



reSHAPING ROCHESTER Awards

The Reshaping Rochester Awards recognize exemplary regional initiatives and projects that positively impact people, neighborhoods and the community.

2014 Reshaping Rochester Fourth Annual Awards

Tuesday December 2, 2014

- Luncheon (11:45am - 1:30pm), Temple B'rith Kodesh, Expected attendance: 300+
- Plentiful, free parking
- Promotion in local media and publications
- Three awards, two nominated by the public, creating excitement and engagement
- **"Urban Observations" Keynote Speaker:** Jennifer Leonard, president and CEO of the Rochester Area Community Foundation
- **Sponsorship Opportunities available!** We are pleased to announce Canandaigua National Bank and Trust as our Presenting Sponsor and Greater Rochester Association of Realtors as a Contributing Sponsor.

Reshaping Rochester Award Categories

Robert Macon Award for Urban Innovation

This award, established to honor the late architect Robert Macon, is given for a building, development, or planning effort that has contributed in a unique way to the community and earned praise for its unique solution to the built environment in urban and village areas.

Betty Strassenburgh Award for Activism

This award, named in honor of Rochester activist Betty Strassenburgh, celebrates civic spirit, persistence and determination that translates visions into reality. It recognizes an individual who has made a personal effort to go beyond boundaries to achieve a goal. These efforts must have made visible changes in a community, and affected people's thinking about the need to pursue challenging paths toward a productive end.

Directors' Award

This award, given by CDC's Board of Directors, recognizes an individual or organization that has advanced the level of community design, planning, policy and financial competency, achieving visible success over a period of time; following best practices; communicating a vision to the community; maintaining sound financial management; and demonstrating steps to sustain continued success.





Here's what happened in 2013...



Robert Macon Award for Urban Innovation

Memorial Art Gallery Centennial Sculpture Park



**Honorable Mention: Rochester Schools
Modernization Program**



Betty Strassenburgh Award for Activism

Richard DeSarra



**Honorable Mention: Joseph Avenue
Business Association**



Directors' Award

South Wedge Planning Committee



**Honorable Mention: The Perry Project,
Perry, NY**