

ATTN Municipal Affairs / Arts Desk
April 22nd 2009 – Toronto, ON



'Tax billboards for Art,' Say Hundreds of Artists and Activists Set to Rally at Toronto City Hall on May 5

On May 5th as part of International Youth Week, hundreds of young artists and organizers will rally at City Hall and discuss the BeautifulCity.ca campaign. Going to Executive Committee on June 2nd and City Council for decision in early July, this city building initiative would see the proceeds from the currently proposed billboard charge dedicated to art in the public sphere and enforcement of the City of Toronto's signage laws.

Once implemented, it would mean a historic increase to Toronto's arts budget: enough to more than double the numbers of artists receiving individual grants or, to fund hundreds of new arts projects across the city -- effectively turning every day into a vibrant arts festival!

The BeautifulCity.ca proposal will also help spur the economy. A Council for Business and the Arts study in 2006 stated that "for every 1 dollar of public arts funding in a regional economy, 8 are generated." However, in 2008, the Martin Prosperity Institute found that "the fact that average cities around the country have expanded their cultural expenditures by more than 4 times as much as the City of Toronto has put Toronto on the low end of competitive growth."

The proposal also emphasizes funding the work of talented young artists who live in Toronto's most impoverished communities. This will not only make Toronto a more fair and reflective city -- but also healthier. According to a report from the University of Pennsylvania "Low income neighbourhoods with higher cultural participation are four times more likely than average to have low delinquency rates. Neighbourhoods with an active arts scene are nearly three times more likely to see their poverty rates decline and their population increase."

BeautifulCity.ca is endorsed by 40 organizations, 1400 signatories and backed by multiple Councillors. Environics found that 7/10 Toronto voters support "a tax on billboards with the funds going to public art," making the proposal the most popular tax measure a government could implement.

Presented by Manifesto, Youth Action Network, Toronto Youth Cabinet, Canadian Youth Arts Network and the BeautifulCity.ca Alliance, a video of the last Town Hall can be viewed via the following link:
<http://www.themanifesto.ca/townhall2008/ManifestoCyanMeeting.mov>

Please see the invite on the following page.

Event details

Toronto City Hall
Committee Room 2 (second floor)
May 5, 2009
6:30-9:30PM

Register with

Julia Che
Agents of Change
julia@beautifulcity.ca
416 928 1978

Julia Che

Agents of Change
julia@beautifulcity.ca
416 928 1978

Beautifulcity.ca Alliance

411 Initiative for Change
ACS Student Union
Artreach
Artsvote
Canadian Youth Arts Network
CARFAC Ontario
Centre for Integral Economics
Dandyhorse Magazine
Earwaks.com
Grassroots Youth Collaborative
Fire, Air & Theory
Illegalsigns.ca
Kate Henderson Intellectual Property & Trademark
Lakeshore Arts
Lotus Leaf Communications
Manifesto Community Projects
Mural Routes
nataliagrosner.com
OpenCity Projects
PressPause
Regent Park Focus Youth Media Arts Centre
Rhythmicru
Ryerson Student's Union
Schools without Borders
Sketch
Spacing Magazine
Style in Progress
TakingItGlobal
The Remix Project
The Gladstone Hotel
The Faculty Of them.ca
Toronto Arts Council Foundation
Toronto Cyclists Union
Toronto Youth Cabinet
U of T Student Union
Urban Arts
Youth Action Network



TOWN
HALL!



Beautiful City.ca



BILLBOARD
FEE

As part of International Youth Week
you are invited to the Beautifulcity.ca Town Hall.

Tuesday
May 5th

Toronto City Hall
Committee Room 2
6:30-9:00pm

Come find out how you can be a part of historical change in the city. Discussion will focus on how to implement a charge on billboards to fund art in the public sphere – with a priority on marginalized communities and youth art. Topics also include policy recommendations for the city defining enforcement of graffiti art. Suggest possible agenda items regarding youth, art and public space for consideration at the facebook event page (search for: 'Beautifulcity.ca') or go to: <http://www.facebook.com/event.php?eid=70651528738&ref=ts>

Presented by Manifesto Community Projects, the Toronto Youth Cabinet, Youth Action Network, Canadian Youth Arts Network and the BCBF (Beautiful City Billboard Fee) Alliance.

Sign the petition and learn more at beautifulcity.ca

Make Your Voice Heard!

MANIFESTO

