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ncing Main Street Waterloo is dedicated to maintaining and enl
the vitality of our downtown center.

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Every Saturday 8AM - 12PM

RiverLoop Expo Plaza (460 Jefferson St.)

The Waterloo Urban Farmers Market strives to offer a safe market experience for all. All vendors, volunteers, and staff members are required to wear masks and customers are highly encouraged to wear masks when shopping; social distancing is expected.

You have until September 7th to get your hands on the all-new 2020 merchandise collection: *Farm. Food. Family.* All purchases will help support the 2020 Waterloo Urban Farmers Market season.

Visit our online store to submit your order today:
<https://waterloofarmersmarket2.itemorder.com/sale>

Did you know that all SNAP/EBT and P-EBT purchases at the Waterloo Urban Farmers Market are eligible to receive FREE Double Up Food Bucks to shop for fresh fruits and vegetables? Here's how it works in 3 easy steps:

Stop at the information booth to swipe your EBT or P-EBT card

Receive FREE Double Up Food Bucks up to \$10 per market

Shop with local vendors for fresh fruits and veggies

Are you interested in becoming a market vendor this season? It's not too late! We are still accepting vendor applications and have an amazing deal for your business! Apply to become a vendor for the second half of the market season. Rates as low as \$75!

Apply to be a Vendor

Follow the Market on Facebook

Welcome to Downtown Waterloo



Join us on September 5 as we welcome The Soul Book Nook LLC to Downtown Waterloo.
110 E 4th St

They will be hosting a grand opening with a ribbon cutting at 12:30.

The Soul Book Nook LLC inspires communities to heal through prints and publications that encompass all of us through literary works, storytelling, factual revelations, history and autobiographies of all people.

Their regular hours and additional projects, events, and opportunities will be announced soon.

See the Facebook Event

Shop Downtown Saturdays

Main Street Waterloo is excited to plan Shop Downtown Loo 2020. This is the 4th year for the event, and brings additional retail to Downtown during the holiday season. Pop-ups are invited to have a brick and mortar location to foster a unique retail experience. The event is each Saturday from November 7 through December 26.

Are you a vendor, or do you know a vendor who is interested? Please complete this form no later than September 25.

Vendor Application



The next **Cheers to Small Business** will be Tuesday, October 6. The event will be held virtually and focus on the stress we are all facing these days. Learn how stress affects you and helpful pointers on how to manage the stress we all feel with the unknown.

Click the link below to register and receive the Zoom link.

Register

2020 Census Timeline



Have you completed the Census yet?

Why a complete count matters:

Getting a complete and accurate count of Black Hawk County's population determines our state's representation in Congress. It also determines the distribution of more than \$675 billion in federal funding for vital programs and services in education, health, housing, public safety, and transportation.

For the first time, the 2020 Census will be available ONLINE. Watch your mail for your envelope with personalized code to enter.

The Census is confidential. It is the Census Bureau's legal duty to protect your information.

You Count Black Hawk County



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.

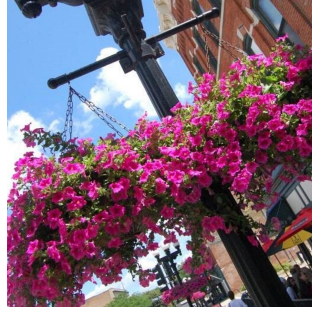
Main Street Waterloo is asking the community to come together and challenging 100 people to donate \$100 to make our community stronger.

Donate

Downtown Flowers

The pink petunia flower baskets have become synonymous with Downtown Waterloo. Each spring Main Street Waterloo volunteers hang over 100 of these

beautiful baskets, adorning downtown May through October.



Visit our website to become a sponsor or help volunteer to water.

<https://www.mainstreetwaterloo.org/flowers>



Downtown Waterloo Gift Certificates are now available!

Gift certificates can be purchased online and mailed to you, or by appointment at the Main Street Waterloo office.

Gift Certificates may be used like cash at any business in the downtown district. This is a great way to support local during these difficult times. Purchase a gift certificate now and use later, or purchase a thank you gift for front line workers, teachers, employees, etc.

[Purchase Here](#)

DOWNTOWN WATERLOO BUSINESS UPDATE

NEW BUSINESSES SO FAR THIS YEAR



324 E 4th St



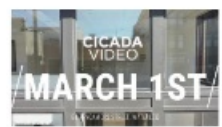
710 #4 Commercial St

MACARONS by Anne

516 Lafayette St



531 Commercial St, Suite 1000



615 Sycamore St



211 E 4th St



620 Sycamore St

MERCYONE
Grand Crossing Family Medicine
21 West Jefferson St



Residency
205 W 4th St

THESE BUSINESSES HAVE MOVED



617 Mulberry St



321 W 4th St

In an effort to prevent the spread of COVID-19 and keep our staff and volunteers safe, the Main Street Waterloo office will be open by appointment only.

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