

2023 ESL IN THE COMMUNITY REPORT

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# BUSINESS BANKING



## BUSINESS BANKING

Our Business Banking members continue to grow with more than 16,100 at the end of 2023.

Representing diverse industries and varying in size, ESL Business Banking members are proud to name Rochester as their headquarters as many of them expand and receive national and global recognition for their innovation and quality of work.

While 2023 was a volatile year for the economy, our annual Small Business Climate Survey showed that businesses are continuing to adapt and grow, regardless

of stressful and unpredictable conditions. The survey revealed that 75 percent of businesses in the Greater Rochester region met or exceeded their 2023 financial expectations. Some of the key factors listed for meeting or surpassing business goals were an increase in customer demand, successful business expansion, and fewer supply chain issues. Nearly one third of businesses added new products or service lines or planned to add them.

### TOTAL BUSINESS BANKING ASSETS

\$1.7 BILLION

### BUSINESS BANKING LOANS

\$840 MILLION

### BUSINESS BANKING SHARE ACCOUNTS

\$550 MILLION

### SBA7(A) LOANS IN 2023

46

### VALUE OF SBA7(A) LOANS

\$7.2 MILLION

### BUSINESS CUSTOMERS THROUGHOUT GREATER ROCHESTER

16,100

### NEW BUSINESS LOANS

\$159.5 MILLION  
999 LOANS

### NEW COMMERCIAL REAL ESTATE LENDING

\$102.9 MILLION

### NEW BUSINESS TERM LOANS & BUSINESS CREDIT CARDS

\$16.9 MILLION

### NEW BUSINESS SHARES

\$114.4 MILLION

## BUSINESS BANKING MEMBER STORIES

Helping businesses and organizations grow and thrive.

### Homesteads for Hope

Homesteads for Hope is a nonprofit community farm that fills a critical need for adults with intellectual and development disabilities. The organization provides an inclusive space to learn, work, live, and grow in nature's classroom. ESL provided a mortgage to help founder and CEO, Jennyrae Brongo, purchase the property back in 2016. With support from John Felice, ESL Business Banking Relationship Manager, Jennyrae plans to expand the property to include living spaces for apprentices on the farm.

### ID Signsystems

ID Signsystems is a women-owned architectural sign and lighting business. Its reputation through word of mouth has helped ID Signsystems secure new contracts with a major hospital in New York City and a university campus in New Jersey, in addition to existing work in cities that include Rochester, Syracuse, and Baltimore.

"ESL has supported us every step of the way, always supporting our requests for additional financing when we took on larger and larger projects," said ID Signsystems President Paul Dudley. "We see ESL as an integral part of the ID Signsystems strategic team, quietly supporting us as we have grown, and giving advice and support when needed."



Homesteads for Hope

### Leo J Roth Corporation

Leo J Roth Corporation celebrated its 75th anniversary in 2023. Initially set up as a roofing company, today Leo J Roth Corporation is a full-service company in areas of construction, maintenance, roofing systems, and more.

"We originally were introduced to ESL through our work at their branches and headquarters," said Leo J Roth Corporation President Kaitlin Hildebrandt. "We have a tremendous amount of respect for the individuals in facilities, and the banking relationship has truly blossomed out of that base. We hadn't experienced this level of personal involvement with banking before, and we are very much looking forward to what the future holds."