

View this email in your
browser

DOWNTOWN WATERLOO NEWSLETTER

January 2021



Downtown Waterloo is looking forward to what 2021 will bring. We have new businesses that will be opening, new events, and the return of many community favorite events.



Wishing you and yours a
very
Happy New Year!



In 2021, Main Street Waterloo will celebrate our 25th year as an organization working to revitalize our city center, recruit new businesses, support downtown businesses and engage the community.

We began as three organizations who shared a dream of revitalizing Downtown Waterloo and came together to become an accredited Main Street community in 1996.

Over the past 25 years, Downtown Waterloo has seen more than 200 new businesses open and more than \$57M in private investment. Main Street Waterloo has used its economic and marketing power to transform downtown into a place where people and businesses want to be!

The organization could not have come this far without the hard work and dedication of staff, volunteers, stakeholders, partners, and the City of Waterloo. Their enthusiasm, dedication and innovative approaches have propelled us forward, and we are immensely grateful for their invaluable contributions.

"As we celebrate our 25th anniversary, I want to thank all of you for being part of our organization's success over the years. I feel proud when looking back at our journey, and look forward to what is to come with new development, historic renovation projects, growth and excitement" - Jessica Rucker, Executive Director.

Throughout 2021 Main Street Waterloo will be sharing stories from past staff, volunteers, businesses and more. We invite you to celebrate with us as we continue to grow and explore new heights.



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!

[Volunteer Center of Cedar Valley](#) - 360 Westfield Ave. 319-883-3015
[Rejuvenate Med Spa](#) - 512 Mulberry St. 319-939-6526
[Riverview Center](#) - 100 E Park Ave 319-939-9599

Coming Soon

[Doughy Joey's Peetza Joynt](#) - 300 W 4th St. 319-277-2800

**Main Street Waterloo Kicks Off
Annual Investment Campaign**
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 kicking off our 2021 investment campaign by challenging 100 people to donate \$100 to make our city center stronger.

Join Today



Taste of Loo

Main Street Waterloo has been hosting Taste of Loo for almost 20 years. The event brings new businesses and long-time staples together to showcase the deliciously diverse dining experiences Downtown Waterloo offers.

This year, Taste of Loo will take place over the entire month of February! Visit participating locations during their regular business hours and when it fits your schedule.

In addition to more time to enjoy the food, we have added a theme: All Things Bacon! Each location will showcase a menu item that features bacon as a primary ingredient.

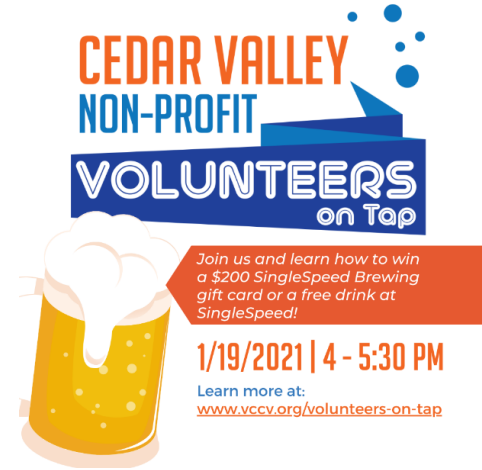
Watch our website and social media for details and ticketing. Be sure to participate in Taste of Loo 2021 to enjoy new dishes, vote for your favorite items, and be entered to win prizes.

Learn More

Volunteers on Tap is a chance for Cedar Valley professionals - people at entry level - to connect with representatives from local festivals, events, attractions, and organizations to learn about long-term volunteer leadership roles!

Register now and join us on January 19, 2021, from 4 - 5:30 PM, for our virtual kick-off event, and learn more about volunteer opportunities from all across the Cedar Valley. **Join us for the live event and be entered to win a \$200 Singlespeed gift card!**

Learn More



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:

January

- Jan. 12 Volunteers on Tap
- Jan. 25 Make Your Website Work for You Training

February

- Taste of Loo the month of February
- Feb. 9 Cheers to Small Business

March

- Mar. 20-21 Funky Junk-a-Loo

April

- Apr. 20 Cheers to Small Business
- TBD Tour De Loo

May

- May 14 Friday Loo
- May 28 Friday Loo
- TBD Iowa State Tailgate Party

June

- Jun. 7-13 My Waterloo Days
- Jun 18 Friday Loo

July

- Jul. 3 Mayor's Fireworks
- Jul. 9 Friday Loo
- Jul. 23 Friday Loo
- Jul. 28 Waterloo RAGBRAI

August

- Aug. 13 Friday Loo

September

- Sep. 3 Friday Loo
- Sep. 4 Food Truck Festival

October

- Oct. 5 Cheers to Small Business
- Oct. 30 Downtown Trick or Treat

November

- Nov. 27 Winter WonderLoo Tree Lighting and visits with Santa
- Nov. 27 Shop Small Saturday
- TBD Shop Downtown Saturdays

December

- Winter WonderLoo events continue through December 18
- TBD Shop Downtown Saturdays



Main Street Waterloo sells Downtown Waterloo gift certificates that can be redeemed at most downtown businesses. You can purchase them on our website, or by stopping by the office. Watch for additional locations being added in 2021.

[Purchase Here](#)



Main Street Waterloo Board of Directors

President
Andrew Robeson

Vice President
John Chiles

Past President
Blake Hammer

Treasurer
Daniel Janssen

Council Chairs:
Design
Mason Fromm

Economic Vitality
Zach Hansen

Organization
Jane Messingham

Promotions
Liz O'Malley
At Large

David Deeds
Mike Ihel
Bari Richter
Tony Stammner
Ivan Valtchev

Liaisons
Mayor Quentin Hart
Council Woman Sharon Juon
Tavis Hall, Experience Waterloo
Ty Kimball, Cedar Falls Community Main Street
Linda Laylin, BH Co. Supervisors
Cara Miller, Silos & Smokestacks
Ryan Muhlenbruch, WPD
Jim Schaffer, Grow Cedar Valley
Aric Schroeder, City Planning & Development

Executive Director Jessica Rucker

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

www.MainStreetWaterloo.org



[Click to edit Email Preferences](#) or [Unsubscribe](#) from this list.

Main Street Waterloo
212 East 4th Street

Waterloo, Iowa 50703 - Unite States of America

verticalresponse
A DELUXE COMPANY