

“Nonprofit IADC Celebrates 20 Years of Helping Low Income Families to Own Homes”

Rochester, NY, Oct. 28, 2009 - Nine years ago, the abandoned site of Giodarno Lumber and the Leo J. Roth Corporation, an large area of northeast Rochester stretching from Clifford Avenue to Avenue A, stood empty and in disrepair.

This changed when the nonprofit development firm IADC (Ibero-American Development Corporation) purchased the property to construct Buena Vista Manor. Today, the residential complex offers affordable housing to the elderly in the shape of 30 rental units. This is just one example of how negative urban space can be converted into positive community resources, says Eugenio Marlin, the company's CEO.

On account of the more than 24 projects that IADC has realized, one of Rochester's most challenged neighborhoods is becoming a better place to live.

Alongside turning vacant lots and derelict buildings into breathing, living homes and storefronts, IADC's real success extends largely from how well it responds to the diverse needs of the community that it serves.

Contributing to initiatives that bring progressive education to young people in the area is an important dimension of this. In 2000, the firm converted a building at 938 Clifford Avenue to launch the opening of the Eugenio Maria de Hostos Charter School, which was sponsored by the Ibero-American Action League (Ibero). Today, this is just one site of the school, housing grades four to six.

Earlier this month, IADC completed the rehabilitation of a building at 200 Clifford Avenue to house FashionWorks, a pre-vocational training center that prepares people with developmental impairment for entering the workplace with confidence. Operated by Ibero, FashionWorks aims to guide individuals with disabilities to the skills they need for living independently.

A long-time resident of northeast Rochester, Marlin's vision of a better neighborhood is built on a holistic idea of community. For Marlin, the quality of a person's life depends on more than just what they do inside their home, but outside it, too. How safe we feel out in the streets where we walk, where our children play and where we engage with our neighbors has a deep impact on our sense of well-being.

IADC has made steps to put this vision into action through programs that reach beyond traditional property development and rehabilitation. One such example of this is Project HOPE (Healthy Outcomes through Participation, Education and Empowerment), which is funded by the Greater Rochester Health Foundation. This initially began as grass roots action to assess the broad health concerns of residents living in and around Conkey Avenue. However, Project HOPE has evolved to serve a wider purpose, culminating in the formation of block clubs that create and manage a variety of projects for beautifying and stabilizing the neighborhood.

As IADC celebrates its 20th year of making affordable housing and community development a priority in Rochester, it continues to play a leading role in the revitalization of neighborhoods

only certified first-time homeownership course in Spanish, which it first offered in 1997.

IADC shares its mission of empowerment with Ibero, who works to advocate for and to meet the needs of Rochester's Latino community. In 1998, IADC rehabilitated an abandoned office space left behind by a computer company to serve as Ibero's administrative offices and service center.

Thinking ahead to its next 20 years, IADC's mission remains clear: equipping low income families with the tools they need to step onto the property ladder.

NOTES FOR EDITORS:

- In early 2010, IADC will begin construction of the El Camino Trail through northeast Rochester alongside the El Camino Estates development, which will see 24 single unit family homes and a zero lot line home on currently empty sites owned by the city.
- IADC's target area in Rochester is currently concentrating its efforts in an area bounded by North Clinton Avenue on the east, St. Paul Street on the west, Norton Street on the north, and Upper Falls Boulevard on the south.
- Collaborating partners of IADC include the Greater Rochester Housing Partnership and the Greater Rochester Housing Foundation, City of Rochester, St. Michael's Church, PRYD, Clinton Family Health Center, Enterprise Community Partners, the Huntington Park Neighborhood Watch, the Ibero-American Action League, Group 14621, among many other local organizations.
- Families in the Latino community that generate less than or equal to 60% of the Rochester median income will be eligible for the housing made available through the El Camino Estates following a screening process. Project funding comes from the Low Income Housing Tax Credit (LIHTC) scheme, which recently benefited from the American Recovery and Reinvestment Act (ARRA) passed by Congress in February of 2009. This bill guaranteed a bare minimum amount of funding available to states for the purposes of creating affordable housing for low income residents.

For more information, to request a media kit or to arrange an interview, please contact:

Christopher White, Public Relations, IADC
Cell: (413) 563 4921 / Office: (585) 319 4635

chris@thewritesignal.com