



RR
ROLAND ROGERS
for NYC Mayor '09

VOTE FOR MAYORAL CANDIDATE DEMOCRAT ROLAND ROGERS

Primary Day: Tuesday, September 15, 2009

www.rr4mayornyc.com

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**Fresh change!!
New Vision!!
It's Up to You!!
There is a Choice!!!**

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ROLAND ROGERS
for NYC Mayor '09

WHAT HE STANDS FOR:

- A renewed sense of accountability and full transparency in city government.
- Small business empowerment that create meaningful jobs.
- A fresh look at urban planning, controlled development and sound management practices.
- Reduced tuition and create affordable ways to save on books for college students.
- A plan for oversight of vital public services.
- Senior citizens rights.
- Community policing in cooperation with residents.
- Provide ALL children with the necessary resources to live effective lives.
- Issues with respect to gentrification and the rezoning of entire neighborhoods will be community decisions.

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UNLEASHING THE POWER OF PEOPLE

Roland Rogers' mission is to revitalize City Hall. We will establish an open-door policy with communities throughout the five boroughs, their leaders, their business owners, their various public officials and most importantly of all, their stakeholders, the people of the City of New York. While there is always room for discussion and dissenting opinion, the Rogers administration shall establish a zero-tolerance policy for unaccountability, waste, fraud or stagnation.

Transparent government is essential for the success of the City of New York.

Transparent government is a true promise and not a mere stump street slogan.

Roland Rogers simply wants his city back and he vows to give it back to its real investors, the people of the City of New York. A vote for Roland Rogers is a vote for you, the people of the City of New York. A vote for Roland Rogers is not a vote against any other candidate. People of the City of New York, help Roland Rogers take back ownership of your city.

Join us at the Committee to Elect Roland Rogers Mayor of the City of New York

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BIOGRAPHY

Roland Rogers, the son of Leonard and Adeline Rogers, was born and reared in Buffalo, New York. His entrepreneurial family owned and operated a number of businesses that included a beverage distributorship, meat packing company and a popular nightclub. As a four-lettered athlete in high school Roland teamed with Assistant Commissioner of the NBA Bob Lanier to establish one of the elite basketball powers in New York State in the late 1960s.

Roland was educated at the State University of New York at Buffalo where he majored in communications. He formed the first African American full service advertising and marketing agency in western New York. One of his flagship projects was the creation of advertising strategy to market a minority small business association to raise needed capital. He also became very active in street level politics as a key strategist for a well-known politician in the area in his successful quest to gain the nomination in the primary for the Mayor of Buffalo.

After relocating to the City of New York in 1981 he began to develop residential and commercial real estate in Harlem where he currently resides. Over the last ten years he has devoted much of his time in the private and public sector managing a not-for-profit community based organization and sports web network publishing business in New York and Shanghai, China.

Roland Rogers also served as President and Chairman of the City of New York 350th Anniversary Committee Inc., which celebrated the City of New York's long and rich heritage, that expanded awareness of its proud past, and built community pride in neighborhoods throughout the City. He promoted numerous special events and was instrumental in fostering cultural community commonality on a citywide basis. During 1998, he served as a new business-marketing consultant for the Museum of American Financial History in the Wall Street District. A few years ago, encouraged by associates, friends and admirers, he took on the challenge of becoming the third African American candidate for Mayor, successfully gaining recognition as one of the accredited Democratic candidates for Mayor of the City of New York in 1997, and appeared on the September 1997 citywide primary ballot.

"Living in the City of New York to me demonstrates how a black man in America with courage and a radical way of thinking out of the box can go behind the mythical myopic facade of elitism and espouse the true historical significance of democracy. The creation of unifying events to honor the greatest modern day city in the world, New York offered hope amongst all its citizenry, black, white, rich, poor, politician or proletariat. The City of New York was born February 2nd 1653, not the arbitrary date of 1625 that dons the current city seal. The City of New York served as the backdrop for a journey that began my pilgrimage of spiritual promise on the road to freedom with the doctrine of

democracy signed by the Dutch West Indies Company in the Netherlands recognizing the first self-governing municipal charter given to the citizens of New Amsterdam in 1653. The sentiments expressed in the charter led to the 1776 Declaration of Independence from the British and Bill of Rights of the United States Constitution. The Emancipation Proclamation signed in 1863, and the 13th Amendment to the United States Constitution provided the freedom to participate in this self-government to African Americans that had been wrested from their lands in Africa in the 17th century and enslaved in North America" ---*Memoirs of Roland Rogers*.

To quote author Elwin H. Powell: "Government is just an idea, not a thing. Not the building but the document contains the idea, which runs the machinery of State. When a State or City loses its legitimacy, when it is no longer supported by the consent of the governed, then it resorts to secrecy and deceit. Document the duplicity of the State and paralysis will ultimately follow".

Roland Rogers believes that governing the City of New York should be representative of its entire people, especially the children who will inherit the challenges and opportunities of the future. "My being elected Mayor of the City of New York will offer the kind of leadership necessary to inspire New Yorkers and foster a new spirit to move forward and succeed."

VISION

On the 3rd day of November 2009 voters will elect their next Mayor of the City of New York. As our nation and our cities enter an unprecedented and critical era of national and international transition, Roland Rogers, a New York native, announces his candidacy for the Mayor of the City of New York.

Roland Rogers' campaign will focus upon important and relevant issues to residents and the role the City of New York plays both nationally and globally. In view of the present global economic crisis, which evolved from here on Wall Street, it will be crucial for the City of New York not to repeat the same errors that has fiscally devastated many families throughout the five boroughs. The City of New York is steeped in cultural history and continues to provide the best the nation has to offer like no other American city. It not only serves as the eyes and ears of global business but as an ambassador to the world in the areas of the performing arts, the fine arts, in publishing and in fashion.

The City of New York holds the key to the origins and models for business growth and progressive government. As such, it must continue to pave the way for the nation. At times, the City of New York has embodied the struggles and challenges of a modern society and has met those challenges on a grand scale. In these fiscally trying times public officials must respond to the needs of this city and its residents in a far more direct and candid way with a new kind of leadership. The ebb and flow of the nation rests with the City of New York in so many ways. The City has an obligation to lead the

nation in addressing the needs of its people in its neighborhoods and business centers. The Roland Rogers Administration expects to incorporate multi-faceted goals to address these needs:

- A renewed sense of accountability is a necessary promise and criteria along with a fresh look at urban planning, controlled development and sound management practices. These goals will include renewed efforts in improving public services with stress on maintaining infrastructure, improving health and safety standards, especially building and construction safety practices and a reliable and safe rapid mass transit system. The Rogers Administration will hold the Metropolitan Transportation Authority (MTA) to a higher standard of accountability.
- Public officials and ombudsmen in cooperation with state and federal agencies will be subject to keen oversight by the Rogers Administration. Improved working relationships with all levels of government are necessary in order to accomplish the business of the people of the City of New York.
- Roland Rogers foresees an administration with a bottom-up versus a top-down organizational model of governance. There is a quotient of input that must come from other voices necessary to effect change. Simultaneously, shareholders of the City of New York, its residents, will have a participatory and requisite role in the Rogers Administration. More than ever before, the people of the City of New York must be the final arbiters of their personal investments in their City. In the Rogers Administration lip-service will no longer be tolerated and institutional transparency will become a requirement.
- Provision of plans for localized input into sound urban planning and oversight of vital public services and infrastructure are required for good policy making and the realization of such goals. Civic pride will be restored to local communities by virtue of the inclusion of those that wish to be a part of the process, no matter what color, no matter what ethnicity, and no matter what creed.

Roland Rogers' mission is not so much to revitalize City Hall but to revitalize the City of New York's communities, its leaders, its legislators and its business owners.

Communication will be the essential key in accomplishing his stated goals. There is always room for discussion and dissenting opinion, but there will be zero-tolerance for negligence, unaccountability, deceit or stagnation in preventing the positive future and growth for the City of NY. Roland Rogers is filled with hope and confidence in New Yorkers. Most of all, he simply wants his city back and promises to get it back by giving it back to its rightful owners, the people of the City of New York.

FREQUENTLY ASKED QUESTIONS

1. What "specifically" differentiates you from the other candidates?

The other candidates are career politicians, part of a system that encourages greed and corruption to status quo government that has crippled this city reminiscent of the infamous Boss Tweed and Tammany Hall era.

2. What will you do in the "first 90 days"?

Assess the damage of the current economic fallout on the City of New York. My transition team and I will begin to map a strategy and enlist professionals in the private sector with prior experience in handling these and future crisis.

3. How will you keep NYC afloat economically?

Empower small businesses in every borough and create a City of New York Heritage Enterprise Fund that will be a part of a borough-wide commercial Real Estate Investment Trust (REIT.) The Fund is designed to encourage citizens to take charge of their own neighborhoods and help their neighbors to find a "NEW" pioneering spirit to reinvent themselves economically.

4. What are your "Big Three" areas of concern?

Unity, Education and Jobs;

Establish CHARTER DAY annually as City of New York's Day around which citizens, communities, business, the arts and the professions can rally, celebrating New York not only with festivals but also with new enterprises that put tolerance and unity into practice. Establish bold new educational directions in search of our history at all class levels, across all communities, schools and business. The Heritage Enterprise Fund will create a bankers fund that will give poor and unskilled men and women finance to help them develop small businesses that will aid their families and their communities.

5. What is your vision?

Establish a mentoring corps of the most skilled residents of the City of New York to put continuing counsel, planning and management advice behind every project, in fact in perhaps a most radical change, make everyone a teacher. Mandate all public servants to follow the dictates of building a city by initiating and coordinating projects with historians to find ways to make the knowledge of history more available and participatory.

6. Why do you think you're better suited to manage the City of New York than your opponents (especially a two-term incumbent)?

The current Mayor is part of the problem NOT the solution. Being in office for 7 years has desensitized him to what being a New Yorker means. Why didn't he foresee the economic crisis coming before and why now does he have to serve 4 more years to "fix" it? He has mismanaged city money and given public funds to build stadiums. First he

wanted to be governor, than president. He started as a Democrat, became a Republican and now identifies himself as an Independent. He circumvented term limits (the will of the people) to accommodate his self-serving agenda to remain in power. The Mayor used to invest his philanthropic dollars around the country for worthy charitable causes, now he is using those dollars to “buy” an election and break the law. The other candidates are a part of an electoral process that demands no accountability to the people thus ensuring a myopic view of change where their political careers are self-serving. They seem only to wonder what legislative office will provide the next check to support their lavish lifestyles.

I will bring a renewed sense of accountability that will be a priority and promise to city residents with a fresh look at urban planning, economic development and practices and renewed efforts in improving public services, improving health and safety standards, including building and construction practices. Reliable and safe rapid mass transit will be main focuses of the Rogers Administration. Responsible fiscal protocols, that include cooperation with state and federal agencies and their public officials, will be subject to keen oversight. Improved working relationships at all levels of government are required in order to accomplish the business of the residents of the City of New York.

7. What do you think are the concerns of most New Yorkers?

Quality of life issues that will be addressed with respect to gentrification and the rezoning of entire neighborhoods. Too often big business development has displaced residents and business owners from their neighborhoods and has left without recourse. In my participatory administration, that will not happen. Health care services for the uninsured, the underinsured and single parent households must be examined to make health care system of the City of New York accessible for all. Preventative medicine must be encouraged and covered by insurance carriers in order for hospital emergency rooms to go back to the purpose for which they were originally intended – attending to emergencies. The staggering unabated escalation of medical and insurance costs in the City of New York must not cause the City to falter and become a city where available healthcare becomes a thing of the past reserved for but a few. The good health of a city begins with the health of its residents.

8. What would you do to stimulate the job, housing, and retail economies?

Small business empowerment has been an issue bypassed by current and past administrations. But in difficult economic times, small businesses are the life’s blood of a city and inextricably linked to the success of the City of New York. The Rogers Administration will create innovative ways to ensure that communities remain vibrant and economically viable for neighborhoods and proprietorships and will see to it that those areas that have been depressed for decades, have a chance for new life. I will also enjoin new immigrant populations and encourage them to better assimilate themselves into the multi-cultural City of New York with an emphasis on English language skills, the gateway to a vocation. Teaching the history of the City of New York will be an

important factor of education both for the newly arrived as well as for our children. I foresee an administration with a bottom-up versus a top-down organizational model of governance. Yet, there is a quotient of input that must come from other voices necessary to effect change. Simultaneously, shareholders of the City of New York, its residents, will have a participatory role in the Rogers Administration and will ground this administration. More than ever before, the people of the City of New York will be the final arbiters of their personal investment. Lip-service will no longer be tolerated. Accountability will remain the top priority of the Rogers Administration.

9. What's your education plan/platform?

I will emphasize literacy and mathematics programs in elementary and secondary schools and help to redirect the priorities to ensure as educated a populace as possible. Working parents will be embraced and encouraged to play that ever important role in their child's education. Create a Student Challenge initiative that invites and encourages students from ALL boroughs and ALL schools to work together for one common, unifying purpose...to help ALL schools.

10. How will you raise funds?

Create the Heritage Enterprise Fund by small subscriptions of \$24 for citizens, \$240 for small business, \$24,000 for corporations. It increases everybody's sense of ownership and enables citizens to start their own businesses and projects for special enterprises. Encourage banks where City of New York funds are deposited to match funds. Create a Charter Card program aimed at citizens and tourists that will use this card for retail services and discounts to events.

11. How will you eliminate/reduce crime in the "urban" neighborhoods?

Crime, which includes gang violence, drug dealing, handgun use, and domestic battery, will go from the back burner to the front in the Rogers Administration. It will take effective policing in cooperation with residents. It will not happen without both components working together and a plan to see that such comes to fruition is a Roland Rogers commitment. Encourage more community policing efforts, ex: putting a cop on the block establishes trust and respect within these communities and familiarity/interaction among police, parents and children fosters new relationships with crime prevention issues.

12. What do you view as the strengths/weaknesses of your campaign and candidacy?

My strength is I'm NOT a politician, I'm running as a candidate not beholden to any party but the "peoples party"

My weakness is name recognition although I ran in the Democratic Primary in 1997 and received 3% of the vote and established a committee, that celebrated the first municipal charter of self-government in America.

THE ISSUES

ECONOMIC DEVELOPMENT

What Will I do as Mayor to Keep New York City Afloat Economically During the Current Economic Crisis? Empower small businesses in every borough by creating a City of New York Heritage Enterprise Fund (NYCHEF) that will be a part of a borough-wide commercial Real Estate Investment Trust (REIT.) The Fund is designed to encourage citizens to take charge of their own neighborhoods and help their neighbors to find a "NEW" pioneering sprit to reinvent themselves economically.

As former president of the City of New York's 350th Birthday Committee I sought to find a way to revitalize some of the City's impoverished neighborhoods. After conferring with Wall Street brokers and small businesses I've come up with a novel strategy of melding Wall Street with Main Street by forming a Real Estate Investment Trust (REIT) to either buy or rent buildings within the five boroughs to empower and enrich all of the citizens sense of ownership. My plan would restore neighborhoods and commercial corridors to create new small business and jobs. This would become a part of a broad new initiative by all New York citizens, who by working together, can find unity, hope and create opportunity in commonly supported and unique urban development programs over ten years to reshape New York.

The focus is to create and encourage pathways that facilitate the fluid establishment of community business entities while utilizing established business sector acumen. In those areas where small and community based businesses best serve municipal development, NYCHEF will serve to produce public funding to work in concert with private capital formation to achieve profit oriented goals. That "profit orientation" will be the redefined blend of changing community needs and directions with newly burgeoning vistas that will broaden the pallet of modern business investment. The REIT assigned purpose is to create jobs, expand businesses (individually and collectively), and acquire real property in the City of New York, other areas of the nation and worldwide. The benefits of this device would be earnings and annual dividends for members. As structured, the REIT would pay either diminished or no taxes.

By creating this fund we believe that whether or not citizens or small businesses can afford \$24 or \$2.6 million, every citizen can be an equal partner with every other in "buying back" the City once bought for a reputed \$24. What past and current government administrators may have seen as impossible, 8.5 million enterprising and ambitious citizens may see as sound investment. Our goal is to enlist the City of New York's greatest wealth, its skilled, talented and most creative people to pioneer new community educational and cultural ventures which encourages new initiatives and enterprises that allow individual interest groups and communities to solve their own Needs in a new urban frontier.

A revolution is best conceived as the active phase of evolutionary change. In the future, nothing short of a revolution of ideas and creative new economic constructs will be necessary to accommodate the coming changes marking currently embryonic and surfacing business models. Striking new measures combining historically unrelated business entities are anticipated to dot the future landscape. These novel enterprises will be a result of American business' attempt to keep pace with changing international forces that will affect the evolving international marketplace.

Along with changing national policy, municipalities will be an integral part of this altered landscape. Public goals must be tailored to partner with private business entities in ways that were non-existent in earlier eras. The counterpart is also true. Trade, commerce and other business associations must better accommodate the needs of the public sector. Wall Street's current appeal to the public for "rescue" articulates this new relationship. Associations, partnerships, collegial agreements and a broad range of business alignments will take shape to sharpen national potential. Indeed, nations will take on a whole new persona as new alignments and alliances metamorphose over time. Advantages to this new system of design will be an expanded field upon which private investment and public goals can share profit streams. That new sense of profitability will also undergo a facelift that will broaden definitions to be more inclusive of measures of community advance and improvement and not solely dollar return on investment. The schism that is currently widening between Wall Street and Main Street will be significantly diminished allowing lines of communication to remain unfettered. The public will feel and be more truly aligned with the interests of the business sector and all parties will benefit from this new and enlightened arrangement. In general, REIT can be a good way to diversify ones investment holdings, especially if they are familiar with real estate.

The NYCHEF will be managed by government, with a board of directors comprised of City of New York officials and businesses, small and large, representing all five boroughs. The REIT will rent available commercial properties. All land owned or acquired by the City will be assigned to the REIT. The REIT board would interact with the Securities and Exchange Commission. Floated bonds and stock options would be unique features of this new instrument. Long-term leases would be a feature of this instrument with unique property transfer mechanisms in place in commercial business contexts. In the event that one of the individual REIT principal investors departs, the REIT would reserve the right to sub-lease to other principals or members. This feature helps assure the long-term survival of this instrument.

Wall Street's role would entail the enrolling of investors to buy bonds/stock in the REIT while paying dividends and offering citizens and businesses a sense of ownership, as improved neighborhoods become the patterned outgrowth. A REIT requires management to pay out all earnings as cash flow. Several features such as an

internationally marketed "Charter Card Program" encouraging tourism would also be created to supplement the REIT activity base giving discounts to tourists' worldwide visiting the City of New York and patronizing small REIT member businesses. Other multiple offerings will be conceived as future features of this mechanism.

Recently, the White House and some representatives in Congress have been talking about the need for companies to "give something back" by investing some of their profits in inner-city businesses and development projects that would create jobs. Under the proposed expansion of the federal Empowerment Zone/Enterprise Community (EZ/EC) program, businesses would be eligible for employer wage credits, deductions on qualified tangible property, and tax-exempt bond financing.

Using the Internal Revenue Code (IRC) to help achieve economic and social goals, Congress created empowerment zones to stimulate growth in distressed communities in urban and rural America under the Revenue Reconciliation Act of 1993. With the addition of IRC Sections 1391 through 1397D, Congress believed the expansion of business and employment opportunities could alleviate the economic and social problems of those areas. The federal government cultivated Empowerment Zones and Enterprise Communities, an interagency program designating both rural and urban communities, to receive varying amounts of special federal assistance. Each community receives a variety of tax incentives and some assistance from social services. However, the emphasis of the program is on having communities bring together all available resources to attract private capital and create jobs.

Empowerment zones are designated by either the Secretary of Housing and Urban Development (urban areas) or the Secretary of Agriculture (rural areas) and retain their designated status for 10 years. To qualify, an area must meet certain population, area size, general distress and poverty criteria. The local and state governments must also nominate the area.

Formally designated on December 21, 1994, these zones included portions of Atlanta, Baltimore, Chicago, Detroit, New York, a cross-border of Philadelphia-Camden, New Jersey; three counties in the Kentucky Highlands; six counties in the Mid-Delta region of Mississippi; and four counties in the Rio Grande Valley in Texas. Although more than 500 areas were originally nominated, 105 received designations. Six urban and three rural areas were chosen as empowerment zones, and 60 urban and 30 rural areas as enterprise communities. Under a separate funding program, two "supplemental zones" and four "enhancing communities" were designated. These areas qualify for a total of \$2.5 billion in federal tax benefits and \$1.5 billion in "flexible" grant assistance. Local government, business, and community leaders have been developing strategic plans to help these areas use the federal incentives to attract private investment.

Under IRC §1396, an employer can receive a credit for a percentage of certain wages paid and some training and educational expenses incurred on behalf of a qualified zone employee. The amount allowed for any tax year is 20 percent of the first \$15,000, up to \$3,000 of qualified wages paid to each employee who resides in the zone and performs substantially all employment services within the zone in the employer's trade or business during any period. The amount of this credit reduces the employer's deduction for such wages. This credit applies to wages paid or incurred in 1994 and later years and is added to those credits that make up the general business credit. Additionally, it can offset a percentage of tax even for those employers subject to the alternative minimum tax.

The tax incentives for empowerment zones are available only for trades or businesses that satisfy the criteria for "enterprise zone businesses," meaning a corporation or partnership whose sole trade or business is the active conduct of a qualified business within an empowerment zone. It must derive 80 percent of its gross income from the qualified business; substantially all of its tangible property must be located in the zone; and substantially all of its employees' services must be from within the zone. There are similar rules for proprietorships.

Qualified wages include salary and wages in addition to certain amounts paid or incurred by an employer for educational assistance on behalf of qualified employees. The credit is available for full and part-time employees however, the employee must work for the employer for at least 90 days. Now, the White House proposes to create 22 new empowerment zones and 80 new enterprise communities. The bill would cut the capital gains tax for empowerment zone businesses and individuals if at least 50 percent of the gains are reinvested in empowerment zone developments or improvements. The bill would increase the limitation on tax-exempt enterprise zone facility bonds from \$20 million to \$40 million. The bill also would increase the §179 expensing for enterprise zone businesses from \$20,000 to \$35,000. The bill would expand the definition of empowerment zone to include up to one mile of land surrounding the enterprise zone. The bill also would ease restrictions on tax-exempt financing for businesses in the proposed and existing zones and communities.

The City of New York City Heritage Enterprise Fund is a novel device designed to both further and enhance objectives shared by business and the municipality.

THE ISSUES

SMALL BUSINESS EMPOWERMENT

Small business empowerment has been an issue bypassed by current and past administrations. Small businesses are the life's blood of a city, especially in difficult economic times. Small businesses are inextricably linked to the success of the City of New York. The Rogers Administration will create innovative ways to ensure that communities remain vibrant and economically viable for neighborhoods and proprietors and will see to it that those areas that have remained depressed for decades have a chance for new life. Because of that partnership between the community and City Hall, the safety, health and consumer rights of residents, as well as those that come to work in the City of New York marketplace and its tourists from the world over, must be reassured.

SCAFFOLDING AND CONSTRUCTION ACCIDENTS

These accidents killed 19 construction workers in 2008, while others have been maimed and disabled, including pedestrians and residents. Such tragedies have increased at an alarming rate over the past 2 years. However, precedent for such benign neglect goes back nearly 30 years. Therefore, a thorough review and assessment of such preventable catastrophes is a promise Roland Rogers makes to the people of the City of New York.

QUALITY OF LIFE

Issues regarding gentrification and the rezoning of entire neighborhoods will be community decisions. No longer must residents and small business owners be bulldozed by big business. Far too often corporate development has not only displaced residents and business owners from their neighborhoods, but has left them displaced from having a voice as well. In a participatory Rogers Administration, that will not happen.

MTA RAPID TRANSIT FARES AND BRIDGE AND TUNNEL TOLLS

Unprecedented in recent times, these issues all simultaneously escalated in 2008, along with MTA railroad fares for commuters to the City of New York. Yet in 2008, subway services declined in on-time performance, in the provision of adequate subway security and in the provision of hygienically adequate subway cars. It will be a commitment of the Rogers Administration to closely scrutinize the performance and fiscal health of the MTA and its overall performance will not go unchecked.

Presently, the Bloomberg administration has proposed a 23% hike in subway fares and for bridges and tolls again simultaneously in 2009. A number of subway cars will be decommissioned and permanently cut at a time when rider ship is at its highest in 20 years. The MTA also plans on raising railroad fares the same 23% in 2009, while its executives are commanding record-high salaries. Maybe this sits well within the

Bloomberg administration but cannot be tolerated going forward. Certainly, the present economic crisis cannot be blamed for all of the prior mismanagement by the MTA and City Hall over the past 7 years. Simply put, residents want explanations and communication and accountability from their leaders and that has been woefully missing. That must change. It is a cost that the City of New York cannot survive.

HEALTH CARE

Health care services for the uninsured, the underinsured and single parent households must be examined to make health care system of the City of New York accessible for all. Preventative medicine must be encouraged and covered by insurance carriers in order for hospital emergency rooms to go back to the purpose for which they were originally intended—attending to emergencies. The staggering unabated escalation of medical and insurance costs in the City of New York must not cause the City to falter and become a city where available healthcare becomes a thing of the past reserved for but a few. The good health of a city begins with the health of its residents.

CRIME

Crime statistics including homicides, gang violence, drug trafficking, rape, robbery and domestic battery have risen in recent years. However, these statistics will be moved from the back burner to the front burner in the Rogers Administration. Policing in cooperation with residents is the optimum way for law enforcement to be effective. It will not happen without both components working together, nor without a plan to see that such comes to fruition.

The Bloomberg Administration has proposed cuts in the police force in 2009 of 1,000-2000 less police officers. It will put law and order in a decidedly disadvantageous position at pre-Dinkins Administration levels and at a time when the City of New York Police Department employs a counter-terrorism task force component, added to its force since 2001. In a Rogers' Administration, across the board cuts for such crucial services such as law enforcement, fire department personnel, and sanitation services will not be the status quo. It is not a productive nor prudent way to eliminate budget shortfalls.

TRANSMISSION OF ELECTRICITY

The reliability standards of the transmission of electricity in the five boroughs of the City of New York has been especially suspect and the local utilities must deal with an aging infrastructure for which investment has remained dormant for decades. The unheeded deregulation of public utilities purchased by multi-national conglomerates remain unaccountable to the electric and gas consumers of the City of New York. Maintenance is inefficient and must be adhered to on a routine basis not after disasters have already overwhelmed communities.

The Rogers Administration applauds inroads in alternative sources of energy, and will remain involved in supporting the development of “clean” energy that is vital for those most susceptible to respiratory ailments throughout the City of New York.

Environmentally sound policies must be promoted. Open space, crucial for neighborhoods, will be proposed as necessary for good health and healthy lifestyles for our children, in the spirit of a green City of New York.

EDUCATION

The Rogers Administration will emphasize literacy and mathematics programs in elementary and secondary schools and help to redirect priorities to ensure as educated a populace as possible. Working parents will be embraced and encouraged to play that ever important role in their child's education.

The City of New York's greatest source of wealth is its skilled, educated and creative residents. It will be those individuals who pioneer new community, educational and cultural ventures that will continue to help the City of New York thrive. Individual interest groups and communities creatively resolving issues and effectively addressing their own community's needs will but empower New Yorkers.

The Rogers Administration will enjoin new immigrant populations and encourage them to better assimilate themselves into the multi-cultural City of New York with an emphasis on English language skills, the gateway to a vocation. Teaching the history of the City of New York will be an important factor of education both for the newly arrived as well as for our children.

Mayoral candidate fights for city schools

For Immediate Release

Contact: Gwen Poole

347-417-5926

May 14 , 2009

NEW YORK, NY. Graduation for some New York City high school and college students will officially end later this month. The hard work endured will hopefully reward students with summer and permanent employment for a job well done. With the unemployment rate soaring and a long hot summer ahead, we are looking at another economic catastrophe.

According to the popular Web resource, FinAid.org, college costs will increase about 8 percent each year. "There must be a new system in place where students and parents don't have to endure the high cost for tuition and books, mayoral candidate Roland Rogers said yesterday." "I have a sixteen-month-old daughter and by the time she reaches her graduation and ready to go to college the cost will be three times that of today's numbers." "If things don't change quickly parents won't be able to feed them let alone send them to college and as a result they'll be thrust back into an environment working for minimum wage."

Current Mayor Bloomberg calls himself the "education mayor" and wants full control of the schools because of higher standardized test scores. Standardized test scores are a poor indicator of a school system's effectiveness. Most people just do not know better so higher test scores sound impressive. A more accurate barometer regarding the viability, vitality, and vibrancy of an education system is the graduation rate at the high school level. The responsibility of a school system (pre-k through twelve) is to ensure that students graduate without being pushed through the system or pushed out of the system. Each year, a dwindling number of minority students graduate on time from the City of New York public high schools with Regents diplomas. Now with rising cost for college they will not be able to continue their education. Mayor Bloomberg would spend a billion dollars a month on his campaign but not contribute a billion dollars from his \$11 billion fortune to the education system that he claims to support, cherish and wants to control.

The fact that Bloomberg spends millions of dollars on his current re-election campaign speaks volumes regarding his perception/interpretation of his mayoral performance. Anyone who is in office for 8 consecutive years, has circumvented term limits and has to spend millions of dollars to buy an election is either wasteful or has not done an adequate job. The children are our future, Mayor Bloomberg's our past Rogers said. "Let the voters decide our kids future with limited input from politicians who just want us to share the pain"...

###--For more information go to: <http://www.RR4mayornyc.com>

WILL THE NEXT MAYOR OF NEW YORK CITY BE ROLAND ROGERS?

December 25 , 2008

A PoliticsNY.Net Exclusive

A Candid Dissussion by Chris Stevenson

This year a former political consultant for the Arthur O. Eve '77 Mayoral campaign is considering tossing his hat into the ring for Mayor of the largest and most important city in the United States. Roland Rogers is a businessman in his own right who comes from a middle class entrepreneurial family. Born and reared in 1960's Buffalo it was not unusual for local black families back then to make a way for themselves. Rogers attended Bennet High School and was a backup point guard on the same team with former NBA Hall of Fame legend Bob Lanier. His overall theme of small business empowerment is a concept he plans to cross into his own run, in the form of a Real Estate Investment Trust (REIT) called The New York City Heritage Enterprise Fund.

This Former Buffalonian now appears to be set to tell us of his plans to stick it to the man and announce his run against Michael Bloomberg. The question of can a Black man leave Buffalo and become Mayor of a large city has already been answered in Washington, D.C. (Adrian Finny). New York, however, is a different story because it is the playground of the rich and it remains to be seen if even Black voters there will accept an East Side brotha from what they consider to be "country-ass Buffalo." Rogers currently resides in Harlem as a real estate investor and family man who publishes his own sports web journal (BlackAthlete Sports Network in the U.S. and Sports Journal in China):

Tell us about your history growing up in Buffalo and how did that prepare you to run for Mayor of the big city?

RR-Number one I came from a middle class background. I went to a predominately Jewish high school.

-What high school was that, I mean a lot of black high schools today were white or Jewish back in the day, there was a time when East high school was majority white back in the '50's...

RR-I went to Bennett. We had a really tough time growing up because when the influx of minorities started to move in those areas there was white flight to the suburbs. There was fear that property values would go down so they sold. I mean that is how basically my family moved in. My dad worked at Bethlehem Steel but he was always entrepreneurial. He had a little Ice Cream parlor and he transferred it into a grocery store. Then my parents, aunts, uncles and family friends got together and created the Plaidlocks Society next to YMCA E. Ferry near Lonsdale. It was a Social Club and along with the Pine Grill and the Revelot Lounge became the hub of

entertainment where the O'jays (the R&B group named after WUFO DJ Eddie O'Jay) frequented. Eddie O'jay and my mom were business partners.

-I hear the Revelot was frequented by the late-'60's funk bands that would become big during the '70's like Funkadelic. When did your dad retire?

RR-My dad retired just when the steel plants started to phase out...

-He probably worked with my cousin Roy, who was more like an uncle, Roy worked at Bethlehem and owned a delicatessen next to Matti's on Fillmore, Royce Delicatessen, even before Matti's was called Matti's. Now my father worked at Chevy, I thought I was gonna work on one of those jobs push come to shove. I mean my father had helped brothers a few years older than me get in, but when I turned 17 that's when the layoffs started, but it was not to be. So you came up with people like Joe...

RR-Yes Joe Illuzzi and Bob Lanier, Michael Difulgia; who was the producer of that famous play "Chorus Line," Rick James, Gary Byrd and Tim Russert. I mean everybody sort of lived in proximity. Anyway my family owned a meat packing company called Olde Virginia Sausage (started in '68) that we used to transport pork sausage and hot dogs and smoke sausages all over the state from Rochester to Syracuse and Buffalo, and then we moved on to soda and started Jo Soul. An Italian guy asked me to be the face of this soda called "Jo Soul"...

-I remember Jo Soul, that was "Blue Boy's" competitor. So that was your face on the can?

RR-That was my caricature in a cartoon form.

-So who owned Jo Soul?

RR-My father, Leonard Rogers.

-Yeah I remember Jo Soul.

RR-Yes, with the little caricature of the little guy with the 'fro on it. After that I went to school. I was a child of the '60's. I left college and formed an advertising agency called Astro Advertising Agency. My primary mission was to do what I'm doing now, empower small businesses because at that point small businesses didn't know anything about advertisers. So I went to all the businesses along Jefferson Ave., and I started on one end and went to the other and I made commercials for them, I made print ads for them, you remember Michael Copeland and all those people?

-The dog trainers?

RR-Yes the dog and tire people, I did all that. I still have my commercial audiotapes. Then it came about that Arthur Eve was going to run for Mayor. One of my good friends Richard Watkins (who won an Emmy for a documentary on the Attica riot along with Jerry "Geraldo" Rivers) who is now in Washington DC, and I formed another agency outside of Astro called Rogers Watkins & Brown and we handled the campaign for Arthur up until he won in the Primary and that's when Arthur decided to cut us loose and deal with the Democratic Party machine who was then Leslie Faccio.

We told him don't do it, we had a strategy to catapult him to be the first black Mayor in New York (State). But of course when people think they're a shoe-in for something, they don't want to listen to you, so they went with the democratic machine and of course at that point Jimmy Griffin-peanut head we used to call him-just went to the city and the same old politics and he (Eve) lost.

-Well. Griffin was a gutter fighter, and Eve just had a hint of success and its very possible that his ego told him he won that Primary all by himself, forgetting you guys were a major reason he got as far as he did. Black leaders in Buffalo are notorious for having more ego than outlook.

RR-Well it wasn't just him, Jim Bell was one of the guys who thought that it might be better because now they thought they hit the big time. Art used this public relations agency out of Massachusetts and I said 'Jim don't let him do that,' I implored him everyday 'don't let him do it, don't let him do it.' And it fell on deaf ears.

Not to criticize Jim Bell because he was the one who gave me my first start in my business. Although he died I will forever be beholden to him, because once I got him in the fold all the other businesses rolled over. At the end I had become totally disillusioned with Buffalo and its politics, After I completed the 1st Light Rail Rapid Transit promotional film, Buffalo just lost its aura and I decided to go over to Africa. I had some friends in Sierra Leone and I was thinking 'hey why not,' and I got as far as New York, because I had run out of money and my aunt let me stay with her in Brooklyn. Well that was the start of my career in New York.

-You went to UB right?

RR-I went to UB but initially everybody was migrating out to Los Angeles so I went to Los Angeles City with the intent of transferring over to UCLA or USC after 2 years, I got disillusioned with the smog out there. So I came back and re-enrolled at UB, majoring in communications, left and started my own advertising marketing business. I had a girl from back here who kept saying 'we miss you come back, come back.' So I got back on the plane and started working for my dad again, my brother had a hardware store on Jefferson and Utica that I worked in. Basically I just did a lot

of traveling, I did a lot of traveling through Canada and all across the country and the world.

-What is your education platform?

RR-My education platform is rooted in history and mathematics, because I feel as though if people can understand, kids specifically need to understand that if they are here living in New York City, they are literally standing on history. There's just a wealth of history here and they are a part of it. They could realize specifically that history repeats itself. That pioneering spirit could parallel the 83 languages spoken on the streets in 1653. Think for a moment how it would break the shackles of this vacuum that has been created in the public school system. It could literally be a blueprint for success.

-How would you reduce crime in the urban neighborhoods?

RR-I would reduce crime two ways; create an opportunity for community policing. When I was coming up there were police that were helping kids in their neighborhoods, I mean you could always walk up to a cop right, I mean there wasn't any abuse going on...

-Its important you say that because there's a lot of cops coming up now that don't believe that's possible...

RR-Well you don't believe it's possible because it hasn't been done, it hasn't been done. There are a lot of drug trafficking, homicides, gang violence rape, robbery and domestic battery. If we had a better relationship with the police-I know a lot of people might want to say 'why do you want to align with the police?' Well because they are a component of a total revitalization package. If we let the drug dealers and everybody else take over the streets, we have no streets.

And Bloomberg for 2009 wants to take 2000 off the force, so he knows exactly what he's doing, he wants to create this whole sense of fear 'you have to depend on me to initiate this change,' and that's why he circumvented term limits. He knows exactly what he is doing.

-Now when you say circumvent the term limits what are you talking about?

RR-Here in New York you can only serve for two terms and those terms are each four years. When Bloomberg started out he wanted to run for Mayor, then he wanted to run for Governor, as an Independent, then he wanted to run for President as a Democrat, then when all those three things sort of went by the wayside, then he turns his attention back on 'I want to run for Mayor.' Well he couldn't run for Mayor

anymore because his term limits have run out. So he's going like 'wait a minute, I'm Mike Bloomberg backed by \$50 billion, what are you talking about?'

So what he did was take his philanthropic dollars he normally invested all over the country for worthy causes and took that money and now he's investing it in his cronies in the City Council, the Borough Presidents and the unions to try and sway them to back his candidacy. So it has created a situation where he feels as though he's got a handle on the mayoral peak and this is the main reason why I decided to take a stand. Although I'm 61-years-old, I have a 18 month old daughter that I need to look out for whether I'm here or not. One of the things I need to definitely address is kids like her. I'm not talking necessarily about the grownups, we're all going in the next 20 or 30 years its not even going to be a problem. These kids that are growing up in this corruption, in this subterfuge and this biased press, the homeless, jobless, name it and either somebody will change it, or its really going to be a hot time over the next four years for a lot of people.

-Now who are your endorsers, who are your backers? Do you anticipate the backing of Paterson or any of the powerful African Americans in New York?

RR-I believe once I get my package out there, one of my goals is to put a full page ad into every major newspaper with some public relations muscle behind it and I'll get some endorsements. The people of the City of New York will embrace my stance and platform because they identify.

-And I have to say this because I'm a black press guy also, don't forget to put some ads in the black papers...

RR-Oh absolutely, absolutely...the City of New York is a 5-1 Democratic town, primarily comprised of immigrants.

-And I say that because a lot of black politicians and companies whatever-we got 2 black papers in Buffalo-and one or the other is always gettin' the shaft-and it's weird stuff, its bizarre stuff but they'll tell us 'oh yeah yeah we won't forget you,' and the first chance they get they'll forget us because they take the black press for granted. They'll say 'I'm black you're black you'll vote for me shut-up.' Like I say you know, everybody's gotta eat...

RR-- I concur.

-I know of course New York has got what 7 or 8 black papers, whatever, maybe more. It's a publishing mecca and I'm not even counting the white newspapers.

RR-I'm not a career politician, I'm the people's candidate, what I want to do is clean house, not only in City Council, but if it goes all the way to the State Assembly, fine.

Paterson endorsed my philanthropic project. I can send you the picture where you can see us celebrating the 350th anniversary of the City of New York in Wall Street...



Governor Paterson & Roland Rogers standing next to the podium

-I met Paterson when he first got appointed, he came to Buffalo right after he was finished being open about everything, 'yeah I smoked dope when I was 11, by the way I cheated on my wife once or twice.' Of course I'm exaggerating his fear of a scandal-hungry New York media, but he came to Buffalo as soon as he got all that out in the air. He seems to be a pretty nice guy, but the odd thing was I was the only black reporter in the room when he had the press conference, I helped the Mayor get elected, he wouldn't call on me when I raised my hand to ask the Governor a question called on everybody else, I'm the only black reporter in there...

RR-That's interesting in itself.

-Now Roland, why would you try and knock a nice guy like Bloomberg off of his seat? He's such a nice guy.

RR--Well he's a nice guy to some and he's a bad guy to others...

-You know him personally?

RR-No, but he knows who I am.

-Well how many of you are officially in the campaign?

RR-Well! I haven't announced my candidacy, I am still assessing, but it looks everyday like I am going to make that move, but aside from Bloomberg there is a Jewish congressperson who used to be a city councilman by the name of Anthony Wiener and there is another African American who is the City Comptroller, his name is Bill Thompson so there are officially three in the race at this juncture and there might be more to declare and there might be some also-rans out there who are looking to heighten their profile. But right now there are three that are committed.

Will you announce soon?

RR-Well yes, I really do and I must get off the fence. I'm pretty sure I'm going to announce but I wanted to wait until all the hoopla of the President-elect died down. I also wanted it to coincide with the Birthday of the City of New York. None of these guys know anything about right and that's why I feel like a lot of citizens might resonate to my candidacy.

-When is New York City's Birthday?

RR-It's February 2nd, it's in Black History Month number one, but New York City's Birthday is relative to the first municipal signing of self-government in America. So the City of New York was the first city in America to receive the right to govern itself.

-I thought New York's Birthday was opening day at Yankee Stadium.

RR-Well for some but certainly not for people that can't afford tickets.

-Now you openly state that you ran in '97 and only got like 3 percent of the vote-which explains why I never heard of you-but what are you going to do during your present campaign that you feel will be incredibly different from '97?

RR-Well I have a strategy and I have a campaign team in place this time and I am looking to raise enough money where I can then connect an Internet strategy with some Wall Streeters, some grassroots people and small business people in the various boroughs.

-Now what do you expect the Wall Street people to do?

RR-Well my whole platform is centered around small business empowerment. What I want to do is to meld Wall Street with Main Street. Which is a pretty unique and novel idea considering the fact that Wall Street is in the state that its in. Small

businesses are definitely suffering, but the small businesses are the lifeblood of any community whether it's in the City of New York or Skokie Illinois. What I plan to do is create what is called a commercial REIT. And I'm not sure if you are aware of what a commercial REIT is but...

-I've read something from your information on it.

RR—In a city government my goal as Mayor is to create jobs. My number one goal is to create unity, jobs and small business empowerment. The City of New York owns a lot of property and has relationships with landlords whether there's property taxes paid, loans etc. What I would do is go to these landlord or City government would go to a landlord, and say 'look all of your commercial space-that is under their apartments-if you become a part of this commercial REIT, we will take out a 75 year lease (As opposed to major corporations and banks taking hold of those urban street level businesses with residential apartments on the upper floors and raising the property values, which really gave the "community-minded citizen" no opportunity to survive).

In other words, they wouldn't have to rent that space because they would automatically be getting a certain amount of income every month, and it would also coincide with inflation and any other kind of rising economic situation that we might be going through.

Essentially, what I want to bring back into the neighborhoods of the City of New York is the butcher, the baker and the candlestick maker.

-What I've noticed about New York, and I'm giving this assessment from a distance of course, but what I've always noticed is that whenever black people endeavor to get their own businesses or programs to help each other, the white powers that be in New York start hounding them. That goes back to The black-owned bank, I think it was called the Freedom Bank, Holloway House I recall that; a shelter for babies born with crack addiction, the Black talk radio station WLIB going through repeated shutdowns or ouster of their most outspoken voices, and most recently the Black United Fund (BUF); a black-owned effort to help businesses and people financially. Spitzer I heard historically took great exception to the BUF. I mean they watch blacks who display hints of giving other blacks a leg-up in business or life and their mission is to shut them down completely which basically puts us back to square one. Now do you think this (REIT) will be viewed in the same vein as those other efforts?

RR-Well you see, my administration will be sympathetic, offering hope whereas a corrupt Republican and Democratic administration or the Bloomberg Administration over these last 8 years has fostered fear and visions of Tammy Hall. We can even go back to David Dinkins; the first African American Mayor of the City of New York with his partners, Congressman Charles Rangel, Percy Sutton and others. These guys had an idea that they would hold these buildings here for the developers to come along. Here we are 12, 16 years later and what they've essentially done is transform

this city so anybody with a small family or a small business, can't afford to do business here or survive here. So they're either ostracized to the Bronx or Queens or Westchester or all these other little townships. Essentially what they want to do is to create a mecca for the rich.

A couple of days ago the City passed an eminent domain law in favor of Columbia University. What that does is not only displace small businesses. Projects that were subsidized by the federal government are now charging market rent and I feel everybody will eventually go back to square one based on the way this recession is going and the high corporate crimes climate like the Bernie Madoffs will essentially reap what they sow. My whole job here is to create a balance and by creating that balance with Main Street and Wall Street, once this is up and operating, we can get Wall Street to come in here and look at these businesses...

-A lot of people don't think that Wall Street wants to partner with Main Street.

RR-Yes I know but Wall Street has got nobody left to partner with, so it's either a new way or the highway.

-What do you think are the concerns of most New Yorkers?

RR-Right now? Jobs. It transcends all racial and cultural lines, it's almost like the great depression out here, people who thought their 75 thousand dollar a year jobs were essentially protected and bullet-proof, they are on the line with the same guys who are selling papers on the corner... nobody's hiring, there's no money here. Wall Street and all these banks are getting all the money and they don't even want to tell you what they're going to do with it. So I really feel this is one of the methodologies that we can employ and get everybody looking at a sense of 'well if I put my 24 dollars in this year' and if 8.5 million people which represents the population of New York right now, if they each put in \$24 that can morph into \$198 trillion dollars to shell out to businesses to expand and hire. Citizens can receive dividends and bonds. We believe that in creating this fund everyday New Yorkers and small businesses can afford \$24 or \$2.6 million, every citizen can be an equal partner with every other in "buying back" the City once bought for a reputed \$24, increasing everyone sense of ownership. What past and current government administrators may have seen as an impossible, 8.5 million enterprising and ambitious citizens may see as sound investment in themselves.

Because this is money has no borders we can take a portion of \$1 trillion in the fund and invest in New Jersey, Connecticut or Pennsylvania. This REIT can go anywhere and buy property under the auspices of it being a legal entity of the City of New York. We can go as far as China, or as far as Africa to create empowered REITS. I

think this is a program that even the federal government can look at and realistically implement similar strategies, parallel strategies to help cities grow.

-Yeah like I said that's bizarre stuff but that's my advice to you and I know New York has a very outspoken black community, very tight, I've been following people like Reverend Daughtry, the New Black Panther Party and others like that. You all got people down there that would scare people here blacks and whites, would scare the crap out of people in Buffalo. But those forces are needed, they're necessary But other than that I do wish you luck, been a while since we had a black Mayor in New York City. I thought Dinkins was pretty cool but Dinkins didn't have many willing to work with him.

RR-Well no, Dinkins was a career politician, all these guys that have been political here in New York, they've been politicians long before I even got here which has been almost 30 years. So when you look at that you can understand how they've been co-opted and that they don't really want a change because change would upset their apple-cart. Like Charles Rangel wouldn't have 3 or 4 rental apartments and he's only supposed to have one you know. When you look at all these crooked deals that these politicians have including the Apollo Theater, it just goes on and on and on. You kind of say 'look enough is enough. c'mon guys, you are tired, go away.'

-Yeah that's it, often times with career politicians, you get circular politics; the same thing being done over and over again and they'll look at you and say 'that's the way things are.' Well you're the one that can change it.

RR-Well I'm going to be... not like that presidential candidate who said he's a maverick, but essentially that's what I'm going to be, a maverick. I'm not going to go along with the prescribed way of doing things. I'm going to do it the right way, I don't want any money, I can live off my salary, I'm happy with my wife and daughter and I don't need to be a crook. I'm here, I have been here for the people. My whole mantra nowadays is Unleashing the Power of People. That's my campaign slogan.

-Chris Stevenson is a columnist for the Buffalo Challenger, contact him at pointblankdta@yahoo.com

Roland Rogers Announces His Candidacy for Mayor of New York City PRWeb

February 02, 2009

Original PRWeb article: Roland Rogers Announces His Candidacy for Mayor of New York City

- As a former political consultant for the Arthur O. Eve '77 Mayoral campaign in Buffalo, NY he is now tossing his hat into the ring for mayor of the largest and most important city in the United States. Roland Rogers is a businessman in his own right who comes from a middle class entrepreneurial family.

Born and reared in Buffalo, NY in the 1960's, Rogers said, 'It was not unusual for local African-Americans and middle class families back then to make a way for themselves.' He attended the State University of New York at Buffalo and was a backup point guard on the same high school team with former NBA Hall of Fame legend Bob Lanier. His overall theme of small business empowerment is a concept he plans to cross into his own run that mirrors a Real Estate Investment Trust (REIT) and is called The City of New York Heritage Enterprise Fund (NYCHEF).

In those areas where small and community based businesses best serve municipal development, NYCHEF will produce public funding to work in concert with private capital formation to achieve profit oriented goals. That 'profit orientation' will be the redefined blend of changing community needs and directions with newly burgeoning vistas that will broaden the pallet of modern business investment. The NYCHEF assigned purpose would be to create jobs, expand businesses (individually and collectively), and acquire real property in the City of New York, in other areas of the nation, and in cities worldwide. The benefits of this device would be earnings and annual dividends for its members. As structured, the NYCHEF would pay either diminished, or no taxes.

'By creating this \$1 trillion fund, we believe whether citizens and small businesses can afford \$24 or \$2.6 million, every citizen can be an equal partner with every other in 'buying back' the City once bought for a reputed \$24. What past and current government administrators may have seen as impossible, 8.5 million enterprising and ambitious citizens may see as sound investment. Our goal is to enlist the City of New York's greatest wealth, its skilled, talented and most creative people, in pioneering new community educational and cultural ventures which abets and encourages new initiatives and enterprises that allow individual interest groups and communities to solve their own Needs - in a new urban frontier,' Rogers said. 'Monday, February 2, 2009, was the City of New York's 356th Anniversary based on the first municipal charter of self-government in America granted in 1653.'

He noted, 'A revolution is best conceived as the active phase of evolutionary change. In the future, nothing short of a revolution of ideas and creative new economic constructs will be necessary to accommodate the coming changes marking currently embryonic and surfacing business models.'

For additional information on the news that is the subject of this release contact Matthew Anderson at rrogers (at) nyc.rr (dot) com or visit <http://rr4mayornyc.com/>.

Unleashing The Power Of The People:

Roland Rogers' mission is to revitalize City Hall. We will establish an open-door policy with communities throughout the five boroughs, their leaders, their business owners, their various public officials and most importantly of all, their stakeholders, the people of the City of New York. While there is always room for discussion and dissenting opinion, the Rogers administration shall establish a zero-tolerance policy for unaccountability, waste, fraud or stagnation. Transparent government is essential for the success of the City of New York. Transparent government is a true promise and not a mere stump street slogan. Roland Rogers simply wants his city back and he vows to give it back to its real investors, the people of the City of New York. A vote for Roland Rogers is a vote for you, the people of the City of New York. A vote for Roland Rogers is not a vote against any other candidate. People of the City of New York, help Roland Rogers take back ownership of your city.

Media Contact: Julie Richardson

Committee to Elect Roland Rogers Mayor of New York City

Roland Rogers

1-347-417-5926

SPECIAL REPORT FOR THE NEW YORK CITY COUNCIL
SIGNIFICANCE OF FEBRUARY 2, 1653 & NEW YORK CITY'S 350th
ANNIVERSARY PRESENTED BY ROLAND ROGERS
FEBRUARY 02 , 2003

Originally Published At <http://www.nyc350.org/about/specialreport.html>

INTRODUCTION

There are those rare moments in time when History becomes a powerful message for the future. New York City is entering just such a time as February 2, 2003 approaches. It can be reasonably argued that February 2, 1653, was and is the most important date in the very long history of our great city. It is one of the pivotal dates in our nation's history. There were some impactful dates prior and many since, but none of them possess the unique character of February 2, 1653, and as such that day this coming year and the entire year should be celebrated throughout our city, so it is once again remembered as it should, and never forgotten.

On February 2, 1653, New York, then called New Amsterdam, became a city, and even much more a self-governing city; the first ever in what would be these United States. An enlightened Charter was presented that day to the colonists in Fort Amsterdam, which stood at the southern tip of Broadway, exactly where the Alexander Hamilton United States Custom House stands today. Presentation of the Charter created a government body, first called simply the Council, afterwards the Common Council, and today the City Council. 350 years of uninterrupted self-government. Our own New York City Council is the longest serving and oldest municipal government in America,. First there was the Council, and only later a mayor.

The message of February 2, 1653 is even more dramatic in that the new Charter for the first time ever in this New World established the principle of self-government, which is the bedrock on which the United States is built. What happened here on February 2, 1653, is the very first act that planted the seed that 123 years later would culminate in the Declaration of Independence proclaiming the right of these former Colonies to self-government. It was the very same location where the Charter was established in 1653 that New Yorkers celebrated Independence on July 9, 1776, the day the Declaration of Independence reached New York from Philadelphia.

That is why it is so logical that the Council be the focus of attention, and that the Council lead the effort to Celebrate the 350th Anniversary of the Birth of the City

of New York, rather than the mayor. The Mayor and the Council are the two co-equal branches of our city's government, but it is the Council, which predates the office of the mayor, that will celebrate its 350th year on February 2, 2003. The day our city was founded is the day the Council was founded. Each is synonymous with the other, and that is the basis for these proposals presented today, both in concept and outline.

New Amsterdam as it appeared about 1653 in this early map. The large structure with the pointed corners is Fort Amsterdam. The large open space to its left Bowling Green, which becomes Broadway and continues north. The line toward the right edge of the map going north - south from river to river is the Wall where the city ends. Around the edges of the map lightly drawn is later landfill that became part of Lower Manhattan

THE PROGRAM

2003 may present one of the most unique opportunities in the 350-year history of our city to renew and reinvigorate our city for New Yorkers themselves, and for people all over the world, by an imaginative program, that will bring to life the fact of the City of New York's singular importance in the evolution of urban life and self-government. 2003 can be the very attractive symbol of our rebirth once again after 9/11/01. This program will reestablish an appreciation of the City of New York Council as the government body that best carries with it the meaning of self government in its 350 years of uninterrupted continuous existence.

The opportunity to achieve these goals lies within the power of the Speaker and the Council to enthusiastically embrace their 350th Birthday and proclaim its importance in a series of events and projects, on which it gives it's Blessing and fully participates. Myself and a Committee I am forming can be charged with implementing those aspects of the Celebration generally agreed to, and working with the Speaker and the Council in whatever way Speaker Miller thinks is best.

The main purpose of this report is to outline a unified view of a series of realistic initiatives with citywide content and an historic focus within our City, as it existed back in 1653. Please note these are a series of well-integrated proposals built around the concept of celebrating the 350th Anniversary, each can certainly be modified, even eliminated in favor of others. And while I have concentrated here on the more transitory aspects of the Celebration, it is my hope and intent that more substantial projects, which may exist long after 2003 ends, will become enduring elements of our 350th Birthday. Those will be detailed in later reports,

and such programs might best be announced beginning February 2, 2003, as noted below.

COUNTDOWN TO THE CELEBRATION

I have been working to find the right location and visible project to be the very first event in the series, and to occur just prior to the Anniversary Year. Having worked with the Bowling Green Association in the past, and the fact that Bowling Green is the site of the founding of the original colony in 1625 and the city in 1653, it is the natural choice to announce the 350th. Bowling Green has a 17-year tradition of erecting either the tallest or second tallest Christmas tree in our city each year. With their full support, and the chairman of the Association, a very supportive advisor to myself and this project, we have agreed to dedicate this year's towering tree to the 350th Birthday of New York City and if this plan is realized adorning the tree with 350 special ornaments, placing the City flag at the pinnacle of the tree at the Lighting Ceremony, placing 51 smaller trees within Bowling Green Park symbolizing our City's 51 Council districts, and reflecting the growth of our city over these 350 year. And finally planning a very special Lighting Ceremony early in December that will be presented at the start of the countdown to February 2, 2003 and the entire Anniversary Year.

Photo from site of Fort Amsterdam, where the Charter was presented to the local citizens on February 2, 1653, now the United States Custom House at Bowling Green, looking north to the large space that had been in front of the fort which became Bowling Green Park. and from there the original stretch of Broadway north toward Wall Street and beyond.

PROCLAIMING THE 350TH

I have attached a draft for a Council resolution which I hope Speaker Miller and the entire Council might unanimously endorse, and clearly and officially announcing that the Council created February 2, 1653, is the one and only body that should make such an Official Declaration, and place itself at the center of the Celebration. Such a Resolution ceremoniously signed by each and every Council member led by Speaker Miller can and should become a priceless artifact and legacy of the 350th Anniversary, to be proudly displayed in the Council Chambers for all time as a reminder to future generations of Council Members of historic significance of the Council in which they will serve in future years. And to insure that the Council, every February 2nd from now forward remember this date each year, and that every 25 and 50 years hence that special celebrations be organized.

This is the exact site of Fort Amsterdam where the small colony became America's first city with its own Charter of self government, and its own governing body, the Council, on February 2, 1653.

FEBRUARY 2, 2003

The day itself, Sunday, February 2, 2003, is the defining point for this Celebration. The exact date 350 years ago in the exact location inside Fort Amsterdam, now the Alexander Hamilton United States Custom House at Bowling Green provides the unparalleled opportunity to focus the attention of the city, the nation, even the world on New York City, and 350 years of continuous self government, a distinction that cannot be proclaimed by any other place in America. Every other town, village, city, state and our very nation, must date the genesis of their own self-government and their own governing body to what took place here inside Fort Amsterdam on February 2, 1653, and the Council created there that very day.

Council Speaker Gifford Miller and the entire Council, along with Mayor Bloomberg, if he is agreeable, should all join in a celebratory event at the Custom House at Bowling Green, a Gala that will feature various special elements, and quite possibly the entire Council, each Member signing the Resolution Declaring the 350th Anniversary for the entire year of 2003 beginning that very day February 2, 2003.

350 SPECIAL NEW YORKERS

One very attractive way to symbolize our 350th Birthday and to clearly make it a Citywide celebration can be to name 350 outstanding New Yorkers representing every one of the 51 Council districts and every one of the many ethnic groups that make up our city. Introducing 350 special individuals on February 2, 2003, at the United States Custom House during a Gala celebration could prove a very attractive concept, with each Council Member nominating equal numbers of New Yorkers from within their own district.

MARCH 13, 2003

350TH ANNIVERSARY OF WALL STREET

Depiction of the famous Wall as it would have appeared from the river's edge and the crossing entire island east to west

After the Council was created on February 2, 1653, the seven member original Council, in its first significant action less than six weeks later on March 13, 1653, made a truly historic decision, that established its historic credibility for all time.

That fateful day the Council meeting with Director General Pieter Stuyvesant did agree to construct a Wall at the northern edge of the new City from river to river. That Wall was destined to become over the next 350 years the most famous street in all of human history, and one of the truly defining aspects of our city, that will live on for as long as human history, Wall Street.

Thursday, March 13, 2003, provides another extraordinary opportunity for the city and the Council to highlight the power of the 350th Birthday of New York City in our creating an event or events right on Wall Street that day and to highlight the City of New York as the business capital of the world. The United States Congress met at Federal Hall in a ceremonial session early last September, and followed with a grand luncheon right on Wall Street, at The Regent Wall Street. I am recommending that we duplicate that well received format by the Council convening a Ceremonial Session at Federal Hall on Thursday, March 13, 2002, the exact 350th Anniversary of the very day the Council approved construction of the Wall that became Wall Street. That was very first significant act of self-government in America.

I recommend that following that session we organize a luncheon, dinner or reception at The Wall Street Regent Grand Ballroom, before a large audience to celebrate 350 years of business in the City of New York and its status as the business capital of the world today and tomorrow, with Speaker Miller delivering the Keynote Address and standing arm in arm with the entire Council. Mayor Bloomberg, various other elected officials, and business leaders from throughout New York City.

Maybe the greatest Parade in the City's New York City's history took place in 1788 when New Yorkers celebrated the ratification of the Constitution by honoring Alexander Hamilton for his leadership. The scene above is the focal point that was centered at the Fort, on the left, and Bowling Green, right.

MAY 4, 2003

May 4, 1626, marks the actual day that the first Governor General Peter Minuit arrived at what would become Bowling Green, to officially make what had been a very tiny unorganized trading post into an actual colony, having been ordered to do so the previous year 1625 in Amsterdam by the Dutch West India Company. There is a direct line from Peter Minuit's arrival here, and his early success, that led to one of his predecessors Peter Stuyvesant and the Dutch West India Company 28 years later incorporating this growing colony of 800

inhabitants representing 18 nationalities into the City of New Amsterdam with its own governing Council.

July 4, 2003, right in the midst of summer, would be a perfect opportunity as part of the 350th Anniversary Year to invite community, ethnic and school groups from within the City of New York and others from beyond our city, to Parade up Broadway from the site of Fort Amsterdam, and past City Hall, in a triumphant celebration of 350 years of our growth and diversity inviting everyone to come out that day to cheer on the marchers and this tribute to our 350th Birthday. Such a parade would be the very first up Lower Broadway since before 9/11/01 and be a very useful message about the return of Lower Manhattan.

NEW YORK CITY'S JULY 4TH CELEBRATION 350TH BIRTHDAY PARADE

The Parade itself could be segmented into 51 distinct groupings, one representing each Council District, and each segment led by the Council Member from that district, once again highlighting the fact of 2003 being the 350th Birthday of the City of New York Council. Weaving the theme of the 350th Birthday of the City of New York into this festive day of patriotic celebration throughout our city July 4th is another obvious means of projecting the importance of the Anniversary. We can dedicate the big fireworks display in honor of the Birthday of the City of New York.

SUMMER LONG EVENTS

Encouraging individual communities and Council Members to make the 350th the basis for various events in their districts and working with the 350th Birthday Committee to facilitate these activities.

CITY SCHOOLS

Throughout the school year that takes place during 2003, both the Spring and Fall semesters, principals and teachers should be asked to give special attention to the history of the City of New York and the importance of February 2, 1653, and the events surrounding the City's first charter and the creation of the Council.

CONCLUSION OF 350TH BIRTHDAY YEAR

Late in the year next year official activities to bring the Celebration to a formal conclusion that could include a conference or hearings on the " next 50 years " hosted by the Council, a report summarizing the last 350 years of the city and looking toward the future. A closing Gala at which all those who participated actively in the 350th Anniversary Year can be acknowledged and thanked, and with Special Awards presented.

As noted earlier in the report initiatives that have an ongoing life after 2003 undertaken in honor of the 350th Birthday of the City of New York would be a fitting way to remember and gain value for our City, all its citizens and especially our young people. In a later report I will outline some possible projects with a long term potential, and a mechanism to develop others for review and consideration.

350TH BIRTHDAY WEBSITE

In the 21st century unlike when New York City celebrated its 300th Birthday in 1953, or even less 350 years ago, now electronic technology can be a tremendous asset for celebrating and announcing throughout the year all the elements of the 350th Birthday. Rather than an independent Website some consideration should be given to making the City Council's own Website the "home" of the 350th Birthday's Web based information center. Doing so would bring many more individuals to the Council Website where they can also learn about the activities and members of the Council.

350TH ANNIVERSARY MEDALLION

While much outlined here can be accomplished with limited resources, and certainly without direct financial assistance from the Council, still an obvious fund raising mechanism that will enhance the Celebration seems attractive. With the Blessing and a design approved by the Council, a limited edition of 3500 or possibly 35,000 one ounce silver 350th Anniversary medallions, could become the primary funding source that allows a variety of activities to be underwritten from the proceeds, thereby creating an item that will be valued and also reflect the 350th Celebration in 2003 far into the future.

THE ROLE OF THE SPEAKER AND THE COUNCIL

In presenting a multifaceted concept for celebrating the very significant 350th anniversary and birthday of both the City and the Council, I believe the Council and the Speaker should play a very important symbolic role, and a more active role if the Speaker and the Council feel they should. That is for the Council to decide and why I have prepared this extensive report. I do know that as an

organizer for what might take place simply the acknowledgment of the worthwhile nature of these activities, and a willingness for the Council to participate at various events, as you see fit, will tremendously enhance the ability of myself and my supporters on this project to gather the resources that will be required for certain aspects of the project.

THE ROLE OF THE MAYOR

I have made a conscious decision beginning with my contacts to Councilman Jackson and Councilman Perkins, and through them to you, to concentrate my energy in bringing this matter to the Council and the Speaker. For one very simple reason February 2, 2003, is the birthday of the city and the Council, not the city and the mayor. Our city had no powerful local city leader, a mayor, until 20 years after the creation of the Council. Until then, and under British rule later, the Dutch and their Governor General remained the final authority. Furthermore I hope that the Council will see the advantages in taking the lead in such an important celebration as opposed to the normal situation in which the Mayor takes the lead and the Council has a tangential or even no participation. I believe the Council and the Speaker should ask the Mayor to join with them in celebrating 350 years as the Council and the Speaker see fit as the Council of the City of New York is the first and longest serving government body providing local self government anywhere in America.

FINAL WORDS

My hope as the individual who has embraced the City of New York's 350th for almost a decade now, and those who support these efforts, that in the wake of 9/11/01 and for our city's future that the 350th Birthday of our great city and its Council, and all that both have meant to the emergence of these united colonies and our throwing off tyranny in favor of self-government, and as a result these United States becoming the beacon for the entire world community, and the City of New York the greatest city the world has ever seen, that the 350th Birthday Year and that February 2, 2003, most of all, will bring us all together to appreciate who we are and from where we came and most of all to convince us of our even more promising future. Speaker Miller and the entire City Council, in my view, by their show of support and pride in its own history, can and I hope will be the foundation upon which much can be accomplished this 350th year of our existence, our growth, our hope, our promise, so help us God, and all of us who call ourselves New Yorkers.

Roland Rogers
November 12, 2002

END OF REPORT

ATTACHMENT

NEW YORK CITY COUNCIL
350TH ANNIVERSARY
RESOLUTION
(DRAFT)

Whereas, the City of New York, first known as New Amsterdam, has its very roots in its charter of self government, which enumerated the rights and the responsibilities of the citizens of this city, and became our foundation for diversity and inclusion, uniting the citizens of our young city who came here from many lands, becoming the first such municipal charter in the American colonies, which would later become the United States of America, and

Whereas, the said charter of self government, did also create our great city's first government, then known as the Burgomasters and Schepens, today the City Council, and thus becoming the first municipal government body in American history, and today being the longest continuously serving local municipal government in America, and

Whereas, as its first notable act, the said Council, just weeks after its creation, on March 13, 1653, did order a wall be built to protect the young city at its northern extremity, did thereby bring into existence what would become the world's most famous street Wall Street, and

Whereas, one year after the treacherous attacks of September 11, 2001, upon our city, and our need and our desire, to rebuild once again, in this first and oldest self governing city in these United States, with the first municipal government in the land, and a most notable first act of self government, our roots are a powerful message regarding the indomitable spirit and the unquenchable vitality of the citizens of the City of New York to rebuild and grow again and again over these many years, that now is a pivotal time for the entire world to learn of our rich 350 year history, and

Whereas, February 2, 2003, is the 350th anniversary of America's first charter of self government, and the creation of the first municipal government body, and further as its first significant act soon thereafter on March 13, 1653, did undertake

the building of what was destined to become the world's most famous street Wall Street, where George Washington was Inaugurated our first President, and where the first Capitol of the United States stood, and where the Bill of Rights was drafted and ratified, and where the home of capitalism and what is now the New York Stock Exchange has stood since its formation more than 200 years ago,

For these reasons and so many more that spring from these Beginnings,

Be it resolved, that the Council of the City of New York, declares all of 2003, to be New York City's 350th Birthday, and that February 2, 2003, to be a very special day of celebration, pomp and circumstance, throughout the entire City of New York, and that for the entire year that follows this date that many events be held in each of our five boroughs, and our hundreds of individual neighborhoods, to celebrate, to educate, to remember that which took place and began February 2, 1653, at the southern tip of Manhattan Island, and thereby to further promote diversity and inclusion as our city's finest message, and

Be it further resolved, that the Council of the City of New York, recognizes and honors Roland Rogers, citizen of Harlem, in the City of New York, for his singular devotion to bringing the 350th anniversary of New York City's birth to the attention of the Council and the City, and for his efforts for a number of years, undaunted by rejection and disinterest, to mount various events in expectation of the 350th anniversary, and to be the tireless messenger for this most important milestone in our city's history, and

Be it further resolved, that the Council of the City of New York does this day appoint Roland Rogers to officially lead the Council's own participation and programs in celebration of the 350th Birthday of our great City,

As Agreed to this Day by the Members of the City Council of New York

Roland Rogers: Harlem's mayoral hopeful

By **HERB BOYD**

Special to the AmNews

With a few more volunteers, a major endorsement or two, a little more media exposure and lots more money, Roland Rogers feels that he can trump the other contestants in the upcoming Democratic primaries for mayor in September. "If I can raise about \$50,000 more, I think I can beat Bill Thompson," Rogers said in a recent interview, referring to the city's comptroller, the presumed front-runner.

Rogers, 62, a native of Buffalo and currently residing on Sugar Hill, believes that the additional funds in his war chest can turn the trick. "It will take about \$200,000 to win the primary," he said, "and I think I have the team to make that a reality."

That reality, by any stretch of the imagination, is a long shot, but it's hard to dismiss someone as politically astute and savvy as Rogers. Listening to his analysis of the current educational, economic and leadership crisis in the city is to hear a fledgling candidate with his feet on the ground, though his head may be in the clouds.

"My No.-1 concern is jobs and small business empowerment," Rogers said during a gathering at his home, where he lives with the mother of their very active toddler. "Small businesses are the lifeblood of a city; they are inextricably linked to the success of the city." And to revitalizing the depressed local community, he added.

Tick off the local and

national issues troubling our nation and Rogers has quick and thoughtful responses, indicative of an entrepreneur who has traveled widely and paid close attention to international affairs and global politics. Some of his resume was introduced to New Yorkers in 1997 when he appeared on the citywide ballot for mayor.

It was a daunting, unsuccessful bid, but it earned him broad recognition and strategically placed him to initiate a number of prosperous endeavors, including serving as president and chairman of the City of New York's 350th anniversary committee. Rogers is steeped in New York's history, almost as much as his profound knowledge of sports. "I have an extensive archive of Black sports memorabilia," he said without boasting. That collection gives him all the ballast he needs as founder and head of BlackAthlete Sports Network in the U.S. and the Sports Journal in China. Sports buffs should know that Rogers starred as a guard on a high school team that included NBA great Bob Lanier.

But these enterprises, activities and memories appear to be on the backburner at the moment as he revs up his campaign, and it begs the question of where the funds will come from. "This will be based on small subscriptions to what I envision as the Heritage Enterprise Fund," he explained. "It's a collective approach—one that increases everybody's sense

of ownership. It also connects to my notion of empowering small businesses and I hope it will encourage the city's banks to provide matching funds."

Healthcare, crime and education are other top issues on Rogers' agenda. "I will emphasize literacy and mathematics programs in elementary and secondary schools," he said. "My plans also include a role for parents, who are critical in the child's overall development."

Why anyone would want to be mayor of New York City when the economic downturn seems without a bottom is something Rogers believes he is especially prepared for. "My being elected mayor of the City of New York will offer the kind of leadership necessary to inspire New Yorkers and foster a new spirit to move forward and succeed," he has said on a number of occasions.

If a long shot such as Rogers can attain the highest office in one of the largest cities in the world, then it would truly be an inspirational narrative, providing hope for all at the bottom of the social and economic ladder.

Does Rogers really have a chance, even if he overcomes the challenge presented by Bill Thompson? Well, who knows? So much depends on his ability to connect with the masses and fire the dreams of underdogs, and one look at the logo on his impressive stationery and press kit that resembles the emblem which sits atop a Rolls-Royce, for a moment, you gotta believe.