

*Gentefication* is a new term used to describe the process of higher income Latinos moving into (many of them returning to) a low-income neighborhood to reinvest in the community. Boyle Heights is a neighborhood that is currently undergoing gentefication. As Mexican and Mexican Americans leave their second-class citizens (through access to a higher education and purchasing power), how do they use their new position? Do they subjugate others who did not have the same opportunities, or do they uplift their community?

There have been new developments in Boyle Heights that have received widespread attention. Some restaurants have received backlash, and residents protest the developments' role in gentrification when the community perceives they are being attacked (ie. insults to local street vendors or supporting political candidates), regardless of developer's race and/or ethnicity.

On the other hand, other developments have received overwhelming support from the community. These businesses make efforts to give back to the community. By hosting back to school drives and collaborating with non-profit organizations in Boyle Heights (ie. Boyle Heights Art Conservatory), many businesses try to help the community they grew up in. The *gentefiers* recognize the needs of the community and believe they have a role in addressing those needs.

Many residents have said that the new developments are unaffordable and inaccessible (especially to the older generations). In response, Boyle Heights has imposed new zoning regulations to encourage building affordable housing. However, it is also believed that the new developments have given Boyle Heights a chance to create a new narrative for itself. By incorporating and celebrating their Mexican roots in new developments, they display a community that has continuously mobilized and fought to make Boyle Heights a safe space to be unapologetically Mexican and/or Mexican American.