

2016
Flower City
FEELING
GOOD

- ▶ **Bike Rides**
- ▶ **History and Nature Walks**
- ▶ **Paddling Adventures**
- ▶ **Group Exercise Classes**
- ▶ **Gardening Workshops**

Believe.



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





REC ON THE MOVE



What goes great with outdoor activities?

RECREATION ON THE MOVE!

The **Recreation on the Move** mobile recreation center brings all the fun of City R-Centers right to city neighborhoods! Learn about the many safe, healthy and educational activities that City Recreation has to offer. The mobile unit gives youth and their families a comfortable neighborhood location to enjoy physical, mental and healthy activities!

Sponsorship: If your organization is interested in sponsoring Recreation on the Move, contact Jim Farr at farrj@cityofrochester.gov, or at 428-6755.

Learn More: Call 311 or contact Coordinator Shannon Grieve of the Bureau of Recreation at 428-6985.



Watch for Us!

www.cityofrochester.gov/reconthemove

INTRODUCTION

The City of Rochester is blessed with tremendous natural beauty. With its Frederick Law Olmsted designed park system, the majestic waters of the Genesee River, and numerous pocket parks and green spaces, the city offers opportunities for limitless summer adventures. Hike, bike, paddle and stretch your way to a healthier lifestyle and a better appreciation for the beauty of our city.

The 2016 Flower City Feeling Good program focuses on getting community members outside, active and inspired to live a healthy and vibrant life. There is something for everyone; weekly bike rides, nature and history walks, paddling adventures on the Genesee River and group exercise classes in several of the City's diverse neighborhood parks.

This year's Flower City Feeling Good highlights include:

- **Bike Rides.** Explore the historic Maplewood neighborhood, ride the Genesee River Trail north to tour the new Port of Rochester, and much more!
- **History and Nature Walks.** Meander along the El Camino Trail, explore the urban tree canopy in the Corn Hill neighborhood, or take a tour of the historic Susan B. Anthony neighborhood with youth docents.
- **Paddling Adventures.** Canoe or kayak from the Genesee Waterways Center in Genesee Valley Park and



explore the natural beauty of Red Creek, the Genesee River and more!

- **Group Exercise Classes.** Enjoy a free exercise class in one of the City's many beautiful park settings- classes will include ZUMBA, Gentle Yoga, strength-building boot camp and more!
- **Gardening Workshops.** Learn about how to transplant seedlings, build raised beds from recycled materials, select the best perennials for your urban garden and much more!

The 2016 Flower City Feeling Good program offers everyone opportunities to get outside, get active, and get inspired.

Lovely A. Warren, Mayor



A BOUQUET OF THANKS TO OUR SPONSORS

Major corporate sponsorship of the City's Flower City Feeling Good Program for Gardeners and Environmentalists is provided by Wegmans. Thanks also go to the following supporters and partners:

American Littoral Society, Community Water Watch, Cornell Cooperative Extension of Monroe County, Fleet Feet Sports, Friends of Mount Hope Cemetery,

Frontier Telephone Pioneers, Genesee Brewery, Genesee Valley Recreation and Parks Society, Genesee Waterways Center, High Falls Business Association,

Lower Gorge Explorer Volunteers, Maplewood Neighborhood Association, Ontario Beach Park Program Committee, Parks and Trails New York, Rochester AmeriCorps, Flower City AmeriCorps, Rochester Bicycling Club, Rochester Civic Garden Center, Rochester Public Market, SportsNet.

Free

HORTICULTURAL

WORKSHOPS AND TALKS



SATURDAY GARDEN WORKSHOPS

Get excited about gardening! The City of Rochester has teamed up with Cornell Cooperative Extension and other community groups to provide several exciting garden talks. Talks will take place on Saturday mornings at various City libraries and at the Rochester Urban Agriculture Garden and Training Center (RUAGTC) at 500 Norton St.

**Precocious Perennials:
Designing with Perennials**
April 30, 10:30-11:30 a.m.
Charlotte Library, 3557 Lake Ave.
Learn to design a garden that will delight throughout the season!

Starting A Perennial Garden
May 7, 11 a.m.-12 p.m.
Lyell Library, 956 Lyell Ave.
Learn everything you need to know to create a garden paradise that comes back year after year including: site selection, garden maintenance and plant selection.

Building Raised Beds
May 14, 11 a.m.-1 p.m.
RUAGTC, 500 Norton St.
Learn how to build raised beds with inexpensive materials.

Rain Barrel Building Workshop
May 21, 11 a.m.-1 p.m.
RUAGTC, 500 Norton St.
Learn how to use water from your roof to water your garden. Pre-registration required. Call 428-7660 to register.

Gardening to Attract Pollinators
June 25, 10:30 -11:30 a.m.
Monroe Library, 809 Monroe Ave.
Learn how to select perennials that attract pollinators, provide food sources for birds and support butterflies.

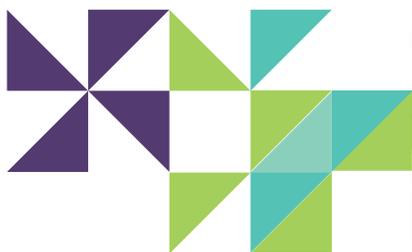
SATURDAY ROSE WORKSHOPS

at the Maplewood Rose Garden

Greater Rochester Rose Society members will provide expert advice on roses and hands-on demonstrations. Meet by the fountain at the Maplewood Rose Garden, corner of Lake Avenue and Driving Park Avenue. Admission is free. Workshops take place at 10-11:30 a.m., rain or shine.

Rose Pruning
May 7, 10-11:30 a.m.
This hands-on workshop will demystify rose pruning and help you get the very best bloom out of your roses!

Winterizing Roses
Oct. 1, 10-11:30 a.m.
This hands-on workshop will help you prepare your roses for harsh winter weather.



WEDNESDAY GARDEN WORKSHOPS

Join educators from Cornell Cooperative Extension and various community groups as they share their knowledge about growing and maintaining edible gardens. Workshops will take place at the City of Rochester Urban Agriculture Garden and Training Center (RUAGTC) located at 500 Norton St.

Getting Started in the Garden

April 27, 6-8 p.m.

Learn the basics for starting an edible garden: site selection, soil testing, starting seeds, etc.

Planting Techniques

May 11, 6-8 p.m.

Learn how to start edible crops, and transplant seedlings into the garden.

Crop Rotation and Companion Planting

May 18, 6-8 p.m.

Learn which plants and plant combinations help fend off pests and ensure success in your garden!

Container Planting with Ornamentals

May 25, 6-8 p.m.

Learn how to create container gardens that brighten up any space.

Weed Identification and Management

June 1, 6-8 p.m.

Learn how to identify and combat common garden weeds!

Fertilizing for a Bountiful Harvest

June 8, 6-8 p.m.

Learn how to choose the best fertilizers, as well as techniques for application.

Successful Watering Techniques

June 15, 6-8 p.m.

Learn about tools and techniques that help you spend less time, effort and water and that help prevent disease.

Composting Basics

June 22, 6-8 p.m.

Learn how to make 'black gold' using debris from your home garden.

Attracting Pollinators

July 6, 6-8 p.m.

Learn to identify beneficial insects and the importance of pollinators for bountiful harvests.

Growing Herbs for Tea

July 13, 6-8 p.m.

Learn how to make your own herbal tea blends with herbs from your home garden!

Tips for Growing Berry Crops

July 20, 6-8 p.m.

Learn how to include crops such as strawberries, raspberries and blackberries into your garden plans.

Extending the Growing Season

Aug. 10, 6-8 p.m.

Learn how to extend the garden season beyond the summer calendar!

Preparing for the Next Growing Season

Aug. 24, 6-8 p.m.

Learn how to prepare the edible garden for winter in order to minimize disease, weeds and insects.

Cornell Cooperative Extension of Monroe County

Look for the Master Gardeners' Annual Plant Sale during the Lilac Festival, and their Gathering of Gardeners Symposium on September 10. Also, find the Master Gardeners at the 2016 Maplewood Rose Festival on Saturday, June 18. For more information: monroe.cce.cornell.edu

Questions about your garden?

Contact the Garden Helpline at Cooperative Extension, 753-2555, staffed by Master Gardeners: April to October, Mon.-Fri., 9 a.m.-12 noon and November to March, Mon.-Wed.-Fri. 9 a.m.-12 noon

Diagnostic Lab: CCE-Monroe provides a range of diagnostic services to identify plant diseases/insects, weeds, other insects and soil pH. Samples can be brought to the office on St. Paul Blvd. weekdays between 9 a.m. and 3 p.m. For more information: monroe.cce.cornell.edu



HORTICULTURE SPECIAL EVENTS

Flower City Days at the Market

Sundays, May 15, 22, 29 & June 5

• Also over Memorial Day Weekend

(Fri., May 27 and Mon., May 30):

8 a.m.-2 p.m. • Rochester Public

Market, 280 North Union St.

Rochester is called the “Flower City”

for a reason. Thousands of shoppers

come each week to the Rochester

Public Market to grab unparalleled deals

on a huge array of flowers, vegetable

starts and garden wares. Hundreds

of area growers bring plants directly

to gardeners. Master Gardeners from

Monroe County Cornell Cooperative

Extension are available every Sunday to answer gardening questions. Recycle old plant containers too.

Lilac Festival in Highland Park

May 6-15

For more information visit

www.lilacfestival.com

26th Annual Maplewood

Rose Celebration

Saturday, June 18, 10 a.m.- 6 p.m.,

Maplewood Rose Garden (corner of

Lake Avenue and Driving Park Avenue)

The Maplewood Rose Celebration

is a festival of horticulture, history and the heritage of the Maplewood Neighborhood. Bring your family and friends for a photo opportunity with over 5,000 roses. Held during the peak of the blooming season, the event focuses on the beauty of more than 300 rose varieties within the historic Maplewood Rose Garden. The weekend will boast garden tours and workshops, horticultural vendors, Maplewood history and gorge tours, live music, wine tasting and much more! For a detailed schedule, visit www.cityofrochester.gov/maplewoodrosefest



FLOWER CITY GARDEN CONTEST



The efforts of hundreds of dedicated city gardeners have been recognized over the past 20 years through the Flower City Garden Contest. Any gardener may nominate his/her own garden or a neighbor's garden.

Recognition and prizes are awarded in several categories, including:

1) Best Use of Container Gardening, 2) Best Use of a Water

Feature, 3) Best Educational Garden, 4) Best Community Enhancement Garden, 5) Best Wildlife/ Butterfly Habitat Garden, 6) Most Interesting Use of Art in the Garden, 7) Most Colorful Garden and 8) Best Urban Farm/Garden.

To register your garden: www.cityofrochester.gov/gardencontest

Deadline for 2016: July 18th

KEEPING

Rochester

CLEAN & GREEN!

Reforest Mount Hope

For 175 years, Mount Hope Cemetery has provided its visitors with a peaceful oasis set within an inspirational landscape. At the heart of this serene environment are the majestic trees. Unfortunately, time and weather conditions have impacted the health of many of these aging trees and left them in need of replacement. Join the Reforest Mount Hope program in its efforts to plant trees in the cemetery. To learn more: www.cityofrochester.gov/reforestmounthope

Second Saturdays at Mt. Hope

Mount Hope Cemetery is a one-of-a-kind environment that features extraordinary greenery, trees, and forest. Volunteer contributions allow the cemetery to maintain its high level of natural beauty. Join us every 2nd Saturday of the month,

from May through October, between 9:00 a.m. and noon. Individuals and groups are welcome! To learn more: www.cityofrochester.gov/mounthopevolunteer

Rochester Blossoms

Saturday, May 14

Thousands of flowers are planted throughout the City's parks and gardens during this citywide volunteer effort. Interested in learning more about starting a garden for your neighborhood or community? Email Scotts@cityofrochester.gov or call 585-428-8820.

Flower City Kids Picnic and Planting Day

Thursday, June 2, Ontario Beach Park, 10 a.m.-2 p.m.

Thousands of Rochester students plant flowers started in their classrooms during a picnic at

Ontario Beach Park. Interested in volunteering for the event? Call 428-8820 to sign-up.

Annual International Coastal Cleanup

Saturday, September 17

Recognizing the importance of our natural resources, the Rochester area again joins this international effort. Volunteer groups can adopt a location to clean-up. For times and locations such as Genesee Valley Park, Maplewood Rose Garden, Lower Falls Park, Turning Point Park, Ontario Beach Park, Seth Green Drive and others call 428-8820.

CLEAN SWEEP / ORGANIZE A MINI SWEEP

Another Clean Sweep is in the bag and Rochester is looking great! A record 3,127 volunteers came out to lend a hand during the 11th annual city-wide beautification project, picking up litter and debris, planting flowers and vegetable gardens, pruning trees and completing neighborhood projects across our city.

Now let's keep this clean streak going! Mini Sweeps are a great way for you

and your block club or neighborhood organization to improve an area that needs a little TLC. Pick a project, a date and a fun group to work with. Give your Neighborhood Service Center a call at least 2 weeks before to talk about your plan. On the day of your Mini Sweep, the City will drop off tools, gloves and bags for your sweep.

Northwest Neighborhood Service Center (585) 428-7620



Northeast Neighborhood Service Center (585) 428-7660

Southwest Neighborhood Service Center (585) 428-7630

Southeast Neighborhood Service Center (585) 428-7640



THURSDAY

HISTORY & NATURE WALKS

Thursday Evening Walks highlight the historical and natural wonders of the City of Rochester. Walks last approximately 90 minutes. Wear comfortable footwear.

**Thursdays,
June 2–Aug. 25**

All walks start at 6 p.m.
and last approx.
90 minutes.



Washington Grove

June 2, 6 p.m.

Meet at the kiosk atop Cobb’s Hill Reservoir (in the open field behind the evergreen grove). Learn about Washington Grove’s old growth forest, its underlying geology, and the restoration projects to preserve its majestic appearance and unique urban ecosystem. The tour is sponsored by the Friends of Washington Grove. The tour route will be over hilly terrain.

Corn Hill

June 9, 6 p.m.

Meet at the Water Spirit Sculpture where S. Plymouth Avenue meets Exchange Boulevard. Explore Corn Hill’s colorful past, from sisters who talked to the dead to Jazz at the Python Club!

Trees in Your Neighborhood:

Corn Hill Neighborhood

June 16, 6 p.m.

Meet at Lundsford Circle Park.

Downtown Heritage Trail

June 23, 6 p.m.

Meet on the north terrace outside of the Central Library’s Rundel Memorial Building, on the corner of Broad and South. Explore the Rochester Heritage Trail, from the Genesee River west to the Susan B. Anthony Historic District.

Trees in Your Neighborhood:

Genesee Valley Park

June 30, 6 p.m.

Meet in the parking lot of the Genesee Valley Sports Complex.

The Rochester Aqueduct

July 7, 6 p.m.

Meet on the steps of the Rundel Public Library building on South Avenue. Learn about the aqueduct, the Genesee River in the downtown area, and visit the site of Ebenezer Allan’s 1789 mill.

Trees in Your Neighborhood:

Park/Oxford Area

July 14, 6 p.m.

Meet at Park Avenue Green, corner of Park Avenue and Barrington Street.

Mount Hope Cemetery

July 21, 7 p.m.

Meet at the Cemetery Office at North Entrance, opposite Robinson Drive (791 Mt. Hope Ave.). Explore the oldest municipally-maintained Victorian cemetery in the United States, including stops at many grave sites of prominent Rochesterians. Please be prepared for hilly terrain.

Washington Grove

July 28, 6 p.m.

Meet at the kiosk atop Cobb’s Hill Reservoir (in the open field behind the evergreen grove). Learn about Washington Grove’s old growth forest, its underlying geology, and the restoration



projects to preserve its majestic appearance and unique urban ecosystem. The tour is sponsored by the Friends of Washington Grove. The tour route will be over hilly terrain.

El Camino Trail

Aug. 4, 6 p.m.

Meet at the corner of Clifford Avenue and Conkey Avenue, for a hike to the Seneca Park Zoo and back. Explore this urban trail that follows a former railroad bed with youth interns with the Genesee Land Trust's Landscaper Apprentice Program.

Trees in Your Neighborhood:

Maplewood Neighborhood

Aug. 11, 6 p.m.

Meet at the corner of Park View Street and Seneca Parkway.

Susan B. Anthony Neighborhood

Aug. 18, 6 p.m.

Meet at the Prosper Rochester storefront at 540 W. Main Street. Explore the historic Susan B. Anthony neighborhood with youth interns from the Prosper Rochester youth program.

Lower and Middle Falls

Aug. 25, 6 p.m.

Meet in upper Maplewood Park near the Rose Garden (opposite the Maplewood YMCA on Driving Park). Explore both Upper and Lower Falls, and learn about the history of the forgotten sites of Carthage and McCrackenville.

FRIENDS OF WASHINGTON GROVE

Washington Grove is a 26-acre old growth oak-hickory forest on glacial terrain on the eastern edge of Cobb's Hill Reservoir. Since 2009, dedicated volunteers from The Friends of Washington Grove have worked with the City to maintain the grove. New volunteers are always welcome! Join The Friends of Washington Grove for a volunteer day. 2016 Volunteer dates include:

Saturday, April 16, 9 a.m.-12 noon
Meet at the Nunda Blvd. entrance.

Saturday, April 30, 9 a.m.-12 noon
Meet at the Nunda Blvd. entrance.

Thursday, May 12, 9 a.m.-12 noon
Meet at the Nunda Blvd. entrance.

Saturday, June 11, 9 a.m.-12 noon
Meet at the Nunda Blvd. entrance.

Fall Foliage Tour in Washington Grove

Saturday, Oct. 15, 3 p.m.

Meet at the kiosk atop Cobb's Hill Reservoir (in the open field behind the evergreen grove). See Washington Grove in its colorful fall overcoat and learn about the old growth forest, its underlying geology, and the restoration projects to preserve its majestic appearance and unique urban ecosystem. The tour is sponsored by the Friends of Washington Grove. The tour route will be over hilly terrain.

Information: www.cityofrochester.gov/washingtongrove





Fast and Furriest 10K Race and 1 Mile Dog Walk
Saturday, June 4
 Information: 585-428-5990 or www.vsas.org

Annual Northeast Family Fitness 5K Walk @ El Camino
Saturday, June 4
 Information: www.geneseelandtrust.org/events-activities.aspx

Annual Stepping Out to Cure Scleroderma Walk
Saturday, June 4
 Information: www.sclerodermatrystate.org

Medved 5K to Cure ALS
Sunday, June 19
 Information: 585-248-3420 or www.medvedrunwalk.com

Rochester Twilight Criterium
Saturday, Aug. 13
 Information: 585-546-4030 or www.rochestercrit.com

Rochester Triathlon
Saturday, Aug. 27
 Information: 585-255-0029 or www.rochestertriathletes.com

AIDS Red Ribbon 5-Day Ride
Wednesday, Aug. 17-21
 Information: www.aidsredribbonride.org

ALS Walk
Saturday, Sept. 17
 Information: 315-413-0121

MVP Rochester Marathon
Sunday, September 18
 Information: www.rochestermarathon.com

Walk to End Alzheimers
Saturday, Sept. 24
 Information: 585-760-5472 or www.alz.org/rochesterny

George Eastman Photo Finish 5K
Saturday, Oct. 1
 Information: 585-271-3361 or visit www.photofinish5k.eastmanhouse.org

Kidney Walk
Saturday, Oct. 1
 Information: 585-697-0874 x30 or www.kidneywalk.org

Making Strides Against Breast Cancer
Sunday, Oct. 16
 Information: 585-288-1950 or visit www.cancer.org

Pumpkins in the Park 5K & Kids Races
Saturday, Oct. 29
 Pre-registration at www.yellowjacketracing.com

East Avenue Grocery Run
Saturday, Nov. 5
 Information: 585-461-1635 or www.groceryrun.org



WEDNESDAY

Group **EXERCISE**

The City of Rochester boasts an array of beautiful parks and green spaces. This summer, the City of Rochester has partnered with the YMCA to offer family friendly exercise programs in beautiful park settings. All classes are FREE. Exercise sessions start at 6 p.m. Please arrive 5-10 minutes early to get situated.

Boot Camp
June 1, 6 p.m.
 Maplewood Rose Garden. Meet in the Rose Garden parking lot at Lake Avenue and Driving Park Avenue.

Zumba
June 15, 6 p.m.
 Cobb's Hill Park. Meet at the Lake Riley Lodge Parking Lot off of Norris Drive.

Yoga
June 29, 6 p.m.
 Genesee Valley Park. Meet at the Genesee Valley Sports Complex parking lot off Elmwood Avenue.

Zumba
July 6, 6 p.m.
 Maplewood Rose Garden. Meet in the Rose Garden parking lot at Lake Avenue and Driving Park Avenue.

Yoga
July 20, 6 p.m.
 Cobb's Hill Park. Meet at the Lake Riley Lodge Parking Lot off of Norris Drive.

Boot Camp
August 3, 6 p.m.
 Genesee Valley Park. Meet at the Genesee Valley Sports Complex parking lot off Elmwood Avenue.

Yoga
August 17, 6 p.m.
 Maplewood Rose Garden. Meet in the Rose Garden parking lot at Lake Avenue and Driving Park Avenue.



Celebrating OUR FIRST **100** YEARS

As we celebrate Wegmans' 100th anniversary, we want to thank you for allowing our family to be part of your family. You've welcomed us into your kitchen to help with meals and celebrate life's special moments.

Thank you for choosing us, and for inspiring everyone in our company to always give you our best.



TUESDAY

Guided

BICYCLE

TOURS

Explore the city's natural and built environments - rides will highlight neighborhoods, city landmarks, natural wonders and the rich history of our great city. Cancellations due to weather will be made at start time on the site of the ride. All rides start promptly at 6 p.m., please be ready to ride on time. For more information call (585) 428-8820.

High Falls Neighborhood

June 7, 6 p.m.

Meet at the Pont de Rennes Bridge, at the Centers at High Falls. Travel along the Genesee Riverway Trail and by road into the community. Ride through

downtown Rochester, Genesee Valley Park, Corn Hill neighborhood and the Susan B. Anthony neighborhood which contains the Frederick Douglass Museum site. A 10 mile ride on flat terrain, city roads and paved trail. *This ride is repeated during the River Romance Weekend, October 8 at 1 p.m.*

Genesee Valley Park Neighborhood

June 14, 6 p.m.

Meet at the Genesee Valley Park pool parking lot, 131 Elmwood Ave. Bike on the Erie Canal, Genesee Riverway, Lehigh Valley North and Genesee Valley Greenway Trails. A 12.5 mile ride on flat terrain, paved and unpaved trails.

South Wedge Neighborhood

June 21, 6 p.m.

Meet at the Genesee Valley Park pool parking lot, 131 Elmwood Ave. Bike on the Genesee Riverway Trail and in the bicycle lane on South Ave in the South Wedge, a neighborhood which is enjoying a rebirth with new housing and businesses. An 11 mile ride on paved trail and City roads.

Seneca and Turning Point Parks

July 5, 6 p.m.

Meet at Seneca Park Zoo parking lot. We cross over to the west side of the Genesee River to ride on the Genesee Riverway Trail north to the Port of Rochester. Spectacular views of the river gorge. Ride on the 4,000 foot boardwalk in Turning Point basin, and under the O'Rourke Bridge. A 12 mile ride on a paved trail with a few moderate hills. *This ride is repeated during the River Romance Weekend, October 9 at 1 p.m.*

**Tuesdays,
June 7–Aug. 30**

All rides start promptly at 6 p.m., please be ready to ride on time.





**University Avenue
Neighborhood of the Arts
July 19, 6 p.m.**

Begin at the Rochester Public Market, 280 N. Union St. Ride along University Avenue to view sidewalk art and enjoy the George Eastman House gardens. A 10 mile ride on flat terrain and city roads.

**Park Avenue Neighborhood
July 26, 6 p.m.**

Meet at the University Avenue Business Center, 1044 University Ave. Ride along to view the beautiful mansions along East Avenue and Brighton Cobb's Hill Neighborhood. A 10 mile ride on city roads.

**Charlotte Neighborhood and
Lake Ontario State Parkway Trail
Aug. 9, 6 p.m.**

Meet at the Abbott's Charlotte parking lot by Estes Street. Great views of Lake Ontario and the ponds along Edgemere Drive with beach front homes. We will

walk a short distance along the Lake Ontario beach front 'secret sidewalk' by beautiful lakeside homes. A 13.6 mile ride on paved trails and roads.

**Corn Hill Neighborhood
Aug. 16, 6 p.m.**

Meet at the Genesee Valley Park pool parking lot, 131 Elmwood Ave. Bike on the Genesee Riverway Trail and explore the Corn Hill neighborhood to view the many historic and stately homes. A 10 mile ride on paved trail and City roads.

**Maplewood Neighborhood
Aug. 23, 6 p.m.**

Meet at the Rose Garden parking lot, Lake Avenue and Driving Park Avenue. Ride on the Genesee Riverway Trail through Seneca Park. See the stately homes on Seneca Parkway and get close up views of the Lower Falls and the Genesee River Gorge. Ride the El Camino Trail and the Rochester Gas & Electric Middle Falls Dam Trail Bridge.

A 9 mile ride on a paved trail and city roads with a few moderate hills.

**Erie Canal Genesee Valley Park
to Brighton Town Park
Aug. 30, 6 p.m.**

Meet at the Genesee Valley Park pool parking lot, 131 Elmwood Ave. Bike on the Genesee Riverway Trail and the Erie Canal Trail east to Brighton Town Park. View the University of Rochester Campus, Empire State College Campus and Genesee Valley Park. An 8.5 mile ride on paved trails.

River Romance Weekend Ride Repeats

For more information, visit:
www.cityofrochester.gov/riverromance

**High Falls Neighborhood
October 8, 1 p.m.**

**Seneca and Turning Point Parks
October 9, 1 p.m.**

ROCHESTER BIKE WEEK

MAY 13-22, 2016
www.cityofrochester.gov/rochesterbikeweek

The City of Rochester is dedicated to being a world-class bicycling community. Over the past five years, more than 60 lane miles of on-street bicycle facilities have been installed with many more planned in the coming years. The City has also greatly expanded the off-street trails network and added a significant amount of bicycle parking around the city.

Bicycling is becoming increasingly popular in the Rochester area as both a mode of transportation and a recreational activity.

Check out the 2016 Bike Week Activities webpage to learn more about how you can get involved in biking activities in the city of Rochester.



Activities

ON THE

WATER

Adult rowing classes

Monday-Saturday, beginning April 18

Adult rowing classes begin “on the water” at Genesee Waterways Center (GWC) in Genesee Valley Park. Programs are open to anyone 18 and over. Beginner, recreational, intermediate and competitive rowing programs are held throughout the spring, summer and fall. Join the many happy people rowing with GWC! www.GeneseeWaterways.org

Kayak and Canoe rentals

Beginning Memorial Day Weekend

Kayak and Canoe rentals open for the season at the Genesee Waterways Center, 149 Elmwood Ave, Rochester. Outrigger canoeing will also be offered in 2016. Visit www.GeneseeWaterways.org for schedules and details.

FREE • National Learn to Row Day

Saturday, June 4

Events at the Genesee Waterways Center will take place from 10 a.m.-4 p.m. Adults and kids ages 14 and older are invited to give rowing a try. Come out and experience the joy of rowing. For more information and pre-registration, visit www.GeneseeWaterways.org

Whitewater Kayak

Youth Summer Camps

Monday-Friday, beginning June 27

Whitewater Kayak Youth Summer Camps at Lock 32 in Pittsford teaches kids and teens to learn and excel at this exciting sport. Information is available at www.GeneseeWaterways.org

The 16th Annual Armond Bassett Canoe and Kayak Race

Saturday, July 9

The Bassett Canoe and Kayak Race is a New York Marathon Canoe Racing, Inc. (NYMCRA) race, which is an association of canoe racers and race organizers that exists to improve and increase the activity of marathon canoe and kayak racing. New competitors and spectators are welcome. www.GeneseeWaterways.org for more information.

The 20th Annual Rochester River Challenge

Saturday, Sept. 17

Revel in a full day of outrigger canoe racing for individuals and teams of all abilities at the Genesee Waterways Center. This is also a Wounded Warrior Disabled Sports and inclusive

community event. You can team up with family, friends, or co-workers to paddle and compete in 400m sprint races for this unique and fun day on the Genesee River. This event is run by Cape Ability Outrigger Ohana, a local non-profit organization which specializes in providing outrigger canoeing opportunities for individuals of all abilities. For more information, instruction and to register, visit www.AdaptiveCanoeing.org

The Head of the Genesee Regatta

Saturday-Sunday, October 8-9

The Head of the Genesee Regatta is an intense rowing competition for high school, collegiate, corporate and Masters athletes. Visit www.GeneseeWaterways.org for information on racing in a corporate team boat with your co-workers. The event coincides with the City of Rochester’s River Romance Weekend and spectators are invited.





Kayaking and Canoeing and Genesee Waterways Center
 The Genesee Waterways Center (GWC) is the City of Rochester’s partner for adult and youth programming in so many things related to our area’s beautiful water resources. This summer, the City of Rochester has teamed up with GWC to offer canoeing and kayaking events on Wednesdays throughout the summer. Bring your family and friends to experience an afternoon/evening of paddling on the beautiful Genesee River.

Dates: Every 2nd and 4th Wednesday of the month.
 June 8, June 22, July 13, July 20, Aug. 10 and Aug. 24.

Time: 11 a.m.-7 p.m.
 Last boats launch at 6 p.m.

Cost: \$15 per person for two hours of rowing.



CITY OF ROCHESTER

PUBLIC MARKET

PROGRAMS

SNAP PROGRAM at RPM

BUY FRESH FOR LESS...at the City of Rochester Public Market.

Get 40% more for your money at the City of Rochester Public Market when you use SNAP benefits. For every \$5 of Market Tokens you purchase with an EBT/SNAP benefit card, you will receive an additional \$2 of NY Fresh Connect Checks. Just like the Tokens, these bonus checks can be used to purchase any food stamp eligible food from over 115 vendors. Use your SNAP benefits to stretch your food dollars and get lots of fresh healthy foods!

You can purchase market tokens at the following times:

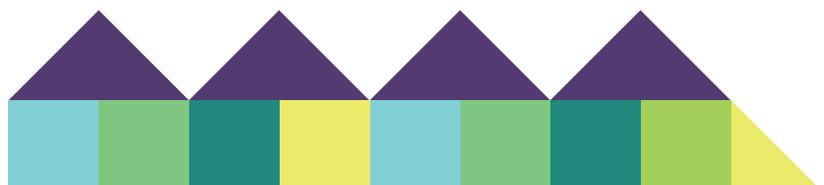
Tuesday and Thursday, 8 a.m.-1 p.m. AND Saturday, 6:30 a.m.-3 p.m. The City of Rochester Public Market (280 North Union Street) is open year-round.

NATURE @ THE MARKET

The City of Rochester Public Market strives to be as green as possible; this quest includes using this very popular destination as a place to educate and inspire the community on environmental issues and topics. The Nature @ the Market program, generously sponsored by Hunt Engineers/Architects/Land Surveyors and Greentopia, is a component of our non-profit Special Guests program that brings the region’s dedicated environmental organizations to the Market on busy Saturdays.

Participating environmental organizations set up outside the Market under a green tent; they inform, amaze, fascinate, and inspire action! The 2016 Nature @ The Market will include organizations such as: Pathstone, Genesee Country Village Nature Center, Genesee Community Charter School, Center for Environmental Information, Cornell Cooperative Extension, Genesee Valley Audubon Society, the Water Education Collaborative at RMSC, and more!

Check out the City’s website (www.cityofrochester.gov) to learn more about the Nature @ The Market program or call 428-7282 or email pmarket@cityofrochester.gov for more information.





What's Happening at the Market?

City of Rochester Public Market • 280 N. Union Street

**Greatest Community Garage Sales
and Super Fleas**

Sundays, 8 a.m.-2 p.m.

June 12, 19, 26; July 3, 10, 17, 24, 31;
Aug. 7, 14, 21, 28; Sept. 11, 25;
Oct. 2, 9 and 16

**Flavors of Rochester
at the Market**

Saturdays, 10 a.m.-Noon

May to Sept., outside the Market
Office, weather permitting

Food Truck Rodeo

Wednesdays, 5-9 p.m.

May 25; June 29; July 13, 27;
Aug. 17, 31; Sept. 28 and Oct. 26

**Rochester Craft Cocktail Revival
(Ticketed Event)**

Friday, 4:30-9 p.m., May 6

Flower City Days at the Market

Sundays, 8 a.m.-2 p.m.

May 8, 15, 22, 29, June 5
and Memorial Day Weekend
Fri., May 27 & Mon., May 30

Bands on the Bricks

Fridays, 6-10 p.m.

July 8, 15, 22, 29 and Aug. 5

Elim Sanctuary Choir Gospel Jubilee

Sunday, 4-7 p.m., July 24

Bike-In Movie

Thursday, 8 p.m., Aug. 11

Flour City Brewers Fest

(Ticketed Event)

Friday, 6-9 p.m., Aug. 19

Artist Row

Sunday, 10 a.m.-4 p.m., Sept. 18

Foodlink Festival of Food

(Ticketed Event)

Monday, 6-9 p.m., Sept. 19

Holidays at the Market

Sundays, 9 a.m.-3 p.m.

Dec. 4, 11 and 18

Market Days, 52 Weeks a Year!

Tuesdays and Thursdays, 6 a.m.-1 p.m.

and Saturdays, 5 a.m.-3 p.m.

Questions? Call 311 • www.cityofrochester.gov/marketevents

Outside the city call 585-428-5990

Believe.



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