



**NEWS RELEASE**

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## **Rochester Downtown Development Corporation Launches Downtown Definitely Events Series to Showcase Downtown Spaces**

***New Activate Spaces Program and Downtown Events Calendar Also  
Launched***

Rochester, New York, May 3, 2022 – [Downtown Definitely Events](#), a new series of free events and activities produced by the Rochester Downtown Development Corporation (RDDC) is coming to downtown Rochester this June through December 2022. From food, festivals, and shopping to music, movies, and art, Downtown Definitely will be shining the light on downtown to create great new experiences and help bring the community together again.

**Eight new Downtown Definitely events** were announced today at a news conference on Parcel 5: Midday Bash, RPO Under the Stars, Window Walk, Movies with a Downtown View, Market Place, Eat Up Roc, Fall Fest, and Lantern Parade. Also being launched, are a **new online Downtown Events Calendar** and the **Activate Spaces Program**, which will provide support for downtown events initiated by the community.



Heidi Zimmer-Meyer, President of RDDC & Executive Director of the Rochester Downtown Partnership said, "This is all about placemaking. We're so excited to be launching this new series of events and programming downtown. We couldn't do it without the enthusiasm, creativity, and support of an incredible group of partners. A vibrant downtown is critical to retaining talent, regional economic growth, and greater community pride. All of the events under the Downtown Definitely banner will grow a more appealing street-level experience and support the unprecedented levels of investment down here – over \$2.5 billion since 2000. If you haven't been lately, we invite you to see the new downtown, embrace our beloved festivals, and sample some of these new and exciting events and activities."

"Downtown Rochester is at an exciting pivot point," said Joseph Stefko, President and CEO, ROC2025, and Rochester Downtown Partnership Board Chair. "Major bricks and mortar projects are beginning to change the face of downtown before our eyes, through ROC the Riverway and the Downtown Revitalization Initiative, Aqueduct Reimagined, new corporate commitments, new residential developments, and innovative re-imaginings of key spaces. Today's announcement marks another important step: the launch of a new strategy to activate key public spaces in exciting, engaging, and inclusive ways."

The City of Rochester is partnering with Downtown Definitely Events on four events, RPO Under the Stars, Movies with a Downtown View, Fall Festival, and Lantern Parade.

“Events in Rochester put a special emphasis on our Downtown and these new additions are no exception,” said Mayor Malik D. Evans. “The programming announced today is the perfect addition to our busy summer events season. The City of Rochester is excited to have the Rochester Downtown Development Corporation join us in promoting Downtown and encouraging more private sector participation to benefit of our businesses, visitors, and the entire community.”

“This announcement shows that downtown is re-energized in Rochester,” said Senator Jeremy Cooney, who both lives and works downtown.

“The announced seasonal events showcase the business and community organizations revitalizing the heart and soul of our great city. I thank RDDC, the City of Rochester, and all the partners joining together to host these exciting upcoming events for our residents and downtown workers.”

### **New Activate Spaces Program Launched – Partner with Us!**

The new events being produced by RDDC and its partners at the City of Rochester, Empire State Development, ROC2025, and the new Rochester Downtown Partnership, are part of how downtown is being reactivated. The call for new community-generated downtown events invites everyone in so that we all see ourselves in the center of our city. We encourage everyone to get creative and propose downtown events and activities that ignite our imaginations and showcase who we are as a community.



To facilitate this, Downtown Definitely’s new Activate Spaces Program will provide support to multiple community-based activities in 2022. These could include one-time events, outdoor programming, and activities, or other street activation ideas. They just need to be open and free to the public.

The application process is now open. Applications will be accepted for ideas that will take place in September 2022 or later. “The kind of support could vary,” says Jenna Knauf, owner of the Bella Events Group, who is coordinating the program. “We don’t know what we don’t know so when the applications come in and we see what people need we can better determine how we can help. For example, it could be for consultation, sponsorship opportunities, or small grants for permits and insurance.”

**To apply visit: [DowntownDefinitely.com](https://DowntownDefinitely.com).**

## New Downtown Events Calendar Launched

To help promote what's happening Downtown, Downtown Definitely is launching a new downtown events calendar where people organizing events in downtown Rochester may submit their events through an easy-to-use interface at [DowntownDefinitely.com](http://DowntownDefinitely.com)

"The goal is that anyone looking for something fun to do outdoors downtown can find it here," added Zimmer-Meyer. "We will be promoting the calendar and spotlighting activities in our upcoming communication so we encourage anyone planning and holding events downtown to add their events to this new downtown calendar so it will be as comprehensive as possible."



## Downtown Definitely Events



### Midday Bash

11:30 a.m. to 2 p.m.  
Wed, June 8 | Thurs, July 14  
Thurs, August 11 | Wed, September 7  
Parcel 5

Midday Bash offers a quick and delicious food and drink option during the week for people working, living, or visiting downtown Rochester. Midday Bash will feature various food trucks, stretches led by Vault fitness studio, live musical performances, games, prizes, and more.



### RPO Under the Stars

Friday, July 8 from 6 to 10 p.m.  
Parcel 5  
Free!

Come enjoy an evening of music under the stars with the renowned Rochester Philharmonic Orchestra. For the first time since 2018, the full Rochester Philharmonic Orchestra returns to Center City for a free outdoor concert! The music of film composers like John Williams has transported us beyond our imagination and to new worlds through heart-pounding adventures. Join Principal Pops Conductor Jeff Tyzik for an evening featuring music from some of the most iconic films of the 20th

century. Food and drinks are available for purchase. Bring blankets or chairs. Limited seating will also be available. RPO Under the Stars is produced in partnership with the City of Rochester.



## Window Walk

Season 1 – July to September and Season 2 – November to December  
Windows of various Downtown Rochester businesses  
Free!

Window Walk is a series of seasonal, temporary window-based murals and art created by local artists to help enhance the vibrancy on the streets of downtown Rochester. The installation spaces will be street-facing windows in buildings located in downtown Rochester's East End and Midtown districts. Downtown Definitely Window Walk is a paid opportunity for participating

artists. Artists are invited to apply now to participate by visiting [RochesterDowntown.com](http://RochesterDowntown.com).



## Movies with a Downtown View

Fri, Jul 15 | Fri, August 5 | Fri August 26  
6 p.m. to 10:00 p.m.  
MLK Park and Roc City Skatepark  
Free!

Downtown Definitely is bringing back this popular summer event for three nights this summer. All screenings are free and family-friendly. As a partner, Foodlink will be offering free snacks for the first 200 attendees. Popcorn, ice cream, and other classic movie concession items will be available for

purchase. Movies with a Downtown View is produced in partnership with the City of Rochester and the Washington Square Community Association.



## Market Place

Saturday, July 30  
Noon to 5 p.m.  
Parcel 5

Makers of clothing, jewelry, textiles, and more will come together to delight and unite shoppers. Take advantage of creation stations where attendees can learn directly from creators and business owners on how to make what they specialize in. Resource and informational booths will also be on-hand along with food, music, and other fun activities!

Vendor fees are from \$25 to \$50. To apply to be a vendor, visit [www.rochesterdowntown.com](http://www.rochesterdowntown.com).



## Eat Up Roc

Thursday, September 8 through Sunday, September 18  
Downtown Rochester

A new interpretation of restaurant week, Eat Up Roc will include all food and beverage businesses in the downtown Rochester neighborhood who will be invited to present a unique dish or drink based on a theme to be announced at a later date. Additionally, customers who purchase from these businesses will have an opportunity to enter a contest to win great prizes. To qualify, customers will share their receipt with Downtown Definitely. More details will

be announced closer to the event.



## Fall Fest

Saturday, October 1, Noon -6 p.m.  
Parcel 5  
Free!

The heart of downtown will become a destination for free Autumn festivities including carnival games, concessions, music, and a homecoming theme where students of all ages can come show their school spirit. Dance competitions and other live entertainment will take the stage. Fall Fest is being produced in partnership with the City of

Rochester.



## Lantern Parade

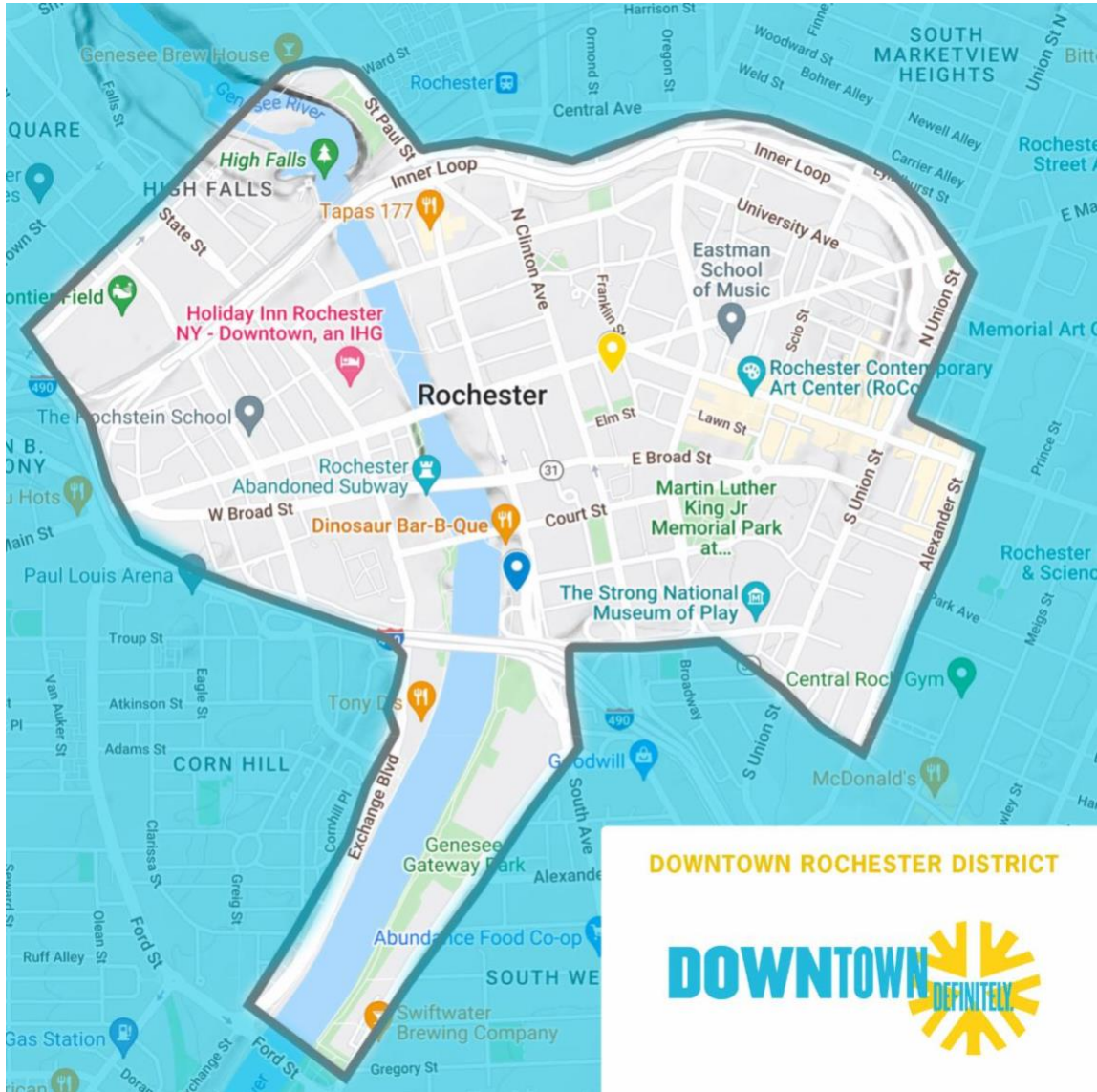
Saturday, December 3  
From Liberty Pole to Roc Holiday Village  
Free!

To add a new element of fun to the Liberty Pole Lighting and Roc Holiday Village's opening weekend, community members will have an opportunity to visit various Rochester businesses to make their own festive lanterns. Carry your lit creation and participate in the popular holiday parade to mark the opening of Roc Holiday Village.

### For More Information

- For the latest on Downtown Definitely events, visit [DowntownDefinitely.com](http://DowntownDefinitely.com)
- Get the scoop! Sign up for our free Downtown Definitely Newsletter at [DowntownDefinitely.com](http://DowntownDefinitely.com)
- Email us at [info@downtowndefinitely.com](mailto:info@downtowndefinitely.com).
- Call (585) 546-6920

## Downtown Rochester



**Downtown Definitely** is a joint initiative of NYS Empire State Development, ROC2025, Rochester Downtown Development Corporation, Rochester Downtown Partnership, and the City of Rochester. Their shared mission is to grow economic vitality in Downtown Rochester by bringing the community together and improving its street-level and riverfront experience.

**Rochester Downtown Development Corporation (RDDC)** is a 501c3 not-for-profit organization founded in 1977 whose sole mission is to drive economic vitality in Downtown Rochester. RDDC accelerates downtown development by positioning and marketing the assets that attract businesses and investment, and it catalyzes innovative ideas that make downtown a more vibrant and inclusive community. RDDC also built and operates **The Commissary** (opened in October 2020), the region's first and only food business incubator and shared kitchen. The public-private Rochester Downtown Partnership entity was created jointly in 2021 by RDDC, Finger Lakes Empire State Development, City of Rochester, and ROC2025 to jumpstart a new, collaborative way of managing downtown and core **ROC the Riverway** sites.

**ROCHESTER DOWNTOWN DEVELOPMENT CORPORATION**

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