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

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**we want  
TO HEAR  
FROM  
YOU!**

**DOWNTOWN  
WATERLOO**

Share what types of business  
and products  
you would like to see in  
Downtown Waterloo

July 23-August 6

As recovery COVID-19 efforts progress and we look ahead, we need your help to identify the types of eating and drinking places, entertainment venues, and retail establishments that could be prime for expansion and recruitment to serve you better. It only takes about 5 minutes to share your input on what YOU would like to see in Downtown Waterloo!

The survey will only be open through August 6 so act now, and please share the link and invite others to participate.

Take the Survey



## 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

# FRIDAY LOO

SUMMER CONCERT SERIES

As the COVID-19 pandemic continues to have an impact on the Cedar Valley, the FridayLoo planning committee has made the difficult decision to cancel the rest of the FridayLoo season. Due to Governor Reynolds extension of social distancing guidelines, and seeing several local businesses being affected by cases, the committee feels this is the best decision for the safety of everyone involved.

The safety of our community members, local businesses, and those who attend FridayLoo has always been our main focus. We appreciate the support that we have received from the community thus far, and have no doubt you will continue to support us in this decision. Please call 319-291-2038 or email [director@mainstreetwaterloo.org](mailto:director@mainstreetwaterloo.org) if you have any questions.

We will be announcing the 2021 dates soon. Please follow our social media and visit the Main Street Waterloo website [www.MainStreetWaterloo.org](http://www.MainStreetWaterloo.org) for announcements.



We are excited to share, our website is so much easier to use (and look at)! Thank you to Pretty Good Co. for all of their work.

Visit Our New Website



The Waterloo Urban Farmers Market is open each Saturday until Oct, 31 at the RiverLoop Expo Plaza (460 Jefferson St.) from 8AM - 12PM.

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!

To apply today, visit our website at <https://www.mainstreetwaterloo.org/urban-farmer-s-market> or email [urbanmarket@mainstreetwaterloo.org](mailto:urbanmarket@mainstreetwaterloo.org) for more information.

## Celebrate Sweet Corn Day at the Market!

Saturday, August 15

10:00 AM – 2:00 PM rain or shine

RiverLoop Expo Plaza

Free Admission

Shop the Waterloo Urban Farmers Market and celebrate summer in Iowa with Fresh Sweet Corn (prepared by Verve Kombucha Kitchen & Bar), BBQ, refreshing watermelon slices and more. Pies, other desserts, and beverages will also be available for purchase. While you're there, purchase additional corn and produce to cook or can at home.

Corn, watermelon and BBQ available for purchase will be provided by Billy & Lillie Jones (The Produce Store). Proceeds support the Waterloo Urban Farmers Market.

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 encouraged to wear masks when shopping. Social distancing is expected.

Interested in volunteering during Sweet Corn Day at the Market? Email [urbanmarket@mainstreetwaterloo.org](mailto:urbanmarket@mainstreetwaterloo.org) for more information.

Special thanks to our market sponsors: 5210/Healthy Choices Count, Veridian Credit Union, Main Street Waterloo, The Sinnott Agency, Profile By Sandford, Waterloo Center for the Arts, Bakari Behavioral Health, Viking Pump, and United Health Care.

[Follow the Market on FaceBook](#)



## Letterboxing Adventures

Letterboxing combines art, orienteering, and puzzle-solving to create fun outdoor adventures. The rules are simple, participants use the location clues given to find a box that contains a stamp/notepad. Participants then stamp their personal notepads with the stamp in the box, and in return, stamp the notepad in the letterbox with their personal stamp. Participants may also leave a note for other adventure goers to find.

[Learn More](#)



## Waterloo Field of Honor®

Thank you to The Exchange Club of Waterloo for making this happen. The Waterloo Field of Honor® flag display will be a site to behold August 8th & 9th when nearly 600 flags honoring fallen soldiers, airman, marines, and sailors from black hawk county will fly. The event is free and open to the public! Proceeds will help support the Sullivan, Hartogh Davis Honor Flights and The Exchange Club of Waterloo.

This is an experience hard to describe, but not to be forgotten. We invite all to visit the Waterloo Field of Honor® display and walk with us among the posted flags. Don't miss it!

[Learn More](#)



## 100 Friends of Main Street Waterloo

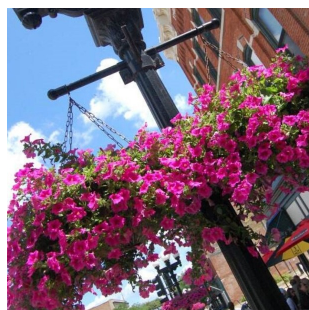
Main Street Waterloo is a non-profit, volunteer driven organization that is dedicated to maintaining and enhancing the vitality of our downtown center. The organization is able to support downtown businesses, hang flower baskets, decorate for the holidays, host events and more because of the generosity 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](#)

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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Main Street Waterloo

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