



CALIFORNIA STATE UNIVERSITY, FULLERTON

Framroze M. Virjee, President

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March 11, 2022

Mayor Harry Sidhu
City of Anaheim
200 S Anaheim Boulevard
7th Floor
Anaheim, CA 92805

RE: Little Arabia

Dear Mayor Sidhu:

As the President of Cal State Fullerton, a Minority Serving Institution, where 310,000 of our graduates reside within a 50-mile radius of our campus, I make it a priority to get to know our local community. As part of these efforts, I recently had the great honor of visiting the area in Anaheim currently seeking designation as "Little Arabia." I was graciously hosted by a distinguished group of Muslim Community leaders from organizations including the Arab American Civic Council, Access California, and CAIR-LA. To say that I was impressed would be an understatement. The memory of this rich experience is one that my wife and I, along with our Cal State Fullerton leadership team, will not soon forget. It is for this reason that I write to you today.

Every week, thousands of visitors shop, dine, worship and celebrate within the vibrant ethnic community of Little Arabia, located in the area of Brookhurst Street between Interstate 5 and Katella Avenue. The Arab-American community has contributed to the economy and culture of Anaheim by opening restaurants, mosques, churches, clothing stores, hair salons, and other destinations for those wishing to experience Middle Eastern culture. Officially designating Little Arabia would bring even more commerce into the city.

In 2019, Senator Ling Ling Chang introduced Senate Concurrent Resolution 71, which provides that "the Legislature hereby, upon local designation by the City of Anaheim or the County of Orange, designates Exit 113, the Brookhurst Street; La Palma Avenue north and south exits on Interstate 5, as the defined route for reaching the landmark 'Little Arabia.'" The resolution further provides that the Department of Transportation would erect cultural landmark signs showing the designation upon receiving private donations to cover the cost. Together, the local community, city, and state can "encourage the continued attraction of customers and tourists to this important component of cultural diversity in the City of Anaheim." (Sen. Con. Res. No 71 2019-2020 Reg. Sess.)

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Little Arabia is well-known for its contribution to the diversity of Orange County. An official designation will foster an environment of diversity, inclusivity, and mutual understanding among all of our communities that reside within Anaheim. As President of a University committed to diversity, equity and inclusion, I am in full support.

Now more than ever, it is vital to support our local business community. Businesses in Anaheim have felt the impacts of the COVID-19 pandemic. Promoting this economic district will aid in Anaheim's economic recovery.

Thank you for your consideration and for serving Anaheim.

Sincerely,



Framroze M. Vijee, JD
President

cc: Rashad Al-Dabbagh, Executive Director, Arab American Civil Council