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DISCOVER ...



## Coming FALL 2018 to BROOKS LANDING

Imagine a Bistro, Bar & Event Center in the heart of Brooks Landing overlooking the Genesee River . An eatery where everyone has a seat at the table ... featuring scratch made locally inspired entrees and sharable appetizers, NYS wines and beers.

This is Society Bistro Bar & Event Center inspired by our Brooks Landing location. Society will be a gathering place where Southwest Rochester neighborhoods can come together and experience true hospitality at the heart of Brooks Landing.

### Our Vision:

#### **Bistro & Bar**

This area contains our community tables, high top tables and lounge seating overlooking the Genesee River. Guests will enjoy an extensive selection of New York wines and micro brews paired with local entrees and sharable appetizers.

#### **Patio**

Overlooking the Genesee River and the University of Rochester campus. Our three season covered patio is the perfect gathering place for lunch, dinner or adult recess.

#### **Society Take Away**

Take out served family style, daily scratch made dinners for singles or the entire family.

#### **Event Center**

The perfect venue for any Rochester occasion combined with existing event space at Staybridge Suites. We will have over 6,000 sq. feet of flexible Brooks Landing event space. Featuring sweeping views of the Genesee River and University of Rochester river campus. Our event crew specializes in customizing menus to wow your guests and meet your budget. Combining these spaces will afford us to help more people discover Brooks Landing and Southwest Rochester and push more sales/increased visibility to businesses in the area.



## Our Commitment:

### We believe

The 19th Ward, PLEX and greater Southwest community deserves more ... more opportunities for events, more visibility as diverse vibrant communities rich with history, more opportunity to celebrate southwest Rochester talent. We believe in a consistent focus on working together with other businesses in Brooks Landing and the southwest to support more jobs and opportunity for our community.

### Events Inspired to Deliver Our Commitment

Our team is committed to bringing more annual events to Brooks Landing through rich partnerships with the Southwest Common Council, Southwest Rotary and Rotaract. Our goal is to deliver a series of fall events celebrating our community. Events include: Block BBQ in September, Fall Festival & Pumpkin Spectacular in October and Holiday Street Fair in December. Additionally our team will deliver an ongoing commitment to strengthening existing events in the community.

### Strengthening Brooks Landing/Southwest Businesses

We'll leverage the success of Staybridge Suites as an anchor of Brooks Landing with over 39,000 guests per year. We're developing a platform to guide these guests to local restaurants into the southwest to keep their travel spend here in the southwest. We'll also be implementing a "Southwest Passport" partnering with Brooks Landing businesses where these guests can earn IHG Rewards Club points by spending at our partner businesses. We'll strengthen exposure to Brooks Landing through event sponsorships and booths at Lilac Festival, Rochester Pride, ImageOut, Party In the Park, Fringe Festival and other area events highlighting the area as a center for true ROC hospitality.

## Inspired by Community:

so·ci·e·ty

- the situation of being in the company of other people
- A gathering place

### Questions, Comments:

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