



## Hello, Neighbor!

We may have icy temperatures and snow in the forecast, but there's plenty of warmth and good times to be found at VIDA, the Neighborhood of Play, and across the Flower City. With each new season comes another issue of **Living La VIDA Rochester**. In this issue, you'll find insider tips on local activities, a recipe for roasted tomato soup, tips on being a good neighbor, and more.

Have something you want to share with your community? Maybe you tried a new restaurant, took up an interesting hobby, or discovered a park you never knew existed. Reach out to the Leasing Office and we'll do our best to share your ideas on social media or publish them in our next issue. We'd love to hear from you!



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## Treasure Hunt:

Somewhere inside this newsletter is the name of one VIDA staff member, spelled backwards. Find it and let the office know who it is, and we will enter your name in a drawing for a \$150 rent credit or a free professional cleaning!

Contact us with the answer at 585-400-8432 or [info@vidarochester.com](mailto:info@vidarochester.com) by **Friday, January 6th**. The drawing will be held on **Monday, January 9th**, and the winner will be notified the same day.

# A Few Words from Your Concierges

There's no reason to hibernate this winter – there are plenty of exciting things happening this season! Here are some of our favorites.



## Rochester Americans Hockey

If you haven't been to an Amerks game in a while, add one of their 36 home games to your schedule. Even if you don't know a hat trick from a hand pass, watching our home team on the ice makes for a fun night out. And let's face it, who doesn't love a Zamboni?! Visit [amerks.com](http://amerks.com) for information and tickets.

## NYS Ice Wine & Culinary Festival

One benefit of our cold weather is ice wine – a dessert wine made from grapes that have frozen while still on the vine. On February 18th, Casa Larga in Fairport will host its Ice Wine Festival, which features tastings, horse-drawn sleigh rides through the vineyard, ice wine-infused foods, and s'mores by the fireplace. Visit [casalarga.com](http://casalarga.com) for details and tickets.



## Roc City Circus

If you don't ski, snowboard, or ice skate, why not join the circus? Roc City Circus offers classes like trapeze, aerial hoop, and aerial yoga for fun and fitness. Even if you have no prior circus experience (and who does?), they have a class that's perfect for you. If you're looking for a unique place for a party or night out with your squad, they also offer private group events. Visit [roccitycircus.com](http://roccitycircus.com) for information and class schedules.



Call or write your concierges at 585-270-1617 or [VIDAconciergeservice@gmail.com](mailto:VIDAconciergeservice@gmail.com) for more ideas!

## Community Reminders

- **NEVER, UNDER ANY CIRCUMSTANCES, TURN OFF YOUR HEAT.** This will cause plumbing pipes to freeze and burst, resulting in considerable damage to your or your neighbor's apartment and belongings – for which you will be held responsible. Thermostats should never be set below 50 degrees during the winter months.
- When it snows, please be sure to move your vehicle to assist the maintenance staff in clearing snow from all the parking spots. Please do not park your vehicle over the curb. Be sure to notify maintenance at 585-413-3120 if you will be out of town for an extended period.
- Please do not start your vehicle to warm it up and walk away from it. An unattended, running vehicle is a prime target for theft. Additionally, do not leave valuables or other items (i.e., sunglasses, loose change, boxes, or bags) in your vehicle that may encourage someone to break in.
- **NEVER** prop a door open, even if you just expect to be outside for a few minutes. This is the easiest way for non-residents to gain unauthorized access into your building and endanger you and your neighbors. Be sure the door closes and latches behind you once you enter the building. Also, do not buzz people you do not know into the building if they call you on your intercom. **THIS INCLUDES ALLEGED DELIVERY DRIVERS.**
- If you see suspicious, illegal, or disruptive behavior in the building, please notify the police department and our maintenance or leasing staff **IMMEDIATELY.**

## VIP PROGRAM SPOTLIGHT:

### Cheesy Eddie's

If you're entertaining and need a decadent dessert, want to surprise someone you love with a special treat, or just want to reward yourself with something indulgent, head to the Cheesy Eddie's. While they're legendary for their cheesecake, carrot cake lovers say theirs is the best in town. They also have amazing cupcakes, tarts, cookies, and more. And if you're planning a wedding, put them on your consideration list for a wedding cake. Owners John & Colleen Baker couldn't have a more appropriate last name! Everything they bake is incredible... and all-natural.

As a VIDA resident, you'll get 10% off any purchase of \$10 or more at Cheesy Eddie's. You can find them at 602 South Avenue and 900 Jefferson Road, or shop online at [cheesyeddies.com](http://cheesyeddies.com).

## RECIPE CORNER

### Roasted Tomato Soup with Cheddar Cheese (MAKES 6 SERVINGS)

#### Ingredients

- |                                       |  |
|---------------------------------------|--|
| 3 pounds plum tomatoes                | 1 Tbsp. kosher salt, divided                                   |
| 1 medium-size yellow onion, quartered | 3 cups lower-sodium chicken broth                              |
| 6 large garlic cloves, smashed        | 1½ Tbsp. balsamic vinegar                                      |
| 10 thyme sprigs                       | 6 ounces sharp cheddar cheese, shredded, plus more for serving |
| 2 Tbsp. olive oil                     | Chopped fresh chives for serving                               |
| ¼ tsp. black pepper                   |  |

#### Directions

1. Preheat oven to 425°F. Toss together tomatoes, onion, garlic, thyme, oil, pepper, and ½ Tbsp. of the salt on a large, rimmed baking sheet. Arrange tomatoes evenly, cut side down, on baking sheet. Bake in preheated oven until tomato skins begin to blister, 25 to 30 minutes.
2. Peel and discard skins from cooked tomatoes; discard thyme from baking sheet. Transfer peeled tomatoes, onion, garlic, and any accumulated juices from baking sheet to a Dutch oven. Add broth, vinegar, and remaining ½ Tbsp. salt. Process mixture with an immersion blender until smooth, about 2 minutes. Bring to a simmer over medium; simmer 10 minutes.
3. Remove from heat; stir in cheese until melted and smooth. (If soup is not completely smooth, process once more with immersion blender.) Spoon soup evenly into 6 bowls; sprinkle with additional cheese, pepper, and chives.

Source: [southernliving.com](http://southernliving.com)





# Being a Good Neighbor

A smile, a wave, or a little courtesy can go a long way toward making VIDA a truly special community in Rochester's Neighborhood of Play.

Whether you're passing each other in the hallway, sharing an elevator, working out in the fitness center, or relaxing on the rooftop deck, living at VIDA provides endless opportunities to connect with your neighbors.

## Greet Your Neighbors

Take the time to introduce yourself. Everyone wants to feel welcome and comfortable in the place where they live. After you first meet someone, repeat their name in your head a few times to help you remember it the next time you see them. Even if you never become friends, greeting a neighbor by name shows you care about the people around you. If you're thinking about making a New Year's resolution, why not decide to be the person that always says "hi" first?

## Be Considerate About Noise Levels

Sharing walls, ceilings, and floors means it's possible for some sounds to travel between apartments. Keeping music and TV volumes just loud enough for you to hear, wearing soft footwear if you live above others, and vacuuming when people are typically awake are examples of how you can be considerate.

A good conversation starter when you see your neighbors is to just ask them if anything you do is too noisy. And when it comes to entertaining, let your neighbors know in advance. Making sure they aren't surprised by a little extra noise goes a long way toward maintaining a good relationship.

## Choose Apartment-Friendly Pets

VIDA is proud to be a pet-friendly community. We believe living with a pet is one of the most rewarding relationships you can have. When it comes to dogs, try to choose a breed or mix that is more comfortable with apartment

life, give them plenty of exercise, and be a considerate pet owner. Check in with your neighbors to see if your dog barks too much while you're out and be sure to keep your dog on a leash and clean up after them.

*If you are thinking of getting a pet, please reach out to our leasing office for information about our pet-friendly policies. Just call 585-400-VIDA (8432).*

## Offer to Help

This one is simple – do something for a neighbor that you would hope they'd do for you. If you see a fellow resident carrying a heavy load, offer to help them or hold the door. If you know a neighbor isn't far behind, hold the elevator for them. If you're brushing the snow off your car some cold Rochester morning and a neighbor is parked next to you, take a few minutes to brush theirs. Be the first to offer a favor and you'll always have a helping hand when you need one yourself.



LOVE YOUR  
NEIGHBOR

## Happy Holidays

We hope you have a joyful holiday and a happy New Year!  
-The Team at VIDA