



Hello, Neighbor!

Summer in Rochester is here and so is our new issue of **Living La VIDA Rochester!** This issue features fun upcoming events in the Rochester area, a delicious recipe for chicken tacos, our guide on how to handle your dog's "zoomies", and more!

Have something you want to share with your community? 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 by **Thursday, July 11th**. The drawing will be held on **Friday, July 12th**, and the winner will be notified the same day.

ROC Spots

It's finally summer, which means Rochester is jam-packed with fun and exciting events coming up. Here are just a few happenings to add to your summer to-do list!

Party in the Park

Beginning Thursday, July 11th, Martin Luther King Jr. Park will be transformed into a music hotspot for the following six weeks. This concert series, organized by the City of Rochester, features a diverse range of music, including blues, funk, rock, reggae, and classic rock, bringing passionate music aficionados and families to enjoy the great summer weather. For more information, go to rochesterevents.com/partyinthepark.

Corn Hill Arts Festival

Check out this year's Corn Hill Arts Festival on July 13th and 14th. The festival, which spans over nine streets in the historic Corn Hill neighborhood, will showcase over 300 artists. It will also feature a cornhole competition, a 5k run, an exhibition of Fairy Houses, and a huge musical lineup, among other things! For details, check out cornhillartsfestival.com.

Food Truck Rodeo

There's no better way to spend a summer Wednesday night than experiencing the Food Truck Rodeo. Now through September, there will be local food trucks, drinks, and live music at the Rochester Public Market from 5:00 to 9:00 PM on the last Wednesday of the month. Just about everything and anything that could be served from a truck can be found at the Food Truck Rodeo! Visit cityofrochester.gov/foodtruckrodeo.



Community Reminders

- The Leasing Office will be closed on Thursday, July 4th in observance of Independence Day. We hope you enjoy the holiday, too!
- Resident Appreciations Days have started! Stop by the patio deck on Friday, July 5th from 7:00 – 9:00 AM for complimentary donuts, bagels, coffee, tea, and juice.
- VIDA's rooftop and patio areas are open for our residents to enjoy! Please remember to follow the rules and regulations when utilizing these spaces.
- If you are experiencing difficulties with your NEW Resident Portal/Dashboard for VIDA, please contact the Leasing Office at 585-400-8432 or email info@vidarochester.com.
- Parking is for residents ONLY. All others will be towed at the owner's expense. If the parking lot is full and you are a resident with a parking sticker, please call 585-400-8432 and follow the prompts to report it.
- Important package information:
 - For Buildings A, B, and D, please contact Parcel Pending's customer relations department at 855-316-4756 or www.parcelpending.com/residents. They are a fully staffed team that handles all resident inquiries, including missing packages.
 - For Building E, please contact Amazon's customer service at 888-283-0577.
- **NEVER** prop a door open, even if you just expect to be outside for a few minutes. 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.**
- Please remember to always lock your car, shut your windows, and never leave valuables inside your vehicle.
- If you see suspicious, illegal, or disruptive behavior in the building or on the property, please notify the police department and our maintenance or leasing staff **IMMEDIATELY.**
- Garage or any storage space is provided for your use at your own risk. VIDA is not responsible for any damage or loss to any items stored in the storage area or garage.
- Visitors are to use the video intercom system and be accompanied by the resident they are visiting.

VIP PROGRAM SPOTLIGHT:

Impact Earth

Do you care about the environment and would like to learn more about repurposing food scraps? At Impact Earth they offer their customers curbside service. Impact Earth will come to you every week to pick up your food waste. You can choose from a variety of service options at their website! Impact Earth also offers zero-waste lifestyle products for your kitchen, bath, and laundry! You can check them out in person at 1458 Monroe Avenue or shop online at impactearthlifestyle.com.

The best news for the environment: Impact Earth is a VIP Program partner, so VIDA residents will get 20% off curbside services or any of their products. Use promo code **KONAR20** at check-out!

RECIPE CORNER

Chicken Tacos

(MAKES 4 SERVINGS)

Ingredients

3 table spoons extra-virgin olive oil
4 boneless skinless chicken breasts
(cut into 1" strips)
2 teaspoons chili powder
2 teaspoons ground cumin
½ teaspoon garlic powder
¼ teaspoon paprika
Kosher salt
Freshly ground black pepper
8 corn tortillas

Toppings (optional)

Sour Cream
Pickled Red Onions
Diced Tomatoes
Shredded Monterey Jack
Diced Avocados
Pico de Gallo
Lime Wedges

Directions

1. In a large skillet over medium heat, add olive oil.
2. Season chicken with salt and pepper, and add to skillet.
3. Cook until golden, about 6 minutes.
4. Add chili powder, ground cumin, garlic powder, and paprika to chicken and stir until coated, 1 minute more. If needed, add a little more oil or water to help spices coat chicken.
5. Heat tortillas up in the same skillet until slightly brown.
6. Add your chicken to your warmed tortillas. Load up your tacos with your desired toppings!

Source: delish.com



NEIGHBOR 2 NEIGHBOR

Zoom! Zoom! Zoom! I'm zooming in my room.

We adore and appreciate our VIDA dog residents and their energetic personalities.



Are you familiar with the word “zoomies”? Has your dog ever shown you they have endless energy by speeding around your apartment? Frenetic Random Activity Periods, or FRAPS as they are officially known, are a normal and healthy habit in dogs. But occasionally, the “zoomies” can cause havoc or even pose a safety concern.

Why Do Dogs Get the Zoomies?

Excess Energy: One of the most common reasons dogs get the zoomies is simply because of pent-up energy. Dogs, especially young and high-energy breeds, need regular exercise and mental stimulation. Without adequate outlets for their energy, they may express it through sudden bursts of activity.

Stress Relief: Just like humans, dogs can experience stress and anxiety. The zoomies can be a way for them to relieve stress, acting as a release valve for built-up tension. It's a natural mechanism that helps them reset their emotional state.

Happiness and Playfulness: Sometimes, the zoomies are an expression of pure joy and excitement. Dogs might get them when they're extremely happy or excited, such as after a bath, during playtime, or when their favorite human comes home.

Physical Sensations: In some cases, the zoomies might be triggered by things like a bath, snow that melts and wets their fur, or a brushing.

Your Dog's DNA: Dogs and wolves are very closely related genetically. Wolves are crepuscular, meaning they are most active at dawn and dusk. That's when they would be out hunting, and it is the reason your dog's zoomies normally happen around dawn and dusk.

Dealing with Dog Zoomies

While the zoomies are generally harmless, they can sometimes lead to accidents or injuries, especially in confined or cluttered spaces. Here's how you can manage your dog's zoomies effectively:

Ensure Adequate Exercise: Regular exercise is crucial for your dog's physical and mental health. Adequate daily exercise can help prevent the zoomies by ensuring your dog doesn't have excess energy to burn off in such a frenetic manner.

Create a Safe Space: If your dog tends to get the zoomies, ensure they have a safe, open space where they can run without the risk of injury. Remove any fragile items or obstacles that could pose a danger during their energetic bursts.

Stay Calm: If your dog starts zooming, maintain a calm demeanor. Chasing them or getting overly excited can further stimulate their energy, prolonging the behavior and potentially causing injuries or damage to your apartment or townhome.

Use Positive Reinforcement: Encourage calm behavior through positive reinforcement. Reward your dog when they settle down after a zoomie episode. This can help them learn that calm behavior is also rewarding.

Understand the Triggers: If you notice that certain situations consistently trigger the zoomies, try to understand, and modify these triggers. For example, if your dog always gets zoomies after a bath, consider changing your post-bath routine to help them calm down.

Consult a Professional: If your dog's zoomies seem excessive or are accompanied by other concerning behaviors, it's a good idea to consult with a veterinarian or a professional dog trainer. They can provide guidance and rule out any underlying issues that might be contributing to the behavior.

One of the many reasons people choose to live at VIDA is because we're pet-friendly. We think pets bring companionship and joy to our lives, and living in an apartment or townhome shouldn't prevent you from having a pet. If you're thinking of getting a pet and would like to learn more about VIDA's pet-friendly policies, just call our leasing office at 585-400-8432 or email us at info@vidarochester.com.