



The Neighborhood's Table

Combating Gentrification Through Intentional Hospitality

Initiative Goals

All of us, no matter where we live and work, are all part of the gentrification cycle. Our initiative, **The Neighborhood's Table**, aims to create a responsible development framework for hospitality businesses in gentrifying areas to organically integrate into their community, and work together with their neighbors to combat displacement and invest sustainably in their neighborhoods. [Read our full initiative overview here.](#)

The Problem

Gentrification is one of the most pressing issues in the U.S. today. Since 2000, nearly 20% of neighborhoods with lower incomes and home values have experienced an influx of wealth and capital, often with the intent to change the area's demographics over time. In particular, **hospitality businesses are often seen as proxies for gentrification**. Yet there is a lack of publicly available resources aimed at mobilizing the hospitality industry to actively participate in anti-gentrification efforts, and mainstream food and beverage media often do not evaluate hospitality businesses for their role in gentrification as part of its coverage.

Our Community-Based Framework for Change

Neighborhood revitalization does not have to come at the expense of its residents. We see hospitality as uniquely positioned to invest structurally in their communities, and have three major goals for this initiative.

[Read the full descriptions of our proposed deliverables here.](#)

1. Educate

Document, highlight, and amplify the existing practices of organizations and businesses in gentrifying areas* that have yielded positive results for community members.

**We will be focusing on two neighborhoods: one in LA, the other in NYC.*

2. Engage

Structure and facilitate a **collaborative space** for individuals, community organizers, businesses, developers, and policymakers to experiment with new programs that center the needs of affected community members.

3. Activate

Integrate proven positive development strategies into a **hospitality-specific framework** that all hospitality business owners can apply in their efforts to combat displacement and support their neighborhoods.

Support Our Campaign

We all have a role to play in shaping more inclusive neighborhoods. Let community-based change start with you, today!

With your support, we will be able to:

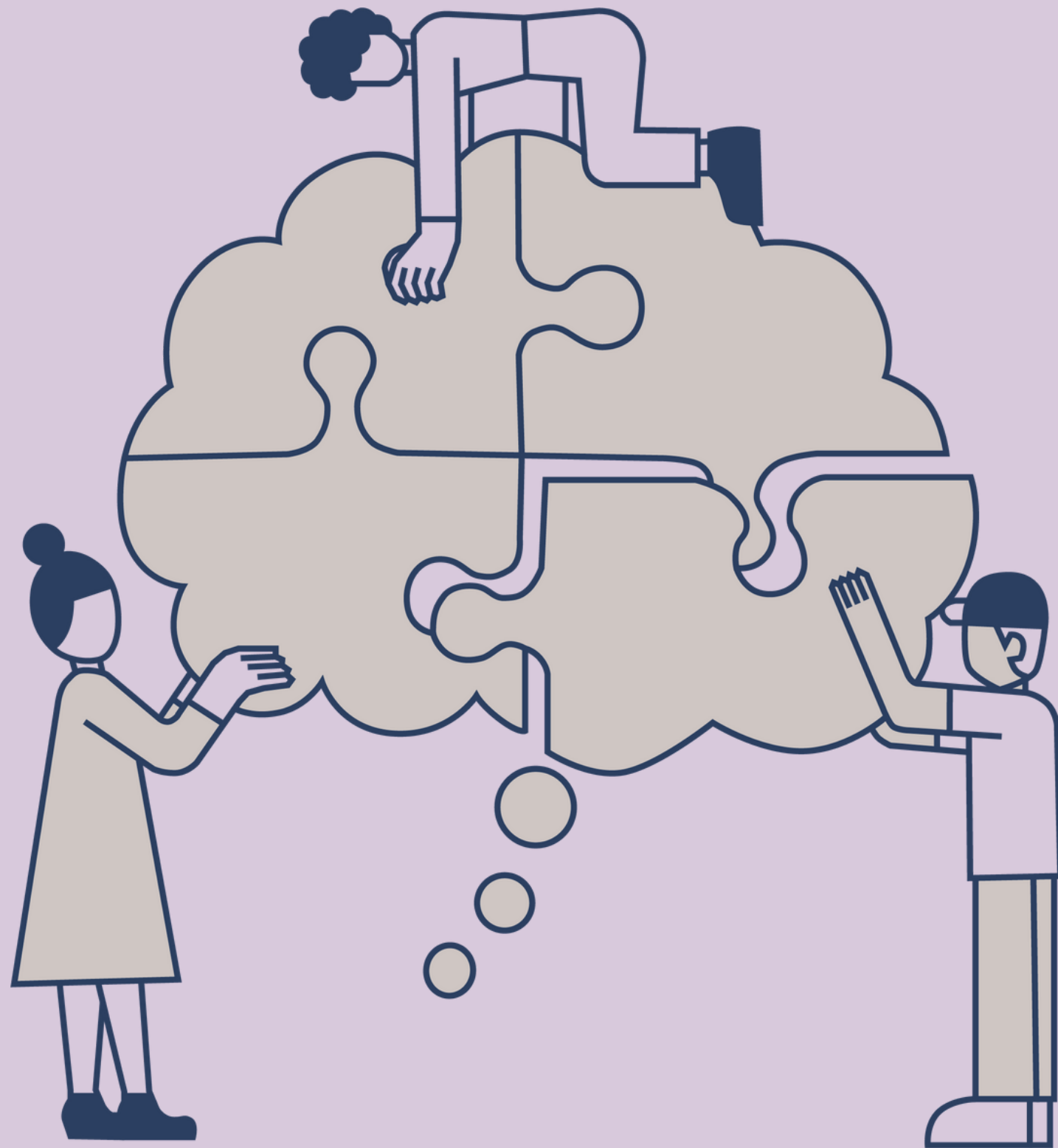
- Onboard & compensate 4 expert Advisors.
- Organize, facilitate & compensate regular neighborhood stakeholder gatherings to brainstorm and experiment with new anti-gentrification programs. The learnings from these programs will be detailed in the final toolkit.
- Pay our internal staff & freelancers equitably.
- Publish our *Understanding Gentrification* primer & final toolkit, with actionable resources.
- Host public learn-along events and Town Halls.

Donate to our Crowdfund

Our fundraising goal for this initiative is \$20,000.

Other Ways to Support

- Spread the word via social media using our [toolkit of assets here](#).
- Share resources and connections [with our team](#).



About Us

At Studio ATA0, we believe that a radically different future requires unconventional ideas that haven't been tested before. We are a 501(c)3 nonprofit that creates educational tools, resources, and spaces for individuals and organizations to advance systems-based change through a social justice lens and the all-affected principle*. Our vision is a world where all people can realize their power to secure equitable and inclusive change.

A Proven Model

Our 2020-2021 initiative to create equitable systems of representation within food and beverage media prompted widespread and publicly accountable process changes at multiple food media publications. [Read the full case study here.](#)