



# FRENCH MARKET<sup>®</sup> DISTRICT

*Let's envision the future of the French Market!*

# FRENCH MARKET<sup>®</sup> DISTRICT

*Thanks for joining us !*

# FRENCH MARKET<sup>®</sup> DISTRICT



concordia



Transformative Approaches To Leadership





# Overview & Goals



- and advances the city's cultural economy.
- sustainable tourism.
- Identify short, medium, & long-term goals for the 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







ESPLANADE AVE.

DECATUR ST.

URSULINES AVE.

N. PETERS ST.



# Building On Past Work...



# Timeline







# Round 1 Engagement: Common Themes

100+ stakeholders said...

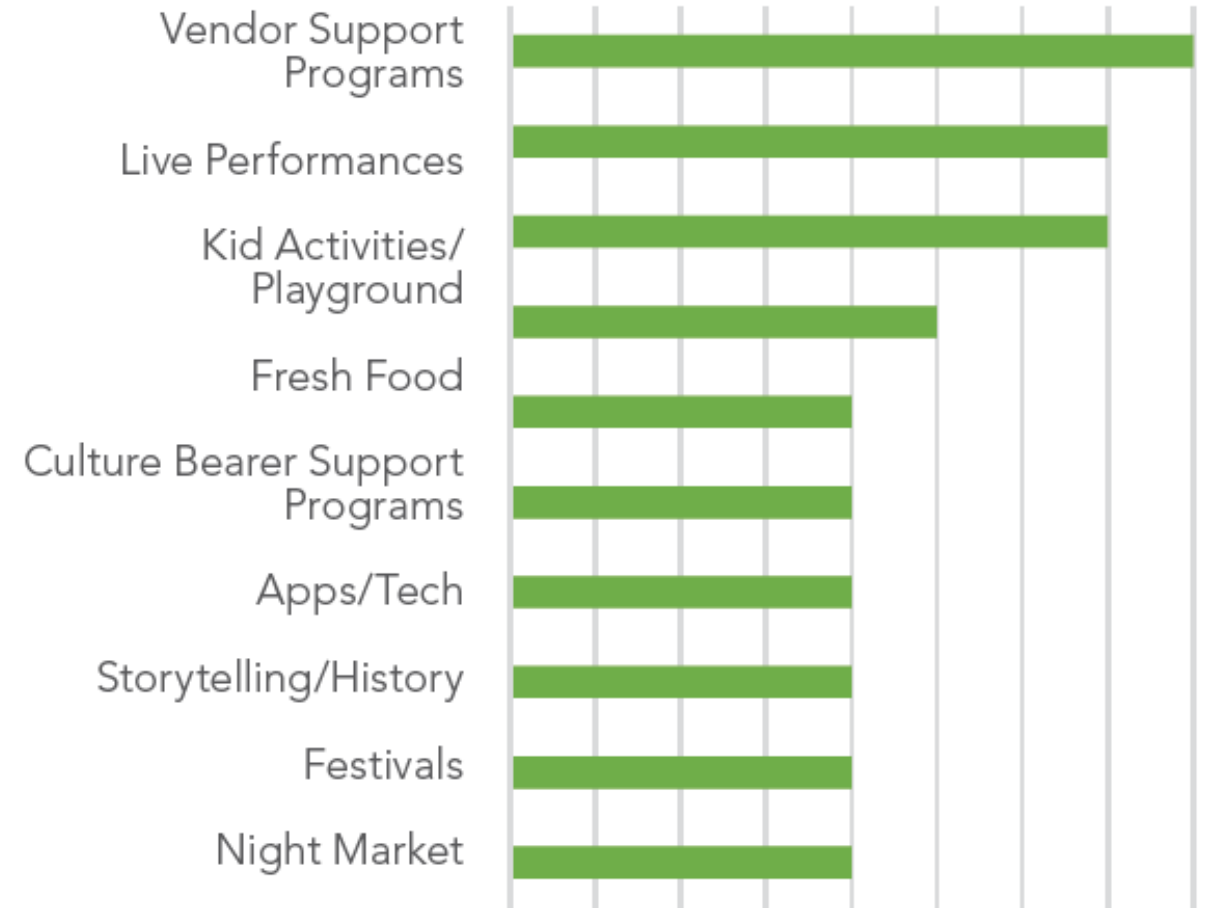
- -ups &
- Serve visitors, locals, & engage activities.
- Highlight French Market history & programming.
- Prioritize Local New Orleanians &



# 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?**



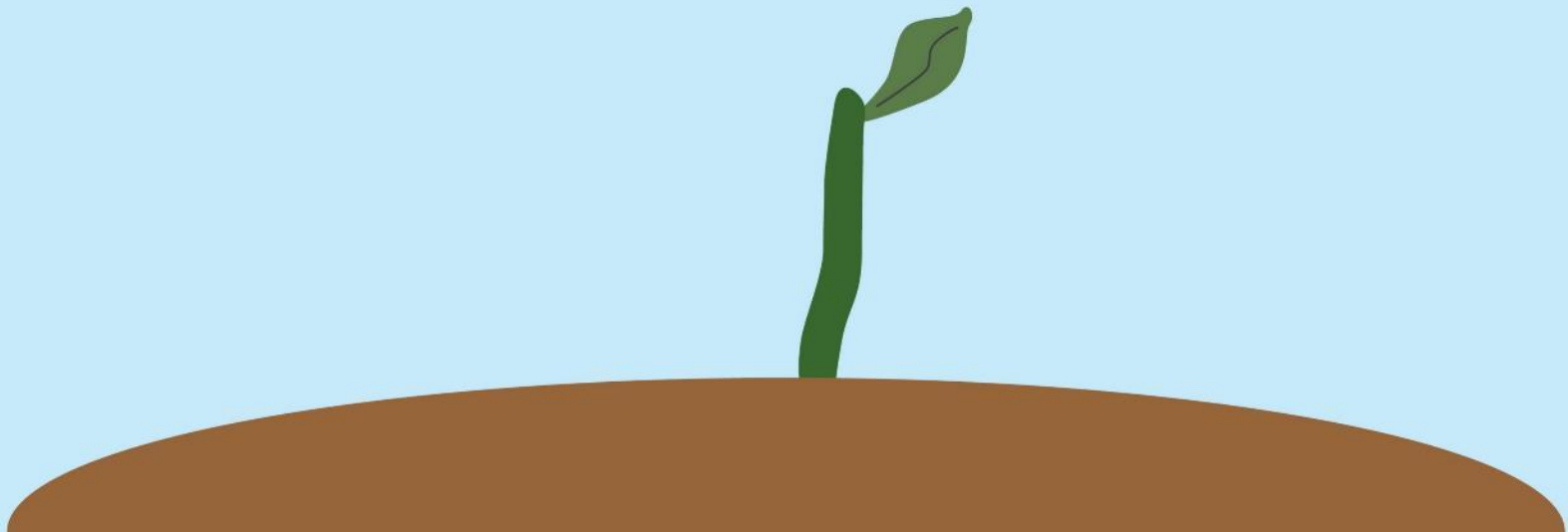
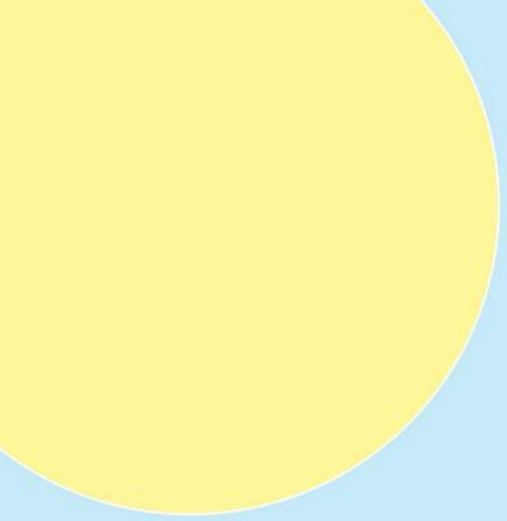


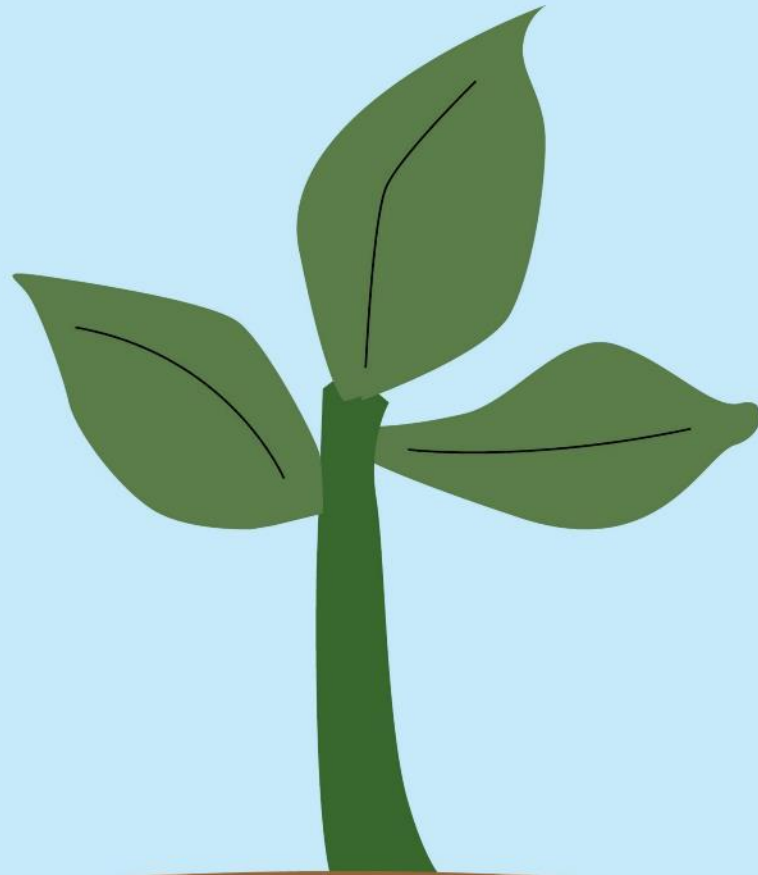
**WHEN WE...**





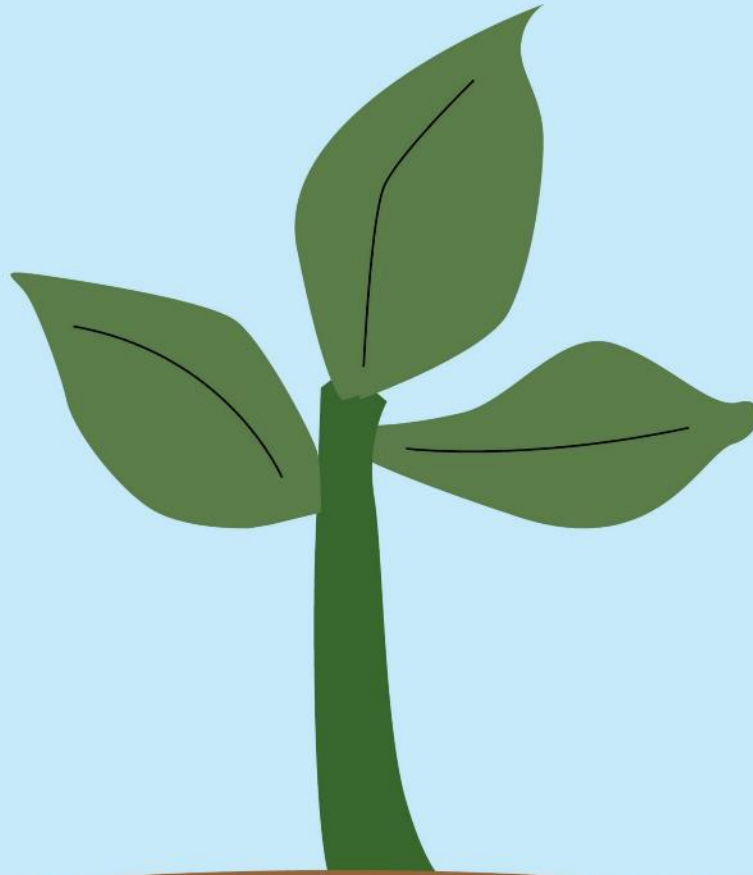
**P reserve historic structures &**

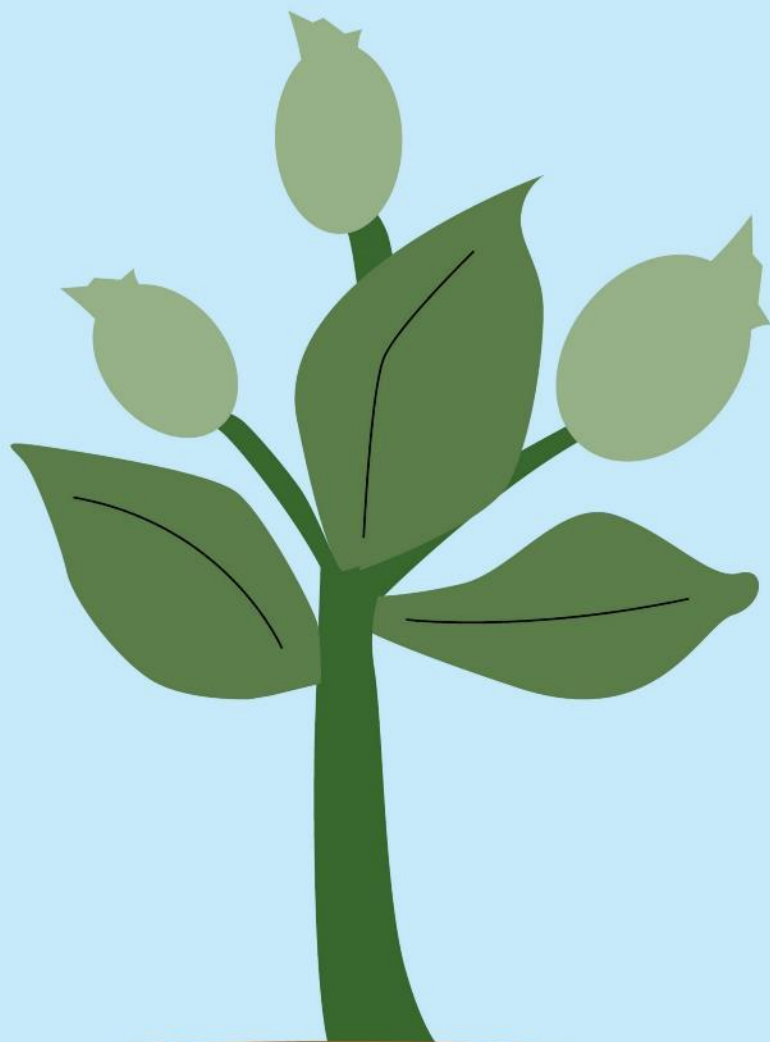
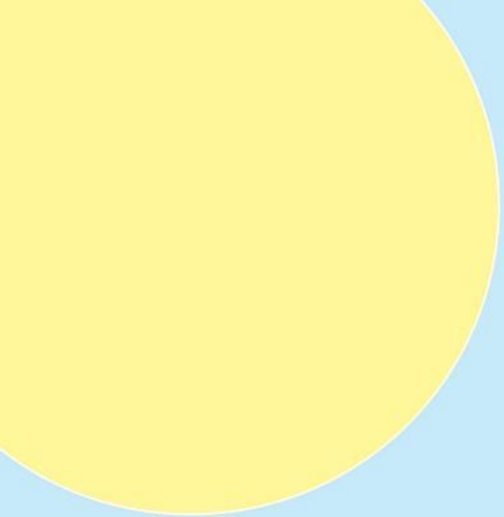


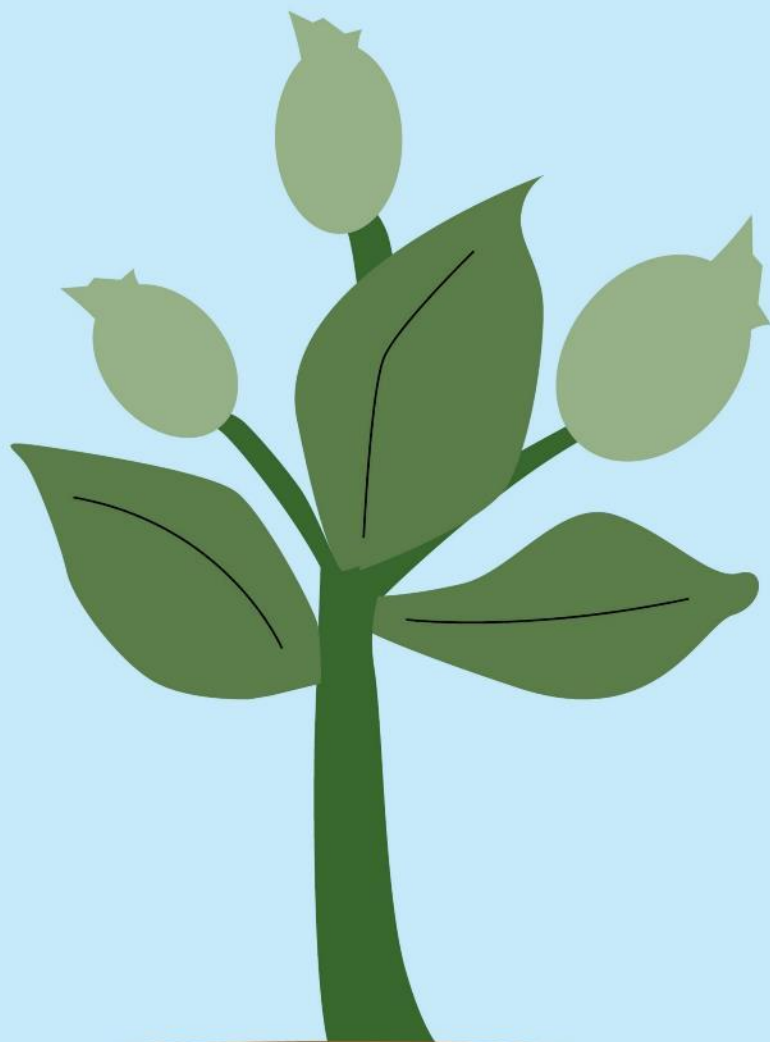
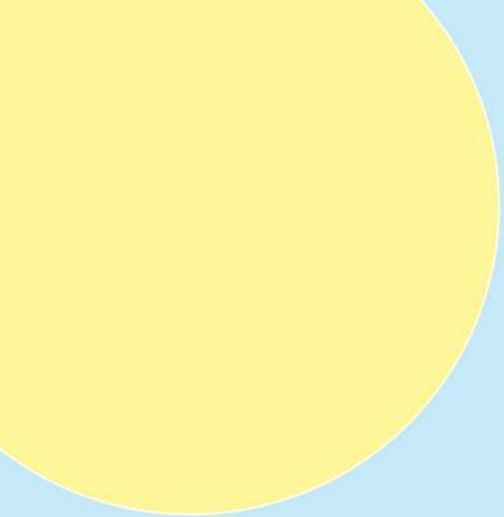




**So that...**



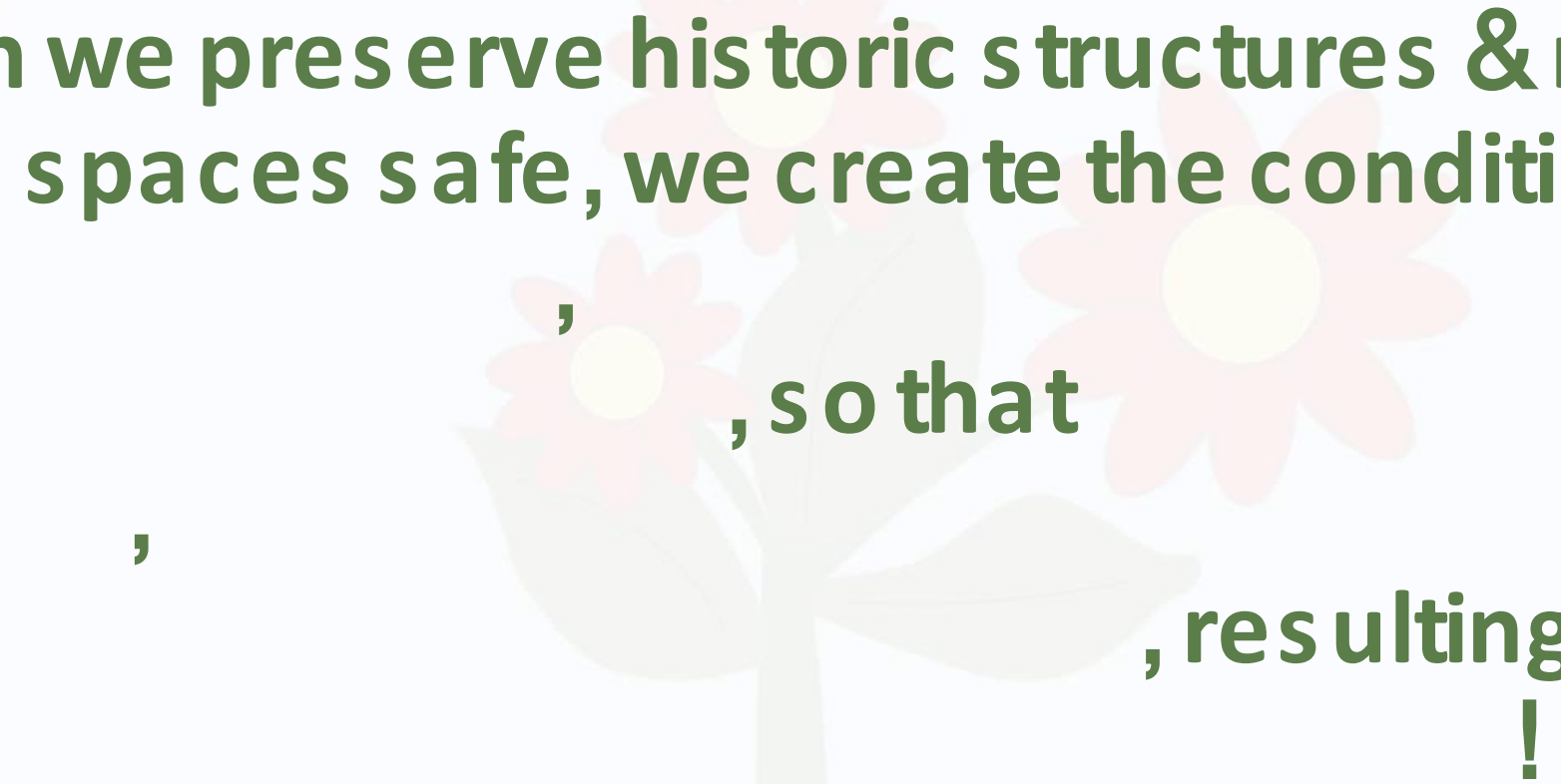






# THE PUBLIC GOOD!





**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.
- -up food events with partners :
  - Market Umbrella, Top Box, What’s Good, Sprout NOLA, 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.

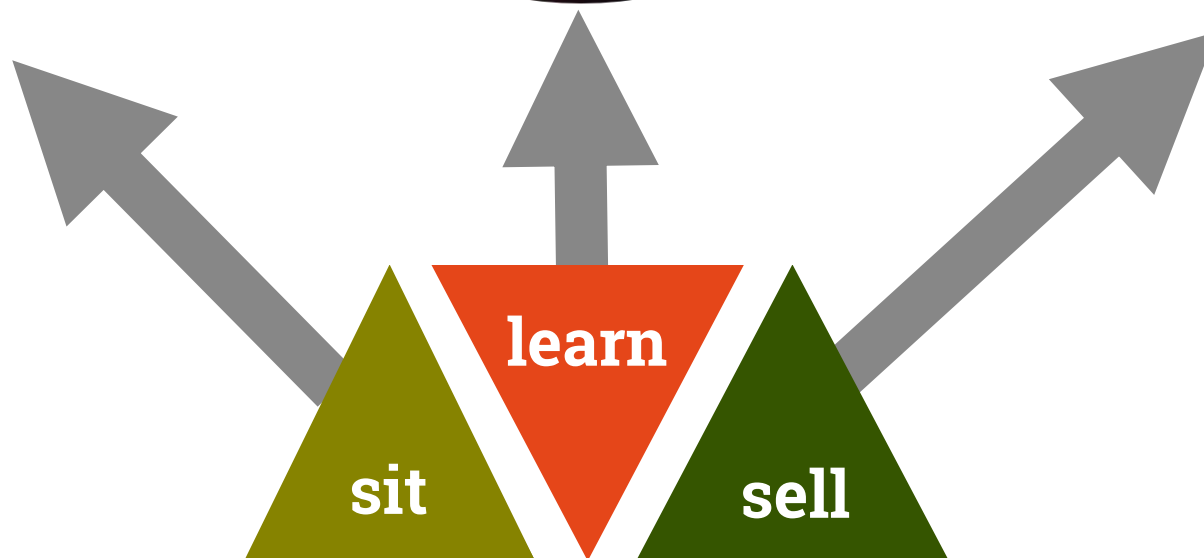
A vibrant cultural parade is taking place inside a large, arched market hall. In the foreground, a young boy in a red shirt and a green and white sash that reads "SAINT PETER" is walking towards the camera. Behind him, a woman in a red dress and a red headpiece is dancing, holding a red umbrella. To her left, a man in a red shirt with "ABB" on the back is playing a brass instrument. In the background, other people are visible, some in traditional costumes, and a man in a white shirt and a red headpiece is walking on the right. The market hall has a high ceiling with large fans and hanging lights. In the bottom left corner, there are boxes of oranges.

**S it. Learn. S ell.**



- (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.



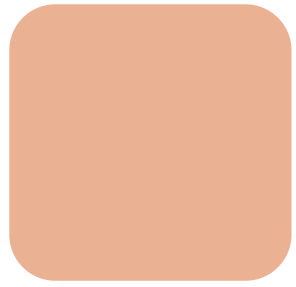




- January: J o a n of Arc P a r a d e
- J u n e : C r e o l e T o m a t o F e s t i v a l
- O c t o b e r : B o o C a r r é
- D e c e m b e r : S t . N i c k







the market's season;

- Promote heavily and clearly (so shoppers can count on it)

Day/Night





- 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



**JAN** ★

JOAN-OF-ARC  
FEAST

**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

**DEC** ★

 : POP-UPS

 : SEASONAL SPECIALS

★ : EXISTING FMC FESTIVALS

Jan: Joan of Arc Parade, Jun: Creole Tomato Festival,  
Oct: Boo Carré, Dec: St. Nick

**FRENCH MARKET<sup>®</sup>**  
**DISTRICT**

-  : POP-UPS
-  : SEASONAL SPECIALS
-  : PEAK MARKET DAYS

SUN	MON	TUE	WED	THU	FRI	SAT
CHRISTMAS TREE SALES						
		Gumbo Pop-up				
CHRISTMAS TREE SALES						
	Gift Wrapping Pop-up		International Holiday Celebrations Pop-up			

# 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.



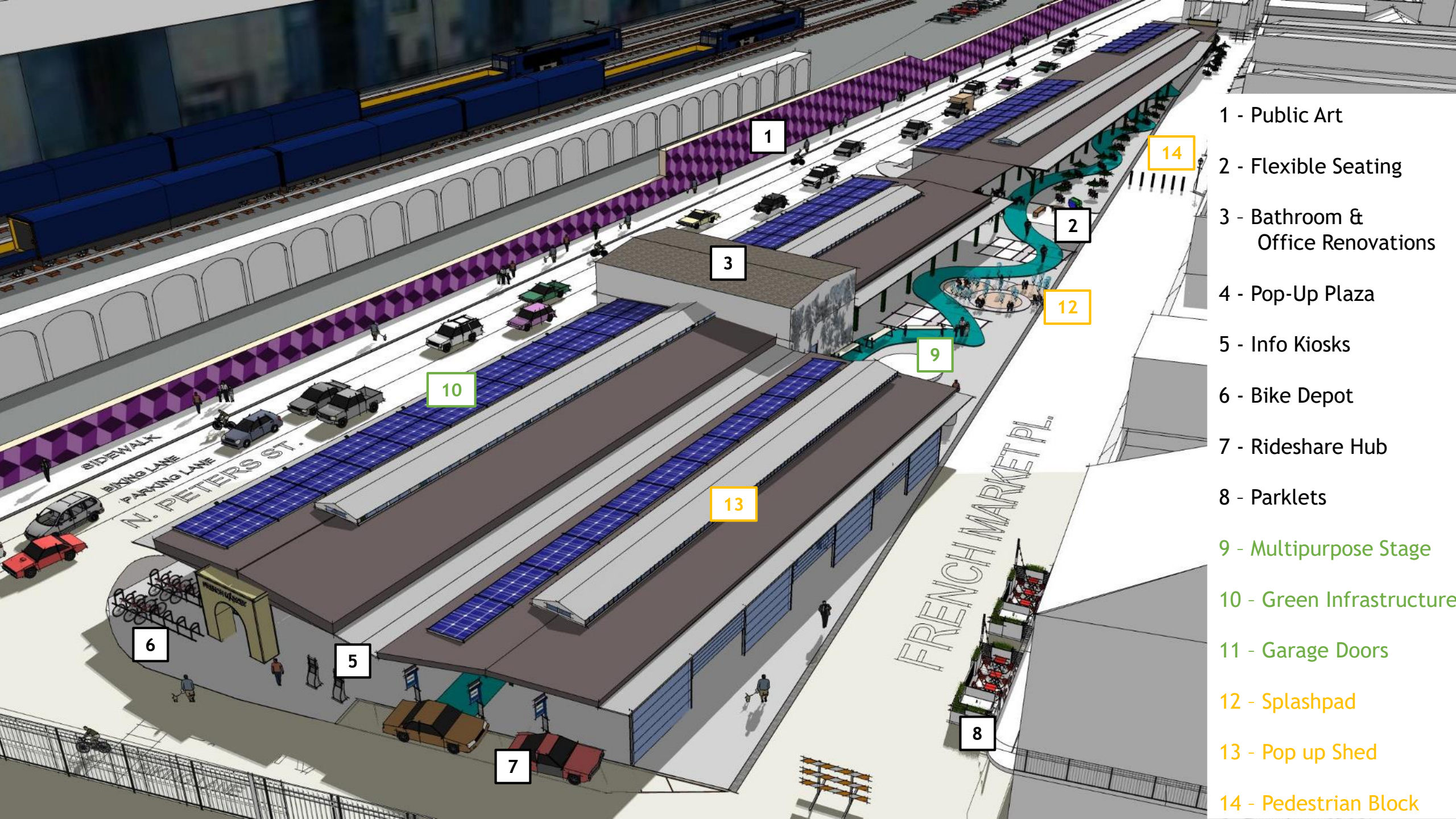












- 1 - Public Art
- 2 - Flexible Seating
- 3 - Bathroom & Office Renovations
- 4 - Pop-Up Plaza
- 5 - Info Kiosks
- 6 - Bike Depot
- 7 - Rideshare Hub
- 8 - Parklets
- 9 - Multipurpose Stage
- 10 - Green Infrastructure
- 11 - Garage Doors
- 12 - Splashpad
- 13 - Pop up Shed
- 14 - Pedestrian Block

**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!

## FMC Flea & Farmer's Market Study

Section 1 of 2

### 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



A background image of a bustling indoor market. The space is filled with people browsing various stalls. The ceiling features a series of large, white, dome-shaped pendant lights and wooden beams. Stalls are lined up on both sides, displaying a variety of goods. In the upper right, a stall number '85' is visible. The overall atmosphere is lively and communal.

# THANKS FOR YOUR TIME & IDEAS!

Questions or comments? Email:  
[feedback@frenchmarket.org](mailto:feedback@frenchmarket.org)