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*Rochester
New York*



Sesquicentennial

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ROCHESTER, NEW YORK SESQUICENTENNIAL
1834 - 1984

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Address all inquiries to:
Department of Recreation and Community Services,
222B City Hall, 30 Church Street,
Rochester, New York 14614
(716-428-6749).

Joan Lanier-Austin/Design and Art Direction — Kathleen Muzdakis/Copy

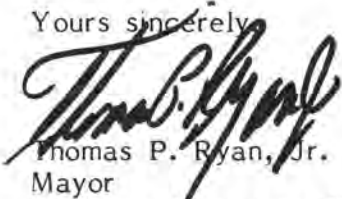


Now that the Sesquicentennial year has ended, we have the opportunity to reflect on what was accomplished during this celebration of 150 years as a city. There were parties and festivals large and small, indoors and outdoors. We rediscovered areas such as the Canal, the Falls and our beautiful lakefront. Community organizations, neighborhoods, cultural groups, City, County and Town governments, business and industry, schools and so many others joined in planning a spectrum of activities that offered something for everyone. The Sesquicentennial was truly a celebration for each of us.

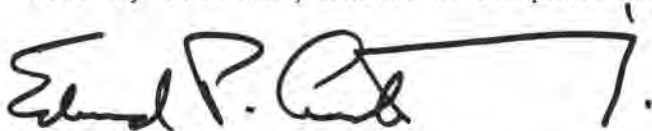
1984 was a year of looking back, appreciating how far we've come. 1985 is the time to begin looking to the future. We must continue the good work begun during this year, and turn our energies to making the next 50 years as worthy of celebration as the last 150. Rochester has come a long way from a cabin in the woods by the falls. The challenges of building a major city have been met, and now we face the even more difficult task of not only perserving what we have built, but improving on it. Based on the spirit of cooperation and community that prevailed throughout our Sesquicentennial year, we believe this challenge can be met and overcome, and Rochester will continue growing to its fullest potential.

On behalf of the City of Rochester and Rochester Sesquicentennial Inc., we would like to extend our thanks to everyone who worked so hard to make the Sesquicentennial a success. We would also like to thank the people of the Community of Monroe for their overwhelming support, which made 1984 truly "Sesqui-sensational."

Yours sincerely,



Thomas P. Ryan, Jr.
Mayor
Honorary Chairman, Rochester Sesquicentennial Inc.



Edward P. Curtis, Jr.
Chairman, Rochester Sesquicentennial Inc.



Rosalie C. Hanson
Executive Director, Rochester Sesquicentennial Inc.

Rochester Sesquicentennial Inc.



2-1



2-2

On September, 20, 1982 a group of community leaders gathered in City Hall to announce the formation of Rochester Sesquicentennial Inc., a non-profit corporation responsible for planning and staging Rochester's 150th anniversary celebration (2-1). Seated in the front row (L - R) are Commissioner of Recreation Jeffrey P. Swain, County Clerk Patricia B. Adduci, Councilman Paul E. Haney, R.S.I. Board Chairman Edward P. Curtis, Jr., County Legislator Jim Wood, R.S.I. Vice Chair Linda Cornell Weinstein and City Councilwoman Joan M. Hensler. Seated in rear (L - R) are R.S.I. Board member Dorothy A. Luebke,



Ebenezer Allan (1744-1816)



2-3

former Mayor Frank T. Lamb, City Manger Peter A. Korn, County Executive Lucien A. Morin, Board member Herbert W. Dean and R.S.I. Executive Director Rosalie C. Hanson.

R.S.I.'s Executive Committee met bi-weekly for more than two years, monitoring the City and Sesqui staff and working closely with the volunteer committees (2-2). From left to right they are Haney, Adduci, Dean, Hanson, Swain, City Finance Director Vincent J. Carfagna, City Public Information Director Constance B. Wilder, Curtis and Weinstein.

Financial support for the Sesqui celebration came both from the City and County governments as well as the private community. Many local businesses and individuals contributed to the Sesqui program budget of \$761,000. Shown here (2-3) Mayor Thomas P. Ryan, Jr., Honorary Chairman of R.S.I., accepts the first corporate contribution to the Sesqui from Mr. J. D. Fowler of Lake Ontario Cement.



3-1



3-3



3-2



3-4

One of the first tasks facing Sesqui organizers was to create an overall theme that would unify all of the many events and activities, and provide community-wide recognition for the celebration. The original logo (3-1) was expanded and a slogan added as the result of a 1982 competition among local advertising agencies, sponsored by the Advertising Council of Rochester. The Northrup & Teel agency's "Our Spirit Shows" logo and theme was chosen as the theme to represent the entire Sesquicentennial (3-2). The agency also commissioned a theme song, "Our Spirit Shows," used

in a series of public service announcements promoting the Sesqui (3-4).

One unique project that developed from the high tech community's interest in the Sesqui was "Portraits for Posterity", a plan to photograph thousands of Rochesterians and preserve the photos, and a brief message, on a long-lasting laser disc. RIT's American Video Institute ran the project, setting up a permanent photo booth at Midtown Plaza (3-3) and bringing portable equipment to many Sesqui major events.



Susan B. Anthony (1820-1906)

Sesqui Kicks Off



4-1



4-3



4-4



4-2

April 28, 1983 marked the one-year countdown to Rochester's official 150th anniversary. On April 28, 1834 the New York State Legislature voted to approve Rochester's charter as a city. Previously, Rochesterville had been a village and early pioneers had spent several years trying to persuade the State to grant them a City Charter.

The kick-off festivities were held in St. Joseph's Park, in the shell of this former church (4-2). Officials from Toronto, Ontario, also celebrating its Sesquicentennial in 1984, were on hand to help celebrate, as Toronto Alderwoman Anne Johnston joined R.S.I. Chairman Ted Curtis (4-1) in announcing anniversary year plans. R.S.I. Board members and committee chairs, City officials, and the local news media, enjoyed this glimpse of the Sesqui celebration to come. (4-4 shows Ken Geiwitz as Col. Nathaniel Rochester)



5-1



5-2



5-3



5-4

R.S.I. relied on a small staff and several thousand volunteers to plan and pull off the event-packed Sesquicentennial schedule. Volunteers such as Donald T. VerHoeven (an active participant in the 1934 Centennial pageant) came to City Hall (5-1) to help with major mailings, like the four issues of the "Sesquicentennial Update" newsletter. Volunteers also helped man informational booths at city festivals (5-5) and, of course, chaired and made up the membership of more than thirty planning committees. Among these was the Visitor Industry committee, chaired by Elaine Babbitt which manned the informational booths at all



5-5

Major Events. The Festival committee chaired by County Legislator Jim Wood, synchronized existing city festivals with the Sesqui schedule. R.S.I.'s staff members were responsible for coordinating committee activities, promotion and, along with many City and County departments, technical execution of events. Office manager Rita Reynolds (5-2) is shown with the indispensable word processor. Denise Marquart, Marketing Coordinator (1.) and Dorothy Kelly, Volunteer Coordinator (r.), worked with the marketing committee, chaired by Bruce R. Kost, which developed the Sesqui Commemorative line. (5-3). The staff also got into the act when it came to helping other worthy causes. R.S.I. Chairman Curtis joined two Sesqui staffers (5-4) on "Lend-A-Hand" Day, selling newspapers to benefit local charities. The theme of the ghost costumes? "Our Spirit Shows", of course!



Jonathan Child (1785-1860)

Sesqui and The Arts



6-1



6-2



6-3

R.S.I.'s Arts and Cultural committee, chaired by Marion J. Hawks, had as its primary goal the involvement of the entire arts community, both individuals and institutions, in the city's anniversary celebration. The result was a year of unprecedented cooperation among institutions and a series of cultural events designed to appeal to nearly every taste and interest.

Thirteen prominent local arts institutions took part in this program (6-1). The Arts and Cultural committee distributed \$115,000 in grants, awarded for the creation of special exhibits and performances highlighting Rochester and its history. The Memorial Art Gallery's exhibit "The Course of Empire: The Erie Canal and the New York Landscape" (6-2) featured landscape paintings of this region. Susan B. Anthony's struggle for women's rights was the subject of the Opera Theatre of Rochester's "The Woman Who Dared (A Fine Agitation)" (6-4). An exhibit of tools, machinery,



6-4

ceramics and glass illustrated life in early Rochester, then a settlement dependent on water power, (6-3) in the Rochester Museum and Science Center's "City Life in the Water Power City." Other participating institutions were: the Strong Museum, the Eastman School of Music, the International Museum of Photography at the George Eastman House, the Rochester Historical Society, the Landmark Society of Western N.Y., the Wilson Arts Center, Garth Fagan's Bucket Dance Theatre, the Rochester Chamber Orchestra, the Rochester Philharmonic Orchestra and GeVa Theatre.



7-1



7-2



7-4



7-3

Nineteen individual Rochester artists shared \$35,000 in grants provided through Arts for Greater Rochester through the R.S.I. Arts and Cultural committee (7-1). 80 proposals were submitted to AGR jurors who selected the nineteen winners whose works best suggested the diversity of artistic achievement in Rochester. Some of the performance grant winners entertained crowds attending major Sesquicentennial events; other artworks are publicly displayed, some as part of permanent collections.

Carolyn Maruggi and 26 local quilters created a Sesquicentennial quilt depicting Rochester landmarks (7-2). Linda McCausland, Ira Srole and James Via presented "Rochester Revisited" (7-4), contrasting old photos of 19th and early 20th century Rochester with contemporary views. Ellen Swartz, and Calvin Hubbard sculpted a memorial bench honoring Cynthia Fitzpatrick, Rochester's oldest living resident when she died at age 118 (7-3). Other grant winning projects included 19th century dance and folk music performances, works of sculpture, portraits and photographs of past and present Rochesterians, a musical-comedy revue, and a mime presentation.



Adelaide Crapsey (1878-1914)

Portrait of A City Night

September 23, 1983



8-1



8-2



8-3



8-6



8-4



8-5

All city residents and businesses were asked to leave their lights on the evening of September 23, so that a panoramic portrait of Rochester's skyline could be taken by Eastman Kodak Co. photographer Norman Kerr. Hundreds of local photographers also came out to record this unique sight (8-1 through 5) from various vantage points around the city. These photos, both amateur and professional, were submitted to a Sesqui-sponsored photo contest; and the Kodak photo 'Portrait of A City' became a Sesqui commemorative poster and button. It was also used as the Colorama portrait in New York City's Grand Central Station in April of 1984. The event was chaired by City Manager Peter A. Korn.

William K. Pedersen of Eastman Kodak Co., chair of the Sesqui Communications committee, and Mayor Ryan are shown (8-6) inspecting the portrait and light box which Kodak donated for display in City Hall.



Dr. Sarah Dolley (1829-1909)

New Year's Eve, 1983



9-1

The first official party of the Sesquicentennial year, New Year's Eve also marked the first time Rochesterians had ever joined each other on such a large scale to ring in the New Year. Working with the City's Downtown Program Trust fund and its chairman Gregory W. Smith, the event organizers planned a huge fireworks display, bonfires on the Main Street bridge and a brightly lit and decorated First Federal elevator

to mark the countdown to midnight. The weather cooperated and 75,000 people came downtown to ring in our 150th year. As an indication of the major events that were to follow throughout 1984, New Year's Eve was a great success. It also stimulated public interest in making "New Year's Eve Downtown" an annual event.



Frederick Douglass (1817-1895)

Sesqui Committees Gear Up



10-1



10-2



10-3

As 1984 began, the many plans of the more than 30 Sesquicentennial committees started to become reality. The Heritage committee, chaired by City Historian Emeritus Dr. Blake McKelvey (10-1 with WXXI-TV's Bill Pearce) began researching Rochester history for use in historical displays and publications.

The Seniors committee's Oral History Project recorded interviews with over 100 senior citizens who have lived in Rochester for 30 years or more (10-2 shows some of the participants, along with committee chair Adduci and Mayor Ryan). The Oral History tapes will be kept in the Public Library and in the City Archives.

Anyone who could trace his or her ancestry back to an 1834 resident of Monroe County was eligible to receive a Pioneer Certificate from the City and the Rochester Historical Society. The Pioneer project was chaired by RHS Director Elizabeth G. Holahan, shown here with Mayor Ryan, (Nathaniel David Rochester background) direct descendant of founding father Col. Nathaniel Rochester (10-3).

In the fall of 1984 New York State First Lady Matilda Cuomo joined Labor committee co-chairs Ronald K. Barlow and Rose F. Carmody and Mayor Ryan (10-4) in dedicating a memorial to Franklin D. Roosevelt.

Andrew D. Wolfe chaired the Publications committee which produced a new history of Rochester "Our Spirit Shows".



10-4



George Eastman (1854-1932)

Women's Week

February 12-18, 1984



11-1



11-2



11-3

More than twenty local women's organizations came together under the leadership of Nan Johnson, Charlotte Conable and Barbara Hoffman to create a week of lectures, exhibits, receptions and performances celebrating the contributions of women to Rochester's development over the past 150 years.

Scholarship funds were raised through sales of the Women's Week poster, designed by art student Marie Nguyen (11-1 shows Johnson, Hoffman and Beverly Morgan holding the poster). A workshop on women as entrepreneurs, "The Qualities for Success" (11-2), presented information on small businesses. Susan B. Anthony was remembered and honored at the annual Susan B. Anthony Birthday Luncheon; several hundred women attended, including one dressed as the women's rights leader herself (11-3).



11-4



11-5

The Federation of Negro Women's Clubs participated with a "Salute to Mothers" Open House (11-4) and the local chapter of the Daughters of the American Revolution (11-5) was among the many groups setting up informational and display booths in City Hall.



Harold Gears (1907-1974)

Involving Our Youth



12-1



12-4



12-2



12-5

Rochester's young people, the ones who will be organizing the city's Bicentennial in 50 years, played an important part in our 150th anniversary.

In early 1984 the Youth Committee, chaired by City School Commissioner Nancy A. Padilla, held a Futures Conference in which students speculated about what the future held for them and their community (12-1). Young people also took major roles in the February 14 presentation of "Sweet Chariots to Freedom". Gloria M. Langston chaired the Underground Railroad committee's music-drama about Frederick Douglass and the fight against slavery (12-5).

The Flower City committee, chaired by Nancy Fitz Smith, in addition to sponsoring Arbor Day tree plantings (12-2), the creation of a Sister Cities garden downtown, garden and floral decoration contests and a week of garden-related tours and lectures in May, also involved many young people in planting and maintaining public gardens in their neighborhoods and along highways (12-3).

The Sesqui Youth Poster contest was publicized in City and County schools and produced a host of winners from the kindergarten level through high school. Posters, paintings and sculptures were submitted and R.S.I. chairman Ted Curtis joined the winners at a City Hall awards ceremony in April, 1984 (12-4).



12-3

Sesqui Sports



13-1

The Sesqui Sports committee, chaired by Andrew A. Langston (13-2 at a Sports committee news conference), and the Youth Sports sub-committee promoted athletic events in the schools and on the amateur and professional levels.

The Youth committee organized student exchanges with Toronto school teams in cross-country racing, swimming, basketball, volleyball and soccer (13-3). The Rochester Red Wings baseball team participated in the Sesquicentennial during three "Sesqui Nights at Silver Stadium" where Sesqui hats, pennants and kazooes were given out to the Wings and to the visiting teams (13-4).

The University of Rochester, working through the Sesqui Rochester Area Colleges committee, chaired by Dr. Peter A. Spina, sponsored the "World's Longest Crew Race" in August (13-1). The racers rowed from Rochester to Lockport and back, with an average time of around 13 hours.

Members of the 1951 Rochester Royals NBA team (13-5) came back to Rochester in May for a reunion game, dinner and special salute. The teammates, former NBA world champions, were also belatedly awarded their trophy.

Other Sesqui sports events included college soccer matches, a Youth Soccer clinic, an amateur softball tournament, a hockey clinic and several exhibition games, a boxing tournament with local amateurs and the Finnish National Team, and both high school and college basketball salutes.



13-2



13-3



13-4



13-5

From Neighborhoods . . .



14-1



14-2



14-3

A week-long exhibit at Midtown Plaza was one of two major projects of the Neighborhood committee, chaired by Councilman Haney, and it's Neighborhood History sub-committee under Daniel Karin. The exhibit featured displays by many city neighborhoods illustrating their history and development. (14-2 shows Haney at the exhibit opening.)

Seventeen neighborhoods also took part in the Neighborhood History Project, in which residents researched, wrote, designed and distributed pamphlets detailing the history of their area.

Rochester's seven international Sister Cities each sent delegations to help celebrate the Sesquicentennial during Sister Cities Week, May 18-23, 1984. Councilwoman Joan M. Hensler, who chaired the committee (14-4) with members of the Krakow, Poland delegation, organized the visit which took place during the annual Lilac Festival. Rochester's seven Sister Cities in 1984 are Rennes, France; Bamako, Mali; Caltanissetta, Italy; Rehovot, Israel; Waterford, Ireland; Wurzburg, Germany; and Krakow, Poland.



14-4

The City of Rochester Employees' 150 Committee sponsored a number of activities during 1984 and their cast of 35 historically costumed characters provided entertainment and assistance at many Sesqui events. The committee, chaired by D.E.S. Commissioner James E. Malone, left the City Employees Mural (14-1) and the refurbished Visitors Room in City Hall as permanent gifts to the citizens of Rochester.

. . . to Foreign Lands

R.S.I.'s Business & Industry Committee, chaired by Dorothy A. Luebke of Eastman Kodak Co. working with the Industrial Management Council presented the exhibit "Productivity: the Rochester Edge" at R.I.T.'s City Center. 30 of Rochester's most prestigious large and small industries demonstrated their contributions to the economic growth and development of the community. The exhibit was opened in January by Colby H. Chandler, Chairman of the Board and Chief Executive Officer of Eastman Kodak Co. and Chairman of the Industrial Management Council, Dr. M. Richard Rose, president of Rochester Institute of Technology and Mayor Ryan (14-3).

The Natives to Newcomers committee was made up of representatives of various local ethnic associations under the leadership of Martha J. Fahrer of the Native American Cultural Center. Their film festival ran for 12 days and featured films from more than 20 countries.

Several R.S.I. committees were crucial to the celebration, but worked behind the scenes. The Communications Committee chaired by William K. Pedersen of Eastman Kodak Co. was made up of representatives from Eastman Kodak Co., the Advertising Council of Rochester and local retail stores. The committee directed the promotion and publicity for all Sesqui events and committee activities.

The Finance and Program Fundraising committees, chaired by Herbert W. Dean and R. Carlos Carballada, devoted an extraordinary amount of time and effort to creating a budget for the Sesqui program and administration, and worked for more than a year to raise the money to support the celebration.

Patricia B. Adduci directed the Toronto Liaison effort, which produced exchanges among students and government officials. R.S.I. representatives travelled to Toronto for their opening ceremonies and ball and Toronto officials attended a number of Rochester events.

R.S.I. reached out for community input through a number of contests. The poster contest produced Adolf Jeff's official Sesquicentennial poster (15-1); a medallion contest produced a limited edition coin by John Armstrong that was sold at major events. The Sing-A-Song-for-Sesqui contest gave us "Catch The Spirit" by Tiki Scott and Rita Chou; Frederick Hohman wrote the hymn that won the Religious Anthem Contest and was performed during the City Jubilee Interfaith Service. And a trivia contest/scavenger hunt involving local retailers won Jerry Patalano a trip to our Sister City Rennes, France.



15-1



Kate Gleason (1865-1933)

Charter Day Commemoration



16-1



16-2



16-3



16-4



16-5



16-6



16-7



16-8



16-9

Governor Mario M. Cuomo (16-1), the keynote speaker at the April 28 Eastman Theater ceremony, called Rochester "always a glimmering jewel set in the crown of the Empire State." The many events that made up the April 28th celebration, a commemoration of the 150th anniversary of the State granting Rochester its City Charter, showcased local culture at its finest, and helped to illustrate the Governor's words of praise.

The day began with a luncheon for local and visiting elected officials, including U.S. Senator Daniel Patrick Moynihan (16-2), New York State Assemblywoman Audrey "Pinny" Cooke (16-3) and City Manager Peter A. Korn (16-4), at the Monroe County Office Building. After the luncheon, the officials joined the crowds at the Eastman Theater for the Official Ceremony. William Warfield (16-8), internationally-known singer and Eastman Music School graduate, sang the classic "Old Man River" and a chorus of city and suburban schoolchildren performed the Sesqui contest-winning song "Catch the Spirit" (16-9). Governor Cuomo was the main speaker, along with addresses by Mayor Ryan and County Executive Morin.

At the War Memorial the Sesquicentennial Historical Exhibit was officially declared open after a ribbon-cutting (16-7) with Councilman Anthony J. Sciolino, R.S.I. Chairman Curtis, Mayor Ryan, County Executive Morin and Councilwoman Hensler). D.E.S. Commissioner James E. Malone, and City Archivist John O. Noble (16-5), and County Clerk Patricia B. Adduci (16-6 with family) were among those participating in the day's activities in historic costume.



17-1



17-2



17-3



17-4

In the evening an elegant dinner was given at City Hall, with City, County, State and Federal officials as guests (17-1,2). At 8:00 p.m. the elegantly transformed (by a volunteer committee of local decorators and designers under the direction of committee chair Lillian W. Silver) Masonic Temple and Auditorium opened its doors to the 2,300 guests of the Sesquicentennial Gala Ball. Sarah Vaughan (17-3) and the New York City Breakers were only two of the many musical acts playing in the auditorium and on each of the Temple's four floors. A huge birthday cake, donated by McCurdy's, was cut by Mayor Ryan and County Executive Morin (17-4), and ball guests were each served a piece.

Gala chair Lillian Silver, afternoon ceremonies chair Patricia Lamb McCarthy and their committees created a truly memorable birthday celebration for Rochester's 150th.



17-5

The following morning a special breakfast was hosted by Mayor Ryan for former City officials — mayors, councilmembers and city managers. (17-5 shows former Councilman William A. Legg, former Mayor Frank T. Lamb, and former Councilman Hyman B. Freeman and Congressman Frank J. Horton.) This rare gathering of so many city leaders, past and present, was an appropriate ending for the birthday weekend, as Rochester remembered the beginning of its development as a city.



Lt. David Hochstein (1892-1918)

City Jubilee . . .

A Weekend



18-1



18-2

City Jubilee weekend was a three-day celebration in and about downtown Rochester. The festival was scheduled to coincide with the June 10 inaugural anniversary of first mayor Jonathan Child, a date which had been celebrated as "Civic Day" in earlier years. And, appropriately for the Flower City, flowers were an important part of the festival; downtown retailers and local florists created floral window displays which were judged by a committee that included the White House floral designer.

(18-1) shows members of the City Jubilee Parade subcommittee at a 1983 news conference at which plans were unveiled for the biggest and most unique pageant Rochesterians had ever witnessed.

((The festival spirit began with Central Trust Bank's "Nathaniel Rochester Days" (18-2 shows bank president R. Carlos Carballada opening this annual event). Beekeepers, weavers and other old-time crafts helped set the tone for the City Jubilee weekend to come.))

City Jubilee weekend officially opened with Friday's "Noontime Serenades" program, in which local musicians and students performed for lunchtime audiences all over downtown Rochester. That evening at the "Harro's After Five" party several prominent local bands and singing groups performed to an appreciative audience.

Early Saturday morning tens of thousands of people began lining the downtown streets for the Sesqui-centennial Parade, a two and one-half hour moving pageant of Rochester's history. From a replica of Hamlet Scrantom's first pioneer cabin (18-5, complete with oxen) to the technology of the future (19-8) no era was left unrepresented. Early law enforcement was depicted by an old-style Rochester Police Department paddy wagon (Mayor Ryan joins members of the R.P.D. in front of the wagon in 18-4), and scores of other organizations took to the streets with floats and costumes. Pictured here are: the Public Library System (18-6), the Vietnam Veterans of America (19-7) and local radio station WVOR's fanciful entry (19-9). The Parade began and ended with the Women's Coalition for Downtown's float; the Coalition's member organizations made up the City Jubilee committee and planned all the weekend's events, under the direction of Nancy S. Robbins.



18-3



18-4



18-5



18-6

on the Town

June 8-10, 1984



19-1

As the Parade ended, City Jubilee weekend continued with Main Street transformed into a carnival midway for an old-fashioned Street Fair. The entertainment included break dancing (19-3 through 6), the dance craze of the 1980's, a human chess game with chesspieces dressed in medieval costume (18-3), craft demonstrations, music and children's games. After

19-2

the Street Fair came the evening street dance at the Festival Tent. Here several thousand fans (19-1) enjoyed the music of 60's favorites The Brooklyn Bridge, the Gap Mangione Big Band (19-2), the Showvinistics and the Skycoasters with their summer of '84 hit "Ra-Cha-Cha."



19-3



19-4



19-5



19-6



19-7



19-8



19-9



20-1



20-2



20-3

Families and friends gathered in Manhattan Square Park on Sunday morning to compete for prizes in the "Picnics in the Past" theme picnic contest. 20-1 and 20-2 show the effort and ingenuity that went into creating authentic turn-of-the-century picnics. Some of the City employees Historical Characters also joined the picnic (20-3).

Spiritual celebrations made up the rest of the City Jubilee weekend, with an Interfaith Service at Old St. Mary's Church followed by an outdoor blessing of the city by representatives of several local faiths. The service was planned by the Religious Organization committee, chaired by The Rev. Bruce Hanson (21-1).

In the evening Downtown United Presbyterian Church was the site for a candlelight concert "150 Voices for 150 years" (21-2). An adult community choir, a children's chorus, a young adult choir, the Mt. Vernon Baptist Church Choir, vocal and instrumental soloists presented a program of religious music that ended the City Jubilee on a truly jubilant note.



Rabbi Max Landsberg (1845-1927)



21-1



21-2

The Great Canal Caper



22-1



22-2



22-3



22-4



22-5



22-6



22-7

The Canal: 150 years ago it was the lifeblood of this city. In 1984 our canal heritage was recalled and celebrated in "The Great Canal Caper", a festival that took Rochester back to the era when the Canal was our most important thoroughfare.

Twenty-five towns, villages, organizations and civic groups worked to decorate sixteen barges, creating historical scenes with costumed characters, building replicas and even entire street scenes. The barges were launched from east and west points along the Canal and met Saturday afternoon in Genesee Valley Park. (22-1) shows the Scottsville/Wheatland barge with a replica of Ebenezer "Indian" Allen's first grist mill; (22-2) is Henrietta's "Heart of Cobblestone Country" float; the town of Pittsford recreated an early Northfield village scene on their barge (22-3); and Ogdén, Spencerport and the We-Mo-Co Occupational School built a replica of a lift-bridge, and the historic Canalside Inn (22-5). There was also a floating theater barge that presented "musical revue" at sites all along the canal (22-7).

Committee chair Judith W. Kaplan (22-4) led a network of more than 1,200 volunteers from across Monroe County and as far away as Medina and Seneca Falls. The City and County Parks Departments (22-6 shows City Parks and Recreation Commissioner Jeffrey P. Swain and representatives from several canalside towns), and the New York State Department of Transportation all worked together to bring off this first-of-its-kind water spectacle.

Both evenings of the Great Canal Caper weekend an outdoor historical pageant was presented, "Celebrating Rochester: It's People, It's Waterways". More than 200 actors, dancers and musicians (23-1) told the story of our 150 year history, from Native Americans (23-2) to more recent waves of immigration (23-3), through wars (23-4) and technological advances.

Besides the barge parade and the pageant, there were many other special activities going on in Genesee Valley Park that weekend. Among these were a hot air balloon raising (23-5), pony and wagon rides, a petting zoo and a re-enactment of a Civil War battle. For this weekend the Canal was once again a center of interest and activity.



Bishop Bernard McQuaid (1823-1909)



23-1



23-2



23-3



23-4

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23-5



Helen Barrett Montgomery (1861-1934)

Falls Fun Fest



24-1



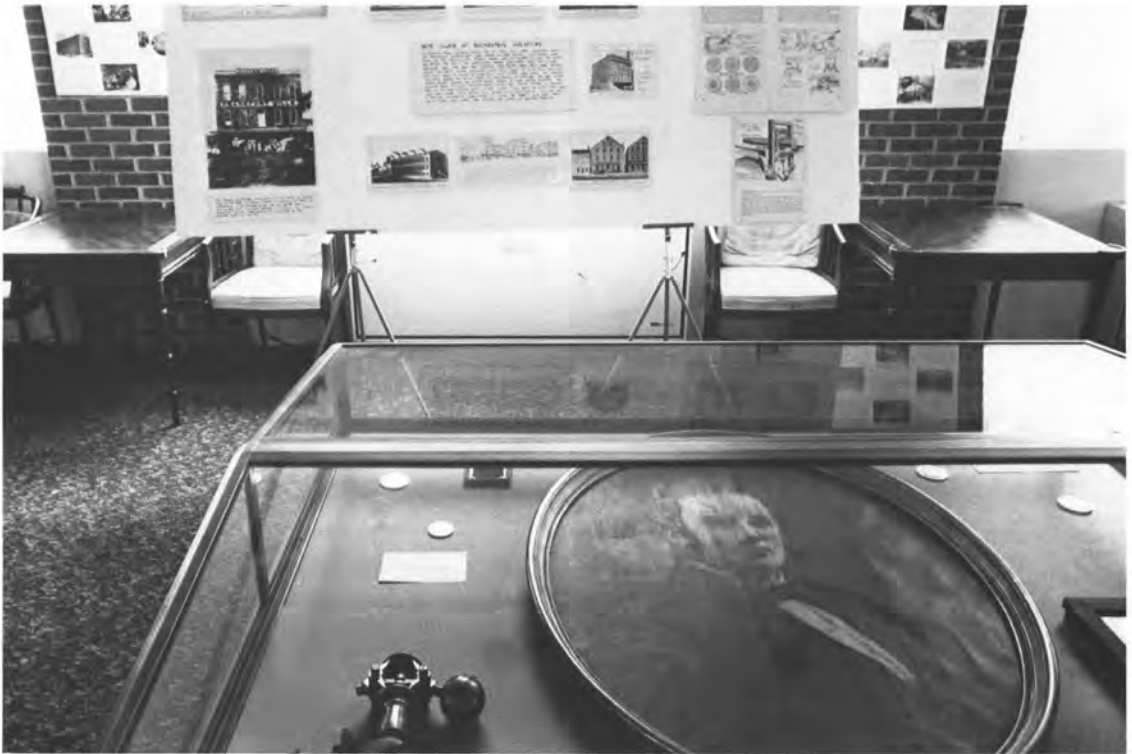
24-2



24-3



24-4



24-5

The second leg of the Ten Day Water Festival, the "Falls Fun Fest: A Cultural Park Kaleidoscope", was held at the Genesee Upper Falls at Platt and Mill Streets downtown. The three day Falls Fun Fest was filled with music and dancing in the streets both noon

and night (25-3 thru 6). The RG&E Chorus (24-1) and Brass Managerie (25-2) were two of the performing groups. Visitors were also treated to a multi-media presentation about the Falls entitled "Visions in the Mist", demonstrations of old-time craft techniques such



Margaret W. Strong (1897-1969)

July 9-11, 1984



25-1



25-2

as gunsmithing (24-4) and printing (24-2), and an exhibit of 19th century tools, products and machinery (24-5).

Spectators jammed the Pont de Rennes pedestrian bridge for a spectacular nighttime sound and light show

on the Falls (25-1). Colored lights, narration and laser-like effects created a breathtaking vision in the middle of downtown Rochester. Committee chair Larry O. Stid and his volunteers presented a festival that gives an exciting glimpse of things to come at the Upper Falls, Rochester's future Urban Cultural Park.



25-3



25-4



25-5



25-6



Freddie L. X. Thomas (1918-1974)

Celebrate the Lake – Tall Ships



26-1



26-2



26-5



26-3



26-6



26-7



26-4

For the first time since the days when schooners sailed the Great Lakes carrying cargo, the Tall Ships came back to Rochester in July for a four-day festival at Ontario Beach Park.

The City of Rochester and the surrounding towns of Irondequoit and Greece prepared to meet the onslaught of at least one-quarter million sightseers with a massive shuttle bus system. Bicycles and golfcarts (26-3 and 26-4 with R.S.I. Director Rosalie C. Hanson) were the preferred means of transportation into and around the site.

The ships sailed into the Port of Rochester on Thursday, July 12, finishing the first leg of the Molson's Cup Toronto-Rochester-Kingston sail race (26-5).

. . . Extravaganza

July 12-15, 1984



27-1

The twenty-three ships docked along the river as spectators paraded by, (27-1) enjoying an up-close view of the ships and their crews at work (27-2 and 3). The ships hailed from the United States, Canada, Bermuda and Poland; the crews were mostly young people and they were treated to an Ox Roast and dance on the first night of their stay.

At a Yacht Club welcoming ceremony, U.S. Senator Alphonse M. D'Amato presented an American flag to the captain of the Polish ship "Gedania" (28-1). Sesqui flags were given to each ship and most could be seen flying from ships' masts the next day (26-6).



27-2



27-3



27-4



Samuel Torres (1910-1980)



28-1



28-2



28-3



28-4



28-5



28-6



29-1

Tall Ships organizer and Port Captain Wilmot V. Castle, Jr. (28-2) was instrumental in negotiating to bring the ships to Rochester and arranging accommodations for them while they were here.

Among the many activities at Ontario Beach that weekend was a Nostalgia Picnic for senior citizens where (28-3) several thousand seniors saw Ontario Beach Park returned to its former glory. The Ray-Ban Gold Bi-Plane team performed aerial stunts over the beach (28-4) and the city employee Historical Characters were out in force (28-5). The newly renovated Park Carousel provided a diversion from waiting in lines to see the ships (28-6); there were also parades, a number of concerts, and balloon raisings.

The culmination of the festival was a half-hour spectacular fireworks display over Lake Ontario Saturday night. Approximately 100,000 people were on the site that evening to hear the Rochester Philharmonic Orchestra, and to watch the pyrotechnics. The festival was chaired by Town of Greece Supervisor Donald J. Riley (29-1).



Clara Louise Werner Ward (1889-1973)

Chuck Mangione in Concert

August 22, 1984



30-1



30-6



30-7



30-2



30-3



30-4



30-5



30-8

At a news conference in the summer of 1983, internationally-known composer and recording artist Chuck Mangione announced that he would compose a special piece for his hometown's Sesquicentennial—and that he would present this work in a free, outdoor concert as a birthday gift to the people of Rochester. Joining Chuck for this announcement was Major Events chair Linda Cornell Weinstein (30-1). Mayor Ryan was chairman of this event.

Unfortunately, a weekend of non-stop rain forced the cancellation of the outdoor concert on August 11, but on August 22 he presented two free concerts at the Eastman Theater; both shows were sell-outs (30-7) and the evening concert was broadcast live by WXXI-TV, WXXI-FM, and WXXI-AM.

Chuck Mangione and his band performed two hours of past hits, works from his latest album "Disguise" (30-2 through 5) and, of course, his Sesquicentennial piece "Rochester, My Sweet Home" with Don Potter singing lead vocals (30-6). The Mangione concerts were a marvelous birthday gift to an appreciative city.



Jessica M. Weis (1901-1963)

Futures Week

November 11-19, 1984



31-1

A week-long exhibit at Midtown Plaza, "Technology for the Future", showcased displays by local businesses (31-1 shows Eastman Kodak Co.'s Optics display), academic institutions, scientific societies and high school science fair projects, each likely to influence the future.

Newsweek magazine's Periscope Panel of editors and correspondents came to Rochester on November 19 for a luncheon seminar entitled "A Capsule of the Future: Today's Events, Tomorrow's Challenges" (31-2). The panel was made up of the magazine's experts in business, technology, the arts and politics, moderated by Managing Editor Ken Auchincloss.

Several other technology-oriented activities were also staged: a lecture by Dr. D. Bruce Merrifield, assistant U.S. Secretary of Commerce for Productivity, Technology and Innovation; lectures on advanced chemistry, psychology and computers, future energy needs, and graphics, and three of the events funded by the Arts and Cultural committee were presented.

Future's Week was chaired by Linda Cornell Weinstein.



31-2

New Year's Eve, 1984



32-1



Joseph C. Wilson (1909-1971)

With this second New Year's Eve spectacular downtown, the Sesquicentennial officially ended. Dorothy A. Luebke and William A. Johnson, Jr. chaired this event. Many thousands came to the downtown bridges to watch the almost traditional fireworks display and First Federal's decorated elevator rising with the New Year's Eve countdown (32-1). Parties were held all over downtown, with R.S.I.'s City Hall bash, featuring the Count Basie Orchestra, as the closing Sesqui event.

A downtown New Year's Eve celebration will very likely become an annual event, and R.S.I.'s many planners and organizers expect that it won't be the only Sesquicentennial event to live on. The celebration fostered better relationships between local governments, with businesses, community organizations, neighborhood groups, and artists and arts institutions and so many others — all these will continue, building a more unified community and a greater appreciation of why we'd "rather be in Rochester."

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Maynard's Electric Supply, Inc.
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McCurdy's & Company
McLeod Stamp & Coin Company
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Monroe County Water Authority
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National Endowment for the Arts
National Life of Vermont
National School Bus Service Inc.
Golden Arrow Line, Inc.
National Tool & Machining Assoc. Rochester Chapter
Robert A. Nellson, Inc.
Ness Automatic Machine Products
New York State Council on the Arts
Nixon, Hargrave, Devans & Doyle
Norchael Construction Corp.
The Norry Company
Nory Construction Co.
O'Brien Homes, Inc.
Oette Tool & Die Corp.
Ontario Liquor Distributors of Rochester
Orland Press Printers, Inc.
Page Avjet Corporation
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Samuel R. Parry Machine Co., Inc.
Passero — Scardetta Associates
Pease Development Co., Inc.
Pear, Marwick, Mitchell & Co.
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Pepsi-Cola Allied Beverage Corp. Rochester Div.
Perk Development Corporation
Perna Home's Inc.
Perri, Debes, Looney & Crane Advertising Inc.
Peterson's Roofing Materials, Inc.
Peterwanda, Inc. Chapter II Debtor-In-Possession Petition No. 83-20165
Phillips, Lytle, Hitchcock, Blaine & Huber
Piehler Pontiac Corporation
A. R. Pierrepont Co., Inc.
Mitchell Pierson, Jr., Cont. Realtor
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Portrait Kitchens Inc.
Power Equipment Co.
PPI Consulting Inc.
Precision Grinding & Mfg. Corp.
Precision Packaging Products, Inc.
Present Company, Inc.
Quality Mark, Inc.
R.P.B. Service, Inc.
Radionics, Inc.
Rando Machine Corporation
RDA Container Corp.
Red Carpet Travel
Ridge Lumber, Inc.
Riedman Corporation
Robfogel Mill-Andrews Corp.
Rochester Americans Executive Club
Rochester Bronze & Aluminum Foundry Co., Inc.

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 Rochester Plaza, A Stouffer Hotel
 Rochester Smelting & Refining Co., Inc.
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 Rochester Time Co., Inc.
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 Spectrum Office Products, Inc.
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 The Spring House
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 Waste Management of New York
 Wegmans Food Markets Inc.
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Business/Industry

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Major Events
DECEMBER 31, 1983
New Year's Eve '83

APRIL 28, 1984
Official Ceremony & Exhibits
Evening Festivities
JUNE 8-10, 1984
City Jubilee

JULY 6-8, 1984
The Great Canal Caper
JULY 9-11, 1984
Falls Fun Fest
JULY 12-16, 1984
Celebrate The Lake
Tall Ships Extravaganza
AUGUST 11, 1984
Chuck Mangione Concert
NOVEMBER 11-18, 1984
Futures Week
DECEMBER 31, 1984
New Year's Eve '84

Marketing
Natives To Newcomers
Neighborhoods
Neighborhood History
Underground Railroad
Portrait Night
Pioneers

Program Fundraising
Publications
Religious Organization
Rochester Area Colleges
Seniors
Sister Cities
Sports
Toronto Liaison
Visitors Industry
Women's Week

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