



Mayor Warren Announces New Program to ‘Celebrate City Living’

(Wednesday, Jan. 27, 2016) – Mayor Lovely A. Warren announced today that the City of Rochester and the Rochester Coalition for Neighborhood Living have launched Celebrate City Living, a new program to help homebuyers and renters learn about the benefits of living in the city and find the resources to make it easier to buy or rent a home in Rochester.

“Rochester’s neighborhoods are a great place to grow and Celebrate City Living is our way of making sure everyone knows why,” said Mayor Warren. “I want to thank the Rochester Coalition for Neighborhood Living and all of our sponsors for helping us create an exciting new opportunity to celebrate city living and invite more people to choose Rochester as their home. People who know why Rochester is a wonderful place to live can become active partners in our mission to create more jobs, safer, more vibrant neighborhoods and provide all of our children with a quality education.”

“The Rochester Coalition for Neighborhood Living is extremely proud to partner with the City of Rochester to promote city living by helping potential homebuyers and renters fully appreciate and enjoy the amenities of living in Rochester,” said Coalition Chairs Beverly Fair-Brooks, Vice President, Regional Community Reinvestment Officer of M&T Bank; and Ted Wood, Realtor, Construction Manager and Real Estate Broker at the Ibero American Development Corp. “Celebrate City Living is a fun and exciting way to increase investment and build a stronger sense of community in all of Rochester’s neighborhoods.”

Celebrate City Living is a year-round program designed to encourage city residency for consumers at every stage of the housing search, including renters, first-time homebuyers, experienced owners, those who require financial assistance and those seeking high-end, luxury spaces.

The program places a special emphasis on the distinctive settings and wide variety of housing choices in each of Rochester’s neighborhoods. The goal is to help consumers understand that Rochester is a city of neighborhoods and they can quickly focus their search for an ideal home by learning about the characteristics of each neighborhood.

A website at www.celebratecityliving.com and an annual event will help consumers search city neighborhoods for a house or apartment and connect them to available resources, including Realtors, lenders and non-profit agencies that specialize in city housing.

The website features a custom search engine that filters available housing choices by neighborhood along with profiles of the neighborhoods. The site is interactive and will include a social media center and enable neighborhood residents and merchants to submit neighborhood events to a community calendar.

The inaugural Five Star Bank Celebrate City Living Housing Expo will be held from 10 a.m. to 3 p.m., Saturday, April 16 in City Hall, 30 Church St. The Housing Expo will serve as a resource fair, where home hunters can meet representatives of each neighborhood along with Realtors, lenders and non-profit agencies who specialize in serving city customers.

Exhibitors will also include home décor stores, food vendors, entertainment venues and health and recreation facilities.

On Sunday, April 17 many open houses will be held at available city properties. In addition, the Landmark Society of Western New York will host three bus tours of city neighborhoods on April 9, 15 and 16. All tours start at 1 p.m. and depart from City Hall. Visit www.celebratecityliving.com to register for a tour.

Along with the annual Housing Expo, CCL will also partner with neighborhood representatives along with Canandaigua National Bank to host a series of Celebrate City Living neighborhood celebrations throughout the year, where neighborhood leaders and merchants can highlight the distinct benefits of their neighborhood in a festive setting. The first neighborhood event, Celebrate City Living: Celebrate Neighborhood of the Arts, will be held from noon to 3 p.m. at the M/Body fitness studio, 1048 University Ave., and will feature several of the stores, restaurants and housing options located in the Neighborhood of the Arts.

The Rochester Coalition for Neighborhood Living members are: The City of Rochester, M&T Bank, Ibero-American Development Corp, The Housing Council at PathStone, NeighborWorks® Rochester, Citizens Bank, The Landmark Society of Western New York, Greater Rochester Association of Realtors, Game Plan Marketing, ROC City Realty, New2U Homes, Hart's Local Grocers and Magellan Realty. This year's title sponsor for the Home Expo is Five Star Bank.