

ESL IN THE COMMUNITY: 2022 REPORT

NEW BRANCHES

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2022 WAS A YEAR OF GROWTH AND CELEBRATION FOR THE ESL BRANCH NETWORK:

LAKE AVENUE BRANCH



In February 2022, we celebrated the ribbon cutting on the first of three new branch builds in the City of Rochester — our new Lake Avenue office in the Edgerton Neighborhood. This celebration included attendance from local dignitaries and a state proclamation from New York State Senator Jeremy Cooney recognizing the positive impact this branch will have on the surrounding community.

In its first year, the Lake Avenue branch has flourished — welcoming new personal and business members, new Wealth Management relationships, and providing easy access to financial products and services for neighborhood residents.



Open for a little over a year, Lake Avenue saw the following, making it one of the fastest-growing branches at ESL:

- 1,197 new Personal Banking members
- 121 new Business Banking members
- \$4.6 million new personal share deposits
- \$2.9 million new business share deposits
- \$3.2 million in lending

N. GOODMAN STREET BRANCH



In July 2022, we announced our second new branch build in the City of Rochester, which will be located at 786 N. Goodman Street in the Beechwood Neighborhood.

To celebrate this new branch, ESL held a beam signing ceremony at the construction site in August 2022. Joined by community members from the Beechwood Neighborhood Coalition, Connected Communities, Ibero-American Action League and local dignitaries, attendees were all able to sign the construction beam to recognize the many voices who contributed to making the project possible. The beam will be built into the new branch as a symbol of how a community works together to support one another. This branch is expected to open in early summer 2023.