CHARLOTTE, NEW YORK 2023 Community Guide

#REIMAGINE



EST. 2021



charlottebusinessassociation.org

Created By:



purposefulconceptsllc.com



CBA Story Community Strengthening Business Practices

The Charlotte Business Association (CBA) was formed in 2021, in response to both the aftereffects of covid as well as an emerging realization of the needs of Diversity, Equity, and Inclusion (DEI) and business practices. The CBA goal is to connect and foster positive relationships as we serve our members with quick access to pertinent information, resources, grants, partnerships, and events. In doing this work, we aim to better connect our community and the region we serve through our website.

The Charlotte area is rich in history and has a multitude of opportunities for people of all ages and walks of life. The stories of this area have been captured by local historians for over 200 years, and many can be found within the Charlotte Library and local businesses. From the Seneca Nation to the early settlers in Charlotte in the 1790's Charlotte continued to grow from 1840 to 1860 with settlers whose surnames and descendants can still be found here. Until 1915, the Charlotte community remained as a separate entity until it was annexed by Rochester in 1916. You can find a plethora of stories and opportunities to explore nature and natural history along with Ontario Beach Park in what the locals refer to as the northwest quadrant of Rochester. 2023 continues to encourage growth within the community's identity and aligns with our theme to #reinagine!

The Charlotte Business Association has a diverse membership of businesses that not only offer a wide variety of products and services but are also active members in the community. We pride ourselves in the volunteer work our businesses do to make both Charlotte as well as the Rochester region a place we can be proud to call home, and excited to share with visitors. Our intention is to "Showcase" and tell the stories of these efforts, through those who sponsor and offer financial support.

Thank you to all our advertisers, sponsors and supporters, especially Wegmans whose direct support greatly contributed to the local MWBE efforts within our region, CBA Youth Leadership; Student Voice & Social Justice endeavors at our local high school, and Purposeful Concepts LLC, a certified Monroe County MWBE, in this version of our Charlotte Community Directory.

Visit our website to find more stories as we continue to publish our Business Spotlight's to highlight our CBA members and the goals of their business models. **Remember to "Look Up" and check our website for the latest on the** *Total Solar Eclipse*, at 3:20pm on April 8, 2024! We invite you to join us and bring your ideas to #Reimagine Charlotte. These new partnerships, sponsorships, along with collaborative thinking and volunteer work, help build trusted relationships to support and further grow our community.



"America's Oldest Surviving Lighthouse on Lake Ontario"



75 STUTSON STREET

75 Stutson St - 14612 www.75stutsonstreet.com Stutson75@gmail.com

ABBOTT'S FROZEN CUSTARD

4791 Lake Ave - 14612 robamico@rochester.rr.com (585) 865-7400

BILL GRAY'S RESTAURANT AND TAVERN -

PORT OF ROCHESTER 1000 N. River St. - 14612 www.billgrays.com (585) 235-3620

CHARLOTTE COMMUNITY DEVELOPMENT CORPORATION

PO Box 12664 - 14612 ggardner@rochester.rr.com

GENESEE YACHT CLUB

10 Marina Drive - 14612 www.geneseeyc.org Gfish.roc@gmail.com

GIBBS MARINE

118 Petten Street - 14612 www.gibbsmarine.com sales@rochestermarinasinc.com (585) 227-1579

HARBORTOWN PROPERTIES

173 Latta Road - 14612 Ilitwak@aol.com

HOLY CROSS CHURCH

4492 Lake Ave. - 14612 www.holycrossrochester.org rholycross@dor.org

HOSE 22

56 Stutson St - 14612 www.hose22.com office@hose22.com

JETTY AT PORT

1000 N. River Street - 14612 www.jettyattheport.com (585) 621-2000

JONATHAN HARDIN, INC.

mrjhardin@yahoo.com (585) 953-6833

JOSE JOE'S BURGERS & BURRITOS

4776 Lake Ave – 14612 www.josejoes.com (585) 455-6779

KIM'S CUTS

4470 Lake Ave – 14612 Ortizkim4470@yahoo.com (585) 663-4830

KMH REMODELING & RESTORATION LLC

topnotchcarpenter86@yahoo.com 585-413-6986

LAKE HARBOR WINE & SPIRITS

4460 Lake Ave - 14612 Lakeharbor2@gmail.com (585) 410-1978

LAKESIDE HAVEN FAMILY RESTAURANT

3212 Lake Ave - 14612 www.facebook.com/Lakeside-Haven-Family-Restaurant-111775605525513 (585) 406-6168

MONROE COUNTY FAMILY COALITION

www.mcfcinfo.org

MT Ed (musical theater education)

4785 Lake Ave – 14612 www.musicaltheatreeducation.com Tina@musicaltheatreeducation.com (585) 802-1902

OMI'S ATTIC

4427 Lake Ave – 14612 www.facebook.com/OMIsAttic omisatticer@gmail.com (585) 350-6017

PELICAN'S NEST

566 River St - 14612 www.pelicansnestrestaurant.com (585) 663-5910

PURPOSEFUL CONCEPTS, LLC

www.purposefulconceptsllc.com barbara@purposefulconceptsllc.com (928) 399-0444

SAVAGE AND SON'S

4353 Lake Ave, Rochester, NY -14612 Facebook.com/savageandsonhomeservices Office- 585-342-7533 • Cell- 585-721-1581

SIMPLE TECH INNOVATIONS

Lake Ave – 14612 www.simpletechinnovations.com cba@andrewhollister.com

SKYN CARE

danielle.alexandrea.k@gmail.com

SYLVIO'S PIZZA

1 Alpha St - 14612 www.sylvios.com bsylvio786@gmail.com (585) 581-1222

TASTE OF THE BAHAMAS

4705 Lake Ave – 14612 www.facebook.com/tasteofthebahama tasteofthebahamas@gmail.com

THOMAS FUNERAL CHAPELS, INC.

4545 Lake Ave - 14612 www.thomasfuneralchapels.com Info@thomasfuneralchapels.com (585) 663-3837

TLS FUNDING SOLUTIONS

76 Hopper Terrace – 14612 www.tlsfundingsolutions.com jose@tlsfundingsolutions.com (347) 709-2581

Look to our website, as we add new members, sponsors and organizations, along with more Business Spotlight stories. To be included, email barbara@purposefulconceptsllc.com



We Support Small Business!

Our office is available to help you connect with NYS Agencies and County and City resources.

> 280 East Broad Street, Suite 110 Rochester, NY 14604

(585) 225-3650

cooney@nysenate.gov

THANK YOU CBA

For all you do to support our local business community. I am proud to be your voice in the NYS Assembly. If I can be of assistance, please reach out at any time.

> 585-467-0410 clarks@nyassembly.gov

ASSEMBLYWOMAN SARAH CLARK













Thanks to Wegmans for supporting the 2023 Charlotte Community Directory to feature our local youth and their leadership for social justice, within exercising their *Student Voice*! Our Charlotte Business Association, Inc. members and some of our businesses work with local high school administrators, and teens which are a part of our Youth Commission.

There is a growing number of students in our local high school who are engaging and supporting the work underway. When you take the time to hang out and help them, as they work through tasks, and ask them what or why they think this is important, they say...

"Student Voice is a group of young teens who all want to work together to make a change." (Suzan) They want to be heard and make a difference because they realize, through engagement in these efforts and other interactions, how life-changing this is. The JROTC students can be found helping in the Charlotte community as they demonstrate leadership skills. These teens develop a deeper understanding of how they are important to the community through service projects. Sgt. Meister, who oversees the JROTC program constantly "reimagines" through a "mission and task" methodology how students benefit from community service as well as listening to what students need to further develop life skills. Ari, a Student Voice and JROTC member spoke on several occasions as to how these programs "better me in so many ways for now and my future. These groups give us amazing opportunities that include travel and to develop leadership skills we would never have without this chance."

The Charlotte Business Association is especially appreciative of the hands-on abilities they provide at the year-round events, such as Winter Fest, Harbor Fest, Kite Flight and Charlotte Business Association, and their member's events. Through set-up, staffing, monitoring, and clean up, students learn about social justice and what that means to different classes within society. Community based prevention and education is at the heart of Purposeful Concepts LLC. Through civic and social organizations, the combination of advocacy and educational programs support youth self-help, families, and community as overall wellness helps new partnerships continue to evolve.

As the students focus on new strategies in social justice and peace, they created a "pitch" document to show businesses and community where they need sponsorship help. Access to capital for undertakings

at their school, and activities they would like to pursue towards successful outcomes depends on diverse partnerships. An additional goal is their desire to create a "best-practice" model for other schools and youth to follow.

Through JROTC, Student Voice, and social justice activities students came together, polled one another, and developed a primary focus area on mental health. Another member said, "Student Voice is important to me because I feel like it's going to bring consciousness to how youth think about their community and what we can do to change and create different ways to become more progressive as adults."

Mental health concerns, as many know, have escalated during and post covid. Students took the poll number results of the data they collected and researched the contributing factors, to then prioritize focus areas. The students "Issues Tally" used root cause analysis (looking at the data) and are currently working on two projects:

1. Peace / Mental Health Space Outside (attendance improvement tracking is underway too)





Student Campus S build ben #menta

Thank you Wegman's for helping story through the 2023 Charlott

2. Student-Teacher Relationships – Student led PLC is coming, partnering with Teen Empowerment

Outcomes are demonstrated through their outdoor Peace Garden, walkway, and meditation station which students, teachers, administration, business and community members participated in creating and funding.

Why is educational inequality important?

Teaching about educational inequality is important because it will give students the chance to learn about the unequal opportunities for educational success depending on race, income, and other factors. In working with a student, she provided a real-life example in developing her cover letter for a scholarship application that she said could be shared. She said;

As a kid I always fantasized what path life would take me down. Was there already a set path for me? I'm going to be honest, I never thought of going to college. Never thought I deserved what I felt was a lavish life. When we lived in abandoned buildings, waking up to a new day was cause for gratitude. So I never took my life as

s Begin the Transformation of pace to a *Peace Garden* as they ches, tables and paint a fresco! lhealth #communitybuildday!

g us with sponsoring our e Community Directory!



what some might call seriously. Growing up in poverty, without stable housing, many nights we didn't have food, or utilities that many take for granted, weren't always available. Running water and electricity are a part of not being financially stable. At a young age, always dealing with these realities, I couldn't imagine what life would be if everything was simple. I never had the perfect life or childhood, so I didn't think I deserved anything better than living from paycheck to paycheck or relying on government assistance for the rest of my life.

To be honest, I never put the time or effort into myself. From time to time it didn't seem worth it. So what's the point? When your day-to-day experience seems like a repeating nightmare you can easily lose hope as a child. At times I never had the chance or opportunity to actually think about what was best for me. I never asked for the lifestyle I lived, nor did I want it, but it happened. Through these years of pain and agony, I lost hope for myself and never thought ahead.

Social Determinants of Health (SDOH) are the nonmedical factors that influence health outcomes. They are the conditions in which people are born, grow, work, live, and age, and the wider set of forces and systems shaping the conditions of daily life. This fact is the foundation of what Northeast College Preparatory High School (formerly Charlotte High) is looking to their students to be the voice in development of new programs. The JROTC program expanded to include a topic teen requested on factual sex education. Their model called, "In Control" brings transparent accurate information along with a Q&A component so youth can ask questions they have. "Student Voice helps youth have a voice and shows how we are empowered towards improvement. Being a part of Student Voice helps me feel like I have a say in things, not just for me but for all vouth."

Moving forward, the next piece necessary is in career exploration, development and preparation for adult life. Principal Burrows realizes the fact that computers, desks, travel to local college programs and resources comes with a price tag. Consider how you can "reimagine" your personal or business resources to help these students find hope and realize their potential. The phrase, "the haves and the have-nots" and projection of our current economy needs our attention. What are you willing to do to REIMAGINE? Holy Cross Roman Catholic Church 4492 Lake Avenue . Rochester, NY 14612 585-663-2244 rholycross@dor.org . holycrossrochester.org

Weekend Mass Schedule: Saturday at 5:00 PM Sunday at 8:00 AM and 10:00 AM

Daily Mass Schedule: Monday at 8:30 AM . Thursday at 5:30 PM Friday at 8:30 AM

Office Open: Mondays, 9:00 AM until 3:00 PM

Food Pantry Open: Thursdays, 2:30 to 4:15 PM Pastor: Very Rev. William G. Coffas,VF













ROOFING · GUTTERS · SIDING · WINDOWS

Jordan Layne, General Manager

4353 Lake Avenue • Rochester, NY 14612 (585) 342-7533 • Cell: (585) 721-1581 www.savageandsonhomeservices.com



Rapid Print & Marketing Amy Waters rapidprintandmarketing.com (585) 924-1520



Purposeful Conceptsuc

barbara@purposefulconceptsllc.com

Barbara Lake – Purposeful Concepts LLC CBA Secretary and Directory Chair/Promotion Coordination

As of June 11th, 2023, this version printing of our community directory reflects our current Charlotte Business Association, Inc. (CBA) membership, along with those who submitted advertising and local sponsors. Please visit our website; www.charlottebusinessassociation. org to learn more about our CBA, become a member, or include your business in our next directory printing or on our website.

The *Genesee Riverway Trail* is an off-road trail for walking, running and bicycling along the Genesee River. It extends through the scenic, historic and cultural heart of Rochester, from the Erie Canal to downtown and Lake Ontario. It provides pedestrian access to the Genesee River, its scenic gorge, three waterfalls, eight pedestrian bridges and eleven parks, including four historic parks designed by Frederick Law Olmsted.

Turning Point Park covers 275 wooded acres along the banks of the Genesee River. Hiking and biking trails will help you discover the park's distinct areas, from the wooded oak forest called "Bullock's Woods" to the cattail lined shores of the river viewable from the 3,572 ft-long bridge over the Genesee River Turning Basin. South of Turning Point Park, the Genesee Riverway Trail extends along Lake Avenue to Maplewood Drive where it again separates from the street. A parking lot for the trail is situated at the east end of Boxart Street.

Local's recommend this trail as one of the many community favorites for visitors to explore!



Arbor Venues owns and operates three of the most inclusive Wedding & Event venues in Rochester, New York. Our three venues include a range of different capacities + amenities, all run by the top event planners in the area.

Arbor Loft, our downtown location, is in the heart of the East end and is full of industrial charm, greenery, and elegant golden accents.

Arbor Midtown, our newest location, is a luxurious Wedding & Event space located in the heart of downtown Rochester.

And Arbor at the Port, located at the Port of Rochester, overlooks the river with a beautiful outdoor space. Our Port location is the perfect spot for events both large and small. This space is bright and airy with greenery and new renovations that upgrade the space we updated in 2018. Arbor at the Port has a capacity of 350 seated, or 500 guests cocktail style.

What does the word re-imagine mean to you in regards to your business and Charlotte?

Reimagining the Charlotte area is much bigger than just our business. Charlotte is an absolute gem in the Greater Rochester area, one that even after years of development, continues to have so much potential. By each of the current and future businesses coming together, we can collectively continue to improve and expand on the opportunities to build a vibrant, attractive, and thriving area that encourages local community engagement, as well as increased visitation from tourism alike.

How do you give back, or plan on giving back, to the community?

We have hosted a number of different Charlotte Business Association events, and plan to continue to donate our space for community engagement and collaborative opportunities in the future.

How to Contact:

To inquire about any of the three spaces, please email us at hello@arborvenues.com – We cannot wait to hear from you!

www.arborvenues.com





Hello! I am Jolana, and I am the owner and head photographer at The Photography Experience, LLC. We are a Rochester-based studio that specializes in capturing the Sincere, the Authentic, and the Beautiful in Upstate New York and abroad! We have clients from Binghampton, to San Diego, to the Bahamas, to the Czech Republic (which happens to also be where I am proudly from!). We have been in business since 2014 and rebranded

in 2020 from Jolana Babacek Photography (because who could ever pronounce that mouthful!?) to what we are now. Our studio is located in downtown Rochester, and we photograph weddings, boudoir, families, and commercial clients. Our love lies in capturing what makes our clients, families, and their businesses who they are. Our philosophy is that your photography session should be more than just a photoshoot; it should be a luxury & stress-free experience from beginning to end. Areas of Photography we cover: family, wedding.commercial, boudoir, events, destination, senior portraits, pet.

What does the word re-imagine mean to you in regards to your business and Charlotte?

Charlotte has so much to offer and should be a destination for residents and visitors to Rochester. To me #Re-Imagine means just that: working with both residents and businesses in the Charlotte area to help showcase everything we have to offer, and bringing Charlotte to the forefront. We have everything we need here to host anything from luxurious weddings and events to small family gatherings. From a quick drive down to the port for food, to a day trip with the kids to the beach. From all year round festivals and attractions, to relaxing boat rides with your other half. My goal as a resident and business of Charlotte is to help bring this vision to life!

How do you give back, or plan on giving back, to the community?

I am the co-founder in The Breast Cancer Confidence Project, which helps women currently undergoing treatment for breast cancer and breast cancer survivors begin the emotional healing process of re-learning to love their bodies. This is an aspect often overlooked in most treatment plans, and we strive to fill that gap. For women losing a part of ourselves so closely tied to our womenhood and sexuality can affect our self-confidence in immeasurable ways. Our project helps women see that they that their scars do not make them less than or take away their worth. They are still beautiful and worthy of their own love and others. I donate my time and skill for this project as the main photographer and vice-president.

As a small business in the city I know how difficult it can be to gain access to the resources and tools needed to get your business off the ground. To make this step a bit easier, The Photography Experience hosted a free Startup Business networking event in the heart of Charlotte. At this event we offered free headshots to all start-up businesses that attended, along with having 7 experts in different industries present for our guests to learn from and pick their brains on bringing their business to the next level. This will become a semi-annual event!

The Photography Experience also provides volunteer photography to Al Sigl Community of Agencies, and supports various other local non-profits with giveaways and photoshoots.

How to Contact:

Phone: (585) 432-0403 • Email: info@rocphotoexperience.com www.RocPhotoExperience.com



John Kabrovski owner of the Tropix at 4775 Lake Ave. is a great example of ways to #reimagine a business model post covid. The Tropix offers the largest venue right next to Ontario Beach Park and the waterfront. A location that offers endless opportunities for both inside and outside events.

John's generosity is evidenced in his offering the venue for free in hosting the 2023 Jazz at the Beach series, fundraising events for our new social justice high school; Northeast College Preparatory, and our first Minority/Women Based Enterprise (MWBE) educational session, in partnership with Purposeful Concepts LLC, to help entrepreneurs and businesses looking to pursue procurement opportunities through preparation for Monroe County MWBE certification.

> 4775 Lake Ave, Rochester, NY 14612 www.tropixroc.com



Charlotte Community Association, **Inc.** *"A Community That Cares"*

Website: <u>www.charlottecca.org</u> Contact: <u>infocharlottecca@gmail.com</u> Mail: P.O. Box 12768, Rochester, NY 14612 Phone: 585-685-6101



HARBOR TOWN PROPERTIES, LLC

LINDA LITWAK, GRI Realtor/Broker

> (585) 330-5944 173 Latta Road Rochester, NY 14612-4637 llitwak@aol.com





The Charlotte Library has been "reimagining" ways to meet the needs of our community for over 100 years. Located at 3557 Lake Ave., this neighborhood institution offers something for everyone. Check out the constantly updated NEW book section, movies on DVDs, a large music CD collection, thousands of children's and teens books, graphic novels and manga along with digital literacy volunteers to help those who struggle with technology. Dennis Williams, the Branch Manager says, "we're all experts here with digital stuff, so if anyone needs help or lessons they can always stop in during open hours." The library also helps people one on one with their technical needs. Charlotte has computers, copiers, fax machines and expert assistance too.

Whether you are trying to apply for a job online, or need help filling out a form, or can't understand how to download free books, the Charlotte Library and its staff are available to help meet your needs.

The library offers programming year-round for all ages. Music classes, story times, and chess clubs, along with gaming options such as Roblox, or Nintendo Switch, or logging onto steam and using discord availability. 3D printing is available in Charlotte. Ask us about it! Use the QR code to learn

more about our latest services, discount passes to area museums and cultural centers, and other amenities!

The Charlotte Branch library is located right on Lake Avenue at the corner of Britton Road



