



FOR IMMEDIATE RELEASE  
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**COUNTY EXECUTIVE ADAM BELLO AND ROCHESTER MAYOR  
MALIK EVANS ANNOUNCE \$13 MILLION INVESTMENT TO BUILD  
AFFORDABLE HOUSES IN ROCHESTER'S UPPER FALLS  
NEIGHBORHOOD**

**Rochester, NY** – Monroe County Executive Adam Bello and Rochester Mayor Malik Evans today announced a \$13 million investment to expand affordable homeownership opportunities in Rochester's Upper Falls neighborhood. They were joined by local lawmakers, the First Genesis Development Corporation, Rochester Management Inc., and the New York State Homes and Community Renewal (HCR) to break ground on a transformative new development that will create 22 single-family homes in a historically redlined and predominantly minority community.

The project is a collaboration among First Genesis Development Corporation, Rochester Management Inc., Atlas Construction, and Passero Associates. Together, the partners aim to bring long-term stability and investment to a neighborhood that has faced decades of disinvestment.

A total of \$4.8 million is being provided through HCR's Affordable Homeownership Opportunity Program, which supports projects that expand opportunities for first-time home buyers.

Monroe County contributed \$1.86 million in American Rescue Plan Act (ARPA) funding, while the City of Rochester provided \$1.5 million in ARPA funds and an additional \$500,000 through Rochester City Council to help make the project possible.

“Safe, affordable housing and equitable access to homeownership are the foundation of a stronger, healthier, and more vibrant community,” **said Monroe County Executive Adam Bello.** “For too long, disinvestment and redlining have denied too many families the opportunity to build stability and generational wealth. Today’s groundbreaking represents more than new homes — it’s a commitment from local government and our partners to right those wrongs, remove barriers and ensure every resident has the opportunity to thrive. I want to thank First Genesis Development Corporation, Rochester Management Inc., and all our partners for making this vision a reality. My gratitude also goes to Mayor Evans, Governor Hochul, Congressman Morelle, my colleagues in the Legislature and all our funding partners for their continued dedication to creating affordable, sustainable homes in our city.”

## COUNTY EXECUTIVE ADAM BELLO AND ROCHESTER MAYOR MALIK EVANS ANNOUNCES \$13 MILLION INVESTMENT IN AFFORDABLE HOUSES IN UPPER FALLS NEIGHBORHOOD

"Today's progress shows what happens when we invest in residents and partner with organizations rooted in community," **said Mayor Malik D. Evans**. "I want to thank First Genesis Housing Development and our county, state and federal partners for believing in this work and investing in the future of our city. Homeownership strengthens families, stabilizes neighborhoods and builds generational wealth. The momentum we're seeing here is proof that these investments inspire confidence and that confidence inspires hope that continues to move our city forward."

"This project represents what's possible when government, faith institutions, and neighbors come together to strengthen our community," **said Congressman Joe Morelle**. "By investing in safe and affordable housing, we're not just building homes—we're building hope and opportunity for families across Rochester. I'm grateful to First Genesis Development Corporation, County Executive Bello, Mayor Evans, and all our state and community partners for their commitment to this project, and I look forward to our continued work together to build safe and affordable housing for all."

"Every family deserves the dignity and economic stability that comes with owning a home," **said U.S. Senate Democratic Leader Charles E. Schumer**. "Monroe County continues to think outside the box and find strategic ways to use the federal dollars I delivered through the *American Rescue Plan* to build a stronger, fairer future. By turning those funds into real homes for working families, the county and the City of Rochester are proving once again that smart, targeted investments can spark renewal and opportunity in every neighborhood."

"Buying your first home should be affordable and accessible," **said U.S. Senator Kirsten Gillibrand**. "This transformative development will help tackle the housing crisis in Rochester and build a stronger and healthier community, taking a step in the right direction of fixing historic wrongs. Through this project, individuals will have access to safe, affordable homes, allowing them to build financial security for future generations. I commend County Executive Bello, Mayor Evans, and all the partners involved for working to make life more affordable for low-income and moderate-income families. I was proud to secure a portion of this funding through the *American Rescue Plan Act*, and I will continue working to ensure that all New York communities have access to affordable housing."

**New York State Homes and Community Renewal Commissioner RuthAnne Visnauskas said**, "This project will be transformative for homebuyers in the historically underserved Upper Falls neighborhood. Our Affordable Homeownership Opportunity Program's \$4.8 million investment will help give 22 families the chance to afford homes they can call their own. We thank our partners First Genesis Baptist Church, the County, and the City for their dedication and look forward to seeing this project help families in the Upper Falls community thrive."

**NYS Senator Samra Brouk said**, "Securing affordable housing is becoming an increasing challenge for New Yorkers. To lessen the burden on families and create long-term stability, we need to make sure there are more affordable homes for first-time home buyers. Through collaboration and strong partnership, we are witnessing a meaningful investment in our residents' livelihoods with the First Genesis Housing Development and their vision to create homes that will support future generations."

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## COUNTY EXECUTIVE ADAM BELLO AND ROCHESTER MAYOR MALIK EVANS ANNOUNCES \$13 MILLION INVESTMENT IN AFFORDABLE HOUSES IN UPPER FALLS NEIGHBORHOOD

“Ensuring that families in historically overlooked neighborhoods have access to safe, affordable housing is essential to building a more just and equitable Rochester. Affordable homeownership is one of the most powerful tools we have to help families build generational wealth and long-term stability, and this project brings meaningful investment to a community that has faced decades of disinvestment. This initiative also shows what is possible when government, community organizations, and local partners come together with a shared purpose. The Upper Falls development represents opportunity, stability, and a renewed commitment to uplifting every corner of our city. I look forward to seeing the lasting impact these homes will have for generations to come,” **said NYS Assemblymember Demond Meeks.**

**NYS Senator Jeremy Cooney said,** “We have a housing affordability crisis here in Monroe County and across New York, it’s going to take an all-hands-on-deck approach to provide stable options for our community members. That’s why in the state I’m working to loosen restrictions for faith-based organizations to be able to provide affordable housing, and why I’m proud to see the vision of Pastor Johnson coming to fruition at First Genesis. Thanks to his leadership, along with County Executive Bello, Mayor Evans, Congressman Morelle, and the rest of our partners, we are tackling this crisis head-on to build stability for Rochesterians.”

When complete, the development will include:

- 5 two-bedroom, single story ranch homes
- 6 three-bedroom, single story ranch homes
- 11 three-bedroom, two-story homes with full basements

Three homes will be fully ADA-compliant, featuring roll-in showers, grab bars and accessible kitchen features.

“After many years of prayer, planning and collaboration, the First Genesis Single Family Homes project will be the anchor project to transform families and neighborhoods while changing the landscape for generations. This project fulfills the testimony that collaboration with the faith community, civic and private entities can transform our city and start to build generational wealth in underserved and underinvested communities,” **said Reverend Dr. Frederick Johnson Sr., President and CEO of First Genesis Development Corporation.**

“We are proud to be part of such a transformative project—one that will provide 22 families the opportunity to experience homeownership, an achievement that may have otherwise remained out of reach,” **shared Rochester Management, Inc.’s President and CEO Scott Prociou.** “This initiative is a powerful example of what can be accomplished through collaboration. Together, we are building more than homes—we are building futures, stability, and stronger communities. We look forward to continuing this important work and witnessing the positive impact it will have on families for generations to come.”

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The First Genesis Single Family Homes project is designed to be attainable for households earning between 50–60% of the Area Median Income (AMI).

To qualify, buyers must complete a HUD-certified first-time homebuyer education program before purchase. Included in HCR's investment is a \$20,000 subsidy for homes that meet energy efficiency performance standards, furthering environmental and economic sustainability.

Additional support for the project comes from the ESL Foundation, the Greater Rochester Housing Partnership, and funding from the New York State Energy Research and Development Authority (NYSERDA) and the Local Initiatives Support Corporation (LISC).

Construction has begun on the homes and are expected to be complete by 2027.



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