



## KNOW BEFORE YOU GO

### GENERAL INFORMATION

**When:** May 9–18, 2025, daily 10:30 AM – 8:30 PM.

**Where:** Highland Park, Rochester, NY [\[MAP\]](#)

---

### EVENTS & ACTIVITIES

**May 10 – Lilac Parade:** Rochester's largest parade will take place at 10:30 am with marching bands, local organizations, and colorful floats. Grand Marshal: Karen Iglesia, founder of Primetime585.

#### May 10–11 & 17–18 (Weekends)

- Art in the Park presented by MVP Healthcare: Handcrafted art & gifts from regional makers.
- Small Business Circle: Shop unique finds from local entrepreneurs.

**May 11 – Mother's Day Experience:** Two special ticketed events will be offered this year, "Bubbles in VIP" at the Vision Financial Group SkyDeck and the Family Photo & Gift Bag package.

**May 12 & 14 – Lilac Local Farmers Market** (10 am to 3 pm): Local produce, flowers, & artisan foods near the Playground.

**May 14 – Seniors' Day** sponsored by Wellcare: Relaxing entertainment and discounts for seniors.

**May 18 – The Ford Lilac Run 5K & 10K** presented by MedVed Running & Walking, Fleet Feet Rochester, WellNow Urgent Care, Clio, EBOOST, Abundance Food Co-Op, Top Seedz. Choose between 5K (8 am), 10K (9:30 am), or the Tim Horton Tim Bit Trot (11:30 am).

#### Daily

- Kids' Zone presented by Goldfish Swim School and Fidelis Care: Games, inflatables, a rock wall, and entertainment for families
- Live Music: Over 80 bands on the KeyBank Center Stage and buskers around the park. Get to know the bands by listening to our curated playlist on [Spotify, available here on our website](#). All headlining performances have ASL-interpretation.
- Bach to Rock Spout Stage presented Excellus BlueCross BlueShield: Daily musical entertainment near the Highland Ave Food Court, geared for the younger crowd.
- Free Walking Tours: Register at [www.roclilacfest.com](http://www.roclilacfest.com) for the "Flower City Flora" or "Highland Park History" guided tours (10 am and 5 pm daily, approx. 45 min). Our website also offers a self-guided audio option. Tour Stops are presented by Canandaigua National Bank & Trust, Fleet Feet Rochester, Hamilton Q AV, and NY Medical Behavioral Health.

### PARKING & SHUTTLES

RTS Routes #13 & #41 drop near the park. *No parking at 1111 Elmwood Ave, Goodman St., or side streets, where posted.*

#### Parking Lot 1 – Main Festival Lot (*no shuttle from this lot*)

- Elmwood Ave between South Clinton & South Ave (west of Meadowbrook Rd)
- Opens daily at 10 AM
- Rates: \$7 (Mon–Fri before 2:30 PM), \$10 after 2:30 PM & weekends
- Accessible Parking: 1440 South Ave (valid tag required; limited spaces)

**Parking Lot 2** – Golisano Institute, 150 Sawgrass Dr. (weekends only)

- Free parking + \$5/person shuttle (13+); 12 & under ride free
- ADA Accessible Shuttle from this parking lot only – schedule is available at [www.rocililacfest.com](http://www.rocililacfest.com)

### ENTRY & SAFETY POLICIES

For everyone's safety and enjoyment, the Rochester Lilac Festival prohibits pets, smoking or vaping, weapons, illegal drugs, and outside food or drinks (except one sealed water bottle or an empty one). Bags are subject to search, and guests will pass through security screening. Bikes, scooters, skateboards, and similar items are not allowed. Small chairs, blankets, strollers for children under 8, and ADA mobility devices are welcome. Guests 17 and under must be accompanied by a parent or guardian who is 21 or older at all times. Reasonable accommodations will be made at the discretion of security. More information is available at [www.rocililacfest.com](http://www.rocililacfest.com).

### FOOD & BEVERAGE

80+ vendors offering local fare, festival treats & drinks available every day, with additional offerings during Art in the Park & the Lilac Locals Farmers Market.

Gluten-free (GF) & vegetarian (V) options are available at Tony's Popcorn (GF), Countertop Creamery (Both), CinnaRoast (Both), Vasko's On Wheels (GF), Henry's Kettle Korn (Both), Bloomin Onion (V), The Big Cheese (Both), 546 Chicken & Waffles (Both), Macarollin Food Truck (Both), Wraps on Wheels (Both), Abbott's Frozen Custard (Both), Ice Cream & Chill LLC (Both), Rob's Kabobs (Both), Frozen Dreams (Both), Nenos (Both), Gorilla Street Hibachi (Both), LemonLove (Both).

There will be over 12 bars throughout the festival grounds. Some of our draft bars will serve only cans to make the festival more environmentally friendly. Specialty bar offerings include:

- The Vision Financial Group VIP Skydeck with Point of the Bluff tastings.
- Bully Hill Wine Grove (slushies).
- All-New "Lilac Shac" serving ready-to-drink canned cocktails.
- Black Button weekend pop-ups with signature cocktails & tastings.
- The all Zero-Proof Social Club is sponsored by Geisen Wines, Best Day Brewing, 1911 Cider, and Red Jacket Juice, serving a mixed N/A cocktail (next to the craft beer tent).
- All-New "Overlook" (located on Reservoir Ave during Art Show hours). Rohrbach's Brewing, Casa Larga Wine with official poster on Lilac Hill, Firefly Trailer with slushies.

### ACCESSIBILITIES AND AMENITIES

The **Sensory Tent**, presented by the Office for People with Developmental Disabilities and supported by Autism Up, is near the Elmwood Avenue Entrance/Exit at the Pergola area and is open daily. It offers a quiet space with soft lighting, headphones, and seating.

**First Aid:** Visit the 1440 South Ave. main entrance and ask for the Command Center.

**Restrooms:** Portable and accessible units, including ADA-compliant units (notated on the official Festival map), are available throughout the grounds.

### Official Festival Merchandise Booths:

- Main Merch: located near the Main Entrance on South Ave near the Circle
- Path: located off the path near the Zero Proof Social Club
- Art in the Park: weekends only, midway up Reservoir Ave

Visit [rocililacfest.com](http://rocililacfest.com) for the full schedule, music lineup, & updates!