

BLACKS^{OF THE}
CHESAPEAKE

PROUDLY PRESENTS THE:

SAVING ELKTONIA-

CARR'S BEACH

IN PARTNERSHIP WITH
Chesapeake
Conservancy 

WILSON PICKETT

THE SHRETTLES

THE TEMPTATIONS

B.B. King

*The Etina
TURNER*

BILLIE HOLIDAY

CAD
SALLOWAY

*Sam
THE KING OF
SOUL*

Cooke

ELLA FITZGERALD

OTIS
REDDING

*James
"MR. DYNAMITE"*

*Brown
"GODFATHER OF SOUL"*

RAY
CHARLES

Little Richard

COUNT

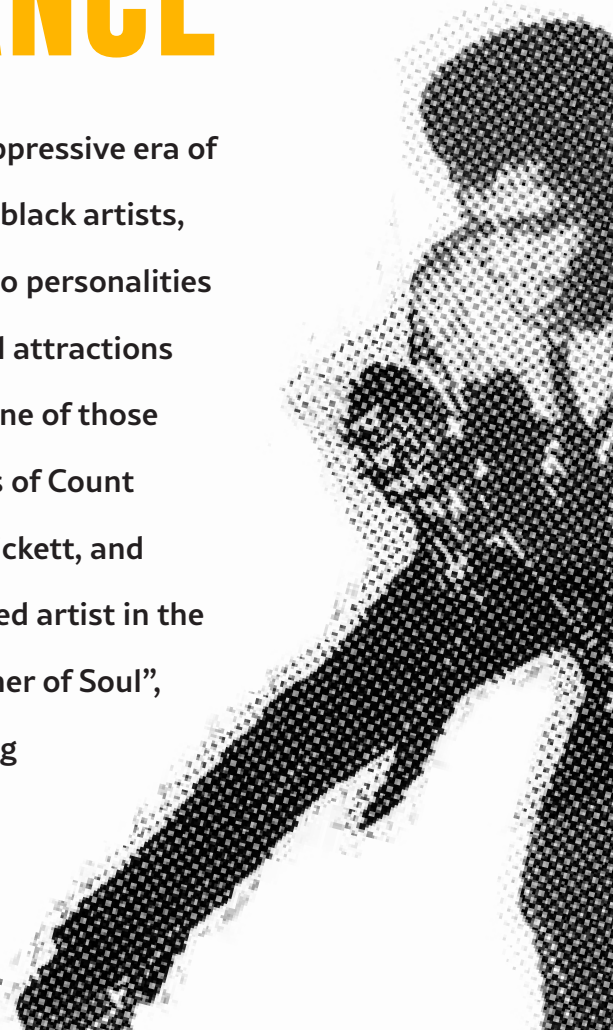
DUKE ELLINGTON

BASIE



A LEGACY OF SOUL & PERSEVERANCE

From the 1940s to the mid-70s, during the oppressive era of Jim Crow laws and forced racial segregation, black artists, musicians, entertainers, comedians, and radio personalities responded by creating their own recreational attractions and performance venues. Carr's Beach was one of those prominent attractions that featured the likes of Count Basie, Ray Charles, Sarah Vaughan, Wilson Pickett, and even one of the music industry's most sampled artist in the world, "Mr. Good Foot" himself, the "Godfather of Soul", James Brown who performed in 1965, drawing 11,000 fans to Carr's Beach.



“A SOURCE OF CONFIDENCE & EMPOWERMENT”

- SHAJID MCMILLAN

Musician
(Performed at Carr's Beach)





**Sarah Vaughan
speaking at Carr's
Beach over
WANN Radio.**

photo credit: Maryland State Archives

SUMMARY

The preservation of Elktonia Beach as a city park will provide all residents and visitors to the City of Annapolis with direct access to the Chesapeake Bay and to the rich heritage of African Americans who sought recreation, leisure, and entertainment in this historic place.

The City of Annapolis and its partners, including Blacks of the Chesapeake Foundation, Chesapeake Conservancy and The Conservation Fund, have successfully raised \$8.5 million to acquire the main property and implement park infrastructure (Phase I). **We are now seeking additional funding to acquire a critical adjacent parcel for a visitor center and headquarters for Blacks of the Chesapeake Foundation.**



BLACKS^{OF THE}
CHESAPEAKE

Chesapeake
Conservancy 

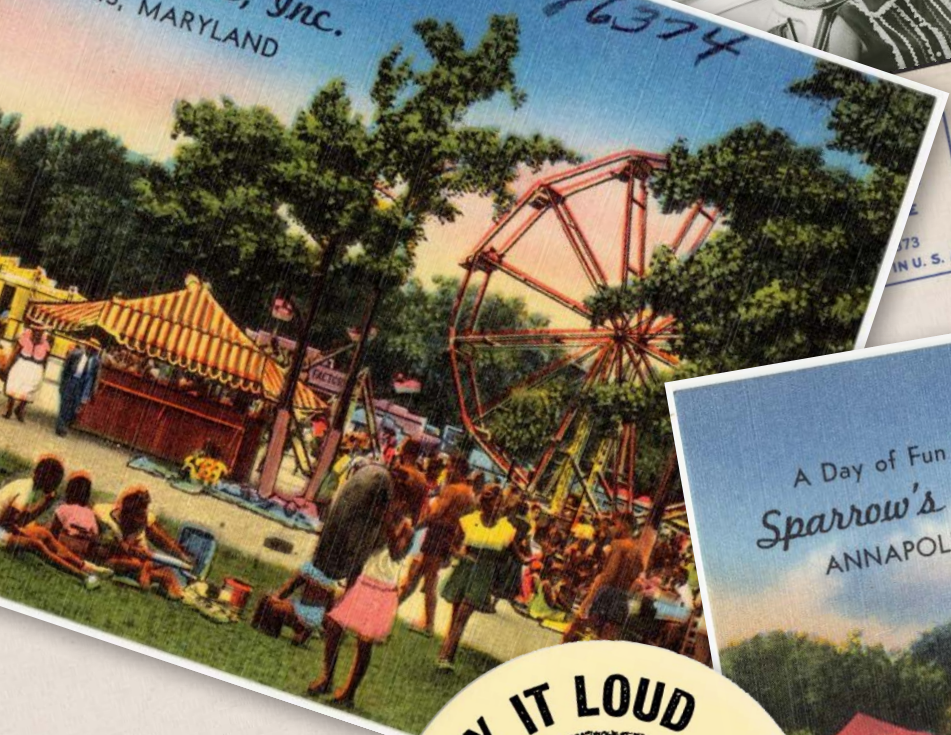
THE
CONSERVATION FUND

 ANNE ARUNDEL
COUNTY
MARYLAND

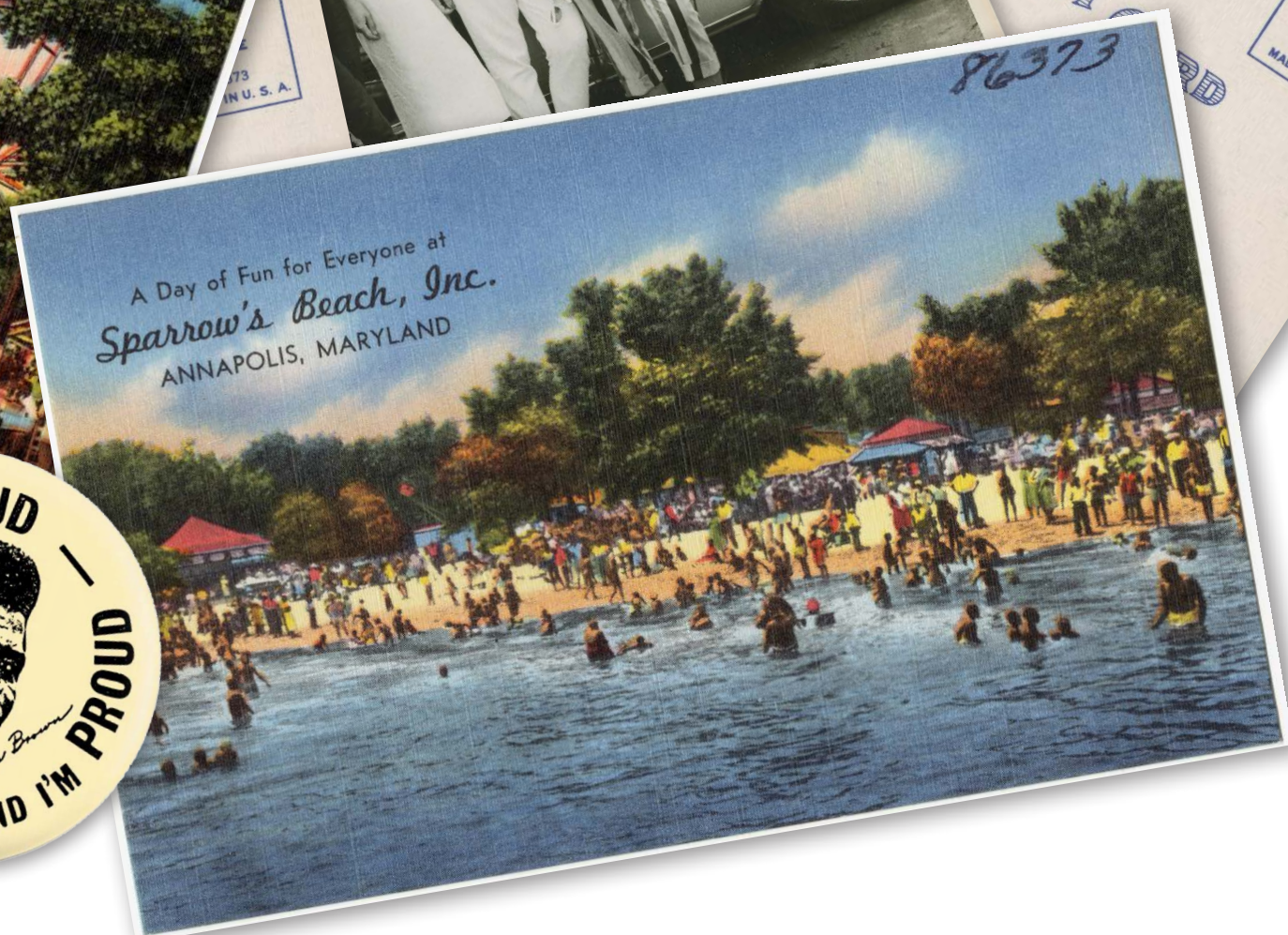
 CITY OF
ANNAPOLIS
Maryland

 Maryland

Amusement and Picnic Grounds
Sparrow's Beach, Inc.
ANNAPOLIS, MARYLAND



A Day of Fun for Everyone at
Sparrow's Beach, Inc.
ANNAPOLIS, MARYLAND



MESSAGES

HIGHER QUALITY

POST

PLACE
STAMP
HERE
86373
MADE IN U. S. A.

Lifeguards gather on the shoreline of Carr's and Sparrow's beaches in Annapolis. The Black-owned and operated beaches were a thriving gathering place for generations of Black families.



photo credit: Maryland State Archives



**“THE SLOGAN WAS
BLACK FEET,
WHITE SAND, THAT
WAS SO EMPOWERING”**

- VINCE LEGGETT

Founder & President, Blacks of
the Chesapeake Foundation



THE FACTS

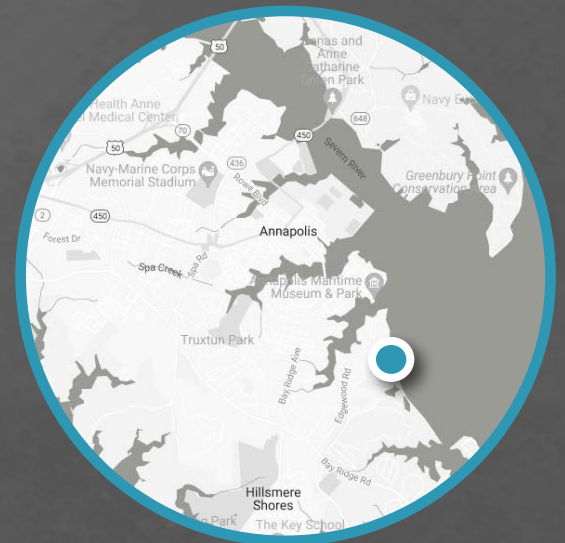
LOCATION: 7131 Bembe Beach Rd. Annapolis, MD 21403

SIZE: .64-acres

LAND COST: \$2,000,000

FUNDING SOURCES: City of Annapolis (\$500,000), others TBD

STATUS: Option agreement pending; limited window to raise funds



OPPORTUNITY

PHASE I: SAVE "THE BEACH" / COMPLETED

Once a hugely popular beach destination and concert venue, Carr's Beach is an important cultural and historic site for Black Americans in the Chesapeake Bay region. While much of

Carr's Beach has been sold off and developed, a 5-acre parcel remains undeveloped, which is known as Elktonia Beach. We successfully saved it from being developed.

PHASE II: MOORE PROPERTY "THE CHALLENGE"

The parcel of land next door, the Moore Property (7131 Bembe Beach Rd. Annapolis, MD 21403), would make a terrific visitor center and operational home for Blacks of the Chesapeake Foundation (Phase II). Alternatively, this property could be purchased by someone that does not share our values or

interests, which could be detrimental to the entire project. The current owners would prefer that Blacks of the Chesapeake Foundation own/operate the property. We are seeking sufficient funding to acquire the property (Estimate = \$2 million) and have a limited amount of time to do it.

PROBLEM

"We are proud to partner with the City of Annapolis to reclaim part of this beautiful waterfront area that is of such great historic and cultural significance. As a major music venue and beloved gathering place for generations of Black Marylanders, Carr's Beach left an incredible legacy that we will now be able to preserve for posterity."

**“BELOVED GATHERING
PLACE FOR
GENERATIONS OF
BLACK MARYLANDERS”**

- LARRY HOGAN
Governor,
State of Maryland





**At one Carr's Beach
event on July 21, 1956, an
estimated 70,000 people
showed up for a show.**

photo credit: Maryland State Archives

LIL' HISTORY

EARLY HISTORY

Before Carr's Beach became known as a renowned tourist destination in the Mid-Atlantic, the formerly 180-acre property on the Annapolis Neck Peninsula was purchased as farmland in 1902 by Frederick Carr, formerly enslaved person, who worked for the United States Naval Academy for 50 years. Mr. Carr was a prominent figure in the community, and he and his family hosted picnics and church outings on the ocean-front property before it was developed into Carr's Beach in 1926.

Elizabeth Carr and Florence Carr Sparrow were daughters of a Black entrepreneur Frederick Carr and

Mary Wells Carr, who gave some of their land to their four daughters. In 1931, two of the sisters founded Carr's Beach and Sparrow's Beach creating "A Black Eden", a resort where African Americans could spend their summers in a racially segregated country.

Elizabeth Carr Smith inherited and managed Carr's Beach, while her sister, Florence Carr Sparrow operated the adjoining Sparrow's Beach.

By the late 1940's, Carr's Beach was one of the most popular African American vacationing beach fronts along the East Coast, with visitors traveling from Ohio, West Virginia, and nearby Baltimore and Washington,

Carr's Beach, was

a welcome place for Black families to recreate and enjoy entertainment without harassment, inspiring group empowerment to resist segregation. Following the Civil Rights Movement, the popularity of Black-owned beaches declined, but its legacy remained with the local Anne Arundel community and those who traveled to the beloved destination. Carr's Beach represented resilience and a place of enjoyment for Black American communities during the time of segregation.

Franklin	Grand Son	M 10	4	S.			Maryland			
Henry John W.	Head	M 13	57	21	41		Maryland			
Winnie	Wife	W	7	13	57	21	41	14	S.	Maryland
London	Son	M	13	57	21	41			Maryland	
Winnie	Daughter	F	13	36	S.				Maryland	
Lizzie	Daughter	F	13	24	21	9	5	5	Maryland	
Ruthie	Grand Daughter	F	13	8	S.				Maryland	
James E.	Grand Son	M	13	7	S.				Maryland	
Mary A.	Grand Daughter	F	13	6	S.				Maryland	
Louise	Grand Daughter	F	13	3	S.				Maryland	
Edison L.	Grand Son	M	13	2	S.				Maryland	
Edna	Grand Daughter	F	13	16	S.				Maryland	
Carr, Frederick L.	Head	M	Mar	62	21	57			Maryland	
Mary E.	Wife	W	7	Mar	52	21	57	11	7	Maryland
Florence	Daughter	F	Mar	18	S.				Maryland	
Washington	Brother	M	Mar	48	21				Maryland	
Smith, Edward E.	Daughter	F	Mar	21	21	11	0	0	0	Maryland
Abraham R.	Son-in-law	M	Mar	21	21	11	0	0	0	Maryland
Ray Horace	Ward man	M	13	47	S.				Maryland	

1910 Federal Census for Anne Arundel County, Maryland, listing Frederick Carr, Mary E. Carr, Florence Carr, and Frederick's brother Washington Carr



Mary Florence Carr Sparrow



Elizabeth "Lizzie" Carr Smith



Albert and Jean Sparrow



WANN broadcast of "The Teen-agers" at Carr's Beach, August, 1956.

photo credit: National Museum of American History, Archives Center



"This project is important to our administration, and this land is connected to my personal history, as my mother once enjoyed concerts at Carr's Beach in the late 1940s—I look forward to visiting the waterfront heritage park when it opens, and watching future generations of Marylanders create their own memories, while learning about our past."

**"THIS PROJECT IS
IMPORTANT TO OUR
ADMINISTRATION—THIS
LAND IS CONNECTED TO
MY PERSONAL HISTORY"**

- BOYD RUTHERFORD

Lieutenant Governor,
State of Maryland



photo credits: Maryland State Archives

BEACH VIBES ON THE CHITLIN' CIRCUIT

At one Carr's Beach event on July 21, 1956, an estimated 70,000 people traveled to the Beach to see Chuck Berry perform, but only a lucky 8,000 could be accommodated on the grounds. Some of the biggest names in what was then called "race music" played at Carr's Beach, including these; Cab Calloway, Ella Fitzgerald, The Temptations, Stevie Wonder, Ike and Tina Turner, The Shirelles, Little Richard, Esther Phillips, The Orioles and Frankie Lymon, and Billie Holiday, just to name a few. These and other accomplished African American musicians traveled a route from one performance venue to another that came to be called the Chitlin' Circuit. Deriving its name from the beloved soul food dish, a part of the culinary history of African Americans.

Hoppy Adams and James Brown at Carr's Beach Auditorium. These images are a part of the Smithsonian National Museum of American Archives collection titled "WANN Radio Station Records."



photo credit: National Museum of American History, Archives Center

THE ENERGY OF HOPPY ADAMS

Many huge events at Carr's Beach were hosted live and via radio broadcast by Charles W. Adams, Jr., better known as Hoppy Adams. Hoppy Adams was a beloved disc jockey and executive with the Annapolis radio station WANN, and was recently inducted into the Rock and Roll Hall of Fame. The WANN radio station at 1190 on the AM dial was created by Jewish entrepreneur Morris Blum, who operated

the station for five decades and hired Hoppy Adams in 1952. WANN was novel in those days because it aired gospel, soul, and rhythm and blues music, and its programming catered exclusively to the African American community. Hoppy Adams was WANN's star personality, and Adams and Blum enjoyed a successful collaboration for more than thirty years.



Carr's was a place for music and dancing, it's almost unfathomable to believe just how many big-name musicians, and tens of thousands of their fans, were drawn to the site.

photo credits: Maryland State Archives



"Recognizing the history of this place, the connections and memories for our African-American community, and the legacy for all of us was simply... awesome. Delivering on these commitments and these public projects, [are] why I ran for office."

**“THESE COMMITMENTS
AND THESE PUBLIC
PROJECTS, [ARE]
WHY I RAN FOR OFFICE.”**

- GAVIN BUCKLEY
Mayor of Annapolis

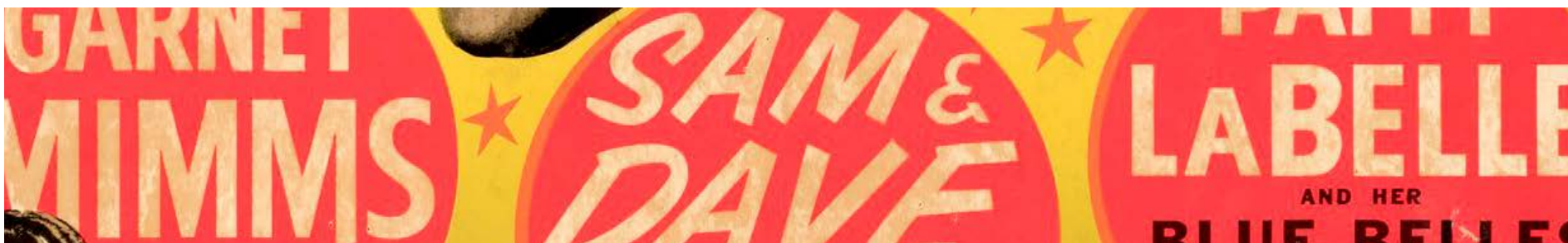
SAVING

PHASE I: ELKTONIA BEACH SAVED FROM DEVELOPMENT

In August of 2022, The City of Annapolis, Blacks of the Chesapeake, Chesapeake Conservancy and the state of Maryland entered into an agreement that The Conservation Fund would purchase the 5 acre property for the City of Annapolis through a patchwork of funding using state, county and city Program Open Space funds, which totaled \$6.5 million. The property will be operated as a City Heritage Park and will improve public access to the Chesapeake Bay, conserve area along the Bay waterfront, and preserve a historically significant piece of American history. The

City of Annapolis received a \$2 million earmark from Senator Ben Cardin, through the National Park Service to support the project, such as implementing the trails, parking lot, interpretation, etc., but unfortunately it cannot be used for additional land acquisition.

By preserving Carr’s Beach as a heritage park, we will ensure its legacy is recognized and the site can continue being a place for all people to visit and enjoy on the Chesapeake Bay.



THE ROYAL GUARDS



PHASE II: MOORE PROPERTY/CARR'S BEACH VISITOR CENTER/BOTCF HEADQUARTERS

Immediately adjacent to Elktonia Beach parcel is a .64-acre waterfront parcel known as the Moore property which is currently for sale. The Moore family has worked the Chesapeake for generations and is a quintessential example of the Black Americans generational connections to Chesapeake Bay heritage.

Blacks of the Chesapeake Foundation (BOTCF), a non-profit dedicated to preserving African American Bay culture in the region, will play a primary role in standing up and interpreting Elktonia/Carr's Beach Heritage Park and has

a decades-long relationship with the Moore family. The Chesapeake Conservancy has offered to be a fiscal agent, upon BOTCF's request.

The Moore family has agreed in principle to sell the property to Blacks of the Chesapeake/Chesapeake Conservancy/City of Annapolis under the conditions that the property be conserved and utilized as an educational, historical, cultural and environmental center for the future Elktonia/Carr's Beach Heritage Park. The property will also provide a permanent home for BOTCF.

ELKTONIA

THE ASK...

We are seeking the additional \$2 million

We estimate that is needed to acquire the Moore property and will subsequently seek additional funding for Phase III which is to build a first-class visitor center and home for Blacks of the Chesapeake Foundation.

ABOUT THE PARTNERSHIP

About the Partnership: Blacks of the Chesapeake Foundation and the Chesapeake Conservancy understand that protecting and restoring the natural and cultural resources of the Chesapeake Bay watershed requires intentional commitment to inclusive practices and narratives within the conservation movement. Through our work together,

we celebrate and elevate the people, places, and cultures of the region, especially by engaging underrepresented communities. Committing to the values of Diversity, Equity, Inclusion, and Justice is critical to achieve our vision of a Chesapeake that is healthy, accessible to everyone, and a place where people and wildlife thrive.

"This is a dream come true. Blacks of the Chesapeake Foundation has been working for 15 years to preserve the meaningful and unique aspects of Black history and culture on the Chesapeake Bay at the site of Elktonia Beach, the last remnant contiguous to Carr's and Sparrow's beaches. This parcel directly fronting the Bay is so much more than just a pin or dot on a map. It serves as a national case study for the land conservation and heritage preservation of African American sites."

**IT SERVES AS A NATIONAL
CASE STUDY FOR THE
LAND CONSERVATION AND
HERITAGE PRESERVATION OF
AFRICAN AMERICAN SITES."**

- VINCE LEGGETT

**Founder & President,
Blacks of the Chesapeake Foundation**

"This parcel of land is symbolic of a significant part of Black history in the United States, as well as an important part of the City of Annapolis' history. We are so grateful to the many partners and elected officials who helped create what will one day be a city waterfront park open for everyone to enjoy the Chesapeake while honoring our history. This is a great day for everyone who has held a special place in their hearts for 'The Beaches.' Now this story can truly be told for generations to come."

- JOEL DUNN

President & CEO,
Chesapeake Conservancy

To learn more [click here](#) for a short documentary.

THANK YOU

BLACKS OF THE
CHESAPEAKE

Chesapeake
Conservancy 

designed by: Brennan A. Murray, BCT Design Group

