

Minority-owned small business relief

Awarding a community grant for optimal cultural and economic impact

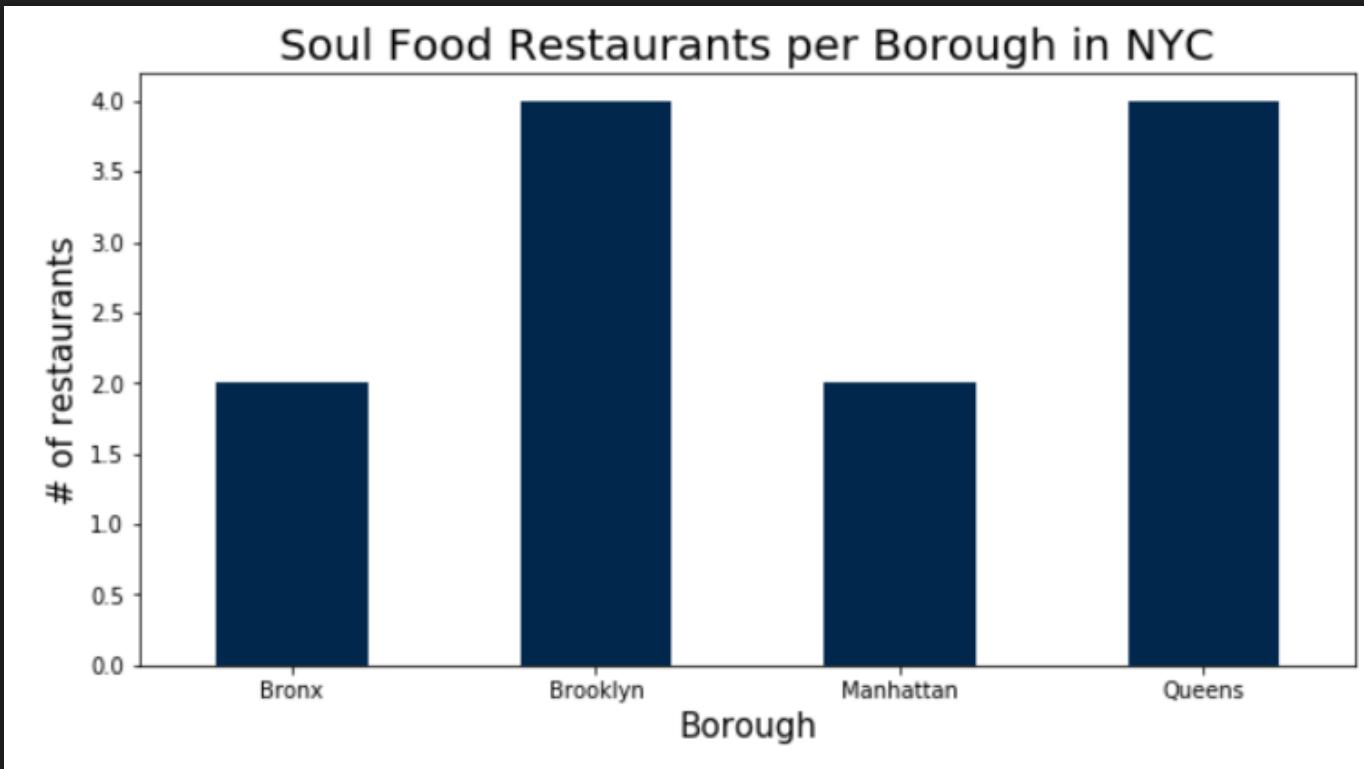
Rebuilding black communities

- COVID-19 and recent civil unrest and looting has intensified the effects of those living in food deserts
- Residents are increasingly relying on neighborhood institutions not only for sustenance, but also for community economic vitality
- Intercultural relations are strengthened when comfort zones are abandoned
- Restaurants and sharing of culture through cuisine can be leveraged for a more just society

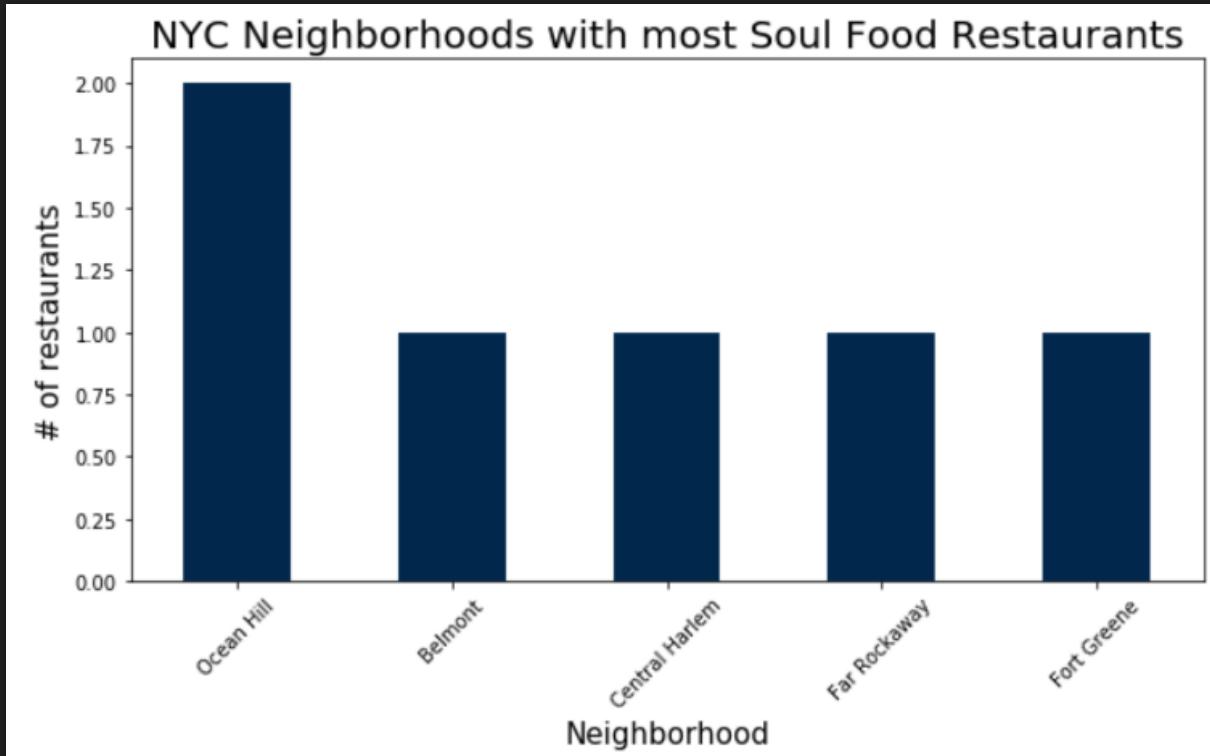
Data provenance

- Geolocation data about New York City boroughs and neighborhoods
 - Data about restaurants will be classified based on boundaries between boroughs and neighborhoods
 - Freely available at https://cocl.us/new_york_dataset
 - 306 rows of data, representing the same number of neighborhoods with 4 features:
 - Borough, Neighborhood, Latitude, Longitude
- Crowd-sourced data about restaurants
 - Foursquare API ratings, reviews, and tips
 - Gathered using the Python Request library
 - Information about the Foursquare API can be found at <https://developer.foursquare.com>
 - Filtered for only Soul Food restaurants, data contained 12 features

Brooklyn and Queens have the most Soul Food



Ocean Hill in Brooklyn has most Soul Food

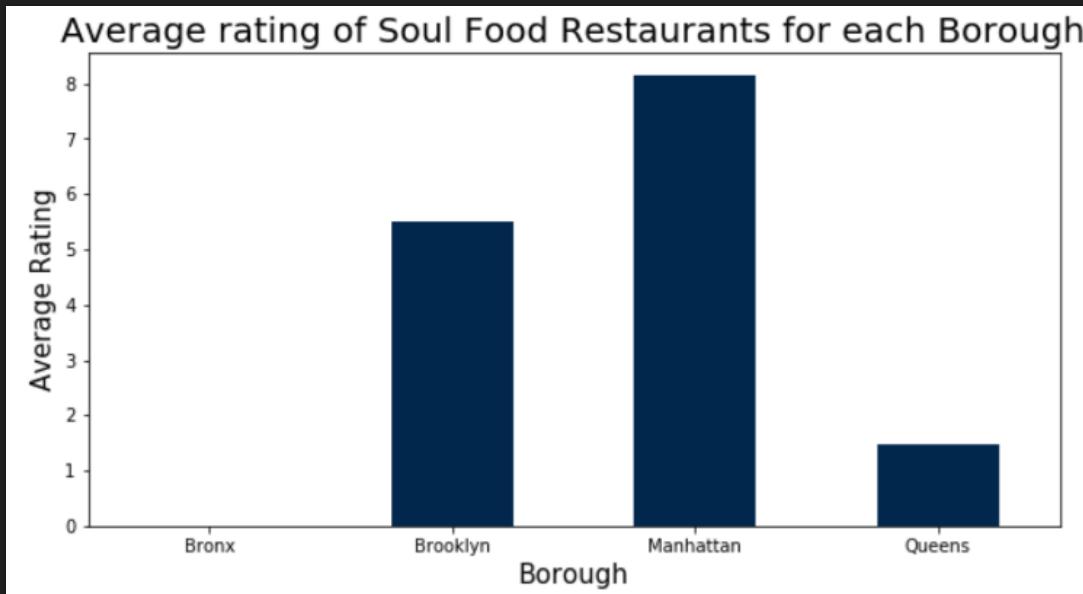


Manhattan's Upper West Side has highly-rated Soul Food

How did Manhattan's Upper West Side get ahead of Brooklyn and Queens when they have more Soul Food?

	Neighborhood	Average Rating
10	Upper West Side	9.10
3	Fort Greene	8.20
1	Central Harlem	7.20
7	Prospect Park South	6.70
4	Jamaica Hills	5.90
5	Ocean Hill	3.55
0	Belmont	0.00
2	Far Rockaway	0.00
6	Parkchester	0.00
8	Rochdale	0.00

One Soul Food restaurant in Manhattan is loved by many in the community



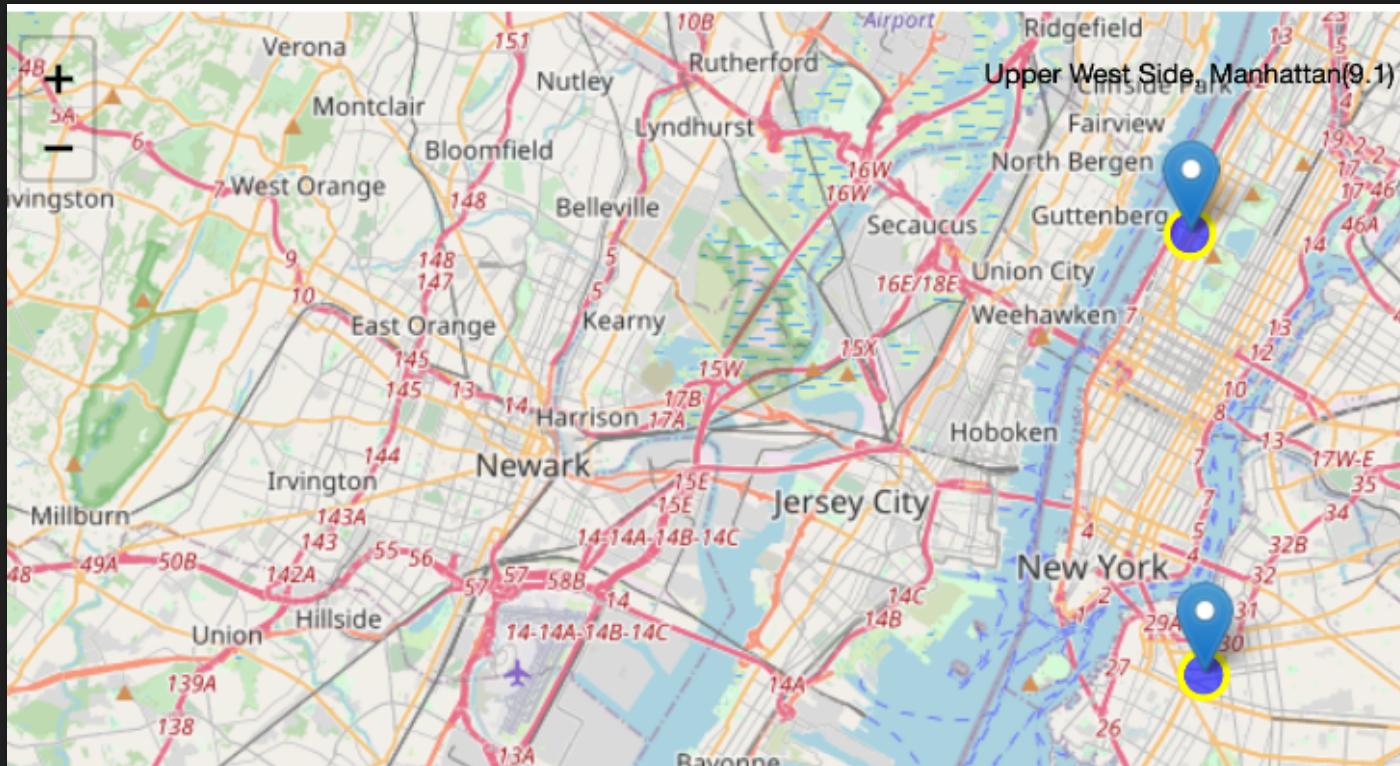
- NYC's buzz on Soul Food is in Manhattan on the Upper West Side at JACOB'S PICKLES
 - Likes: 1,976
 - Rating: 9.1
 - Tips: 653

Brooklyn has a good Soul Food spot

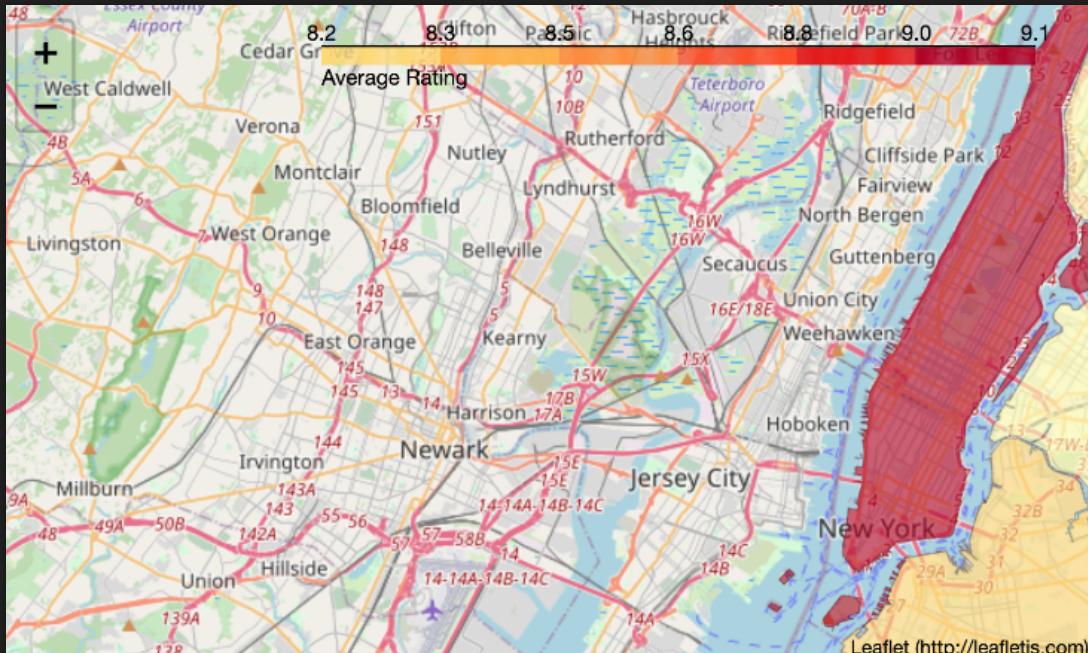
- PEACHES HOUTHOUSE in Fort Greene
 - Not 9.1 rating, but a respectable 8.2!



Good Soul food immersion in Manhattan or Brooklyn



Manhattan's Upper West End's Jacob's Pickles wins community impact grant



- You're sure to have a culturally relevant immersive experience while patronizing Manhattan or Brooklyn Soul Food spots
- We are confident Jacob's Pickles will continue to make Manhattan a RED-hot spot for Soul Food with our grant

Future investigations

- Include population-adjusted crowd-source data in our analysis
- Incorporate socioeconomic factors such as market segment and affordability data in future decisions
- Identify strong minority areas and provide grants for startups in addition to leveraging existing institutions
- Base decision on community outreach with a feasibility model rather than crowdsource data