



#### Who is Main Street Waterloo?

MSW is a volunteer driven, non-profit who is dedicated to enhancing the vitality of Downtown Waterloo through historic preservation, economic development and community engagement.

Main Street Waterloo is honored to be designated a Main Street Community by Main Street Iowa. The [Main Street Approach®](#) was developed by the National Main Street Center, Inc. with the goal of economic development within the context of historic preservation. The four points and eight guiding principles are integrated to create a positive, identifiable image for downtown districts.

*Economic Vitality* builds a diverse economic base, catalyzes new investment, and cultivates a strong entrepreneurship ecosystem.

*Design* creates an inviting, inclusive atmosphere, celebrates historic character, and fosters accessible people-centered public spaces.

*Organization* builds leadership and strong organizational capacity, ensures broad community engagement and forges partnerships from across sectors.

*Promotion* markets the district's defining assets, communicates our unique features through storytelling and supports the buy local experience.

[Learn More About Main Street Iowa](#)



### Downtown Spot Light Youth Art Team

The Youth Art Team is a group of artists ages 5-18 from Waterloo and Cedar Falls, Iowa spreading their creativity, talent, and uniqueness to the heart of our community. Their team has been working together since 2010.

"The Youth Art team gives my kids a sense of belonging. The program has helped introduce my children to new people and experiences, which has boosted their self-esteem. They're more outgoing and more willing to try new things." -James & Kenya Evans, Youth Art Team parents

[LEARN MORE](#)





#### August 10th Friday'Loo

Friday [August 10th Friday'Loo](#) returns with music by [Milk & Honey](#) from 5:30-9:30 P.M. in Lincoln Park. Please join us for a great time, food and live entertainment!

Thank you to our sponsors:  
Greenwood Family Pharmacy  
Hawkeye Community College



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- Extend parking sessions from anywhere
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#### Waterloo launches 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 [ppprk.com](#).

VOLUNTEER WITH MAIN STREET WATERLOO

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Main Street Waterloo

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