



*hello neighbors*

AND FRIENDS OF THE SOUTH WEDGE

**HAPPY SUMMER!**  
**JOIN US!**



**HEY! HELLO! HI! WELCOME!**

Are you looking to meet new fun people in the neighborhood?  
Do you have ideas about things you'd like to do in the South Wedge?

Now is A GREAT time to join the South Wedge Planning Committee Board. The time commitment is about 2 hours per month. There are volunteer opportunities to help with events. In this next year we will be working on our Strategic Plan to set the course for SWPC for the next 10 years. We are a non-for-profit and are looking for folks who want to contribute to the South Wedge! Contact our Executive Director: Jennifer Posey for more info!

[jposey@swpc.org](mailto:jposey@swpc.org)



**Join us for the Annual South Wedge Community Yard Sale**  
**Saturday, August 2nd**  
**10 AM to 3 PM**  
**South Wedge, Rochester**

For just \$10, your yard sale will be listed on our official website and printed maps to help shoppers find you. This is a great way to draw more foot traffic and be part of a fun, neighborhood-wide event.

Cost to Participate: \$10 (includes map & online listing)  
[MORE INFO HERE](#)

**JULY 17** **SASSY IN THE SOUTHWEDGE!** **4:00 FREE**



**ICE CREAM SOCIAL**



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**HAPPY HOUR DANCE PARTY**

**COMMUNITY RESOURCES AND VENDORS**

**PERFORMANCES**

**DJ NICKL**

**DJ BRIAN BUTTLETT**

**STUNT DOUBLE**

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**SOUTH WEDGE PRIDE EVENT!**

*Sassy in the South Wedge  
Thursday, July 17th  
4pm  
Lux Lounge/Star Alley*



SOUTH WEDGE PLANNING COMMITTEE *presents*  
**SOUTH WEDGE FESTIVAL**  
**2025** SOUTH AVENUE BETWEEN  
 GREGORY ST & AVERILL AVE  
 ROCHESTER, NEW YORK

**SATURDAY  
 AUGUST 16<sup>th</sup>  
 11AM @ 5PM**

**THE YEAR  
 OF THE  
 BUSKER**

SHOP  
 LOCAL

MUSICIANS | ARTISTS | LOCAL SMALL BUSINESSES | FOOD & DRINKS  
*a free event* FOR ALL AGES



The mission of South Wedge Fest 2025 is to bring the community together to celebrate the uniqueness of the South Wedge while having fun. You will have the chance to visit local artists, vendors, food trucks, and the eclectic businesses on South Ave, while grooving to a line-up of Rochester's best buskers.

**PET PARADE. BUSKERS. FOOD. ARTISTS & MORE!**

**\*\*we are still looking for sponsors AND volunteers.  
 \*\*\*wait list only for buskers and vendors.**

**BECOME A SPONSOR**





## Silent Disco at South Wedge Fest!

**Saturday, August 16<sup>th</sup>**  
in Star Alley on South Ave

## SHAKESPEARE IN THE PARK

Shakespeare's "A Midsummer Night's Dream" the 28th annual FREE outdoor production & part of the 100th season! Running for 12 performances Wednesday-Sunday (weather permitting) from Friday July 11th through Saturday July 26th.

[More Info](#)



## ROCHESTER PRIDE PARADE & FESTIVAL

### Pride Parade

July 19, 2025

The parade will start at 11:00 a.m. at the intersection of South Avenue and Science Parkway. It will travel north on South Avenue and end at the festival, which will be held in Highland Park (1440 South Avenue).

### Pride Festival

Saturday, July 19, 2025

There will be:

- Food, wine & beer
- Games and activities
- Vendor tables
- Live music and performances

General admission tickets are \$5. Kids under 12 are free!

VIP tickets are \$50 and include private bathroom access and additional food and bar options. (VIP tickets are 21+)



## UPCOMING MEETINGS:



### Highland Hospital Expansion

A special meeting of NBN6 is called on August 13th from 6:00-7:30 p.m., location at Olmstead Lodge.

Highland Hospital staff will present plans for a new 6 story addition to renovate and expand the Emergency Department of Highland Hospital. The meeting will give attendees an opportunity to ask questions. Per Highland Hospital—proposal is as follows: Purpose of expansion: Better serve the growing needs of the community for emergency and hospital care Streamline patient/staff workflows, upgrade clinical equipment and additions of three emergency observation beds, two express care beds, 21 waiting room seats, and three treatment rooms to the current Emergency Department. Physical structure additions: Basement, 2nd floor, ED renovation/expansion, 3rd floor ED administration and emergency observation beds, 4/5 floor shell spaces, 6th penthouse (mechanics)



### SPEAK UP!

JULY 23RD

5:30-7PM

Community Engagement Committee (CEC)

SWPC Headquarters  
224 Mount Hope Ave.



### Join In!

SWPC Board Meeting

Wednesday, July 16<sup>th</sup>  
5:30pm – 7:00pm  
224 Mount Hope Ave.

The SWPC Committee meetings are open to the public and meet the 4th Wednesday of each

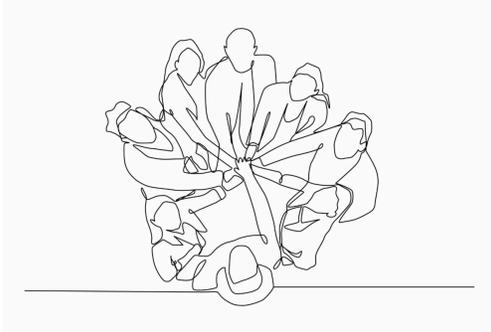
[MORE INFO](#)

month.

Join us in person at the SWPC Office at 224 Mt  
Hope Avenue Rochester NY 14620.

Contact us at (585)256-1740 or  
at [info@swpc.org](mailto:info@swpc.org)

[MORE INFO](#)



**BUSINESSES UNITE!**

South Clinton Business Association  
*3<sup>rd</sup> Thursdays of the month*  
*9:30 – 10:30 a.m.*

Location announced on Instagram:

[South Clinton Merchants Instagram](#)



**B.A.S.W.A.**

*2<sup>nd</sup> Wednesday of month*  
*6:00pm – 7:00pm*

Location TBA

<https://southwedge.com/baswa/>

# JOIN US!

*for* SOUTH WEDGE STEPS

**FREE  
EVENT**

*Rain or shine!*



**TUESDAYS *and* THURSDAYS  
MORNINGS *at* 8:30AM**

**MEET OUTSIDE OF ABUNDANCE FOOD CO-OP  
571 SOUTH AVENUE, ROCHESTER**



[INFO@SWPC.ORG](mailto:INFO@SWPC.ORG)

**WALK AROUND *the* WEDGE WITH US  
*and* GET YOUR STEPS IN**

(APPROX. 30 MINS, ROUTES WILL VARY)



# DONATE TO OUR



## SWPC FOOD DRIVE

DONATIONS CAN BE BROUGHT *to*  
SOUTH WEDGE PLANNING COMMITTEE OFFICE  
*at* 224 MT HOPE AVENUE | MON - THURS 9AM *till* 12PM

PEANUT BUTTER • CANNED SOUP • CANNED FRUIT  
CANNED VEGETABLES • CANNED STEW • CANNED FISH/MEAT  
• CANNED BEANS •

*for*  
MORE INFO: [INFO@SWPC.ORG](mailto:INFO@SWPC.ORG)



WESTSIDE  
FARMERS MARKET

### FARMERS MARKET

SWPC is not hosting a Farmers' Market this year, but we'd like to encourage folks to attend the 19<sup>th</sup> Ward's Genesee Farmers Market!

*Every Tuesday through October 7<sup>th</sup>*

*4:00pm – 7:00pm*

831 Genesee St.

[MORE INFO](#)

*thank you* to our sponsors!



*until next time*  
**GO SOUTH WEDGE!**

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South Wedge Planning Committee (SWPC) | 224 Mt Hope Avenue | Rochester, NY 14620 US

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