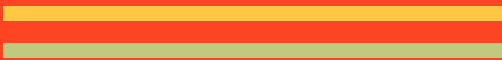


Friends of Little Sài Gòn

2023 Annual Report



Hello, from Quynh



With each year, FLS is stepping up and investing more in our people and our community. 2023 has been our biggest year yet. We were able to increase our capacity with **four new staff** hired, giving us the ability to provide more resources and events. We also kickstarted the **Little Saigon Landmark Project** by securing major funding and a site!

Our small businesses are more equipped this year to combat the challenges of **rising costs** and **public safety**, while our arts and cultural programs continue to provide space for our

local artists and artisans. We owe all of this year's accomplishments to our community. Whether you visited the Little Saigon Creative, volunteered your time with us, or made a financial donation, thank you to everyone who supported our work and our neighborhood in 2023. Friends of Little Sài Gòn's next chapter is a celebration of new beginnings, limitless possibilities, and the collective power of our community to make a positive impact.

In this Annual Report are our highlights from 2023 and our continued work towards building a strong community.

With Gratitude,



Quynh Pham
Executive Director

Friends of Little Sài Gòn (FLS) is a community development organization founded in 2011. Our programs focus on **community advocacy**, **economic development**, and **cultural preservation**.

Our mission is to preserve and enhance Little Saigon's Cultural, economic, and historic vitality.

Our vision is that Little Saigon is the hub of the local Vietnamese American community where all families and businesses are thriving.



Meet our team



Our Staff

Anh Nguyen (she/her)
Arts & Culture Program
Manager

Andy Pham (he/him)
Community Outreach
Coordinator

Alina Doan (she/her)
Digital Equity Coordinator

Annie Tran (she/her)
Marketing & Communications
Specialist

Dakota Billops-Breaux (she/her)
Marketing & Communications
Coordinator

Elena Arakaki (she/her)
Researcher

Felix Tran (he/him)
Arts & Culture Program
Coordinator

Quynh Pham (she/her)
Executive Director

Sarah Nguyen (they/she)
Community Housing
Researcher; Operations

Valerie Tran (she/her)
Operations Director

Our Board

Hong Chhuor (he/him)
Huy Pham (he/him)
Josh Brevoort (he/him)
Leeching Tran (she/her)

Steve Scheele (he/him)
Dr. Tam Dinh (she/her)
Trang Le (she/her)
Vy Nguyen (she/her)
Mytoan Nguyen-Akbar (she/her)



Year in review

Advocacy & Organizing
Economic Development
Cultural Preservation



Operating budget

Government



Earned Income



Corporate & business



Foundations



Individual Contributions



Total: \$1,261,161.44

Programs



Admin/Operations

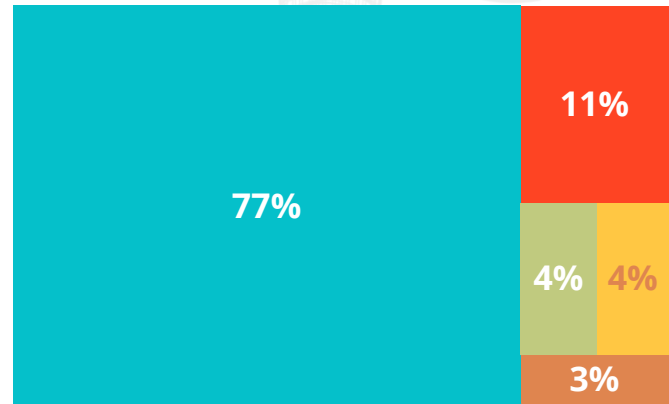


Fundraising

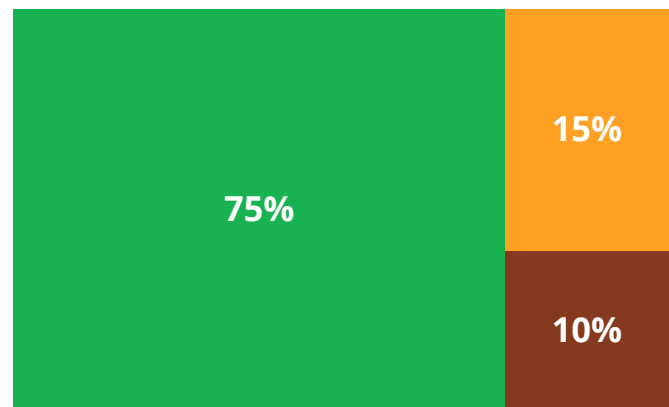


Total: \$1,239,271.18

2023 Revenue



2023 Expenses



Thank you to our funders

- US Department of Housing and Urban Development
- Washington State: Department of Labor & Industry, Department of Commerce
- King County: 4 Culture, Office of Performance, Strategy and Budget
- City of Seattle: Office of Arts and Culture, Equitable Development Initiative, Office of Economic Development, Information Technology

- Amazon
- ArtsFund
- Crescent Collaborative
- Historic South Downtown
- Inatai Foundation
- InterIm CDA
- JP Morgan Chase
- LISC
- National CAPACD
- Satterberg Foundation
- SCIDpda
- ShareFund
- Sheng-Yen Lu Foundation



Advocacy & Organizing

Community Health & Safety

In collaboration with REACH, PDA, and other social service providers, FLS developed a draft proposal for **additional health and mental services** for our neighborhood, assessing the needs of unhoused people and street disorder.

CIDBIA

The Chinatown-International District Business Improvement Association, working to improve and promote Seattle's Chinatown-International District

SPD - Seattle Police Department

REACH

Seattle-based organization that builds relationships with people experiencing homelessness and connects them to the help that they need.

PDA - Purpose. Dignity. Action.

Seattle-based organization planting seeds for a world rooted in community and care instead of punishment and neglect.

We partnered with the CIDBIA and SPD to host our first **small business safety meeting**, connecting small business owners to city officials on the issue of public safety in Little Saigon. We discussed the Public Use Ordinance, upcoming City budget changes, and best practices when calling 9-1-1 during emergencies. In 2024 we are continuing to build relationships for a stronger community through these convenings.



By the end of 2023, we had organized **three Little Saigon Community Walking Meetings** in partnership with the CIDBIA and SPD.

Advocacy & Organizing

Security Film Project

As part of our work with the **CID Biz Relief Team**, we are reducing the risk of storefront damage and break-ins by installing **Security Film** (a thick, see through, plastic film) over storefront windows.

In 2023, we installed Security Film for **15** small business storefronts in Little Saigon, encouraging business owners to remove their plywood and activating ground level storefronts in the community.



The **CID Biz Relief Team** is a joint effort between FLS, the CIDBIA, and SCIDpda (the Seattle Chinatown International District Preservation and Development Authority), alongside CID Business Development Consultant Shanti Breznau, to assist CID small businesses in mitigating the impacts of the COVID-19 outbreak.

Advocacy & Organizing

Housing & Anti-Displacement Research and Action Plan ■ with InterIm CDA

Through the **Preserving Our Community: The CID People's Anti-Displacement** research and action plan project, conducted July 2022 - August 2023, we researched and reported on the need for **affordable housing, anti-displacement efforts, and sustainable developments** in Little Saigon. Our findings in the action plan report call to the urgency of addressing the high and active risks of displacement facing our neighborhood.

This Action Plan is forthcoming.

Little Saigon Park Groundbreaking ■

After over a decade of advocating for vibrant public spaces in Little Saigon, we broke ground for the **first ever Little Saigon park** in July of 2023. This park represents a step towards the bright future we envision for Little Saigon, as accessible public spaces promote community belonging and wellness. The park sits at the heart of the neighborhood, connecting S Jackson St. and S King St., and is scheduled to open in 2024.



Advocacy & Organizing

Community Recognition & Awards

International Examiner's Tatsuo Nakata Leadership Award
Vietnamese American Bar Association of WA Community Service Award
National Conference of Vietnamese American Attorneys Community Grant

Partnerships & Coalitions

Chinatown International District
Business Improvement Area Board

CID Public Safety Council

CID Small Business Relief Team

Crescent Collaborative/ERRA

Historic South Downtown Board

King County Equitable
Development Initiative

Race and Social Equity Taskforce

Seattle Equitable Development
Initiative Committee

WA Small Business Resiliency
Network

WA Public Stadium Authority's
Community Partnership Forum



Economic Development



Business Succession Class ■

In 2023 we piloted a 5-week bilingual class on **business succession** for **seven** of Little Saigon's **legacy businesses**, representing the food, healthcare and retail industries. Each participant left the class with a business succession plan. We aim to expand this project with our Small Business Relief Team partners in 2024.

“There is a lot to learn and this information is very valuable to our small business community. Sometimes I have a lot of questions and don’t know where to go. This was a good opportunity for me to learn and ask questions.”

- MONICA LE, Nguyen Vu Jewelry



Seattle Office of
Economic Development

JPMORGAN CHASE & CO.



The Seattle Public Library

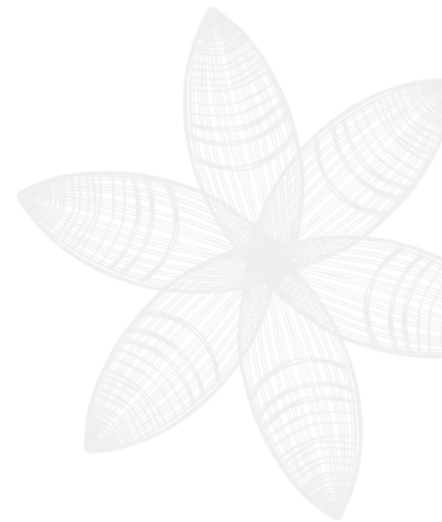
THANK YOU FOR YOUR PARTNERSHIP ON THIS PILOT

Economic Development



Digital Literacy Project ■

Funded by the Seattle Technology Matching Fund and in partnership with Seattle Public Library (SPL)'s **Library 2 Business (L2B)** Team, FLS kicked off our **Small Business Digital Literacy Project** in the Fall of 2023. The goal of the project is to equip businesses with the knowledge and confidence to navigate the digital world and take control of their online presence. In the new year, our newly hired Digital Equity Coordinator will work one-on-one with small business owners, coaching them on basic computer skills, digital marketing strategies, digital safety resources, and more.



Looking Back: 2023 Small business assistance at a glance

- 76** small businesses engaged per month with tools and resources provided in English and Vietnamese.
- 18** small businesses per month received technical assistance.
- 4** small businesses per month referred to external service providers.



Looking Ahead: Small business support in 2024

- Formalize small business incubation process
- Small business digital literacy coaching
- SE Asian Small Business Resource Fair
- Continue technical assistance programming



Little Saigon Landmark

The **Little Saigon Landmark** is an anchoring project for the Vietnamese community. The vision is to provide affordable family-size units and a Vietnamese Culture & Economic Center, serve as a hub for resources, special events and gatherings, and supply commercial/retail space for small businesses and entrepreneurs.



This year, FLS closed on the property at 10th Ave S & S Jackson St., working on early design while continuing to seek funding. We have already **secured \$11 million** to purchase the site and have begun the pre-development phase.

In 2024, we will engage with community members on the overall design, uses of the ground floor, and the naming process for the Center.



Read about our property acquisition in the *Seattle Times* and *International Examiner*.



Learn more at bit.ly/LS-landmark.

Cultural Preservation

Celebrate Little Saigon 2023 took place in August at the **Beam Alley**, between S Jackson St. and S King St. This all-ages event activated this underutilized space for the first time since the development of the Beam Apartments.



Celebrate Little Saigon at a glance

300+ attendees celebrating Vietnamese culture and cuisine.

14 vendor booths, including **6** retail vendors, **6** food vendors, and **2** information booths.

30+ free meals were provided to individuals in need.

7 local businesses supported through meal catering.

Cultural Preservation

Tết

January 14-15, 2023

3 local vendors featured at Tết Market.

60 bánh tét workshop attendees, hosted by Hello Em & Phở Bắc's **Yenvy Pham** and Ba Sa's **Trinh Nguyen**.

30 attendees to **Huong Viet's** traditional Vietnamese music performance.

\$2k donated to FLS.

Seasonal celebrations at a glance



Mid-Autumn Moon

September 30, 2023

200+ attendees of all ages.

Bilingual English and Vietnamese **mid-autumn folktale storytelling** with community member **Zian Dinh**.

Mooncake and tea tasting in partnership with **Lam's Seafood** and **Hello Em Cafe**.

All-day **paper lantern making** workshops.



3rd Annual Meet the Maker

November 25, 2023

5 small business vendors of AAPI descent featured.

\$200 - \$1k made in profits by each vendor.



Cultural Preservation

Vietnamese Language & Culture Courses

One of our most popular programs is a 10-week Vietnamese Language and Culture Course, provided in partnership with **Van Lang Language School**. Our Fall Level 1 Vietnamese Language Course enrolled **30 students**, who learned the fundamentals of Vietnamese language and built community with each other through activities exploring Vietnamese culture and the Little Saigon neighborhood.



“This class was a gem and well-worth the time. As a native Vietnamese speaker who never learned the language formally and had no idea how to really read or write, this class straddled the delicate balance between fleshing out bare bone basics and honing the deep history I already have with my mother tongue incredibly well. It felt like turning on the lights in a room I've only ever experienced in the dark, giving structure to my sentences and a better understanding of the alphabet, pronunciation, grammar, and how it all plays into our culture.”

- 2023 Fall Level 1 Student

THANK YOU TO OUR DONORS

Karen Allman
Ruby Andersen
Jessica Anderson
Viridiana Auger-Velez
Samantha Banks
Kate Bitz
Beau Braun
Michael Bretch
Joshua Brevoort
Margaret Brevoort
Lindsey Bui
Michael Burnap
Sean Campbell
Thad Caperton
Ching Chan
Yin-Yee Chan
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My Tam Nguyen
Nga Nguyen
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Sabrina Nguyen
Thien-Phuc Nguyen
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Vina Nguyen
Vy Nguyen
Wendy Nguyen
Mytoan Nguyen-Akbar
Jennie Noto
Katrina Nygaard
Sarah O'Neill
Diana Oran
Hoai Pham
Huy Pham
Minh-Tam Pham
Yenvy Pham
Lance Phetkanya
Wynn Pho
Oudom Pich
Jesse Piedfort
Arianna Platania
Katherine Pryde

Haley Ratcliff
Selina Rivera
Rudy Rosatti
Meghan Ross
Marissa Rousselle
Aaron Ryan
Thomas Schaar
Stephen Scheele
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Colette Weber
Danny Wei
Quark Wei
Megan Widmer
Marcus Williams
Howard Wu
Alicia Yang
Dain Yoshizumi
Lily Zedler
Zach Zellmer
Marisa Zylkowski

KEEP UP WITH FLS IN 2024!

 flsseattle.org

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