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

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#DiversityIsOurStrength Mural

Located at E 4th and Lafayette in Downtown Waterloo

Thank you to all of the volunteers, the University of Northern Iowa, Waterloo Center for the Arts, Friends of the Art Center, and JSA Development for making this mural possible!

This public web and mural project developed by Interactive Digital Studies majors at the University of Northern Iowa celebrates our diversity. The portraits represent leaders, educators, and students in the Cedar Valley. Visit the website to read their stories and learn more about this project.

[Website](#)



There will be fireworks on July 4th!

Due to Covid-19 social distancing recommendations, there will be no main event venue this year. The display will be visible south of Hwy 20 in the La Porte Rd. and San Marnan area.

We selected a location, and have worked with the pyrotechnics to ensure the fireworks will be shot off extra high for maximum viewing throughout South Waterloo. We encourage you to grab carry-out from your favorite downtown establishment, find a spot and do some old fashioned fireworks tailgating while staying safe and having fun.

93.5 The Mix will provide music timed to the fireworks to enhance the experience. Viewers should stay with their vehicles at all times, observe social distancing, respect private property, and remove all litter.

August 7
August 21
September 4

[FridayLoo Website](#)

FRIDAY LOO

SUMMER CONCERT SERIES

As the COVID-19 pandemic continues to have an impact on the Cedar Valley, the FridayLoo planning committee has been having the necessary conversations and making the needed adjustments to ensure the safety of our community. Due to Governor Reynolds extension of social distancing guidelines, and seeing several local businesses being affected by cases, the committee has made the difficult decision to cancel the July 10th and July 24th FridayLoo dates.

The safety of our community members, local businesses, and those who attend FridayLoo has always been our main focus. We will continue to monitor the situation and will make announcements as further decisions are made.

We appreciate the support we have received from the community thus far, and have no doubt you will continue to support us in this decision.



We have teamed up with Main Street Iowa and Downtown Professionals Network to put together a survey to help gauge the pulse of the community as we begin the reopen and recovery phase of COVID-19. We need your help to assess the impacts of COVID-19 on Downtown Waterloo. The survey only takes about 3 minutes to complete. Please take a moment to complete at this link.

Survey



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.

Donate

Downtown Flowers

The pink petunia flower baskets have become synonymous with Downtown Waterloo. Each spring Main Street Waterloo volunteers hang over 100 of these beautiful baskets, adorning downtown May through October.



Visit our website to become a sponsor or help volunteer to water.

<https://www.mainstreetwaterloo.org/flowers>

Downtown Waterloo Gift Certificates are now available!

Gift certificates can be purchased online and mailed to you, or by appointment at the Main Street Waterloo office.

Gift Certificates may be used like cash at any business in the downtown district. This is a great way to support local during these difficult times. Purchase a gift certificate now and use later, or purchase a thank you gift for front line workers, teachers, employees, etc.

[Purchase Here](#)

The Waterloo Municipal Band will start their season on July 2nd and will play every Thursday night in July at the RiverLoop Amphitheatre from 7:30-8:15PM.



To ensure the safety of attendees, the band, and volunteers pre-registration is required.

[Register Here](#)



The Waterloo Community Foundation announces that First Responder t-shirts may now be purchased with proceeds benefiting local police, fire and health care workers who keep our community and families safe during the COVID-19 crisis. The t-shirt, with graphics designed and donated as a water color print by Michael Broshar, a local Waterloo native and local architect are available for sale in two colors (black and gray) through the month of June and may be purchased by visiting the Waterloo Community Foundation's website: <https://www.wloocommunityfoundation.org/>.

In April, the Foundation announced a campaign to match all donations up to \$5,000. One hundred percent (100%) of all donations go directly to local first responder organizations (no administrative fees are withheld). The public may also support the First Responders Fund by making a donation directly to the fund or by purchasing a signed print of this First Responder signature image by June 15.

The Waterloo Community Foundation was formed in 2015 to support Waterloo residents with the confidence that all gifts are being invested in our community efficiently and effectively. Most importantly, we are here to help. To learn more about the Waterloo Community Foundation, visit www.wloocommunityfoundation.org or contact us at 319.883.6022.

2020 Census Timeline



Have you completed the Census yet?

Why a complete count matters:

Getting a complete and accurate count of Black Hawk County's population determines our state's representation in Congress. It also determines the distribution of more than \$675 billion in federal funding for vital programs and services in education, health, housing, public safety, and transportation.

For the first time, the 2020 Census will be available ONLINE. Watch your mail for your envelope with personalized code to enter.

The Census is confidential. It is the Census Bureau's legal duty to protect your information.

You Count Black Hawk County

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.

Downtown Business Updates

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Main Street Waterloo

212 East 4th Street

Waterloo, Iowa 50703 - Unite States of America

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