



Hello, Neighbor!

The air is crisp, the days are bright with winter's glow, and Rochester has once again wrapped itself in a blanket of cold-weather charm. With the season in full swing, we're excited to bring you a brand-new issue of **Living La VIDA Rochester**. Inside, you'll find inspiration to embrace winter your way—whether you're staying warm indoors, discovering new local adventures, baking a delicious loaf, or upcycling creatively this winter season. Let's celebrate the season together and make these winter months something special!

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!

Contact us with the answer at 585-400-8432 or info@vidarochester.com by **Thursday, January 8th**. The drawing will be held on **Friday, January 9th**, and the winner will be notified the same day.

ROC SPOTS

Winter in Rochester may be frigid, but it comes with its own kind of magic! From beloved traditions to unique local happenings, there's no shortage of ways to enjoy the season. Here are just a few highlights worth exploring!



Gala Holiday Pops

Get into the holiday spirit with Gala Holiday Pops, a festive concert from Rochester Philharmonic Orchestra. Expect joyful music, seasonal favorites, and uplifting holiday cheer. This year's shows take place late December — all at Kodak Hall at Eastman Theatre. Don't miss this warm-hearted tradition that's beloved across the community! For more information, visit: rpo.org.



Rochester Night Market

Looking for a fun local night out? Visit the Rochester Night Market, the city's largest flea market! Browse unique treasures, handmade goods, vintage finds, tasty bites, local art, and enjoy live music — all while supporting small businesses. The Market takes place every other Tuesday from 6:00–10:00 PM at 18 Flint Street in downtown Rochester. Learn more at: rochesternightmarket.com.

Candle Making at Scents by Design

Winter is the perfect excuse to get cozy indoors at Scents by Design. At their candle-and- fragrance bar on University Avenue, you can create your own custom scent and pour a soy candle, wax melt, diffuser, or aromatic spray. With over 100 scents and helpful "Scent Stylists" on hand, it's a fun outing for a date, a night with friends, or a treat for yourself. More info: scentsbydesign.com.



Wishing you and your loved ones a season full of joy, warmth, and happiness, and a New Year filled with bright possibilities! ~ Your VIDA Team

Community Reminders

1. The Leasing Office will be closed on Thursday, December 25th, and Thursday, January 1st.
2. **Hallways:** Shoes, boots, and trays must be kept inside your unit. Hallways must remain clear.
3. **Fitness Rooms:** Be mindful of noise, including music volume and dropping weights.
4. **Snow Removal:** Move vehicles to allow plowing and do not park over curbs. Notify maintenance 585-413-3120 if you will be out of town for an extended period.
5. **Vehicle Safety:** Do not leave running vehicles unattended or leave valuables inside.
6. **Building Entry:** Never prop doors open. Ensure they latch. Do not buzz in people you do not know (including delivery drivers).
7. **Suspicious Activity:** Report illegal, disruptive, or suspicious behavior to the police and notify maintenance/leasing.
8. **Package reminders as the holiday season is fast approaching:**
 - Take a second to provide clear delivery instructions to the courier in the note section upon checking out and ordering from your favorite on-line stores. This will help ensure packages will be delivered to the correct location.
 - Be sure to provide your full address including full name and unit number.
 - When ordering larger items, you are responsible for being home to receive these items. Extra-large packages block the stairwell in the oversized package area and become hazardous.
 - Please remember to retrieve your package within 3 days of delivery.
 - Do not hesitate to use the following number to report any package problems or report driver issues.
 - ◊ Parcel Pending Customer Relations – 855-316-4756 or [www.parcelpending.com/residents](http://parcelpending.com/residents) for Buildings A, B, and D.
 - ◊ Amazon HUB Customer Service – 888-283-0577 for Building E.



VIP PROGRAM SPOTLIGHT:

M/Body

Start your new year resolutions early at M/Body fitness and wellness studio. This inclusive and energized environment offers a wide range of group classes including HIIT, strength training, yoga, Pilates, barre, cycling, and more. M/Body also provides personal training, private yoga sessions, suged ekim, small group training, private boxing, and holistic wellness services. The fitness studio is located at 44 East Main Street in Webster and is open seven days a week.

As a VIP Partner, M/Body is offering VIDA residents a free first class, a one-month unlimited pass for just \$99, and 20% off the first "M/Bundle" of class-hour credits. It's a perfect way for residents to explore a variety of workouts, build healthier habits, and find a fitness routine at a special introductory price. Visit mbodyrochester.com.

RECIPE CORNER

Cranberry Marble Loaf

(YIELDS 10 SERVINGS)

Ingredients

Cooking spray

1 box white cake mix

(including ingredients for cake)

1 cup cranberry preserves or sauce

5 drops red food coloring

3/4 cup all-purpose flour, divided

1 cup confectioners' sugar

1 tsp. vanilla extract

2 Tbsp. whole milk, divided

Directions

1. Preheat oven to 350°F. Line a 9"×5" loaf pan with parchment (leaving a 2" overhang) and grease with cooking spray.
2. Prepare cake mix in a large bowl. Transfer 1 cup batter to another bowl; stir in cranberry preserves, food coloring, and 6 Tbsp flour until smooth.
3. Stir remaining 6 Tbsp flour into the white batter.
4. Scoop alternating dollops of red and white batter into the pan (checker-style), swirl lightly with a knife, and sprinkle with sanding sugar if desired.
5. Bake 40–45 minutes until mostly clean when tested; cool 5 minutes, then transfer to a rack to cool completely.
6. Whisk confectioners' sugar, vanilla, and 1 Tbsp milk; add more milk ½ tsp at a time until thick and spreadable.
7. Pour glaze over cooled cake, nudging it to drip slightly over the sides; let set 10–20 minutes.

Source: delish.com



Thrift Flips for Winter

Easy upcycles for cozy décor

Winter is the perfect time to give everyday items a cozy second life. These simple thrift-flip projects are budget-friendly, renter-safe, and bring instant warmth and personality to any apartment or townhome.

Old Sweaters to Pillow Cases

Turn worn or thrifted sweaters into soft, textured pillow covers that look boutique-made. Cut the fabric to fit your pillow insert, stitch or fabric-glue the edges, and showcase any unique knits or buttons for added charm. They're an easy way to make your sofa or bed feel extra inviting.

Glass Jars to Frosted Candle Holders

Clean out empty jars, then wrap them with twine or softly brush on white paint for a frosted finish. Add battery-powered tea lights for a cozy glow that's safe for apartment living. Cluster a few together for an instant winter centerpiece.

Thrifted Mugs to Cocoa Bar Staples

Mismatched thrifted mugs make a charming upgrade for your winter cocoa bar. Mix shapes, patterns, and sizes for a collected look, then pair them with cocoa packets, marshmallows, and seasonal toppings. It's an easy, whimsical way to warm up long winter nights.

Scarves to Table Runners or Shelf Décor

Lightweight scarves from thrift stores can double as simple table runners or layered shelf décor. Plaids, knits, and neutral patterns add soft winter texture without taking up storage space. Just fold, drape, and style however you like.

Sweater Sleeves to Candle or Vase Cozies

Remove the sleeves from old sweaters and slide them over jars, vases, or candle holders to instantly "winterize" your décor. The added texture brings warmth to any corner, and you can mix colors and knits for a playful layered look.

Vintage Baskets to Blanket or Boot Storage

Thrifted baskets are perfect for storing blankets, scarves, or winter boots in style. Give them a quick clean—or a coat of neutral paint—to freshen them up, then place them by the couch or entryway. They keep seasonal clutter organized while still looking intentional.

Flannel Shirts to Cozy Throw Blankets

Soft flannel shirts can be cut into squares and stitched together for a simple patchwork throw blanket. The mixed plaid patterns make it look rustic and winter-ready, and you don't need advanced sewing skills to pull it off. Drape it over the arm of a chair to add instant warmth and personality to your space.

Tin Cans to Mini Planters for Winter Greens

Clean and paint thrifted tin cans, then pot small winter-friendly plants like rosemary or mini evergreens. These tiny planters brighten windowsills and countertops and bring a touch of nature indoors when everything outside feels gray. Add twine or ribbon to make them even cozier.

