

The **Beautiful City Billboard Fee (BCBF)** proposes that billboard companies pay an annual fee with the proceeds used to commission public art. The objectives of the BCBF are:

- 1) **urban beautification**
- 2) **employment for artists;**
- 3) **diversifying access to visual communication** in, and thus promoting community ownership of, public spaces. The estimated \$6 000 000 in yearly revenue will be collected via the new billboard bylaw and distributed through a partnership between arts councils and local community centres. According to a Pollara public opinion poll, only 11% of Canadians are against such a fee ($\pm 2.2\%$, 19/20).

Dear Mayor Miller:

I support the BCBF as described above and urge you to incorporate it into your plans for making Toronto a more beautiful and humane city.

Yours,

X

For more information please visit <http://bcbf.them.ca>

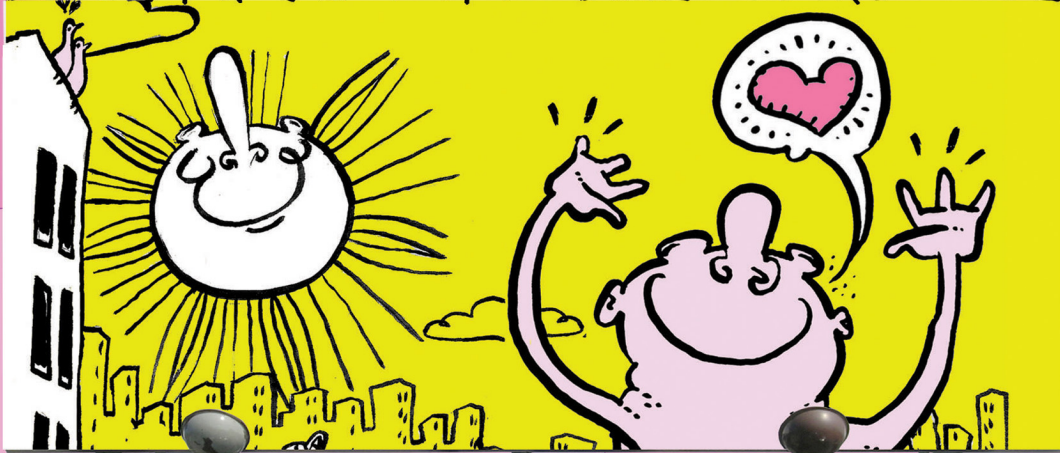
affix postage here
or drop off
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TO:

Office of the Mayor
Toronto City Hall, 2nd Floor,
100 Queen St. West,
Toronto ON
M5H 2N2
CANADA

From: _____

BEAUTIFUL CITY BILLBOARD FEE



supported by:
