

DOWNTOWN WATERLOO NEWSLETTER

NOVEMBER 2021

Shop Downtown Saturdays



Join us this holiday season from **November 6 through December 18** to shop retail pop ups and all of the downtown staples!

Every Saturday from 11am to 5pm pop up shops and downtown retailers will be open to help you find the perfect holiday gifts and decor.

5 pop-up locations with more than 9 vendors will join our existing retailers for the holiday season. Remember to shop local this holiday season!

Be sure to follow the Facebook event for additional hours, specials, and announcements.

[More Details and Map of Locations](#)



Holiday Parking Program

Main Street Waterloo is excited to offer the Holiday Parking Program this shopping season. Each Friday between Thanksgiving and Christmas, you can receive 2 hours free parking by entering a code into the Passport Parking Mobile App. We are also offering 2 hours free parking the week of Christmas for those last minute shoppers! The code will be released soon.

Nights and Weekends are always free!

Downtown Waterloo Gift Certificates

Downtown Waterloo Gift Certificates make a great gift for everyone on your shopping list! You can purchase these through Main Street Waterloo



and they can be redeemed at most downtown businesses. You can purchase them on our website, or by stopping by the office.

[Purchase Here](#)

Winter WonderLoo kicks off this Month!



Winter WonderLoo is Downtown Waterloo's holiday celebration. Join as the event moves to a **Holiday Season of Celebration** over the four weeks between Thanksgiving and Christmas.

The event kicks off on November 27th activities such as Letters to Santa, a scavenger hunt, a Winter Concert Series, and more. Our friends at Experience Waterloo will kick things off with Waterloo Lights the Night.

Follow us on Facebook so you don't miss out on updates! A Facebook event has been created for each week, so be sure to like and follow each of them to see what is happening that week.

[Full Calendar of Events](#)



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 them out.

Daq King

632 Sycamore St
Ribbon Cutting & Grand Opening
Saturday, November 13 at 2:00pm

Hungry Charlie's Lunch Box

Opening later this month
206 E. 4th St.

Friday Loo 2022 Dates Announced

We are thrilled to announce the dates for the



SUMMER CONCERT SERIES

2022 Friday Loo Summer Concert Series.

Join us in 2022:

May 27
June 17
July 8
August 12
September 2

[Follow Friday Loo on Facebook](#)



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!](#)



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:

November

- Nov. 6, 13, 20, 27 Shop Downtown Saturdays
- Nov. 27 Shop Small Saturday
- Nov. 27 Winter WonderLoo Kicks Off
- Nov. 27 Winter Concert Series at Jameson's with Eleventh Hour and a Holiday Beard Contest

December

- Dec. 1-25 Winter WonderLoo events continue
- Dec. 4, 11, 18 Shop Downtown Saturdays
- Dec. 4 Winter Concert Series at Screaming Eagle with Beyond the Silence - contest to be announced
- Dec. 11 Winter Concert Series to be announced
- Dec. 18 Winter Concert Series at The Loft with Youth Gone Wild and an Ugly Sweater Contest

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.

Community Event Calendar

Main Street Waterloo Board of Directors

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

www.MainStreetWaterloo.org

