



cut on grey / outside line

Dear Councillor _____
Councillor's Name

The BCBF would see a minimum of six million dollars gathered from an annual license fee. Paid by billboard advertisers, revenue would be directed though the Toronto Arts Council into public art -- with a priority put on marginalized communities and youth art. According to a Pollara poll, only 15% of Torontonians are against such a fee.

Objectives of the Beautiful City Billboard Fee include:

- Urban beautification & employment for artists
- More funding for tracking & policing billboard advertisers
- Helping move Toronto towards a pedestrian focused aesthetic
- Promoting community ownership of public spaces
- Diversifying access to public communication

As a resident of your ward and potential voter I urge you to support this critical quality of life issue. Thank you for making Toronto a more humane and beautiful city.

signature

Name: _____

Address: _____

Email: _____

Add to the BCBF supporters list?

FIND YOUR COUNCILLORS NAME & MORE INFO AT: <http://bcbf.them.ca>

Affix postage here or drop off in person

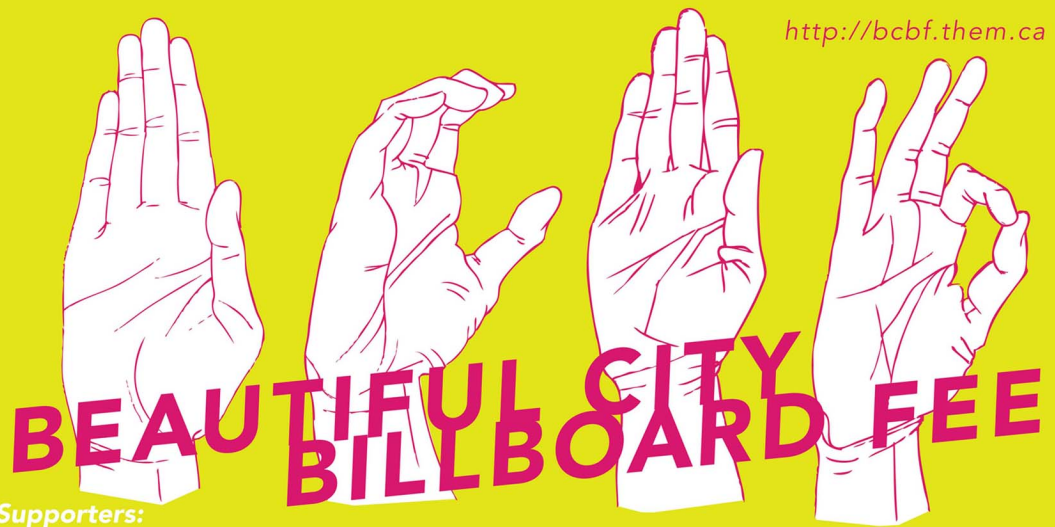
MAIL TO:

Councillor's Last Name

**BOX #510
422 Parliament St.
Toronto ON, Canada,
M5A 3A0 ***

** Please note: your information will not be shared with any third-party besides your Councillor. We respect your privacy and commitment and accordingly, will not share your information among the alliance members. Once your postcard is received at our mailbox we will present it to the respective Councillor.*

fold here and glue on reverse



Supporters:

411 Initiative for Change
Arts & Contemporary
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Artsvote
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Economics
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Style in Progress
The Remix Project

The Gladstone Hotel
The Faculty Of
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Toronto Arts Council
Foundation
Toronto Youth Cabinet
UrbanArts
Youth Action Network

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Total activity time: 30 to 130 seconds + postage

thank you for your time and support
the bcbf alliance