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DOWNTOWN WATERLOO NEWSLETTER

SEPTEMBER 2021



Food Truck Festival This Weekend

Celebrate Food in Downtown Waterloo!

The much anticipated foodie event, Waterloo's Inaugural Food Truck Festival, will be serving up delicious fun for all ages. This first Food Truck Festival event will take place Saturday, September 4, 2021 from 11am to 8pm at the RiverLoop Expo Plaza.

According to festival chair Amy Miller, "The community has been asking for an event like this and we are excited to be able to provide a unique and stellar experience for those foodies out there."

The festival will take-over RiverLoop Expo Plaza featuring some of the best food truck vendors from throughout the Cedar Valley and across the state, family activities and live music. "Our goal is to facilitate food tourism, and create even more vibrancy for our great downtown. We are very excited to bring the ultimate food truck experience to Downtown Waterloo," says Main Street Waterloo Director, Jessica Rucker.

Volunteers are the heart of our events. We would not be able to host events without their hard work and dedication. We are looking for volunteers to help make sure this event is the best yet. All volunteers will receive a t-shirt, pass to the event, and beverage ticket.

[Sign Up to Volunteer](#)

Thank you to the 2021
Food Truck Festival Sponsors!





2021 Concert Series Wraps Up This Friday

Friday Loo is downtown Waterloo's T.G.I.F. party! For more than 20 years, this has been the most well-known Main Street Waterloo event.

Join us for the last Friday Loo of the season on Friday, September 3rd for The Snozzberries - Retro rock and roll sound providing an energetic and entertaining performance that will keep you dancing and singing.

Follow Friday Loo on Facebook



SUMMER CONCERT SERIES



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.

[Gray Lane Yoga Studio](#) 302 Commercial St.

Business Spotlight: Elevate CCBHC

Located at 604 Lafayette St (2nd Floor), Elevate is committed to providing the community with resources and services to identify individuals' strengths and help build a more healthy and happy life.

Elevate uses a "no walls" approach to provide behavioral health responses to anyone, anywhere in Black Hawk County. They are focused on expanding quality healthcare to those without insurance or underinsured.

Office Hours

Monday - Thursday: 8am - 7pm
Friday: 8am - 5pm
Weekends as Needed

Phone: (833) 370-0719

[Learn More](#)



Volunteers Needed

Throughout the year, Main Street Waterloo has projects and events that we need help with. Volunteers like yourself are what makes our events and projects successful.

Take a moment to fill out the form at the link below to let us know what areas you would be interested in volunteering in.

[I Want to Volunteer](#)



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 hosting our 2021 investment campaign by challenging 100 people to donate \$100 to make our city center stronger.

[Join Today](#)

Main Street Waterloo is a non-profit organization dedicated to the revitalization of our downtown center, and with your help we have been able to do so much with the district. Through your continued support and partnership, we are excited to promote and represent Waterloo as a great place to live, work and play.

With your partnership, we are sure to achieve great things in 2021.

[Learn More](#)



As part of our 25th Anniversary Celebration, Main Street Waterloo has launched a podcast.

Each month we sit down with community leaders, volunteers, and more to tell the story of Downtown Waterloo and how far we have come over the past 25 years.

Watch for bonus episodes where we share details about events and topics that affect Downtown Waterloo!

Episodes are released on the first Tuesday of each month and you are able to listen to the podcast on your favorite platform!

Episode 1: Mayor Quentin Hart
Episode 2: Long Time Volunteer, Cindy Wells

[MSW Podcast](#)

Join us in celebrating 25 years by participating in our monthly gift card giveaway.

Each month, Main Street Waterloo will be giving away a \$25 gift card to a downtown business!

Watch our Facebook page on the 18th of each month to find out who the featured business is and how to enter. Then join us at 11:30am on the 25th of each month as we do a live drawing.

[MSW Facebook](#)



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:

September

- Sep. 3 [Friday Loo](#)
- Sep. 4 [Food Truck Festival](#)

October

- Oct. 5 Cheers to Small Business
- Oct. 15 Tour De Loo
- Oct. 30 [Downtown Trick or Treat](#)

November

- Nov. 27 Winter WonderLoo
- Nov. 27 Shop Small Saturday
- Shop Downtown Saturdays

December

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

Cedar Valley 365 is a community calendar where businesses, organizations, and community events can share details with you. Many of our downtown businesses are on this calendar as well as other organization who host events in Downtown Waterloo.

[Community Event Calendar](#)



Downtown Waterloo Gift Certificates

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](#)

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

www.MainStreetWaterloo.org



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Main Street Waterloo
212 East 4th Street
Waterloo, Iowa 50703 - Unite States of America

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