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

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Following the guidelines set forth by the Centers for Disease Control (CDC) and the City of Waterloo, Main Street Waterloo will not be hosting their annual Downtown Trick-or-Treating event. This year alternate activities are being planned to celebrate and engage the community.

- October 1-31 Coloring Contest: Visit the Main Street Waterloo website or office to pick up a coloring sheet. Pictures will be displayed in the office windows and the winners will be announced at noon on October 31st.
- October 26-31 Scavenger Hunt: Visit the Main Street Waterloo website starting 10/26 to get your scavenger hunt list and instructions. The hunt will take through downtown Waterloo to learn, explore, and support local.
- October 26-31 Downtown businesses will be decorating their windows to celebrate the season and offer selfie opportunities
- October 31 is the final Waterloo Urban Farmers Market for the season, 8am to noon at RiverLoop Expo Plaza.
- October 31 Virtual Costume Parade: Visit the Main Street Waterloo website to submit a picture of you, or your pet, in costume to be added to a virtual parade which will be posted on the Main Street Waterloo Facebook page at 10am.
- October 31 Virtual Pumpkin Carving/Decorating Contest: Submit a picture of a pumpkin you decorated and voting will take place on the Main Street Waterloo Facebook page from 10am to 4pm. Winners will be announced at 5pm.

Main Street Waterloo executive director, Jessica Rucker said, "The Downtown Trick-or-Treat Committee worked hard to come up with fun, and creative ideas to ensure the community has ways to celebrate the holiday and support downtown businesses. We have found ways to celebrate Halloween differently than usual and not have to cancel it all together"

Visit the Main Street Waterloo website for full details of the activities or call the office at 319-291-2038 or email assistant@mainstreetwaterloo.org.

[More Details](#)

Winter WonderLoo will look a little different this year due to COVID-19, but we are still planning activities to kick off the holiday season. Would you like to be a part of this planning committee?

Follow us on Facebook and watch our website for details about the event.

[Email Us](#)



We are excited to host Shop Downtown Saturdays this holiday season. Pop-up vendors will join our existing retail beginning November 7 and be open Saturdays from 11am to 5pm through Christmas. Follow us on Facebook and watch our website for details

about locations and vendors.

**Remember to Shop Small and Support
Local this holiday season!**



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 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 IN SEPTEMBER

Brayley Rose
Beauty Boutiques

Brayley Rose Beauty Boutiques
622 Sycamore St.



**Tattoos & Piercing
Studio**
B&B Tattoos & Piercing Studio
622 Sycamore St.



Elevate CCBHC
604 Lafayette St.,
Suite 202



Soul Book Nook
110 E 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.

[Email Us](#)



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Main Street Waterloo

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