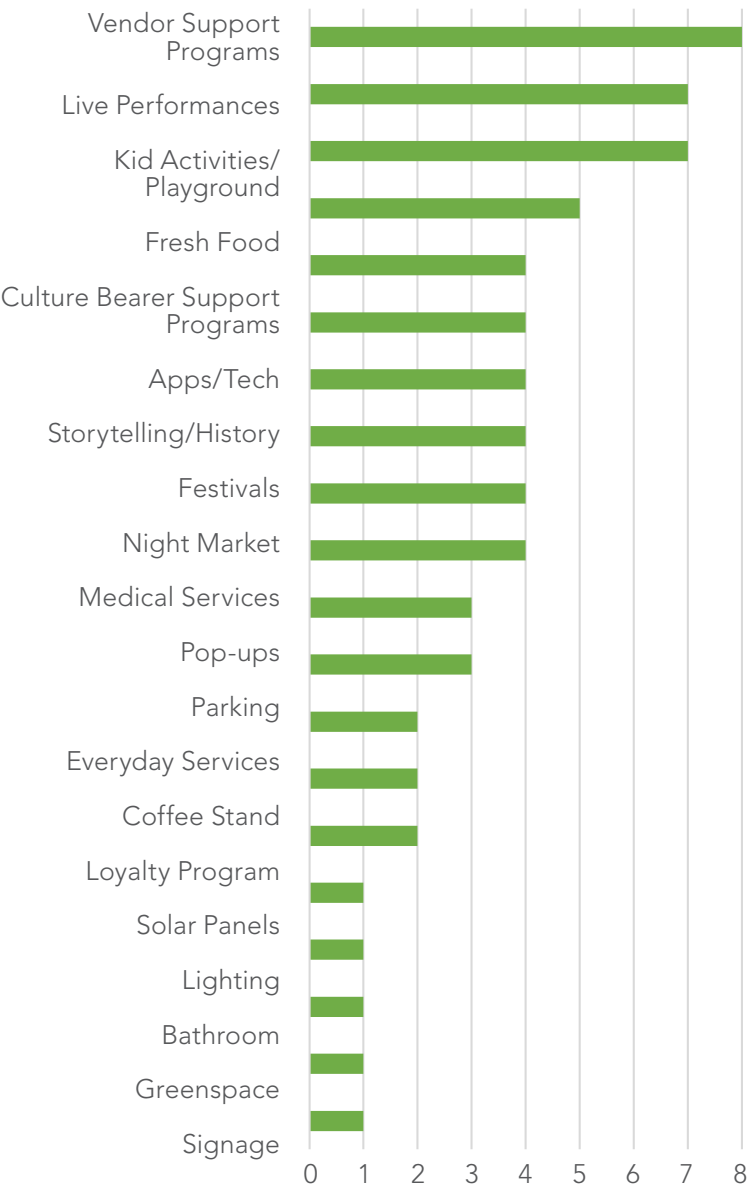
The meeting started with brief introductions, overview of project goals, and summary of common themes heard in the first round of meetings. Our team then presented a working Theory of Change for the French Market which had been shaped by input received so far. Following this presentation, participants on the call were invited to share their additional insights related to the theory of change by responding to live survey questions. Participants were then divided into small 5-7 person breakout rooms to participate in interactive virtual 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.

Breakout Rooms

Participating stakeholders spent 30 minutes in breakout rooms. During breakout rooms, participants were asked to envision programming and operations under the French Market flea and farmers sheds. Stakeholders participated in 2 interactive activities to guide this discussion. The activities were organized by a holistic framework that considered social, educational, cultural, organizational, economic, and physical impacts.

The first activity showed program ideas that were offered in the first round of meetings. Participants reviewed these ideas and built on them with new or related programming suggestions. We then asked participants to work as a group to identify priority program ideas to develop further.

In the second activity, participants placed their chosen priority program at the center of the holistic framework and considered opportunities created by that program idea and identified specific resources and partnerships that would be necessary to implement that program successfully.



Above: Map of the food shed and flea market shed.

Below: Program themes most commonly discussed between all breakout groups.

Priority Program Ideas

Parking & Transportation

- Create multi-level, accessible parking nearby.
- Partner with the RTA.
- Add more bike parking.
- Offer parking validation for New Orleans residents.

Physically Welcoming Environment

- Provide more transit options like a rideshare hub, pedicabs and parking areas for bikes.
- Improve lighting and cleanliness.
- Create more connection to surrounding businesses so it feels more like a destination.
- Offer some kind of loyalty program like a punch card for people who spend money at the FM.

Fresh Veggie & Seafood Market

- Include culturally appropriate food.
- Invest in more advertising.
- Make food offerings fresh and affordable.
- Host food festivals.
- Partner with Market Umbrella and FPAC

Vendor Leadership & Support

- Use Wifi/tech enabling tools such as a digital map of market or an app that shows offerings/events at the market, menu of food options, etc.
- Offer parking validation or incentives for people to not travel by car.
- Create funding opportunities for small business cohorts by using tools to grow businesses in a way that is equitable and consistent with FMC branding (create a cohesive ecosystem).
- Share stories highlighting the vendors' background.
- Help vendors develop marketing strategies.
- Add a shipping stall that can package and print labels so vendors don't have to hear, "it won't fit in my suitcase".
- Offer financial literacy training.



Art Market/Night Market

- Create a multisensory experience at the market at night, which includes food, beverage, music, lights, art, etc.
- Partner with museums to create content or events a la Luna Fete.
- WWOZ could run a night time radio event.
- Daytime could be more kid focused.
- Host Podcast recordings or a recurring storytelling series (culturally oriented and centered on New Orleans)
- Host local comedy shows.
- Focus on local art & culture.

Polling

Stakeholders were asked to reflect on the following questions which relate to the theory of change being developed for the French Market. These questions were formatted as live polls during the virtual meeting and included in a web-based survey that was distributed to those who participated in the virtual meeting and made available to anyone who could not attend. Below are summaries of common responses to each question.

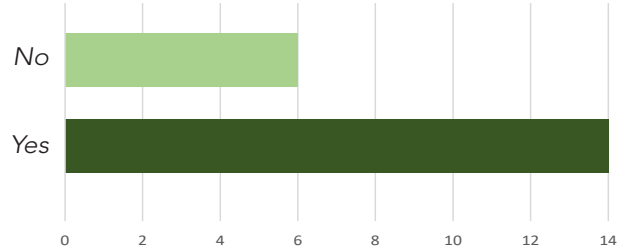
How should the French Market's history be preserved?

The most common suggestion was to utilize **multifaceted mediums**. Stakeholders suggested **informational kiosks, plaques throughout, apps, guided tours, storytelling corners, and live performances** (perhaps in different era clothing). Another commonly suggested strategy was to **uplift and highlight the artists and vendors** that are already there. The vendors are a part of the ever growing history of the market and what has made it a destination for centuries. Survey responses emphasized to **include all histories** (i.e. slavery, Native Americans, etc.) There was a strong desire to bring back the **fresh food market**.

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

Respondents suggested that the French Market **maintain the higher COVID standards** for cleanliness throughout the market sheds, but especially at the bathrooms. Other suggestions included **pressure washing the exterior areas** on a more regular basis and providing **signage that encourages people not to litter**. A number of people advocated for more **visible security, better lighting, and creating more activity** in the areas surrounding the market to make it feel more safe, especially at night. It was also suggested that the French Market help **connect the homeless population with social services** and that French market vendors and staff should be trained to help **de-escalate conflicts**. Respondents felt that if the French Market is presented as a professional and beautiful space, that will **set the expectation for keeping it clean and safe**.

Did you participate in the first round of meetings?



What is your relationship to the French Market?



What does equity at the French Market mean and look like to you?

Respondents brought up equity issues related to **vendor policies and regulations** at the French Market, particularly how tenured vendors enjoy certain privileges that are not easily accessible by new, non-tenured vendors. It was suggested that **more flexible policies around vendor fees and a lottery system** for stall allocation would help create a more equitable environment and **increase opportunities for new and prospective vendors**. **Fair and living wages** for performers and French Market workers was also identified as being important.

The **diversity of vendors** was highlighted as a good indication of equity at the French Market but that there should be **more people of color from New Orleans** represented by the vendors and FMC staff and board. It was suggested that the French Market should celebrate the diversity of its vendors and of the City of New Orleans through **diverse food and program offerings**.

Respondents felt that the French Market should feel **welcoming, inclusive, and relevant for people from all walks of life, especially local New Orleanians**. They want to see more local, homemade crafts being sold and community leaders, culture bearers, and businesses being more involved with programming at the French Market.

Next Steps

Over 100 people have participated in this stakeholder engagement process so far. Approximately 50 people participated in this second round of engagement, with many of them having already participated in our first round of engagement. Thank you to everyone who has contributed to this work and helped us build on the valuable feedback we have been receiving through meetings and surveys. This document summarizes feedback from the second round of stakeholder engagement and will be published on the French Market website and distributed directly to those who have participated thus far.

We will use the feedback we have received from the first and second round of stakeholder engagement to draft preliminary recommendations for the French Market and hold another round of stakeholder engagement to share and ground-truth our recommendations with you. We will also use the next round of engagement to envision how those recommendations will impact the French Market facilities. Round 3 Engagement is scheduled to happen in April and specific dates and times will be announced on the French Market website in the coming weeks.

A final recommendations document will be issued in Spring 2021. The final document will be shared publicly on the 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 second round of engagement meetings.

Virtual Activity Results

Program Ideas from Round 1

- Everyday services (knife sharpening, shoe repair, massages, barber, etc.)
- Free events
- Fresh produce market
- Fresh seafood market
- Covid testing & vaccination
- Improved public bathrooms
- Parking garage/more parking
- Wayfinding through local art installations
- Fenced in area for kids to play
- Coffee stand
- Both sides of the street filled with food stands
- Financial opportunities for culture bearers
- Business incubation services
- Shuttle to and from the French Market
- Vendor leadership opportunities
- Monthly youth markets
- Scheduled events for kids
- Wireless access points
- Library events at the Mint
- Historical & coastal education
- Storytelling corner
- Pop-up markets
- Monthly international day
- Night markets
- Live performances
- BIPOC-led cultural events (African, Caribbean drumming)
- More activities for kids - you get more customers when you get the entire family
- Pop-ups: Standup comedy, performances, dance, etc.
- Daily live music (several times a day on weekends), funded by the city's new Tourism and Cultural Fund
- Music: Should not be too loud (from experience as a vendor). Vendors need to be able to conduct business. In the past, brass bands (in the breezeway between the markets) have been too loud to hear ourselves and customers.
- Habits clearly defined so that the dancing that might ensue from music would not encroach on vendors (which happens during FQ festival)
- Curated music with a designated stage to allow for more control in some areas of the market
- Apps that indicate what programs, vendors, food options exist at FM sheds
- IDE, 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 his 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 international 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 aren't 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

New Programs Ideas from Round 2

- Offerings for the hospitality industry prior to shifts like medical services (expanding current COVID testing)
- Parking garage built on the lots on Elysian Fields where the graffiti covered vans park now
- Lighting
- Designated areas that make it clear where transportation is. (Bus signs for tourists, etc.)
- How can we get people to spend more time in the market so they can buy more from vendors and participate in experiences? (Regularly scheduled events tailored to different interests)

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- 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.
- Children's Programming
- Geo-targeting on wifi access
- Support for vendors - business support
- Does Cafe du Monde have exclusivity as a coffee shop?
- Creole Tomato Festival - one of the best events; weekends where the market/jazz museum work in concert - partnerships can be helpful
- Small festivals can be very successful as well
- Market's symbolic value - solar panels as part of green energy
- Partnerships with corporate philanthropy who want to support in creating savings accounts for culture bearers
- Musicians not getting paid enough for participation in festivals (FQF)
- Art Markets - The one on Frenchmen hasn't restarted - a night market with music and a focus on handmade art (related to Luna Fete idea); filling void
- Night markets/events: Something akin to light shows at Luna Fete - could help to tell the (hi)story of New Orleans
- Clearly telling and highlighting the full history of New Orleans (the good, bad, and ugly) - pop-ups, oral historians, signage
- Ex: Adinkra - Iron Work all over the city built by slaves and free Black people; the Sankofa symbol - knowing and recognizing those symbols
- Some of the profits from FM going toward an individual development account program for culture bearers

Prioritized Program Brainstorms

Physically Welcoming Environment

- Parking areas for bikes
- Lighting, keep sheds clean, maintenance of facilities
- More connection to the surrounding businesses so that people feel comfortable traveling in and out.
- Safe & welcoming space would attract more ppl to spend and keep them in the environment longer and equate to more dollars spent.
- Mini transit hub where you can catch an uber or pedicab so you can grab your transit and go.
- A lot of cities are turning underused freight zones into uber stands. There's an app that you can use to turn a freight zone into a transit hub (for rideshare).

Parking

- Multi level parking on 2 lots, with shops on ground floor. Helps the neighborhood -- Frenchman.
- Access to disabilities. Must be near.
- What about partnerships with RTA to move people more effectively.
- Parking for vendors: a better system to prioritize set-up
- Inadequate bike parking
- Does subsidized parking make sense? Discounts, etc.

Fresh Veggies, Seafood Market

- Access point for food versus a market with choice (of vendors)
- Destination: cost-effective, volume
- Cultural context

Fresh Produce Market

- More advertising for food
- If the FMC can convince the city to subsidize rent for farmers/food vendors, or even artists/craftspeople, it could help fill some of the empty space at the market
- Hot tamales if possible along with fresh food
- French Market Corp. could make it easier to sell food
- Culturally significant foods
- Food festivals at the market

Parking Lot/Parking Garage

- Elysian Fields and Esplanade parking lot
- Advertising for parking validation for residents and locals

Vendor Leadership & Support

- Wifi/tech enabling tools to support vendors - geotagging and ping visitor's phones when they are close to a vendor or what the offerings/events of the day are
- Lowering the barriers to access for business and visitors/local shoppers will increase demand and lower negative forms of competition
- Incentives for people to not travel by car
- Parking - validation and/or discount for locals (and vendors alike)
- Parking lot: it's not a produce market, and it will not be anymore. Those days are over.
- Funding opportunities for small business cohorts?
- Greater and increased opportunities for vendors to express their wishes & vision

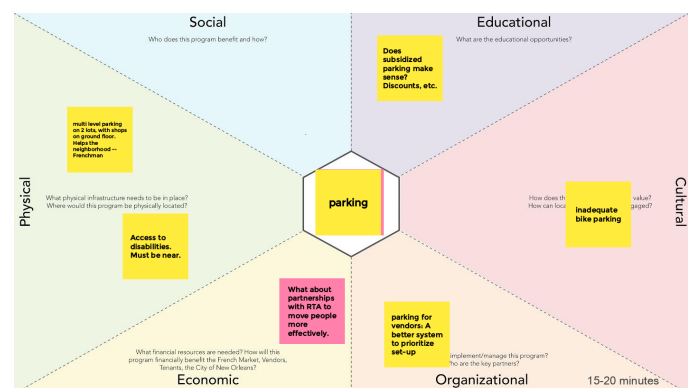
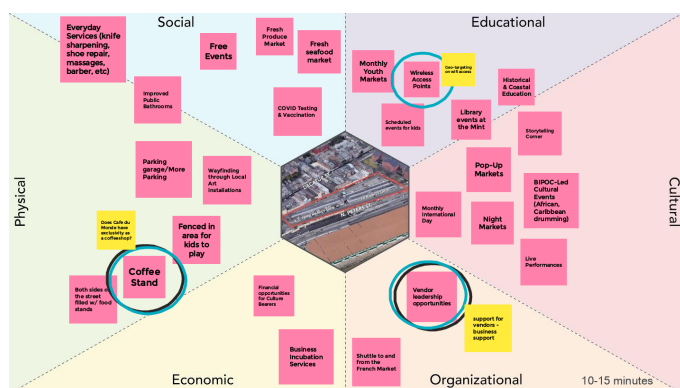
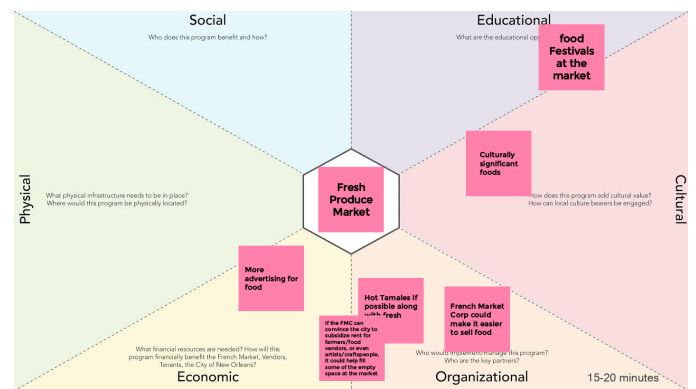
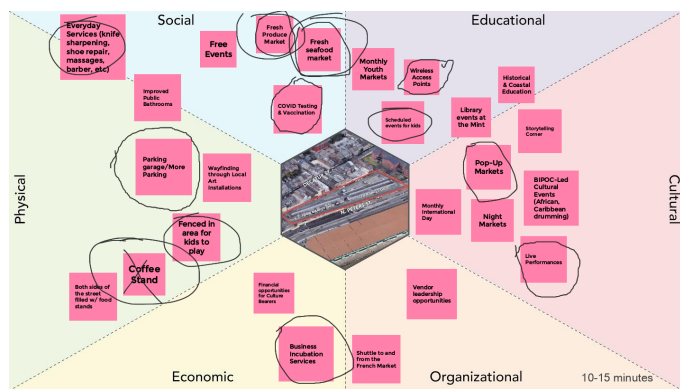
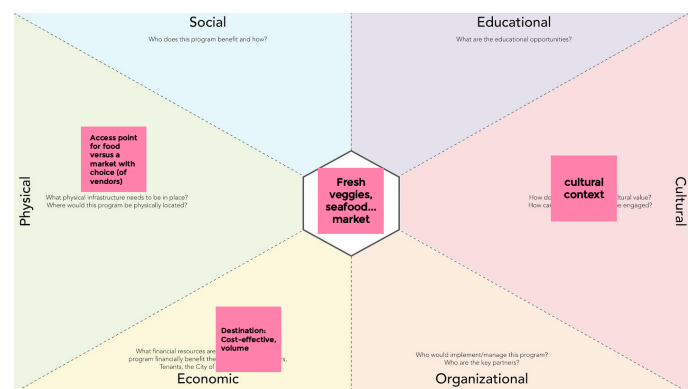
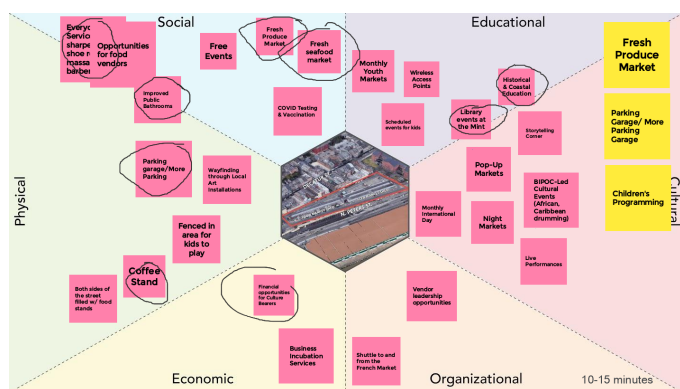
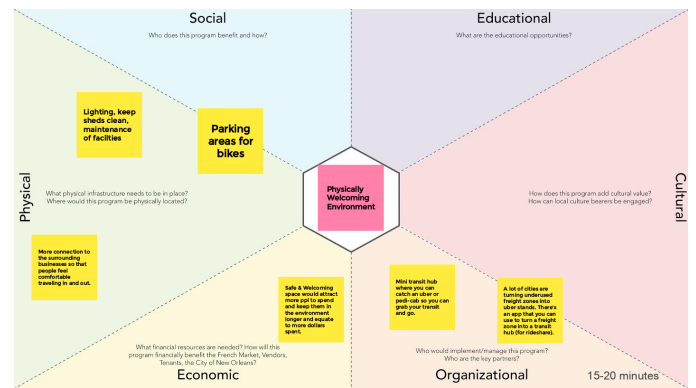
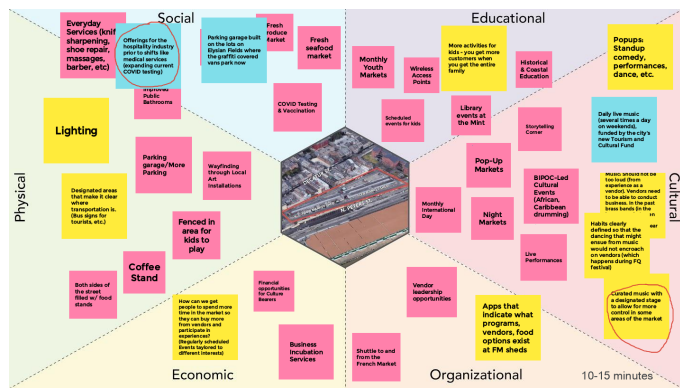
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- Empowering the vendors with tools to manage and grow their business in a way that is equitable and consistent with FMC branding --> cohesive ecosystem
- Collecting and featuring the stories behind wares and the cultural influences behind them
- Vendor incubation and capacity building offered through a partnership
- Square infrastructure & program throughout
- Promotional lanes to ensure that FMC, the entire entity is complimentary of vendor promotion - best practices.

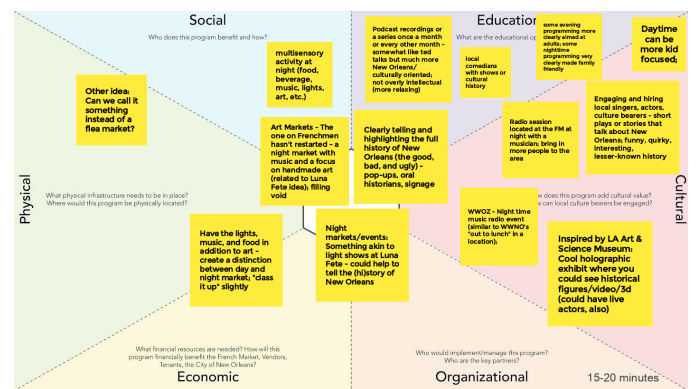
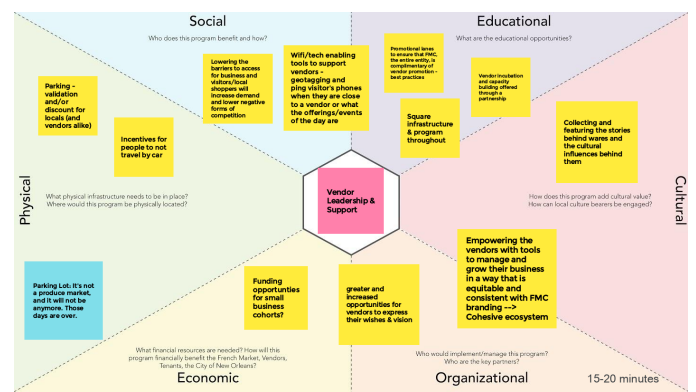
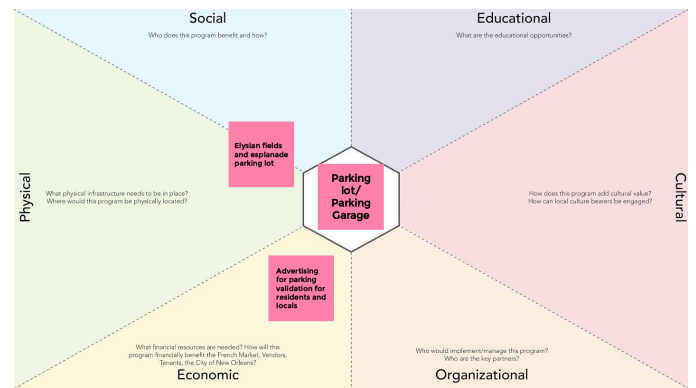
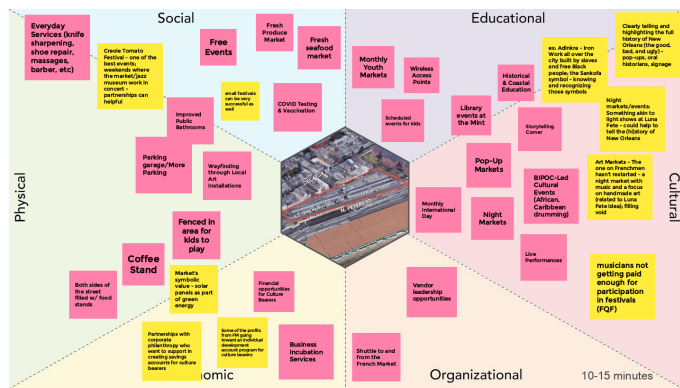
Art Market/Night Market

- Multisensory activity at night (food, beverage, music, lights, art, etc.)
- Other idea: can we call it something instead of a flea market?
- Have the lights, music, and food in addition to art - create a distinction between day and night market; “class it up” slightly
- Inspired by La. Art & Science Museum: cool holographic exhibit where you could see historical figures/video/3d (could have live actors, also)
- WWOZ - night time music radio event (similar to WWNO’s “out to lunch” in a location);
- Radio session located at the FM at night with a musician; bring in more people to the area
- Engaging and hiring local singers, actors, culture bearers - short plays or stories that talk about New Orleans; funny, quirky, interesting, lesser-known history
- Daytime can be more kid focused;
- Some evening programming more clearly aimed at adults; some nighttime programming very clearly made family friendly
- Local comedians with shows or cultural history
- Podcast recordings or a series once a month or every other month - somewhat like Ted talks but much more New Orleans/ culturally oriented; not overly intellectual (more relaxing)

Appendix



Appendix



Appendix

Survey Results

How should the French Market's history be preserved?

- Providing products that are reflective of New Orleans and artisans
- Written, video, audio
- It is very important
- The Market's history should be "living history". There should be ongoing activities, content and programming that present the many facets of the Market's history in a way that is fresh, appealing and relevant for audiences of all ages
- Via various mediums (artistic displays, audio recordings; 3D/holographic images or videos; interactive kiosks; photo exhibitions; actors in period dress)
- Re-establishing its historic purpose of providing fresh food
- Don't know.
- Renewable energy (solar panels, energy conserving upgrades)
- Through historical, cultural and opportunities for economic equity among artists, vendors and the general public.
- History should be reflected at the FM through performances, information kiosks, etc. But also, there should be quality print and digital media documents, as well as earned media feature pieces
- The history is well preserved.
- Advertisement explaining the market history.
- Respecting existing structures.
- By celebrating not living in the past. Be vigilant of the maintenance of the existing structure.
- Try to encourage more fruit and vegetable vendors.
- Photos and written history interviews of long-term vendors.
- By keeping as much interest as possible on unique items.
- Allow things that are not handmade. I am born and raised in New Orleans. And as long as I can remember I would be able to come to the market and get everything (from the guy who sold coins, to magic tricks, wooden guns, sugar cane, and the list goes on). Now with wanting only handmade

vendors we don't have selection. And in today's world having more vendors would draw more people with social media.

- Leave buildings, colors, layout as is with only structural changes. Have an info booth/stand with flyers and pictures for people.
- By highlighting the open air market and local art. As a transplant, when I would visit New Orleans the Market was always a highlight for my visit.
- The French Market is a famous place, history, landmark and very unique for the City of New Orleans.

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

- Lighting plays an integral part in feeling safe. Going through with a pressure cleaner and pressure cleaning the whole place makes daily maintenance easier. Pressure cleaning once every 3 months or every 6 months would make a difference.
- More security. Better and more lighting
- Better security
- Visible street cleaning and sanitation crews; signage that encourages people not to litter, and of course bathrooms. People have become hyper concerned and vigilant about cleaning b/c of Covid, so the bar is now a lot higher than it was a year ago. Sadly, the presence of homeless people congregating or loitering in the bathroom deters from the perception of safety and cleanliness so this has to be addressed on an ongoing basis
- In addition to all the physical upgrades that were mentioned during the meeting, you should consider not calling the daytime market a "flea" market. That makes it sound unclean.
- Better lighting and more interactive space along the streets that run along the sides.
- More security, including NOPD officers working detail shifts.
- Late night events could bring people to the space at night so it isn't such a dead zone.

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- Provide more access to clean bathrooms, more lighting and active programming throughout the day.
- Cleanliness: start with COVID standards and continue. Have private security like museums where they are noticed but not intimidating. Train vendors and staff on recognizing issues and trying to manage before they escalate. Reflect professional and beautiful space that sets expectation for keeping it clean and safe.
- By inviting musicians to set up and play on weekends instead of allowing relentless drum beating next to my booth.
- Vendors should clean their spots at end of the day.
- The market is clean, the “art” crew does a good job. Kim David and Darlene are all a big plus.
- By having a presence of law enforcement (security). New bathrooms
- We should have at least one police office on duty.
- We need more security guards. I am very satisfied with Kim Harris work. She kept our stuff as clean as she could.
- Have better security.
- Safe: By providing security during the open hours. Clean: starting with the upkeep of the restrooms.
- Keep a security guard just for the Market.
- Have clear signs pointing to bathrooms with opening times. Keep them clean. Have uniformed officer/security walk around. Have more. Keep them visible.
- Maybe add some security patrols to help with the feeling of safety.
- Safe: We always need the security and police maintain all times, meanwhile the business open. Clean: We would like to work together as the team from the office, vendors and cleaning company to make this place special for customers.

What does equity at the French Market mean and look like to you?

- Equity in regards to French Market, when a tenured vendor doesn't pay their taxes then can't vend for a certain time that exceeds “maintaining tenure” rules then they lose tenure. Equity can also mean that tenured reps that get to set up because they purchased space in advance (ab)

spots should not still be holding up spots on the out side unloading when non-tenured vendors have waited to get a spot, then have to wait for tenured vendors to get their vehicles out of new vendors spots. Understanding things look different now because of Covid, it would be a good time to offer new vendors a new kind of “lottery” on getting prime spots while earning their time. There are 3 powers spots “lottery” made available to low tenured vendors that give them opportunity to prime spots. (Give them a taste of the carrot and they may stay longer). There is 3 random drawing for vendors 200-to the end during lottery days. If their number is drawn they are giving the option to move up to the top 50 spots during lottery for securing spots. If they choose to not partake then that spot goes back to tenured vendors during that lottery process. This would give 12 low tenure vendors a year to have a prime spot for 3 months. At the end of the 12 months, all low tenure vendors names are reentered for the next year. A low tenure vendor does not get to be picked randomly twice in a 12 months period.

- FMC taking vendor recommendations seriously
- The market is very equitable, but I really like more diverse food
- The Market needs to feel welcoming, inclusive and relevant for folks from all walks of life. Starting with New Orleanians as the core audience. It would be interesting to do some sentiment analysis of locals who *don't* go to the market, to find out why (besides parking), and to try to address some of the perceptions (i.e. - It's only for tourists, or the programming isn't for me, or the events, and activities are too expensive).
- Perhaps there could be a certain number of vendor slots provided at a sliding scale, so that culture-bearers (craftspeople) who may not be able to afford the normal rate can still participate. Also, it should be policy that no performer will get paid below a minimum rate. (I don't know what that rate should be. Perhaps you all can research what the going rate is for musicians in a city where they get paid fairly, but certainly the preparation/rehearsal time they have to put in should be included as well.)

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- Economic opportunities for a diversity in vendors and those who can be served by it. Creating programming that appeals to various groups.
- Don't know.
- Involving the community leaders and businesses that make up the heart of New Orleans culture
- Vendors, local and beyond, sharing in vending and telling the story of the area over time and historically beginning accountable.
- FM staff and vendors and shoppers reflect different colors and cultures. But I think this starts at the FM corporation level with FM staff and board.
- I am enjoying working at the French Market.
- We have an equitable situation at the Market. The tenure system supports the equality.
- The equality of being fair and impartial. I don't know how to describe what that would look like, what it means at the French Market. The same rules and regulations for everyone. Enforced without bias. Vendors being made a part of decisions that they are affected by. I think both of these examples are presently being carried out by the management in place.
- Preserving French Market history.
- Having vendors being treated the same, which is good.
- I think we should encourage uniqueness of products and services with respect to the current vendors as well as any incoming vendors.
- You don't see any.
- Treat vendors the same, no favoritism! Have rules and apply them to all, don't let things "slide" for some, not others.
- It looks like crowd of people moving through the market enjoying all the vendors wares. I mean seeing tourists enjoying not only the market but the city as a whole.
- French Market looks like my second home because we spend more time than at home. Most of our vendors have been open at the French Market for a longtime. 32 years, this place gives us peace of mind and happiness.

List 3 programs you think would be a good addition to the French Market

- COVID testing in this area makes absolutely no sense to me. Why would you potentially have people with Covid coming to your area to get tested when you are trying to keep a "virus" free area. Covid testing and creating an area for potentially infected people to come and shop, use the restroom, touch stuff then test positive that makes absolutely no sense. Customer participation cards sorta like what casinos do. They have a French Market card that gets "punched or stamped" when shopping and after they have spent so much money they get a free drink or food from the food area. If you provide a fenced area for kids to play you offer yourself up for any liability that would rise for that kid zone (to include opening the door to pedophiles hanging out in the area). Providing marketing strategies for optimizing your booth to gain the most foot traffic based off of colors, product placement, fonts, etc. Teaching vendors how to set up for shipping while they are in the market so they don't have to hear "that won't fit in my suitcase". Printing shipping labels for vendors so they can ship same day for their customer and the customer see their product be packaged and ready for pick up while they are there (huge value add).
- Vendor leadership, adult night market, kids area
- Foods events, like Tomato Creole Fest
- A permanent kids' area with a signature design element that is appealing for kids of all ages. Not just pop-up play during festivals.
- Vendor training, loyalty program, pop-ups that don't compete with vendors.
- Fenced area for kids might be difficult to implement, but families are (in my experience) a good demographic. Pop-up food stands or food festivals sound great, but there would probably be some push back from restaurants in the farmer's market if the added competition outweighed the added customer traffic. Festivals would be great to attract
- A weekly night market (similar to Frenchmen art market) /// involving WWOZ to help promote the market through some weekly radio show

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that takes place at the French Market. Thinking something similar to out to lunch at Commanders Palace but instead at the Market and maybe focused on the cultural history of the French Quarter. Could involve local culture bearers, musicians, and/or comedians (and could tie in quite well with the night market idea) /// A little more green space. I realize the space is already limited, but perhaps even just planters all around the space, could really brighten up the experience and make it a place people feel like sticking around for longer.

- Covid testing, free storytelling sessions, vendor leadership training and free access to other businesses
- Health (covid testing, flu shots, simple medical things...Partner with LCMC), fresh produce (market or distribution hub), vendor training
- Not allowing the beating of pails directly behind me.
- Coffee stand, sanitizer stand.
- Weekly, rotating pop-up food booth featuring cuisine from around the world. Start and ending point for foot tours. Tie in with Mint for focus on music and shopping events bringing vitality to both venues.
- In the past we have had cooking demonstrations. Kids activities for special events, such as Halloween. It's hard to speculate on any new "additions" now when we are unsure of the lasting effects of COVID. Right now getting back to some semblance of normalcy would be priority programs should be temp., not permanent, seasonal coincide with holidays and special events.
- Move tables and chairs to sit and eat. Kids zone. Encourage more vendors to set up outside.
- No need for an area for kids to play our market, do not have enough space for it. Testing COVID in the market will cause traffic jam. Do not need any leader training me after 38 years working in the market as a vendor. We can have a coffee truck only if its Cafe du Monde's truck.
- Have area where customers can relax to keep them in the Market, flea market area.
- I do like having a fenced area for kids. Maybe once a month food truck vendor extravaganza with a theme. Encourage selected vendors

randomly feature their art/craft for the day.

- At night turn it into a food truck park instead of being closed.
- New member mentorship program. Holiday events. Street performers? Maybe?
- For the kids activity, face paint, art context, sometime on the weekend.

Pick one program that you mentioned above and write down the program. Then, elaborate on what would be needed to make that program successful at the French Market. Consider the cultural, economic, organizational, social, physical, and educational needs and opportunities for the program.

- Printing shipping labels: each vendor has their own account with Fedex, UPS or USPS. Each one of these carriers provide online creating of shipping labels. Each vendor has all their own shipping needs (boxes, packaging and tape). The office provides printing labels for a minimal charge (this can be done through a webprint browser that can be password protected on the network). Once the package is completely packaged, the client then can take the package and drop off themselves at any of the carriers or Fedex and UPS can be scheduled for daily pickups at 5pm everyday. Very simple solution with a huge value add to vendors and clients.
- Encourage market and promote the local creatives who vend at the market
- New Orleans has the most diverse food, make events and opportunities for food, new vendors
- Loyalty program could be anything that rewards consumers for shopping/spending money with FM vendors. It could be free parking, free item from FMC or ongoing discount on purchases. FMC would need vendor buy-in, tracking system for purchases and broad promotion of the program to locals and visitors. It would build a local and regional following that could help promote through social media.
- Don't know.
- I think the night market combined with a weekly

Appendix

radio show (again similar to out to lunch) would be a real boon to the market. Could be more adult focused, with slightly more upscale vendors and perhaps some upgrade in night time lighting (someone suggested similar to the effect used in the luna fete celebration). The radio show/podcast could be hosted by a musician and comedian (to help tie in the market to that part of the community) and feature a different culture bearer each week to talk about different historical anecdotes about the French Quarter, the French Market, or New Orleans culture in general. It would serve as both a fun event that could draw in income for the market, as well as a broader megaphone to help promote the daytime (and new nighttime) market. Then even people who can't make it to the market for whatever reason can still be a part of the market.

- The support for vendors through free training, access to tech and wifi for easier vendor transactions, vendor highlight media rotation based on product and through a story of historical events that also aligns with active festivals/ events in New Orleans would help. The training in financial literacy, business up sell, b2b and b2c support for example will help support the current vendors sustainability in the market and if marketing and history/events are aligned you draw more people to the market and more of a ability to tell a cultural, intelligent, cohesive story.
- Fresh produce: partner with market umbrella and FPAC and sketch this piece out with them.
- We would like program for the kids and music in the future when more normal.
- Coffee makes happy vendors and they work hard.
- The Mint seems very underutilized. Daily jazz concerts should be part of every city tour. The tour could include conclude at the Mint and let the tourists roam the Market. Geoposting would supply visitors with info on the delights of the market.
- If I could think of a program and could elaborate on what would be needed to make it successful and consider all the vague needs and opportunities listed, I would be doing it! To be successful offer something that appeals to the majority of your audience, which mostly comes

from another state or country. They are here for an experience and, or a memento (souvenir).

- Kids zone.
- Kids area: maybe face painting, balloons, and music. Art competition. Scrabble competition.
- New member mentorship. I feel if a new member could be paired with a veteran vendor it would benefit all involved. The new members could go to their mentor with general questions, freeing up the office staff.

Poll Results

How should the French Market's history be preserved?

- Traditional arts/ crafts demonstrations
- Earned media in local and national media
- Programs for kids
- Oral histories coupled with available and newly updated video documentary available through the appropriate digital and/or local archive
- Programming of interest to both locals and tourists
- In person walking tours with a guide
- Easily accessible walking tours, any good signs (curated by locals)
- Food and culture demonstrations
- Museum experiences
- Interactive kiosks/stations public can access
- Culturally appropriate live performances
- Walking tour apps
- Providing opportunity for vendors
- Continual programming lead by community
- Exhibits of artwork
- By creating an affordable fresh food and local craft market.
- By returning as a food market
- Preserved and shared through documentation
- Scannable plaques
- Storytelling opportunities from different cultures.

Appendix

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

- Can we remove those enormous electrical wires towers running along the River?
- Ditto on maintained restrooms creative and cohesive design/look of vendors stalls
- First Aid station
- More walkable and activated surrounding streets, with more activity later in the day
- Increased security, including NOPD officer(s) working a detail shift.
- Continually dedicated maintenance teams who fix all problems no matter how small
- Law enforcement officer
- ACTIVE security guards that walk around. Not passive grounds patrol
- More security officers enforcing
- Build on COVID habits which people are used to.
- More security personnel
- More maintenance in general
- Better security by post certified LEOs.
- We need maintained restrooms
- Renovate the bathrooms
- Lighting
- Signage directing customers to and through the market

What does equity at the French Market mean and look like to you?

- Living wages for all employees
- Using data and community to build economic tourism and address gaps. I'm hiring, pay wages and support ways all can access regardless of income
- Culture bearers get paid at a life sustaining rate
- FM Corporation organizational and hiring practices should be equitable and board and staff reflect inclusivity.
- Opportunities for new vendors
- Leadership that is demographically representative of the city population
- Culture bearers are paid and benefit from their contributions
- More unique, locally created art vendors.
- Diverse vendors, sprinkled with interactive

experiences that highlight NO culture

- The Market is one of the most equitable spaces in the city. ANYONE can participate and attend.
- Black people from NOLA are employed and involved at all levels.
- Fair opportunity for new vendors maybe who are more locally focused
- Maintain website
- Equity = that you are prioritizing locals and residents, not just tourists
- Campaigns similar to those for COVID-19. Engaging popular artists to make digital messages "What we do here" and "We don't do that here!"

What is your relationship to the French Market?

- FQ Resident
- New Orleans resident
- Visitor
- Shopper
- I live in the French Quarter full time
- Vendor/neighbor
- Consumer, advocate
- Patron
- N/A
- Vendor
- User
- Consultant
- Consultant
- I live on Decatur and overlook it from my bedroom window
- Employee
- Past programming partner
- Cultural Promoter/Producer
- Tenant
- Small food business support
- Vendor since 1989
- Vendor
- Neighbor and patron
- Customer
- Consultant
- Vendor and Pres vendor comm.
- Lifelong visitor and patron
- Consultant
- Consultant

Appendix

- I visit the French Market usually with guests from out of town, also am on the board of Market Umbrella...we ran a market there.
- Neighbor
- Engagement Facilitator
- Nola Resident ; parent of two children who attend Homer Plessy nearby.
- Consultant
- Grew up in the French Quarter when the Market was very different than it is today. Have experienced and been a part of the evolution
- Cultural advocate and researcher
- Vendor
- Vendor
- Vendor
- New Orleans resident
- I'm on their mailing list
- Neighborhood Resident
- Vendor
- Vendor
- Home owner in the French Quarter
- French Quarter Business Association
- I live in Bywater and am president of Neighbors First for Bywater. I would use the French Mkt again with certain improvements.
- Board Member
- Vendor
- Vendor
- Vendor
- Future vendor
- Hopeful vendor
- Vendor
- Community Stakeholder
- I'm a New Orleans native?
- Vendor
- Tour guide
- Local restaurateur
- Vendor/Author
- Musician and buyer
- Local Resident
- Vendor since 1986
- Tour operator/ partnerships with businesses
- 38 year vendor
- Vendor, on vendor committee since it started
- Vendor
- Vendor
- Culture Bearer in Literary Arts
- Customer, French Quarter resident
- Resident of New Orleans
- Consultant
- Thought I had already registered. Flea Mkt. Vendor since Jan. 1981!!!