

Marketview Heights Association

The Marketview Heights neighborhood is situated in the Northeast Quadrant of the City of Rochester. The average income for the area is \$18,672 annually, which is substantially below the Median Household Income of \$27,123 for the City of Rochester. Of the 11,588 residents in the area 5,141 (44%) live below the poverty level. The neighborhood is primarily comprised of underserved African-Americans and Hispanics. Sixty eight percent of households are renters, many paying high rents to investors. Most households within the neighborhood, including renters and homeowners, lack financial skills to make good decisions on money management. Many use cash only for financial transactions because of the lack of banks and other institutions in the area. The neighborhood has no banking institutions, credit unions, etc. to fill the needs of residents. The neighborhood in past years had financial institutions which helped residents with financial resources they needed to maintain a healthy financial life but over the years resources became less and less.

Marketview Heights Association would like to see residents within the neighborhood have opportunity for financial resources that are within walking distance from their homes. We strongly believe this would help facilitate better financial skills and health for area households. There are numerous commercial corridors in the neighborhood that could accommodate a bank or other institution, including the Rochester Public Market, a key neighborhood destination and commercial/merchant center.