



Dee Andrews
City of Long Beach
Councilmember, Sixth District

Date: October 7, 2014

To: Honorable Mayor and Members of the City Council

From: Councilmember Suzie Price, Third District *SP*
Councilmember Patrick O'Donnell, Fourth District *PO*
Councilmember Dee Andrews, Sixth District *DA*

Subject: Name Park in Honor of National Association for the Advancement of Colored People (NAACP)

RECOMMENDATION:

Recommendation to refer to the Housing and Neighborhoods Committee and the Parks and Recreation Commission to consider naming the park located at 2300 Martin Luther King, Jr. Avenue "National Association for the Advancement of Colored People (NAACP) Freedom Park" and report back to City Council with recommendation.

DISCUSSION:

Founded in 1909, the NAACP is the nation's oldest and largest civil rights organization. Since its inception the NAACP was poised for a long, tumultuous and rewarding history. Although it may be possible to chronicle the challenging and harrowing legacy of the NAACP, the real story of the nation's most significant civil rights organization lies in the hearts and minds of the people who would not stand still while the rights of some of America's citizens were denied.

From the ballot box to the classroom, the dedicated workers, organizers, and leaders who forged this great organization and maintain its status as a champion of social justice, fought long and hard to ensure that the voices of African Americans would be heard.

The history of the NAACP, is one of blood sweat and tears. From bold investigations of mob brutality, protests of mass murders, segregation and discrimination, to testimony before congressional committees on the vicious tactics used to bar African Americans from the ballot box, it was the talent and tenacity of NAACP members that saved lives and changed many negative aspects of American society. While much of its history is chronicled in books, articles, pamphlets and magazines, the true movement lies in the faces; black, white, yellow, red, and brown, united to awaken the conscientiousness of a people and a nation.

This will be the first park in America named in honor of this credible organization. The park naming will honor the NAACP and all the participants that have continued the strife of equality for all including the thousands of Long Beach residents.

FISCAL IMPACT:

There is no significant cost for this item.