

2013-14 local events calendar

June

Friday, 21st: City Band
-Third Friday Concert Series
Thursdays 3-7 at Firemen's Park
- Farmers' Market in the Park
Thursday Car Cruise - Cindy Lou's

July

Saturday, 6th: 4th of July Festival:
- Firemen's Park
Friday, 19th: City Band
- Third Friday Concert Series
Thursdays 3-7 at Firemen's Park
- Farmers' Market in the Park
Thursday Car Cruise - Cindy Lou's

August

Sunday, 11: Fit City Triathlon:
- Waterloo High School
Friday, 16th: City Band
- Third Friday Concert Series
Thursdays 3-7 at Firemen's Park
- Farmers' Market in the Park
Thursday Car Cruise - Cindy Lou's

September

Saturday, 14th: Wiener & Kraut Day:
- Downtown Waterloo
Thursdays 3-7 at Firemen's Park
- Farmers' Market in the Park
Thursday Car Cruise - Cindy Lou's

October

Wednesday, 30th: Merchant Trick or Treat:
- Downtown Waterloo
Thursdays 3-7 at Firemen's Park
- Farmers' Market in the Park

December

Saturday, 7th: Holiday Parade:
- Downtown Waterloo, 4pm

April

Saturday, 19th: Easter Egg Hunt,
- Firemen's Park

May

Saturday, 10th: Mauneshia River Cleanup,
- 9am-4pm
Sunday, 18th: Fire/EMS Pancake Breakfast:
- Fire Station
Sunday, 25th: Historical Society Museum
- Seasonal Opening
Thursdays 3-7 at Firemen's Park
- Farmers' Market in the Park

June

Saturday, 14th: Trek 100
Friday, 20th: City Band
-Third Friday Concert Series
Thursdays 3-7 at Firemen's Park
- Farmers' Market in the Park
Thursday Car Cruise - Cindy Lou's



Waterloo shopping and dining guide

YOUR GUIDE TO LOCAL

shopping, dining and services

Welcome to Waterloo. This guide is designed to provide useful information about our local businesses and civic community. Be sure and take advantage of our great parks and amenities while you're here! Many of our merchants and businesses are also on Facebook. Look for the blue dot ● to follow your favorite businesses via social media.



Civic & Cultural

Churches

Cornerstone Church ●

550 Portland Road
10 am Sunday service

920-478-9522
www.cornerstonewaterloo.com

St. John Lutheran Church ●

413 E Madison Street
8:30 & 10 am Sunday service

920-478-2702
www.stjohnwaterloo.com

Holy Family Catholic Church

205 W Milwaukee Avenue
8:30 am Sunday service, 4:30 pm Saturday (1st & 3rd Sat of month), M-F 6:30pm

920-478-2032
www.holyfamily.info

St. Paul's Lutheran Church ELCA ●

226 E Madison Street
9 am Sunday service, 4:15 Saturday service

920-478-2570
www.stpaulswaterloo.com

Waterloo United Methodist Church ●

348 W Madison Street
9 am Sunday service and Sunday School

920-478-2520
www.umcwaterloo.org

Library

Karl Junginger Memorial Library

625 N Monroe Street
10-7 Mon-Thurs, 12-5 Friday, 10-3 Saturday

920-478-3344
www.waterloo.lib.wi.us



Free WiFi

Municipal Government

City Hall ●

136 N Monroe
8-4:30 Mon-Fri

920-478-3025
www.waterloowi.us

Museum

M&M Brewing

124 N Monroe
By appointment/special events.

920-478-2442

Waterloo Historical Society ●

130 Polk Street
1-4 Sunday (Memorial-Labor Day)

www.waterloowisconsinhistory.org



Dining & Drinking

Restaurants and Bars

Mr. B's Bridge Lounge ●

134 E Madison Street
6pm-2am

920-478-9613

Cindy Lou's Café ●

336 Portland Road
Mon-Thurs, Sat 5:30 am – 2pm, 5:30 -8pm Summer Thurs, 5:30 am-8pm Fri , 6am-1pm Sun

920-478-2155

Coaches Alley ●

151 N Monroe Street
10 am-2am

920-478-4488

End Zone

137 N Monroe Street

920-478-3773

Hartwig's Waterloo Diner ●

111 N Monroe Street
6am-2pm Mon-Thurs, 6am-8pm Fri & Sat, 7am-1pm Sunday
Ice Cream Window Mon-Thurs 3-8 pm (seasonal)

920-966-0588

Jim's Cheese ●

410 Portland Road
9am-5pm Mon-Fri, 9am-3pm Saturday, 11am-3pm Sunday (seasonal)

920-478-3600

www.jimscheese.com

Lannoy's Piggly Wiggly ●

810 N Monroe Street
7am-9pm daily

920-478-3088

www.shopthepig.com

Mad Street Pub ●

203 W Madison Street
2pm-2am Tues-Thurs, 4pm-2:30 am Saturday

920-478-2727

MT Bar ●

120 E Madison Street

920-478-9502

Stubby's Bowl

127 E Madison Street

920-478-3473

www.stubbysbowl.com

Subway

300 W Madison Street
7am-10pm Mon-Fri, 8am-10pm Saturday, 9am-10pm Sunday

920-478-9550

www.subway.com

Waterloo Farmers' Market in the Park ●

Firemen's Park
3-7pm Thursdays (mid-May – October)



Entertainment

City Band

Third Friday Concert Series Memorial Day – August - 7pm at various locations

Firemen’s Park Disc Golf Course

Firemen’s Park

C.W. Parker 1911 Carousel

Firemen’s Park

1-3pm Sundays, 4:30-6pm Thursdays (seasonal)

Mode Theater

920-478-3230

121 S Monroe Street

By appointment/Events

Stubby’s Bowl

920-478-3743

127 E Madison Street

www.stubbysbowl.com

2pm-6pm Mon-Wed, 6pm-12am Thurs-Sat

Waterloo Community Pool

920-478-3633

813 N Monroe Street (High School)

www.waterloo.k12.wi.us

Hours vary, see school website

Spend a Day in Waterloo

Whether you’re looking for a relaxing excursion, a casual family outing or a weekend adventure, Waterloo has something to offer everyone.

- **Take a ride** on the historic 1911 carousel (rides \$1, Sundays 1-3pm & during the Farmers’ Market)
- **Paddle** the Mauneshia River through town
- **Explore** the 50- acre firemen’s park
- **Bike** the area’s many bike trails & lanes
- **Listen** to stories at the Karl Junginger Memorial Library
- **Splash** in the community pool
- **Get energized** with a workout at Curves or Yoga and Zumba at the Mode Theater
- **Shop** for a unique gift at Waterloo Antiques Mall
- **Enjoy** a summer performance by the Waterloo Community Theater or Municipal Band
- **Sample** local produce at the Farmers’ Market (Thursdays)
- **Sample** local produce at the Farmers’ Market (Thursdays mid-May through October, 3-7pm)
- **Relax** with a cup of coffee or ice cream at Jim’s Cheese
- **Start** the day with breakfast at Hartwig’s Waterloo Diner or Cindy’ Lou’s Cafe
- **Learn** about bikes at a Trek factory tour (Wednesdays, 10:00 am)



Health & Beauty

Hair and Skin

Forever Young/Studio 108

920-478-4818

145 N Monroe Street

By appointment

The Cut N Curl

920-478-3322

120 N Monroe Street

6:30am-5:30 pm Tues, 6:30 am-7:30 pm Wed, Thurs & Fri, 6:30-noon Sat

Walk-ins Welcome

Fitness

Community Fitness Center

920-478-3633

813 N Monroe Street (High School)

www.waterloo.k12.wi.us

Hours vary, see school website

Waterloo Community Pool

920-478-3633

813 N Monroe Street (High School)

www.waterloo.k12.wi.us

Hours vary, see school website

Curves

920-478-2271

119 N Monroe Street

5:30-9:30 am, 3:30-7pm

Yoga, Zumba at the Mode

920-478-3230

121 S Monroe Street

www.themodeonline.com

Yoga Tues, Thurs 6:30 pm, 6:20 am M,W,F, Zumba 9am Saturday

Health and Medical

Anderson Chiropractic

920-478-3277

143 N Monroe Street

Call for appointment

Dr. Utrie Dentistry

920-478-3636

144 W Madison

Life Changing Nutrition

920-478-9999

315 Hendricks Street

www.healthynow4you.com

Schumann Chiropractic

920-478-2020

143 N Monroe Street

www.schumannchiropractic.com

9am-6pm Mon, Wed, Fri, By appointment Tues & Thurs

Waterloo Chiropractic

920-478-4477

100 E Madison Street

8:30am-7pm Mon, Tues, Thurs & Fri

Waterloo Family Dental

920-478-2850

245 N Monroe Street

More Health & Beauty

Waterloo Clinic – Dean 920-478-2141
105 Highland Terrace
8am-5pm Mon-Fri

Waterloo Clinic – UW Health ● 920-478-3776
111 Anna Street www.uwhpwatertown.com/waterlooclinic
8 am – 5pm Mon-Fri, Mondays until 7 pm

Zimbric Pharmacy 920-478-2685
104 E Madison Street
9:30-5:30 Mon-Fri, 9am-12:30 pm Saturday



Shopping

Ayala's Market ● 920-478-8068
112 E Madison Street
8:30-10pm Mon-Fri, 8am-11 pm Saturday

Classic Creations Floral 920-478-8199
109 Portland Road www.classiccreationsfloral.net
By appointment

Deppe's Awards Plus ● 920-478-8500
112 W Madison Street
9am-5pm Mon-Fri

Jim's Cheese ● 920-478-3600
410 Portland Road www.jimscheese.com
9am-5pm Mon-Fri, 9am-3pm Saturday, 11am-3pm Sunday (seasonal)

Lannoy's Piggly Wiggly ● 920-478-3088
810 N Monroe Street www.shopthepig.com
7am-9pm daily

McKay Nursery Garden Center 920-478-2121
750 S Monroe Street www.mckaynursery.com
8am-4pm Mon-Fri, 8am-12pm Saturdays (seasonal)

Neitzel Do It Best Hardware 920-478-2116
305 W Madison Street www.doitbest.com
8am-6pm Mon-Fri, 8am-5pm Saturday, 9am-3pm Sunday

New to You Resale Shop 920-478-3230
219 S Monroe St.
9am-2pm Saturday

Waterloo Antiques Mall ● 920-478-7379
255 S Jefferson Street www.waterlooantiquesmall.com
10am-5pm daily

Waterloo Building Center 920-478-2457
151 W Madison Street
8:30-5pm Mon-Fri

Zimbric Pharmacy 920-478-2685
104 E Madison Street
9:30-5:30 Mon-Fri, 9am-12:30 pm Saturday

Great Finds In Waterloo: Items Available Locally

- **Ice Cream and Shakes** at Jim's Cheese and Hartwig's Diner
- **\$1 Burgers** on Wednesdays at MT Bar
- **Appliances** at Waterloo Building Center
- **Waterloo Pirate Gear** – available at Deppe's Awards and the Waterloo Building Center
- Renew your **license plates** at Avestar Credit Union
- **Landscaping plants and perennials** at McKay's Garden Center (seasonal)

Automotive Sales & Service



Badger Wash 920-478-2068
121 Portland Road

Convenience Store/Gas Station Coming Soon
688 W Madison Street
6am-9pm

Don's Auto Body & Paint 920-478-3824
590 Commercial Avenue

More Automotive

K&B Auto Sales & Service 920-478-2131
606 E Madison Street www.waterlooaautosalesandservice.com
7:30 – 5pm Mon-Fri, Saturday by Appointment

Kwik Trip 920-478-2552
115 Portland Road
7am – 11pm daily

LBL Rod & Custom 920-478-4070
318 E Polk Street

Loeder BP 920-478-2870
300 W Madison Street
7am-10pm Mon-Fri, 8am-10pm Saturday, 9am-10pm Sunday

NAPA Auto Parts 920-478-2119
326 Portland Road
8am-6pm Mon-Fri, 8am-2pm Saturday

Neitzel Carquest Auto 920-478-3509
305 W Madison Street
8am-6pm Mon-Fri, 8am-5pm Saturday, 9am-3pm Sunday

U-Serve, U-Save 920-478-3888
104 W Madison Street



Personal Services

High Energy DJ & Photography 920-478-2352
114 S Monroe Street www.highenergydj.com
By appointment

Lake Mills Cleaners 920-648-2151
305 W Madison (Drop Off in Neitzel Hardware)
8am-6pm Mon-Fri, 8am-5pm Saturday, 9am-3pm Sunday

Little Bears Childcare 920-478-2767
807 Lum Avenue www.littlebears-waterloo.com
5:30 am – 5:45 pm

US Post Office 920-478-4335
241W Madison Street www.usps.com
9am-11:30am & 12-4:30pm Mon-Fri, 9-11 am Saturday



Professional Services

Building and Construction

McKay Landscape Design 920-478-2121
750 S Monroe Street www.mckaynursery.com
By appointment

Waterloo Building Center 920-478-2457
151 W Madison Street
8:30-5pm Mon-Fri

Finance

Avestar Credit Union 920-478-2151
125 W Madison Street & Inside Piggly Wiggly www.avestarcu.com
9am-5pm Mon-Fri, (Main) 10am-6pm M-F, 9am-12pm Saturday (Piggly Wiggly)

Farmers & Merchants State Bank 920-478-2181
210 W Madison Street www.FandMstbk.com
9-4:30 Mon-Thurs, 9-6 Friday,
Drive-up: 7:30am-6pm Mon-Fri, 8am-12pm Saturday

H&R Block 920-478-4900
108 E Madison Street www.hrblock.com
9am-9pm Mon-Fri, 9am-5pm Saturday

Did You Know? Fun Facts About Waterloo

Waterloo was named one of the **100 best communities for young people** by America's Promise Alliance in 2008

Waterloo is one of the **top 3 safest communities** in the tri-county region, and ranks as one of the top 5 **best retirement** destinations and top 5 **affordable communities** in the Madison region. (Neighborhood Scout)
Waterloo Utilities ranked **first in the nation for green power** programs in 2010 by the National Renewable Energy Laboratory

The term **'Homecoming'** originated in Waterloo.

Waterloo is home to **national brands**, including Crave Brothers Cheese, Van Holten's Pickles in a Pouch, Cheese Cutouts from Jim's Cheese, Trek Bikes and plants patented by McKay Nursery, among others.

More Professional Services

Funerary

Pederson Funeral Home
143 S Washington Street

920-478-2133

Insurance

American Family Insurance ●
302 E Madison Street, Ste A
9 am – 5pm Mon-Fri.

920-478-2254
www.insurance-agency.amfam.com

Insurance Service Center

144 W Madison Street
8am-5pm Mon-Fri, nights and weekends by appointment

920-478-3030
www.isctr.com

Mass Mutual Financial Group Keri Sellnow

302 E Madison Street
By appointment

920-988-5384

Service Insurance Agency

139 North Monroe Street
8am-5pm Mon-Fri, nights and weekends by appointment

920-478,2585

Legal

Neuberger Wakeman Lorenz Griggs & Sweet
144 W Madison Street

920-478-9800
www.watertownlaw.com

Steven Luchsinger Law

132 W Madison Street

920-478-2348

Technical

Hurley Computers
130 E Madison Street
12-5 Tues & Thurs

920-478-4500
www.hurleycomputers.com

Veterinary

Waterloo Veterinary Clinic ●
801 Canal Road

920-478-3234



Photos courtesy Tiffany Qualizza, Janice Adomeit, Del Severson



Find Your Path Here!
Build or Buy in Waterloo and Receive
Up to \$4,000 in Local Merchandise!

Waterloo
WISCONSIN

Enjoy your time in Waterloo? We are always looking for new residents to join our City. Visit www.waterloowi.us and click on **Find Your Path Here** to learn more.