

High Falls Going High Class



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[High Falls Development](#)

(Rochester, N.Y.) - When the City of Rochester wanted to take the old Brown's Race Market Building in a new direction, Tony Gullace and Stuart Baker started planning an "event space."

"Weddings, banquets, bar mitzvahs, first communions...you name it," Baker said.

Since taking over in April, the two have made major changes. What was once dining space for "Tiki Bob's" is now a grand ballroom, big enough for Rochester General Hospital's annual September fundraiser .

Smaller, intimate spaces are also nestled here and there in the three story building.

Gullace said, "We can do a cocktail reception... or you could have a 5-course dinner here. I mean, that's the flexibility that we have."

But it's the decks--back decks, three levels in all, that seem most popular with brides-to-be.

"We've had over 20 inquiries for weddings next year already," Gullace said. "You know people want to get married on the water."

Gullace owns Rochester hot spots like Max's Chop House and Max of Eastman Place.

Baker is a property owner in High Falls.

They made the investment despite the economy because of the area's continued growth.

