

2023 ESL IN THE COMMUNITY REPORT

NEW BRANCHES



GOODMAN BRANCH

We continued to expand access to our services in the City of Rochester in 2023 with the opening of our 24th branch at 786 North Goodman Street in the Beechwood neighborhood.

The Goodman Branch offers full-service personal, business banking, and wealth management services to meet the financial needs of residents. The branch employs eight people, with bilingual staff members to meet the needs of Spanish-speaking members.

The Goodman Branch is the second of three new branch builds in the City of Rochester by ESL. The first was the Lake Ave. Branch in the Edgerton neighborhood that opened at the end of 2021. The third location is still being determined.

“It is very important for our citizens to have access to banking within a walkable distance from where they reside. It is also our hope that ESL helps anchor neighborhood revitalization along the North Goodman corridor.”

KYLE CRANDALL

Beechwood Neighborhood Coalition President

“We are excited to have a committed community partner, such as ESL, opening a branch in our neighborhood. It’s not just a bank; it’s a sign that this neighborhood matters and an indication that change is on the horizon. This new branch represents hope for those who want to bank in their community, hope for those who want to open businesses and purchase homes.”

LASHUNDA LESLIE-SMITH

Connected Communities
Executive Director

