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MAIN STREET WATERLOO

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



October 3: [Tour De Loo](#)
October 15: [Cheers to Small Business: Tools for a Successful Business](#)
October 26: [Downtown Trick or Treat](#)
November 30: [Winter Wonder Loo and 5K](#)
November 30: Shop Small Saturday
November & December: Shop Downtown Loo
Check out our [website](#) for more details on events as they are made
available



October 3rd 5:30 - 9:00

Tour De Loo is this Thursday. Packed full of 15 great stops Tour De Loo showcases what is new, recently renovated, and being revitalized in Downtown Waterloo. Stops include:

Anton's Garden	Behar Bar
Blue Iguana	Boudoir By Beineke Photography
FireWater	
Hawkeye Community College Van G Miller Adult Learning Center	
Here's What's Poppin Snack Shop	Iron Horse Social Club
Ivy Trellis	Judge Platt House
On The Rocks	Peerless Bakery Co. Building
Try Pie Bakery	Verve Kombucha Kitchen & Bar
Webberking Building	

The tour is full of great places to shop, eat, drink, and learn about the history of these building and information about the businesses that fill them. See how everyone is making downtown Waterloo a diverse and vibrant place to live, work, and play.

[Purchase Tickets](#)

[Volunteer](#)



It's that spooky time of year again, and downtown Waterloo will be hosting our annual Downtown Trick or Treat. The event will take place on Saturday, October 26 from 10 am - 12 noon. Begin at the Waterloo Urban Farmers Market at RiverLoop Expo Plaza for kids activities, candy, and photo booth. The event will continue throughout downtown Waterloo at local businesses. Be sure to stop at the Black's Building for a kid friendly haunted house. Get dressed up in your best costumes and come on down!



Elks Club

407 E Park Ave, Waterloo, IA 50703

Since its origin on October 12, 1894, when 20 individuals established the Benevolent & Protective Order of the Elks in Waterloo, the Waterloo Elks Lodge has had a long and prestigious history.

Through the years, it has played an extremely active role in both the community and Elksdom. The Lodge constructed its present facility in 1924. This stately building, located in downtown Waterloo, was designed to reflect the character of the Old Italian Villas. Extensive use of marble, tile, Bedford brick, black walnut and stained glass enhance the architectural décor which is still preserved today.

The 1950's and 1960's were major years of growth where the organization became 4,000 Members strong. Our organization was the epicenter of socializing and service to the Waterloo and Cedar Falls area.

On January 2, 2008, the Waterloo Elks Lodge underwent renovations to preserve its grand and magnificent architecture and to make the Lodge operate more efficiently. A portion of the renovations went towards remodeling various rooms around the building; including updating the worn décor.

In November 2008, the renovations were complete and a fully-restored and beautiful building emerged. Even today, many of the Members and the Elks staff encourage people to come and admire the magnificent building.

This superbly kept building, with its excellent facilities, handles the many activities of a very active Lodge with a constantly growing Membership. Follow them on [Facebook](#)



URBAN MARKET WATERLOO

POWERED BY MAIN STREET WATERLOO

Visit the Waterloo Urban Farmers Market every Saturday from 8:00 a.m. - 12noon at the Riverloop Expo Plaza (460 Jefferson St) for a variety of local goods including seasonal produce, baked goods, unique crafts, hot foods and beverages, kids activities, and much more.

Is your business interested in participating in some fun community outreach? Saturday mornings in our community-tent is great way to promote and share information with local community supporters. Families, friends, kids, and pets are all visitors of our downtown market. Get your team signed up today by completing this short [form](#).

For weekly updates on all things happening at the market like us on [Facebook](#) at Waterloo Urban Farmers Market. Share your market experience with us by using #WUFM2019 in your social media posts.

Thank you to our market sponsors: [Experience Waterloo](#), [The Sinnott Agency](#), [Waterloo Center for the Arts](#), [Dr. Jeffrey A. Clark](#), and [Cedar Valley Makers](#).

FRIDAY LOO 

SUMMER CONCERT SERIES

May 15	2
May 29	0
June 19	0
July 10	2
August 6	2
August 21	0
September 4	0



VOLUNTEER WITH MAIN STREET WATERLOO

Main Street Waterloo Needs YOU!

The Main Street program is designed to bring new life and activity to our downtown. To help make what we do as effective as possible, we delegate different parts of our effort to people who are most enthusiastic about different kinds of work, and foster collaboration between

volunteers, merchants, city staff, partner organizations, financial supporters, and community leaders. Volunteers are a key element in our successful Main Street program.

We believe that each volunteer contributes directly to the growth and success of Main Street Waterloo and we hope you will take pride in being a member of our team. Without you, we cannot succeed in growing our downtown and radiating energy outward.

There are many ways to join ongoing efforts to strengthen the fabric of our community. In fact, each year, community-minded volunteers contribute thousands of hours to help plan events, complete projects, plant flowers, provide general maintenance and so much more. There are plenty of ways to get involved. You can join one of our four standing committees, or simply volunteer to lend a hand at one of our events. Please contact the Main Street Waterloo office at 319-291-2038 if you are interested in volunteering or joining a committee.

Metered parking in Downtown Waterloo is FREE Monday through Friday after 5 PM and on weekends!!

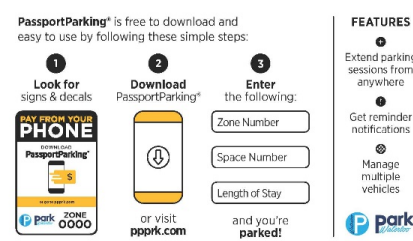
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Space Number
Length of Stay
and you're parked!

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FEATURES

- Extend parking sessions from anywhere
- Get reminder notifications
- Manage multiple vehicles



DOWNLOAD THE WATERLOO PARKING APP

More than 900 spaces accessible with the app! The City of Waterloo launched PassportParking, a mobile parking application that allows drivers to pay for their parking through their smartphones. In addition to paying for parking, drivers can monitor their parking sessions, view payment history and receive email receipts, as well as extend their parking session.

The app is free to download in the App Store and Google Play. You can also manager your parking at ppprk.com or by clicking the link below.

[PARKING LINK](#)

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