



Hello, Neighbor!

Summer has officially settled over Rochester — bringing golden sunlight, longer evenings, and a new issue of **Living La VIDA Rochester!** In this edition, we're featuring exciting summer activities happening around the city, a flavorful recipe for Pineapple Shrimp Skewers, practical tips for creating a summer routine you'll actually look forward to, and much 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!

Contact us with the answer at 585-400-8432 or info@vidarochester.com by **Thursday, July 9th**. The drawing will be held on **Friday, July 10th**, and the winner will be notified the same day. Employees are not eligible to participate in the drawing.

ROC Spots

With Rochester now fully embracing the rhythm of summer, the city comes alive with endless opportunities to get out and explore. Whether you're planning weekend outings, hosting friends and family, or simply embracing a slower pace, we've gathered a lineup of can't-miss activities!

Rochester Jazz Festival

The 23rd edition of the Rochester International Jazz Festival returns downtown from June 19th – 27th. This nine-day celebration features 300+ shows across 19 different venues. With performances by over 1,750 artists from around the world, and free headliner concerts like Robery Cray Band, Galactic, & Ana Popović. For more information visit: rochesterjazz.com

Bark in the Park

"Bark in the Park" is the ultimate summer night out for fans and their four-legged companions. Head to ESL Ballpark and enjoy a one-of-a-kind game day experience. From dog-friendly seating areas to a relaxed, community-centered atmosphere, it's the perfect way to turn an ordinary game into a memorable outing. Mark your calendar for July 30th and August 27th—bring your pup, soak up the summer vibes, and make it a tradition you won't want to miss.

Hiking at Turning Point Park

If you're looking to get outside and experience a different side of Rochester, Turning Point Park is the kind of place that quickly becomes a fan favorite. Follow winding trails that open up to peaceful river views, then step onto the elevated boardwalk that carries you right over the water for a perspective you don't usually get in the city. It's an easy, scenic escape where you can stretch your legs, slow down for a bit, and feel fully immersed in nature—without ever leaving town.



Community Reminders

1. Join us on the patio deck between Building A and Building B on: Friday, July 10th, August 7th, & September 4th for our Resident Appreciation Days from 7:00–9:00 AM.
2. The Leasing Office will be closed on **Friday, July 3rd** and **Monday, September 7th** in observance of the holidays.
3. VIDA's rooftop and patio amenities are open for resident use and will remain open on holiday weekends. Please follow all posted rules and regulations.
4. **Visitor & Building Security:**
 - Visitors must use the video intercom system and be accompanied by the resident they are visiting.
 - Never prop open exterior doors or grant access to anyone you do not know, including delivery drivers.
 - Please ensure windows in the fitness rooms and community room are closed and secured after use.
5. **Parking & Vehicle Reminders**
 - Parking is reserved for residents only. Unauthorized vehicles will be towed at the owner's expense.
 - If the lot is full, residents with a valid parking sticker should call 585-400-8432 during office hours.
 - After hours, contact Armor Security at 585-500-7675 (if on-site) or Maintenance On-Call at 585-453-2165.
 - Please lock your vehicle, close windows, and do not leave valuables inside.
 - Please notify the Leasing Office of any changes to your vehicle information.
 - Vehicles may not remain on the property while a resident is away for an extended period. If you anticipate being out of town, please contact the Leasing Office in advance.
6. If you observe suspicious, illegal, or disruptive activity on the property, contact the police and notify the Leasing Office or Maintenance immediately.
7. Garage areas are not designated storage spaces. Please remove all personal belongings to avoid violations. VIDA is not responsible for any loss, theft, or damage to items left in these areas.
8. Save the Date! Food Truck Event Thursday, October 1st from 5:00–7:00 PM. More details coming soon!

VIP PROGRAM SPOTLIGHT:

The Wellness Lab

Looking for a way to reset, recharge, and invest in your overall well-being? The Wellness Lab offers a personalized approach to recovery and self-care, providing services designed to help you feel your best—inside and out. From restorative treatments to supportive wellness services, every visit is centered on helping you restore balance and build long-term health.

Even better, The Wellness Lab is a VIP Program Partner, which means VIDA residents receive an exclusive 20% off any service. It's the perfect opportunity to prioritize yourself and experience high-quality wellness care at a special community rate. Located at 1350 University Avenue and opened 6 days a week! Visit thewellnessrecoverylab.com for more info!

RECIPE CORNER

Pineapple Shrimp Skewers

(YIELDS 4 SERVINGS)

Ingredients

3 cups cubed pineapple	2 tsp. toasted sesame oil
1 lb. shrimp, peeled and deveined	½ tsp. crushed red pepper flakes
3 Tbsp. EVOO	Kosher salt
3 Tbsp. sweet chili sauce	Toasted sesame seeds
2 cloves garlic, minced	Thinly sliced green onions
2 tsp. freshly grated ginger	Lime wedges

Directions

1. Preheat grill to medium heat and place wooden skewers in water to soak. Alternate skewering pineapple and shrimp until all are used, then place on a large baking sheet.
2. In a medium bowl, combine olive oil, chili sauce, garlic, ginger, sesame oil, and red pepper flakes and season with salt. Whisk until combined and brush all over skewers.
3. Place skewers on grill and cook, flipping once, until shrimp is cooked through, 4 to 6 minutes total.
4. Garnish with sesame seeds and green onions before serving.

Source: delish.com



NEIGHBOR 2 NEIGHBOR

Morning Sunshine: Creating a Summer Routine You'll Actually Enjoy

Summer has a way of making life feel a little lighter. The days are longer, the weather is warmer, and there are more opportunities to spend time outdoors. Instead of trying to stick to a rigid schedule, this season is the perfect time to create a routine that feels refreshing, realistic, and enjoyable.

Start with Sunshine

One trend gaining popularity is the “sunshine start”—beginning your day with a few minutes outside before checking emails or social media. Whether it’s enjoying a cup of coffee on the patio or your balcony, taking a quick walk around the community, or simply sitting in the morning sun, this small habit can help boost your mood and energy for the day ahead.

Get Moving

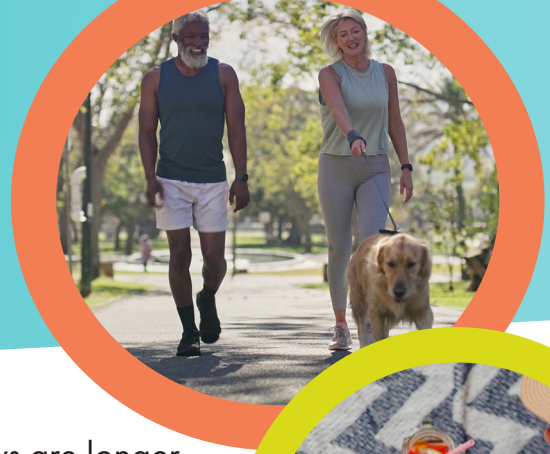
Summer is also a great time to embrace movement in ways that don’t feel like a chore. Rather than committing to an intense fitness plan, consider activities you genuinely enjoy, such as evening walks, bike rides, pickleball, or exploring local parks and trails. When movement feels fun, it’s much easier to make it part of your routine.

Make Time to Unplug

Another simple wellness trend is creating a dedicated “unplug hour.” With so much time spent on screens, setting aside an hour to read, listen to music, work on a hobby, or spend time outside can help you recharge and be more present throughout the day.

Congrats to Desmond Armstrong!

Desmond has been promoted to Lead Maintenance Technician at VID! This well-deserved promotion is a reflection of Desmond’s hard work, technical expertise, leadership, and dedication to excellence every day. We’re grateful to have him as part of our team. Congrats!



Refresh Your Space

Don’t overlook the impact of your living space, either. Opening the windows, adding a few plants, or creating a cozy outdoor seating area can make your apartment or townhome feel more connected to the season. Even small changes can help transform your home into a place where you truly enjoy spending time.

Leave Room for the Unexpected

Of course, summer routines should leave room for spontaneity. Some of the best moments happen when you say yes to a last-minute outing, a community event, or dinner with friends. The goal isn’t to fill every minute—it’s to create a rhythm that supports both productivity and enjoyment.

This summer, focus less on perfection and more on what makes you feel energized, connected, and happy. A routine you’ll actually enjoy is one that works for your lifestyle—and leaves plenty of room for sunshine along the way.

