

ROC THE RIVERWAY *Weekend*



CELEBRATING THE MIGHTY GENESEE • OCTOBER 5-7

Blieve.



Lovely A. Warren, Mayor
Rochester City Council



**THE GENESEE RIVER IS A POWERFUL FORCE
RUNNING THROUGH OUR CITY. BUT ITS TRUE
POWER LIES IN THE STORIES IT HAS TO TELL,
THE STORIES OF ROCHESTER.**

KNOWN FOR MORE THAN 30 YEARS AS ROCHESTER RIVER ROMANCE, this annual gathering has been renamed ROC the Riverway Weekend in honor of an ambitious program launched in partnership with New York State Governor Andrew Cuomo. ROC the Riverway will consolidate more than 30 development projects (a sampling is included inside) under a single concept to achieve synergy and leverage the value of Rochester's riverfront with an unprecedented level of investment and activity. ROC the Riverway Weekend will give context to the vision behind those projects and Rochester's historical relationship with the Genesee River.



ROC THE RIVERWAY
Believe in the Power of the Genesee

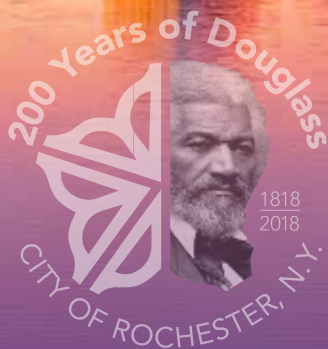


/cityofrochesterny

WWW.CITYOFROCHESTER.GOV/ROCTHERIVERWAY

ROC THE RIVERWAY WEEKEND IS AN OPPORTUNITY TO EXPERIENCE THOSE STORIES and learn how this mighty river has shaped the history of Rochester. It is also an opportunity to witness history in progress as we harness the natural beauty of the Genesee to build our community and grow our economy.

ROC THE RIVERWAY
Weekend



I INVITE YOU TO YOU EXPLORE the Genesee River and experience the story of Rochester. As you will see, it is the story of Rochester's past, present and future.

Lovely A. Warren

Mayor Lovely A. Warren
City of Rochester, NY



SAT.
29
SEPTEMBER

5:30 - 10 P.M.: GENESEE RIVER BASH. Held on the Saturday before ROC the Riverway Weekend, Genesee RiverWatch's annual celebration launches a week of events celebrating the Genesee River. Tour interactive exhibits, participate in a silent auction, enjoy a raptor demonstration by Wild Wings, listen to the music of Danielle Ponder and the Tomorrow People and help us honor winners of the Elizabeth Thorndike Environmental Leadership Awards - all while feasting on food from Dinosaur BBQ and ice cream from Bruster's. Admission: Adults \$35; Students \$15 and free for youth under 12. Event details & tickets: www.GeneseeRiverWatch.org

FRI.
OCTOBER

6 A.M. - 7 P.M.: FALL SALMON RUN.

Daily until November for avid anglers and spectators. Seth Green Drive and Norton Street off St. Paul Boulevard. This section of the Genesee River offers some of the most exciting fishing in New York State- right in the city.

10 A.M. - 4 P.M.: HIGH FALLS INTERPRETIVE CENTER AND MUSEUM.

High Falls Interpretive Center and Museum. Located in a refurbished 19th-century Waterworks Building overlooking the Genesee River's majestic High Falls, the museum has an interesting selection of hands-on, multi-media exhibits to engage children, as well as interpretive displays, artwork, photographs, and artifacts for adult audiences. Learn something new about your city! The museum and visitors center is located at 74 Browns Race.

1 - 5 P.M.: CHARLOTTE GENESEE

LIGHTHOUSE TOURS. Tour the oldest active surviving lighthouse on Lake Ontario (1822); climb the Octagonal Tower for great views of Lake Ontario, explore the Keeper's House, see the new 4th Order Fresnel Lens, view the display of Ontario Beach Park from the 1870s to 1920s, and take a walk through the War of 1812 International Peace Garden. The gift shop will also be open. Admission \$5 (18 years & older); \$2 (5-17 years old), and FREE (4 and

under). For further information call (585) 621-6179 or visit their updated web site at www.geneseeighthouse.org

5:30 - 7 P.M.: BUSKERS ON THE BRIDGE. Corner of Platt Street and Brown's Race. A scenic spot to check out amazing local musicians and performers. Donations accepted. On-street parking available or at High Falls Garage.



7:30 - 8:30 P.M.: RENEW YOUR VOWS ON THE BANKS OF THE GENESEE.

Rekindle the romance on the Pont de Rennes Bridge with High Falls as a dramatic backdrop. Couples, please arrive at the Platt Street entrance to the bridge no later than 7:20 p.m. No registration required. Enjoy a free reception following the event. On-street parking available or at High Falls Garage.



roc city skatepark

ROC the Riverway Phase I Project



ROC THE RIVERWAY
BUILDING IN THE HEART OF THE GENESSEE



2 - 4 P.M.: ROC CITY SKATEPARK POP-UP EVENT.

Join the City of Rochester and Friends of the Roc City Skatepark for a demonstration and pop-up skatepark event along the Genesee River. See Saturday listing for complete details.



ROC City Skate Park will boast multiple features such as a main skate promenade, mini-ramps and ledges and competition bowls. It will also have opportunities for public art, music performances and spectator seating. Located alongside the existing Genesee Riverway Trail and with easy access from South Avenue,

the skate park will attract droves of wheeled enthusiasts and spectators. It will capitalize on land that is otherwise unbuilt, situated under an interstate bridge and associated off ramps. This benefits skate park users as there will be elements that enjoy shade and shelter while other elements will be open air.

The skate park will provide a much needed boost of activity on the edge of downtown and in the South River Corridor. As was pointed out repeatedly during the ROC the Riverway public process, skateboarding has an emerging reputation of breaking down racial and socio-economic barriers in a way unlike any other sport



Find Autumn's Bounty at the City of Rochester Public Market!



The growing season is longer than you think in our area. The harvest is rolling in now, with local fruits and veggies galore, and will continue well into the winter! So visit the Market this fall and take in the fresh air, along with fresh produce that you're sure to love!

OPEN YEAR ROUND! REGULAR MARKET HOURS:
Tues. & Thurs., 6 a.m.–1 p.m. & Sat., 5 a.m.–3 p.m.
280 North Union St.

www.cityofrochester.gov/publicmarket

Believe.



Lovely A. Warren, Mayor
Rochester City Council

corn hill navigation

ROC the Riverway Phase I Project



ROC THE RIVERWAY
DISCOVERY IN THE POWER OF THE SUNSHINE



Corn Hill Navigation is currently engaged in a capital campaign to fund the purchase and operations of a downtown boat. ROC the Riverway funding would go directly to that campaign, recognizing the critical value of this educational and tourism asset in the South River corridor. The boat is of particular value

to the Rochester City School District and other nearby schools, as an education curriculum has been developed to introduce students to the river's history, ecology, and opportunities for environmental stewardship.

rundel library north terrace

ROC the Riverway Phase I Project



ROC THE RIVERWAY
DISCOVERY IN THE POWER OF THE SUNSHINE



Work on the North Terrace in conjunction with the Aqueduct Re-Imagined project (page 14) creates the opportunity for inclusion of outdoor library rooms, cafe spaces and enhanced programming opportunities. It will be designed to seamlessly

integrate with any design solution for the Aqueduct Terrace while connecting to the new riverfront promenade spaces. The design will open up dramatic new views of the river and rapids south of Court Street.

EVENTS AT MAPLEWOOD ROSE GARDEN, LAKE AVE. & DRIVING PARK

SAT.
OCTOBER



9 A.M. - 1 P.M.: GUIDED TOURS OF RG&E HYDROELECTRIC FACILITY. Learn about how renewable electric energy is produced along the Genesee River. Tour the RG&E Hydroelectric facility located along Middle Falls including the dam and spill gate operation, river intake/rackhouse and upper level of gate control house. Please note these are guided tours conducted by RG&E staff and are subject to cancellation. Tours will start at the Middle Falls dam located at the SE end of Lower Falls Park (access off of Driving Park, parking available at Maplewood Rose Garden). It is not necessary to register. The tour will last approximately one hour. Contact: Ivette_Torres@rge.com or (585) 724-8742

10 A.M. - 2 P.M.: TOURS OF THE LOWER FALLS AND GORGE. Docents from the Maplewood Neighborhood Association will treat visitors to the beauty and history of the Lower Falls of the Genesee. Tour takers will also learn about the five bridges over the gorge, the rivalry between Carthage and Rochester and the river's transformation from a place of industry to recreation. Tours are about 45 minutes long with the last tour starting around 1 p.m. Meet Gorge Guides near the Rose Garden office along the Genesee Riverway Trail.

1:30 P.M.: A SINGLE GUIDED TOUR OF RG&E HYDROELECTRIC POWER HOUSE FACILITY AT LOWER FALLS. Learn how renewable electric energy is produced along the Genesee River. Tour the RG&E lower falls hydroelectric power house facility. Please note the plant is down for maintenance. The guided tour will be conducted by RG&E staff and is subject to cancellation. Please be at 1 Seth Green Drive parking lot by 1:30 p.m. Parking is limited. It is not necessary to register. The tour will last approximately one hour. Contact: Ivette_Torres@rge.com or call (585) 724-8742

OTHER EVENTS ALONG THE GENESEE

8 A.M. - 4:30 P.M.: 30TH ANNUAL HEAD OF THE GENESEE REGATTA. The Regatta will take place at the Genesee Waterways Center, 149 Elmwood Avenue (behind the Genesee Valley Park Sports Complex). The two-day event is one of New York State's premier rowing regattas and is expected to draw more than 350 racing entries. Viewing on the foot bridge over the Genesee River and along the east river bank is ideal for spectators.

9 - 11:30 A.M.: RIVER ROMANCE GLIDE AND RIDE ADVENTURE. Put your bike on the Sam Patch boat at Schoen Place and enjoy a 2.5 hour cruise that travels through 2 locks on the Erie Canal, and the site in Genesee Valley Park where the River crosses the Erie Canal. The Sam Patch will dock at Corn Hill Landing where passengers are welcome to enjoy the myriad of River Romance activities taking place throughout the City of Rochester. The bike ride back to Schoen Place is approximately 10 miles on flat terrain, along the Genesee River Trail and Erie Canal Trail. Tickets: \$25 per person, \$12 children 12 and under. Registration required. For more information visit: www.sampatch.org/events.

9 A.M. - 2 P.M.: GENESEE RIVER GUIDED PADDLE. Join the City of Rochester, Genesee Waterways Center and Genesee RiverWatch for an enjoyable and educational row along the Genesee River from Seth Green to Petten Street. Paddle trip is \$20 per adult; \$10 for kids under 18. Canoes available through the Genesee Waterways Center. Maximum two adults per canoe. All children under 18 must be accompanied by an adult. Participants will park at Petten Street (where Petten Street meets the Genesee River Trail)

and will be shuttled to the launch site at Seth Green. Pre-registration required: www.geneseewaterways.org/event-3068993.

10:30 - 11:30 AM: ROC THE RIVERWAY PRESENTATION. Kate Gleason Auditorium at Baush & Lomb Public Library. Learn all about the most significant public and private investment along the Genesee River in decades. An overview of the initiative, highlights of the many exciting projects and progress updates will be provided. Meet with members of the design team and community-based Advisory Board that guides the initiative. Light refreshments served. A great primer before the 1 p.m. bike tour!

12 - 1:30 P.M.: SLED HOCKEY WORKSHOP AT GENESEE VALLEY ICE RINK. 131 Elmwood Ave. For more information, call (585) 428-7888.

12 - 3 P.M.: INTRODUCTION TO THE GENESEE RIVER BOAT TOURS. Climb aboard the Sam Patch for a guided tour on the Genesee River from Corn Hill Landing to Brooks Landing and back. See some wildlife and learn a bit about local history. Tours leaving every hour on the hour from 12 noon to 3 p.m. \$10 adults, \$5 children under 12. For details and reservations please visit www.sampatch.org.

12 - 4 P.M.: GENESEE GATEWAY RIVER FEST. Connect with the Genesee River and join together with local environmental and community groups for an afternoon of exploration focused on the "South River" ecosystem. This family-friendly event will feature guided hikes, nature activities and presentations by local experts. Come learn about the Genesee River, local wildlife and the health of the river's ecosystem and have a little fun as well! Participants are encouraged to bike or walk to the event; parking available on side streets off of Mt. Hope.

12 - 4 P.M.: HIGH FALLS INTERPRETIVE CENTER AND MUSEUM. High Falls Interpretive Center and Museum. Located in a refurbished 19th-century Waterworks Building overlooking the Genesee River's majestic High Falls, the museum has an interesting selection of hands-on, multi-media exhibits to engage children, as well as interpretive displays, artwork, photographs and artifacts for adult audiences. Learn something new about your city! The museum and visitors center is located at 74 Browns Race.

12 - 4 P.M.: RIVER R.A.F.T.: RESTORING A FORGOTTEN TERRAIN PROJECT.

Participate in a hands-on clean-up of a residential parcel with vacant land bordering the river. The health of the river is linked to the vitality and safety of its neighborhoods. Gain practical experience for vacant lot reclamation. Tools, gloves and refreshments provided. Youth volunteers must be 12+ years old and accompanied by a responsible adult. Parking on side streets. Meet at 1169 St. Paul St. (opposite RCSD #8 Roberto Clemente School).

12 - 4 P.M.: FALL SIP & SHOP AT STUTSON HOUSE. Join vendors and neighbors for the annual Fall Sip and Shop Handmade Goods event at 34 Stutson Street! Come out and support local artists and makers while having an amazing time! Activities include: art from fifteen local artists, live music by Amanda Ashley, Trick or Treat Candy Bar, yummy eats from East Coast Toast food

truck, Boo-zy Cocktails & Killer Bloody Mary's, and much more. This FREE event is family friendly. For more information visit: www.rocmadegoods.com.

1 - 3 P.M.: ROC THE RIVERWAY GUIDED BIKE RIDE. Meet at the Pont de Rennes Bridge (at Platt Street) and travel along the Genesee Riverway Trail and by road to highlight the future ROC the Riverway enhancements along the Genesee Riverway. This ride will visit three projects associated the ROC the Riverway project: High Falls, downtown and the south river area. This is a 12-mile ride on flat terrain, city roads and paved trail. Helmets required.

1 - 5 P.M.: CHARLOTTE GENESSEE LIGHTHOUSE TOURS. Tour the oldest active surviving lighthouse on Lake Ontario (1822); climb the Octagonal Tower for great views of Lake Ontario, explore the Keeper's House, see the new 4th Order Fresnel Lens, view the display of Ontario Beach Park from the 1870s to 1920s, and take a walk through the War of 1812 International Peace Garden. The gift shop will also be open. Admission \$5 (18 years & older); \$2 (5-17 years old), and FREE (4 and under). For further information call (585) 621-6179 or visit their updated web site at www.geneseelighthouse.org.

2 - 4 P.M.: ROC CITY SKATEPARK POP-UP EVENT. Join the City of Rochester and Friends of the Roc City Skatepark for a demonstration and pop-up skatepark event along the Genesee River. Live skateboard, BMX

and scooter demonstrations from 2 p.m.-2:30 p.m.. Free, open ride session with games and prizes from 2:30 p.m.-4 p.m. Curious to learn more about skateboarding? There will be a few extra skateboards available for the event (limited supply). Bring family, friends and your own bike, board or scooter to this awesome pop-up event! Safety equipment is recommended so please bring your helmets and knee pads/wrist guards. This event will take place in the Bivona Child Advocacy Center parking lot, 1 Mt. Hope Ave.

4 - 5:30 P.M.: FULL RIVER/ERIE CANAL BOAT TOUR. Enjoy a leisurely cruise on the Genesee River and along the Erie Canal w/ live narration detailing Rochester's history highlighting the role that these waterways played in the development of the City of Rochester. Registration required. For more information visit: www.sampatch.org/events.

5 - 7 P.M.: FAMILY SKATE AT GENESSEE VALLEY ICE RINK. 131 Elmwood Ave. Skate rental, \$3. For more information, call (585) 428-7888.

6 - 8 P.M.: LIVE MUSIC SUNSET CRUISE ON THE GENESSEE RIVER. Come aboard the Sam Patch and enjoy the groovy tunes from members of local favorite - Backyard Chemistry - while basking in the sunset on the glorious Genesee River. Sip your favorite beverage as you experience a scenic river cruise. Registration required. For more information visit: www.sampatch.org/events.



The Charles Carroll Plaza renovation, the western riverfront link between Main Street and Andrews Street, will reinvigorate the public spaces by improving access, safety, connectivity and programming opportunities. Enhancements will include improved lighting, greenspaces, and views of the river. It will create ADA accessible connections between Main, Andrews, State and St. Paul Streets as well as the Sister Cities Bridge. Numerous

walls that block views and create the perception of unsafe spaces will be removed. The riverfront experience on the east side will also be enhanced. Collectively, these improvements will create a key site for various programming activities put on by the proposed Downtown/Riverfront Management Entity, as well as an every-day riverfront park for downtown residents, especially those in the adjacent Andrews Terrace.

Issued 2018



ATTRACTIONS

PARKS

Bausch & Lomb Riverside Park

Trails and canoe access.

Durand Eastman Park

Beach, hiking, picnic areas, golf, arboretum, and scenic views of Lake Ontario. Restrooms.

Genesee Gateway Park

Promenade with views of the City Skyline. Boat mooring, canoe launch, playground, basketball.

Genesee Valley Park

Historic Frederick Law Olmsted park, at the confluence of the Genesee River and Erie Canal, and the junction of the Genesee Riverway Trail, the Erie Canal Heritage Trail and the Genesee Valley Greenway Trail. Boat mooring, picnic areas, play fields, tennis, golf, outdoor pool, indoor ice-skating, canoeing and rowing. Restrooms.

High Falls Terrace Park

Scenic overlook to High Falls and the river gorge.

Highland Park

Historic Frederick Law Olmsted park. Annual Lilac Festival, arboretum, conservatory, gardens, amphitheater, Vietnam Veterans Memorial Garden and AIDS Memorial Garden. Restrooms.

Lower Falls Park

Scenic overlooks to the Lower Falls, the Middle Falls and the river gorge.

Maplewood Park

Historic Frederick Law Olmsted park. Rose Garden, tennis, playground, trail and scenic overlooks. Restrooms.

Ontario Beach Park

Beach, bathhouse, boardwalk, pier, historic carousel, playground, picnic areas, volleyball, band shell, community center and concessions. Restrooms.

Seneca Park

Historic Frederick Law Olmsted park. Trails with scenic overlooks to the river gorge, pond, picnic groves, playground, Zoo with concessions. Restrooms.

Turning Point Park

Wooded trails and boardwalk over the river with scenic views of the river gorge.



CEMETERIES

Holy Sepulchre Cemetery

7

Mt. Hope Cemetery

30

Historic burial place of Susan B. Anthony, Frederick Douglass and other notables.

Riverside Cemetery

6

Historic cemetery with scenic drives, distinguished architecture and statuary.

HISTORIC DISTRICTS / SITES

Bridge Square / Cascade

18

Erie Canal era warehouses adapted to high-tech business and residential loft district.

Brown's Race / High Falls

13

Scenic views of High Falls and the river gorge. Historic visitor interpretive center.

Corn Hill

23

Victorian residential district. Campbell-Whittlesey House Museum. Dining and services.

East Avenue

19

Avenue of mansions, museums and stately trees. George Eastman House and Rochester Museum and Science Center.

Erie Canal Aqueduct

22

1842 stone arch canal structure subsequently used as a subway, rail line and now roadway.

Grove - Gibbs

15

Brick townhouse district.

Mt. Hope

26

Arboretum district with historic homes, dining and services.

Maplewood

10

Tree-lined residential neighborhood with Seneca Parkway, dining and services.

Old Rochesterville

14

Former industrial area now converted to upscale housing, dining and nightlife.

Susan B. Anthony

20

Victorian neighborhood with narrow streets, Susan B. Anthony Square (designed by the Olmsted Brothers), and the Susan B. Anthony House Museum.

POINTS OF INTEREST

Blue Cross Arena at the War Memorial

21

Venue for indoor professional sports and other large events. Plaza on the river.

Center City

17

Downtown dining, shopping and entertainment. The Strong Museum, The Eastman School of Music, historic architecture and parks.

Corn Hill Landing

24

Mooring and services for boats.

Frontier Field

16

Venue for outdoor sports and other large events.

Genesee / Charlotte Lighthouse

3

Historic stone lighthouse (1822) overlooking the Port. Tours, interpretive center and scenic vistas.

Port of Rochester












2

Beach, boat mooring, marine services, cruises, dining and entertainment.

University of Rochester and Medical Center

29

TRAIL LEGEND

-  Genesee Riverway Trail
-  Planned Genesee Riverway Trail
-  Canalway Trail
-  Genesee Valley Greenway Trail
-  NYS Seaway Trail
-  Irondequoit Lakeside Trail
-  Lake Ontario State Parkway Trail
-  El Camino Trail
-  Proposed ElCamino Trail
-  Proposed Irondequoit Seneca Trail
-  Proposed Highland Crossing Trail



EVENTS IN CHARLOTTE, ONTARIO BEACH PARK AND TURNING POINT PARK

11 A.M. - 4 P.M.: CELEBRATE THE PORT OF ROCHESTER. Enjoy the fall views of the new marina and enjoy a day of family friendly fun including: performances by CirQvation amazing acrobats and aerial performers (free shows at 1, 2 and 3 pm), live music from the Daryl Parker Trio, the U.S. Coast Guard's latest ships and equipment on display, fire equipment, hayrides, wood carving demonstrations, free pumpkin decorating, Rec On The Move, musical entertainment, wine and craft brew tasting in a huge outdoor tent. Charlotte history books and merchandise, postcards, hats and T-shirts will be available for purchase. Stay for lunch and check out the Port of Rochester's numerous eateries. Sponsored by the Ontario Beach Park Program Committee. Events will take place at Ontario Beach Park and inside/around the Port of Rochester Terminal. Parking available at Port of Rochester.

11 A.M. - 12:30 P.M.: GUIDED WALK IN TURNING POINT PARK. Meet tour guide, Mike Parker, in the Turning Point Park parking lot at the end of Boxart Street. Enjoy a guided walk that will highlight the forests, overlooks, and award-winning boardwalk along the cattail-lined shores of the Genesee. Learn about the industrial history and footprint still present in Turning Point Park while enjoying the beauty of this urban wilderness. This hike will feature some hills and moderate grade changes and is not recommended for young children. This walking tour is free.

1 - 2 P.M. CHARLOTTE CEMETERY TOUR. Explore the Charlotte Village Cemetery, burial place for many of the area's earliest settlers,

including famed daredevil, Sam Patch. Meet on River Street at the corner of Lake Avenue near the firehouse. Guided tour will be led by Jack Kemp. Additional parking is available at the former Ira Jacobson Post Home on St. John's Park. This event is free and sponsored by the Charlotte Community Development Corporation.

1 - 3 P.M.: GUIDED BIKE RIDE FROM SENECA PARK TO THE PORT OF ROCHESTER. This scenic tour with spectacular views of the river gorge will take riders along the Genesee Riverway Trail, through Turning Point Park on a 4,000-foot boardwalk, and under the O'Rourke Bridge. This is a 12-mile ride on a paved trail with a few moderate hills. Helmets required. Meet at Seneca Park Zoo parking lot.

1 - 5 P.M.: CHARLOTTE GENESSEE LIGHTHOUSE TOURS. Tour the oldest active surviving lighthouse on Lake Ontario (1822); climb the Octagonal Tower for great views of Lake Ontario, explore the Keeper's House, see the new 4th Order Fresnel Lens, view the display of Ontario Beach Park from the 1870s to 1920s, and take a walk through the War of 1812 International Peace Garden. The gift shop will also be open. Admission \$5 (18 years & older); \$2 (5-17 years old), and FREE (4 and under). For further information call (585) 621-6179 or visit their updated web site at www.geneseeighthouse.org.

2:30 - 3 P.M.: CHARLOTTE HIGH SCHOOL WPA MURAL TOUR. Join Charlotte High School archivist Marie Poinan in the Auditorium for a talk on the installation of

eight murals by artist Carl Peters in 1942 and hear the story of the 2009 restoration. Event sponsored by the Charlotte High Archivists and the Class of 1945. Free. Commemorative mural poster and note cards will be available for purchase.

3 - 3:30 P.M.: TOUR OF CHARLOTTE HIGH SCHOOL CAMPUS. Meet in the auditorium of the Leadership Academy (former Charlotte High) at 4115 Lake Avenue for a presentation by Charlotte High Archivist Marie Poinan on the WPA murals by Carl Peters. Learn the story of their 1942 installation and efforts by the Class of 1945 to renovate them. Then go upstairs with former graduates to view the CHS archives on the 5th floor. Mural note cards and books will be available to benefit the Archives. This event is free and sponsored by the Charlotte High School Archivist and the Charlotte Community Development Corporation. Not recommended for children under 10.



blue cross arena

ROC the Riverway Phase I Project



The Blue Cross Arena at the Rochester War Memorial is slated to receive more than \$18 million in major renovations with funds from the City and State Governments and Pegula Sports and Entertainment, the new managers of the esteemed venue.

Pegula Sports and Entertainment has pledged to invest up to \$1.5 million to install a new scoreboard at the Blue Cross Arena (BCA). Meanwhile, Rochester's delegation to the New York State Senate and Assembly has secured a combined \$ 7 million to expand the BCA along Exchange Boulevard, which will include a new side entrance, a reconfigured office suite, an additional locker room and a larger concession area to optimize the fan experience. Also included within these funds are much-needed restroom upgrades and improvements to bring the audio-visual infrastructure into the modern age. Gov. Andrew Cuomo has pledged to spend up to \$6 million for BCA upgrades under the ROC the Riverway initiative to enhance the facility's position on the Genesee River by re-defining the River Terrace to give visitors a riverfront experience.

The City of Rochester has committed \$3.3 million to the BCA for a number of capital projects, including the new marquee and a roof replacement. And the New York Power Authority has pledged \$275,000 for lighting upgrades.

The improvements will complement other ROC the Riverway initiatives, including the Broad Street Aqueduct, the Rundel Library North Terrace and the Riverside Convention Center renovations. It will also raise the visibility of the War Memorial Eternal Flame. All these investments will set the stage for future upgrades totaling \$22 million, which will make the BCA more competitive on a national level to bring in bigger events and acts.

What's more, Pegula Sports and Entertainment in September was awarded an expansion franchise in the National Lacrosse League, which will continue to host the name Rochester Knighthawks - securing the future of indoor lacrosse in Rochester for many years to come.

the aqueduct re-imagined

ROC the Riverway Phase I Project



ROC THE RIVERWAY
Delivering to the People of the Region



The re-imagined aqueduct and riverfront promenade will be the centerpiece of downtown transformation - a place for public gatherings and community events, an opportunity for informal and formal programming, and the vital component in achieving the overall goal of the ROC the Riverway campaign - bringing

people to the water. Removal of the vehicular deck of the Broad Street Bridge will open up the former aqueduct and subway bed to create a dynamic public space while enabling the completion of the Genesee Riverway Trail through Downtown - a critical north-south connection on both sides of the river.



After School In The Park


Extended Learning.
 Expanded Fun.

Throughout the school year, the City of Rochester's After School in the Park (ASIP) program provides an engaging and nurturing after-school environment for city youth in grades K-6.

Includes: school bus drop-off to ASIP, healthy snacks, dinner, homework help, fitness, arts activities, field trips & more!
 Only \$55 for City Youth grades K-6 (siblings \$45)
 For more information call 428-6755
 or visit: www.cityofrochester.gov/afterschoolprogram



Believe.

 **City of Rochester, NY**
 Lovely A. Warren, Mayor
 Rochester City Council



OTHER EVENTS ALONG THE GENESEE

8 A.M. - 4:30 P.M.: 30TH ANNUAL HEAD OF THE GENESEE REGATTA.

This two day event is one of New York State's premier regattas. Sunday features high school and master rowers. Viewing on the foot bridge over the Genesee River and along the east river bank is ideal for spectators.

8:30 - 11 A.M.: RIVER ROMANCE GLIDE AND RIDE ADVENTURE.

Put your bike on the Sam Patch boat at Corn Hill Landing and enjoy a 2.5 hour cruise that travels through 2 locks on the Erie Canal and the site in Genesee Valley Park where the River crosses the Erie Canal. The Sam Patch will dock at Pittsford. The bike ride back to Corn Hill Landing is approximately 10 miles on flat terrain, along the Genesee River Trail and Erie Canal Trail. Tickets: \$25 per person, \$12 for youth 12 and under. Registration required. For more information visit: www.sampatch.org/events.

12 - 4 P.M.: HIGH FALLS INTERPRETIVE CENTER AND MUSEUM.

Located in the refurbished 19th century Waterworks Building overlooking the Genesee River's majestic High Falls, the museum has an interesting selection of hands-on, multi-media exhibits to engage children, as well as interpretive displays, artwork, photographs and artifacts for adult audiences. Learn something new about your city! The museum and visitors center is located at 74 Browns Race.

1 - 3:45 P.M. FAMILY SKATE AT GENESEE VALLEY ICE RINK. 131

Elmwood Avenue. Skate rental, \$3. For more information, call (585) 428-7888.

2 - 3 P.M.: 'NATHANIEL ROCHESTER'S BATTLE TO CREATE A CITY' WALKING TOUR.

In 1803, Nathaniel Rochester and his partners bought a 100-acre tract of land along the west side of the Genesee River. It was a small seed that grew into the city we know today. For the next twenty years, that success was far from certain. Join Corn Hill historian Jim DeVinney for a walking tour that highlights the story of men who challenged Nathaniel Rochester's goal of creating a city in the wilderness and the dramatic events that determined the outcome. Tour starts on Corn Hill Landing by the Water Spirits Sculpture where S. Plymouth meets Exchange St. Street parking available.



The Landmark Society's Inside Downtown Tour

High Falls and Beyond: Tour private lofts, businesses and artist studios in repurposed spaces!

Friday Oct 5th from 5:30 pm to 8:30 pm and Saturday Oct 6th from 11 am to 4 pm



Advance Tickets www.landmarksociety.org

During tour hours, tickets at MCC Downtown Campus

All events are FREE unless noted.

Community Partners

Charlotte Community Association (www.charlottecca.org)
Charlotte Community Development Corporation
Charlotte-Genesee Lighthouse Historical Society (www.geneseelighthouse.org)
Corn Hill Navigation (www.samandmary.org)
Corn Hill Neighborhood Association
Friends of Mt. Hope Cemetery (www.fomh.org)
Genesee RiverWatch CEI (geneseeriverwatch.org)
Genesee Land Trust (www.geneseelandtrust.org)
Genesee Waterways Center (www.geneseewaterways.org)
Greentopia (www.greentopia.org)

High Falls Business Association
Maplewood Neighborhood Association (www.maplewood.org)
Monroe County (www.monroecounty.gov)
Port of Rochester Marina (portofrochestermarina.com)
Ontario Beach Park Program Committee
Rochester Community Rowing (www.rochestercommunityrowing.org)
Rochester Gas and Electric
Rochester and Monroe County Public Library
Roc Made Goods
Seneca Park Zoo Society
South Wedge Planning Committee

ROC the Riverway Project Status



Below is a list of ROC the Riverway projects that are either recently completed, ongoing, or expected to begin in 2019. Numerous other projects will soon enter the design phase. Expect to see a variety of projects implemented in subsequent years as we continue to transform the riverfront! Follow the project website for status updates and a link to the overall Vision Plan at www.cityofrochester.gov/roctheriverway

Project	Completion	Status	Description
Main Street Resurgence Phase 1 (Liberty Pole Plaza - St Paul St.)	Fall 2018	Phase I Complete, Phase II Design	This streetscape redesign was recently completed, providing new street furniture, wayfinding kiosks, bike lanes, on-street parking, street trees, and playful sidewalk features. Phase II of the project will begin in 2019, connecting Phase I west to the river.
Petten Street Boat Launch	Summer 2019	Design	A new cartop boat launch will be installed in 2019, providing greater access to the river in Charlotte.
Highland Crossing Trail	Fall 2019	Design	Beginning in 2019, a multi-use trail will be constructed, connecting the Erie Canalway Trail, Brighton Town Park, and Highland Park to the Genesee Riverway Trail.
Erie Harbor Promenade & The Nathaniel Apartments	Summer 2019	Under Construction	A portion of this new leg of the Riverway Trail will open in October 2018, with the remainder to be completed the following year. The promenade, built adjacent to a new mixed-use building, will provide dramatic new views of the river and Rochester's signature triple-arch bridge.
Corn Hill Navigation	Summer 2019	Additional Fundraising	Corn Hill Navigation will be returning its popular tour boat service to downtown, featuring sunset cruises, educational programs and historic excursions.
Riverside Convention Center River Terrace Repairs	Summer 2019	Under Construction	Redevelopment of river terraces is underway, to be opened in 2019 with greater public accessibility and sweeping views of the downtown riverscape. The convention center will also get decorative exterior lighting in 2019.
Roc City Skate Park	Fall 2019	Design	To be constructed in 2019, this state-of-the-art skate park will be a major attraction for locals and visitors alike, enlivening the Genesee Riverfront south of downtown.
Rundel Library North Terrace	Fall 2020	Design	Construction will begin in 2019 on this dynamic new public space, including public art, water features and enhanced views of the river.
High Falls Terrace Park - St. Paul St. Underpass Improvements	Fall 2020	Design	Revitalization of Rochester's first public park is underway. New park amenities, public art and improved lighting were completed in 2018. Major trail upgrades and improved gorge access are planned for future years.
West River Wall	Summer 2021	Design	Construction will begin in 2019 on a complete redesign of the wall and adjacent trail corridor. Sections of the waterfront will be re-naturalized, along with installation of boat landings, public plazas and an enhanced Riverway Trail.
Inner Loop North Study	Summer 2021	Initiation	In 2019, the City of Rochester will begin studying alternatives for removing the northern segment of the Inner Loop, following the success of the nationally-acclaimed Inner Loop East project.
Various	Ongoing	Various	Numerous private investments continue to be made along and nearby the river including the Genesee Brewery, First Federal Plaza, Rochester Riverside Hotel and Blue Cross Arena.