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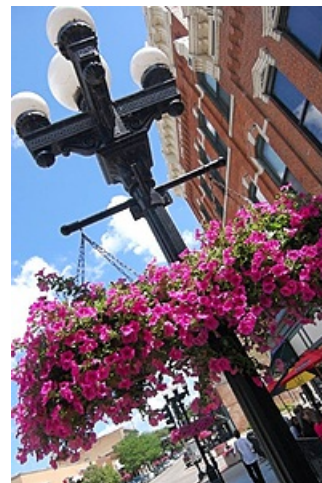


Main Street Waterloo is dedicated to maintaining and enhancing the vitality of our downtown center.

Upcoming Events

SCHEDULE OF EVENTS FOR 2019

May 4-October 26: [Waterloo Urban Farmers Market](#)
May 10: [Friday'Loo Kick off Party with Tommy Bentz Band](#)
May 18: [Downtown Spring Clean Up Day](#)
May 24: [Friday'Loo with Sideshow Bob & Bike to Friday'Loo](#)
May 25: [4th Street Cruise](#)
June 3-9: [My Waterloo Days](#)
June 21: [Friday'Loo with the Ice Breakers & Motorcycle Night](#)
Check out our website for more details on events as they are made available



Downtown Pollinator Project

Silos & Smokestacks National Heritage Area (SSNHA) is partnering with Main Street Waterloo (MSW) to improve the habitat for pollinators in downtown Waterloo.

"Pollinators are important because without them we would live in a world with less plants to be used for food and clothing," said Laura Elfers, Silos & Smokestacks Educational Engagement Director. "Pollinators are needed to transfer pollen from one plant to another to produce seeds."

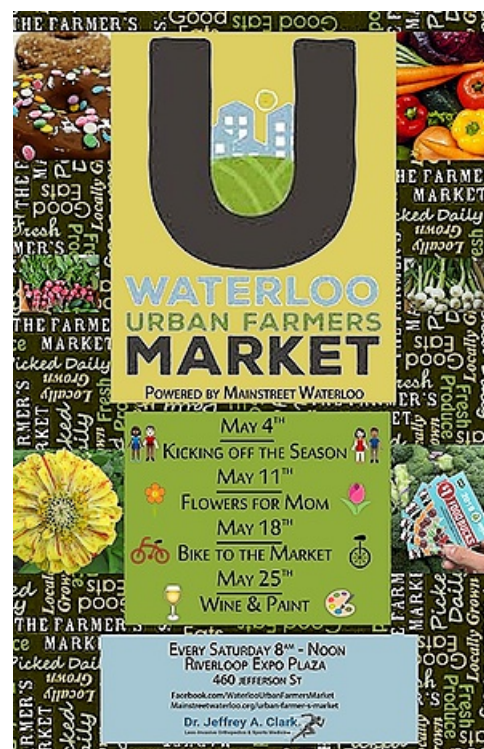
Ten corner planters on East Fourth Street, from Sycamore to Mulberry Streets, will

be filled with a variety of flowers that offer pollinator insects an alternative food source. Plants include Zinnias, Salvia, Lantana, Alyssum, Moss roses, Calibrachoa, and Butterfly weed. "The variety of flowers being used are commonly found in area greenhouses," said Elfers. "We wanted to have examples so people could see they could do this at home, too."

According to Elfers, the flowers being used were chosen because they come in a multitude of different colors. Some insects prefer a certain color over others. Having multiple colors will benefit more than one species of pollinator. Height also comes in to play with some pollinator insects. These plants range in height from four inches to 24 inches tall. Some pollinators would rather be close to the ground while feeding while others like to be high and have a large open flower to provide a "landing strip."

SSNHA and MSW will have help planting flowers. Fifty-eight 2nd graders from Cedar Valley Catholic Schools (CVCS) will join the two organizations to plant the flowers in May. CVCS plans to make the pollinator project its annual 2nd grade community service project.

SSNHA is one of 49 federally designated heritage areas in the nation and is Affiliated Area of the National Park Service. The Heritage Area covers 37 counties in central and northeast Iowa. Through a network of sites, programs and events, SSNHA interprets farm life, agribusiness, and rural communities—past and present. For more information, visit www.silosandsmokestacks.org.



Saturday, May 4th 2019

8AM - Noon at RiverLoop Expo Plaza

The Waterloo Urban Farmer's Market kicks off this Saturday!

Visit the market each week for a variety of local goods including seasonal produce, starter plants and flowers, baked goods, unique crafts, hot foods and beverages, and much more. Join us May 4th for the Season Kick Off, May 11th for Flowers for Mom, May 18th for Bike to the Market, and May 25th for Wine & Paint!

Vendors accept a variety of payments that vary from each vendor including cash, debit/credit, EBT, Double Up Food Bucks, and WIC/Senior vouchers for FMNP program.

Our family-friendly market will also host a weekly kids activity booth sponsored by the Phelps Youth Pavilion.

Interested vendors or sponsors that would like to get involved with this year's market can email our [Market Manager](#) for more information.

For weekly updates on all things happening at the market like us on [Facebook](#).

Thank you to our market sponsor

Dr. Jeffrey A. Clark
Less-Invasive Orthopedics & Sports Medicine



MAIN STREET WATERLOO
 WOULD LIKE TO THANK OUR PRESENTING
 SPONSOR, **BLUE IGUANA MEXICAN AMERICAN**
CANTINA AND OUR PARTNER SPONSORS **SHANE**
GARDNER STATE FARM AND **DOLLY'S PARTY BUS**
 FOR HELPING US MAKE TASTE OF 'LOO 2019 A
 SUCCESSFUL AND FUN EVENT! WE WOULD ALSO
 LIKE TO THANK ALL OF THE PARTICIPATING
 RESTAURANTS AND TASTERS FOR MAKING THIS
 YEAR'S TASTE OF 'LOO A TRULY DELICIOUSLY
 DIVERSE DINING EXPERIENCE!
 PEOPLE'S CHOICE FOR FAVORITE FAVORITE
 BEST SAMPLE NEW MENU ITEM NEW STOP
BLUE IGUANA SCREAMING EAGLE TRY PIE



Networking for Success with Heather Marquez

Tuesday, May 7th
5:30-7pm at SingleSpeed

As essential as it is, networking can be one of the most difficult tasks a business owner must engage in. What if it didn't have to be so challenging? What if you could use it for the tool it is meant to be and grow your business? During this educational workshop, you will learn:

- Why networking is crucial to business success.
- How to survive and thrive at networking events.
- How to start a conversation while networking.
- And so much more!

We will focus on the practical application of how to network and what to do post networking to build connections for the growth of your business and community.

This event is FREE, but space is limited. Please register at this link.



[REGISTER HERE](#)



2019 SCHEDULE OF EVENTS

ALL WEEK LONG

Receive 50% off any admission level with your MWD pass at the [Grout Museum District](#)

Receive \$10 off rental with your MWD pass at [KW Paintball](#)

MONDAY, JUNE 3

Buy One Get One round of 18 holes of miniature golf free at [Adventure Golf](#) with your MWD pass
 \$5 off admission to [Lost Island Water Park](#)

TUESDAY, JUNE 4

Miniature Golf Tournament - 2 Person Best Shot at Palmer's Family Fun
 My Waterloo Days Beach Party presented by [Maxx Rentals](#) from 2-6

WEDNESDAY, JUNE 5

[MAXX Rentals Kayak to the Ball Park](#) 4:30pm
[Learn to Row Open House](#) presented by The Cedar Valley Rowing Club
[Waterloo Bucks vs Duluth Huskies](#) - Post Game Fireworks
[Cedar Valley Soft Trails Association](#) Ride

THURSDAY, JUNE 6

ASPIRE TP [20th Anniversary Open House](#)
[Movies on the Cedar](#): Ralph Breaks the Internet

FRIDAY, JUNE 7

People in the Park 4:00
 My Waterloo Days Parade 6:30
 Above Ground, Never the Less, and Diamond Empire Band

SATURDAY, JUNE 8

[Color Run](#) with DJ Commando
[Kid's Bike Races](#) at Lincoln Park
[Bags Tournament](#) at Lincoln Park
 SingleSpeed Beer Mile
 Music in the Park
 Youth gone Wild, Low Key, The Zoot & Newt Band, Checker & The Blue Tones, and the Nadas
[Waterloo Softball Association Softball Tournament at Hoing Rice](#)
[Cedar Valley Boxing Club](#) exhibition at Riverloop Expo Plaza

SUNDAY, JUNE 9

[Waterhawks Alumni Show](#) 6:00
[Cedar Valley CourtKings vs Eagan Bulldogs](#)



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.

PassportParking® is free to download and easy to use by following these simple steps:

- 1 Look for signs & decals
- 2 Download PassportParking®
- 3 Enter the following:
 - Zone Number
 - Space Number
 - Length of Stay

and you're parked!

or visit [ppark.com](#)

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 pprk.com or by clicking the link below.

[PARKING LINK](#)

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Main Street Waterloo

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