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the vitality of our downtown center.

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Main Street Waterloo and Iowa Irish Fest have teamed up with Cedar Ridge Winery & Distillery to host a FREE hand sanitizer drive-up on May 1st.

With the visitor center closed, Cedar Ridge Winery & Distillery has found a way to put their alcohol to good use and keep their staff fully employed. After handing out over 5,000 free bottles to the community, they realized the need was far greater than anyone could have anticipated.

The organizations will come together and set up in the Young Arena (125 Commercial St.) parking lot on May 1 from 11AM to 1PM to hand out free personal size bottles while supplies last.

Inundated with requests from businesses and organizations looking to purchase larger quantities, Cedar Ridge created 1 quart, 1 gallon and 5 gallon bulk size containers, with the goal in mind to get hand sanitizer into the hands of people that need it most. The bulk containers are available to purchase online at <https://crwine.com/product-category/hand-sanitizer/>.

For more information you can call 319-291-2038 or visit Facebook <https://www.facebook.com/events/2469177040062235/>



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.

TestIowa is an initiative in partnership with state leaders and private corporations. The goal is to dramatically increase the rate of COVID-19 testing so Iowans can have better access to testing and help stem the spread of COVID-19 to get us back to normal as quickly as possible.

Testing gives the state crucial data that is needed to track the spread of the virus, contain it, and to help find a cure.

TestIowa





The Waterloo Urban Farmers Market season opener has been postponed until **Saturday, May 16th** and is scheduled to run through Oct 31st at the RiverLoop Expo Plaza 8:00AM - 12:00PM (460 Jefferson Street).

Governor Kim Reynolds released a proclamation on April 24, 2020 giving Iowa farmers markets approval to open with the addition of mandatory requirements being in place. To prevent the spread of COVID-19, the following protective measures will be in place:

- Only food and farm products will be available
- All entertainment and activities have been canceled
- There will be no common seating areas
- Six feet spacing has been added between vendor booths
- Reasonable measures will be taken to ensure social distancing among all market goers

In addition to these protective measures, the Waterloo Urban Farmers Market will be offering an all-new online ordering, curbside pick up market program. Customers will now be able to shop for products online and pick up their order curbside.

The market needs your help! Consider sponsoring your local farmers market to help us continue supporting the connection between local farmers and the community's access to fresh, Iowa grown foods. Visit [here](#) for more information.

For updates on the curbside pick up program, market safety guidelines, and how you can support the market this season please follow us on [social media](#).



Monday, April 27, the Governor issued a proclamation extending the ban on social gatherings of more than 10 people through May 15th at 11:59PM. With this extension, we have to cancel the first FridayLoo of the season. While we are disappointed, we know this decision is in the best interest of our community.



As the COVID-19 pandemic has had a large impact on the world and our local community, the My Waterloo Days planning committee has been having the necessary conversations and making the needed adjustments to ensure the safety of our community.

After much consideration and discussion, we have made the difficult decision to cancel the 2020 My Waterloo Days. The safety of our community members, local businesses, and those who attend the event has always been our main focus. My Waterloo Days involves a great deal of preparation, and due to the interference in planning that COVID-19 has caused, we felt as though it would be irresponsible for us to continue to move forward with the event.

We will be postponing the 2020 Rock the Park theme until June 7-13 in 2021, and will be creating several virtual events for this year's My Waterloo Days. While we are disappointed we will not be able to physically be with our community members for this year's event, we still want to provide an opportunity to connect. The virtual events will include: the parade, a self reporting fun run with costume contest, a car show, a youth talent show, and Facebook live entertainment.

Again, we are saddened by the effects that COVID-19 has caused on the 2020 My Waterloo Days event. Please know this decision was not an easy one for us to make, but we are hoping to make our 2021 event even better. 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.

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

In an effort to prevent the spread of COVID-19 and keep our staff and volunteers safe, the Main Street Waterloo office will remain closed to the public through May 15.

Downtown Business Updates

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