

# BEAUTIFULCITY.CA PETITION



**Beautifulcity.ca proposes a charge paid by billboard advertisers through an annual license fee. Revenue would be dedicated to art in the public sphere (e.g. public art, murals, sculptures, free festivals, outdoor performances, etc.) as well as enforcement of the new billboard bylaw.**

A priority would be placed on funding marginalized communities and youth art and distributed through arms-length or peer jury processes. Specific objectives of Beautifulcity.ca (BCBF Policy) include: (1) Urban beautification & employment for artists. (2) More funding for tracking & policing billboard advertisers. (3) Helping move Toronto towards a pedestrian focused aesthetic. (4) Promoting community ownership of public space, and (5) diversifying access to public communication.

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PLEASE DO NOT SIGN THIS PETITION IF YOU HAVE ALREADY SIGNED THE ONLINE VERSION -- MORE INFO AT: [WWW.BEAUTIFULCITY.CA](http://WWW.BEAUTIFULCITY.CA)

**PETITION FOR A CHARGE ON BILLBOARDS WITH THE FUNDS GOING TO  
ART IN THE PUBLIC SPHERE**



| <b>NAME (FIRST, LAST)</b> | <b>ST #</b> | <b>STREET ADDRESS OR<br/>COUNCILLOR NAME</b> | <b>SIGNATURE</b> | <b>EMAIL</b> |
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| <b>NOTES / COLLECTION DATE &amp; LOCATION / CIRCULATED BY:</b><br><br><b>Mail Completed to:</b><br>Attn: Mel and JJ, Beautifulcity.ca<br>358 Dufferin, Unit 109<br>Toronto, ON M6K 1Z8<br>letsdothis@beautifulcity.ca<br>647.723.2522 (ext. 229) |      |                                      |           |       |