FRENCH MARKET CORPORATION

Leasing Evaluation Tool

					Notes
STRATEGIC PLAN ALIGNMENT					
Sells locally made / artisanal goods that reflect the unique character of the region	Mass-market / widely available goods	Some local goods, not distinctive	Primarily local / artisanal	Exclusively local, one-of-a-kind offering	
Creates a destination retail or dining experience	No destination draw	Incidental draw	Identifiable destination concept	Creates unique visitor experience not currently available in the District	
Commitment to storefront / visual presentation standards	No evidence of visual standards	Basic storefront, no clear plan	Addresses signage and display in LOI	Detailed visual / merchandising plan provided	
Supports FMC placemaking — programming, events, seasonal activation	No mention of programming	Vague willingness	Specific programming proposed	Robust plan; aligns with FMC seasonal calendar	
Supports FMC mission to encourage tourism and incubate small business	No alignment	Loosely aligned	Clearly aligned	Exemplifies FMC mission	
TENANT CONCEPT & FIT					
Alignment with local character, culture & identity	Conflicts with local identity	Loosely aligned	Generally consistent	Strongly enhances local identity	
Fills a gap / avoids duplicate use in existing tenant mix	Duplicates existing tenant	Overlap with existing use	Differentiated offering	Fills identified gap in mix	
Local vs. national/international operator	Generic national/international chain	Regional chain	Local with some presence	Independent NOLA-rooted operator	
Dual appeal — local residents and tourists	Appeals to neither	Appeals to one only	Appeals to both somewhat	Strong, proven dual appeal	
OPERATOR EXPERIENCE & QUALIFICATIONS					
Relevant operating experience	No relevant experience	Limited experience	Solid track record	Proven, established operator	
Experience in urban core retail environment	None	Some retail experience	Urban core retail market experience	French Quarter / FMC experience	
Ability and willingness to comply with FMC operating standards	No mention / resistance	Vague acknowledgment	Explicitly acknowledges standards	Demonstrated history of compliance	
FINANCIAL STRENGTH					
Financial statements / proof of capitalization	Not provided	Provided, weak	Adequate capitalization	Well-capitalized, strong financials	
Proposed rent vs. Marketed Rent (Composite of McEnery fair market rate/Strategic Leasing Plan/Current Rental Rates)	Below market / unsupported	Slightly below market	At market rate	At or above market, well-structured	
Projected gross sales — reasonableness and support	Unsupported / unrealistic	Somewhat supported	Reasonable with some basis	Well-supported with data or track record	
LEASE TERMS PROPOSED					
Proposed term length	Short term / month-to-month	1–2 years	3–5 years	5+ years with renewal options	
TI / concession requests	Excessive requests	Above market requests	Reasonable requests	Minimal or no concessions	
Willingness to accept FMC standard lease terms	Significant carve-outs requested	Several modifications requested	Minor modifications only	Accepts standard terms	

DBE/LOCAL ECONOMIC DEVELOPMENT STATUS					
DBE ownership status	Not DBE	Partial DBE ownership	Majority DBE owned	Certified DBE	
NOLA-based entrepreneur	No local connection	Some local ties	NOLA-based operator	NOLA-based, community-rooted MBE/WBE	
FMC TENANCY HISTORY					
Tenancy status	Former tenant / negative history	New tenant / no history	Former tenant / positive history	Current tenant in good standing	
Lease compliance history (if applicable)	Prior defaults / disputes	Minor issues on record	Clean record	Exemplary — exceeded obligations	
X FACTOR	**Narrative**				
Evaluates the unique value the proposed tenant brings to the district or specific location. Examples include destination appeal, anchor potential, or a distinctive retail or dining experience. Score must be supported by a narrative.					