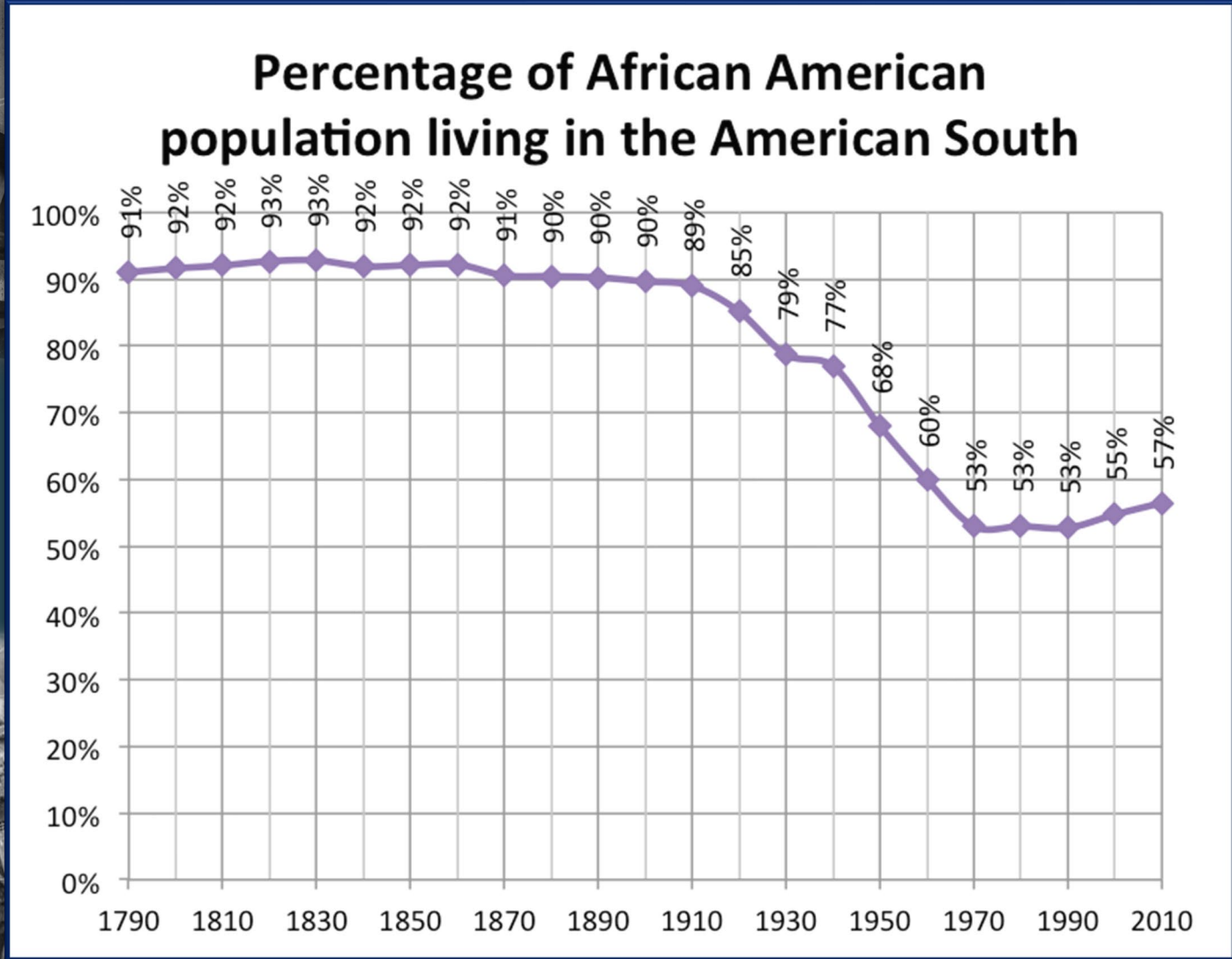
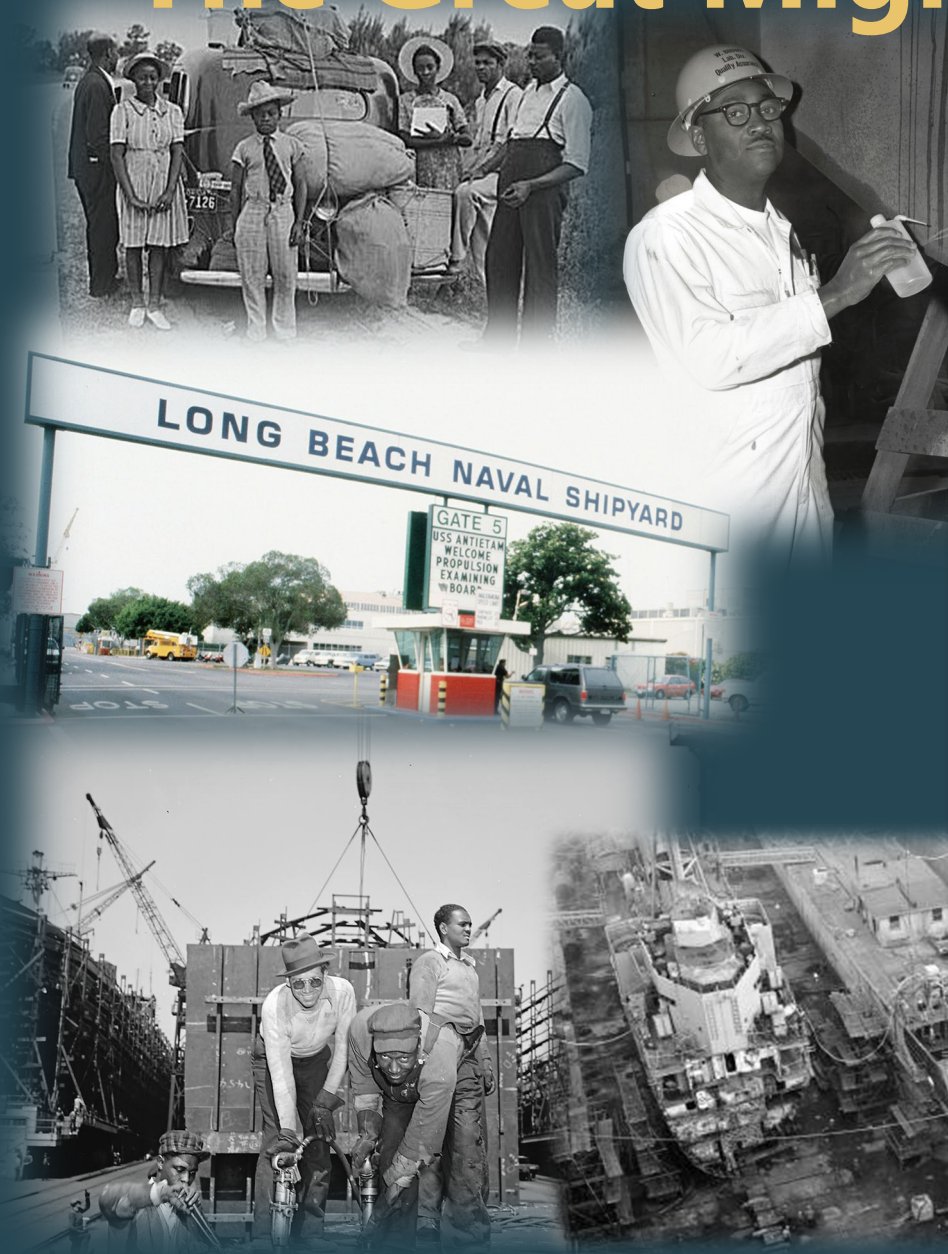




BLACK HISTORY MONTH

Strength Behind Us, Greatness Ahead of Us

The Great Migration from the South



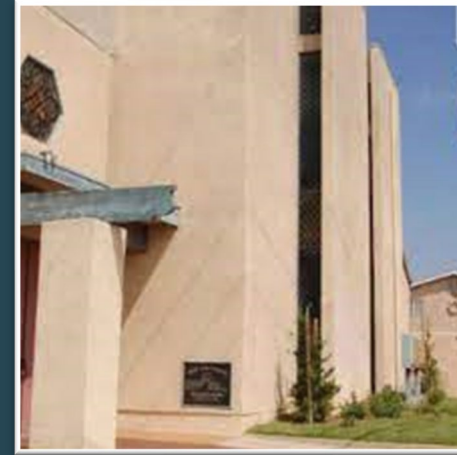
The Great Migration from the South

Approximately six million Black people moved from the American South to Northern, Midwestern, and Western states roughly from the 1910s until the 1970s

1884	1910	1936	1950	1970	2000	2020
1 st mention of Blacks in LB	100 Blacks	600 Blacks	4,300	19,000	69,000	59,000
1900 - 21 Blacks in LB			600% increase Result of World War II			



Strength Behind Us The Early Church



1911 - Grant AME



1903 & 1907
Christ 2nd Baptist



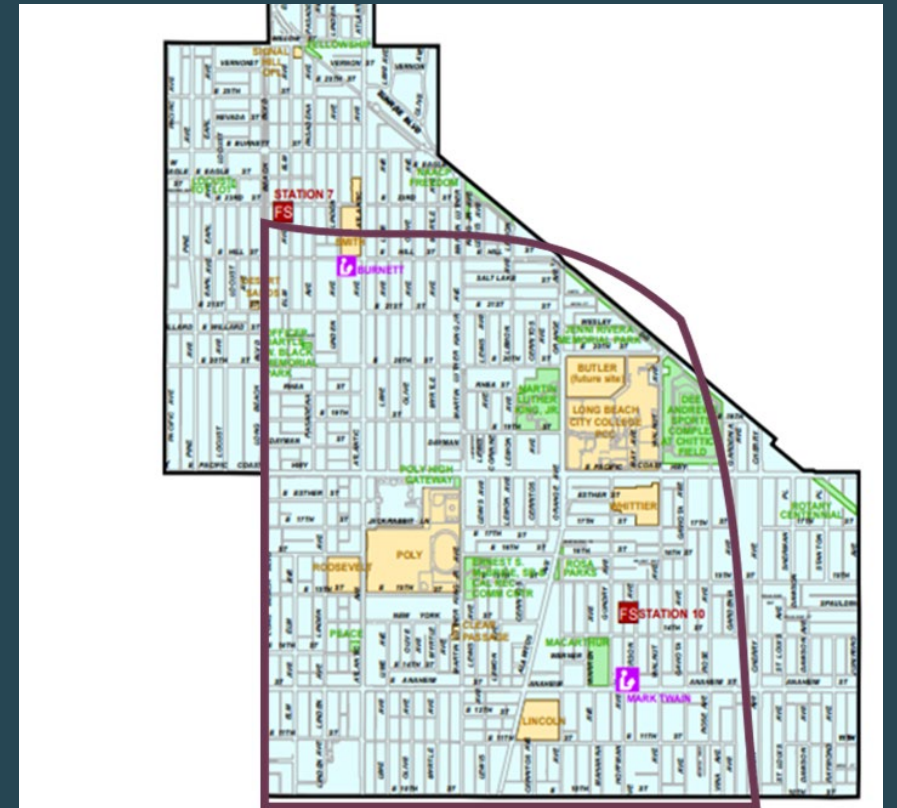
Black-led Fight for Equality

- 1900s – Blacks began to migrate from the South in search of opportunities
- 1930s – Housing discrimination, deed restrictions, redlining

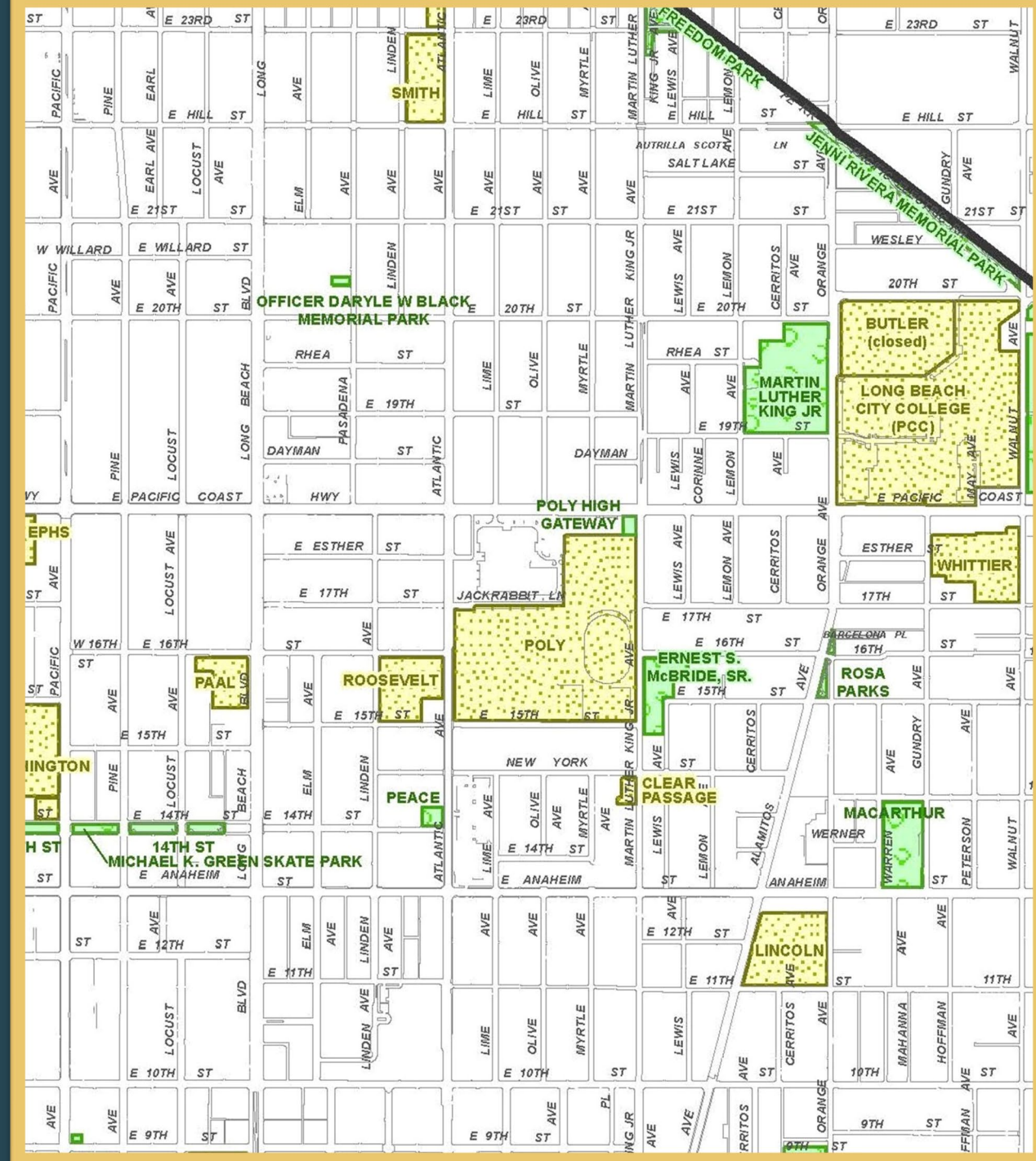


Black-led Fight for Equality

- After the Great Depression, the federal government backed mortgage lending as a route to homeownership and wealth accumulation, but redlined minority communities.



- “Negro Area”
- 10th Street to Hill Street, Pacific to Walnut



Black-led Fight for Equality

- 1940s – LB Chapter of NAACP formed
- 1950s – Community battles, boycotts, marches for fair housing, employment & police abuses
- 1955 – LB Anti Discrimination Committee

Housing Struggles

TOV

Discrimination

TO THE EDITOR:

We would like to congratulate Mr. Neil Van Steenberg and the Social Education and Action Committee of the Bayshore Congregational Church for the fine letter concerning housing discrimination, which appeared in your Sunday paper of Sept. 25. We heartily agree with the sentiments expressed in the letter.

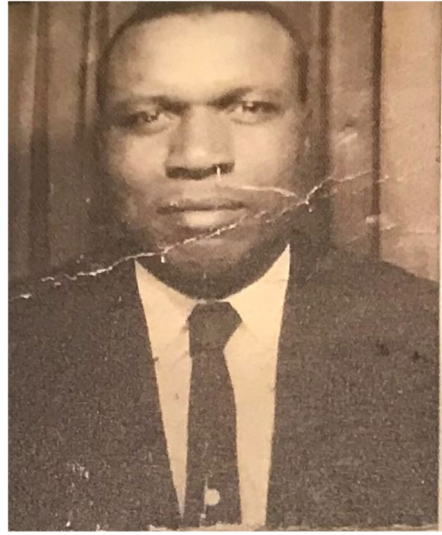
Our committee feels that with the tremendous growth in new homes in Lakewood, Lakewood Plaza and Los Altos, the fact that not one Negro family, veteran, or non-veteran, has been able to purchase a home in that area is a shameful example of the discrimination in housing that exists in the City of Long Beach.

We are sure that the majority of residents of Long Beach are no less democratic than the majority of residents of Garden Grove, and would welcome having as their neighbors people of all races.

Our committee knows from the experiences of our Negro members and others who have made attempts to buy homes in those areas, that they have been denied the opportunity to do so solely on the basis of their color.

We hope that the much publicized experiences of Dr. Lee will open up the doors to eliminating discrimination in housing in our city.

JOE D. CROOM, Chairman.
1932 W. 19th St.



Rev. Joe Croom, Chairman, of LB Anti-Discrimination Committee, spoke before City Council in October 1955

“ Our committee feels that with the tremendous growth in new homes in Lakewood, Lakewood Plaza, and Los Altos, the fact that not one Negro family, veteran, or non-Veteran, has been able to purchase a home in that area is a shameful example of the discrimination in housing that exists in the City of Long Beach.”

(Navy Veteran, resident of Cabrillo Homes & 1st Black licensed contractor in LB)

Fight for Equality



By the end of the 1940s and into early 1950s, Long Beach would eventually become a central player in the fight for fair housing & employment amongst people of color.

Black-led Fight for Equality

- 1964
 - ✓ LB Fair Housing Foundation formed to fight deed restrictions
 - ✓ LB Community Improvement League created, the oldest anti-poverty program in LB
- 1965
 - ✓ LBUSD 1st attempt at voluntary desegregation of schools elementary (Minnie Gant)

Black-led Fight for Equality

- 1969 – Battle won to create 9 Council specific elections, 1st Black elected
- 1970 – LBUSD's 2nd attempt at voluntary desegregation (Wilson High School)
- 1984 – Battle won to create 5 LBUSD Districts
- 1990 – Citizens Police Complaint Commission

African Americans were relegated to Central Long Beach and rather than dampen our spirits, our ancestors rose up, and made Central Long Beach the heart and soul of the City.



**Strength Behind Us,
Greatness Ahead of Us!**

