Let’s envision the future of the French Market!
Thanks for joining us!
Overview & Goals

• and advances the city’s cultural economy.
• Sustainable tourism.
• Identify short, medium, & long-French Market.
Today’s Agenda

1. Project Overview & Engagement Process
2. 
3. 
4. 
5. Call to Action: How can you stay engaged?
6. Q&A
Building On Past Work...

THE BENEFITS OF PUBLIC MARKETS

- Renews downtowns & neighborhoods
- Brings together diverse people
- Provides economic opportunity
- Creates active public space
- Promotes public health
- Links urban & rural economies

PROJECT FOR PUBLIC SPACES
M1 Jan./Feb. Culture & Mission
M2 Feb. Programming & Operations
M3 Apr. Preliminary Recommendations & Visioning

Spring ‘21 FINAL RECOMMENDATIONS
100+ stakeholders said...

- Serve visitors, locals, & engage activities.
- Highlight French Market history & programming.
- Prioritize Local New Orleanians &
Round 2 Engagement: Common Themes

30+ public stakeholders said...

- Prioritize vendor support programs, live performances, & kid activities.
- Regularly.
- Improve the market’s infrastructure, be implemented.
Did you participate in Round 1 or Round 2 Stakeholder Engagement?
WHEN WE...
Preserve historic structures &
So that...
THE PUBLIC GOOD!
When we preserve historic structures & make public spaces safe, we create the conditions to,
so that, &
, resulting in the!
Grow the New  by partnering with the community

- Empower & build staff to develop culturally authentic programming and to forge local partnerships;
- Stage pop-ups to breathe fresh air into the market:
  - Try prospective vendors;
  - Invite partners to bring their people to experience;
- Learn and share internally via a FMC-wide feedback loop.

Reinforce the old  by improving services and infrastructure

- Provide vendors with business technical assistance;
- Improve services that point towards the future:
  - New management software
  - Floor drains in Food Shed
  - Showers for Wudu
  - Shipping depot
- Activate forward-looking tenants and vendors via task forces.
Vendor Tools & Policies

Provide better internal customer service

- **Short-term**: Deploy staff more effectively.
  - Update market design software (giving vendors more control over their decisions);
  - Revise vendor space and product procedures to improve product mix.
- **Short-term**: Introduce business technical help to vendors via partners
- **Mid-term**: Develop ongoing incubation services (training, financing, and shipping)
• The weekly farmers market “build-it-and-they-will-come” risk.

• set up food events with partners:
  • Market Umbrella, Top Box, What’s Good, SproutNOLA, Indian Springs Farmers, etc.
  • sit, learn and sell—events, include pre-ordered boxes.

• Experiment, learn, reconvene partners to repeat, learn, repeat, learn, expand.
Do these recommendations align with your vision for the French Market?

Write why or why not in the chat or survey.
Sit. Learn. Sell.
• (Re)build trust with partners;
• Enable locals (and cultural tourists) to experience the Market during off-hours — creating a “ships passing in the night” management of place;
• Devote staff time to cultivate new audiences.
- January: Joan of Arc Parade
- June: Creole Tomato Festival
- October: Boo Carré
- December: St. Nick
• the market’s season;
• Promote heavily and clearly (so shoppers can count on it)
• Your tool to curate a local following, bearers;

• sit/learn/sell events to field-vendors, products, and relationships.
• Rotating Local & International Food Products & Services to meet local needs
**FRENCH MARKET DISTRICT**

### JAN
- **JOAN-OF-ARC FEAST**

**SEASONAL SPECIALS**
- WEEKDAY STUDENT HISTORY
- SCAVENGER HUNTS

**EXISTING FMC FESTIVALS**
- Jan: Joan of Arc Parade, Jun: Creole Tomato Festival, Oct: Boo Carré, Dec: St. Nick

### FEB
- **WEEKDAY STUDENT HISTORY SCAVENGER HUNTS**

### MAR
- **LENT: CRAWFISH VENDOR**
- **ST. JOSEPH'S DAY ALTAR/FEAST**

### APR
- **CRAWFISH & RICE**

### MAY
- **WEEKDAY STUDENT ARCHITECTURE DESIGN SCAVENGER HUNTS**

### JUN
- **JUNETEENTH**

### JUL
- **LEARNING WATERPARK**
- **SPOKEN WORD**

### AUG
- **YOUTH MARKET**

### SEP
- **WANDERING SOULS DAY & NIGHT MARKET**
- **INT'L POP-UP TO REFLECT WORLD OF VENDORS**

### OCT
- **HALLOWEEN PUMPKIN PATCH**
- **CENTRAL AMERICAN PUMPKIN POP-UP**

### NOV
- **CHRISTMAS TREE SALES**
- **COTTON HARVEST & T-SHIRT POP-UP**
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- **POP-UPS**
- **SEASONAL SPECIALS**
- **PEAK MARKET DAYS**
Day/Night

Students  Tourists  Locals
Day/Night

- Students
- Tourists
- Locals
Do these recommendations align with your vision for the French Market?

Write why or why not in the chat or survey.
1 - Public Art
2 - Flexible Seating
3 – Bathroom & Office Renovations
4 - Pop-Up Plaza
5 - Info Kiosks
6 - Bike Depot
7 - Rideshare Hub
8 – Parklets
1 - Public Art
2 - Flexible Seating
3 - Bathroom & Office Renovations
4 - Pop-Up Plaza
5 - Info Kiosks
6 - Bike Depot
7 - Rideshare Hub
8 - Parklets
9 - Multipurpose Stage
10 - Green Infrastructure
11 - Garage Doors
Do these recommendations align with your vision for the French Market?

Write why or why not in the chat or survey.
CALL TO ACTION
What's next?
• Check FMC’s website for updates.
• Email FMC staff & use FMC’s comment box to share additional questions & feedback.
• Tell your friends and neighbors!
• of your vision!

Show us your French Market!
Post your photos to FACEBOOK and/or INSTAGRAM and TAG US!

FMC Flea & Farmer’s Market Study

Stakeholder Engagement Survey 3
Please respond to the questions below and explain why you chose that response. This information will help guide the planning process envisioning the future of the French Market. Feel free to fill out anonymously, email addresses will be used to contact you about future engagement meetings for the French Market.

Name
Short answer text
THANKS FOR YOUR TIME & IDEAS!

Questions or comments? Email: feedback@frenchmarket.org