

Weddings, parties, corporate events: Here are urban event spaces

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(Photo: provided)

The times, they are a'changing.

The Rochester region was once brimming with party houses such as The Wis House.

But companies have cut back on large corporate parties and styles have changed weddings. Nowadays, instead of the party house, it's the industrial chic look a

Expenses have grown too for these Pinterest-worthy events. The average cost code 14612, in Greece and Charlotte, is \$37,772, according to [costofwedding \(https://www.costofwedding.com/\)](https://www.costofwedding.com/) Nationally, the cost of a wedding is now up to Knot.

A growing number of new event spaces are adapting to new trends — hosting from birthday and corporate parties to weddings. Being close to the urban core of the region is part of that trend.

Here's a look at five new spaces in and near downtown Rochester that are making waves.

1. The Penthouse at One East Avenue



The Penthouse downtown (Photo: Jim Montanus)

The Penthouse is a rooftop event venue in the heart of downtown Rochester. Entrepreneur Brittany Brandt saw the need for party venues. Floor-to-ceiling wrap-around windows showcase panoramic views of Lake Ontario and the city.

The Penthouse rents its space out for corporate events, cocktail parties, celebrations, concerts, weddings, rehearsal dinners,

"If you can think of an excuse to have an event, you can have it at the Penthouse," she said. "Photographers love us and we do a lot of shoots."

People are looking for something new because they're tired of party houses, Brandt said. A cool event space adds to the appeal of an event, she added.

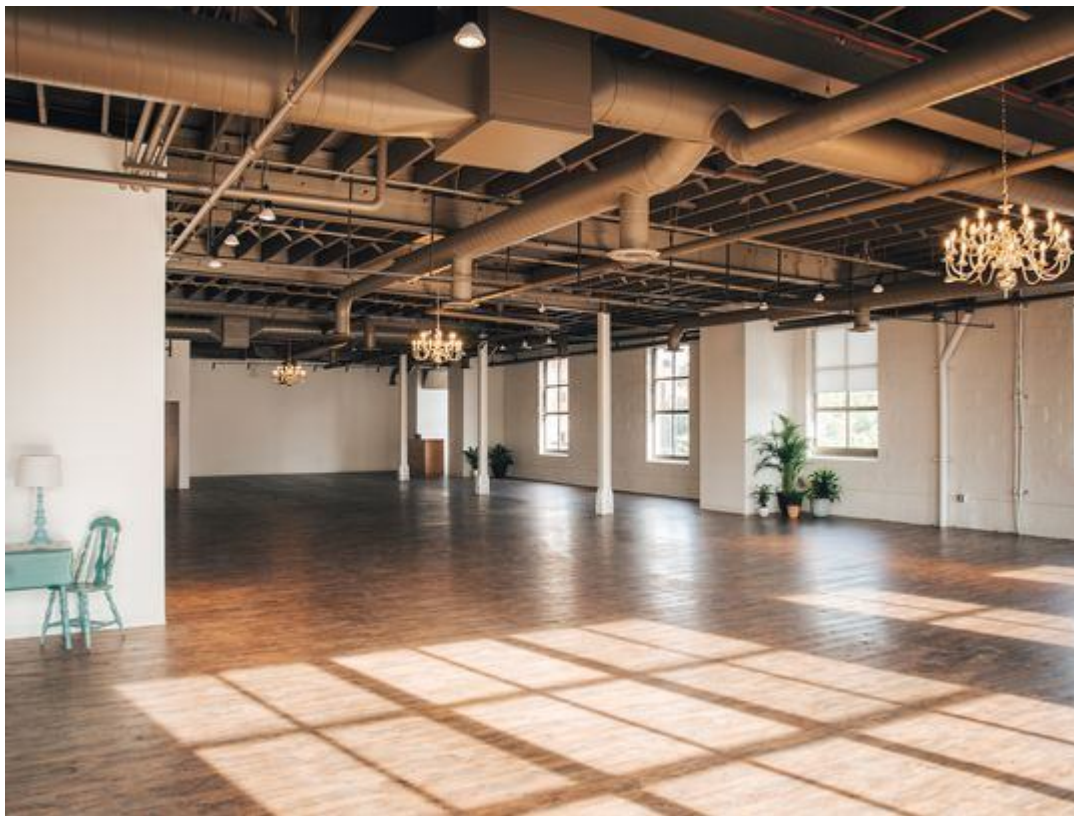


Brittany Brandt at The Penthouse (Photo: provided)

Brandt worked in a large corporation before launching the event business.

"I love it. It allows me to be creative, I can make my own hours, and allow more time for myself. Plus, I get to help bring people back into downtown Rochester and do a lot of shoots." "There's a great group of entrepreneurs downtown and we are all trying to accomplish our goals."

2. The Arbor Loft



The Arbor Loft is in the East End with industrial look that's trending (Photo: Dan Gribbin)

Industrial chic is all the rage, and The Arbor Loft at 17 Pitkin St. near The Little Theatre is a go-to spot.

With over 6,000 square feet of event space overlooking downtown Rochester and the East End, The Arbor Loft, with its and exposed beams, is home to many events.

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Owner Agathi Georgiou had been in the event business for six years before launching The Arbor Loft event space in spring time as The Penthouse. Now, The Arbor Loft is booked almost every Saturday in 2018, with weddings from April through

Making it in the event business isn't easy. It requires persistence and marketing, Georgiou said.

"But I've hustled and I've worked countless hours and I've continued to be kind and considerate to everyone around me,

3. Sacred Heart at Chapel Hill



Chapel Hill is a non-denominational chapel that can comfortably seat 200 guests. (Photo: JAMIE GERMANO, @jgermano1/Staff Photo)

More couples are in mixed marriages when it comes to religion or are not religious at all, said Joe Alloco, who owns Allo Deana, a saw the need for a nondenominational church wedding space and invested over \$100,000 just over a year ago. The former Sacred Heart Academy at 8 Prince St. in Rochester, across from Memorial Art Gallery. The couple also owns the with 86 loft-type units.

The event space is named Chapel Hill. It offers the elegance of a traditional church wedding without a religious affiliation hosts interfaith ceremonies and second marriages as well as concerts, Deana Alloco said.



Chapel Hill hostess Nancy Jennings attaches arrangements to pews before a wedding ceremony. (Photo: JAMIE GERMANO/@jgerr)

The chapel comfortably seats up to 200 guests, with a bride and groom's room available. Organ and keyboard are provided.

The peak season has been April through October, but winter weddings are now popular, too, with several weekend bookings. Allico said.

4. Sibley Square



The lobby in Sibley Square is sometimes used as event space. (Photo: JAMIE GERMANO, @jgermano1/Staff Photographer)

Smack dab in the middle of downtown, the historic Sibley Building, renamed Sibley Square, is in the midst of a renaissance.

WinnDevelopment, which purchased The Sibley Building for \$5 million in 2012, is almost finished with its redevelopment.

With more than 1 million square feet of space at 228 E. Main St., WinnDevelopment invested more than \$120 million to renovate Sibley Square as a mixed-use project. In addition to the new apartments and planned retail, the lobby area has been used as a

The newly renovated lobby has a historic yet modern feel. It's been an gathering place for corporate parties, said project manager. The Landmark Society recently used the lobby space for an event due to the historic aspect of the building.

The events are fairly new and the renovations continue at Sibley Square, with new windows, awnings and improvements.

5. Nosh at the Factory Building



Nosh owners Pete Lezeska and John Nacca will be expanding into an event space (Photo: Democrat and Chronicle)

Nosh, the popular upscale restaurant at 47 Russell St., is in the midst of creating an event space with the same industrial behind the restaurant in an old factory building, the space can host parties and weddings, said Nosh co-owner Pete Lez ceilings and an open-space concept.

He's currently developing food and drink packages for the new party space. The event space will also have a bar and ca comfortably.

The new Nosh party space will be open by Jan. 1, Lezeska said. It's following a trend of the preference for urban, indust

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Chapel Hill offers a bridal room where the bridal party can gather before the ceremony. (Photo: JAMIE GERMANO/@jgermano1/Staff

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