

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*

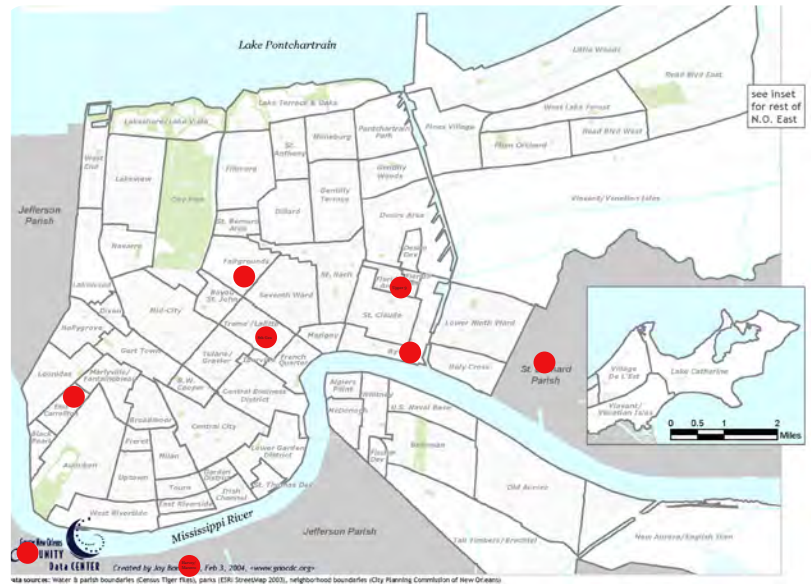


Vendor Activities

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?

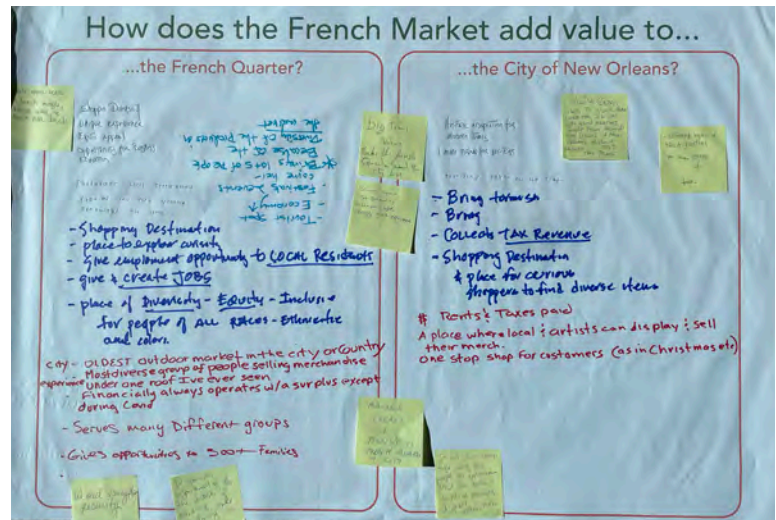


Station 2: Who should the French Market serve?

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

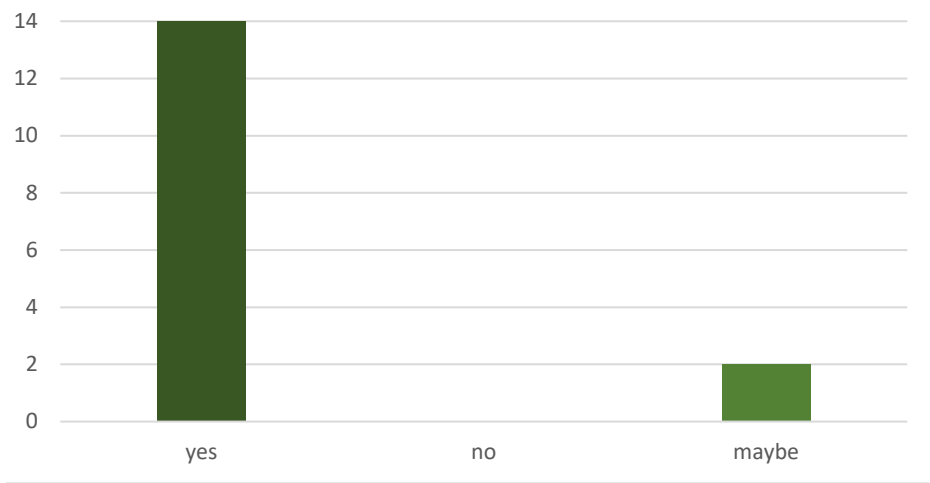
Surveys were distributed to vendors at the last station. Vendors were invited to fill out surveys and return them on site or take the surveys with them and return to FMC staff at their own convenience. The surveys included ranking and short-answer questions, and the same questions that were asked at 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.

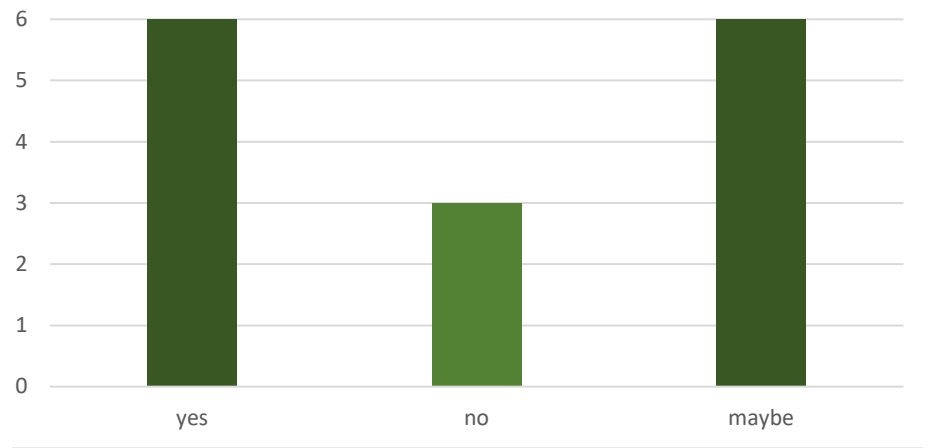
2. Do you feel supported by the French Market? If yes, how has the French Market supported you?



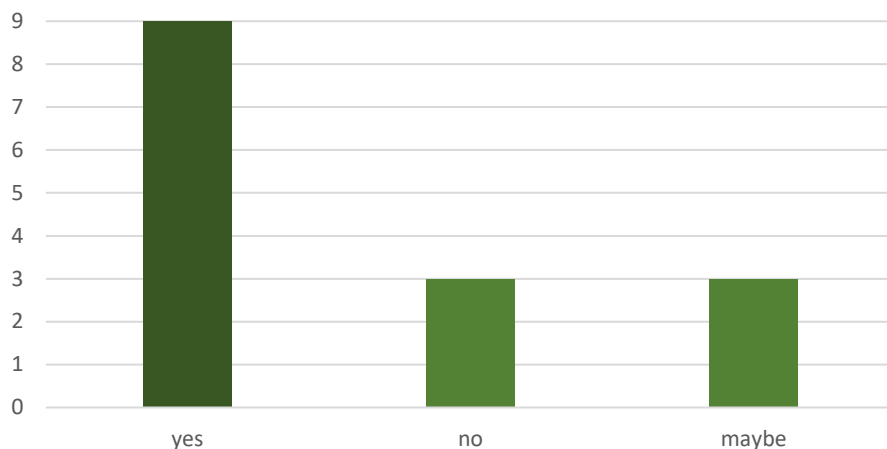
3. If yes, how has the French Market supported you?

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?



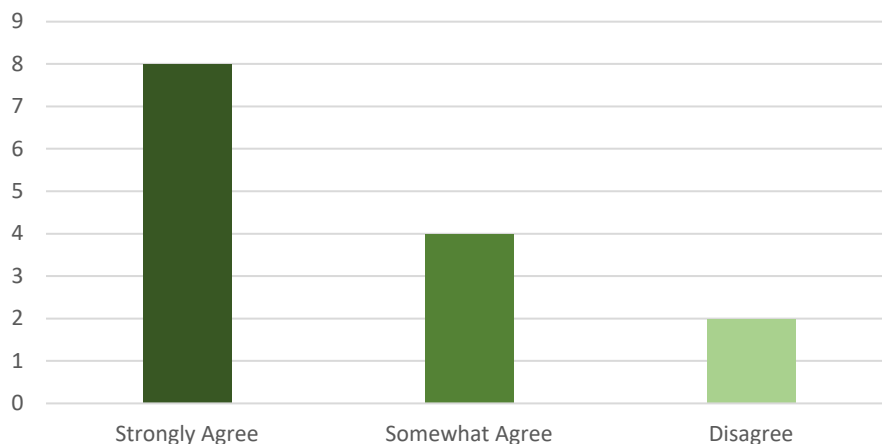
6. Who should the French Market serve?

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.

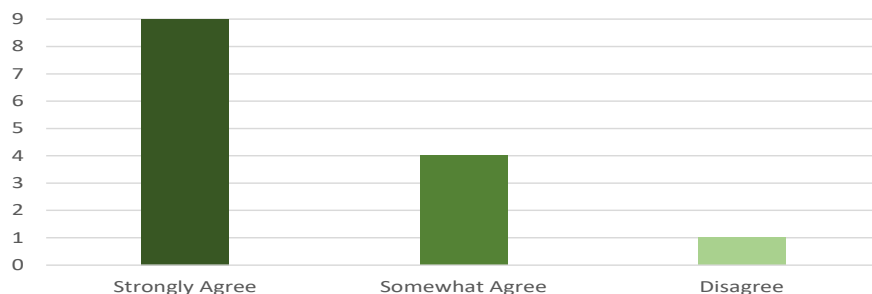
8. I want the French Market to be a community commons, with social services and economic opportunities for all.



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.

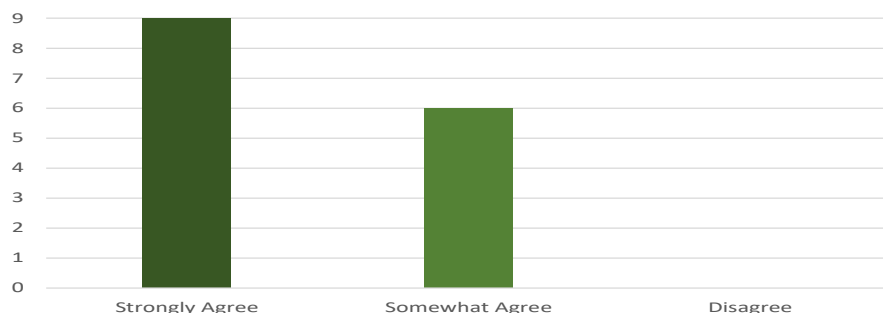
9. I want the French Market to be a place of commerce, with business incubator support for vendors and tenants.



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.”

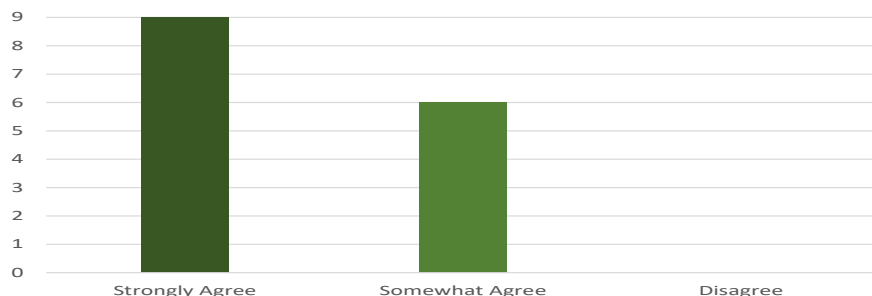
10. I feel welcome at the French Market.



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.

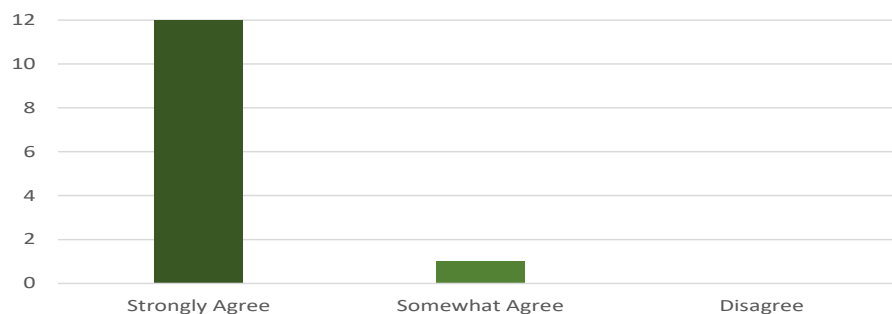
11. I feel safe at the French Market.



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.

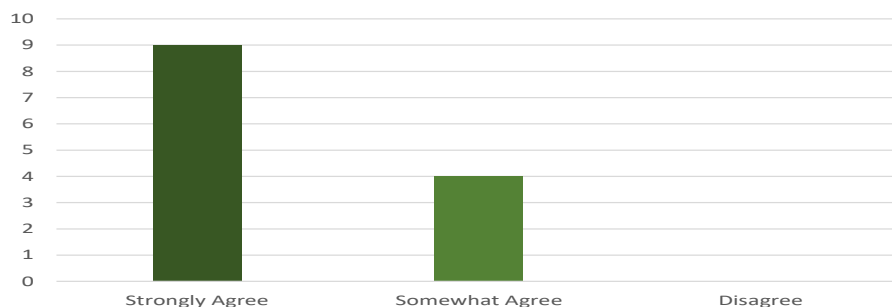
12. I feel comfortable finding my way around the French Market.



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

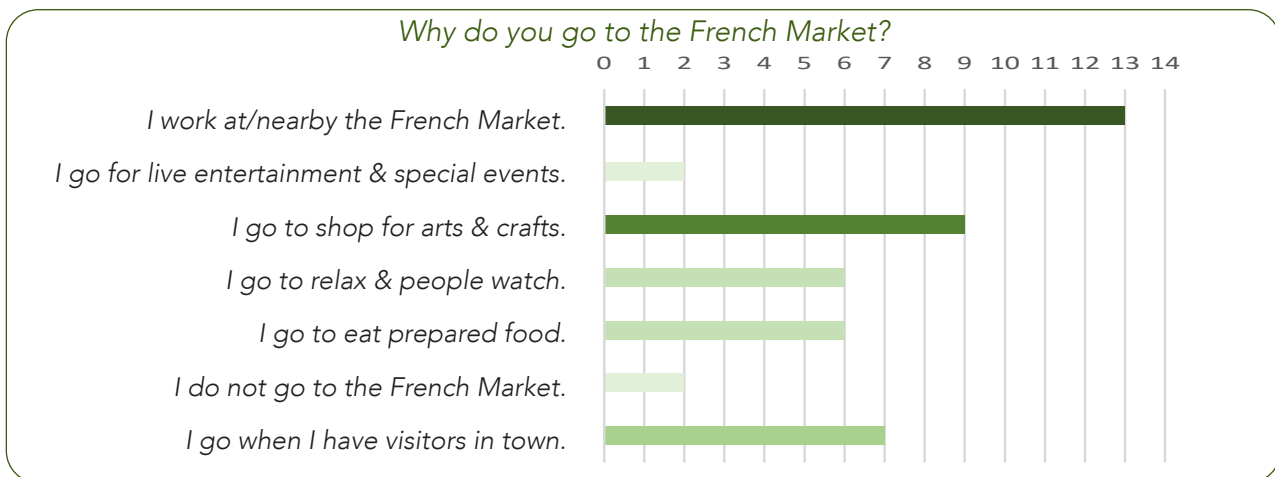
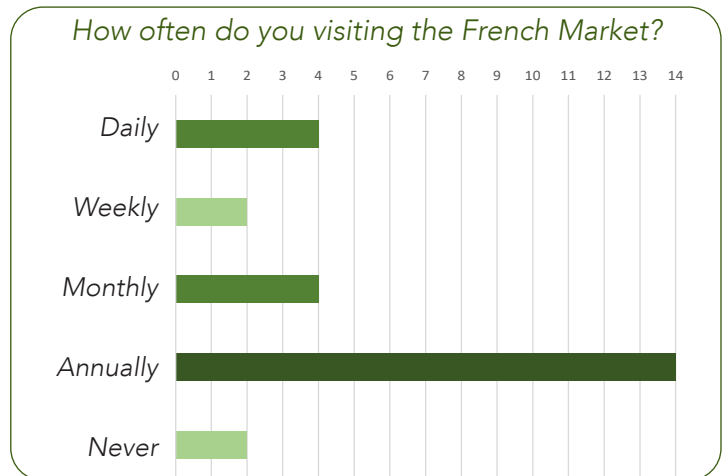
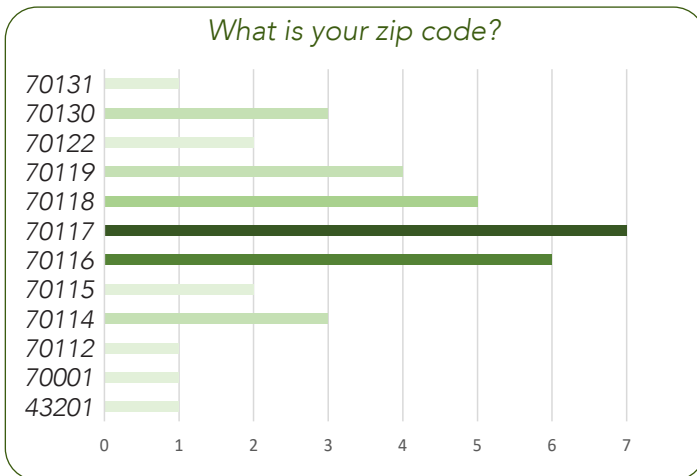
Approximately fifty public stakeholders participated in a virtual meeting hosted through French Market's Web-Ex platform on Thursday evening, January 21st, from 6:00 to 8:00 pm.

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-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.

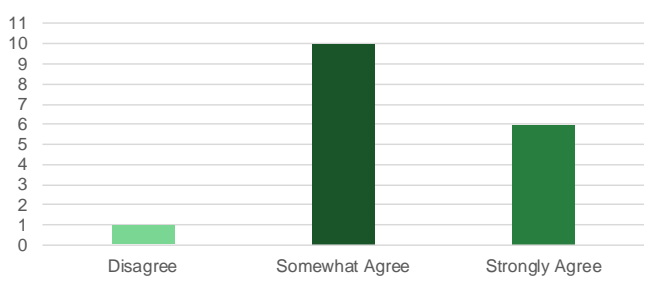
There was an emphasis on the French Market being a **local asset**, where local artists and practitioners can **incubate their businesses**, where BIPOC practitioners can **share their traditions and histories**, and where residents and visitors can access **useful products and services** during the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

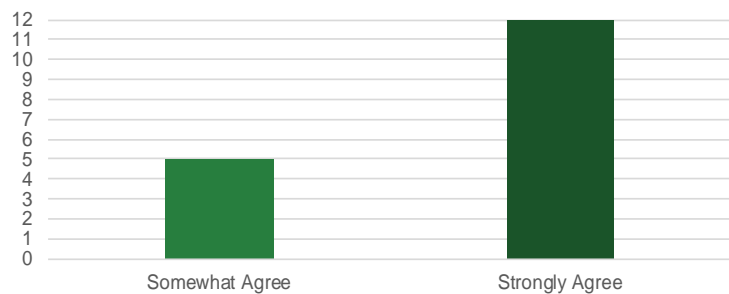
1. I want the French Market to be a community commons, with social services and economic opportunities for all.



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.

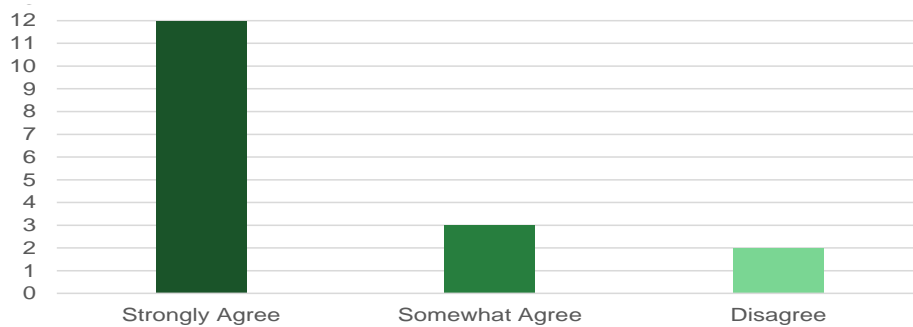
2. I want the French Market to be a place of commerce, with business incubator support for vendors and tenants.



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.”*

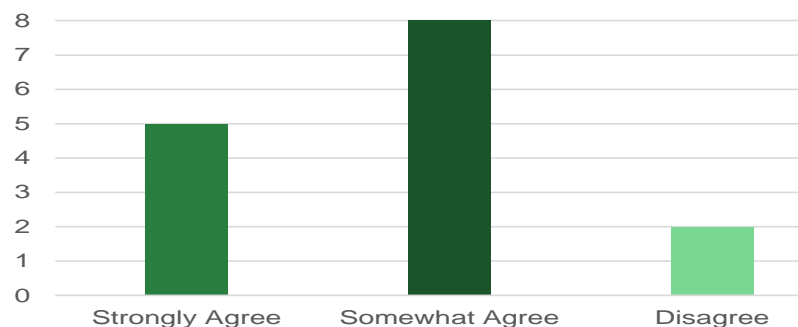
3. I feel welcome at the French Market.



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.

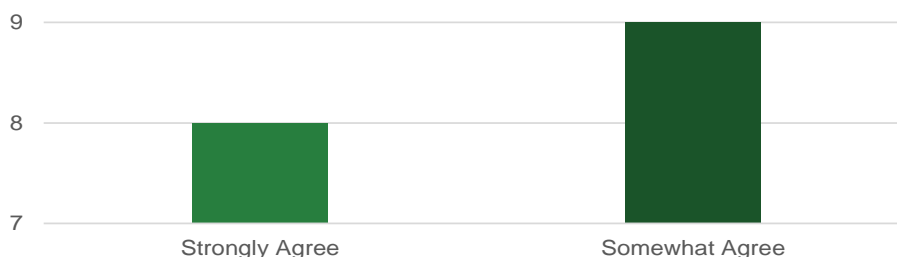
4. I feel safe at the French Market.



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.

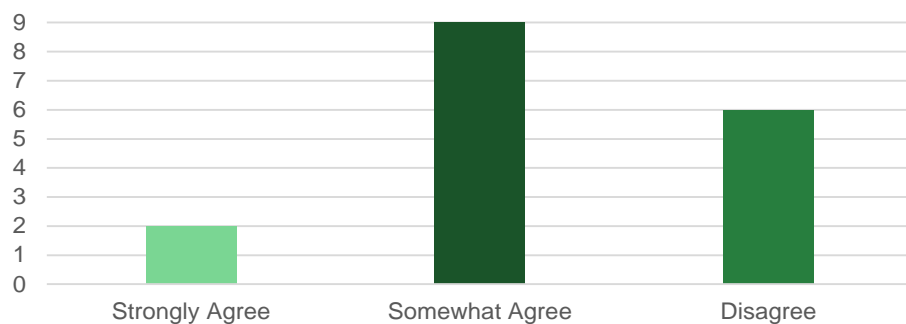
5. I feel comfortable finding my way around the French Market.



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.

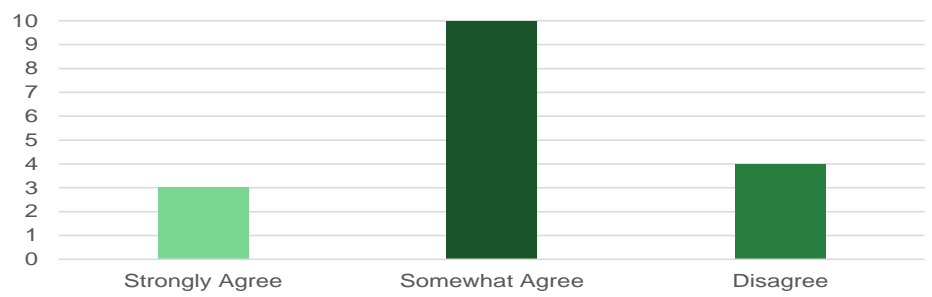
6. I feel like I am getting a taste of authentic, local New Orleans flavor at the French Market.



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

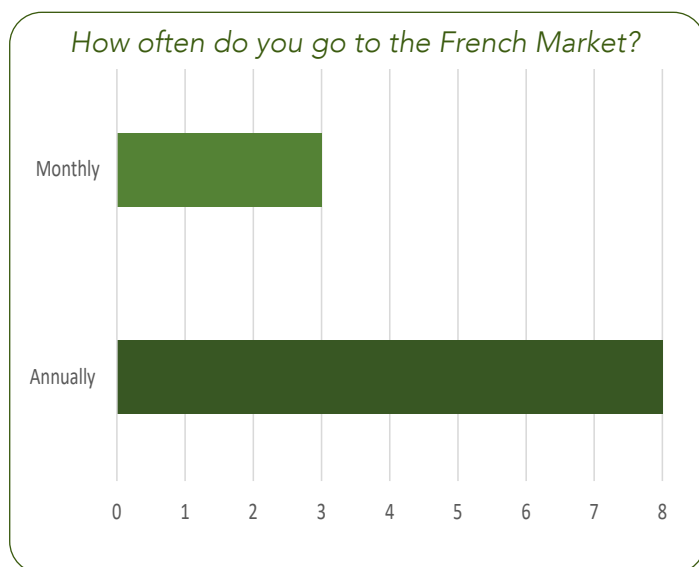
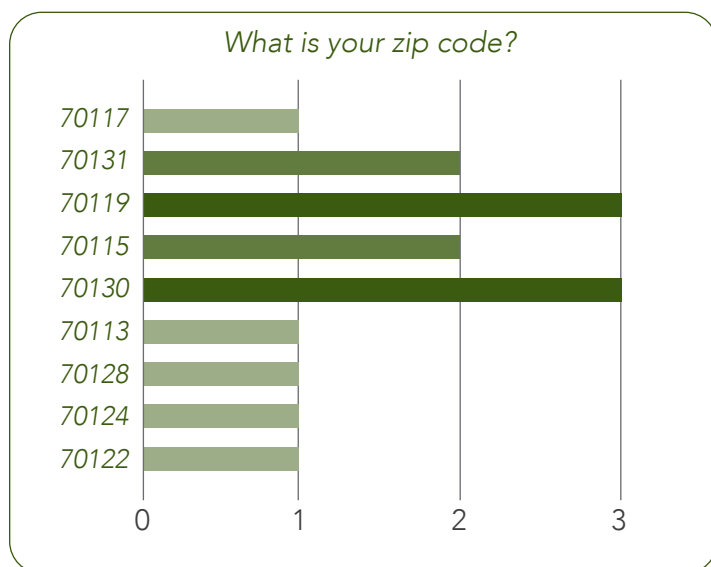
1. Project Overview & Process
2. Interactive Live Polls
3. Breakout Rooms
4. Debrief & Next Steps



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Polling

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

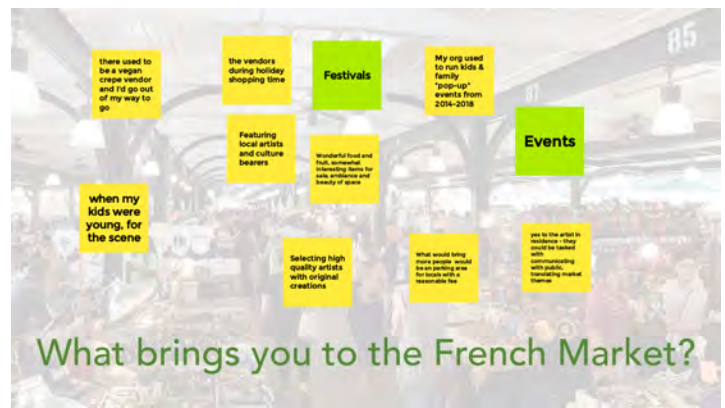


Breakout Rooms

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?

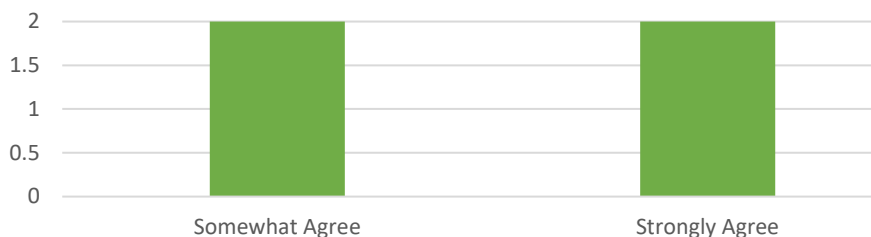
Participants reiterated the importance of highlighting the **experience of ancestors** who lived and worked at the Market historically as well as of those who currently work there. Participants also emphasized a desire to make the French Market feel more **family friendly during the day** and transition 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.

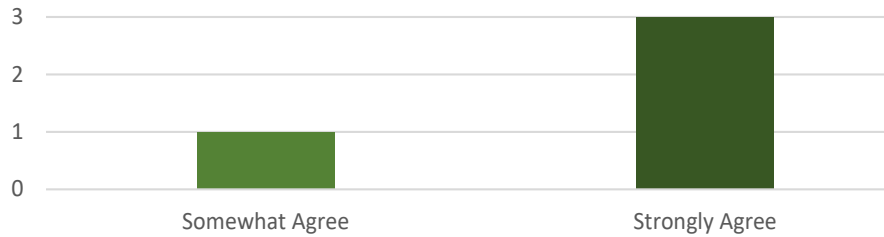
1. I want the French Market to be a community commons, with social services and economic opportunities for all.



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.

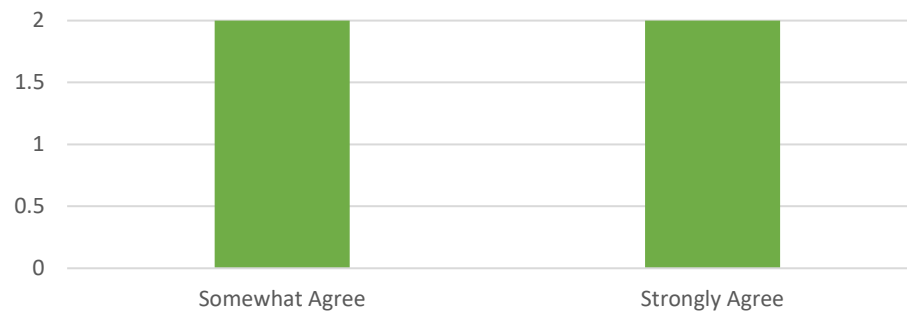
3. I feel welcome at the French Market.



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.

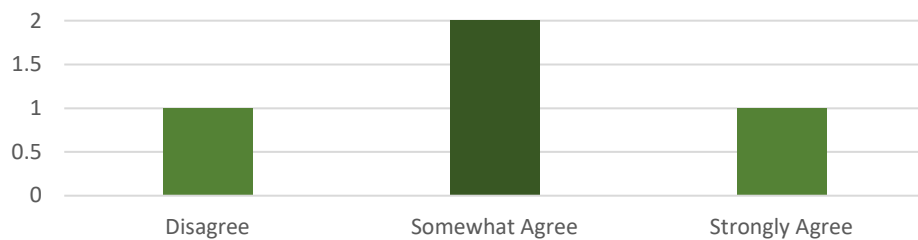
5. I feel comfortable finding my way around the French Market.



Why do you feel that way?

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

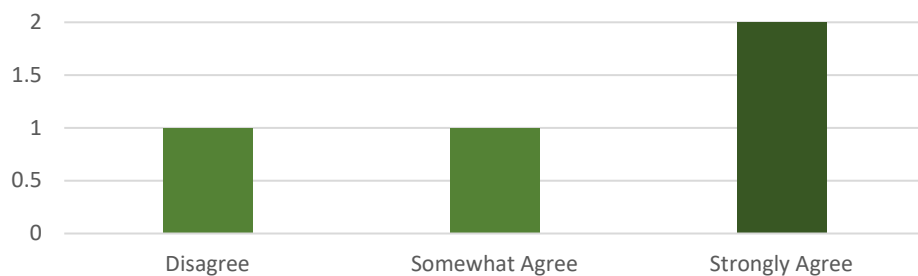
6. I feel like I am getting a taste of authentic, local New Orleans flavor at the French Market.



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

Appendix

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, French people, and people who live in the French Quarter

Shopping Destination
Unique experience
Exotic appeal
opportunity for budget shopping

the market
diversity of the products in
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 opportunity for the people of the French Quarter

Big Time
Value
Made the French Quarter stand out
at the time
Brings more people to the French Quarter

...the City of New Orleans?

Historic aspiration for modern times
I made plans for 2020s

PRISON CONDO
plans to build here
could not be for
with good parking
could have been
the whole of New Orleans
because of the
prison

different types of
NEW products
in the French Quarter

- 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
LOCALS
TRAVELERS
TO
French Quarter
city

It is a place where people can find what they need to survive. It is a place where people can find what they need to survive.

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 accessability to economic growth should be readily available to all people
- N/a
- Why not helpwhere 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 innovatoin
- We need it
- A place of commerce, period.
- That's buiness 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

Appendix

- 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

Appendix

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?

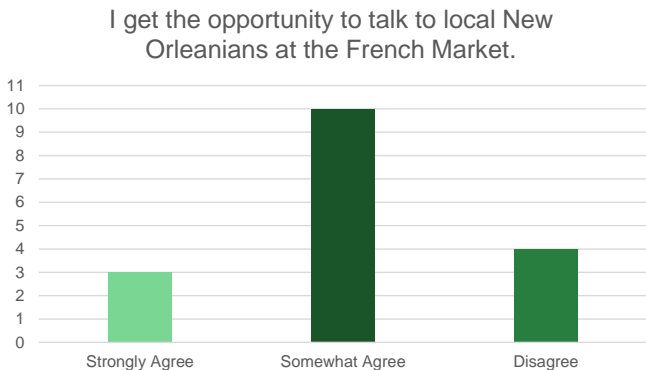
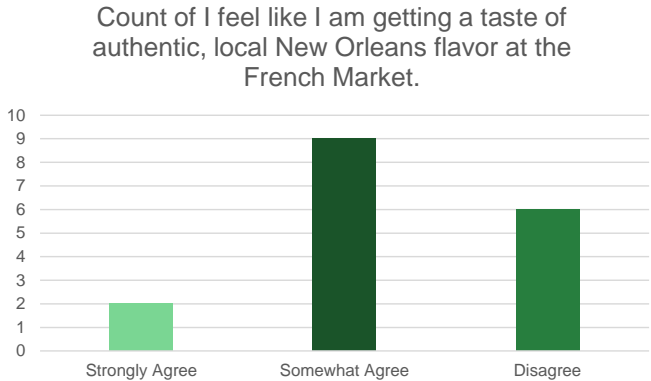
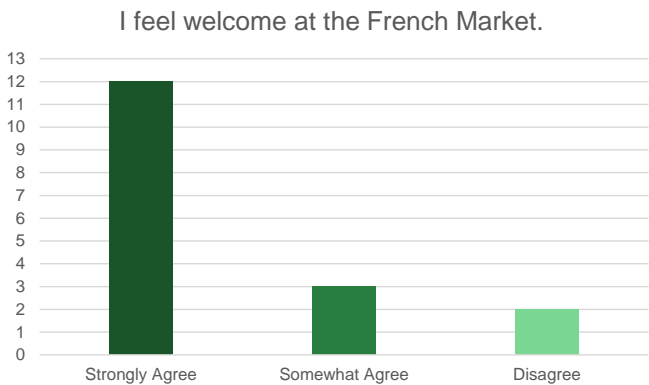
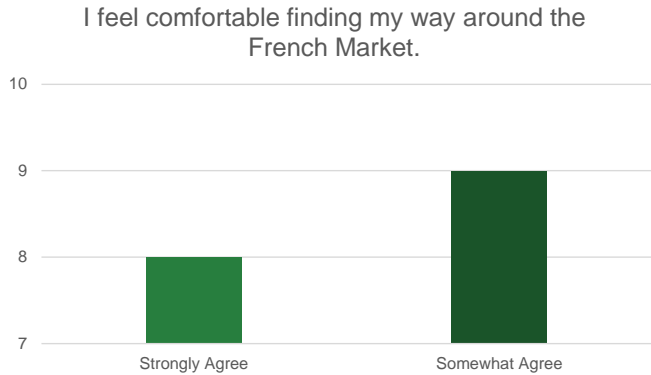
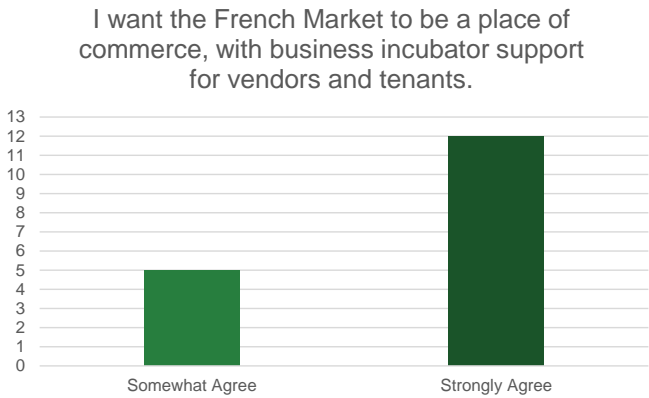
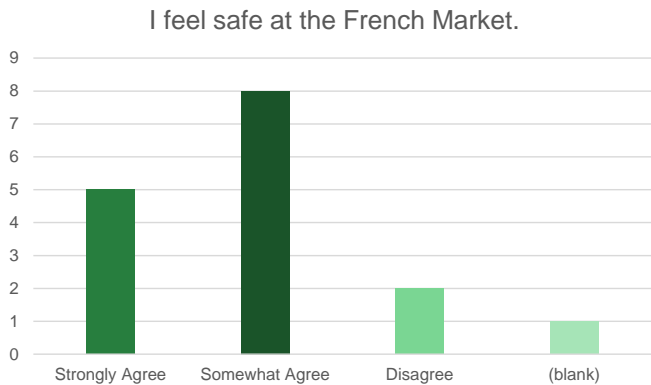
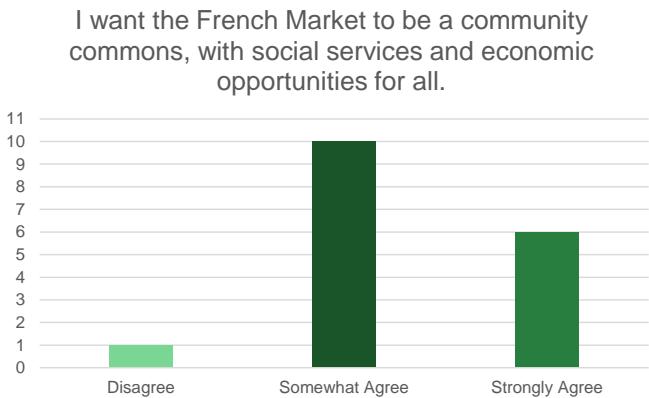
Daily

- 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
- Peple 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?

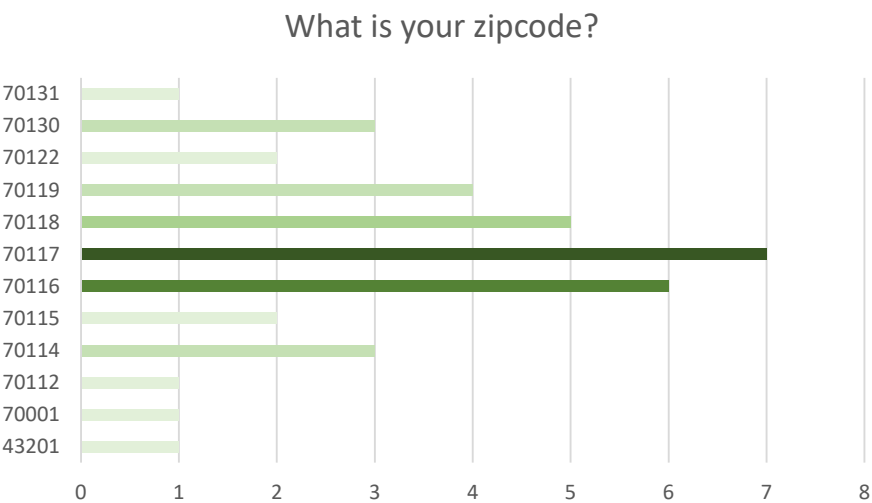
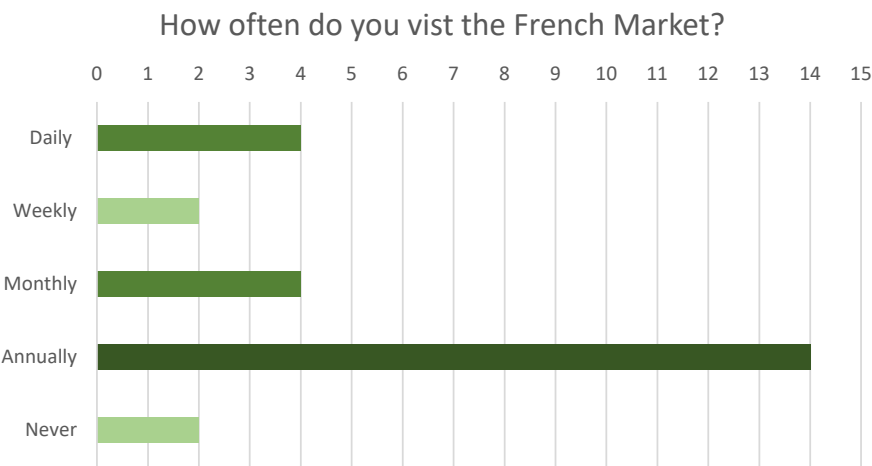
- I am also a vendor who has not returned.
- I used to go more often when the ferry was free.
- 5 Out 7 days a week at my booth
- To shop for arts and crafts and to eat
- I enjoy bringing friends from out of town
- Work & people watch
- Relax and watch people
- I go for live entertainment and special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

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- 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
-

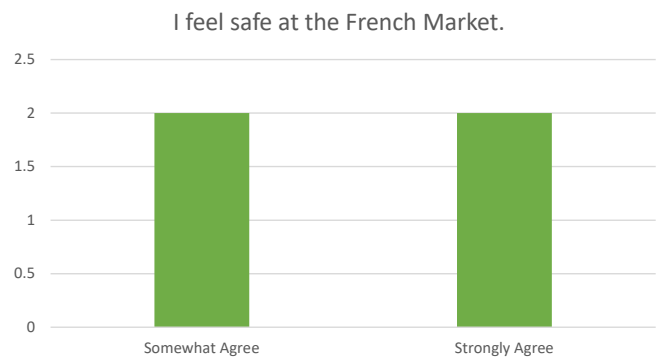
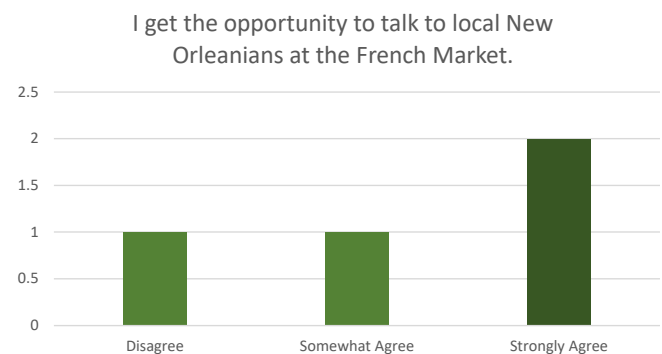
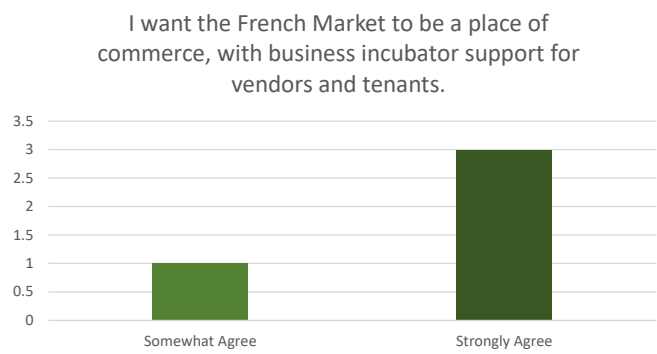
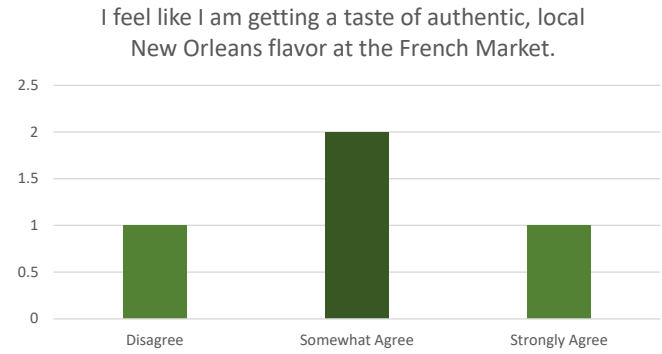
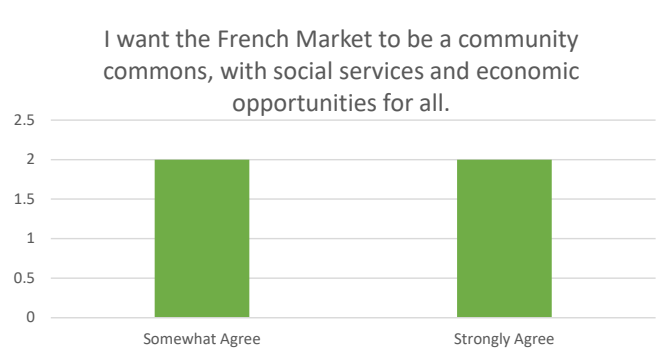
What would bring you to the french market more often?

- 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

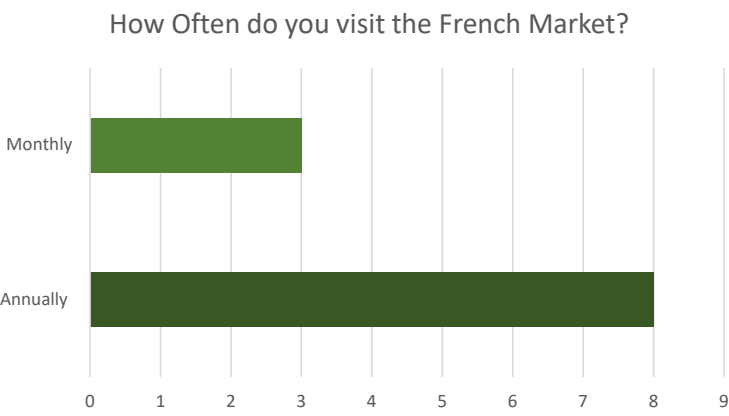
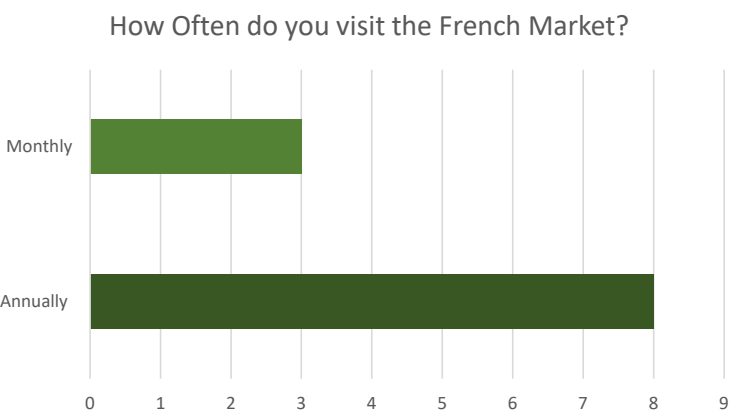
Who should the french market serve?

- 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



Culture Bearer Poll Results



FRENCH MARKET[®] **DISTRICT**

The World Is Here.

Environmental Scan

Vendors

Unlikely to play
vanguard

Diverse
Stable
Open

½ Empty

½ Full

Place

Unclear
internal
landmarks

People want to
like it

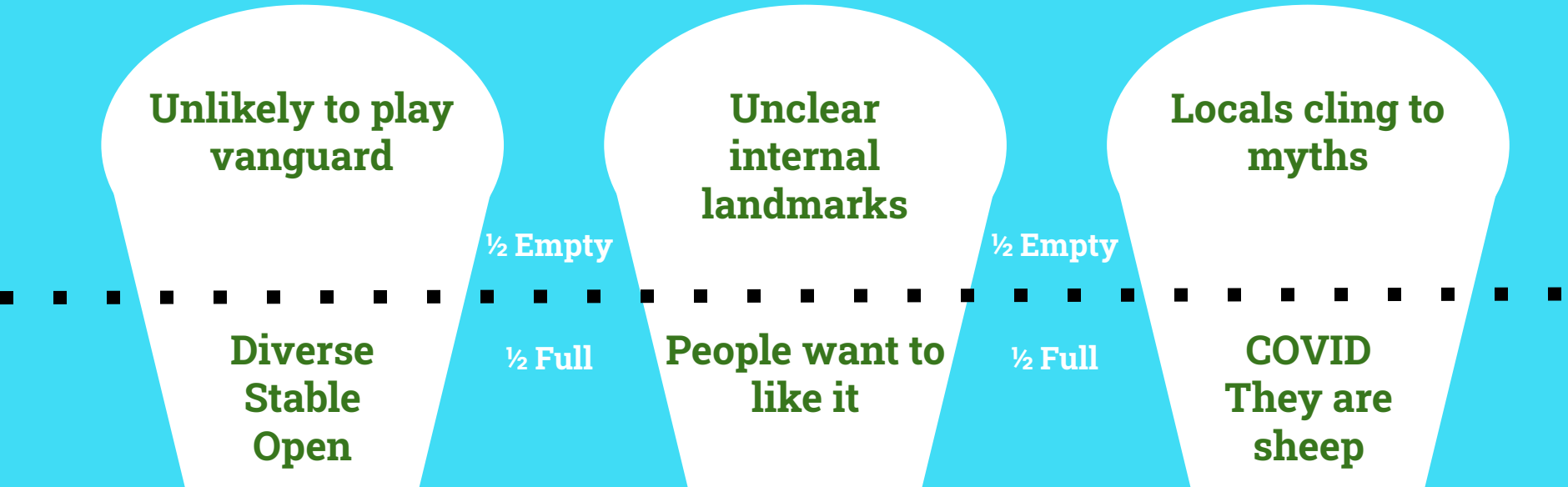
½ Empty

½ Full

Shoppers

Locals cling to
myths

COVID
They are
sheep



FMC's job: To put shoppers first

**Attend to most
disruptive
vendor issues
(build trust)**

**Create
opportunities
through
partnerships
(pop-ups)**

**Change the
narrative and
promote it
internally and
externally ad
nauseum**

The Disney formula



Weekday Pop-Ups



Use Water

Experience + Learn

**Play in
fountain,
use
toilets**

Sit, Relax, watch

**Sit, watch
fountain**

Sales + Donations

Donate coins

**FRENCH MARKET.
DISTRICT**

**Theory
of
Change**

Resulting in the FMC serving

The public good

Vendors
earn
money
with
dignity

People
and
businesses
flourish

People
feel
they
belong

So that

Attract
the
public

Provide
useful
services

Animate
public
space

**We create the
conditions to**

When we

Preserve historic structures + Make public spaces safe and clean ...

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.

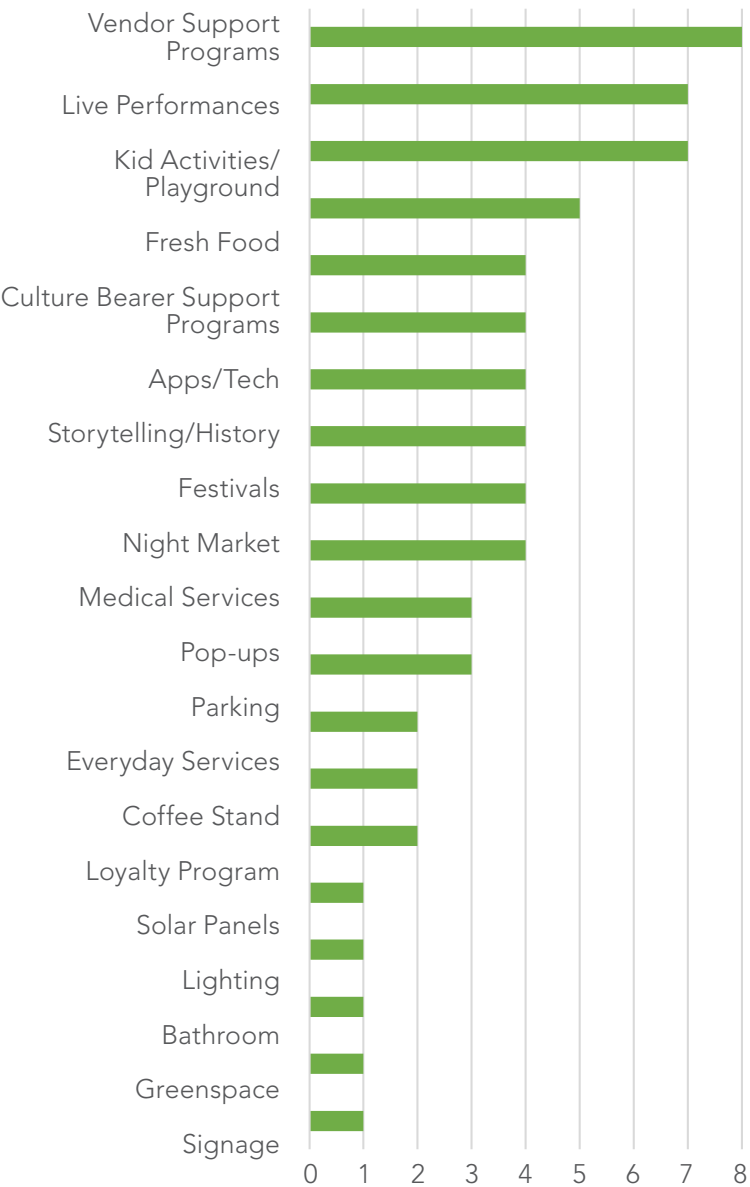
The meeting started with brief introductions, overview of project goals, and summary of common themes heard in the first round of meetings. Our team then presented a working Theory of Change for the French Market which had been shaped by input received so far. Following this presentation, participants 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

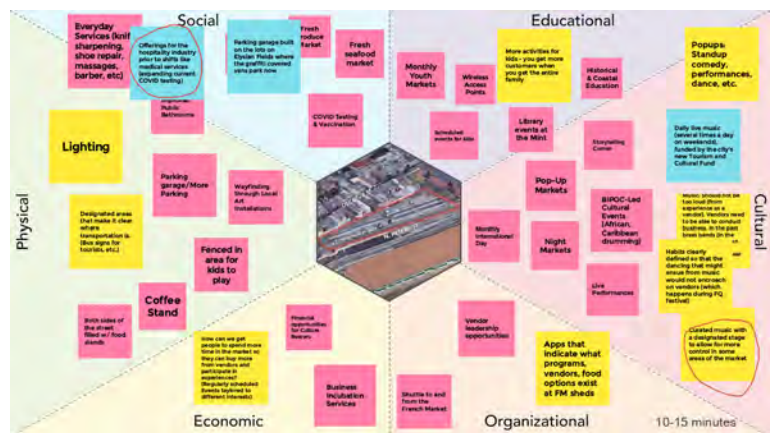
- Provide more transit options like a rideshare hub, pedicabs and parking areas for bikes.
- Improve lighting and cleanliness.
- Create more connection to surrounding businesses so it feels more like a destination.
- Offer some kind of loyalty program like a punch card for people who spend money at the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

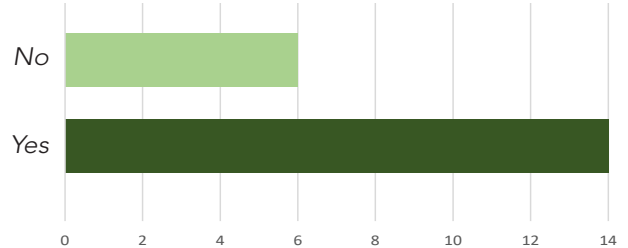
How should the French Market's history be preserved?

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)

Appendix

- 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

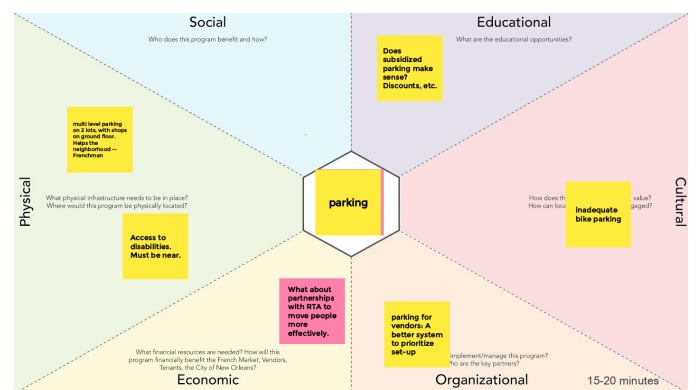
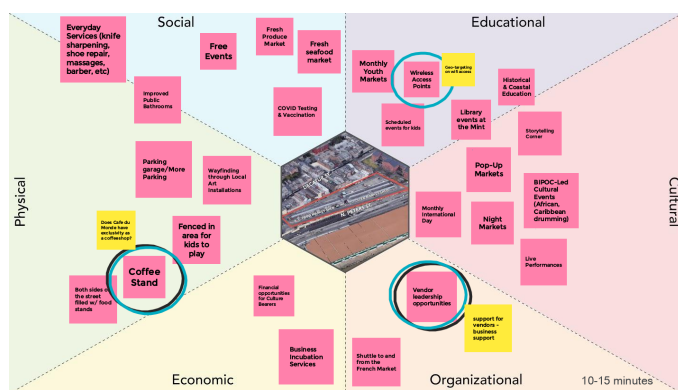
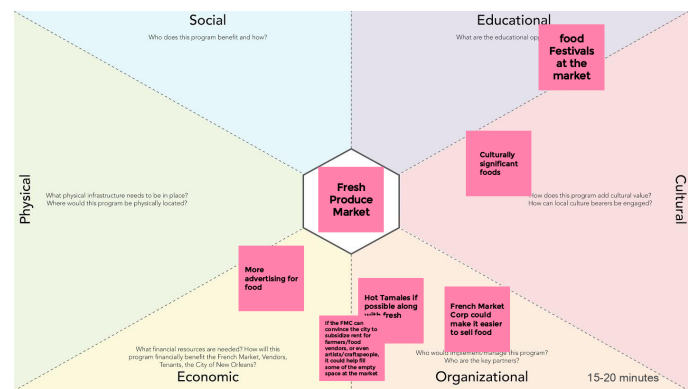
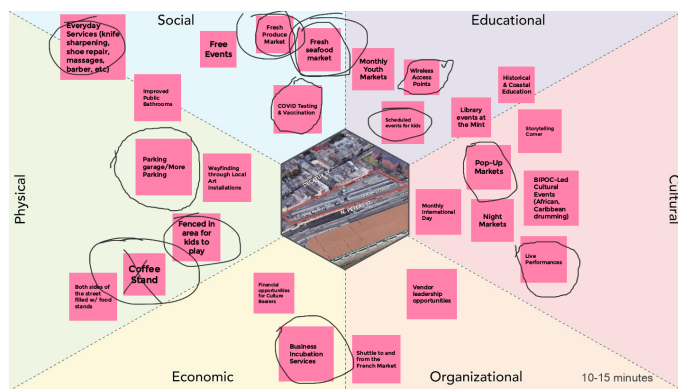
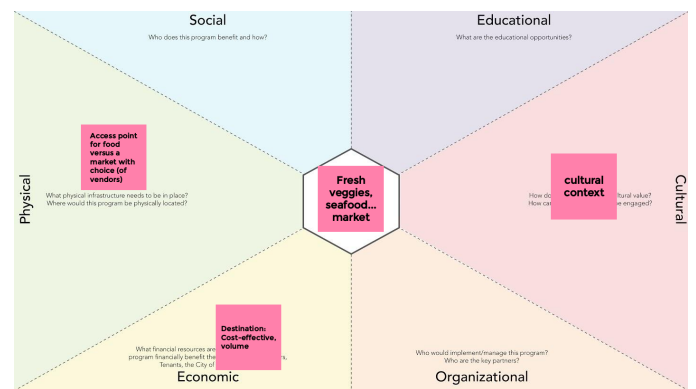
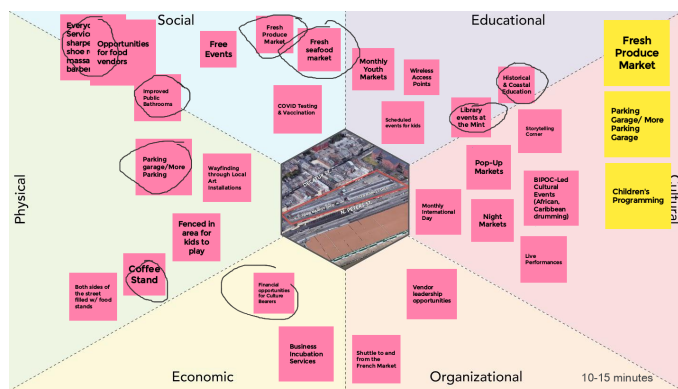
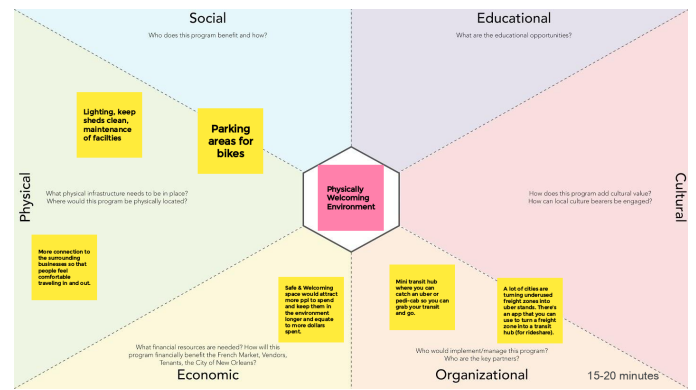
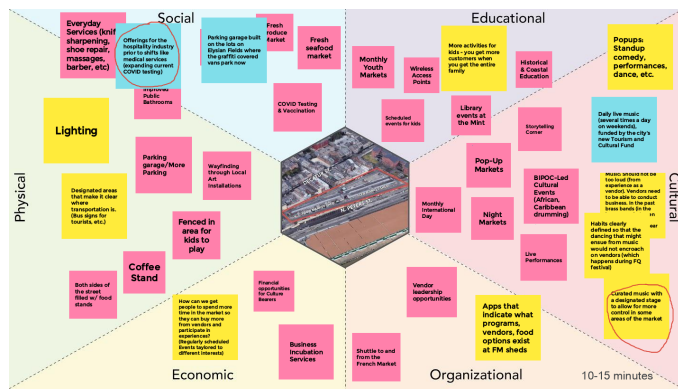
Appendix

- 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.

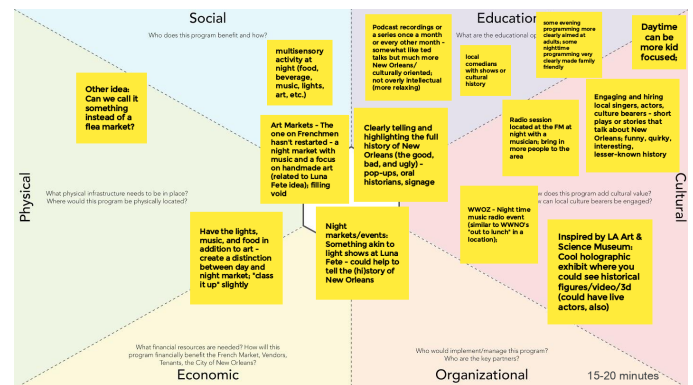
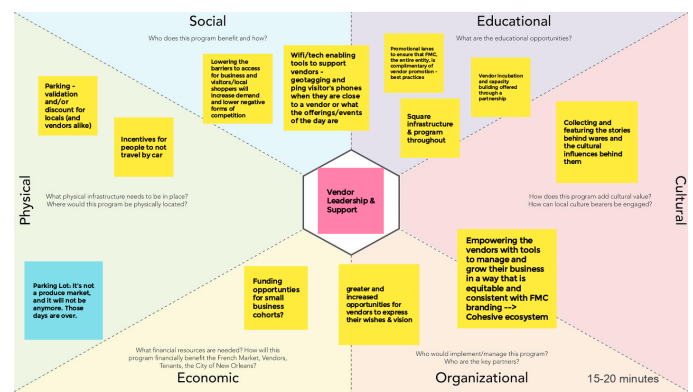
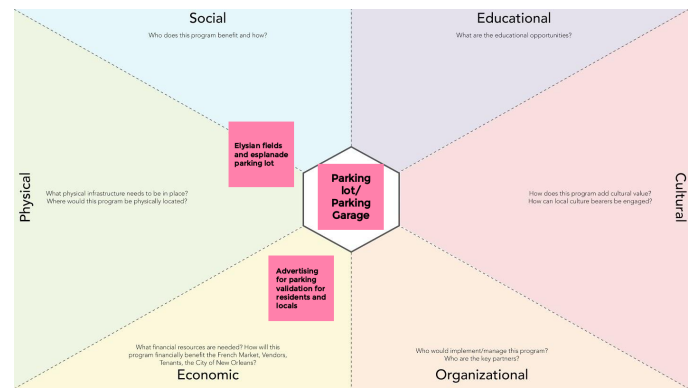
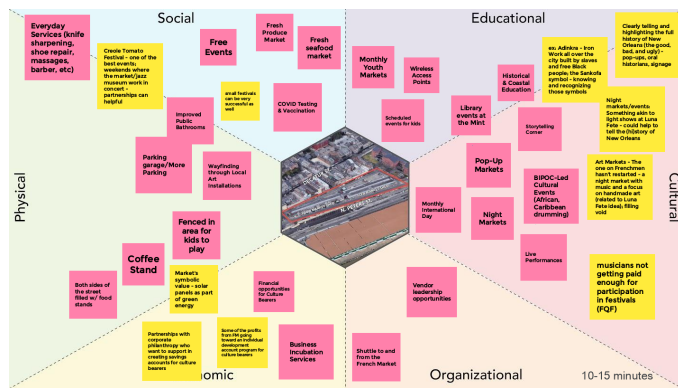
Art Market/Night Market

- 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.

Appendix

- 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.)

Appendix

- 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

Appendix

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!!!



FRENCH MARKET[®] DISTRICT

Let's envision the future of the French Market!

FRENCH MARKET[®] DISTRICT

Thanks for joining us !

FRENCH MARKET[®] DISTRICT



concordia



GILBERT
& Associates

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...

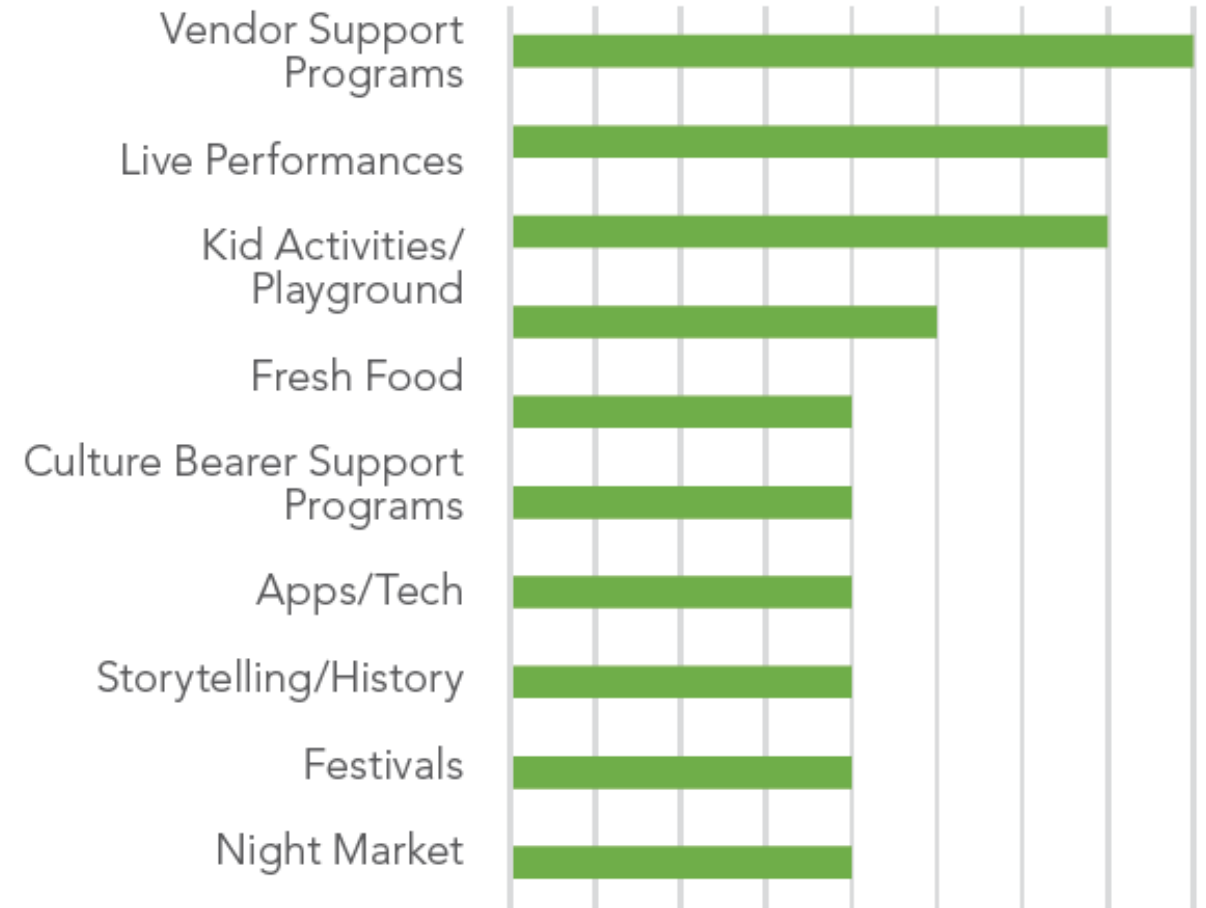
- -ups &
- Serve visitors, locals, & engage activities.
- Highlight French Market history & programming.
- Prioritize Local New Orleanians &



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?**

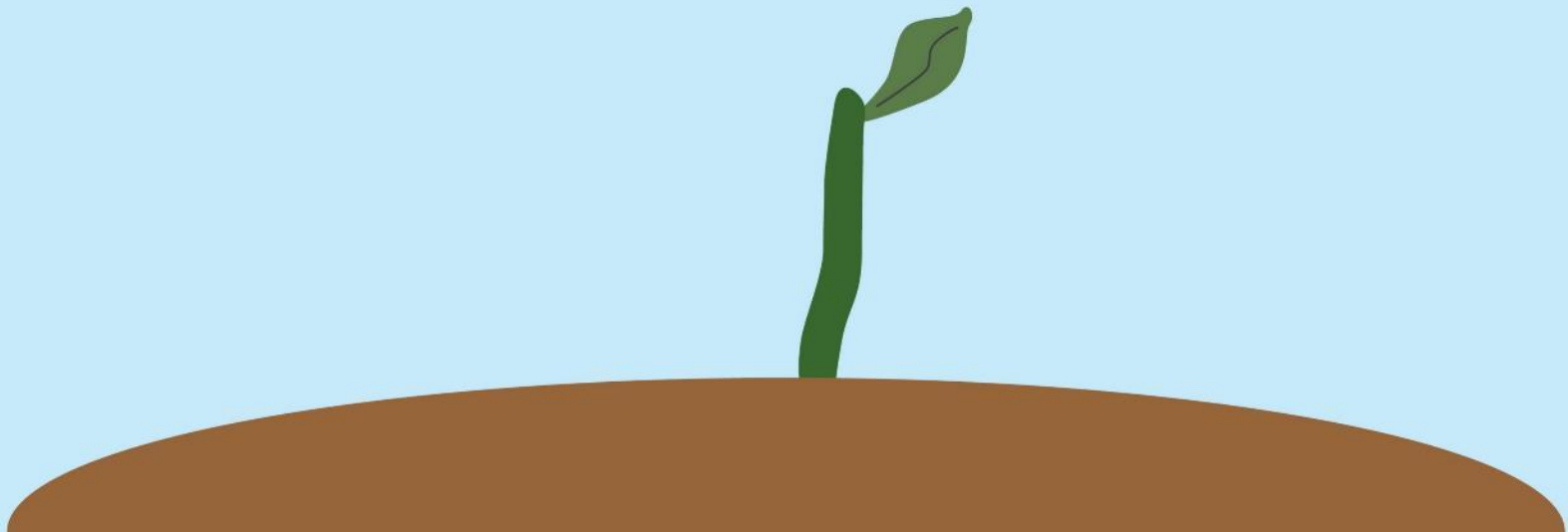
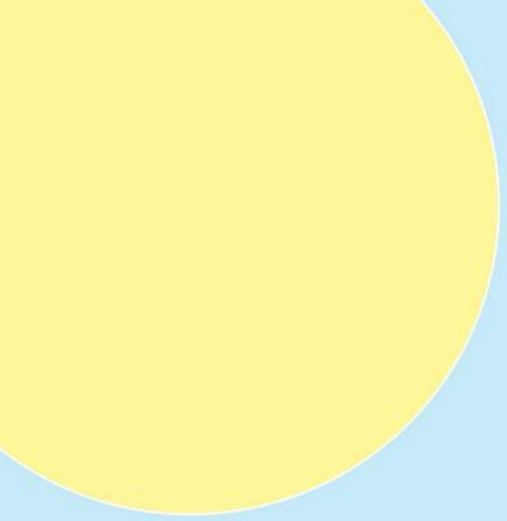


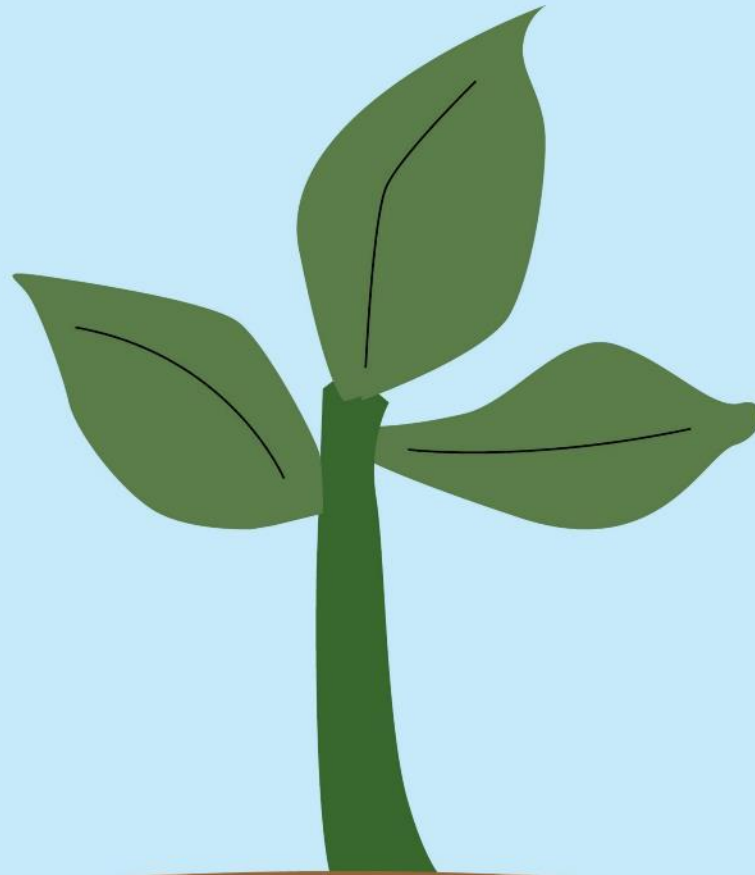


WHEN WE...

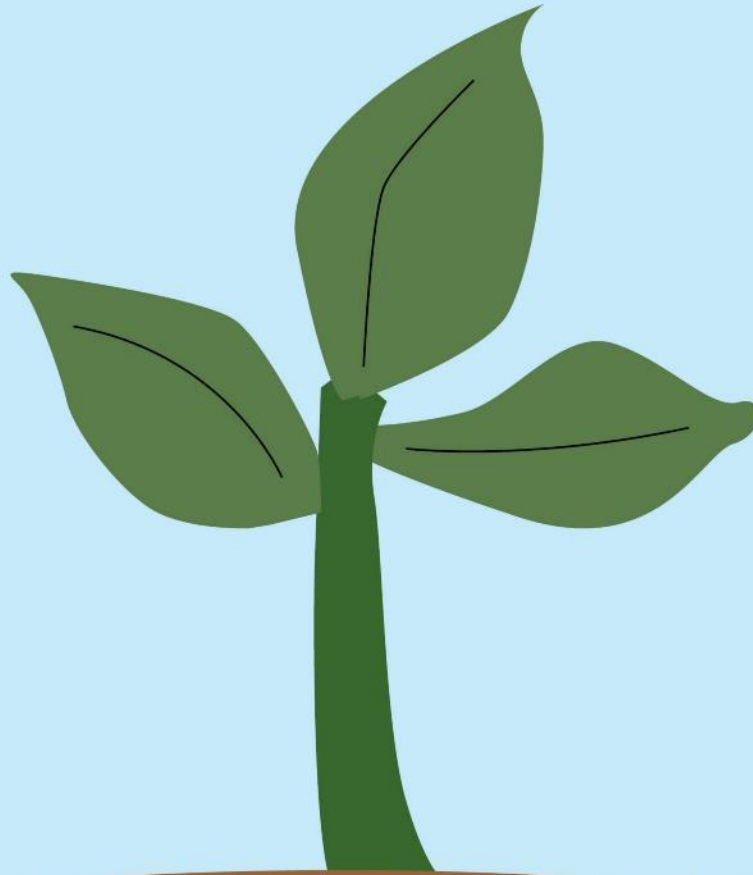


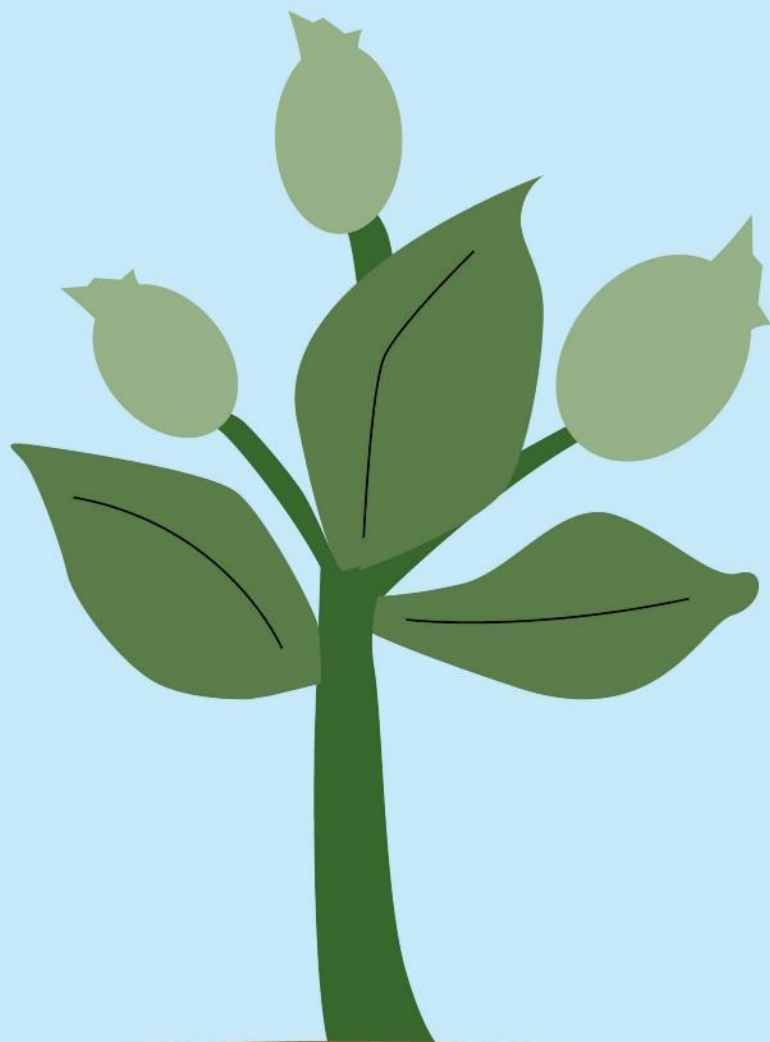
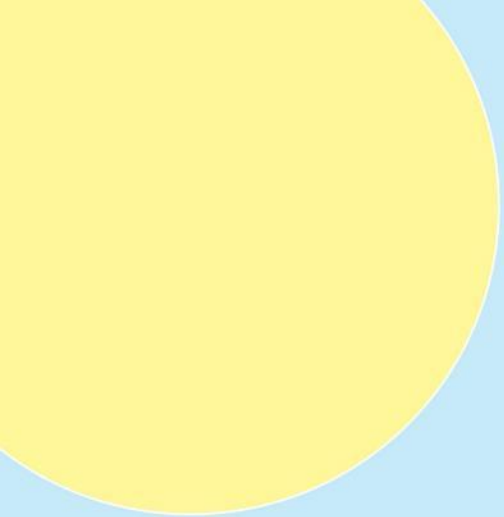
P reserve historic structures &

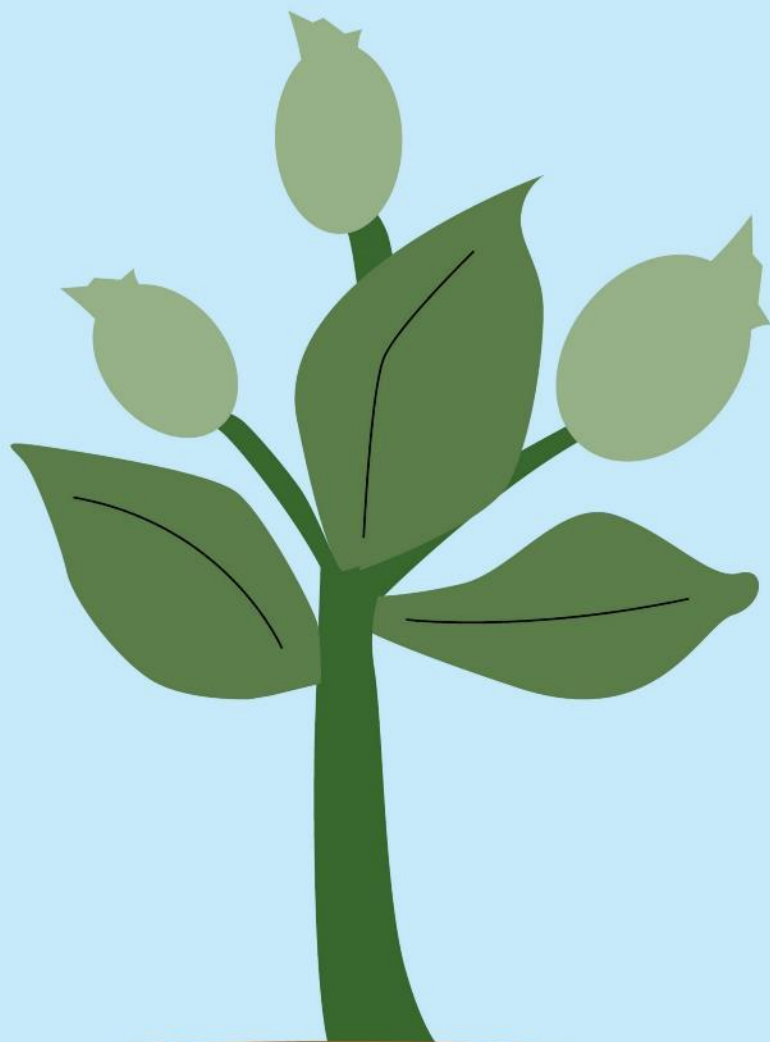
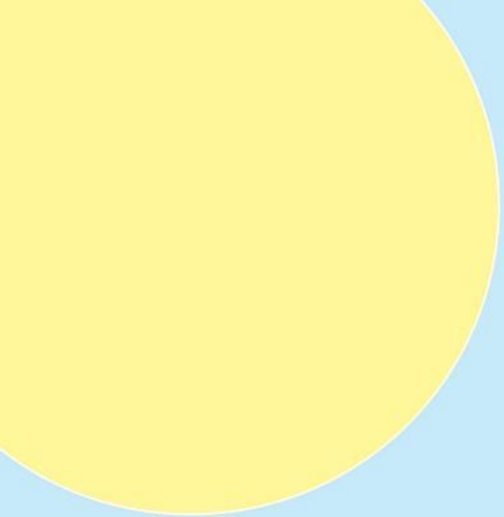




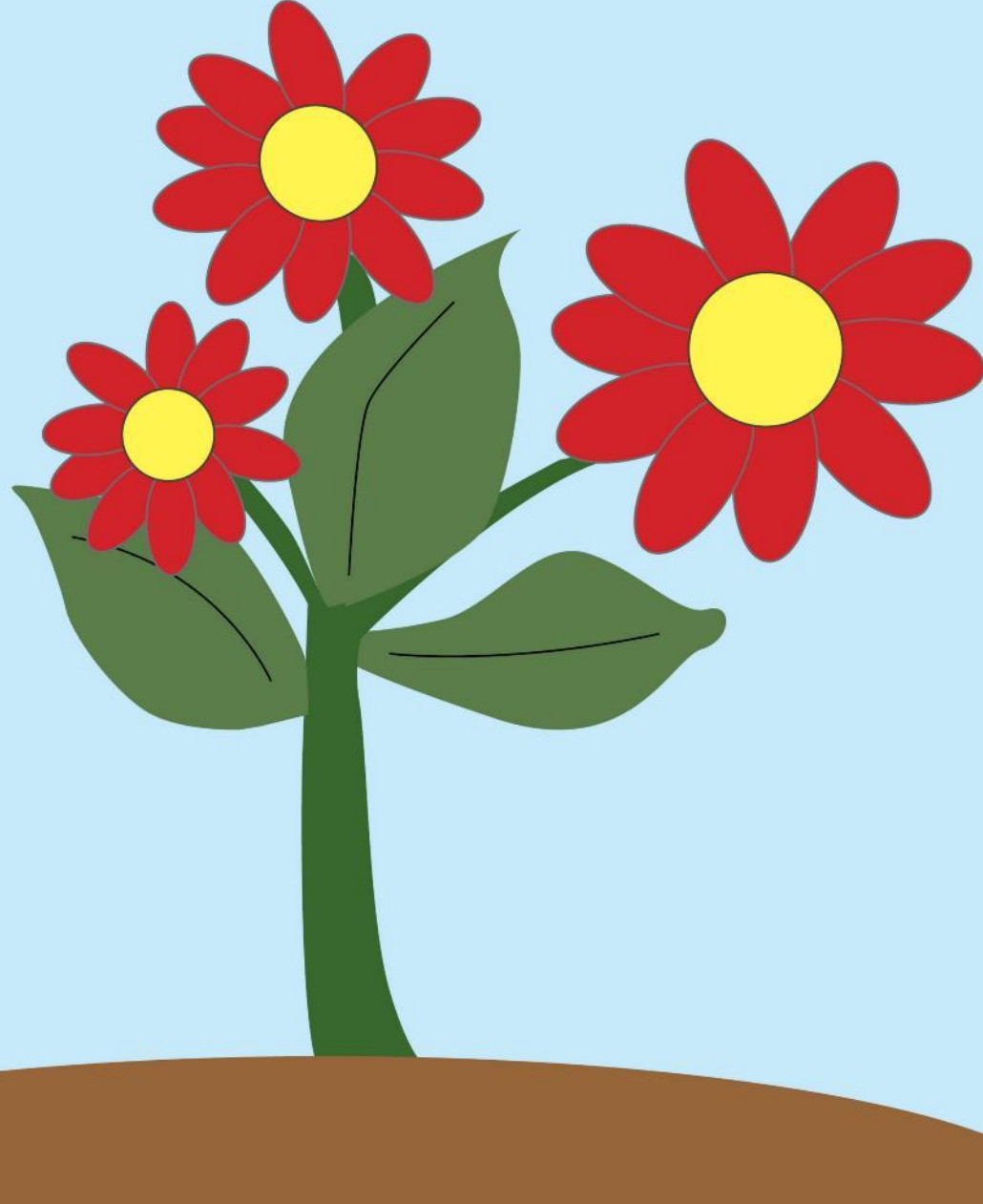
So that...



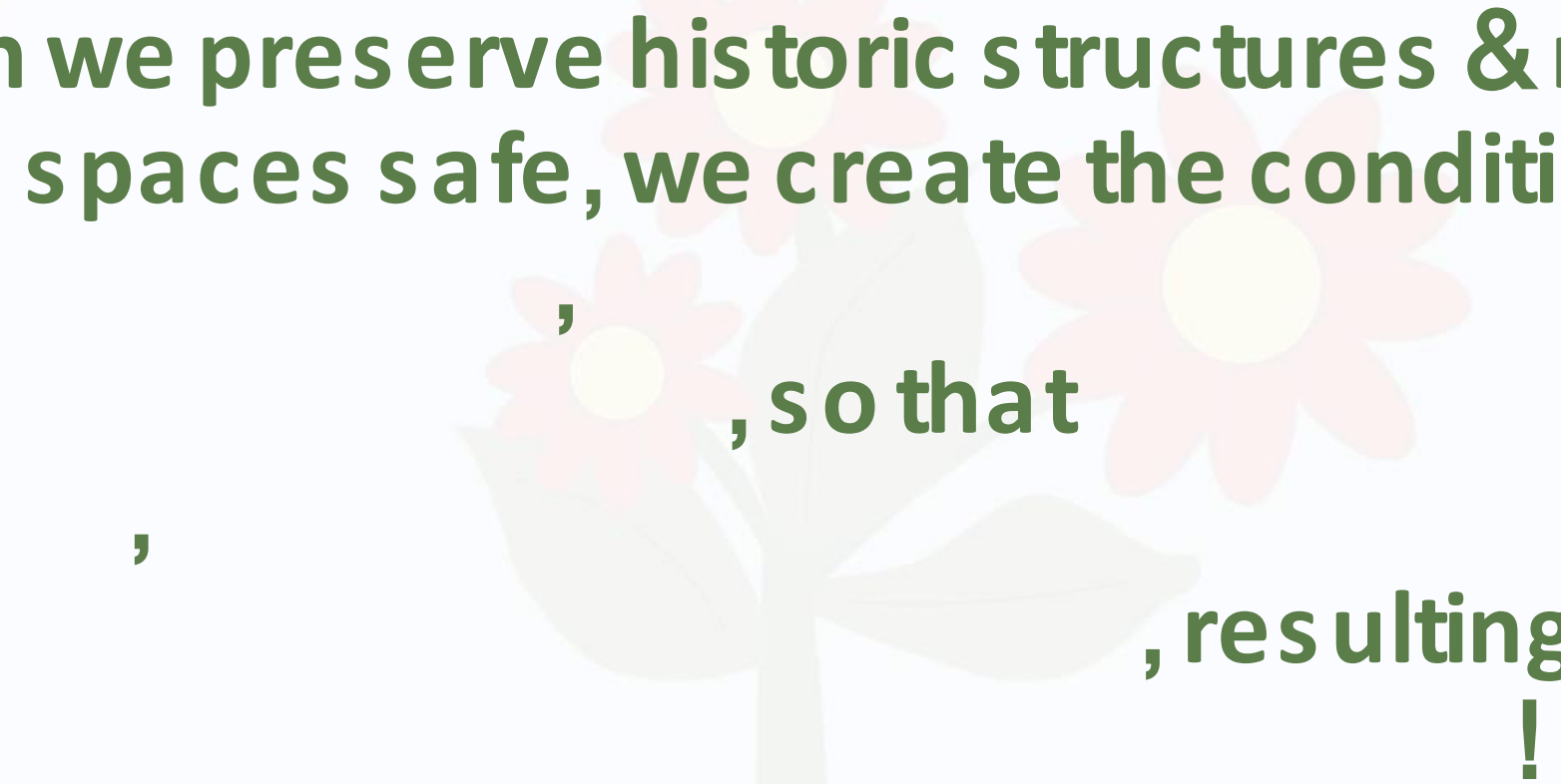




THE PUBLIC GOOD!



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?**

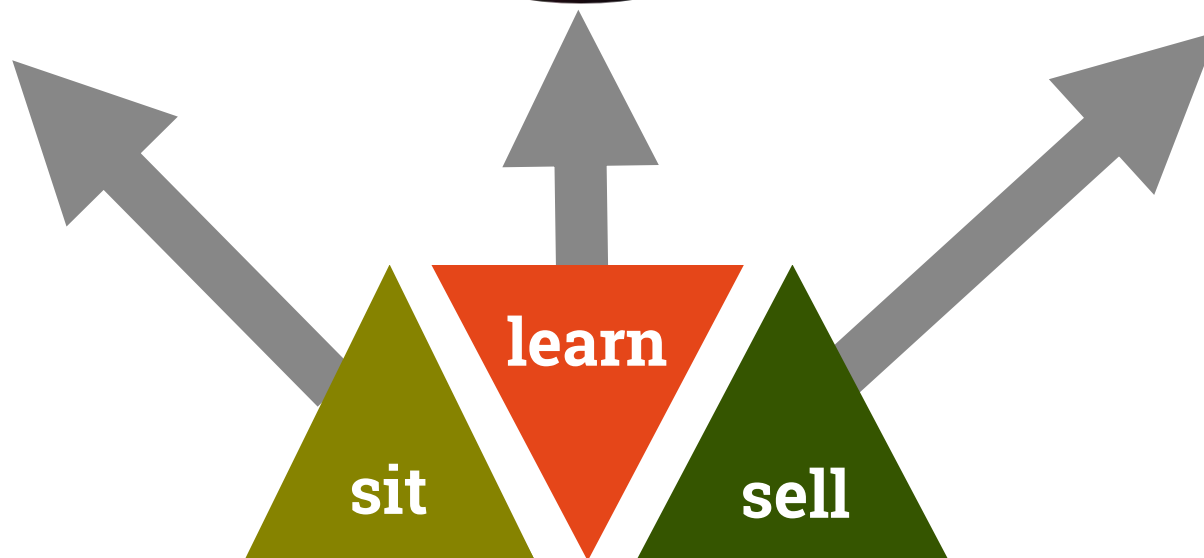
Write why or why not in the chat or survey.

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 right, another woman in a red dress and a red headpiece is also dancing, holding a red umbrella. In the background, a man in a red shirt with "ABB" on it is playing a brass instrument. The market hall has a high ceiling with large fans and hanging lights. In the foreground, there are boxes of oranges and other market goods. The text "Sit. Learn. Sell." is overlaid in the center of the image.

Sit. Learn. Sell.



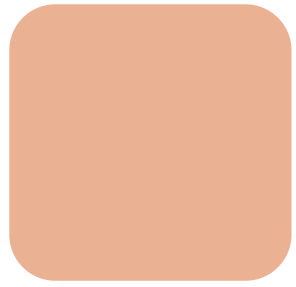
- (Re)build trust with partners;
- Enable locals (and cultural tourists) to experience the Market during off-hours — creating a “ships passing in the night” management of place;
- Devote staff time to cultivate new audiences.





- January: 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[®]
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

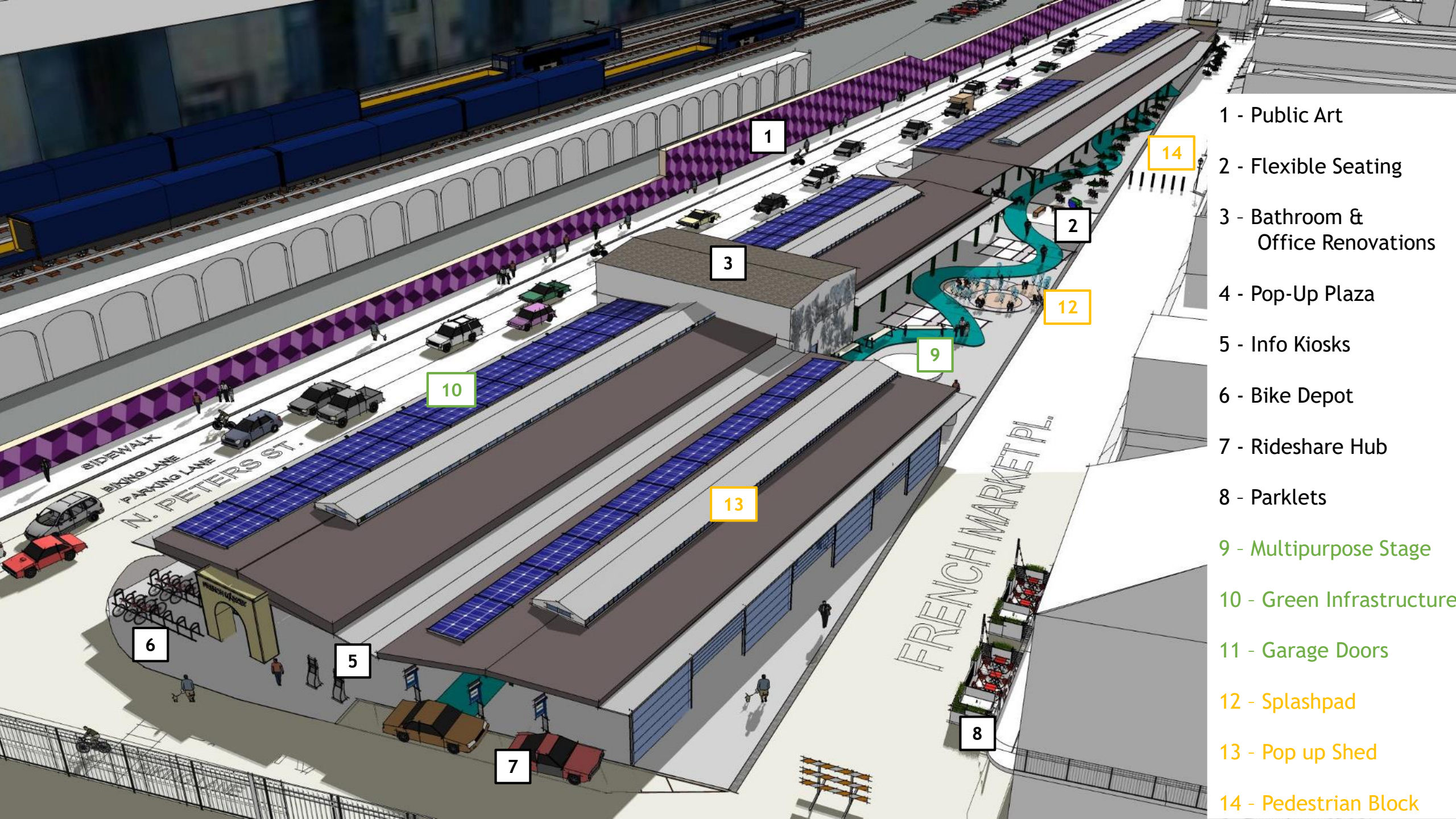


**Do these recommendations align with
your vision for the French Market?**

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





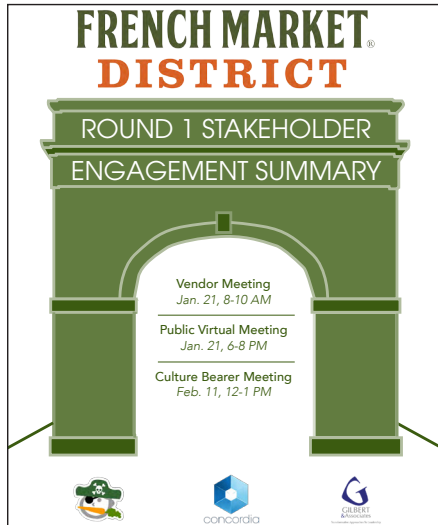
THANKS FOR YOUR TIME & IDEAS!

Questions or comments? Email:
feedback@frenchmarket.org

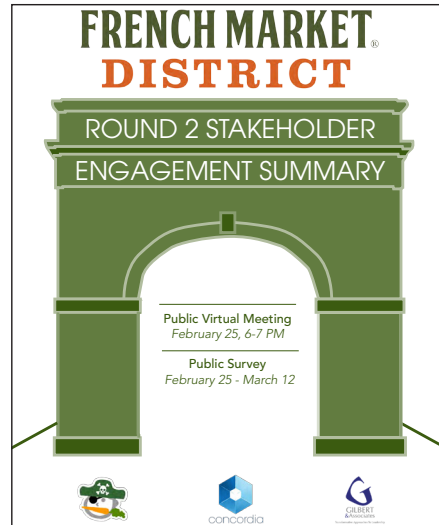
French Market Flea & Farmers Market Study Appendix

This appendix includes all of the documents produced during the engagement and study process for the French Market.

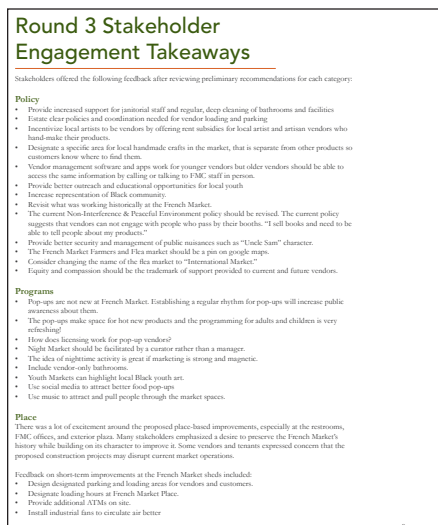
Round 1 Engagement Summary



Round 2 Engagement Summary



Round 3 Engagement Summary



Public Bathing Research Document



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*

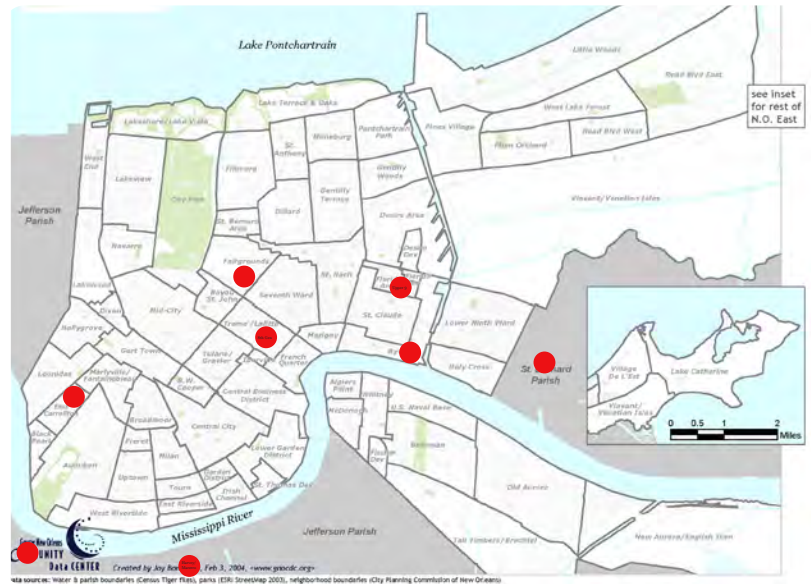


Vendor Activities

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?

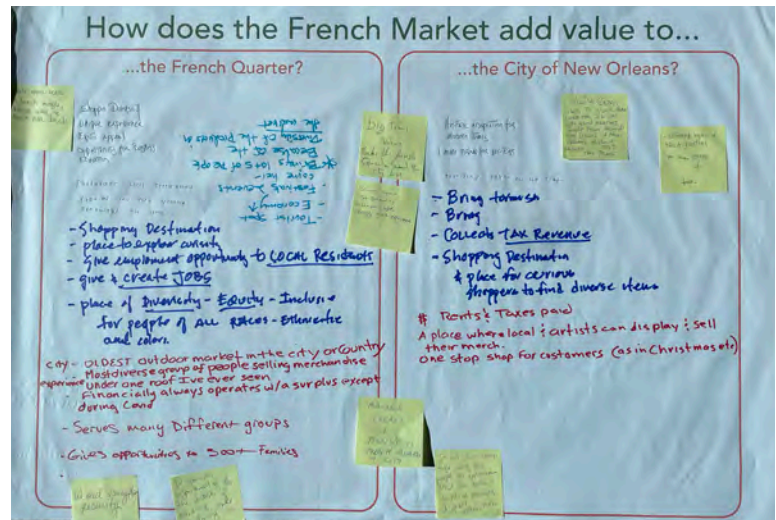


Station 2: Who should the French Market serve?

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

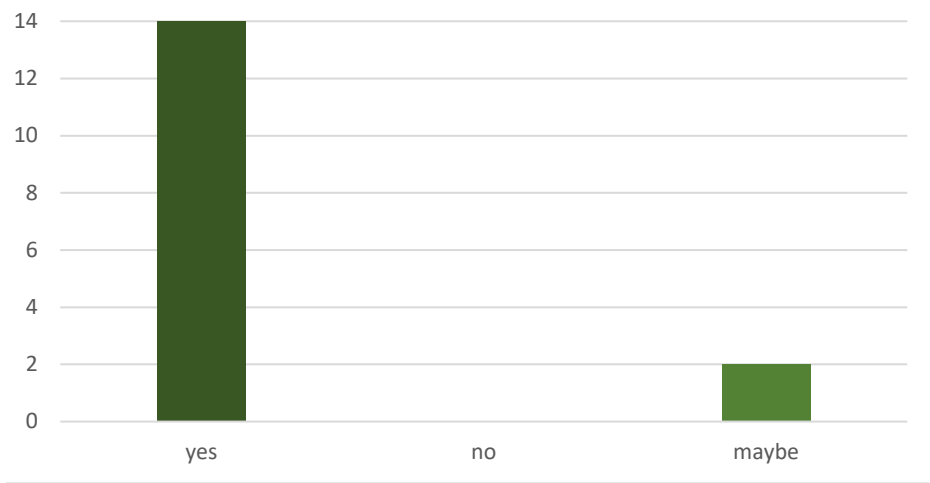
Surveys were distributed to vendors at the last station. Vendors were invited to fill out surveys and return them on site or take the surveys with them and return to FMC staff at their own convenience. The surveys included ranking and short-answer questions, and the same questions that were asked at 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.

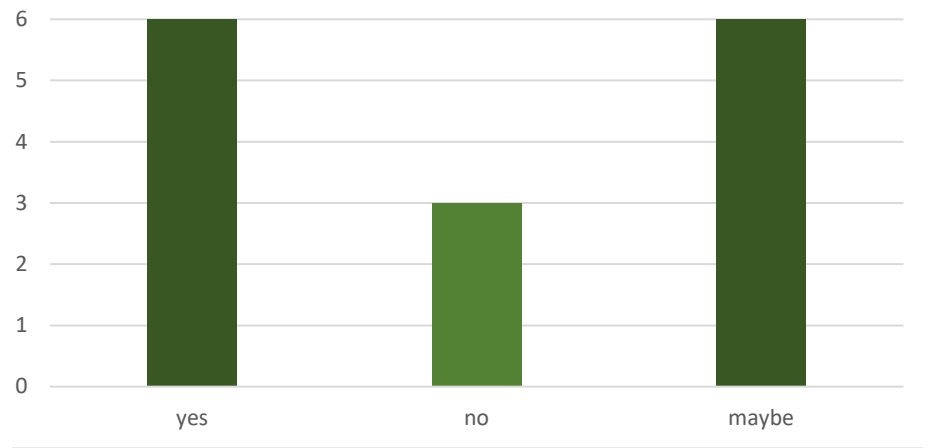
2. Do you feel supported by the French Market? If yes, how has the French Market supported you?



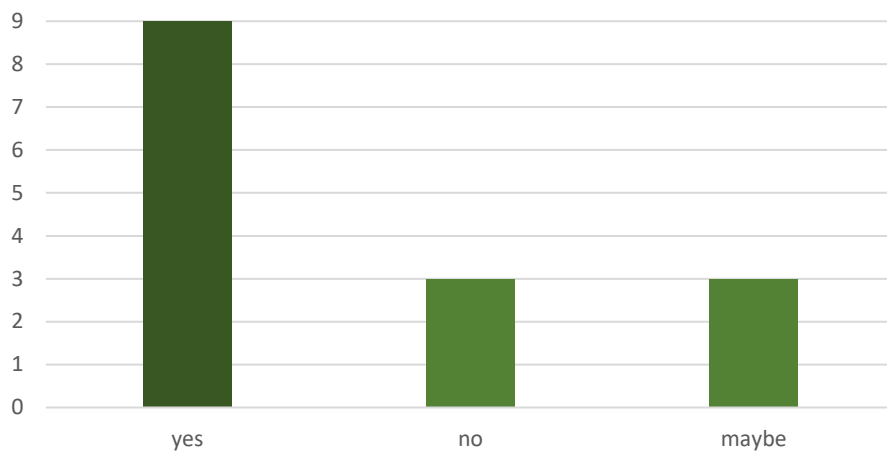
3. If yes, how has the French Market supported you?

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?



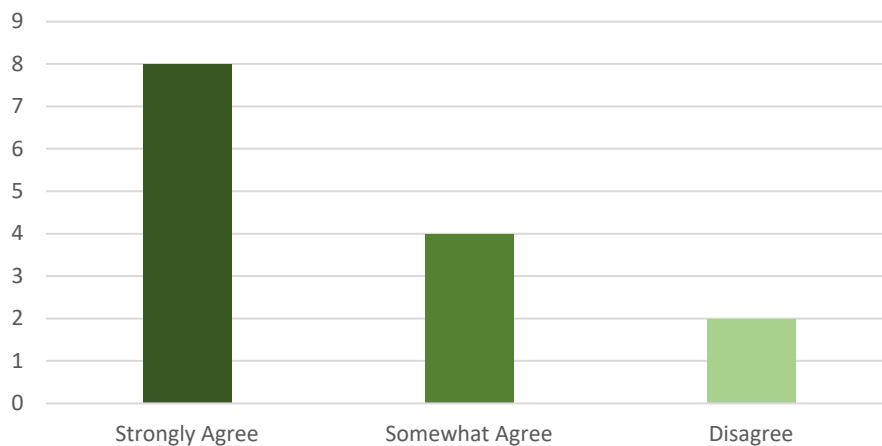
6. Who should the French Market serve?

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.

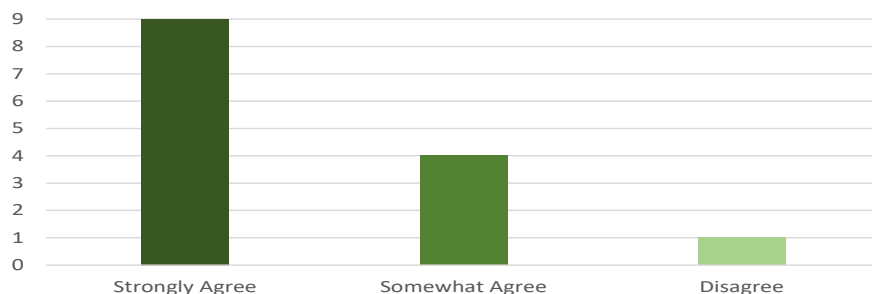
8. I want the French Market to be a community commons, with social services and economic opportunities for all.



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.

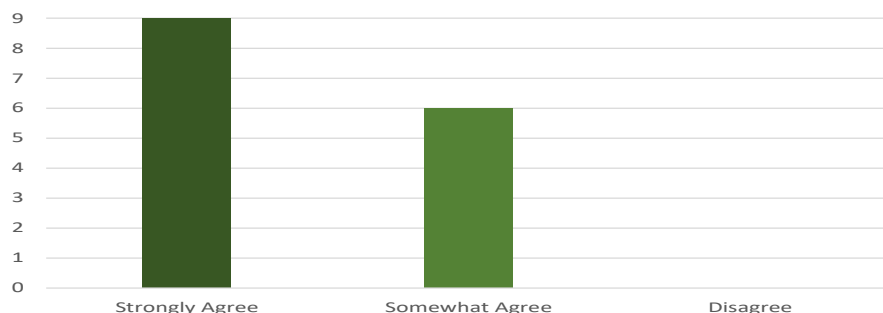
9. I want the French Market to be a place of commerce, with business incubator support for vendors and tenants.



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.”

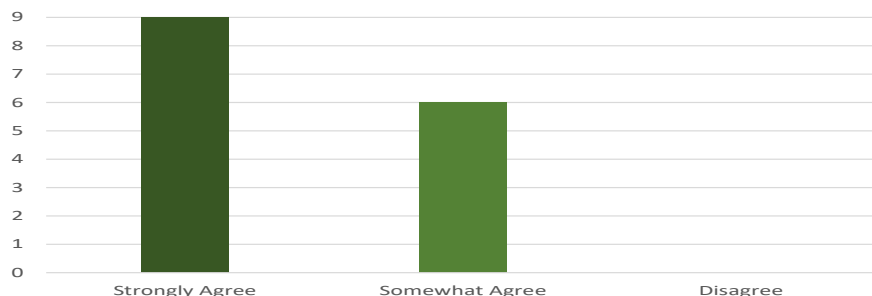
10. I feel welcome at the French Market.



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.

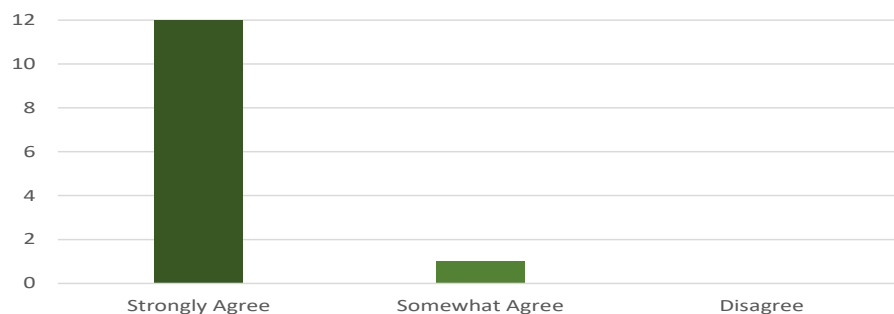
11. I feel safe at the French Market.



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.

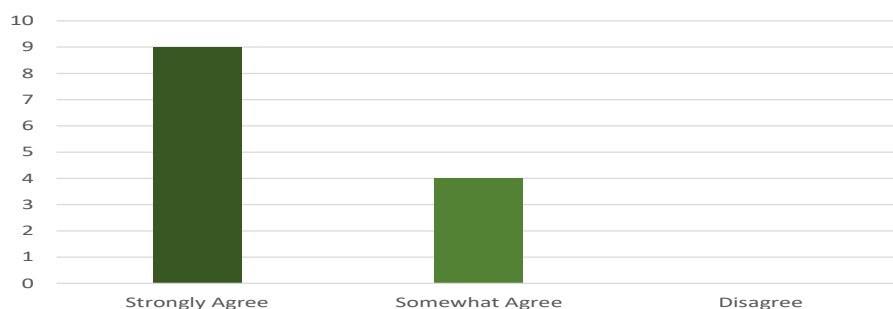
12. I feel comfortable finding my way around the French Market.



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.

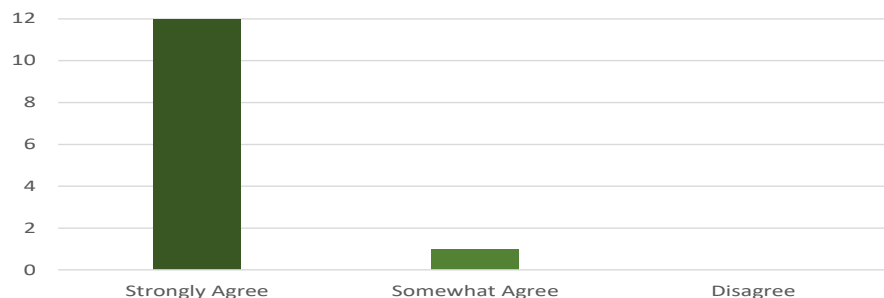
13. I feel like I am getting a taste of authentic, local New Orleans flavor at the French Market.



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

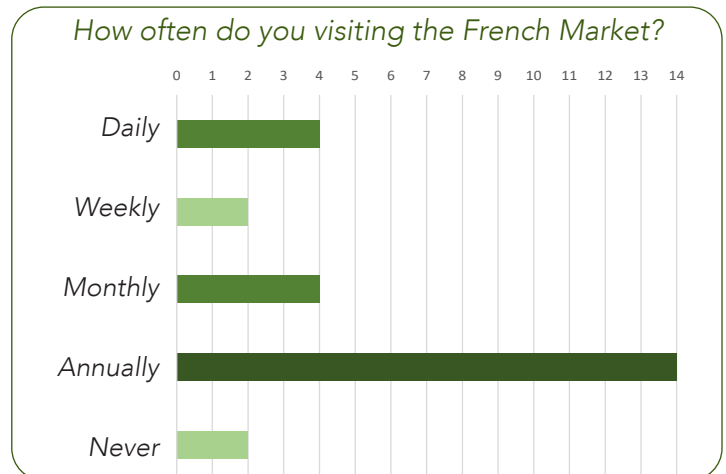
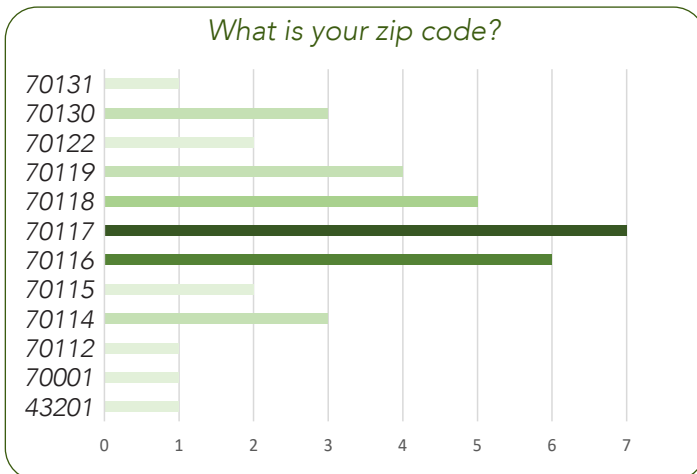
Approximately fifty public stakeholders participated in a virtual meeting hosted through French Market's Web-Ex platform on Thursday evening, January 21st, from 6:00 to 8:00 pm.

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.

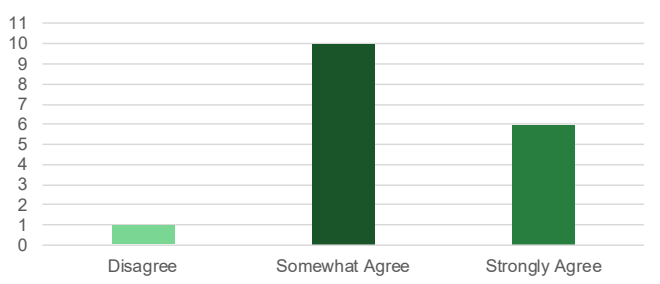
There was an emphasis on the French Market being a **local asset**, where local artists and practitioners can **incubate their businesses**, where BIPOC practitioners can **share their traditions and histories**, and where residents and visitors can access **useful products and services** during the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

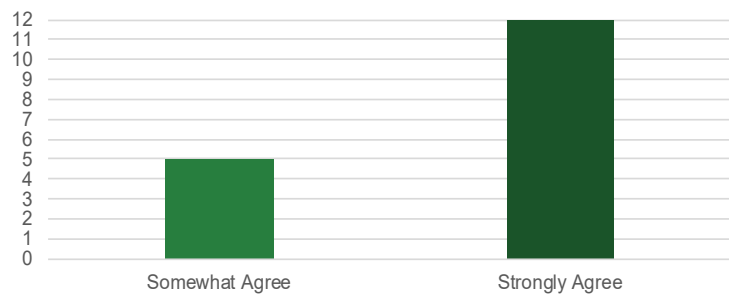
1. I want the French Market to be a community commons, with social services and economic opportunities for all.



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.

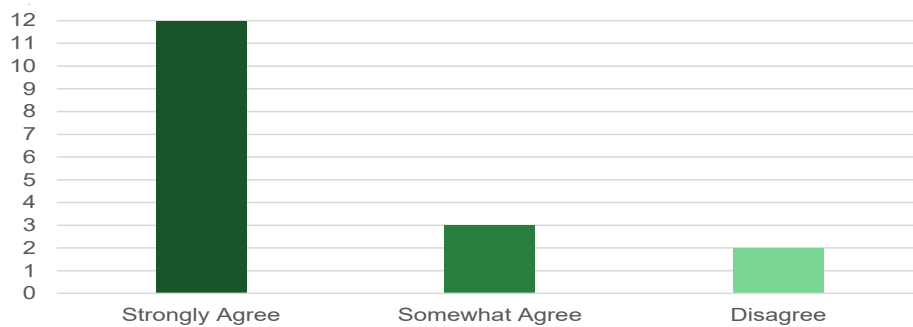
2. I want the French Market to be a place of commerce, with business incubator support for vendors and tenants.



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.”*

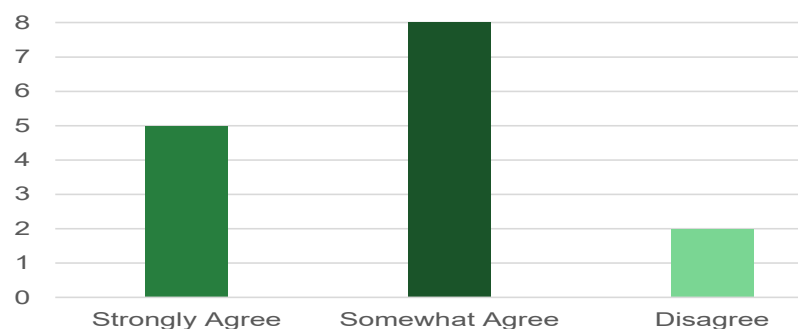
3. I feel welcome at the French Market.



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.

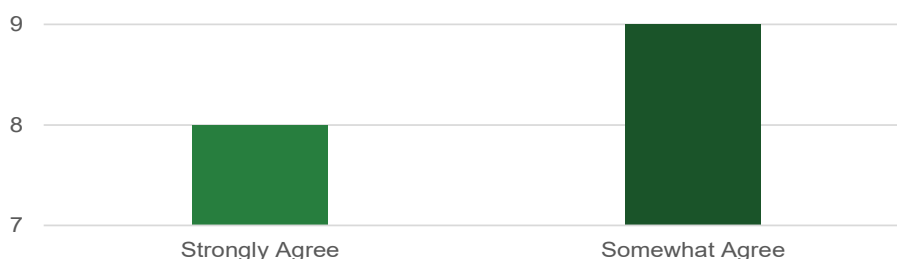
4. I feel safe at the French Market.



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.

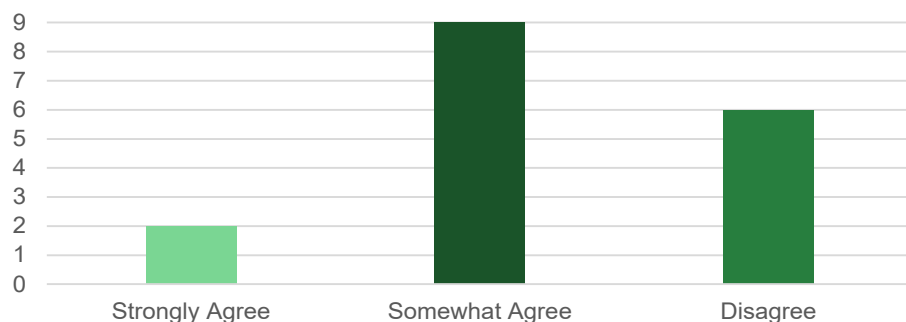
5. I feel comfortable finding my way around the French Market.



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.

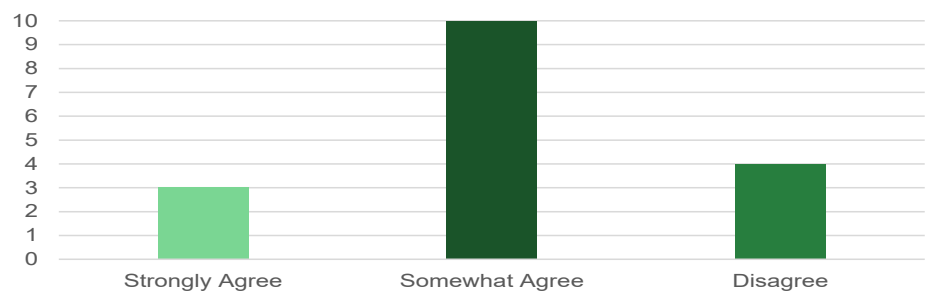
6. I feel like I am getting a taste of authentic, local New Orleans flavor at the French Market.



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

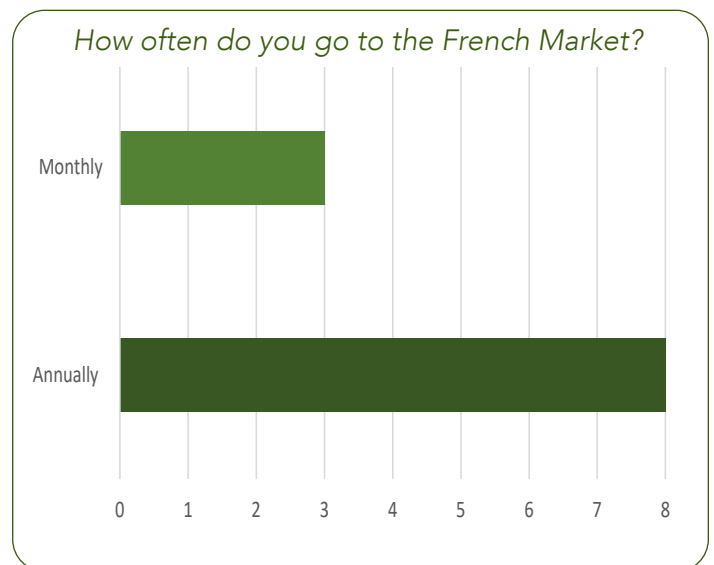
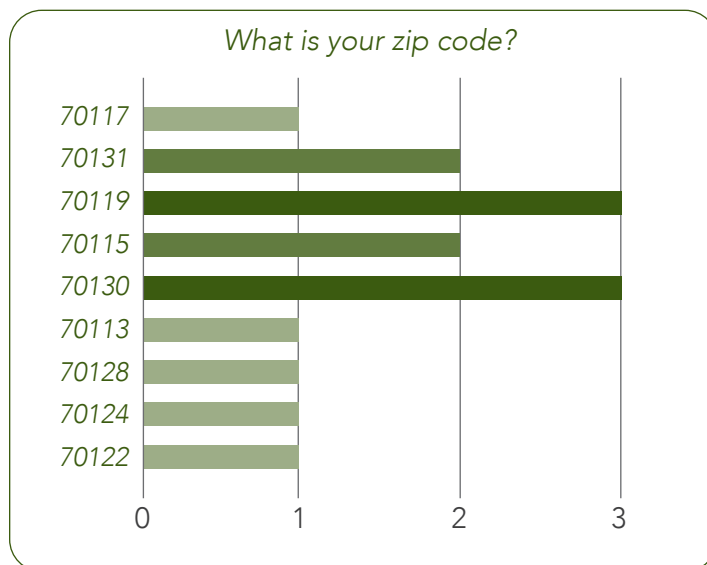
1. Project Overview & Process
2. Interactive Live Polls
3. Breakout Rooms
4. Debrief & Next Steps



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Polling

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

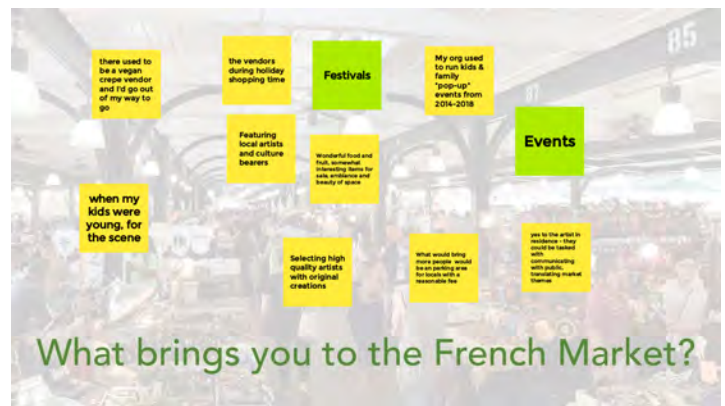


Breakout Rooms

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?

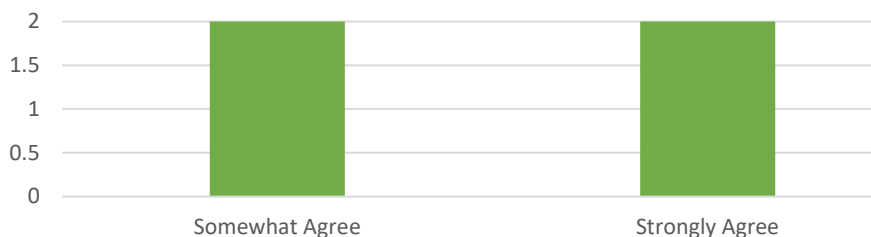
Participants reiterated the importance of highlighting the **experience of ancestors** who lived and worked at the Market historically as well as of those who currently work there. Participants also emphasized a desire to make the French Market feel more **family friendly during the day** and transition 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.

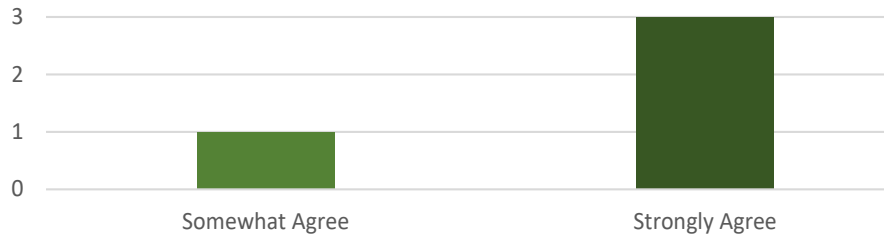
1. I want the French Market to be a community commons, with social services and economic opportunities for all.



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.

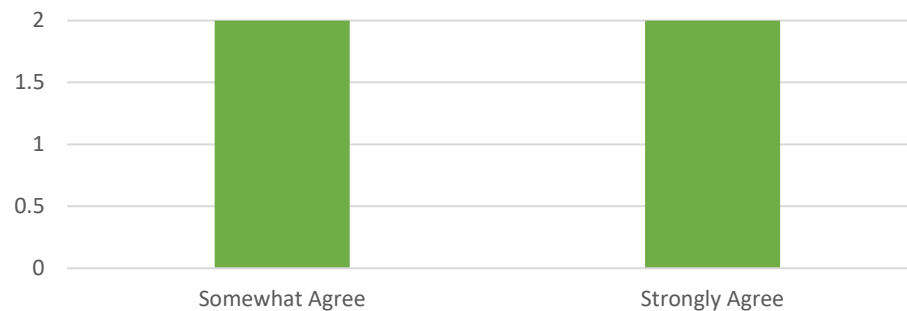
3. I feel welcome at the French Market.



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.

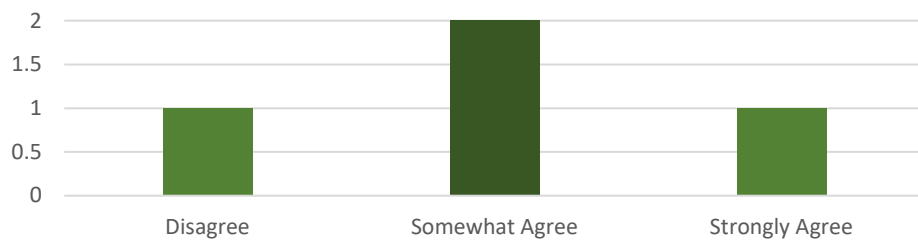
5. I feel comfortable finding my way around the French Market.



Why do you feel that way?

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

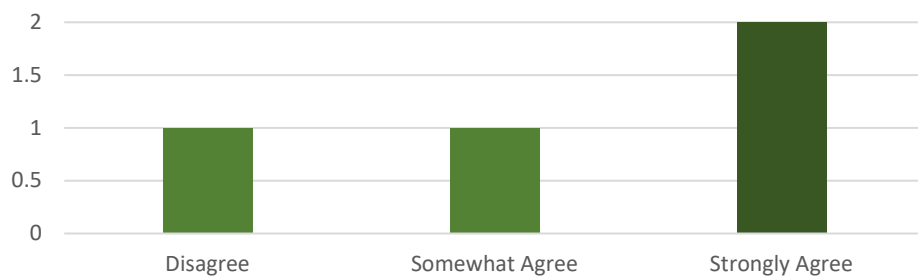
6. I feel like I am getting a taste of authentic, local New Orleans flavor at the French Market.



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

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 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%

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- 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 residents. 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 I've 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.

Vendor surveys

Appendix

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 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

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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 helpwhere 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 innovatoin
- We need it
- A place of commerce, period.
- That's buiness 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
- If you were here 13 years ago you would understand
- Theres a lot of competition amongst vendors;

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sometimes it's a bit too much

- Ive 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

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

[illegible]

Who should the French Market serve?

The sticky notes contain the following text:

- LOCALS + TOURISTS
- New Orleans people
- NEW ORLEANS
- Tourists + Locals
- Tourists
- Tourist
- Tourists + Locals

How does the French Market add value to...

...the French Quarter?

place where tourists, French people, and people who are not French come to shop.

Shopping Destination
Unique experience
Exotic appeal
opportunity for budget shopping

the market
diversity of the products in
Brings lots of people
come here

Baroque *French architecture*
display in the building
display in the building

- 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 - Ethnicity 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 opportunity for the people of the city to shop

Big Time
Value
Made the French Quarter stand out
at the time

Brings many people to the French Quarter
Brings many people to the French Quarter

...the City of New Orleans?

Historic destination for people to visit
I make plans for visitors

Historic Center
place to visit
place to visit

different types of items available in the French Quarter

- 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
LOCALS
TRAVELERS
TRAVELERS

It is a place where people can find what they need for their business
It is a place where people can find what they need for their business

Public Virtual Jamboards

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

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- Where if you only visited the fm on your trip, you 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.

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- I think the main message is “make the french 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 worlds 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.

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- I take visitors to the market and i enjoy doing 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

Appendix

- 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!

Virtual surveys

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

Appendix

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.

- 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

Appendix

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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- 70130

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

Why do you go to the french market?

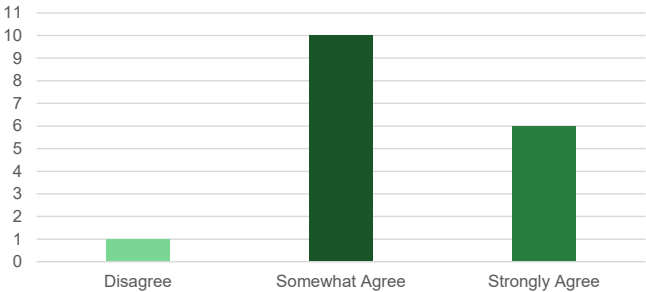
- I am also a vendor who has not returned.
- I used to go more often when the ferry was free.
- 5 Out 7 days a week at my booth
- To shop for arts and crafts and to eat
- I enjoy bringing friends from out of town
- Work & people watch
- Relax and watch people
- I go for live entertainment and special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

Appendix

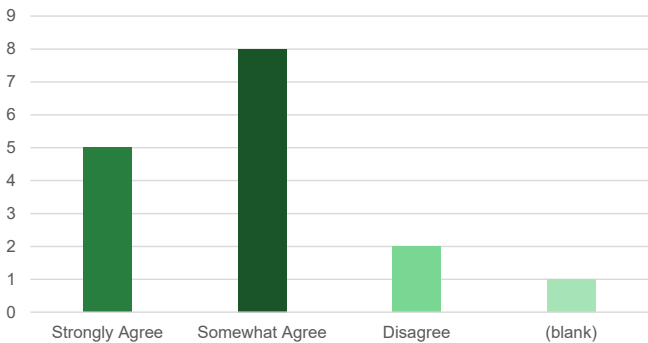
- I work near by the fm
- People watch, arts/crafts, food.
- I almost never go. Sometimes go during fr qtr fest or walking my dog.
- I used to go primarily for arts and crafts in the flea market and maybe to get a snack.
- I live in the fq and walk by.
- I rarely go and it is usually when i have visitors 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

Public virtual survey

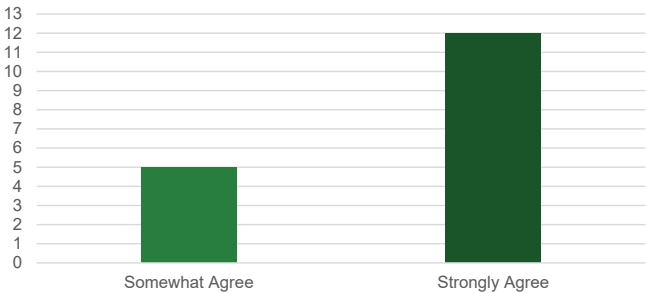
I want the French Market to be a community commons, with social services and economic opportunities for all.



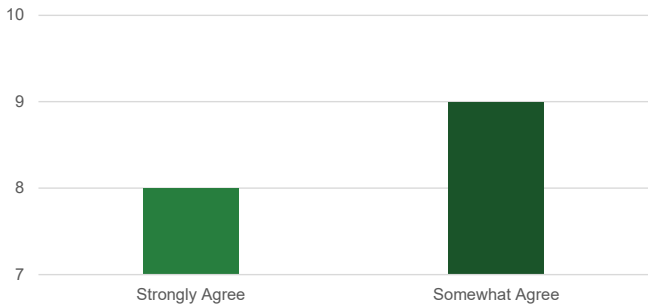
I feel safe at the French Market.



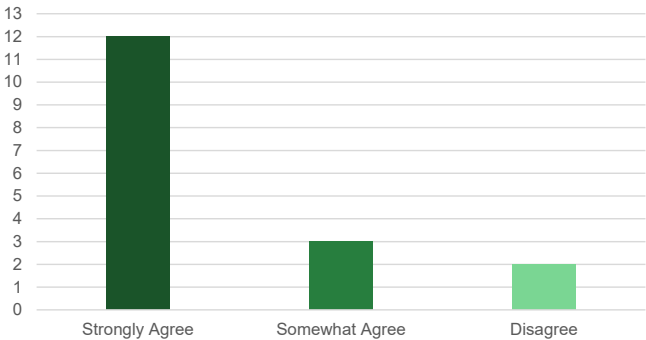
I want the French Market to be a place of commerce, with business incubator support for vendors and tenants.



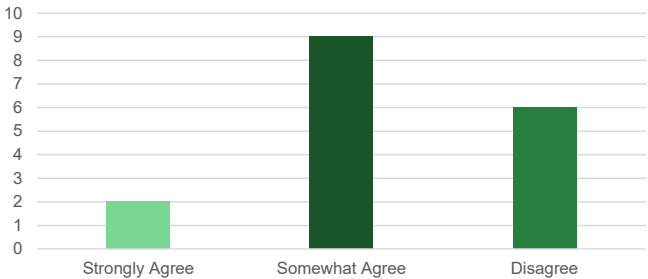
I feel comfortable finding my way around the French Market.



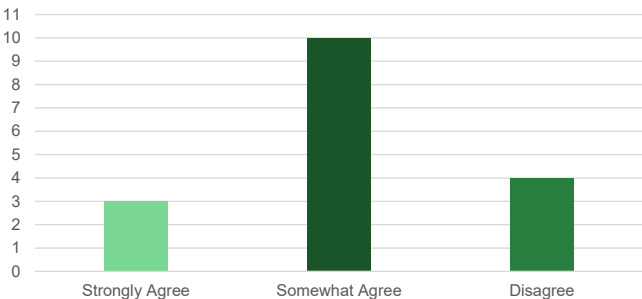
I feel welcome at the French Market.



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



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



Appendix

Public virtual Jamboards



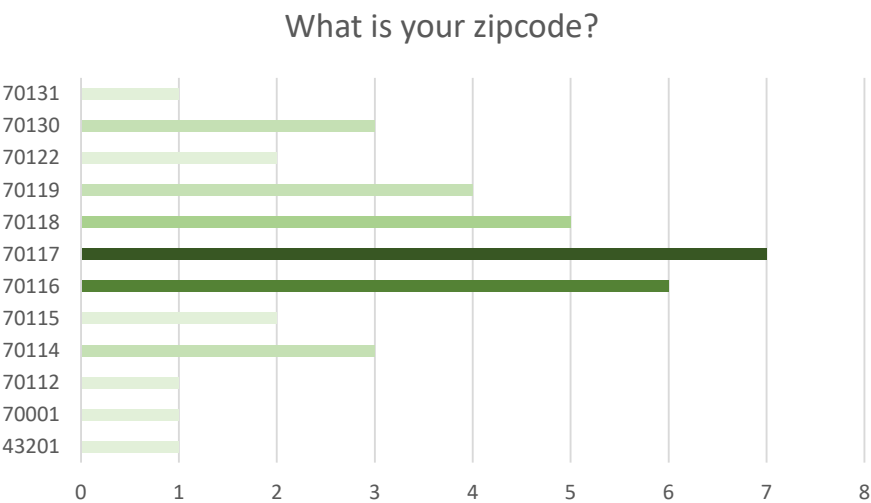
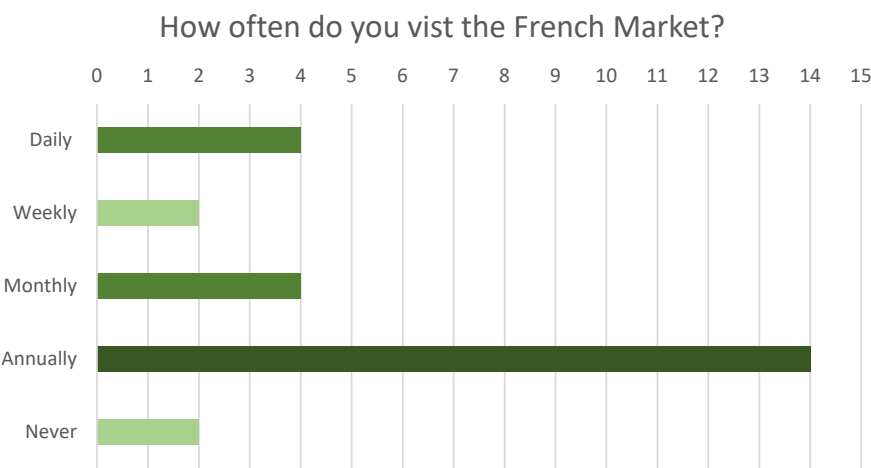
Public virtual Jamboards



Public virtual Jamboards



Public virtual polls



Culture Bearers Jamboards

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

Appendix

- Todd: now it feels more like a tourist trap
- 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

Appendix

vendor you're on top of another vendor.

- 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

Appendix

with poets and writers. Does significant literary 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 Bearers Surveys

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

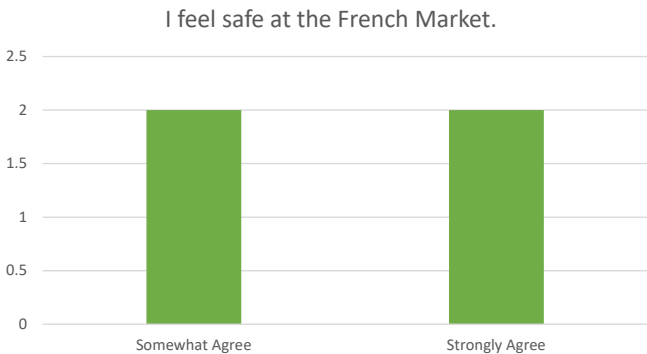
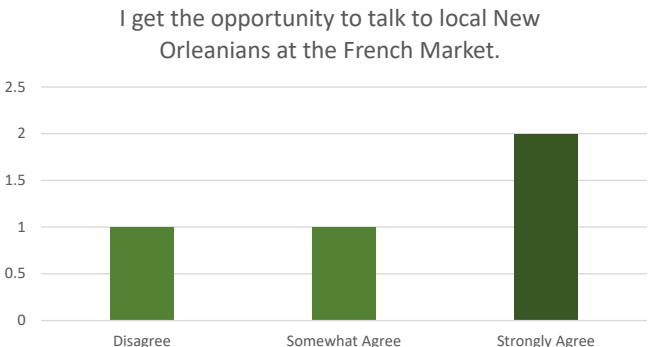
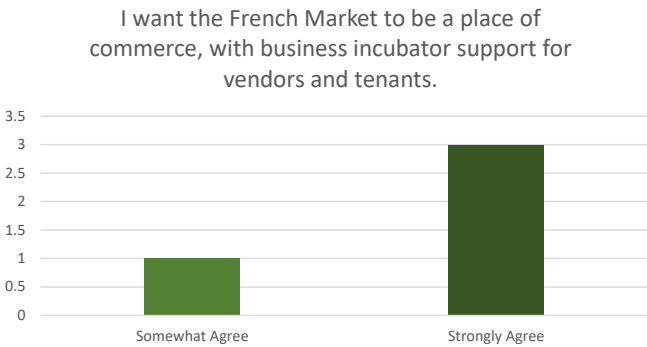
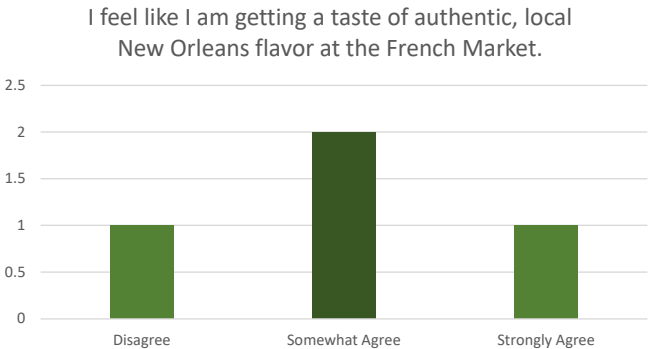
What would bring you to the french market more often?

- 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

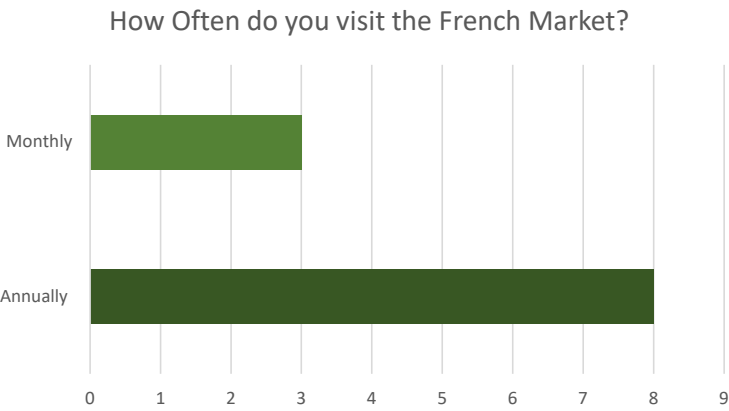
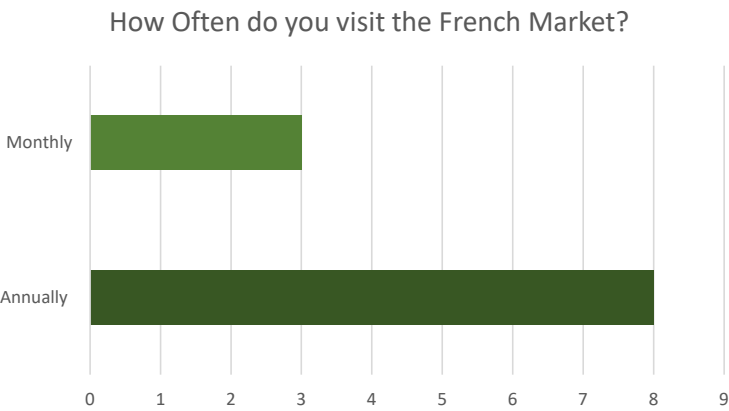
Who should the french market serve?

- 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 Bearers Virtual Survey

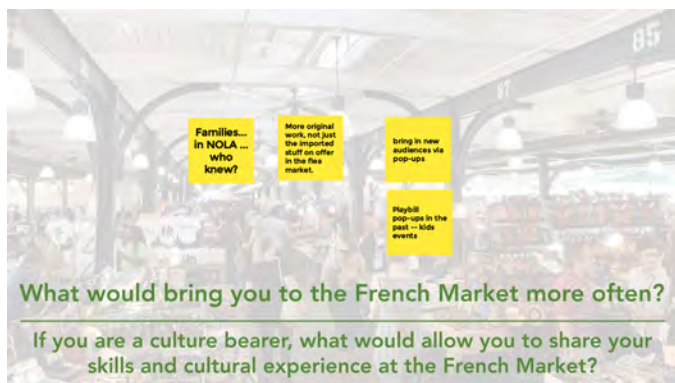


Culture Bearers Polls



Culture Bearers

Virtual Jamboards



Culture Bearers Virtual Jamboards

I am not sure what is in the FM.

A coffee stand from a familiar brand. That harkens back to the days of Kaldi's.

Bathrooms could be "tastier" and there should be more of them.

I loved the Farmer's Market. It was a lot more accessible for people with kids.

WAP is entertaining, but causes traffic.

The financial opportunity for people to see the history of the market is a great idea. It's a great idea to have a market that is a part of the community.

Walking, people figure it out. Tourists don't. And even if they do, it's not a good experience. It's a good idea to have a market that is a part of the community.

I love the new additions like CP.

Find out where people are coming from and make it a destination.

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?

Shopping

Events and entertainment

Walking nearby locations - riverfront, Frenchman Street

Food and drink

Cafe du Monde with out of town guests

the market to get things from other 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

Walk through the market five days a week as part of a walk to the river.

What brings you to the French Market?

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.

Who should the French Market serve?

Areas to sit outside and grab a drink

Cultural events

Live music in the market

Indigenous and traditional religions people don't know but seem to want to know how to conduct themselves at sites that are considered sacred. For a lot of ppl, the river, Congo square, etc. is a sacred site.

Yubema (Possible Partner) - School of dance and movement.

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?

It should serve everyone, but we need to be realistic about who is actually in the area

Who should the French Market serve?

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?



LOCALS + TOURISTS

New Orleans people

Tourists

Tourist

NEW ORLEANS

Tourists + Locals

Tourists + Locals

How does the French Market add value to...

...the French Quarter?

place where tourists, French people, and people who live in the French Quarter

Shopping Destination
Unique experience
Exotic appeal
opportunity for budget shopping

the market
diversity of the products in
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 100+ Families

Wooden structure
Exposure to the culture of the French Quarter

Big Time
Value
Made the French Quarter stand out
at the time
Brings more people to the French Quarter

...the City of New Orleans?

Historic aspiration for modern times
I made plans for 2020s

PRISON CONDO
plans to build here
used to be for
with good parking
could have been
the whole place
could have been
the place

different types of
NEW products
in the French Quarter

- 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
LOCALS
TRAVELERS
French Quarter

It's a nice place
to visit
and see the
city
and the
people
and the
place

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 accessability to economic growth should be readily available to all people
- N/a
- Why not helpwhere 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 innovatoin
- We need it
- A place of commerce, period.
- That's buiness 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

Appendix

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

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Appendix

How often do you go to the french market?

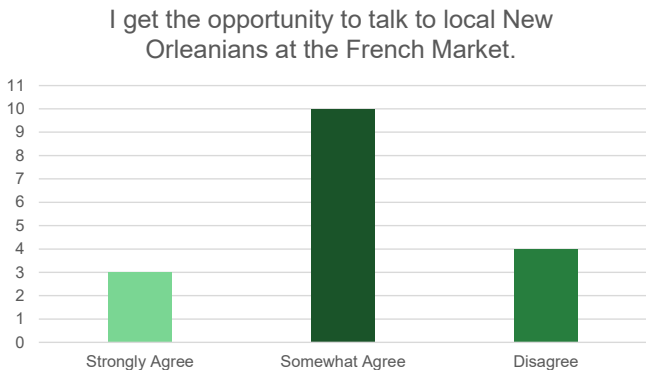
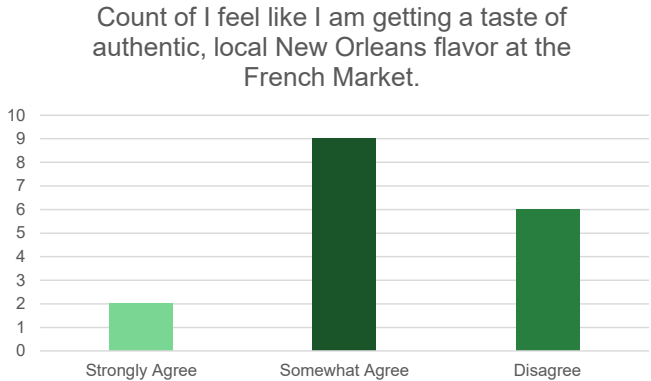
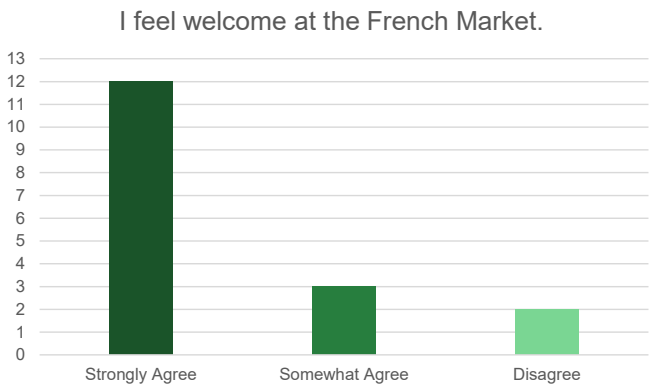
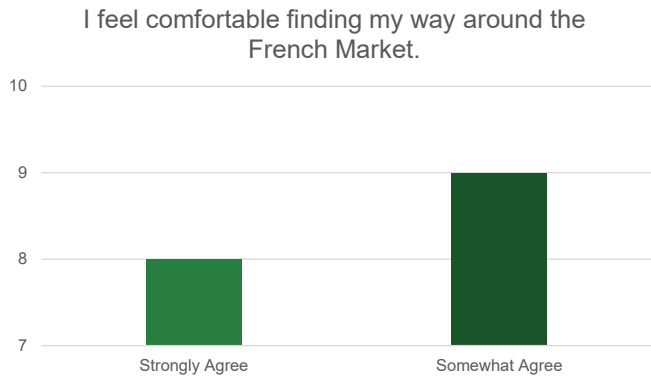
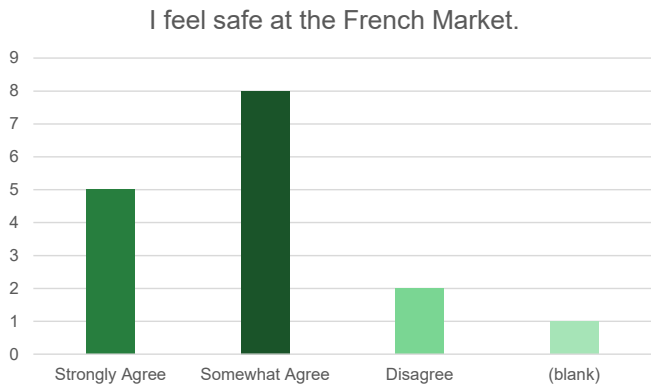
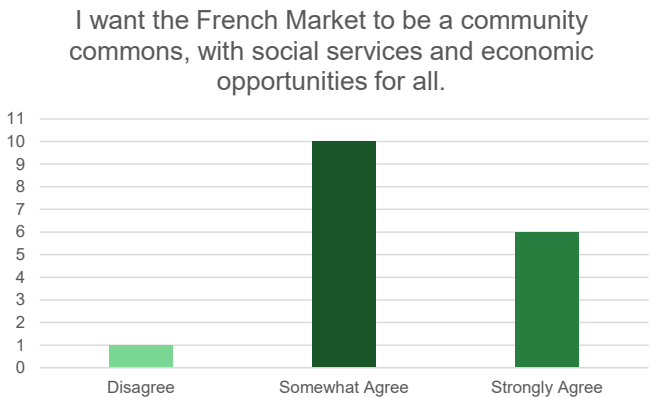
Daily

- 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
- Peple 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?

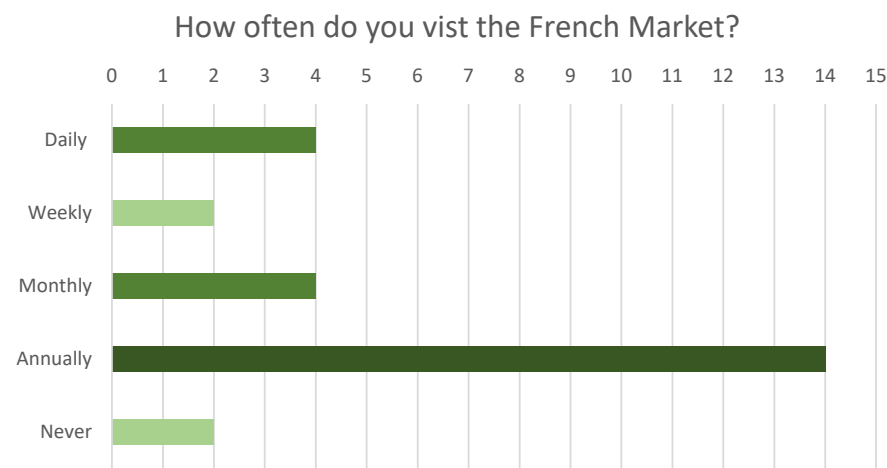
- I am also a vendor who has not returned.
- I used to go more often when the ferry was free.
- 5 Out 7 days a week at my booth
- To shop for arts and crafts and to eat
- I enjoy bringing friends from out of town
- Work & people watch
- Relax and watch people
- I go for live entertainment and special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

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- 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

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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?

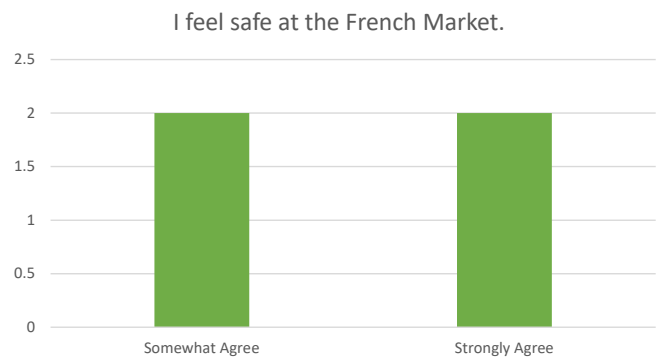
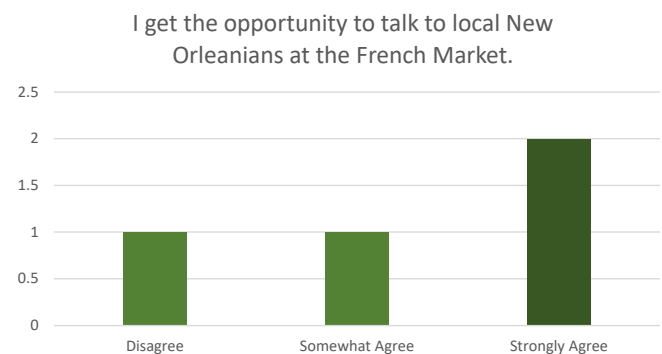
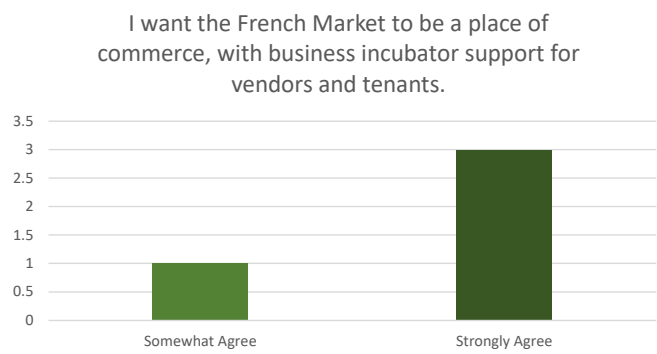
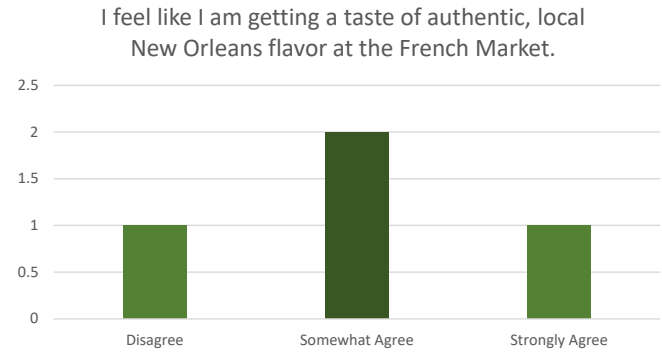
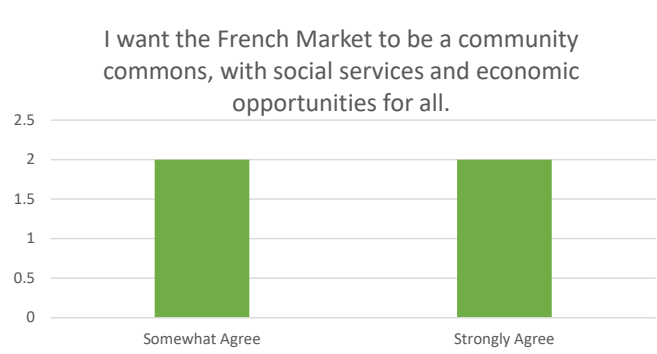
- Cultural experiences, events, shopping
- An opportunity to participate in a babydoll stroll, cleaner restrooms, & new / different product availability
- Free events, easy access and highlighted cultural events

Who should the french market serve?

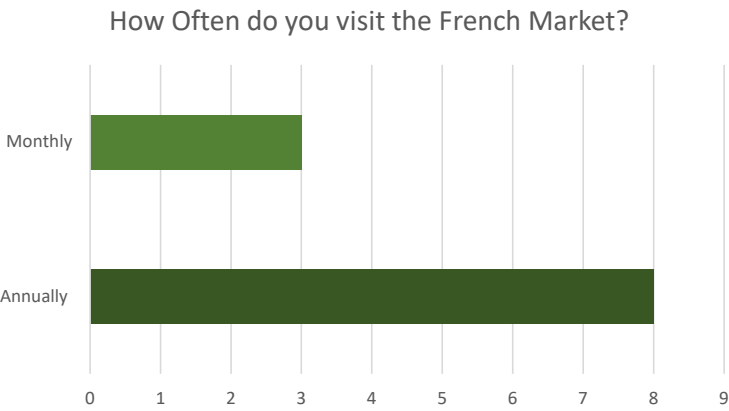
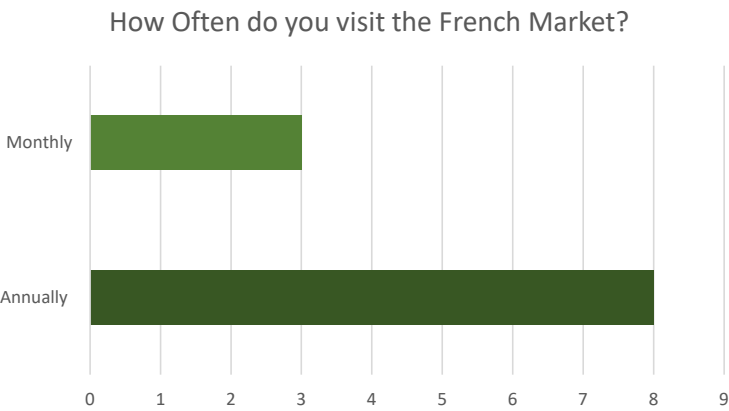
- Neighborhood residents, local residents, and (eventually) tourists. People have always been regional day visitors. The french market could be an even more prominent safe, outdoor venue.
- Locals & tourist -kid friendly
- Everyone, with local support preferences

Appendix

Culture Bearer Survey Results



Culture Bearer Poll Results



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.

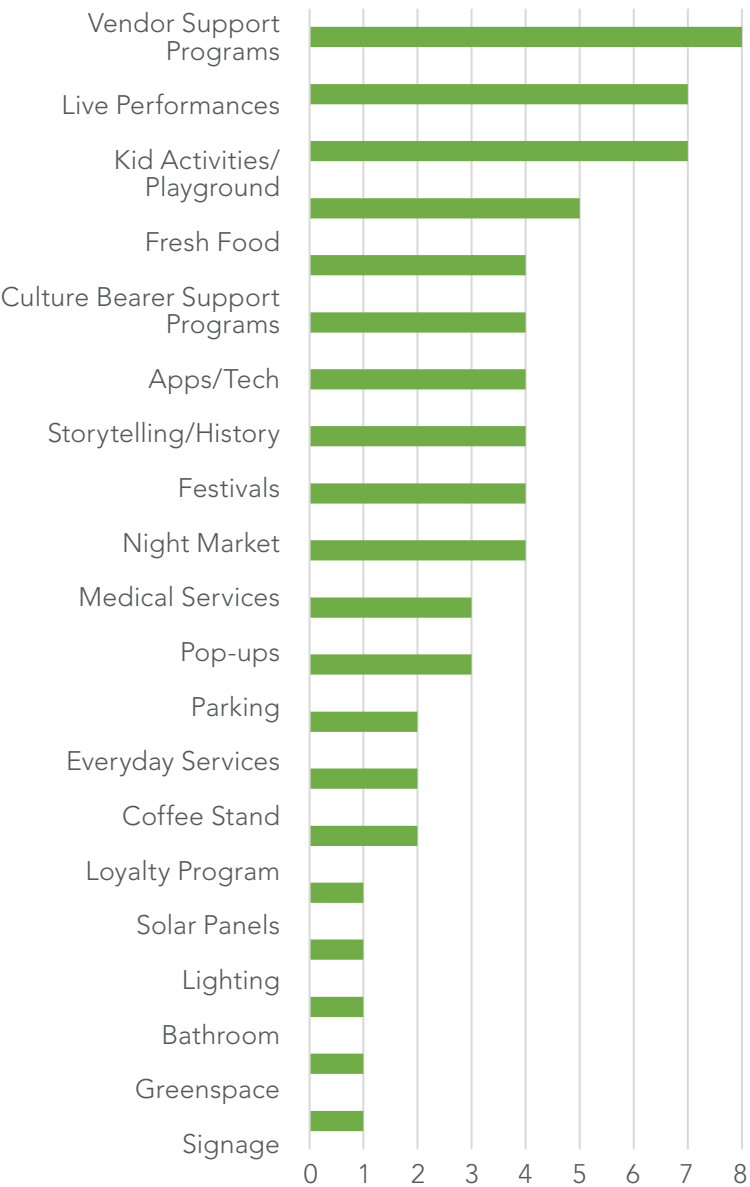
The meeting started with brief introductions, overview of project goals, and summary of common themes heard in the first round of meetings. Our team then presented a working Theory of Change for the French Market which had been shaped by input received so far. Following this presentation, participants 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

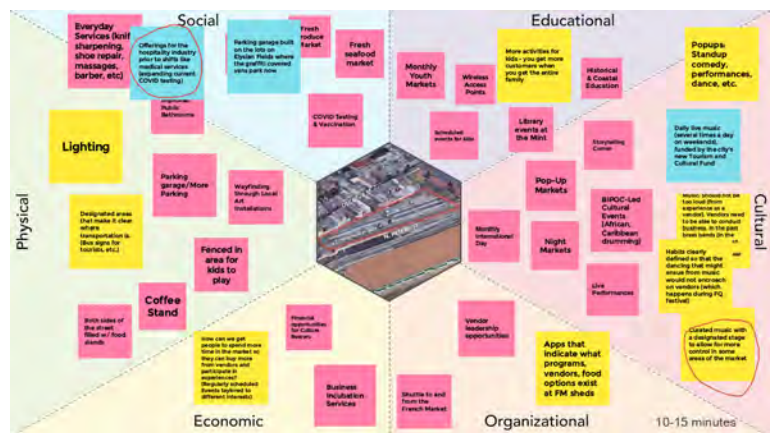
- Provide more transit options like a rideshare hub, pedicabs and parking areas for bikes.
- Improve lighting and cleanliness.
- Create more connection to surrounding businesses so it feels more like a destination.
- Offer some kind of loyalty program like a punch card for people who spend money at the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

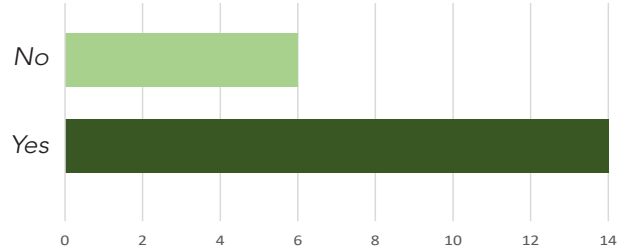
How should the French Market's history be preserved?

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

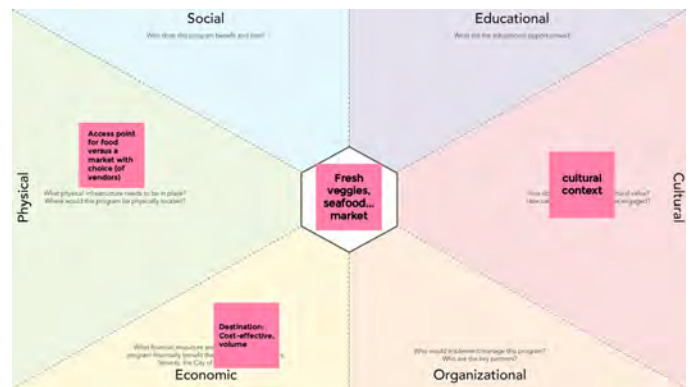
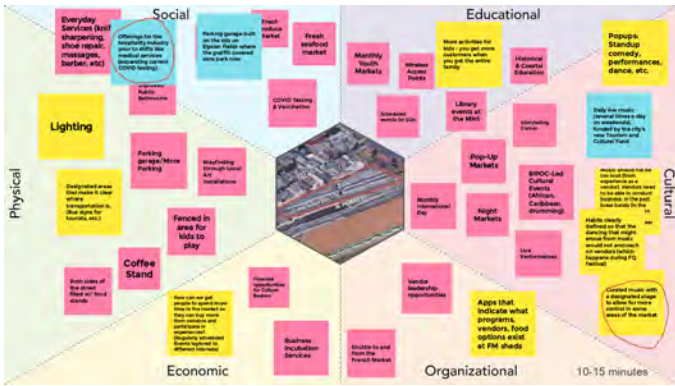
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- Empowering the vendors with tools to manage and grow their business in a way that is equitable and consistent with FMC branding --> cohesive ecosystem
- Collecting and featuring the stories behind wares and the cultural influences behind them
- Vendor 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.

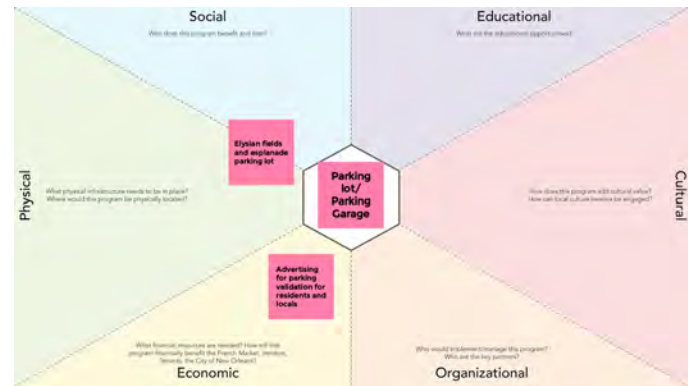
Art Market/Night Market

- 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)

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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

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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

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- 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!!!

Round 3 Stakeholder Engagement Takeaways

Stakeholders offered the following feedback after reviewing preliminary recommendations for each category:

Policy

- Provide increased support for janitorial staff and regular, deep cleaning of bathrooms and facilities
- Estate clear policies and coordination needed for vendor loading and parking
- Incentivize local artists to be vendors by offering rent subsidies for local artist and artisan vendors who hand-make their products.
- Designate a specific area for local handmade crafts in the market, that is separate from other products so customers know where to find them.
- Vendor management software and apps work for younger vendors but older vendors should be able to access the same information by calling or talking to FMC staff in person.
- Provide better outreach and educational opportunities for local youth
- Increase representation of Black community.
- Revisit what was working historically at the French Market.
- The current Non-Interference & Peaceful Environment policy should be revised. The current policy suggests that vendors can not engage with people who pass by their booths. “I sell books and need to be able to tell people about my products.”
- Provide better security and management of public nuisances such as “Uncle Sam” character.
- The French Market Farmers and Flea market should be a pin on google maps.
- Consider changing the name of the flea market to “International Market.”
- Equity and compassion should be the trademark of support provided to current and future vendors.

Programs

- Pop-ups are not new at French Market. Establishing a regular rhythm for pop-ups will increase public awareness about them.
- The pop-ups make space for hot new products and the programming for adults and children is very refreshing!
- How does licensing work for pop-up vendors?
- Night Market should be facilitated by a curator rather than a manager.
- The idea of nighttime activity is great if marketing is strong and magnetic.
- Include vendor-only bathrooms.
- Youth Markets can highlight local Black youth art.
- Use social media to attract better food pop-ups
- Use music to attract and pull people through the market spaces.

Place

There was a lot of excitement around the proposed place-based improvements, especially at the restrooms, FMC offices, and exterior plaza. Many stakeholders emphasized a desire to preserve the French Market's history while building on its character to improve it. Some vendors and tenants expressed concern that the proposed construction projects may disrupt current market operations.

Feedback on short-term improvements at the French Market sheds included:

- Design designated parking and loading areas for vendors and customers.
- Designate loading hours at French Market Place.
- Provide additional ATMs on site.
- Install industrial fans to circulate air better

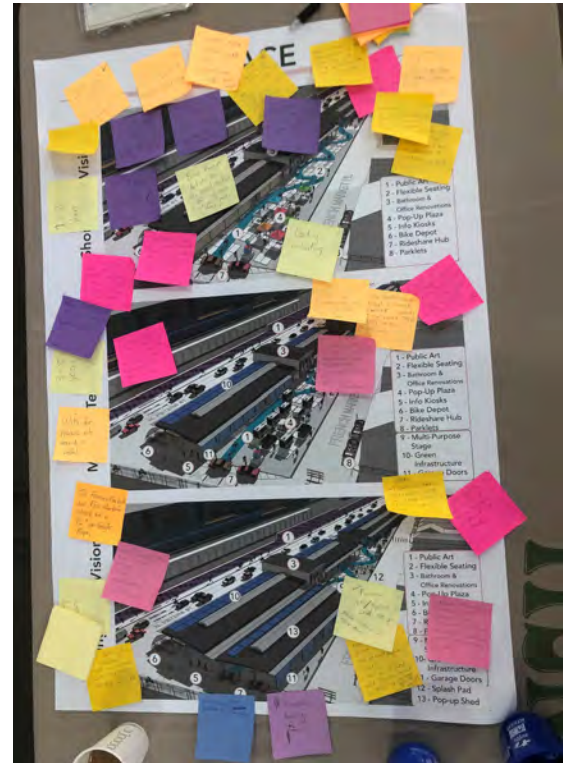
- Have Security/Police Officers posted at entrances
- Provide a stage with built-in sound & entertainment infrastructure
- Stream live video feed of market activity
- Hire French Market artists to paint murals and social media tags at stall grids.
- Provide on-site storage for vendors.
- Address roof leaks and sewer back-up issues at existing sheds.
- Work with DPW to address traffic, pedestrian, parking, and loading patterns at proposed Barracks St. “transportation hub.”

Feedback on medium-term improvements at the French Market sheds included:

- Create more green spaces with landscaping
- Offer wi-fi and better phone service for vendors and tourists.
- Allow vendors to operate the wind-screens and proposed garage doors.
- Make the entrances more attractive for vendors
- Provide easily portable set ups for pop-up vendors.
- Provide rain-cover around vendors.
- Create destinations and landmarks near vendors.
- Consult with festival and event planners when developing multi-purpose stage and platform.

Feedback on long-term improvements at the French Market sheds included:

- Increase shed heights to accommodate large trailers for unloading
- We like that the existing vendor spaces are not changing and that the improvements are focused at the exterior plaza to attract more people.
- Design a retractable roof at the new shed instead of a permanent roof.
- Consider designing an interactive water feature or fountain within the river mural, rather than a splash pad.
- Consider closing off Decatur St. @ French Market Place to accommodate the same kind of activity that happens in Jackson Square. “I love closing off the first block of French Market Place - it’s been really successful.”





Bathrooms at the French Market

Findings about plumbing, public toilets and showers

Research findings:

An initial search into public hygiene facilities has yielded various structures and operating models, all of which present opportunities for addressing the FMC's desire to support its vendors, customers, and the surrounding community.

Cities, towns, municipalities and non-profit organizations, alone and in partnership, have established public hygiene facilities in response to the growing communities of people who are living in poverty without access to proper bathing facilities, homeless people living in crowded shelters, and/or people who are homeless, living unsheltered. These "hygiene centers" range from simple shower facilities to "full-service" facilities with restrooms, shower stalls, lockers, laundry machines, hygiene kits, clothing exchanges, and social and health services. There is no one-model-fits-all approach. The physical structures and operating models vary, reflecting unique community need, resources, and capacity of the operating entities.

The FMC is exploring the possibility of creating public hygiene facilities to meet the needs of multiple communities: vendors, customers, homeless, unsheltered, community, and the general public. This broad population has diverse needs, cultural norms, distinct expectations, and strong feelings about appropriate and fair use of public space. The public hygiene centers that are most successful have engaged in public dialogue to identify concerns, explore models, articulate beneficial services and functions, and allow for community buy-in. The broad brush of multi-use waterworks include:

1. Targeted public showers for the unsheltered (homeless).
2. Vendor hygiene and religious rituals: In addition to vendors who may shower, just as an employee who showers at the beginning or end of a shift; it is particularly important to address the religious needs of vendors (especially regards to a significant number of muslim vendors who'd use showers to perform Wudu, in advance of prayer). To get a sense of what is meant by this, view this [quick video](#).
3. Vendor kitchen needs: During long stretches of vending, it is a reasonable request for vendors to a) not eat at their stalls, and b) wash utensils and dishes in a kitchen space designated for vendors.
4. General public enjoyment of a fountain to provide families with a place to gather. A good example of such a public fountain can be viewed in this short video outside Union Station ([Denver, CO](#)).

It is important to note that public restrooms are insufficient to address the full scope of public hygiene. When used for functions other than designed, public restrooms are open to abuse and disrepair.

1. Showers for the Unsheltered: There are various models and issues to consider with regards to providing the unsheltered with the dignity of showers:

To consider:

- Use
 - Customers, Homeless/unsheltered, community, other
 - ADA requirements
 - Storage
 - Religious rituals
 - Laundry
 - Materials
 - Social and health services
- Location
 - Interfere with market
 - Ease of access
 - People gathering
 - Water & electrical access
- Operations
 - Management
 - Staffing
 - Hours
 - Services
- Funding
- Partnerships
- Materials
 - Ease of cleaning
 - Durability
 - Solar powering
- Safety, i.e.,
 - louvered walls
 - Guards
 - 24 hours vs. limited hours
 - Open stalls vs. individual stalls
- Potential Conflicts:
 - Cultural norms of diverse populations
 - Gathering of people
 - Neighbors
 - Cleanliness
 - Illegal activity (drug use, prostitution, indecency, theft)

Physical structures:

Mobile unit - <https://www.thinkdignity.org/mod-squad-fresh-start-showers>



Semi-permanent prefab container unit -

<https://stewartsmobile.com/pdf/STM-Mobile-Shower-Units-0413.pdf>



Singular/hand-built unit - <https://www.h4apdx.org/>



Open Platform model -

LavaMae^x: <https://lavamaex.org/who-we-are>

LavaMae^x is a non-profit that specializes in training communities worldwide to bring our programs to their unhoused neighbors. While we continue to provide local services, our focus is on offering—for FREE—consulting and in-depth toolkits. These programs include mobile showers, Pop-Up Care Villages, and DIY handwashing stations that expand access to hygiene and other critical services.

Comparative Operating Models:

- Government - nonprofit:
 - Skid Row ReFresh Spot, Los Angeles, Fixed long-term location.
<https://www.lahsa.org/news?article=760-a-safe-space-for-the-skid-row-community-re-opens>. The ReFresh Spot offers a space for the Skid Row community to access showers, restrooms, laundry, phone charging and drinking water. It is a public facility open 24/7 to anyone in the community. Much-needed supplies are also distributed, including: hygiene and wound care kits, socks, undergarments, overdose prevention kits, pet supplies and more. The ReFresh Spot is a collaborative project operated by Homeless Health Care Los Angeles with funding from the City of Los Angeles Mayor Eric Garcetti and Los Angeles Homeless Services Authority.
- Non-profit run:
 - [Think Dignity](#), San Diego - Mobile Unit

Fresh Start Showers is a 2-shower mobile trailer that provides access to safe shower facilities in various communities throughout the County. Think Dignity pairs with hairstylists, barbers, social service providers and more, to create a holistic experience for our participants.

- [Duwara Consciousness Foundation](#), San Diego. Mobile Unit
- [ShowerUp](#), Nashville, TN & elsewhere. Mobile Unit with fixed locations, set times
- Non-profit / Volunteer run:
 - [Hygiene 4All](#), Portland, Fixed location, design and run by homeless people and volunteers. Hygiene Program offers 6pm to midnight access to two port-o-potties and a shower trailer for all Portlanders. Ambassadors ensure they are cleaned after each use. We also enhance community health by providing an exchange of soiled bedding for clean; a clothing swap; and an offering of personal, menstrual/moontime hygiene, and first-aid kits.
- Non-profit partnership:
 - [Human Services Campus](#), Phoenix, AZ. The Human Services Campus, Inc. owns, operates and collaborates with partner-tenants to provide complementary, holistic services, all located on our 13-acre campus. HSC has purchased and installed a shower trailer with 12 private shower stalls and launched a three-times-a-week shower program for individuals experiencing homelessness on the 13-acre campus near downtown Phoenix. Clients are able to take 10-minute showers from 8-10 a.m. every Monday, Wednesday, and Friday. Towels, washcloths, and hygiene products are provided.
- Public-private partnership: [Standard Textile and 4 non-profits](#)
 - Standard Textile Co., Inc., a global leader in the healthcare and hospitality textile markets, announces today it is launching a national program to combat homelessness. The company is partnering with four non-profit organizations across the United States that provide mobile shower services to people living either on the streets or in insufficient housing, with a goal of supporting 80,000 showers by the end of 2021.

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[ShowerUp](#)
(615) 393-6977

2. Vendor hygiene and Wudu: To accommodate the sizable number of Muslim vendors whose religious tenants require prayers (5-times daily) to conduct Wudu (a simple bathing ritual), consider this into any proposed new plumbing for the FMC.

At the core of the French Market's brand is its historical role as a convenor of different cultures engaged in commerce. Accounts from the late 19th century describe how Sicilians, French, Croatian, Creoles and African American, Irish and First Nation vendors congregate beneath the sheds. It has always been a place that trades on competition and intercultural competencies. Today, visitors also experience this multicultural marketplace. Particularly noticeable is the role of flea market vendors whose religious devotion (to Islam). How better to address their needs (as vendors) but to accommodate their requests for facilities to conduct Wudu (a simple bathing ritual best conducted in a seated shower/faucet — not unlike that which is common in Japanese public baths). [This video](#) provides a useful introduction to Wudu, just as [this schematic guide](#) is useful to understand the modular installation.

3. Vendor kitchen and sinks: To help vendors clean dishes and utensils in a separate kitchen space (away from the public toilets).

This is a reasonable vendor request. The development of a simple vendor utility sink and kitchen space may encourage vendors to a) not eat at their stalls, and/or at least b) wash utensils and tupperware in a kitchen space designated for vendors. At present, vendors not

only eat at their stalls but also interact with the general public amidst dirty dishes. If the FMC were to build out a separate utility sink and counter for vendors to eat lunch and clean dishes, it would help staff to locate the source of ongoing maintenance challenges with public restrooms being used for needs far beyond their original intentions.

4. Fountains for the general public: Consider building a simple public fountain to provide families with a place to gather, alongside the other plumbing projects being planned.

The 1990 PPS study claims that the French Market has “very few internal landmarks to orient shoppers.” Considering the market’s linear design (running alongside the River), the shopper experience would be greatly improved if there were notable landmarks to slow down progress through the market, and to serve as meeting points for all. There are very few recognizable landmarks. Why not a fountain in/near where the two open sheds meet? With the warm and sticky climate, a fountain allows families to cool off and provides visitors with an experience for selfies and orientation. A good example of one such public fountain can be viewed in this short video at Union Station ([Denver, CO](#)). Success depends upon the usefulness of the fountain for shoppers, simple design and maintenance. This particular fountain in Denver is where families congregate and to recover from shopping, etc.

FRENCH MARKET[®] DISTRICT

Flea & Farmers Market Study Recommendations Report

July 7, 2021



concordia



Transformative Approaches To Leadership



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This document was developed in collaboration with Concordia, Think Like Pirates, Gilbert & Associates, and **trepwise**.

Project Overview

Concordia, Think Like Pirates, Gilbert & Associates, and **trepwise** have worked collaboratively with the French Market Corporation's (FMC) staff and stakeholders to develop recommendations around policies, programs, and place-based capital improvements at the FMC's Flea and Farmers Market Sheds through this FMC Flea & Farmers Market Study.

The goals of this Flea & Farmers Market Study are to:

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

With these objectives in mind, our process for this study began with a review of past studies performed by Project for Public Spaces, in order to identify key insights from past work that are still relevant today and in the future. Our team also drew from insights gathered through pedestrian planning initiatives at the French Market and French Quarter, led by the City of New Orleans over the past year. We have built on these findings through additional research, analysis, and stakeholder engagement to develop recommendations that are informed by past, present, and future considerations. The following pages provide a detailed summary of our process and recommendations distilled from this collective research and feedback from FMC leadership, partners, and stakeholders.



Building on Past Studies

The 1990 and 2004 studies conducted by the Project for Public Spaces are both exceptional. They include constructive analysis of the French Market with recommendations and insights that are still useful today. Unfortunately, some recommendations were either not pursued or proved too difficult to incorporate into plans. Below are a few insights that are either **useful today** or are worth stating specifically because they are **no longer useful**. The historic food market has been organically dominated by tourists during the past several decades. Consequently, now is the time to set conscious strategies to continue to serve tourists effectively and smartly in order to maximize revenue and public benefit; two efforts that are core to FMC's mission and founding purpose. To this end, the recommendations contained in this report describe a current, post-pandemic approach to reintroduce food and culture at the French Market.

Useful

Actionable today

In 1986, the FMC budgeted to install floor drains in the Farmers Shed; however, they were not installed until the 2006 renovations. While this deferred maintenance was finally addressed, it does raise important questions and possible next steps:

- How effectively are the food vendors using the grease traps and floor drains? Are they monitored by FMC staff? Is it a management priority?
- Are vendors without access to waste water and grease management disposing of waste properly? If not, the FMC may opt to evaluate the current conditions to ensure that liquid waste and detergents are not simply disappearing down street drains. This provides an opportunity for technical training for vendors.
- Lastly, efforts to evaluate and improve the solid and liquid waste of vendors should be a priority on an ongoing basis; however, there is an opportunity to package an upgrade in efforts around larger “greening of the market” steps to fulfill the market’s commitment to the public good, like solar panels on roofs, improved bicycle parking, biodiesel pick-up, and so forth.

The 1990 study recognizes how the two sheds in question have “very few internal landmarks to orient shoppers.” Possible steps to address the need for landmarks at the French Market include:

- Rename the piazza (or Yard) that defines the unsheltered vending space between Barracks and Governor Nicholls Streets. The 1990 study offered the idea to dedicate this area to Mike Stark, a pivotal vendor who embodies the culture of tolerance and innovation of the public Market and whose legacy included serving those without resources for free.
- Borrow a successful tact from Seattle’s Pike Place Market, where Rachel (the piggy bank) is a popular spot for selfies, cash donations, and functions as a meeting place. Not only does the pig raise \$10,000 in contributions each year, it grounds visitors with a point of orientation.
- The seating areas between the two sheds have evolved into a natural landmark; however, there is still untapped potential to activate this space further, in a more intentional way.
- The public restrooms act as a meeting place, albeit a functional and not celebratory one. Existing plumbing infrastructure can be used to build out additional water features which highlight New Orleans’ connection to water. Water features, like the family-friendly fountain outside the [Denver Union Station](#), have proven to be very popular public landmarks.

Not Useful

So much has changed

The 1990 study recognizes that the FMC's wholesale vegetable business decreased considerably, but with some support, could be saved. As a result, PPS recommended that “the FMC separate, as much as possible, food selling from all other categories...” This may help to explain why the current rules and regulations place so much emphasis upon drawing lines between flea and food, rather than recognize how both Sheds contribute to one outdoor experience. This approach no longer appears relevant. The FMC no longer needs to protect wholesale and retail food activity from the flea market activities.

The 2004 study provided the FMC with sound tools to attract both grocery shoppers and retailers. These were met with limited success. The weekly farmers market innovative retail (i.e., cheeses, breads, etc.) were unable to sustain enough local foot traffic to continue. The community stakeholder discussions confirm that the French Market brand does not resonate with shoppers as a grocery destination. To change this, we recommend new strategies in an era that rewards new retail.

The 2004 study hinges on a bet that if the FMC can identify the numbers and locations of food shoppers, then the Market can attract new food stallholders, who sell breads, cheeses, and groceries, to serve everyday needs. To assemble this valuable information, the authors utilized the “gravity model,” a tried and tested method to map the location and demographics of potential shoppers and competitive retailers, to make a compelling case that a reliable number of shoppers exist. Unfortunately, the FMC has not yet been able to attract a critical mass of new fresh food vendors to attract enough shoppers who would sustain grocery shopping at French Market. Aside from the reliable presence of tourists, the location is challenging to attract locals. Draw a circle around the sheds, and half of the geography of potential dwellers who may shop regularly, is in the river. Learning from the lessons of the past decade, we recognize that identifying clusters of residents does not create a strategy. Instead, it will take more community organizing efforts on behalf of the FMC, to initiate new relationships with locals.



Starting with People

Stakeholder Engagement



Stakeholder Engagement Summary

Round 1: Culture & Mission

- Provide variety through pop-ups & collaborations with other markets.
- Serve visitors, locals, and engage families and youth through events and activities.
- Highlight French Market's history and culture through educational programming.
- Prioritize local New Orleanians and Equity.

Round 2: Programming & Operations

- Prioritize vendor support programs, live performances, and kids' activities.
- Focus on developing event-based programs to activate the space more regularly.
- Improve the market's infrastructure, so that a variety of program ideas can be implemented.

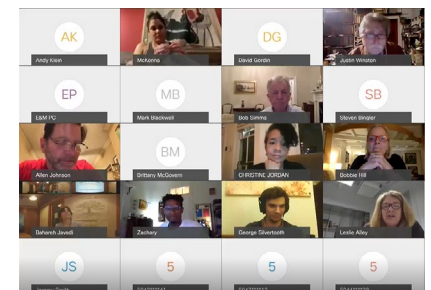
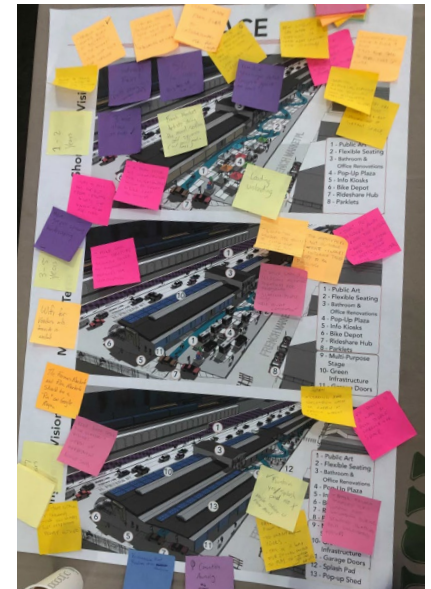
Round 3: Preliminary Recommendations & Visioning

- Develop equitable Policy recommendations that address vendor needs, local community needs, and tourist needs
- Regularly scheduled pop-ups will help the Market as a whole
- Move forward with place-based recommendations as soon as possible, especially at the restrooms, FMC offices, and exterior plaza
- Preserve the French Market's history while building on its character to improve it
- Proposed construction projects should be coordinated with minimal disruption to current market operations

Stakeholder Engagement



From beginning to end, people are the center of our study. Placing people at the center of this work is integral in creating a French Market that serves the public good by instilling a sense of ownership and belonging in the people whom the Market is meant to serve. Our stakeholder feedback is the foundation and inspiration for recommendations proposed in this document. We held three rounds of stakeholder meetings with French Market vendors, local culture bearers, and the general public between January and April of 2021. Meetings included in-person sessions under the Market Sheds with vendors, public virtual sessions, surveys, polls, and one-on-one conversations. Each round of engagement was designed to build on previous feedback; topics included **Culture & Mission**, **Programming & Operations**, and **Preliminary Recommendations Review & Visioning**. Summary reports, documenting stakeholder feedback, were issued after each round of engagement and published on the [French Market's website for public review](#).



Round 1: Culture & Mission

The first round of stakeholder engagement included feedback that would inform the French Market's evolving Culture and Mission.

Current vendors, public stakeholders, and local culture bearers participated in this first round of community meetings.

Vendors emphasized that the French Market should celebrate the diversity of its vendors while highlighting products; increase advertisement; prioritize serving tourists; empower vendors through business and technical support; implement sustainable and green practices; and highlight the historical, cultural, and economic value that the French Market brings to New Orleans.

Public stakeholders wanted to see the French Market highlight local arts and crafts; provide variety through pop-ups and collaborations with other markets; engage visitors, locals, and youth; make the market feel safe and clean; and highlight French Market's history and culture through educational programming.

Culture bearers expressed a strong desire for the French Market to prioritize local New Orleanians with a focus on equity. Suggestions included offering more paid opportunities for local culture bearers; offering cultural events that share and teach about BIPOC traditions; and creating a family-friendly environment through activities and events.

For detailed documentation of round 1 feedback see the [Round 1 Stakeholder Engagement Summary Document](#) in the appendix.



"To get me to come more when visitors aren't in town, I would like a more scheduled event/activity that is the start of spending the evening in the quarter."
-Round 1 Engagement Participant



Example of virtual board used for meetings. Complete results can be found in the appendix.

history of the trade of goods

Round 1 Main Takeaways

- Provide variety through pop-ups & collaborations with other markets
- Serve visitors, locals, and engage families and youth through events and activities
- Highlight French Market's history and culture through educational programming
- Prioritize local New Orleanians and Equity

Round 2: Programming & Operations



In this second round of stakeholder engagement, we received more specific feedback around programming and operations at the French Market Sheds.

Approximately thirty public stakeholders participated in this virtual meeting. 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.

This meeting's goals were to invite stakeholders to review and build on stakeholder ideas collected from round 1 to inform the French Market's programming and operations.

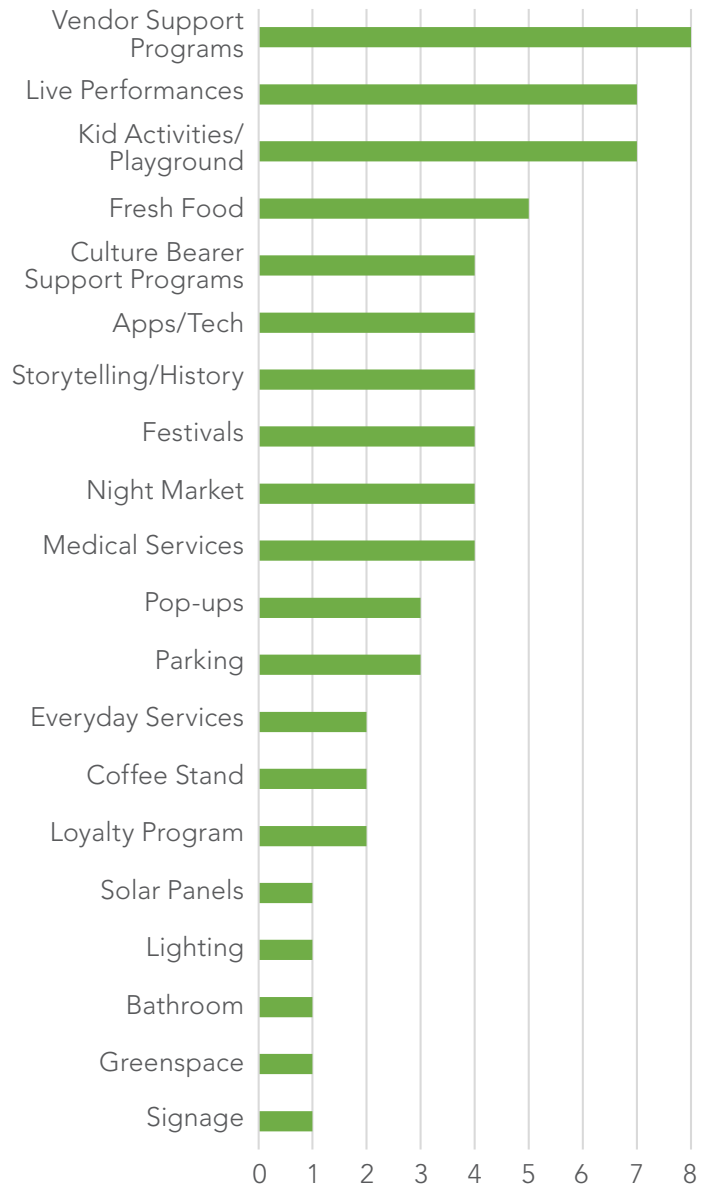
After reviewing a [Theory of Change](#) developed based on round 1 feedback, meeting participants reviewed, prioritized, and added to programming and operational ideas. Meeting participants felt aligned with the program ideas shared in round 1 and prioritized programs that related to vendor leadership and support, art and night markets, fresh food offerings, parking and transportation, and creating a physically welcoming environment.

More detailed documentation of feedback collected in round 2 can be found in the [Round 2 Stakeholder Engagement Summary Document](#).

"Empowering the vendors with tools to manage and grow their business in a way that is equitable and consistent with FMC branding creating a cohesive ecosystem."

-Round 2 Engagement Participant

Program themes most commonly discussed included:



Round 2 Main Takeaways

- Prioritize vendor support programs, live performances, and kids' activities
- Focus on developing event-based programs to activate the space more regularly
- Improve the market's infrastructure, so that a variety of program ideas can be implemented

Round 3: Preliminary Recommendations & Visioning



A third round of stakeholder engagement was held to share preliminary recommendations around policy, programs, and place, which were developed based on research and feedback collected in the first two rounds of engagement. Stakeholders were asked if these preliminary recommendations aligned with their vision for the French Market.

An in-person session was held under the Market Sheds in the morning during vendor stall selection and set-up time and a virtual session was held in the evening for the general public. Approximately forty people participated collectively between the in-person and virtual sessions. Approximately half of those who participated in this third round of engagement indicated they had participated in rounds 1 and 2 and the other half were joining the conversation for the first time. Most people's vision aligned with the preliminary recommendations: 53% absolutely or mostly agreed with Policy, 77% absolutely or mostly agreed with Programming, and 63% absolutely or mostly agreed with Place.

Detailed documentation of [round 3 feedback](#) can be found in the appendix of this document.



"The innovation and inclusion of pop-ups, diverse food & product options, marketing strategies for vendors, and shipping availability brings the French Market into the 21st Century!"
-Round 3 Engagement Participant

Round 3 Main Takeaways

- Develop equitable Policy recommendations that address vendor needs, local community needs, and tourist needs
- Regularly scheduled pop-ups will help the Market as a whole
- Move forward with place-based recommendations as soon as possible, especially at the restrooms, FMC offices, and exterior plaza
- Preserve the French Market's history while building on its character to improve it
- Proposed construction projects should be coordinated with minimal disruption to current market operations

Policy

Recommendations



Policy Recommendations Summary

French Market Leadership Structures

GOAL 1: Reinforce the old by improving the FMC's services to existing vendors. If new staff is brought on to curate new activities, then existing staff will be able to better address the needs of internal customers (flea vendors and food stallholders).

Action A: Maintain some of the emergency measures due to the pandemic, in order to signal that the state of transition to new and better systems is under way.

Action B: Migrate the vendor selection software to one that accommodates a better user experience for vendors, shoppers, and staff.

Action C: Facilitate community-building efforts popular among vendors.

Action D: Promote the diversity of the vendors via creative marketing that captures the dozen or more languages present in the sheds.

Action E: Establish focus groups and working groups with vendors, food tenants, and neighbors on an as-needed basis.

Action F: Conduct internal cycles of service training to determine if, how and where management can improve the internal hand-offs that deliver better service to vendors and to the internal departments.

Action G: Incorporate vendor needs into the bathroom renovations.

GOAL 2: Grow the new by building the capacity of new staff to forge partnerships and curate new activity and commerce.

Action A: Create a new staff position.

Action B: Utilize pop-up events to cultivate new loyalists to the French Market.

Action C: Learn from new activity and share learnings to shape the rest of the FMC.

Vendor Tools & Policies

GOAL 1: Reduce staff time and resources it takes to operate the Flea Market.

Action A: Maintain the existing "emergency protocols."

Action B: Update the market management and event software.

Action C: Loosen the control existing vendors have on product mix.

GOAL 2: Assist the market staff to work smarter via new technology and business partnerships.

Action A: Expand the utilization of the new market management software.

Action B: Expand business technical assistance partnerships to include: grants, financing, and training.

Action C: Develop a packing and shipping depot available for vendors to accommodate visitor purchases.

Expanding Staff

GOAL 1: Enlist the talent necessary to curate the public space (while other departments manage the existing community of vendors).

Action A: Hire new staff skilled in cultural curation and community organizing.

Security

GOAL 1: Integrate the senior security staff into the culture and operations of public markets.

Action A: Seek training for senior staff in the art of managing security in public markets.

Action B: Bring security staff into the planning process of the new pop-ups.

Action C: Design the expanded market hours to accommodate pop-ups, with safety in mind.

GOAL 2: Utilize the new captain's skillset to design training and safety mitigation measures among vendors that adds little additional costs to the operating budget.

Action A: Introduce a buddy system for vendors who participate in evening slots.

Action B: Investigate how security mechanisms can be embedded into the new vendor space allocation software.

GOAL 3: Develop greater coordination between various public and private safety operations.

Action A: Utilize the expanded market hours as an opportunity to engage with neighboring associations to plan for safety, rather than respond to crises.

Addressing the Unhoused and Disruptive Street Life

GOAL 1: Identify practical services that deliver dignity to the unhoused.

Action A: Accommodate personal hygiene.

Action B: Equip FMC staff and vendors with useful, printed information for the unhoused, seeking social services.

GOAL 2: Partner with professional service providers who can serve the unhoused.

Action A: Partner with local experts to equip FMC staff and vendors with updated policies, procedures, and training.

Action B: Replicate the DDD's neighborhood-based approach to addressing the unhoused needs.

Policy Recommendations



Public markets allow for individuals to learn through experience, whereas shopping malls and supermarkets tend to rely upon centralized marketing and communications. Market vendors are out front, expressing their individuality directly to the public. Collectively, they provide the voice for a market's values, purpose, character, etc. Former Pike Place leader and public market expert, Aaron Zaretsky, describes managing a market as “akin to controlling chaos.” They may appear chaotic; however, beneath the surface, someone is managing the critical control points. Success requires constant evaluation, adaptive refinement, and solid internal and external communications. In other words, it requires balance.

The glue that holds the figurative market umbrella in balance is **good management**. On the following page is a proposed **theory of change** that we developed with stakeholders during the engagement process. The **theory of change** describes a process of planned social change, from the assumptions that guide its design to the long-term goals it seeks to achieve. A theory of change frames an organization's desired impact and serves as a link between those outcomes and the strategies or interventions it pursues. In order to hold staff, vendors, partners, and governance accountable; the theory of change begins to serve as a shared direction toward which all involved with the FMC is pointing.

The **theory of change** can also assist management when making decisions about policy changes, by defining the purpose of all action within the market. Markets are complex and fast moving. To assist staff to move forward and change policies, it will be important to keep balance in mind. Move quickly, but if too quick, vendors and shoppers, leaseholders and partners may voice discord for new directions. In order to help staff move forward, it is important to achieve balance by considering how new steps:

- a) conform to the **mission**
- b) can be **managed**
- c) are **marketed**
- d) are **measured**.

The four-Ms can help staff navigate these exciting changes to a beloved New Orleans institution.



Theory of Change



Public market management, even adaptive leadership, requires an end goal and a plan. Otherwise, management lacks direction and alignment. The theory of change defines the preconditions, interventions and the desired outcome. It is set up like an if/then formula:

When we preserve historic structures & make public spaces safe, we create the conditions to attract the public, provide useful services, & animate public space, so that people feel they belong, vendors earn money with dignity, & people and businesses flourish, resulting in the FMC serving the PUBLIC GOOD!

While this theory is useful internally to communicate operating principles (to hold actions and people responsible within and between departments) around a shared project, it is also useful externally. This theory of change helps to build support from new shoppers, vendors, and partners, and informs stakeholders why the French Market Corporation (FMC) makes decisions.



French Market Leadership Structures



As a public benefit corporation, the French Market **serves the public good**. Large or small, flea or food, all public markets require management to balance the interests of vendors, shoppers, and the often-difficult-to-define community. The “community” may be as near as the surrounding neighborhood and as far as a region. Even in a highly-functioning market, this balancing act is a challenge. Shoppers want more choice, while vendors may want to limit choice (so as to protect their market share).

The FMC is in transition: new leadership, changing neighborhood, and tourist demographics, and the major shifts in how people animate public spaces during and after a pandemic all contribute to changes that place additional stress upon the FMC to serve internal (vendors and tenants) and external (shoppers and partners) stakeholders.

This stress also provides the FMC with the impetus to evaluate how its current management structure addresses growth, vendor and tenant retention, and if resources are devoted to achieving mutually-reinforcing goals that contribute to the public benefit. While the larger strategic planning process provides recommendations as to how best to structure the chain of command, departments, and measures of success, the Food and Flea Sheds provide the FMC with opportunities to experiment now and point towards a new organizational posture that **grows the new**, while **securing the old**.



GOAL 1: Reinforce the old by improving the FMC's services to existing vendors. If new staff is brought on to curate new activities, then existing staff will be able to better address the needs of internal customers (flea vendors and food stallholders).



Action A: Maintain some of the emergency measures due to the pandemic, in order to signal that the state of transition to new and better systems is under way.

The pandemic required swift and creative action by management to shorten hours, provide rent relief, and reduce vendor density in vendor space allocation. While some of these measures have been relaxed and normalcy is returning to the FMC, we recommend maintaining the climate of a continued emergency (in particular as it relates to the heightened communications between staff and vendors). It is important to signal that these continue to be unprecedented times, that the FMC will not return to business-as-usual. Maintain a sense of urgency with existing vendor concerns like leaking roofs, potentially dangerous individuals who frequent the Sheds, and internal systems for set-up and take-down.

Action B: Migrate the vendor selection software to one that accommodates a better user experience for vendors, shoppers, and staff.

Current vendor software places far too much responsibility upon staff to assign, alter, and then reassign spaces. Options exist — especially ones that provide shoppers with more real-time details about products and vendors, and vendors with more control and responsibility for space selection. And, if these databases are linked, market staff can spend more time managing the market and less time conducting duplicative work.

Action C: Facilitate community-building efforts popular among vendors.

Vendors are a community. This contributes to their rationale to keep returning. Efforts include reviving pot-lucks and the advent of working groups to help shape future market efforts.

Action D: Promote the diversity of the vendors via creative marketing and storytelling that capture the dozen or more languages and cultures beneath the sheds.

This lends itself to radio promotions and can be incorporated into future marketing strategies. It also engages vendors where they are and with the cultural/linguistic assets they possess.



Action E: Establish focus groups and working groups with vendors, food tenants, and neighbors on an as-needed basis.

With most vendor/staff relationships based upon serving vendor needs to generate income, approve products, etc., they are prevented from carving out the space to imagine new possibilities together. Responsibility to “grow the new” will land on the shoulders of the new cultural liaison position, it will be exceedingly helpful for the entire market staff to be involved with identifying new opportunities to cultivate new vendors, new activities, and new local loyalists.

We recommend bolstering the leadership of vendors who recognize early that they can help shape this new direction via short-lived working groups, focus groups and other engagement methods to bring shoppers, vendors, and staff together as a community of interest. In the medium- and long-term, they can support the growth of pop-ups, and in turn incubate leadership among vendors via informal leadership pathways. This requires skills among staff to identify potential for leadership among vendors.

Action F: Conduct internal cycles of service training to determine if, how and where management can improve the internal hand-offs that deliver better service to vendors and to the internal departments.

The pace and pressures upon market staff to serve vendors requires many complex internal hand-offs. Are these managed well? Are they even visible to fellow staff and vendors alike? Changes in software, space allocation, and product mix should not be made in isolation. Instead, we recommend utilizing sound management techniques to identify how these changes rely upon clear internal and external communications.

Action G: Incorporate vendor needs into the bathroom renovations.

These include:

- Vendor/staff toilets;
- Wudu showers for religious rituals (for Muslim vendors);
- Vendor kitchenette for meals, to dissuade eating at stalls.

GOAL 2: Grow new activities and audiences by building the capacity of new staff to forge partnerships and curate new activity and commerce.



Action A: Create a new staff position.

Success will be defined by how well the new staff:

- Conduct a scan of potential competition and partners within a calendar year
- Develop a calendar of weekly, monthly, annual programming that rebuilds trust with locals, brands the FMC as a convener, and delivers a set number of events, attracting a set number of attendees, and develop measurable objectives of success
- Forge partnerships with strategic cultural organizations and individual culture bearers to animate public space adjacent to the Sheds
- Build support for new programming among existing vendors
- Assemble a team of stakeholders, organizational partners to provide financial and human resources to properly curate the historic public market as a forward-looking gathering place.

Action B: Utilize pop-up events to cultivate new loyalists to the French Market.

These new loyalists can be anyone from culture bearers to forward-leaning vendors, local shoppers, and partner organizations. Develop a “run-of-show” of events devoted to user-experiences that: welcome newcomers with seating (and informal social interaction), educate via experience and instruction, and offer products for sale by rosters of guest vendors.

Action C: Learn from new activity and share learnings to shape the rest of the FMC.

Activities that build a new base of loyalists for the FMC cannot be conducted as separate extensions of the FMC. Rather, they serve as vehicles to introduce new talent and people into the FMC’s community of vendors and shoppers; and help existing staff (responsible for improving service to existing vendors and shoppers) learn and adopt the new sit/learn/sell principles for placemaking.

Vendor Tools & Policies



The FMC must recognize the Flea Market as an economic force. Past strategic planning processes imply that the Flea Market intrudes on the traditional operations of a food market. Instead, today, the Flea Market is part of the FMC's tradition. It should be viewed as a **vibrant expression of multicultural microenterprise** (with dozens of cultures, neighborhoods, and languages present), a source of significant revenue for the FMC, and an economic incubator for a community of vendors.

In order to balance this mission-driven work to generate new activity whilst securing existing vendors and their transactions, we recommend the following steps in the Flea Market and surrounding environs.

GOAL 1: Reduce staff time and resources it takes to operate the Flea Market.

Action A: Maintain the existing “emergency protocols.”

This is in order not to slide back into business-as-usual. This moment of transition must be recognized and sustained.

Action B: Update the market management and event software.

While the current software may be adequate, we advise migrating to another (most notably, [MarketSpread](#)). Presently, far too much time is devoted to manage the vendor space selection processes. Software migration also enables the FMC to bake into the new vendor selection process incentives that reward original craftsmanship/artwork (with discounts or artists' rates). A change at this juncture enables the FMC to reduce staff exposure and increase vendor control over the process (with a vendor dashboard, pre-selected preferences, and a shorter horizon for tenure).

Action C: Loosen the control existing vendors have on product mix.



While the list of approved products may allow for the FMC to curate a healthy product mix in theory, in reality it instead allows existing vendors to prevent new entries with new ideas. Coordinated with the introduction of new market management software:

- Require each vendor to display and sell the products they are approved to sell in order to retain their right to sell their approved products. Otherwise, they lose their stake in the product category.
- With use of new technology and requirements from vendors to use their dashboard, they affirm the consistent presence of selected categories of products daily. This new procedure helps to cut down on years of product stagnation (as vendors approved for products they rarely bring to market lose the right to limit competition).



Action C: Loosen the control existing vendors have on product mix. (con't)

- Over time, vendors who do not devote table space to approved products, lose that “exclusive right” and open the opportunity to invite newcomers keen to market products under-served by the existing roster of vendors.

This idea mirrors the City of New Orleans’ code for Conditional Non-Conforming business. In order to operate, the business must consistently provide that service or product. If not, they lose the right to sell it. Staff can devote more time to enlisting new vendors, rather than policing the static roster of vendors and products.

Introduce acute business technical help to vendors and food tenants, provided by partner organizations and aligned with resources made available by the federal American Rescue Plan.

GOAL 2: Assist the market staff to work smarter via new technology and business partnerships.

Action A: Expand the utilization of the new market management software.

This is to better utilize technology and to empower vendors to promote themselves via their dashboard.

Action B: Expand business technical assistance partnerships to include: grants, financing, and training.

- Options include, but are not limited to:
- [Delgado](#) (Goldman Sachs 10,000 Small Businesses)
 - [Fund 17](#)
 - [Go. Be.](#)
 - [Propeller](#)

Action C: Develop a packing and shipping depot available for vendors to accommodate visitor purchases.

This was a suggestion made in one of the stakeholder meetings in response to visitors frequently citing challenges to transport products bought at the market.

The above actions will equip the FMC with the incubation tools to serve as the city’s premiere platform for retail excellence, social inclusion, and product/service innovation. Whereas the pop-ups may initially help the FMC experiment with new products and people, they could grow into city- and region-wide contests that reward excellence among entrepreneurs.

Expanding Staff



Community organizing does not just happen. It must be the responsibility of an office, a staffer, or a team. The French Market has enjoyed mixed results employing staff to take on similar activities in the past. The Market's festivals are successful and popular. Festivals attract a multiplicity of activities on select weekends. While these events may provide important peaks in customer counts, they may do little to cultivate a loyal base of support who returns regularly. Just as the temperament for pop-up organizing may differ from festivals, so too may the staffing.

There are options: each comes with its own pros and cons. Hire a full-time employee (FTE), or explore partnerships with other anchor institutions to host a fellowship. While a fellowship has the added value of defining a job description with clear end-product deliverables (for instance, the creation of cultural and educational assets useful beyond the tenure of the fellow), it may be more difficult to carry relations and lessons learned forward with each new fellow. While the FTE (by design) fits clearly into the chain of command, a 12-24 month fellowship affords the FMC to keep experimenting until it finds the right chemistry in the right individual. Moreover, partners bring additional assets – such as interns and academic rigor — and the fellowship can be a coveted and competitive assignment that attracts a higher skillset than otherwise available to the FTE talent pool.

GOAL 1: Enlist the talent necessary to curate the public space (while other departments manage the existing community of vendors).

Action A: Hire new staff skilled in cultural curation and community organizing.



Members of Bamboula 2000 at a Summer Solstice event at Asb  Cultural Arts Center.

This call-to-action requires a highly-skilled individual possessing the following expertise:

- **Retail anthropology:** To understand the flow of people in public spaces, why they buy, and how the institution leverages its history, space, and public benefit assets;
- **Intercultural communications:** To give voice to partner organizations who encounter the French Market as a platform to share their narrative;
- **Community organizing:** To identify partners who have the capacity to exhibit skills, and products at pop-up events. Where capacity is lacking, it is critical to determine how to overcome obstacles;
- **Event planning:** To deliver quality pop-ups that meet measurable goals with a team of staff, volunteers, and interns. In other words, this is not a research position, but one that tests a theory of how to attract and sustain a local following for culturally-relevant programming (sit/learn/sell).

Security



In keeping with the [theory of change](#), the bare minimum of the FMC's commitment to New Orleans is to preserve the historic market structures and to provide personal safety and hygiene for its shoppers and vendors. This provides the platform for additional public benefits in and around the market. The FMC's challenge is that the physical footprint is itself public and exposed. It is no simple feat to protect public space. Even if the area is blanketed with police presence, the FMC's open Sheds are open and vulnerable to petty crime, the unsheltered, and individuals participating in anti-social behavior (due to mental illness and/or substance abuse). In order for the FMC to balance safety with inclusion, it requires levels of public safety professionalism greater than what it has had.

We acknowledge that the FMC has made recent and major changes to how security is managed in and around the French Market. In the past, the FMC security office has struggled to defend a porous location on its own. The recent decision to alter the chain of command to the Department of Homeland Security — and to place leadership into the hands of a 20-year veteran of the NOPD (a sergeant whose career centered around training and the police academy) — not only upgrades the professional capacity of the department but also integrates French Market security into that of the surrounding neighborhood and the array of security forces.

While the presence of security may help to make some feel secure, others may feel less than welcome. In this regard, an ounce of prevention is worth a pound of cure. Consistently, security concerns are raised by vendors, whose dual concerns include personal safety and their livelihoods. Also, unsurprisingly, shoppers cite safety as a major obstacle to attend the French Market. It is also important to remember that security concerns are not confined to the physical “campus” of the market itself. In this regard, security at the Market is also security in the parking lots and in the streets between parking and the sheds. Despite the overwhelming and positive interest in expanding the market hours to accommodate evening pop-ups — night markets — the specter of crime and personal safety may contribute to attendees' calculations for attendance (this may be especially the case for seniors and families). For these reasons, we recommend the following:

GOAL 1: Integrate the senior security staff into the culture and operations of public markets.

Action A: Seek training for senior staff in the art of managing security in public markets.

While it may be true that no other North American police force is better equipped to handle the complexities of large crowds than the New Orleans Police Department, due to its comfort level managing Mardi Gras and an endless parade of festivals, markets are different. Vendors and stallholders return daily/weekly. This provides opportunities to forge lasting partnerships, and insights for preventing crime. On the other hand, also repeating is the presence of disruptive individuals, petty thieves, substance abusers, the mentally ill, and the unhoused. Training can come in the form of distance learning from market experts, peer-to-peer learning with large market operators, and site visits.



Action B: Bring security staff into the planning process of the new pop-ups.

With this programmatic activity led by new staff, it is important to utilize pop-ups to identify risks and mitigate them during these off-hour events by involving guest vendors unfamiliar with the safety precautions in markets. Senior security staff should develop safety checklists for guest vendors, the pop-up staff and volunteers, and conduct training in advance of pop-up events.

Action C: Design the expanded market hours to accommodate pop-ups, with safety in mind.

Manage risks carefully. The more the FMC is able to attract locals to evening events, the quicker news will spread that activities are fun and safe. The early adopters will inspire others to attend.

GOAL 2: Utilize the new captain's skillset to design training and safety mitigation measures among vendors that adds little additional costs to the operating budget.

Action A: Introduce a buddy system for vendors who participate in evening slots.

This controlled, smaller group is useful to field-test new ways to engage vendors as partners, not just as tenants. It may yield an alternative pathway for leadership development among vendors and food stallholders.

Action B: Investigate how security mechanisms can be embedded into the new vendor space allocation software.

Senior security staff and senior market staff can develop this investigation together. These may include broadcast texts, published security measures visible only to vendors, and download documents useful to pop-ups and seasonal vendors. These may also provide opportunities to share intelligence with other security agencies in the area.



GOAL 3: Develop greater coordination between various public and private public safety operations.

Action A: Utilize the expanded market hours as an opportunity to engage with neighboring associations to plan for safety, rather than respond to crises.

While it may be attractive to neighbors for the FMC to patrol the neighborhood, there are not enough resources to accomplish this goal.

Over the next few years, as the physical boundaries of the French Market become more clearly defined with infrastructural improvements, it may become easier to protect the Market’s “campus.” However, this does not address the question of safety to and from the Market. While collaboration with nearby businesses, districts, etc. may begin to create informal collaboration to underwrite security for public safety, the incorporation of the Department of Homeland Security may accelerate the adoption of formal measures to better protect the area. As a public market, the French Market is a public space. It is always better to protect public spaces by activating the space for longer hours with more people. **People bring safety.**



Addressing the Unhoused & Disruptive Street Life



As a public benefit corporation, the FMC is charged to benefit the public. This requires making public spaces safe, providing useful services in them, and animating them so that people feel they belong. These goals are articulated in the new theory of change and may require the FMC to sometimes balance competing interests. This would be difficult enough to accomplish within the confines of an enclosed space. However, the FMC operates out in the open-air, and in a neighborhood known to attract pleasure-seekers and individuals unable to conform to societal norms. One community that has long found the French Market to be open and accessible is the unhoused. Of course, location is everything. Some find quiet places to sleep. Others seek day labor, helping vendors unload, and most find the public restrooms essential. This provides the FMC with an extraordinary opportunity to reframe its social contract — to extend its publicly-accessible infrastructure to all — by making strategic decisions that improve the conditions for the unhoused community at the FMC, which also improves the business climate for vendors, and expands the FMC's capacity to understand and act upon disruptive, yet admittedly permanent, presence of an unhoused community at the FMC. In keeping with the rhythm of a public space that operates with different seasons, days, and hours, we recommend addressing these issues from the stand point of how best to mitigate competing interests and needs in one facility, perhaps best at different hours of operation.

During off-peak hours, vendors trust the FMC security team to protect goods left overnight. This demonstrates a notable level of trust between Market and vendor. After all, the sheds remain vulnerable overnight to individuals who wish to pursue mischief and anti-social behavior. As a result, the security team deploys critical thinking and discipline to determine which battles to fight: sleeping in public, petty crime, violence, or preventing individuals, including the unhoused, from using electrical outlets to recharge phones at all hours. While the FMC demonstrates remarkable deft at handling these issues, more investments can be made to strengthen the capacity to manage off-peak hours.

During peak market hours, vendors demand safe and clean environs in order to conduct business. This places the entire market staff with the responsibility to balance safety with social inclusion. This is no easy feat; however, equipped with skills and a commitment to the theory of change, it can be achieved. In many regards, it is being achieved every market day, without the benefit of walls or entrance gates that festivals enjoy.

The FMC is currently exploring how to manage and serve the unhoused in partnership with the Travelers Aid Society and the New Orleans Downtown Development District. The Travelers Aid team has conducted interviews and observations that yield the following insights:

- The unhoused at the French Market are a community. They are drawn to the location for personal, rather than structural reasons. They value amenities, like bathrooms and opportunities for casual labor, but are drawn there for the friendships. This should provide considerable caution to unrealistic efforts to “move them on.” They will return.
- With this recognition of geography and community in mind, so, too, are the solutions. The FMC should explore methods (pursued by the DDD just a few blocks away) that take a place-based case management approach to serving the needs of the unhoused.
- The scale of the community is considerable: as many as 50 sleep at night; and as many as 70 inhabit the Market during the day.
- In interviews, few indicate any interaction with social services agencies, but recount many interactions with law enforcement. This speaks to an opportunity to connect a population seeking services but unable to do so on their own.

We recommend that the FMC continue to engage Travelers Aid, learn from findings, and design policy changes that reflect their professional insights.



GOAL 1: Identify practical services that deliver dignity to the unhoused.

Action A: Accommodate personal hygiene.

When FMC bathrooms are renovated, incorporate multi-use public showers into the design to serve the unhoused, Wudu for Muslim vendors, etc. There are many useful precedents from near and far that are worthy of study. (See the appendix for a link to “Public Bathing Research Document” for reference). Within the context of the Market, improved hygiene brings dignity, just as it reduces shopkeeper animosity. It is important not to disrupt the core operations of the market, as a safe and stable place for commerce. However, showers should not represent mission creep. Moreover, there is an opportunity to share this physical infrastructure with local partners to program and provide staffing support. These can be provided in a space and at a time that is less disruptive to commerce. Much as the pop-ups are intended to fill under-utilized times and spaces, so too can the showers. Like ships passing in the night, the FMC can fulfill its public benefit mission by providing access to showers during off-peak hours. This same approach can be explored with other amenities identified in the Travelers Aid surveys such as: electrical outlets for mobile phones, health screenings, and access to other social safety net services, like SNAP.

Action B: Equip FMC staff and vendors with useful, printed information for the unhoused, seeking social services.

Interviews with the unhoused, conducted by Travelers Aid, indicate a genuine interest to seek social services. However, many unhoused individuals indicated that they are unable to find them on their own. Providing staff and vendors with these tools may help them to deescalate tense situations in the Market and make concern and solidarity a social norm. Developing an ethos of solidarity for all people is important for a public benefit corporation like FMC.



GOAL 2: Partner with professional service providers who can serve the unhoused.

Action A: Partner with local experts to equip FMC staff and vendors with updated policies, procedures, and training.

Partner expertise should work with FMC security leadership to research and evaluate how to diffuse combustible situations within the market. This evaluation can be used to develop updated policies, procedures, and training for FMC staff and vendors to be equipped with, when needed. A united front will help to secure relations with the unhoused and mitigate disruption to market operations.

Action B: Replicate the DDD's neighborhood-based approach to addressing the unhoused needs.



“Latrobe Park looking towards the French Market.”

source: Helen Martin, Tom Martin <https://tomhelenmartinblog.com/2021/03/>

This approach recognizes that the unhoused are a permanent community within the French Quarter. Mobilize resources to hire professional social worker expertise to address this community's needs:

- Explore neighborhood-wide funding and governance/support for social worker(s) to serve the community.
- Explore different avenues for structuring necessary staffing. These may include FTE civil service positions and fellowships in partnership with learning institutions.
- Design the position so that they are not alone. Ensure that the position has access to UNITY's Homeless Management Information System (HMIS); is not funded to fill out paperwork instead of walking the neighborhood and building trust; and has the authority to provide referrals to other social service agencies.

FRENCH MARKET

Program Recommendations



Program Recommendations Summary

Existing Successful Programs

GOAL 1: Confirm that all existing festivals are valuable moving forward.

Action A: Evaluate the efficacy of staging festivals in/adjacent to the two Sheds within the framework of the theory of change.

Action B: Define the objectives, budgets, and the weight that the FMC will put into each.

GOAL 2: Evaluate how these potentially lucrative events serve culture bearers.

Action A: Hire culture bearers as talent.

Action B: Enlist culture bearers as experts to shape the programming.

Action C: Distribute customer service surveys afterwards to partners, contractors, talent.

Pop-ups & Seasonal Specials

GOAL 1: Provide the FMC with signature products to lure locals for an extended period of time.

Action A: Devote available space for extended stays to temporary vendors who help to brand a market's season.

Action B: Establish unique partnerships for extended stays with key vendors and partners.

GOAL 2: Reinforce seasonal specials with curated pop-up events.

Action A: Curate and stage pop-up events during off-peak hours.

GOAL 3: Compensate artists, musicians, and culture bearers fairly for their talents; provide them public recognition, and forge an ongoing relationship with the FMC (to continue to perform for the FMC's banner festivals).

Action A: Curate pop-ups through an equity lens.

Focus on Food

GOAL 1: Relaunch the weekly farmers market in Crescent Park.

Action A: Re-engage Market Umbrella to explore the viability of restarting the weekday Crescent City Farmers Market at Crescent Park, next to the Rusty Rainbow bridge.

Action B: Establish a multi-year partnership with Market Umbrella to fulfill mutually beneficial goals.

GOAL 2: Explore new food distribution models for the French Market.

Action A: Meet with key food box distribution partners to determine if FMC can add value to existing efforts.

Action B: Develop a working group to explore the funding and business viability of partnerships.

GOAL 3: Make food a priority when staging pop-ups with partners to promote seasonal and cultural foods.

Action A: Develop a calendar of seasonal foods that can be offered by existing food stallholders or new pop-up vendors.

Action B: Accompany food pop-ups with ticketed experiences that include pre-ordered boxes.

Action C: Incorporate existing food stallholders into the planning process.

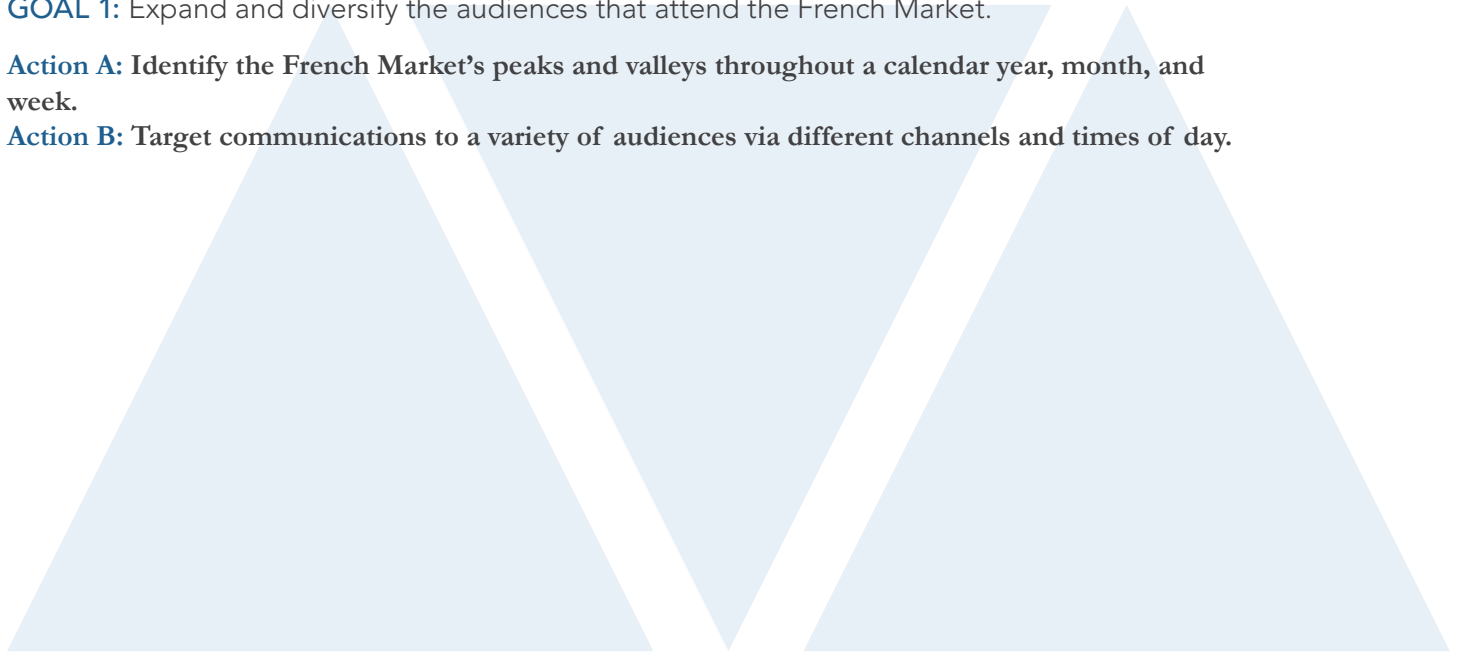
Action D: Partner with local organizations for food box delivery.

Year, Month, & Day at a Glance

GOAL 1: Expand and diversify the audiences that attend the French Market.

Action A: Identify the French Market's peaks and valleys throughout a calendar year, month, and week.

Action B: Target communications to a variety of audiences via different channels and times of day.



Program Recommendations



While the FMC improves operations beneath the Sheds with the existing community of (flea and food) vendors, we recommend (re)building trust with targeted communities, strategic partners, and culture bearers out in the open-air space with programming that field-tests new ideas and concepts that make the market relevant to locals.

More than one-off events, these recurring pop-ups should be designed to:

- Champion the theory of change;
- Empower new staff to curate the market during off-peak hours with pop-ups that utilize the triplicity of sit/learn/sell;
- Help locals reclaim the public market as theirs.

If the FMC provides space for local communities-of-interest to exhibit, instruct and sell services, products and culture, then these disparate groups become future loyalists, vendors, and partners.

This approach to programming differs from festivals. Whereas festivals offer a [suspension from reality](#), pop-ups provide a [glimpse into a community's reality](#). Important from an operational standpoint, wherever possible, they are staged during off-peak hours so that they do not compete with crowded market days. Instead, they provide locals with a chance to [experience the market as their own](#).





Public Market Triplicity: In order to improve the visitors' experience, the French Market must improve its placemaking. In the 1990 French Market study, authors recognize how “there are very few internal landmarks to orient shoppers.” Stakeholders in the 2021 engagement process also echo this point. Upon arriving at the Flea and Food Sheds, it is difficult to gauge what awaits you. You see a long corridor, but little to slow you down between the beginning and the end. At Barracks Street, the market just ends.

If you are a food stallholder, how do you describe the location of your business? There is very little to work with: By the restrooms? In the first Shed, not the second? If launched with a degree of discipline, the following plan to activate the open space (adjacent to the Sheds) will begin to improve the shopper experience, and brand places within the market as identifiable landmarks.



Sit/Learn/Sell: Walt Disney recognized decades ago that visitors congregate in locations if reinforcing activities are also grouped together. In theme parks, this may look like seating for grandparents, rides for kids, and gift shops that turn profits. In a public market, this looks like the launch of time-delimited pop-up events in which participants:

- **sit** to fulfill what many stakeholders describe as “sit to soak up the atmosphere”;
- **learn** by attending an educational presentation or cooking demonstration;
- **sell** by guest vendors and permanent stallholders whose offerings reinforce the thematic activities on offer.

This triplicity of activities should become akin to a paint swatch for organizers to hold up to analyze whether programming offers these activities within close proximity. If not, they have difficulty feeding off one another.

Brand these events: Consider these activities as a new programmatic function of the French Market to communicate to strategic subsets of locals. As such, this pop-up posture provides the FMC the room to experiment, attracting different groups to sit and learn (attend the pop-ups as shoppers to experience the market) and to sell (market goods and services on a trial one-off basis). If the format and general timing of pop-up programming is consistent, then locals will learn to expect these activities and look forward to the next event. FMC can capture names and contact details from event attendees to stay in touch and build a loyal base.

Brand the location: It is critical that pop-ups be staged in the same location each time in order to orient shoppers. They will begin to look for it in the place where pop-ups take place. Architect Allen Eskew recognized in 2004 how the uncovered space along, French Market Place near Barracks Street, is shaped like an Italian piazza. Should it be named the Piazza? Or, does the FMC honor past leaders within the market – naming it after the “king of the hippies,” Mike Stark Park? Applying the triplicity of activities has the potential to improve all areas of the FMC. Sitting, learning and selling are not sequential activities; rather, they work best when they coexist in close proximity to one another.

Existing Successful Programs



While the new theory of change, use of pop-ups, and physical improvements may lean upon theories of placemaking (as expressed through the sit/learn/sell format), it is important to remember that these new practices are not intended to operate in isolation. Rather, they will be successful if **executed with adaptive leadership** and if the lessons learned are **incorporated into the wider culture of the FMC**. In other words, if sit/learn/sell works for pop-ups, then it can also be integrated into the FMC's existing programs and public-facing infrastructure.

The FMC's popular festivals represent high points on the Market calendar; however, they come at a remarkable cost and are due for reevaluation. Some festivals could potentially be scaled back to reallocate resources for curating smaller pop-ups. While festivals deliver large crowds, the number may overwhelm the infrastructure of the Market itself and drown out commerce for vendors. Since they serve a different audience than that of pop-ups, the commitment to festivals must be calibrated within the scale of priorities: to balance regional tourists with locals. Both pop-ups and festivals will be expected to operate with measurable objectives. Festivals may increase visibility, signal a shift in seasons, highlight culture bearers, and share the FMC's new future, but these benefits must be factored into their financial and branding costs.

GOAL 1: Confirm that all existing festivals are valuable moving forward.

Action A: Evaluate the efficacy of staging festivals in/adjacent to the two Sheds within the framework of the theory of change.

The current roster includes:

- January: The Joan of Arc Parade
- June: Creole Tomato Festival
- October: Boo Carré
- December: St. Nick

Action B: Define the objectives, budgets, and the weight that the FMC will put into each.

In the past, these have represented the FMC's primary means to actively communicate to the world that it exists. With the advent of pop-ups (directed to smaller, local communities of loyalists), the FMC may choose to redirect some of the resources from festivals to pop-ups. Past pressures to make big things happen in the festivals may no longer be as relevant to the FMC planning.





GOAL 2: Evaluate how these potentially lucrative events serve culture bearers.

Action A: Hire culture bearers as talent.

Approach each special event as an opportunity to showcase cultural authenticity. For these, enact a policy that places a preferential option for culture bearers to be hired as talent to perform and/or guest vendors to sell products.

Action B: Enlist culture bearers as experts to shape the programming.

Just as we recommend enlisting culture bearers to help steer this new work as members of working groups, the new work of the cultural liaison must also entail enlisting culture bearers to help design pop-ups and the scope and tone of festivals.

Action C: Distribute customer service surveys afterwards to partners, contractors, talent.

Utilizing the theory of change as a mode of operating, approach each and every special event as an opportunity to test the theory, and engage the public with rapid surveys (dot surveys off line, hashtags online), and to measure the efficacy of serving internal customers to evaluate their experience.

Ideally, the festivals should add financial and marketing value to audiences who are unaware of all that FMC offers. If they meet these goals and attract desirable numbers of visitors, then they should continue. However, the goal should not be to stage more and more festivals. They are disruptive to the human-scaled commerce associated with a market that serves locals' daily needs.



Pop-ups & Seasonal Specials



While festivals may remind the broader community to visit the French Market, pop-ups and seasonal specials communicate to the local community that the historic market is moving forward into the future. Seasonal specials remain active for weeks to give the FMC a stable marketing message, while pop-ups are more fleeting. Limiting the number of pop-ups hosted and sharing them on social media creates a buzz. For those who miss them, they will want to attend the next one. Timed to occur during off-peak hours, pop-ups take advantage of easier parking, thinner crowds, and opportunities to enjoy what many articulated during the stakeholder engagement process: a chance to “sit, watch, and take it all in.”

GOAL 1: Provide the FMC with signature products to lure locals for an extended period of time.

Action A: Devote available space for extended stays to temporary vendors who help to brand a market’s season.

Over the decades, with the loss of agricultural vendors, this messaging has been made far more difficult. Some seasonal vendors may already attend: pumpkins in October, Christmas trees in December.

Action B: Establish unique partnerships for extended stays with key vendors and partners.

Just as there may be a season for pumpkins at the market, there may also be a season for school groups to conduct architectural scavenger hunts with partner organizations, like PlayBuild. School groups will not remain in the market for weeks on end. Each tour will last a morning, but the season for students may last for weeks. Regardless, it is important to remember that these vendors may serve a role as loss-leaders to attract locals. If you know that beginning in November, you can expect to find a selection of Christmas trees, then you are more likely to visit the Market with family, to enjoy a meal, hot beverages, etc. If, on the other hand, you are not certain that there will be trees, then you are more hesitant to take the risk.

GOAL 2: Reinforce seasonal specials with curated pop-up events.

Action A: Curate and stage pop-up events during off-peak hours.

These become the incubators to experiment with new partnerships, potential vendors, new products, relationships with culture-bearers. Free to the public, locals are invited to sit/learn/purchase products. These may also benefit from ticketed evening events to cultivate greater intimacy in experiences. While it is important that these events generate revenue, this may take more than one season to achieve this goal.



Shoppers find particular joy in the **surprises** that await them at public markets. Of course, in reality, organizers work strategically to deliver these surprises deliberately. For instance, talent is contracted weeks in advance. During the stakeholder engagement process, culture bearers voiced their desire to play meaningful roles in the French Market.

Whereas the FMC's signature festivals may attempt to attract as broad of an audience as possible, pop-ups intentionally attract niche audiences who are supportive of the subject matter, interested to occupy the market space during off-peak hours, and wishing to develop a different relationship with the FMC.

GOAL 3: Compensate artists, musicians, and culture bearers fairly for their talents; provide them public recognition, and forge an ongoing relationship with the FMC (to continue to perform for the FMC's banner festivals).

Action A: Curate pop-up programming through an equity lens.



"Vietnamese Farmers Market, New Orleans East". Source: <https://thelocalpalate.com/articles/shopping-vietnamese-farmers-market-in-new-orleans/>

The new staff, together with a working group of existing vendors and tenants, representatives from the communities of shoppers, partner organizations, and culture bearers can curate this list. Utilizing the public market triplicity, these events should have clear beginnings and endings. The potential for these pop-ups is as endless as the city and region's diversity:

- Black masking at St. Joseph's Day;
- Sicilian altars at St. Joseph's Day;
- Vietnamese night market to commemorate Wandering Souls Day;
- Crawfish and rice to recognize the coexistence of two crops/one farm;
- Central American pumpkins near Halloween;
- T-shirts and cotton to correspond with the harvest and holiday shopping;
- International pop-up to recognize the market's multilingual heritage;
- Spoken word pop-up in collaboration with literary/youth organizations;
- World's largest barbershop, to showcase local hair/nails/skin talent;
- Joan of Arc feast in the lead up to the parade;
- Juneteenth feast and BBQ summit.



Pop-up Example

Embracing Change

Consider t-shirts — the scourge of the French Quarter. Civic leaders have campaigned and legislated against them. And while these products may degrade the integrity of the French Quarter (and the French Market experience), in many shops along Magazine Street and in popular local markets around town, the t-shirt is a popular and authentic expression of place. Without increasing the number of t-shirt vendors in the French Market, how can pop-ups revitalize the selection on offer? This example may help to sketch out how popups deliver change to the French Market, engage local talent, and rebrand the space as relevant during off-peak hours, thus allowing locals to see the Market through fresh eyes.



To limit undesirable products, like souvenir t-shirts, Flea Market rules preclude the entry of new products in saturated product categories. to dilute their impact upon the shopper experience. Unfortunately, this has resulted in tying the hands of market staff. They defend existing, and in some cases undesirable and unimaginative products that are at saturation level, and turn away new vendors that offer innovative products. As a result, shoppers are left with a selection that has grown tired and has far too little competition. What if pop-ups introduce new dynamics? A t-shirt pop-up acknowledges the shirts as valid vessels to express local culture; to address historical and agricultural threads related to cotton; and to field-test within the safety of a pop-up the city's best new t-shirts for a day. Imagine an event that incorporates:

- A city-wide call-out to the most imaginative t-shirt designers to vend in the Market for a day;
- At the conclusion of the day, a jury awards prizes for best designs;
- Families are invited to paint their own t-shirt design and hang it up in the market (on clothes-lines – as is done in Japan's Beach Museum event) – also to be juried;
- Installations educate the community about the role of cotton in the region's economy, history, and ecology - it is important to share its brutal history in addition to the crop's beauty;
- Day vendors can include cotton candy, cut flowers (cotton), in addition to the t-shirt sellers;
- The evening concludes with a cotton fashion show to show-case reuse, natural dyes, and the return of comfort to fashion.

In addition to bringing a sense of purpose to a singular event, the t-shirt pop-up brings competition within feet of the FMC's existing t-shirt vendors. Will this spur innovation? Will the FMC select one or two of the pop-up vendors to join the roster of permanent stall-holders? Or will this event be repeated, in order to rebrand the FMC as a platform to showcase innovation? Regardless of the outcomes, it is important to weave these goals into the intended purpose of the event (just as it is important to integrate seating, learning, and selling into the DNA of how the event is managed):

12:00 – 4:00pm: T-shirt sales, interactive activities

4:00 – 5:00pm: T-shirt awards

6:00 – 7:00pm: Fashion show

7:00 – 9:00pm: DJ

Focus on Food



Food is intrinsically linked to the French Market's brand. As one of the oldest public markets in North America, it once served as a wholesale and retail hub for commerce and distribution. Past reports, such as the 1990 and 2004 studies, devote considerable attention to preserving the once active wholesale operations and the community of regional farmers who used to set up as day-traders at the market. Feedback from local consumers reinforces the perception that food is important. However, stakeholder engagement with potential partners reveals skepticism that fresh and local food can easily return to the market.

The "build it and they will come" model: Partnerships in recent years, to stage farmers markets adjacent to the Food Shed, have been met with mixed results. This strategy asks for an intermediary to organize a roster of farming vendors to set up shop weekly to serve a community of consumers that this intermediary must attract to keep the farmers earning enough profit to justify their presence. The most recent partnership with Market Umbrella to deliver a weekly Crescent City Farmers Market ultimately only found success when the market relocated to Crescent Park. A Farmers Market may be possible again in the future. However, this model is high-risk. If you build it, they will not necessarily come. An occasional farmer who sets up at the market for a day will likely get lost in the shuffle and a larger undertaking of farmer vendors involves more risk. In order to mitigate these risks, we recommend the following actions that utilize currently dead spaces and times within the Market Sheds that offer locals with the opportunity to showcase their talents and culture, thus enabling the FMC to better reflect the full cultural experience of New Orleans.

GOAL 1: Relaunch the weekly farmers market in Crescent Park.

Action A: Re-engage Market Umbrella to explore the viability of restarting the weekday Crescent City Farmers Market at Crescent Park, next to the Rusty Rainbow bridge.

Evaluate the past success of this weekday market, goals, and budget to explore the viability of a new relationship and new timeframe for reopening. Determine how the visiting market can purposefully support the FMC's theory of change.

Action B: Establish a multi-year partnership with Market Umbrella to fulfill mutually beneficial goals.

In the past, this relationship has placed considerable pressure on both partners to leverage one another for favorable outcomes. Market Umbrella struggles to launch a weekly market in challenging settings and encounters staff who either do not understand or value the partnership. Meanwhile, the FMC devotes resources to outsource one of its core components (as a food market) to a guest operator. This relationship should be transformative for both. Unfortunately, it has been more transactional in the past. Map out how the return of a weekly market will support the new strategic direction for the FMC's and Market Umbrella's priorities.

After years of various attempts to pilot the CSA / food box delivery model for local food products, a few social enterprises are beginning to succeed. Moreover, the



Action B: Establish a multi-year partnership with Market Umbrella to fulfill mutually beneficial goals. (con't)



pandemic has made this model more attractive and viable for both consumer and produce. A notable example is the Crescent City Farmers Market collaboration with Top Box. If this model persists as viable for local food distribution, there are opportunities for the French Market to revisit its role as a point of distribution. The French Market can serve as a distribution hub by providing refrigeration, promotion, and logistical support for food delivery partners. While the viability of farmers markets at the FMC remains uncertain, serving as a hub for food distribution rebrands the Food Shed as relevant to fresh food in the public mind. These types of activities may attract interest from other culturally relevant food vendors, who participate in pop-ups or whose food products are aggregated in food boxes, to explore the FMC as day-traders. In these instances, the FMC would likely need to reconsider altering its position on the Louisiana's cottage industry standards, which allow for some home-preparation of food. At present, the FMC rules and regulations do not accommodate such vendors. Pop-ups will help the FMC experiment, with these alternative models for food offerings, in a low-risk setting.

While wholesale distribution is not likely to return to the FMC; the development of pop-up initiated food box distribution, a shipping depot, and an inflow of new vendors keen to join local outreach; may enable the FMC to incorporate permanent infrastructural support to support food sales and distribution into its future facilities improvements. Infrastructural support can be provided and tested via impromptu means through portable refrigeration units. If successful, these infrastructural improvements can be baked into the FMC's long-term vision.



GOAL 2: Explore new food distribution models for the French Market.

Action A: Meet with key food box distribution partners to determine if FMC can add value to existing efforts.

The FMC can add value by incorporating food box subscriptions into new pop-ups, provide space and infrastructural support (through refrigeration, storage, etc.) for downtown bicycle delivery, and forge partnerships with downtown employers to offer discounted boxes to restaurant and hotel workers as an employment benefit.

Action B: Develop a working group to explore the funding and business viability of partnerships.

In the past, potential farmers, fishers, and informal food vendors attempt to gain access to the Farmers Shed but fail to enter. The FMC is not equipped to handle vendors with insufficient food handling credentials or stand-alone farmers and fishers. Potential vendor expectations are consequently dashed quickly. Representatives from partner organizations and public servants at Land and Sea Grant (an LSU extension), may help to prepare and/or redirect these requests to FMC.

GOAL 3: Make food a priority when staging pop-ups with partners to promote seasonal and cultural foods.

Action A: Develop a calendar of seasonal foods that can be offered by existing food stallholders or new pop-up vendors.

In order to bypass past challenges experienced by local farmers, to be publicly visible amidst a busy market of street food, flea, and craft products, use pop-ups to frame the cultural relevance of fresh local goods. Products like sugarcane, rice, satsumas, and tomatoes have seasons and cultures associated with them. Our recommendation is to incorporate the sale of foods into the critical mass of pop-ups at the French Market.



Action B: Accompany food pop-ups with ticketed experiences that include pre-ordered boxes.

Every event needs a hook to help elevate and promote it. For instance, if the pop-up is centered around the Croatian culture and its role in oyster farming, consider ticketed events in the evening whereby attendees experience something special: a tour of oysters from different parishes and locations paired with sparkling wine from a local liquor partner. These sorts of VIP experiences may not be appropriate for every pop-up; however, they may provide an opportunity to cultivate support from strategic partners. Moreover, as illustrated in the policy chapter, food is central to the French Market's historic purpose and brand. Ticketed events could be aggregated with food box partners to cultivate loyal support and experiment with alternative distribution models.

Action C: Incorporate existing food stallholders into the planning process.

Give existing food stallholders opportunities to shape the calendar of events, plan their business around FMC's priorities, and design pop-ups so that they may also benefit from these activities directly and indirectly. Whether existing stallholders decide to participate directly or not, they benefit indirectly from the additional, local foot traffic attracted to the market to experience and observe the market in a different way.

Action D: Partner with local organizations for food box delivery.

Potential partnerships that already have a working relationship with FMC include:

- Anna Marie Shrimp
- Broad Community Magic Cooperative
- Indian Springs Farmers' Association
- Market Umbrella
- SproutNOLA
- Top Box
- What's Good
- VEGGI Farmers Cooperative
- Covey Rise

Year, Month, & Day at a Glance



Few markets sustain peak crowds at every hour in every day of operation. Rather, markets have rhythms. They experience peaks and valleys. Most vendors can tell you when they are because they see it in their revenue. Peak tourism is during the weekends. During the calendar year, there are seasonal peaks and valleys. Most restaurateurs can jot down their best and worst weeks of business in a given year. The French Market is no different.

Cultural tourists seek out what locals are doing. Pop-ups that attract locals have the potential to raise the French Market's visibility as a site of authentic gatherings that appeal to cultural tourists.

GOAL 1: Expand and diversify the audiences that attend the French Market.

Action A: Identify the French Market's peaks and valleys throughout a calendar year, month, and week.

Reinforce the peaks that work for the market and its vendors (with the festivals that serve as beacons to the wider world). Then turn attention to generate new supporters, new shoppers, and ultimately new loyalists by activating the Sheds during off-peak hours, days, and weeks.

Action B: Target communications to a variety of audiences via different channels and times of day.

FMC should begin to manage a complex set of communications to different audiences: Festivals for regional tourism, seasonal specials for locals in search for signature products of a season (pumpkins, crawfish, etc.), and then pop-ups for communities who seek the platform of the public market to be seen and heard. While these various activations may work in concert, they also speak to different audiences.



Potential Calendar Examples

Year, Month, & Day

Year at a Glance

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

The annual calendar should be publicized widely to both internal staff and external customers. Management is responsible for sharing upcoming plans with vendors so they may participate in and support these new efforts. Vendors can get involved with pop-up programming by setting up during events and taking advantage of discounted rental rates and the opportunity to have a voice in shaping future programming.





Potential Calendar Examples

Year, Month, & Day

Month at a Glance

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			

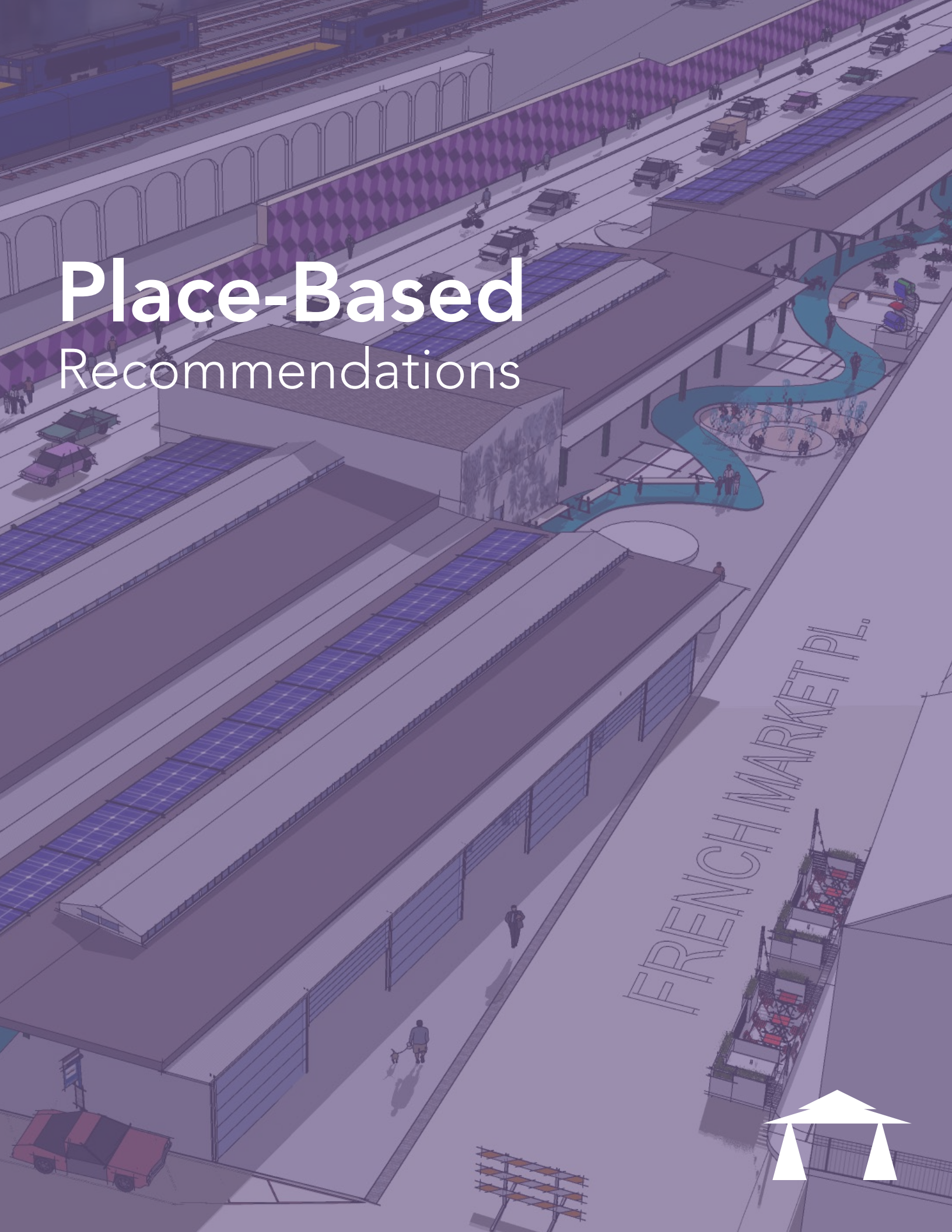
: POP-UPS
 : SEASONAL SPECIALS
 : PEAK MARKET DAYS

Each month should have a rhythm understood by many. There are peak days, just as there are slow days. Activate the Market with outreach events during slower days and weeks. This gives vendors opportunities to plan for pop-ups. Vendors may not immediately experience major increases in revenue, surprises can sour relations. While vendor buy-in may take some time, transparency and a clear actionable plan, will elevate both long-term vendors and new pop-ups' experiences. This also provides the FMC with opportunities to explore how pop-ups and seasonal specials can complement existing food and flea tenants' product offerings.

Day at a Glance

7 am		7 pm	
8 am	STUDENTS	8 pm	LOCALS
9 am		9 pm	
10 am		10 pm	
11 am		11 pm	
12 pm	TOURISTS	12 am	
1 pm		1 am	
2 pm		2 am	
3 pm		3 am	
4 pm		4 am	
5 pm		5 am	
6 pm		6 am	

A regular rhythm of activities and events should start to emerge throughout the week. School groups may wander in during a weekday morning for an organized architectural scavenger hunt. By mid-day, visitors may begin to line up for lunch in the Food Shed; and by the late afternoon, a pop-up may begin to attract a throng of locals passionate about the topic of the evening. This is the rhythm of "ships passing in the night." Meanwhile, on weekends, there will be few pop-ups. There is no reason to compete with the pulse of big crowds who will drown out community outreach activities.

An architectural rendering of a city street scene, likely French Market Pl. The scene features a wide street with a pedestrian walkway on the left, a multi-lane road with cars and trucks, and a large building with a flat roof covered in solar panels. A winding blue path leads through the scene, and a large, arched structure is visible in the background. The text "Place-Based Recommendations" is overlaid in white. The street name "FRENCH MARKET PL." is written in large, stylized letters on the right side of the image.

Place-Based Recommendations

FRENCH MARKET PL.



Place-Based Recommendations Summary

Short-term Vision

GOAL 1: Improve the French Market's facilities in the short-term.

Action A: Add public art.

Action B: Expand and improve existing bathroom facilities.

Action C: Dedicate the adjacent plaza as a flexible space to support pop-ups, festivals, and seasonal activities.

Action D: Develop a transit hub on the Barracks Street side of the French Market by adding bike parking and a rideshare station.

Action E: Add information kiosks.

Action F: Add parklets and flexible seating.

Action G: Address parking and loading.

Medium-term Vision

GOAL 1: Improve the French Market's facilities in the medium-term.

Action A: Build a multi-purpose platform with built-in electricity and sound infrastructure.

Action B: Add green infrastructure.

Action C: Upgrade existing fabric rain screens.

Long-term Vision

GOAL 1: Improve the French Market's facilities in the long-term.

Action A: Build out a third shed over the pop-up plaza.

Action B: Build interactive play areas, like a splash pad.

Action C: Permanently close off one block of French Market Place, between Decatur Street and Governor Nicholls Place, to vehicular traffic in the future by installing bollards along Governor Nicholls and Decatur Street.

Action D: Address long-term loading needs.

Place-Based Recommendations

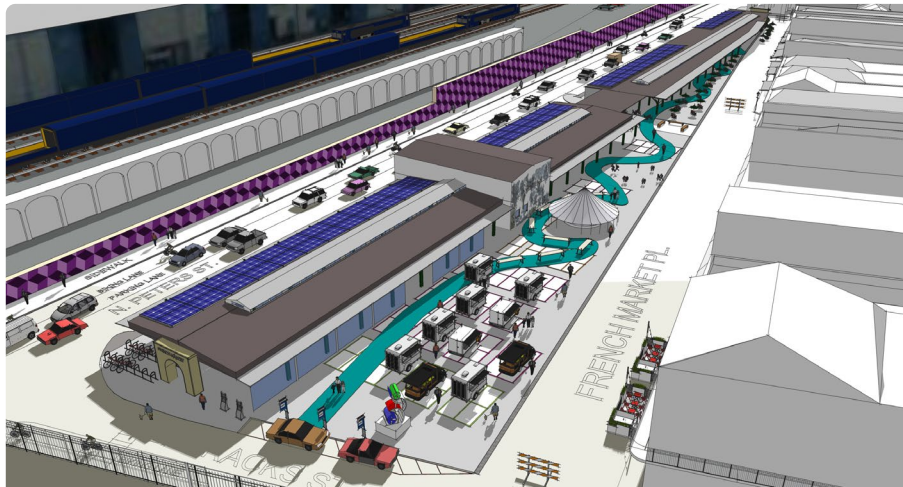


Place-based recommendations include [physical improvements](#) at the Market Sheds and adjacent plaza that support the proposed policies and programs at French Market. The following concept sketches illustrate how some of these ideas might be implemented in the short, medium, and long term. Actions and concepts are elaborated on the following pages. Click on the image to jump to that vision's plan.

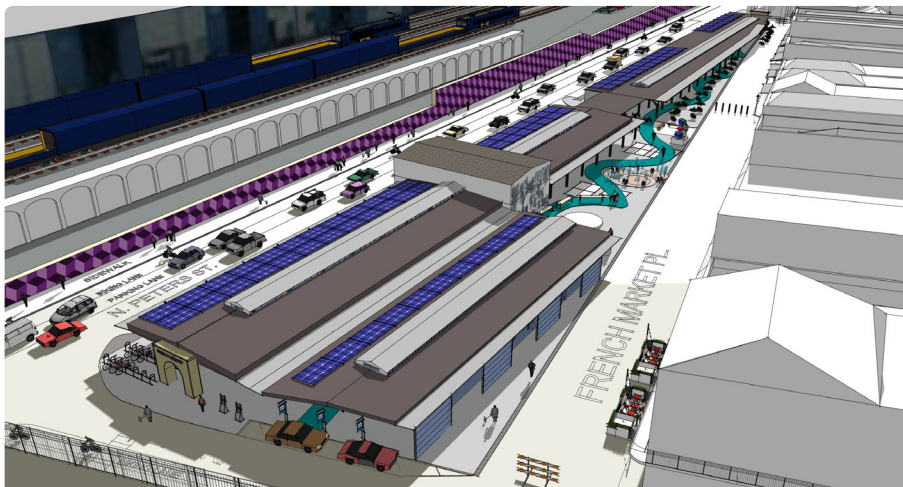
Short-term Vision



Medium-term Vision



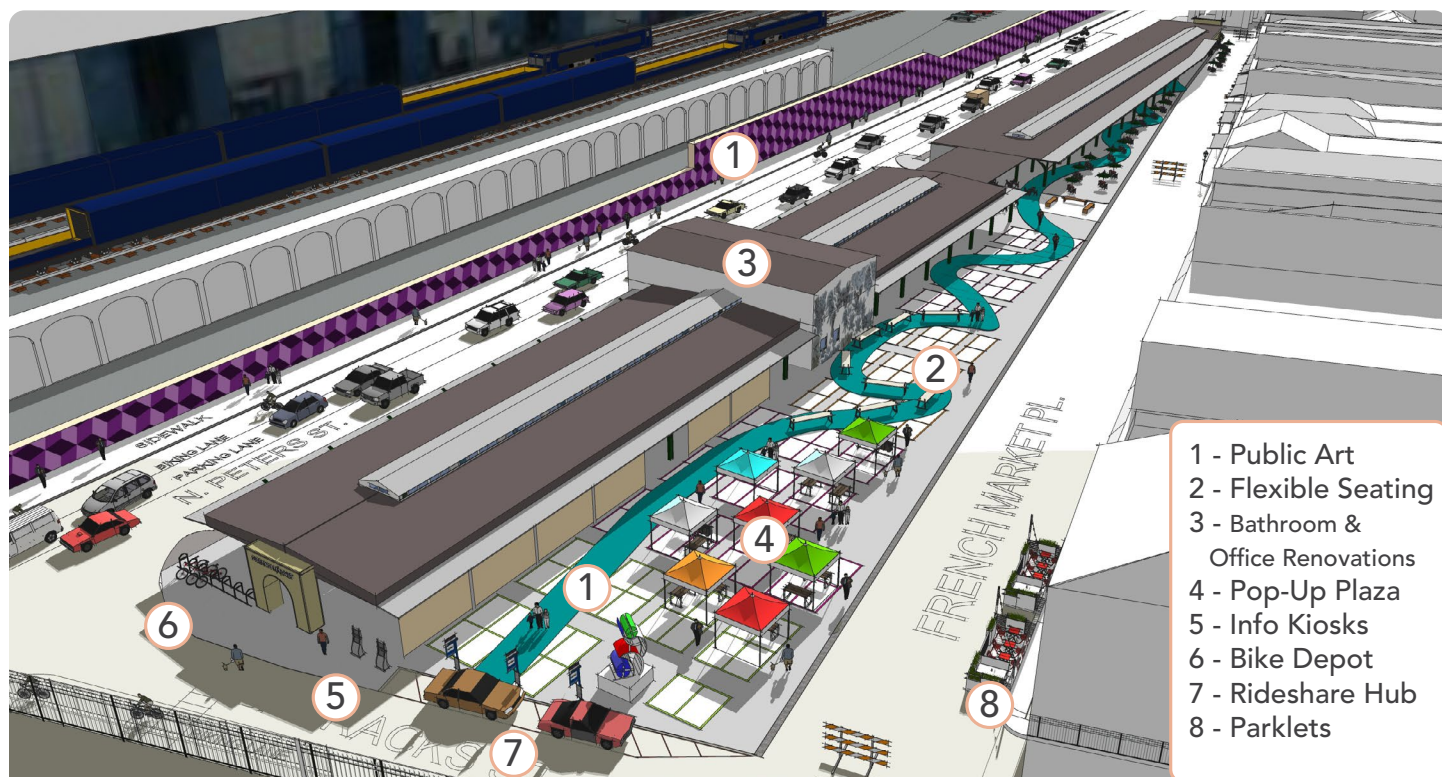
Long-term Vision



Short-term Vision



Proposed short-term investments include actionable opportunities that can be accomplished within the first year of implementation. FMC has a capital program that includes various funding sources with a portion of the funds already secured for implementation of some of these ideas. FMC is also actively working with the Mayor's Office to secure additional funding for other projects.



GOAL 1: Improve the French Market's facilities in the short-term.

Action A: Add public art.

Incorporation of more public art to make the French Market more colorful and inviting is a top priority expressed by many stakeholders. This short-term concept plan shows murals at the flood wall to activate the North Peters side of the Market Sheds and murals on the ground that thread through the whole market. The mural threading through the market resembles the Mississippi River and can serve as a wayfinding and geographic storytelling device.

Artists already selling at the French Market could be hired to design the murals as an opportunity to promote their work and build ownership over the space.



Action B: Expand and improve existing bathroom facilities.

Many stakeholders expressed that improving and expanding the existing bathrooms should be a priority. Building out a mezzanine office above the existing offices and bathrooms would allow more space to be allocated at the ground floor to expand the bathrooms and repurpose the ground floor office to be a visitor's center and shipping kiosk.

Public restroom renovations might include public showers for vendors and the unsheltered. Management and maintenance issues related to public showers should be considered. See the [appendix](#) with additional research into successful models.

Action C: Dedicate the adjacent plaza as a flexible space to support pop-ups, festivals, and seasonal activities.

This might include farmers markets, food box pick-up days, or a testing ground for new product-mix ideas.

Action D: Develop a transit hub on the Barracks Street side of the French Market by adding bike parking and a rideshare station.

The Barracks Street side of the French Market offers an opportunity to include a transit hub that welcomes pedestrians, bikers, and rideshare vehicles. Installing a bike depot at the corner of Barracks and North Peters Street, further supports the progressive new bike path infrastructure that has been recently built around the market. Signage can be installed along an existing fire lane that bookends the plaza along Barracks Street to designate a rideshare station where pedicabs and rideshare cars can drop-off/pick-up visitors. Treating the Barracks Street side as a transport hub makes this side feel more like a second entrance to the French Market rather than a back-alley.

Action E: Add information kiosks.

Information kiosks can include wayfinding maps, menus for products that can be found at the market on a particular day, and programming schedules. These might be in the form of a physical sign or tied to a digital platform or app.



Action F: Add parklets and flexible seating.

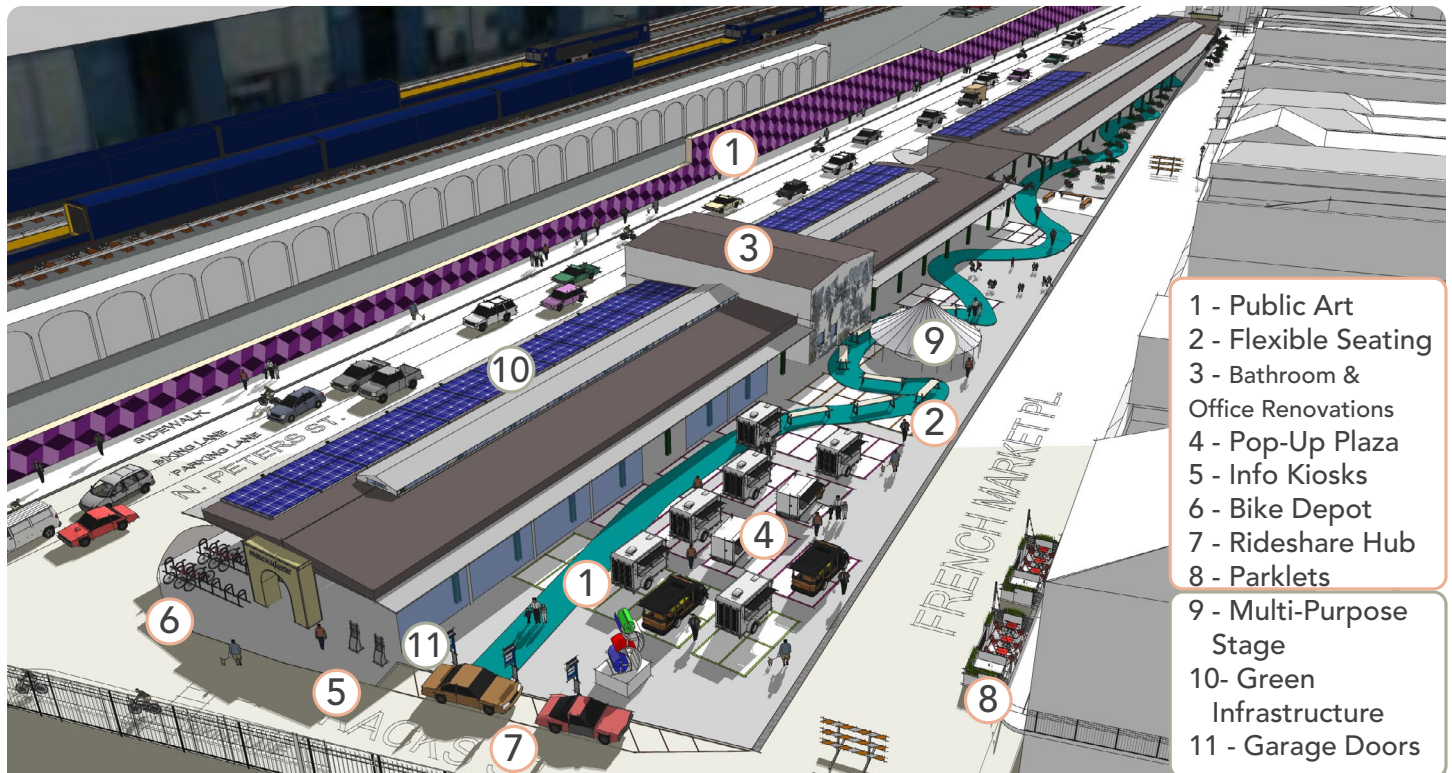
These can be arranged in a variety of ways to support diverse programming.

Action G: Address parking and loading through wayfinding signage.

The FMC has large parking lots that can be accessed at the Moon Walk and at Elysian Fields. Both lots are within walking distance but lack direct sight lines between the Sheds and the parking lots. Consequently, there is a perception that there is nowhere to park. This can be resolved by installing clear wayfinding signs and graphics that direct people to the French Market's parking lots. Loading routes for vendors can also be delineated through wayfinding signage and graphics. Graphics painted on the ground can be used to demarcate dedicated loading routes and individual loading spaces. Signage with information on loading hours can be installed on site so that loading areas are kept clear during those hours.

Medium-term Vision

Medium-Term place-based recommendations include physical improvements that may happen within 1-3 years.



GOAL 1: Improve the French Market's facilities in the medium-term.

Action A: Build a multi-purpose platform with built-in electricity and sound infrastructure.

This can be used as a stage for performances during festivals, a storytelling corner for educational programming, and a place to sit and plug-in electronics during off-hours.

Action B: Add green infrastructure.

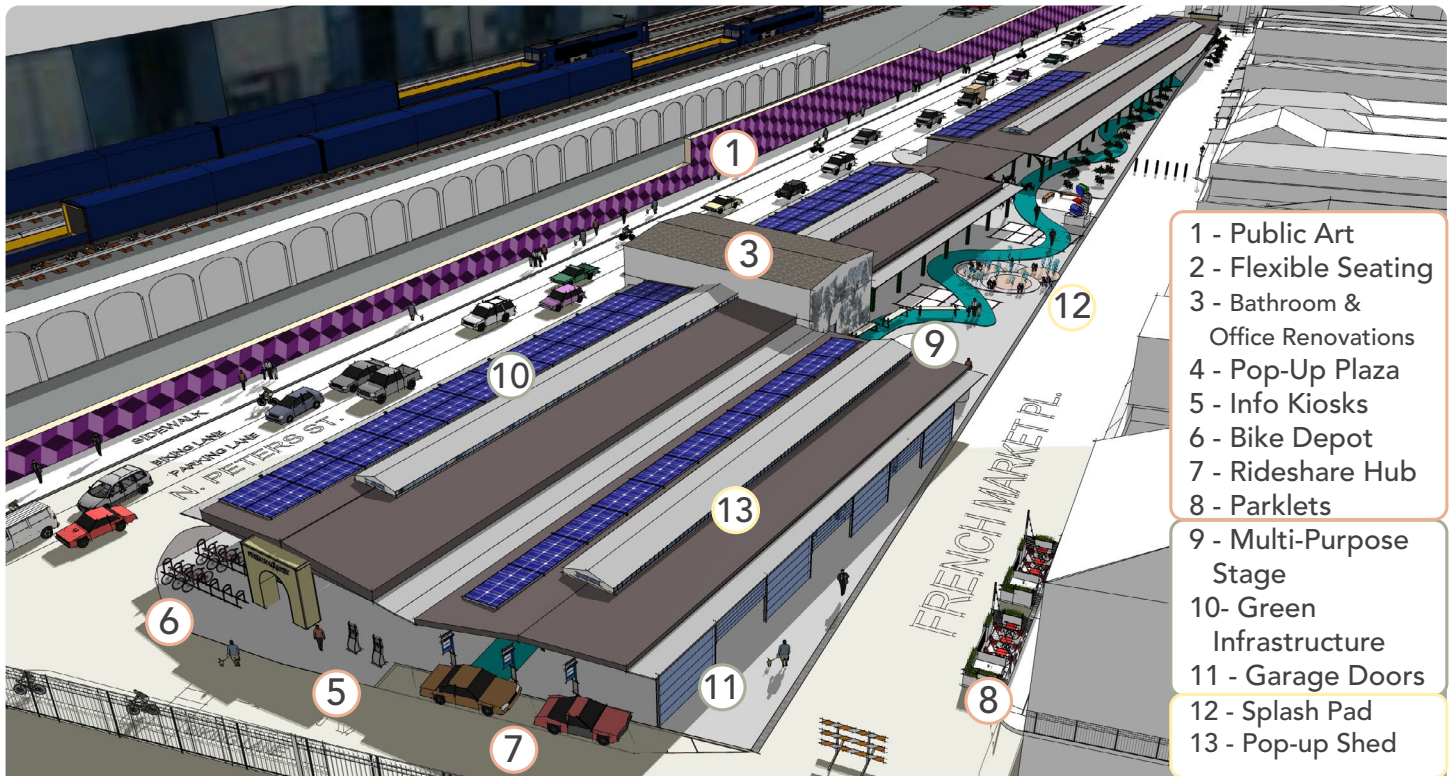
Many stakeholders expressed a desire to see more green infrastructure at the French Market. Solar panels installed south-facing roofs of the existing Sheds and grey-water systems are examples of green infrastructure that can showcase the French Market's eye towards sustainability and progress.

Action C: Upgrade existing fabric rain screens.

Upgrading existing fabric rain screens along the perimeter of the market Sheds to be more rigid, glass garage doors would better protect vendors and customers from wind-driven rain and weather disturbances.

Long-term Vision

Long-term capital improvements are aspirational and will require more substantial planning, funding, and resources to implement successfully.



GOAL 1: Improve the French Market's facilities in the long-term.

Action A: Build out a third shed over the pop-up plaza.

In the long term, building out a third shed over the pop-up plaza would create additional weather-protected space that can be programmed year-round.

Action B: Build interactive play areas, like a splash pad.

Building out interactive play elements such as a splash-pad or water-feature in the open plaza area would draw more families to the market, especially during hot summer months.

Action C: Permanently close off one block of French Market Place, between Decatur Street and Governor Nicholls Place, to vehicular traffic in the future by installing bollards along Governor Nicholls and Decatur Street.

This temporary action has proven to be very successful and popular among locals and tourists. This would still maintain vehicular access at the second block of French Market Place, between Governor Nicholls and Barracks Street, for service and loading traffic.



Action D: Address long-term loading needs.



Work with New Orleans DPW to demarcate and designate loading areas and times along French Market Place and N. Peters Streets in the long term. Provide signage that clearly describes designated loading hours along both streets so that loading aisles are kept clear during those hours and vendors with loading tags are not ticketed.

Vehicular paths and pop-up locations should also be demarcated underneath the new covered shed for pop-up trailers.

Loading areas and paths should be further defined through design and further vendor engagement during the implementation phase.

Ending with People

Conclusions & Next Steps



Conclusions & Next Steps

“Plan the work and work the plan.

Are we ready now to do the work?”

-Carol BeBelle, New Orleans Cultural Thought Leader

The recommendations outlined in this document are intended to lay the groundwork for the French Market’s next stage of implementing a refreshed vision for the future. Collaboration between French Market leadership, the City of New Orleans, partners, and stakeholders should continue; to review, refine, and implement these recommendations successfully. The team invites the public to stay engaged with this evolving work by doing the following:

- Check the French Market Corporation’s website for updates.
- Email FMC staff and use FMC’s virtual comment box to share additional questions and feedback.
- Tell your friends and neighbors about this ongoing work.
- Tag the French Market with photos of your vision!

Just as this work started with people, it also ends with people at the center. This document is a culmination of many voices coming together to envision the future of the French Market. It will take many hands to ensure that this work is done right, so that the French Market can achieve its mission to serve the public good.



Appendix

The full appendix document can be found on the [French Market website. \(frenchmarket.org\)](https://frenchmarket.org)

Engagement Summaries

[Round 1 Stakeholder Engagement Summary](#)

[Round 2 Stakeholder Engagement Summary](#)

[Round 3 Stakeholder Engagement Summary](#)

[Public Bathing Research Document](#)