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

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**S H O P  
D O W N T O W N  
W A T E R L O O  
S A T U R D A Y S !**

November 7 - December 19, 2020  
11am to 5pm

Holiday Pop-Ups & Shop Local

Main Street Waterloo is excited to host Shop Downtown Saturdays 2020. This is the fourth year for Shop Downtown Saturdays where pop-up shops are invited to have a brick and mortar location along side our current retailers during the upcoming holiday season.

Each of the pop-ups will be open  
11/7, 11/14, 11/21, 11/28, 12/5, 12/12, and 12/19  
from 11:00AM – 5:00PM

Eight pop-up locations will be joining our 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.

### 2020 POP-UP VENDORS



Brown's ShoeFit Co.  
204 E 4th St.



Jewels  
614 B Mulberry St.



LuLit's Hair Essence  
607 Sycamore St.

LUXE LIFE

Luxe Life  
627 Sycamore St.



Sherry's Shabby Shack  
320 E 4th St.



Muddy Pirate Coffee Traders  
217 W 4th St.



One of a Kind Design  
328 E 4th St.



Winter Farmers Market  
512 Mulberry St.

[Follow the Event on Facebook](#)



## Mark your calendar for November 28!

Santa will be coming to Waterloo and the tree will be lit!

Winter WonderLoo is our kick off to the holiday season. While the event will look different this year, we have a lot of great things planned. Join us at 6:30 as we light the tree in Newton's Park. Santa will be joining us virtually to talk to some of the local children. While you wait, enjoy a holiday drive in and hot cocoa provided by CBE Companies. Don't forget to pick up a take home craft! Everyone is asked to wear a mask and we will be following social distancing guidelines.

Did you enjoy the 5k last year? Don't worry, COVID-19 won't stop us from hosting this again this year. We are moving this event to a virtual 5k. Register, go for a run on your time, and maybe win a prize. Follow the Facebook event for details about registration.

This year we are partnering with the Cedar Falls CAPS program to bring you a Downtown Holiday Scavenger Hunt. The hunt will kick off on November 23rd and run through November 28.

For more details about Winter WonderLoo, visit our website and follow the event on Facebook!

[Facebook Event](#)



### Downtown Waterloo Gift Certificates

Do you have somebody difficult to shop for? Gift certificates make the perfect gift. You can purchase online and have them mailed to you, or make an appointment and stop by the Main Street Waterloo office.

Gift Certificates may be used like cash at most businesses in the downtown district. This is a great way to support local during the holiday season.

[Purchase Here](#)



### 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. There are two months left to participate in this 2020 fundraising campaign. End your year with holiday giving!

[Donate](#)

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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