



REPORT TO COUNCIL

City of Sacramento

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Staff Report
February 2, 2010

Honorable Mayor and
Members of the City Council

Subject: Resolution Designating a Portion of the Stockton Boulevard Corridor as
"Little Saigon"

Location/Council District: Stockton Boulevard from Riza Avenue to Fruitridge Road
(District 6)

Recommendation: Adopt a **Resolution** designating the portion of Stockton Boulevard
corridor from Riza Avenue to Fruitridge Road as "Little Saigon".

Contact: Patti Bisharat, Government Affairs Manager, 808-8197

Department: City Manager's Office

Organization No: 0310

Description/Analysis:

Issue: Council Member McCarty has requested that a resolution be adopted
designating a portion of Stockton Boulevard from Riza Avenue to Fruitridge Road
as "Little Saigon" in recognition of the contribution of the Vietnamese community.

Policy Considerations: Five other cities in California, including San Jose and
San Francisco, have designated geographic areas as "Little Saigon" to recognize
the role and contribution of the Vietnamese community.

Environmental Considerations: Not Applicable

Sustainability: Not Applicable.

Rationale for Recommendation: The Stockton Boulevard corridor from Riza Avenue
to Fruitridge Road has a significant concentration of Vietnamese-owned, family-run
small businesses. Designating this area as "Little Saigon" contributes to the cultural
and economic vibrancy of the area.

Financial Considerations:

The "Little Saigon" community will be raising funds to permanent signage such as
monuments signs in the medians and street signs.

Emerging Small Business Development (ESBD):

No goods or services are being purchased.

Respectfully Submitted by: 
Patti Bisharat
Director of Governmental Affairs

Recommendation Approved:

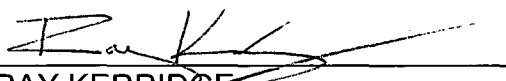

RAY KERRIDGE
City Manager

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Background Information

The City of Sacramento is home to one of the most diverse populations of immigrants in the United States, who are an integral and vital part of the City's cultural richness and economic vibrancy.

When Saigon fell in 1975, one of the most dramatic population movements occurred in modern history – hundreds of thousands of Southeast Asians fled their homeland in fear of political repression, persecution, and death. Thousands of these Vietnamese refugees settled in the City of Sacramento beginning in the 1980s, and large numbers of Vietnamese left the Bay Area to settle in the City of Sacramento since the late 1990s and 2000s.

Many of these families settled in the Stockton Boulevard Corridor and the number of Vietnamese-owned small businesses along Stockton Boulevard and surrounding streets have increased dramatically. The Stockton Boulevard Corridor from Riza Avenue to Fruitridge Road has a significant concentration of Vietnamese-owned, family-run small businesses.

The City of Sacramento has outreached and been working with different community groups towards the development of a visible cultural and commercial district recognizing the Vietnamese community along Stockton Boulevard. The Vietnamese-American community widely supports and appreciates the formation of a "Little Saigon" cultural and commercial district along Stockton Boulevard.

RESOLUTION NO. 2010-

Adopted by the Sacramento City Council

**DESIGNATING THE STOCKTON BOULEVARD CORRIDOR
FROM RIZA AVENUE TO FRUITRIDGE ROAD AS "LITTLE SAIGON"**

BACKGROUND

- A. The City of Sacramento is home to one of the most diverse populations of immigrants in the United States, who are an integral and vital part of the City's cultural richness and economic vibrancy; and
- B. When Saigon fell in 1975, one of the most dramatic population movements occurred in modern history – hundreds of thousands of Southeast Asians fled their homeland in fear of political repression, persecution, and death; and
- C. Thousands of these Vietnamese refugees settled in the City of Sacramento beginning in the 1980s, and large numbers of Vietnamese left the Bay Area to settle in the City of Sacramento since the late 1990s and 2000s; and
- D. Affordable housing and economic opportunities have led many of these families to settle in the Stockton Boulevard Corridor; and
- E. Vietnamese-owned small businesses along Stockton Boulevard and surrounding streets have increased dramatically; and
- F. The Stockton Boulevard Corridor from Riza Avenue to Fruitridge Road has a significant concentration of Vietnamese-owned, family-run small businesses; and
- G. The City of Sacramento has been working with different community groups and City departments towards the development of a visible cultural and commercial district recognizing the Vietnamese community along Stockton Boulevard that would contribute to the cultural and economic vibrancy of the City of Sacramento; and
- H. The broader Vietnamese-American community widely supports and appreciates the formation of a "Little Saigon" cultural and commercial district along Stockton Boulevard; and
- I. Five cities have "Little Saigon" designations in California.

**BASED ON THE FACTS SET FORTH IN THE BACKGROUND, THE CITY COUNCIL
RESOLVES AS FOLLOWS:**

Section 1. In recognition of the establishment of the Vietnamese cultural and economic activities along Stockton Boulevard, the Stockton Boulevard Corridor from Riza Avenue to Fruitridge Road is hereby officially designated "Little Saigon."

Attachment 1