



## PRESS RELEASE

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### **City of Westminster Receives Grant Funds to Boost Economy in Little Saigon**

WESTMINSTER, Calif. – The City of Westminster has been awarded a grant from the State of California’s Jobs First Regional Investment Initiative.

The grant award of \$250,000 to the City of Westminster represents a vital investment in the community’s future, and supports initiatives introduced through the city’s “Little Saigon Blueprint for Investment”.

"This grant supports Westminster’s commitment to building a robust and sustainable local economy in Little Saigon. The funding will help us lay the groundwork for projects that will create new opportunities for our residents and businesses. We are grateful for this support," said Westminster Mayor Chi Charlie Nguyen.

The City plans to use the funds to invest in the Little Saigon area for the benefit of both residents and businesses including:

- Hiring a full time Little Saigon outreach coordinator focused on economic development and business growth;
- Establishing public-private partnerships;
- Implementing strategic marketing and community engagement, including integration with the gateway arch design;
- Piloting a “Soap & Water” program to refresh the Little Saigon district;
- Conducting a Streetscape Needs Assessment and evaluation with a landscape architect to determine improvements needed to street furniture, lighting, and potential art installation in line with the branding of Little Saigon.

Through the California Jobs First Initiative, the Orange County Business Council (OCBC) is awarding a total of \$4.6 million to local projects that “support job creation and workforce development,” OCBC stated.

The grants serve as catalyst funding for local projects that help create good-paying jobs and foster long-term economic resilience in the county. In addition to the \$250,000 Little Saigon investment in Westminster, the Jobs First funds will be used elsewhere in Orange County for the creation of a Community Development Financial Institution, a food incubator and culinary training center, workforce development and entrepreneurship, and more.

“Enhancing economic development throughout the region is OCBC’s mission; we are excited to see these projects grow our local economy, provide high-paying jobs and enhance the quality of life for so many of the county’s residents,” stated OCBC President and CEO Jeff Ball.

Learn more about the grant at [ocbc.org/initiatives/cjf](https://ocbc.org/initiatives/cjf).

Learn more about the City of Westminster at [westminster-ca.gov](https://westminster-ca.gov).