

# **Little Saigon Timeline**

**1998**

**Lunar New Year Banner- 55 Banners from Fairmount to 54th sponsored by the ECBBIA**

**1999**

**ECBBIA put on the 1st San Diego Lunar New Year celebration- Year of the Cat/Hare- Held at Hoover High**

**2000**

**2nd Lunar New Year celebration- Year of the Dragon sponsored by the ECBBIA**

**Red Double Acorn Lights Installed by ECBBIA with City funding**



**2001**

**Lunar New Year Festival - Year of the Snake- Held at Asia Business Center**

To communicate goodwill and reach out into the business community of this important population, the Boulevard BID takes part in the celebration. A banner program beginning in early-to-late January is a main component of the celebration. Sixty pairs of eye-catching banners incorporating the designs of the animal icons that represent each Lunar New Year will line the Boulevard between I-805 east and 54th Street. Asian merchants and residents appreciate such attention given to their customs, which in turn supports the BID's long-term strategy of marketing the Boulevard's east end as a food and dining destination.

In another component of the celebration, the BIA organizes a Lunar New Year celebration on New Year's Day. The best site for the event is the courtyard within the Asia Business Center, the only pagoda-style building in San Diego and a true landmark for Asian identity within City Heights.

**2002**

**Lunar New Year Festival - Year of the Horse- Held at Asia Business Center sponsored by the ECB BIA**



## **2003**

### **Lunar New Year Festival - Year of the Sheep Lunar- Held at Asia Business Center**

Asia Business Center, El Cajon Blvd Business Improvement Association (619-283-2915) and The City of San Diego will have a Year of the Sheep 2003 Celebration to be held at Asia Business Center.

Lion Dancers. Local Asia Food, Dancers and Music will continue until 4pm with another Lion Dance performance. Asia Center welcomes you and your family. Security will be there to insure a joyful day for all.

## **2004**

### **Lunar New Year Festival - Year of the Monkey- Held at Asia Business Center**

On August 14th several local youth organizations including the Vietnamese American Youth Alliance (VAYA), Vietnamese Students Associations of UCSD and SDSU hosted a day to clean up the area of El Cajon Blvd. that runs through the heart of San Diego's Vietnamese community.

## **2009**

**Little Saigon Foundation was established as a 501(c)3**

**LISC began funding The Blvd, LSF, and Horn of Africa to partner in promoting ethnic business clusters in City Heights.**

**LSF partnered with The Blvd to survey the Little Saigon about their willingness to be part of a Little Saigon District. The survey received over 90% approval rating.**

## **2010**

**The Little Saigon Foundation (LSF) held its first San Diego Lantern Festival  
ECBBIA contributed through programming at the event.**



**Celebration and installation of Little Saigon banners, supported by The Blvd, LS Foundation and SDSU Graphic Design class**



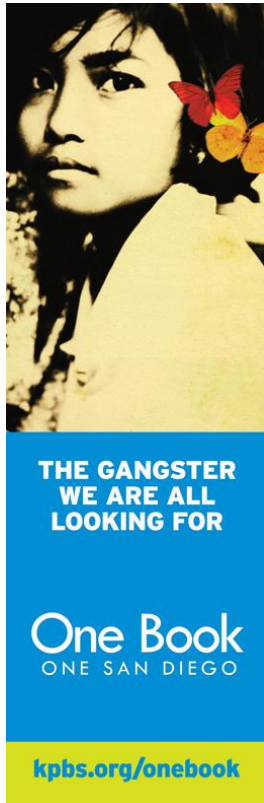
**2011**

**The Little Saigon Foundation (LSF) held its second San Diego Lantern Festival at Hoover High School**

**LSF and The Blvd received funding to research Chinatown and Little Tokyo in LA**



Partnership with KPBS, The Blvd and the Little Saigon Foundation to promote One Book, One San Diego.



#### Taste of Little Saigon



A Taste of the variety of Vietnamese food and culture of the San Diego's Vietnamese Community on El Cajon Boulevard. Restaurant Participants: A Chau, Pho King , Minh Hoa, Song Huong Food To Go , Hoai Hue, Cali Baguette Express, Maxim's Seafood Restaurant. Public Readings from the 2011 One Book, One San Diego selection, The Gangster We are All Looking For. Free Guided walking tours available to Taste of



Little Saigon participants. In partnership with the Little Saigon Foundation, El Cajon Boulevard BIA and One Book One Saigon

## The Blvd partnership with SD Futures Foundation to capture stories about Little Saigon



2012

## The Little Saigon Foundation (LSF)I held its third San Diego Lantern Festival at Hoover High School

## Little Saigon Design Guidelines - AECOM



AECOM conducted the process in partnership with the Little Saigon Foundation and El Cajon Boulevard BIA. Residents, property and business owners, and volunteers provided input throughout the public process and preparation of the guidelines.

**AECOM plan receives an award from the San Diego Section 2012 Awards American Planning Association.**



**Vietnamese Youth Alliance - Black April Banners along El Cajon Boulevard**



**2013**

**“Little Saigon Cultural and Commercial District” established by City Council, advocated for by Councilmember Marti Emerald with strong support by the ECBBIA**



**Lantern Festival - Little Saigon - Held at Hoover High**



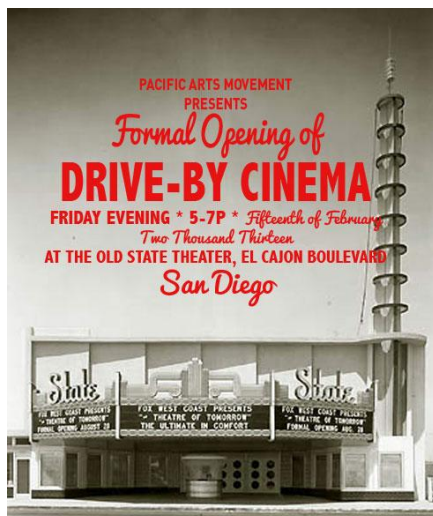
The Blvd organized a Taste event held within the Lantern Festival and funded a screening of a Kung-Fu film in partnership with PAC Arts.



Happy Friday in partnership with The Blvd, LISC, City Heights CDC, Hoover High School and local businesses



**PAC Arts launches Drive By Cinema in partnership with PAC Arts and The Blvd in Little Saigon District**



The City in Partnership with The Blvd and the City Heights CDC was awarded a Complete Blvd Planning Study Grant for \$171,617, which focused on improved safety and mobility, targeted at the Little Saigon District.

## **2014**

Little Saigon San Diego Foundation Lunar New Year moved their annual Tet Festival to Mission Valley.

## **2015**

In an effort to concentrate funds, planning and programming along the Boulevard, the ECBBIA adopted three areas of economic and cultural vitality. Little Saigon with its rich culture and food scene was chosen as 1 of the 3. The monthly Parking and Design meeting of the ECBBIA took on improvements to LSD as a task.

## **2016**

ECBBIA President Tootie Thomas meets with LSF President Su Nguyen in an effort to work on a more meaningful and productive relationship between the two organizations. A Partnership is agreed to with open and frequent communication on all things BLVD. BIA and LSF.

Little Saigon plaque and planters installed at Menlo with CD9 CPSS and El Cajon Boulevard LMD funds. A community walk with City staff to hone in on ideas for the El Cajon Boulevard Complete Streets plan gave inspiration to a BLVD Board, staff, and Partners walk to identify existing problems, and immediate remedies.



## **2017**

With funding that was earmarked for a Night Market that was meant to be executed by The Blvd in partnership with the Little Saigon Foundation, The Blvd, City Heights CDC and Goodbody Mortuary collaborated on a Tet Festival at Fair@44





#### Trash bins



Through a partnership with the Little Saigon Foundation, 8 pagoda roof trash cans have been installed in the Little Saigon District. The enclosures were supplied by LSF and the inner cans, installation and maintenance are done through The El Cajon Boulevard Landscape Maintenance District.

Media Arts Center in partnership with Aja Project and The Blvd are awarded National Endowment of the Arts Grant for a Mobile Little Saigon Museum for over \$100,000.

#### 2018

Launched a Little Saigon Hub Committee meeting that meets monthly. This was an expansion of the original LSD line in our organization's Promotions committee, Economic Development committee and Parking and Design Committees agendas. We felt that to help encourage involvement from the Little Saigon Foundation, a central BLVD. BIA meeting to deal with all four areas of common concern would facilitate thought and combined action.

Greetings Mural executed by the El Cajon Boulevard BIA with CPPS funding from District 9's office.

Original design was painted with an artistic accent above LITTLE and upon hearing from the community it was removed promptly.



Little Saigon Paver Installation/Volunteer Placemaking Project



elcajonboulevard

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2019

Launch of Little Saigon Stories



**As part of the Blvd 20/20 Vision plan, developed a hub strategy with short and long-term goals for Little Saigon District.**