



# NEWS RELEASE

## COUNCILMEMBER MARTI EMERALD

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Date: 06.04.13

For Immediate Release

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### COUNCILMEMBER EMERALD AUTHORS PASSAGE OF “LITTLE SAIGON DISTRICT”

Today the San Diego City Council unanimously approved designation of the “Little Saigon Cultural and Commercial District.” The area designated includes a six block stretch along El Cajon Boulevard from Euclid Avenue to Highland Avenue. Approximately 70% of the businesses in this corridor are owned by Vietnamese-Americans.

“The Boulevard Business Improvement Association and the Little Saigon Foundation have led this effort and will continue to work together to improve this area. The designation has been endorsed by the Kensington-Talmadge Planning Group, the City Heights Area Planning Committee, the San Diego Human Rights Commission and the San Diego Vietnamese Chamber of Commerce.

After the fall of Saigon in 1975, hundreds of thousands of Vietnamese relocated to the United States, many of whom immigrated to the City Heights community. Today, over 40,000 Vietnamese-Americans reside throughout the San Diego region. City Heights continues to be a hub of Vietnamese-American cultural and commercial activity.

The “Little Saigon District” will promote community revitalization and economic improvement, especially for the existing small businesses in the district. The “Little Saigon District” will serve as a center of Vietnamese art, music, food, and culture in San Diego in addition to becoming a tourist destination.

Councilmember Emerald stated: “This is a fun place to be and it’s only going to get better! I would like to acknowledge and thank all the hard work done by ‘the Boulevard’ Business Improvement Association and the Little Saigon Foundation. They got us here and they will continue to move us forward to make ‘Little Saigon’ in San Diego a vibrant, interesting place to shop, eat, do business, and celebrate. This is a welcome addition to the exciting multi-cultural diversity that is City Heights!”

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