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DOWNTOWN WATERLOO NEWSLETTER OCTOBER 2021



Tour De Loo October 14th

Discover What's New in Downtown Waterloo!

Tour De Loo showcases what is new, recently renovated, and being revitalized in downtown Waterloo!
This tour is going to be full of great places to shop, eat, reside, and learn about the history of the buildings and find out about the businesses that fill them. See how they are making downtown Waterloo a diverse and vibrant place to live, work and grow. Mark your calendar for **October 14th from 5:30 - 9:00 pm** in Downtown Waterloo.

Some of the stops include:

Absalom Lounge
Best Western Plus Executive Residency
E-Scooters
General Machine and Supply Company Building
GR Kitchen & Taps
Historic Residential House
Lincoln Savings Bank
The Loft
Silos & Smokestacks

Following the tour, join us at GR Kitchen & Taps for the after party for your chance to win door prizes!

[Purchase Tickets Now](#)

Downtown Trick or Treat



October 30th
10am to Noon

Downtown Trick-or-Treating is a community favorite with activities and candy. We look forward to bringing back the event, keeping parts of the 2020 version and adding new activities!

This year, we will have activities for all age groups including contests, trick or treating, a costume parade, and more!

Trick-or-Treating begins at 10am and will go throughout Downtown Waterloo. Follow the Facebook event and watch the website for a map of locations and where the activities will be.

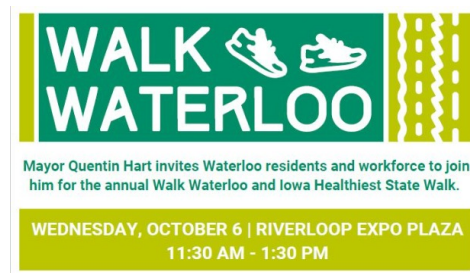
[Join In!](#)

Walk Waterloo

The annual Walk Waterloo has partnered with the Iowa Healthiest State Walk to promote wellness and healthy living. Waterloo is thrilled to have been selected as official event location. The fun will kick off at the RiverLoop Expo Plaza where Mayor Hart, Lieutenant Governor Adam Gregg and leaders of the Iowa Healthiest State Initiative will encourage participants to add 30 minutes of walking to their daily routine.

Food trucks, live music and a host of vendors will also be on hand at the Expo Plaza to celebrate the annual walk and state initiative.

[Learn More](#)



Please join us in extending a warm welcome to the new businesses who have recently opened in Downtown Waterloo! Be sure to stop by and check it.

Big Head Burger 324 West 4th St.

Follow Main Street Waterloo on Facebook to learn when ribbon cuttings to celebrate the new businesses are.

Help us plan Winter WonderLoo



Winter WonderLoo is our annual event to kick off and celebrate the holiday season!

We are extending the fun and need your help. Be part of the fun by joining the 2021 Winter WonderLoo planning committee!

Email assistant@mainstreetwaterloo.org if you want to join in the next planning meeting.

Join us in celebrating 25 years by participating in our monthly gift card giveaway.

Each month, Main Street Waterloo will be giving away a \$25 gift card to a downtown business!

Watch our Facebook page on the 18th of each month to find out who the featured business is and how to enter. Then join us at 11:30am on

the 25th of each month as we do a live drawing.

[MSW Facebook](#)



Downtown Waterloo Gift Certificates

Main Street Waterloo sells Downtown Waterloo gift certificates that can be redeemed at most downtown businesses. You can purchase them on our website, or by stopping by the office. Watch for additional locations being added in 2021.

[Purchase Here](#)

Volunteers Needed

Throughout the year, Main Street Waterloo has projects and events that we need help with. Volunteers like yourself are what makes our events and projects successful.

Take a moment to fill out the form at the link below to let us know what areas you would be interested in volunteering in.

[I Want to Volunteer](#)



100 Friends of Main Street Waterloo



Main Street Waterloo is a non-profit, volunteer driven organization that is dedicated to maintaining and enhancing the vitality of our downtown center.

The organization is able to support downtown businesses, hang flower baskets, decorate for the holidays, host events and more because of the generosity of our community.

Main Street Waterloo is hosting our 2021 investment campaign by challenging 100 people to donate \$100 to make our city center stronger.

Join Today

Main Street Waterloo is a non-profit organization dedicated to the revitalization of our downtown center, and with your help we have been able to do so much with the district. Through your continued support and partnership, we are excited to promote and represent Waterloo as a great place to live, work and play.

With your partnership, we are sure to achieve great things in 2021.

Learn More



As part of our 25th Anniversary Celebration, Main Street Waterloo has launched a podcast.

Each month we sit down with community leaders, volunteers, and more to tell the story of Downtown Waterloo and how far we have come over the past 25 years.

Watch for bonus episodes where we share details about events and topics that affect Downtown Waterloo!

MSW Podcast



2021 Main Street Waterloo Events Calendar

As we look ahead to 2021 we remain optimistic and are planning events. We will continue to stay on top of the Federal, State, County, and City recommendations and guidelines and make changes to any event that are needed. Please watch future newsletters, our website and social media for details. Mark your calendars for these events:

October

- Oct. 14 [Tour De Loo](#)
- Oct. 30 [Downtown Trick or Treat](#)

November

- Nov. 6 Shop Downtown Saturdays kicks off
- Nov. 27 Winter WonderLoo Kick Off
- Nov. 27 Shop Small Saturday

December

- Winter WonderLoo events continue through December 18
- Shop Downtown Saturdays continues through December 18

2022 Event Dates Will Be Announced Soon

Cedar Valley 365 is a community calendar where businesses, organizations, and community events can share details with you. Many of our downtown businesses are on this calendar as well as other organization who host events in Downtown Waterloo.

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MAIN STREET  is dedicated to maintaining and
WATERLOO enhancing the vitality of our
downtown center.

www.MainStreetWaterloo.org



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Main Street Waterloo

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