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

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### Downtown Waterloo celebrates the 2020 holiday season and 11th Annual Small Business Saturday®

Downtown Waterloo will celebrate the 11th Annual Small Business Saturday on November 28th. Since the start of this national event in 2010, consumers have reported spending an estimated \$120 billion across all Small Business Saturdays combined. That's \$120 billion toward helping communities thrive, spent over just ten days alone.

In order to drive shoppers to Shop Small® this Nov 28, Downtown Waterloo is spotlighting small businesses and the impact they have on communities. According to the 2019 Small Business Saturday Consumer Insights Survey, 97% of consumers who shopped on Small Business Saturday agree that small businesses are essential to their community and 95% reported the day makes them want to shop or eat at small, independently-owned businesses all year long, not just during the holiday season.

November 28, 2020, marks the 11th Annual Small Business Saturday, a celebration of small businesses and the positive impact they have on communities across the country. American Express, having created Small Business Saturday in 2010, proudly works with organizations and independent businesses to provide solutions that support communities and uplift local economies.



### Shop Downtown Saturdays continues this weekend!

This event offers holiday pop-up shops the opportunity to have a brick and mortar location along side our current retailers during the holiday season.

Each of the pop-ups will be open  
11/28, 12/5, 12/12, and 12/19  
from 11:00AM – 5:00PM

Eight pop-up locations, with 19 vendors will be joining our more than 24 existing retailers for the holiday season. Find all of your holiday gifts, home décor and wish list items in Downtown Waterloo. Remember to shop local this holiday season!

Be sure to follow the Facebook event for additional hours, specials, and announcements.

Follow the Event on Facebook



Pop-Up Location	Vendor	Phone	Address
1. Downtown Waterloo	Waterloo Farmers Market	563-322-4444	100 N. Waterloo St.
2. University Avenue	Waterloo Farmers Market	563-322-4444	100 N. Waterloo St.
3. University Avenue	Waterloo Farmers Market	563-322-4444	100 N. Waterloo St.
4. University Avenue	Waterloo Farmers Market	563-322-4444	100 N. Waterloo St.
5. University Avenue	Waterloo Farmers Market	563-322-4444	100 N. Waterloo St.
6. University Avenue	Waterloo Farmers Market	563-322-4444	100 N. Waterloo St.
7. University Avenue	Waterloo Farmers Market	563-322-4444	100 N. Waterloo St.
8. University Avenue	Waterloo Farmers Market	563-322-4444	100 N. Waterloo St.
9. University Avenue	Waterloo Farmers Market	563-322-4444	100 N. Waterloo St.
10. University Avenue	Waterloo Farmers Market	563-322-4444	100 N. Waterloo St.
11. University Avenue	Waterloo Farmers Market	563-322-4444	100 N. Waterloo St.
12. University Avenue	Waterloo Farmers Market	563-322-4444	100 N. Waterloo St.
13. University Avenue	Waterloo Farmers Market	563-322-4444	100 N. Waterloo St.
14. University Avenue	Waterloo Farmers Market	563-322-4444	100 N. Waterloo St.
15. University Avenue	Waterloo Farmers Market	563-322-4444	100 N. Waterloo St.
16. University Avenue	Waterloo Farmers Market	563-322-4444	100 N. Waterloo St.
17. University Avenue	Waterloo Farmers Market	563-322-4444	100 N. Waterloo St.
18. University Avenue	Waterloo Farmers Market	563-322-4444	100 N. Waterloo St.
19. University Avenue	Waterloo Farmers Market	563-322-4444	100 N. Waterloo St.
20. University Avenue	Waterloo Farmers Market	563-322-4444	100 N. Waterloo St.
21. University Avenue	Waterloo Farmers Market	563-322-4444	100 N. Waterloo St.
22. University Avenue	Waterloo Farmers Market	563-322-4444	100 N. Waterloo St.
23. University Avenue	Waterloo Farmers Market	563-322-4444	100 N. Waterloo St.
24. University Avenue	Waterloo Farmers Market	563-322-4444	100 N. Waterloo St.
25. University Avenue	Waterloo Farmers Market	563-322-4444	100 N. Waterloo St.
26. University Avenue	Waterloo Farmers Market	563-322-4444	100 N. Waterloo St.
27. University Avenue	Waterloo Farmers Market	563-322-4444	100 N. Waterloo St.
28. University Avenue	Waterloo Farmers Market	563-322-4444	100 N. Waterloo St.
29. University Avenue	Waterloo Farmers Market	563-322-4444	100 N. Waterloo St.
30. University Avenue	Waterloo Farmers Market	563-322-4444	100 N. Waterloo St.



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