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(R-2013-689)  
(COR.COPY)

RESOLUTION NUMBER R- 308237

DATE OF FINAL PASSAGE JUN 18 2013

A RESOLUTION OF THE COUNCIL OF THE CITY OF  
SAN DIEGO DESIGNATING THE SIX BLOCKS OF THE  
EL CAJON BOULEVARD CORRIDOR FROM EUCLID  
AVENUE TO HIGHLAND AVENUE AS THE "LITTLE  
SAIGON CULTURAL AND COMMERCIAL DISTRICT."

WHEREAS, the fall of Saigon in 1975 led to the eventual relocation of hundreds of thousands of Vietnamese to the United States, many of whom immigrated to San Diego and the City Heights Community. Today, over 40,000 Vietnamese-Americans reside throughout the San Diego region; and

WHEREAS, City Heights continues to be a hub of substantial Vietnamese-American cultural and commercial activity with a recognized concentration along the six-block commercial corridor of El Cajon Boulevard between Euclid and Highland Avenues, where over 70 percent of the businesses are owned by Vietnamese-Americans; and

WHEREAS, in November 2008, the local business community established the Little Saigon Foundation of San Diego, a grassroots non-profit organization dedicated to revitalizing the economy of City Heights through branding a Little Saigon cultural and commercial district along El Cajon Boulevard; and

WHEREAS, a Little Saigon District will promote community revitalization, which is intrinsically tied with economic improvement, especially for the existing small businesses in the district; and

WHEREAS, a Little Saigon District will serve as a center of Vietnamese art, music, food, and culture in San Diego, and by becoming a tourist destination, will bring money into the community and spur commercial reinvestment; and

WHEREAS, a Little Saigon District will highlight the unique cultural character of the district and attract investment, thereby improving standards of living while decreasing violence, theft, and crime, and create a safe space for local students to go to and from school, to eat, and to play; and

WHEREAS, a Little Saigon District will follow in the footsteps of other designated cultural and business districts to create a sense of space for San Diego's Vietnamese community; and

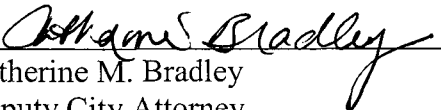
WHEREAS, the El Cajon Boulevard Business Improvement Association and the Little Saigon Foundation have a long-term commitment to create a thriving, culturally authentic Little Saigon District; and

WHEREAS, the Little Saigon District will be guided by representatives of the San Diego community of business owners, residents, local non-profits, and government entities; and

WHEREAS, the designation of a Little Saigon District will transform El Cajon Boulevard into an attractive center for culture, commerce, and tourism while honoring the hard work and contributions of the members of the Vietnamese community in San Diego who have lived in the area for over three decades; NOW, THEREFORE

BE IT RESOLVED, by the Council of the City of San Diego, that the six blocks of the El Cajon Boulevard Corridor from Euclid Avenue to Highland Avenue are hereby designated the "LITTLE SAIGON CULTURAL AND COMMERCIAL DISTRICT."

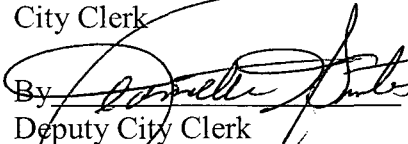
APPROVED: JAN I. GOLDSMITH, City Attorney


By   
Catherine M. Bradley  
Deputy City Attorney

CMB:sc  
5/17/13  
5/22/13 COR.COPY  
Or.Dept: Council District 9  
Doc. No.: 561199\_2

I hereby certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of JUN 04 2013.

ELIZABETH S. MALAND  
City Clerk

By   
Deputy City Clerk

Approved:   
(date)

  
BOB FILNER, Mayor

Vetoed: \_\_\_\_\_  
(date)

\_\_\_\_\_  
BOB FILNER, Mayor

Passed by the Council of The City of San Diego on JUN 04 2013, by the following vote:

Councilmembers	Yeas	Nays	Not Present	Recused
Sherri Lightner	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kevin Faulconer	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Todd Gloria	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Myrtle Cole	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mark Kersey	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lorie Zapf	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Scott Sherman	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
David Alvarez	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Marti Emerald	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

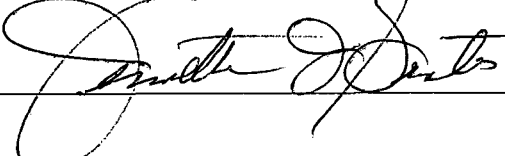
Date of final passage JUN 18 2013

AUTHENTICATED BY:

BOB FILNER  
Mayor of The City of San Diego, California.

ELIZABETH S. MALAND  
City Clerk of The City of San Diego, California.

(Seal)

By , Deputy

Office of the City Clerk, San Diego, California  
Resolution Number R- 308237