

Barrels Community Market



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Our Mission



Barrels Community Market buys and sells food, crafts, and tools that are produced locally and sustainably from naturally occurring inputs whenever possible. We also host events and classes designed to promote individual and community health, teach traditional arts and skills, and celebrate the unique spirit of our community and land.

The Origins of Barrels



- Successful Farmers' Market
- Survey results indicating need for grocery store / specialty foods store
- Feasibility Study
- The ideal location!
- Lift-off in June 2009

Overview



- Waterville Main Street is the parent organization
- Hours: Mon-Fri, 10am-7pm; Saturday, 10am-5pm; open for all special events in Downtown
- Over 200 suppliers
 - Emphasis on local – within a 20 mile radius whenever possible
 - Produced through natural and sustainable processes
- Staffing:
 - 2 Full Time Employees
 - 25+ Active volunteers

Event Space



- **Workshops & Lectures:**
 - Composting workshop
 - Seed starting workshops
 - Artist / author talks
 - Film screenings
- **Freshwater Arts**
 - Art classes for adults & youth
 - Pottery studio
 - Vendor-driven workshops: quiltmaking, felting, etc.

Special Events: Get Up Downtown



- **Target audience: college students**
- **Event elements:**
 - Free samples
 - Live music
 - Media coverage
 - Part of a monthly series hosted throughout Downtown

Special Event: Holiday Open House



- Target audience: area residents
- Event elements
 - Free samples
 - Live music
 - Vendors in the store
 - Media coverage
 - Wine & beer

Special Event: Meet the Reps



- Mid-Maine Chamber of Commerce event
- Target audience: Chamber members, young professionals, U.S., state and local representatives
- Event elements
 - Wine & beer
 - Free food
 - Held 3-4 times throughout legislative session

Community Portrait Collage



- \$10,000 grant from New England Foundation for the Arts
- Public artist Tim Gaudreau in residency
- Hundreds of photos and personal stories

Marketing & Promotion



Barrels Community Market Referral Card

**FIRST TIME CUSTOMERS:
PRESENT THIS CARD
TO RECEIVE 20% OFF
YOUR FIRST PURCHASE!**

74 Main Street
Downtown Waterville
207-660-4844
www.barrelsmarket.com

I was referred to Barrels by: _____



Barrels Community Market Frequent Shopper Card

Present this card each time you spend \$20 at Barrels and earn a \$20 gift certificate when you reach \$200.

\$20	\$20	\$20	\$20	\$20
\$20	\$20	\$20	\$20	\$20

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Thanks for being part of our success!

- Frequent Shopper Cards
- Referral Program
- Membership Program
- Downtown Employee Outreach
- Media coverage
- Web site with event calendar
- Constant Contact: new products, sales, vendor profiles
- Facebook & Twitter

Outreach



- Hall School program
- Muskie Center
- Hospital outreach
- Rotary presentations
- Morning Sentinel's Taste of Home Cooking School

Pride in our suppliers



Is there any gimmick we won't try?



Pride in our products!



Presentation is key!



Family friendly



Friendly, welcoming environment



Lots of free samples



Happy staff & volunteers



Consolidated Clearance Sale

