

November 27, 2019 Weekend Happenings



Northwest

4th Annual

BEST OF CHARLOTTE

Sunday, Dec 1st, 2019 | 3-5 pm

Roger Robach Community Center
180 Beach Ave
Rochester, NY 14612

\$15.00 Admission

Food | Music | Raffles & 50/50

2019 Community Service Awards

Champagne Toast

A champagne bottle with a popping cork and foam spraying out, set against a warm, golden background.

The 4th Annual Best of Charlotte

WINE TASTING & THE BEST OF CHARLOTTE FOOD!

The Best of Charlotte is the largest fundraiser event for the Charlotte Community Association, Inc. and we would love for you to attend.

The Wineries & Cider Tasting from local vendors and a champagne toast to cap off the event.

Charlotte Restaurants: Taste of the Bahamas, Windjammers Bar and Grill & Whiskey River Bar and Grill, Charlotte Tavern, Mr. Dominic's and Lakeside Haven Family Restaurant will show off their culinary skills.

Awards Presentation: Volunteer of the Year: Suzanne Phillips, Citizenship of the Year: Molly Clifford, City Council, Group of the Year: Many Neighbors Building Neighborhoods, Educator of the Year: Eric Meister, Senior Army Instructor JROTC LAFYM, Police Officer of the Year, Officer Bryan Boskat, RPD & Firefighters of the Year: Firefighter Lea Weber, E 19 Group 1 and Tom Reina, E19 Group 3.

Activities: Expect tons of raffle gifts, a 50/50 raffle, cupcakes, great music & a Champagne Toast to close out another great year. You can purchase your tickets TODAY at www.charlottecca.org for a donation of \$15.00 each or purchase your tickets at the door.

Southeast

SOUTH WEDGE

HUNGRY HEDONISTS PRESENTS



the annual south wedge



WEDGE WADDLE



event for families & friends
3 MILE WALK/RUN AROUND THE SOUTH WEDGE



THURSDAY, NOVEMBER 28

THANKSGIVING MORNING

Ten o'clock in the a.m.

ABUNDANCE FOOD CO-OP ★ 571 SOUTH AVE.



GIVE THANKS AND DONATE

A PAIR OF NEW SOCKS TO ST. JOSEPH'S HOSPITALITY HOUSE

MORE DETAILS & REGISTER AT
WWW.WEDGEWADDLE.COM

NORTH WINTON VILLAGE

Black Friday Red Cross Blood Drive



**American
Red Cross**

**Blood
Services**

Friday November 29 11:30 am-4:30 pm

Winton Branch Library

611 Winton Road North Rochester, NY 14609

Give blood at the Winton Branch Library, located at 611 North Winton Road, any time between 11:30am – 4:30pm. Receive an Amazon Gift Card AND a long sleeved Red Cross Tee shirt. To make an appointment, call 1-800-RED-CROSS

EMMA/ ACE

Hillside Special Santa Open House



Saturday November 30 10 am-2pm

Hillside Family of Agencies

Special Santa Headquarters

410 Atlantic Avenue Rochester, NY 14609

While holiday shopping, swing by our SPECIAL SANTA OPEN HOUSE between 10 am and 2 pm on Saturday 11/30 to celebrate the season! Bring a new, unwrapped gift to make the holidays brighter for youth in our community. We look forward to seeing you at Special Santa Headquarters, 410 Atlantic Avenue, Rochester, NY 14609!

<https://www.hillside.com/connect/get-involved/special-santas/>

Southwest

Hello ! Saturday, November 30th is national Shop Small Business Day and Thurston Village has joined the movement and need your help.

Please see below & help spread the word.
Thanks for your support and Happy Holidays!

Thurston Brooks Merchants Association

216 Thurston Road
Rochester, NY 14619



Promotion: TBMA Discount Days!
Kick off date: "Shop Small Saturday"
November 30th – December 24th

November 14, 2019

***** PLEASE ANNOUNCE **immediately!** PLEASE ANNOUNCE **immediately!!** *****

Our Thurston Brooks Merchants Association (TBMA) is kicking off our street promotion "**DISCOUNT DAYS**" on Saturday, November 30th – National "Shop Small Saturday".

DISCOUNT DAYS is our promotion theme; it's time to offer neighborhood residents and holiday sale seekers fantastic discounts and great savings of **10 - 40% off and more this season!** Our promotion will run from Saturday, November 30th through Saturday, December 24th, 2019.



DISCOUNT DAYS is a perfect time to for fantastic holiday savings, specials & discounts, so plan to visit our businesses during this event! Some will serve refreshments, hot cocoa; and sell food & drinks, and even pass out great coupons.

WE ARE VERY PROUD of our variety of goods and services. We have the best plumbing contractor, specialty shops, clothing stores, dentists, friendly clubs, salons, the Presbyterian Home and the YMCA. Plus we have a delicious variety of great foods available.



PLEASE make the most of this Holiday Season! Plan to take advantage of our upcoming event and tell all your friends!

Happy Holidays!

- Charlotte Thomas**, Event Organizer | President | 232-9010
- Colleen Gordon**, Family Dentist | Vice President
- David Culeton**, Laundry on Arnett | Treasurer
- Geneva Johnson**, G. Johnson Properties | Secretary
- John Demott, Chris McDonald** | Street Liaisons | 19th Ward Community Assoc. 328-6571



EVENT PLANNING CHECKLIST



Proudly Backed by



PLAN AN EVENT (choose one or more):

- Block Party
- Event Guide Activity (Welcome Station, Shop Small Passport, Kickoff Breakfast)
- Neighborhood Parade or Street Fair
- Shopping Activity
- Host a Pop-Up
- Other _____

REACH OUT TO POTENTIAL PARTNERS:

- Community Members
- Local Businesses
- Local Organizations (Chambers of Commerce, Business Improvement Districts)
- Elected Officials**

DETERMINE BUDGET:

- Advertising and Marketing
- Food and Beverages
- Decorations and Supplies

ORGANIZE ACTIVITIES (choose one or more):

- Guest Speaker
- Live Music
- Games and Prizes
- Giveaways

SEND OUT INVITES:

- Small Business Owners
- Customers and Community Members
- Local Celebrities and Leaders
- Friends and Family
- Media

PROMOTE YOUR EVENT:

- Email
- Social Media
- Direct Mail
- In-Store Signage
- Press Release
- Event Kit Merchandise (tote bags, balloons, stickers, etc.)

NOTES:

For more ideas on promoting a Shop Small event in your community, visit ShopSmall.com

STAY ON TRACK WITH AN EVENT TIMELINE.

Fill in the key dates leading up to the big day.

- ___/___ Reach out to individuals, organizations and businesses you'd like to collaborate with
- ___/___ **Organize a kickoff meeting to start planning**
- ___/___ Send invitations to potential guests
- ___/___ Distribute Shop Small® merchandise to participating businesses
- ___/___ Start promoting your event
- ___/___ **Your Shop Small Event**





TBMA 2019 'DISCOUNT DAYS' HOLIDAY SEASON is Here!
Decorate and Light Up your windows by Wednesday, November 27th!

WIN! WIN! WIN!

3RD place WINNER \$25 GIFT CERTIFICATE

2nd place WINNER- \$50 GIFT CERTIFICATE

1ST Place WINNER- \$75 GIFT CERTIFICATE

FOR the ***BEST DECORATED*** & **lit up** storefront WINDOWS!

All Winning storefront pics will also be highlighted in Thurston Village's 2020 upcoming brochure, on social media, *plus*

featured in the 19th Ward's Monthly newspaper!

HAPPY HOLIDAYS!



Discover

THURSTON VILLAGE

Holiday
Edition

SMALL BUSINESS AUTHORITY • NOVEMBER 30, 2009

JOIN US AND
#SHOPSMALL
November 30, through
December 24



SHOP
SMALL

Happy Holidays!

Small Business Shops

TBMA DISCOUNT DAYS!

SALE



COUPONS

Up to
40%
OFF!

\$AVING\$

Thank you for your support!

**MAUREEN'S MAGIC TOUCH
Boutique**

Greeting Cards! Books!

567 Thurston Rd

20% off COUPON

**SENSUOUS SATIABLES
Aroma Care, Gift Shop**



659 Thurston Rd

Up to 40% off COUPON

CHELL'S LIQUOR STORE

**GIFTS! Specials!
Discounts!**

530 Thurston Rd

Up to 20% off COUPON

ABBY'S ST. KITCHEN



340 Thurston Rd

Up to 20% off COUPON

Crosskeys Tavern



521 Thurston Rd

***Bar Association Wednesdays!**

YMCA

Active Family Center

Must be 18 years or older.

Enjoy up to 3 free visits per year

597 Thurston Rd

FREE 1-day Pass COUPON

**Ali's Tailor
& Retail Store**

Socks TIE DRESS SHIRTS

390 Thurston Rd

10% off store purchases only expires 1/30/20

Diva Designs

HAIR STUDIO

WEAVES! Coloring! SPECIALS!

481 Brooks Ave

Up to 20% off COUPON