

Creative Capital Gains: Arts and Culture Funding Update (Implementation Action 9)

APPENDIX 8: BeautifulCity.ca Mandate and Use of the BTax Revenue



BEAUTIFULCITY.CA MANDATE & USE OF THE BTAX REVENUE

*Beautiful
City.ca*





WORKING DOCUMENT



Please send critiques and ideas to: feedback@beautifulcity.ca

TABLE OF CONTENTS:

Core Recommendations	01
Background Summary	02
BeautifulCity.ca Mandate & Vision	03
Suggested Guidelines	04
Self-Assessment Tool	05
Sector-wide Recommendations	06
Funding Recommendations	07

NOTES, QUOTES AND RESOURCES IN SUPPORT OF:

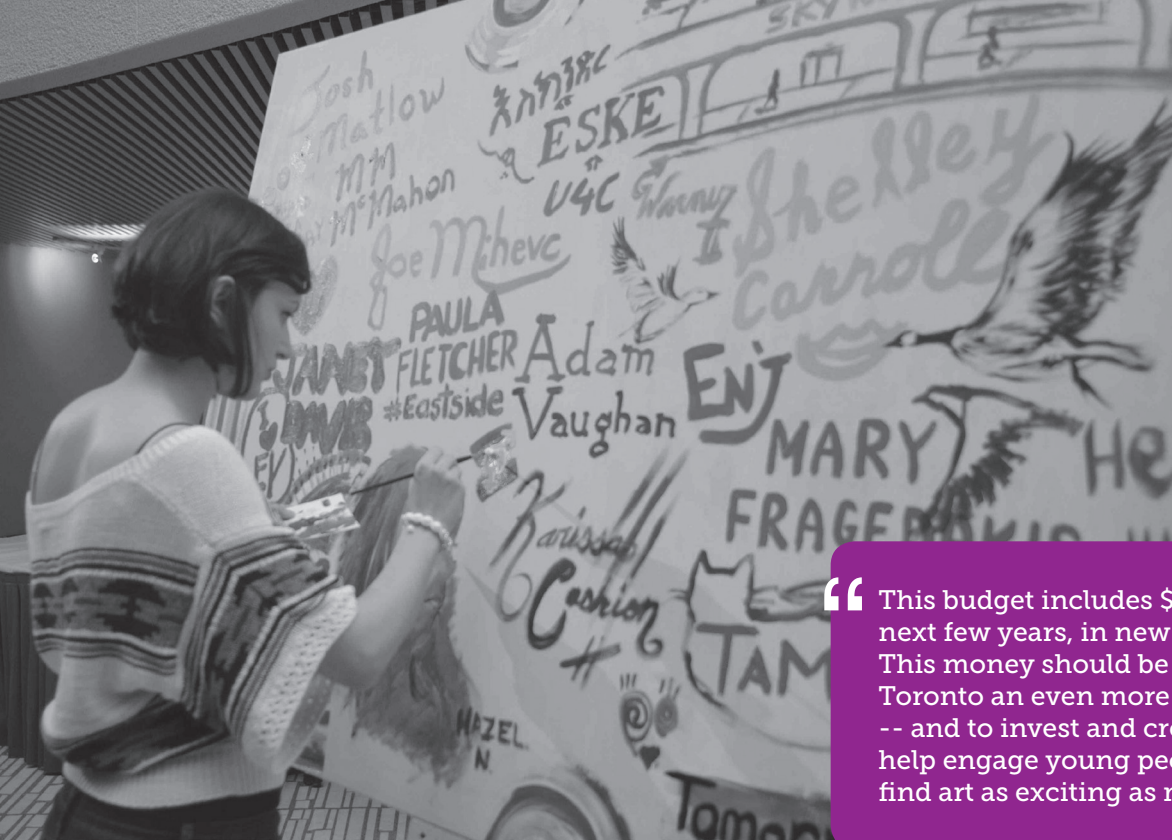
a) Building the capacity of young adults, youth & children	09
b) Creating ownership of vibrant & healthy public spaces	11
c) Celebrating diverse voices & art programs across Toronto	13
d) Supporting Toronto's living & practicing artists	14

WATCH THE VIDEO



vimeo.com/56199788





“ This budget includes \$22.5 million, over the next few years, in new funding for the Arts. This money should be used to help make Toronto an even more attractive place to live -- and to invest and create jobs. It should also help engage young people across the City who find art as exciting as many kids find sports.

Mayor Rob Ford, 2013

CORE RECOMMENDATIONS

New funding from the grants envelope (TAC, Majors, LASOS) / Art Reserve be focused on meeting the following objectives:

- 1. Celebrate diverse voices and activate art programs across Toronto.**
- 2. Create and build ownership of vibrant and healthy public spaces.**
- 3. Support Toronto's living and practicing artists.**
- 4. Build the capacity of young adults, youth and children.**

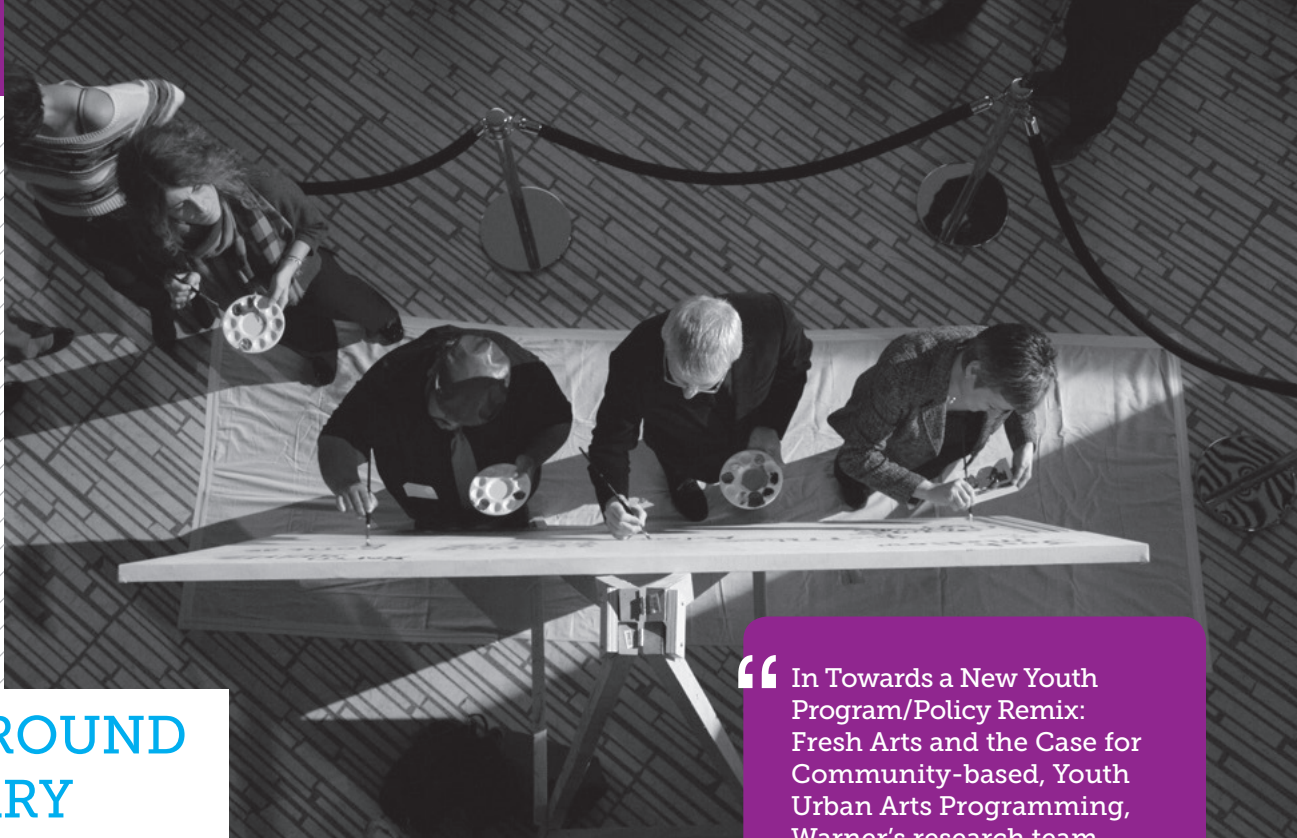
Additionally it is recommended that:

- Arms-length peer reviewed processes such as the TAC should be used wherever possible to prevent billboard incentives from developing within the City, guard

freedom of expression, keep overhead low and ensure creative excellence.

- Continued consideration at the TAC should be given to ensuring that total distribution is equitable across the disciplines supported and the diversity and location of applicants.
- The TAC create a new Art in Public Spaces Program with a focus on diverse voices and emerging artists.
- A City-level, paid citizen advisory is established to help guide the disbursement process and enable full participation.
- Ongoing vigilance is applied in ensuring the Signs Unit at the City is fully funded and able to enforce the sign bylaw.





BACKGROUND SUMMARY

- After 12 years of work, the billboard tax (Third Party Sign Tax / TPST / Btax) has been invested into the arts.
- The motion that passed Executive and Council (2013.EX27.1) states that the "Culture Division work with the Creative Capital Advisory Committee and representatives from BeautifulCity.ca in the development of a 4 year implementation plan."
- The objective of the document is to clearly communicate the mandate of BeautifulCity.ca and how it could relate to distributing the billboard tax revenue.
- \$22.5 Million has been placed in an art reserve established for the purpose of bringing the per-capita investment in the arts up to \$25 per person in 4 years.
- Based on an additional \$10 million a year in annual billboard tax revenue added to the reserve, no additional funds from the tax base will be necessary until 2017/18. [Alternative plans exist that may create less resistance in the finance dept].
- This document is a working draft and should be discussed and added to at a town hall.
- Sixty plus organizations make up the BeautifulCity.ca Alliance, other organizations that played a key role in securing the tax and/or investing it into art include Friends of the Arts, The Youth Arts Walk Coalition, Toronto Alliance for the Performing Arts, and the Toronto Arts Coalition.

“ In Towards a New Youth Program/Policy Remix: Fresh Arts and the Case for Community-based, Youth Urban Arts Programming, Warner’s research team conducted interviews with program participants in the Fresh Arts program that ran in the GTA from 1992 to 1997. Kardinal Offishall, a successful Canadian hip hop artist, attributes much of his success to the personal and professional skill set he developed as a program participant... I learned how to make music while in the Fresh Arts program...all the things that artists might have to pay a lot of money for people to do, we learned how to be self sufficient and how to be independent and...that is how my whole career got started on a major level. (Warner 2006: 17)

Focus on Youth:
Canadian Youth Arts
Programming and Policy,
2007, Culturescope.ca
<http://tinyurl.com/fyiartreach>





“ Young artists of Toronto deserve a lot of credit for changing the way this City funds the arts. Now it's only fair and right to invest the new resources in young artists and to continue Toronto's role as a magnet for creative people from around the world to come to pursue a career in the arts.

Councillor Adam
Vaughan, 2013

ORIGINAL BEAUTIFULCITY.CA MANDATE & VISION

The Beautiful City Billboard Fee (BCBF) would see a charge paid by billboard advertisers through an annual license fee. Revenue would be dedicated to bylaw enforcement and art in the public sphere. A priority would be placed on funding marginalized communities and youth art and distributed through arms-length or peer jury processes. Specific objectives include:

- Urban beautification and employment for artists
- More funding for tracking and policing billboard advertisers
- Helping move Toronto towards a pedestrian focused aesthetic [i.e. pedestrian friendly, walkable, human-focused spaces.]
- Promoting community ownership of public spaces
- Diversifying access to creative expression in public spaces.

This mandate and original vision should be considered as:

- Central to the longevity and resilience of the BeautifulCity.ca movement and why a wide variety of communities repeatedly rallied around this cause.
- Key in how the TPST (Third Party Sign Tax) and arts increase was communicated to the public by two Mayors, Council, Deputy City Manager, and Staff in press releases, public consultations etc.

- Forming the justification used in four independent public opinion polls.
- Creating a set of rational principles and arguments around why the tax was needed and why it should go to art. (E.g. The failure of billboards to support significant cultural content like other forms of advertising, the damage caused by billboards, the need to support a balance of expression in public spaces that is more reflective of Toronto, etc.)
- Helping move the political conversation from 'special interests with cap in hand' -- to a more outwards facing: 'what the arts can do for the city and all citizens.'
- Necessary in maintaining balance: the Sign Unit at the City of Toronto has lost three of the positions it needs to fully enforce the bylaw and collect the sign levy.
- Referring to the term 'art in public spaces' or 'art the public sphere' as not limited to static sculptural works (public art) but can be more fully considered as inclusive of free festivals, installations, public performances, creative interventions, murals, free entrance... etc.

» [Original BeautifulCity.ca Guiding Doc. 2001-2009](#)





“ We recommend that the City ensure access and opportunity for cultural participation to all citizens regardless of age, ethnicity, ability, sexual orientation, geography, or socio-economic status.

Creative Capital Gains, Recommendation 2, <http://www.toronto.ca/culture/pdf/creativecapital-gains-report-august9.pdf>

SUGGESTED GUIDELINES

Core Objectives:

The central vision expressed in the original mandate of BeautifulCity.ca can be distilled and updated into the following form:

1. Celebrate diverse voices and activate art programs across Toronto
2. Create and build ownership of vibrant & healthy public spaces
3. Support Toronto's living and practicing artists
4. Build the capacity of young people.

Expected Use:

On the following page are the core objectives translated to prospective criteria. The primary function of the guidelines is to develop a working set of questions organizations and individuals can use when wishing to create programming that is coherent with the vision of BeautifulCity.ca. A secondary function could be to augment existing funding processes at the City and Toronto Arts Council.

Limitations:

- Please note that not all projects can or need to satisfy all the criteria listed in order to be coherent with BeautifulCity.ca values. At present one only has answer affirmative to 2/3rds of the criteria to achieve the result of 'excellent.'
- Not all projects that are excellent pieces of programming in themselves will fit this prescribed criteria. Certain kinds of projects such as access to studio spaces, large institutions or capital projects etc. may not be well served by these guidelines (but should still look to the four core objectives for guidance in using the funds.)
- Original and innovative art projects by their nature defy categorization and will require an evolving criteria to be accurately assessed.



SELF-ASSESSMENT TOOL "DOES THE PROJECT..."

Directions: (1) For each yes, please check the box on the right next to each criteria. (2) Add up the noted points [+1, +2] (3) See the bottom line for a self-assessment score (4) Please see previous page for limitations and send feedback to feedback@beautifulcity.ca	Points	✓
1. CELEBRATE DIVERSE VOICES AND ACTIVATE ART PROGRAMS ACROSS TORONTO?		
• Is the lead artist(s) a racialized individual or resident of an under served community?	2	
• Does it enhance, expand on or partner with existing, local arts initiatives in under served communities?	1	
• Does it create platforms that engage and bring attention to diverse voices and perspectives?	1	
• Does it exist as a smaller arts organization (under 350K in annual revenue)?	1	
2. CREATE AND BUILD OWNERSHIP OF VIBRANT & HEALTHY PUBLIC SPACES?		
• Does it celebrate the city by enhancing public spaces with free and accessible programming?	2	
• Are the lead practitioners experienced in doing art projects in public spaces and involving the public in the creation?	1	
• Does it help to create healthy, human-focused spaces?	1	
• <i>Add your own criteria point here and send to feedback@beautifulcity.ca</i>	1	
3. SUPPORT TORONTO'S LIVING AND PRACTICING ARTISTS?		
• Does it have at least half of total expenditures going to artist fees?	2	
• Is it exceeding minimum industry standard artist fees (CARFAC etc.)?	1	
• Does it primarily feature Canadian or International art and artists? (Over 75% of funds to artists going GTA residents.)	1	
• <i>Add your own criteria point here and send to feedback@beautifulcity.ca</i>	1	
4. BUILD THE CAPACITY OF YOUNG ADULTS, YOUTH AND CHILDREN?		
• Are the principal artist(s) &/or leadership made up of young people (under 30)?	2	
• Does it employ young and emerging artists (at least 75% are under 30)?	1	
• Does the initiative engage marginalized / stigmatized, excluded youth?	1	
• <i>Add your own criteria point here and send to feedback@beautifulcity.ca</i>	1	
5. FOSTER ORIGINAL AND INNOVATIVE ART?		
• <i>Add your own criteria point here and send to feedback@beautifulcity.ca</i>	2	
• Is the work unique?	1	
• Is there evidence that the work will be executed at a high standard (or shows significant improvement)?	1	
• Is the work critical (has something to say)?	1	
0-9 Points → Needs Improvement 10-17 Points → Okay 17-25 Points → Great	SELF-ASSESSMENT TOTAL	
		/25





SECTOR-WIDE RECOMMENDATIONS

- The billboard tax revenue should go to the Arts Grants envelope (TAC, Majors, LASOS).
- In maximizing benefit to individual artists, maintaining arms-length processes, minimizing overhead and rewarding the move to better serve all of Toronto, the Toronto Arts Council should be considered as the primary agent in distributing the funds.
- It is strongly recommended that the TAC create a new Art in Public Spaces program with a focus on diverse voices and emerging artists.
- Arms-length, peer reviewed distribution processes such as the TAC should be also prioritized to ensure that incentives for new billboards to not develop at City Hall and that political concerns do not determine what kind of art is created.
- Continued consideration at the TAC should be given to ensuring that total TAC distribution is equitable across the disciplines supported and the diversity / location of applicants.

Please send ideas to: feedback@beautifulcity.ca

“ Billboards undermine the perception of public ownership, while localized art projects can enhance collective efficacy. Thus, the BCBF works as a remedial act – enabling and spurring residents to add to their communities in a decentralized, positive format. Powerful symbolic capital can also be found by enacting this project, consequently proving that our shared spaces cannot be treated poorly for the benefit of private interests.

Original BeautifulCity.ca
Guiding Doc, 2001-2009





“ I am very pleased that Toronto's Executive Committee passed my motion to support a plan to put real dollars into a sustainable, ongoing and accountable increase to arts funding without impacting the 2013 budget. I congratulate all the hard work by the passionate, dedicated people who have waited patiently for this increase in arts funding to reach \$25 per capita.

Councillor Gary Crawford

FUNDING RECOMMENDATIONS

- The Signs Unit at the City should have the three positions lost in the Core Service Review replaced to ensure full collection of the billboard tax, dedicated legal support and compliance with the sign bylaw.
- A cross-generational, paid citizen advisory be established at the City level to help guide the disbursement process and enable full participation of young people and working artists.
- The Culture Division and all stakeholders should continue to recognize the long-standing role the Local Arts Service Organizations (LASOs) have played in ensuring equity of youth arts opportunities to under served communities, outside the downtown core and to ensure funding to the LASOs be expanded to sustainable levels.
- Recognition should be given to Manifesto Community Projects for the central role of the organization in the success of BeautifulCity.ca. Consideration should also be given to the overall impact of Manifesto in Toronto; that the organization acts as an ambassador for the city; a meeting point of many small organizations, its annual attendance and the need to encourage further engagement and advocacy.
- Consideration should be given to improving the quality of arts education experience available to young people in Priority Improvement Neighborhoods. This could be accomplished by increased support for visiting and resident artist programs public schools. Curriculum objectives

could include art in public spaces and the commission and design process. However, this should be contingent on a minimum 50% commitment from School Boards.

- In recognizing the impact of ArtReach Toronto, its objectives and values (including meaningful engagement of youth and underserved communities) and coherence with the vision of BeautifulCity.ca, this program should be sustained through the combined efforts of the TAC and City.
- Support for existing youth arts mentorship organizations in Priority Improvement Neighborhoods that are struggling should be considered before initiating new programming – particularly towards reducing studio costs. [For example RP Focus.]
- In recognizing Fresh Arts as a ground breaking youth arts organization, and its impact on the cultural sector in Toronto, the establishment of a multi-disciplinary training program based on the foundational programming model, best practices and engagement of alumni and associate artists should be supported. This Fresh Arts initiative aims to provide increased access for emerging and professional artists, focus on local and international collaboration, and include the formation of a legacy project documenting the lineage of youth arts education programming in Toronto.

Please send ideas to:
feedback@beautifulcity.ca





“ The approved increase in arts funding will have a big impact -- now and into the future. It will make a difference to the sustainability of many arts organizations, while creating exciting opportunities for Torontonians, of all ages, all over the City to participate in the arts. It will provide emerging artists with the chance to shine and, through greatly increased arts activity, to enhance Toronto's role on the world stage.

Claire Hopkinson,
Executive Director
Toronto Arts Council,
2013

NOTES, QUOTES, AND RESOURCES IN SUPPORT OF:

Appendices In support of:

- a) Building the capacity of young adults, youth and children.
- b) Creating ownership of vibrant & healthy public spaces
- c) Celebrating diverse voices & art programs across Toronto
- d) Supporting Toronto's living & practicing artists

The following sections are purposefully rough parts of the document to add resources, quotes and notes that support attention to the above areas of concern.

Please send your resources quotes and links to:
feedback@beautifulcity.ca



a) Building the capacity of young adults, children, & youth

"This budget includes \$22.5 million, over the next few years, in new funding for the Arts. This money should be used to help make Toronto an even more attractive place to live -- and to invest and create jobs. It should also help engage young people across the City who find art as exciting as many kids find sports." » [Mayor Rob Ford, Speech to Executive Committee. Jan. 11, 2013](#)

"Recommend principles and priorities for the allocation of funds, timing of investments; targeted results and methods of assessment including leveraging, increased employment for young artists and increased participation in cultural activities." » [Motion 2013.EX27.1, Moved by Gary Crawford and Passed by Executive Committee January 10, 2013](#), www.torontoartsfoundation.org/Cache/Advocacy/Motion-Jan2013

The Annual Youth Arts Walk was established in 2012 and played a central role in the success of BeautifulCity.ca. The Youth Arts Walk mandate is to:

- Celebrate the value of Youth, Arts & Cultural Programs in building healthy, empowered and resilient individuals & communities.
- Appreciate the energy and innovation of youth arts programs and the crucial role that they play in connecting our city.
- Recognize the 20th anniversary of Fresh Arts and other foundation community programs and the value of young people in all parts of Toronto being able to tell their stories.
- Develop, discuss and review ways to stabilize investment in young people.

» [Find out more about the Walk for Youth Arts at: walkforyoutharts.org](http://walkforyoutharts.org)

"Young artists of Toronto deserve a lot of credit for changing the way this City funds the arts. Now it's only fair and right to invest the new resources in young artists and to continue Toronto's role as a magnet for creative people from around the world to come to pursue a career in the arts." » [Councillor Adam Vaughan, 2013](#)



"The approved increase in arts funding will have a big impact -- now and into the future. It will make a difference to the sustainability of many arts organizations, while creating exciting opportunities for Torontonians, of all ages, all over the City to participate in the arts. It will provide emerging artists with the chance to shine and, through greatly increased arts activity, to enhance Toronto's role on the world stage." » [Claire Hopkinson, Executive Director Toronto Arts Council, 2013](#)

The ability to engage and motivate children and youth from all socioeconomic levels in education and community is a respected strength of arts and culture.

1. The arts are an effective outreach tool to engage youth
2. Learning in and through the arts enhances learning in other domains and general scholastic achievement
3. The arts build resilience and self-esteem in young people





centre of the artistic practice. The capacity of local youth arts programming to foster positive youth development is an emerging area of interest for both policymakers and practitioners." » [Focus on Youth: Canadian Youth Arts Programming and Policy, 2007, Culturescope.ca](#), <http://tinyurl.com/fyiartreach>

"Culturally relevant, locally based programs that use media, visual and performing arts programming have demonstrated promising results in positive youth engagement. Evidence indicates that youth arts programming is an effective mechanism to build individual skills, promote community engagement and provide broader social and economic benefits." » [Focus on Youth: Canadian Youth Arts Programming and Policy, 2007, Culturescope.ca](#), <http://tinyurl.com/fyiartreach>

"It was disenfranchised, marginalized young artists who came up with the idea that billboards, which make the city more ugly, should be taxed and the profits turned over to creative people whose mission is make the city more beautiful. That's a revolutionary stroke of genius according to Gail Lord, an astute cultural consultant who lives in Toronto but works all over the world. "During 40 years of working in the arts, I have known many artists to make the case for supporting the arts," says Lord, co-president of Lord Cultural Resources. "But this is the first time I have ever heard of artists creating a new source of revenue and getting it implemented." [...] It would be both fair and smart if a sizable chunk of the new money goes to them, so that Toronto can offer a place where young and gifted artists cannot merely survive but flourish, while making winners of us all." » [Martin Knelman, 'Toronto arts funding: young artists like Che Kothari lead the way' Toronto Star, January 18, 2013](#) <http://www.thestar.com/entertainment/article/1316559--toronto-arts-funding-young-artists-like-che-kothari-lead-the-way>

"In Towards a New Youth Program/Policy Remix: Fresh Arts and the Case for Community-based, Youth Urban Arts Programming, Warner's research team conducted interviews with program participants in the Fresh Arts program that ran in the GTA from 1992 to 1997. Kardinal Offishall, a successful Canadian hip hop artist, attributes much of his success to the personal and professional skill set he developed as a program participant. "... I learned how to make music while in the Fresh Arts program...all the things that artists might have to pay a lot of money for people to do, we learned how to be self sufficient and how to be independent and...that is how my whole career got started on a major level. (Warner 2006: 17)" » [Cited in: Focus on Youth: Canadian Youth Arts Programming and Policy, 2007, Culturescope.ca](#), <http://tinyurl.com/fyiartreach>

4. The arts contribute to creating healthy and supportive communities for youth
5. The arts help in the successful transition to adulthood and the development of in-demand job skills
6. The arts offer opportunities for youth leadership development and for youth to affect positive change in their communities

» [Making the Case for Arts and Culture for Personal and Social Development of Youth, 2005, Creative City Network of Canada](#), www.creativecity.ca/database/files/library/personal_social_development_youth.pdf

"Youth arts is a distinctive type of artistic practice that does more than include youth in existing artistic frameworks; instead it re-calibrates the framework to position the needs of specific, localized youth communities at the very

b) Creating ownership of vibrant & healthy public spaces

“Almost all other forms of advertising subsidize cultural content in exchange for your attention (e.g. TV includes 45 minutes of educational or entertaining content in exchange for 15 minutes of advertising, newspapers about 50/50.) Billboards do not have to give back a broader public good as people don’t have a choice in viewing the messages. Billboards provide one of the cheapest, per-view forms of advertising. This cost is passed on to public spaces, the look of our city, and sense of ownership over shared spaces. The billboard tax for art is a fair and just means for outdoor advertisers to take responsibility for their impact on the city and enhance freedom of expression...” » [Original BeautifulCity.ca Guiding Doc. 2001-2009](#)

“Enhanced funding to art in public spaces (murals, accessible programming, free festivals, outdoor performances etc.) will provide a wide public benefit to all Torontonians. [And build appreciation and wider audiences for the arts in general.] Further so in that BeautifulCity.ca policy includes a funding formula that

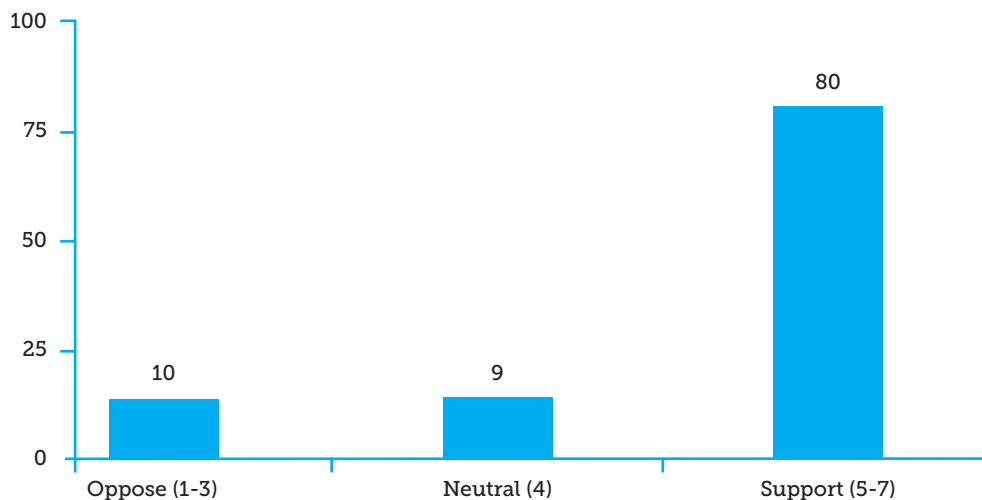
will benefit all city wards and put a priority on youth art and high-need communities. The proposed use of revenue towards supporting the arts in public spaces is also endorsed by some of the top environmental, sustainable transport, cultural and poverty reduction organizations in Toronto as well as groups located across the city...” » [Original BeautifulCity.ca Guiding Doc. 2001-2009](#)

“Billboards undermine the perception of public ownership, while localized art projects can enhance collective efficacy. Thus, the BCBF works as a remedial act – enabling and spurring residents to add to their communities in a decentralized, positive format. Powerful symbolic capital can also be found by enacting this project, consequently proving that our shared spaces cannot be treated poorly for the benefit of private interests.” » [Original BeautifulCity.ca Guiding Doc. 2001-2009](#)

ECONOMIC IMPACT OF CITY BEAUTIFICATION

Q. To what extent do you agree or disagree with the following statement?

Government investment in arts in public spaces and other forms of city beautification improve the local economy by, for example, making Toronto a more attractive tourist destination or encouraging residents to go out more often.



BASE: Toronto; percentage; Nov-09, n=709

DK/NR=1%

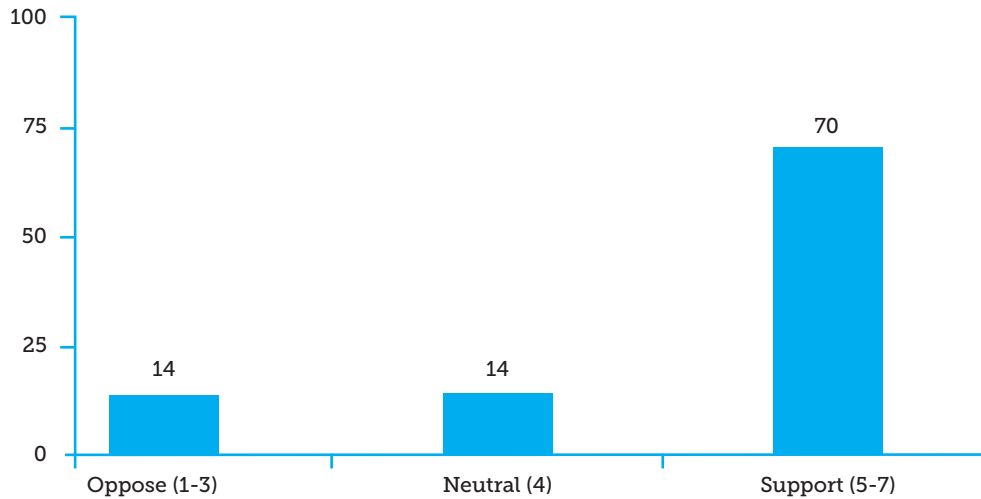
View all polling at:
» <http://www.beautifulcity.ca/bcbf.asp?id=29>



POSITION ON BILLBOARD TAX

Q. By December 1st, Toronto city councillors will vote on a billboard tax to fund art in public spaces. The tax being considered would be charged to billboard advertising companies. Revenue will be used to fund the enforcement of billboard bylaws as well as investments in art in public spaces and other initiatives to beautify the city (e.g., festivals, public art, murals).

How strongly do you support or oppose this billboard tax?

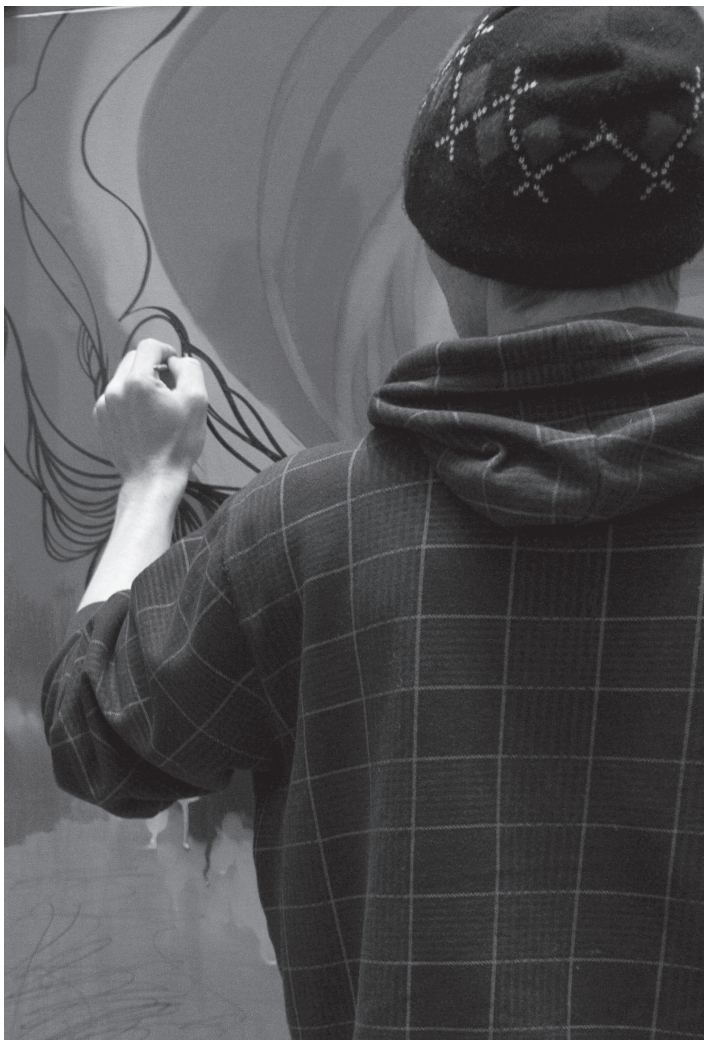


BASE: Toronto; percentage; Nov-09, n=709

DK/NR=2%

View all polling at:

» <http://www.beautifulcity.ca/bcbf.asp?id=29>



Select City Docs. & Public Space Benefit 2001-2009:

2007 – Presentation to Council: New Taxation Measures

» http://www.toronto.ca/finance/pdf/new_taxation_july16.pdf

2009 - Presentation by the Chief Building Official

» <http://www.toronto.ca/legdocs/mmis/2009/cc/bgrd/backgroundfile-25521.pdf>

October 28, 2009 – City Press Release

» <http://www.toronto.ca/inter/it/newsrel.nsf/9da959222128b9e885256618006646d3/af8393e9a70efb958525765d0050985f?OpenDocument>

2009 - Video Part 2/2 - Excerpts from the Nov 4. PGM and Dec. 7 Council 2009

» <http://www.youtube.com/watch?v>

2001 - Culture Plan Youth Consultation Summary

» <http://www.beautifulcity.ca/bc/time/consult.jpg>



c) Celebrating diverse voices & art programs across Toronto

"We recommend that the City ensure access and opportunity for cultural participation to all citizens regardless of age, ethnicity, ability, sexual orientation, geography, or socioeconomic status." » [Creative Capital Gains, Recommendation 2, pg. 21 'Access and Diversity,'](#) <http://www.toronto.ca/culture/pdf/creative-capital-gains-report-august9.pdf> .

"Access to visual communication in public spaces needs to reflect the creativity and multiplicity that exists in Toronto – less of this and we risk alienating our population from their environment. Public art enriches and contributes to our communities. It improves our quality of life; it can tell us of our past, mirrors our present and foreshadows our possible future. Additionally, when produced locally, public art contributes to 'place making' and provides a venue for intercultural activity...We can consider billboard adverts as the strongest voice in public spaces, and as such, there is responsibility in ensuring smaller voices are heard." » [Quote from original BeautifulCity.ca Guiding Doc. 2001-2009](#)

In 2010 a number of changes have coalesced at the city to make it essential that TAC reaffirm its vision, its plans and its future:

- The changing demographic of the city where it is projected that 50% of residents will be visible minorities, as defined by Stats Canada, by 2012; although TAC has long had a commitment to supporting culturally diverse artists and art forms; to date funding has fallen far short of growth
- The growing financial disparity between the inner suburbs and downtown, leading to under serviced artists, neighbourhoods, and audiences."

» [Toronto Arts Council Visioning Document 2010-2013, September 10th 2010](#)

"Most of council made a commitment that the money from the tax on the billboards that are scarring our city should go to beautification of the city through the arts. As a former art teacher, I am strongly in favour of the funds going to art for young people in priority neighborhoods. Cultural participation is an essential part of developing well rounded individuals

and thus healthy, safer and more vibrant communities in general." » [\(Former\) Councillor Moscoe, 2010](#)

"Time is running out. Council must finish the work it started in 2003. The Creative City Culture Plan expands municipal support for arts and culture to the outer edges of our city limits and touches every child, youth and senior citizen if we succeed!" » [Councillor Shelley Carroll, 2010](#)



d) Supporting Toronto's living & practicing artists

"This is a real victory for the arts community who, with great passion and endless tenacity, never let the issue of fair funding for the arts community escape the notice of city council. The increased funding will help put Toronto on the global map as a creative city where the work of artists is respected and adds to our quality of life."

» [Councillor Joe Mihevc](#)

"In 2007, the typical visual artist's income, from all sources, was \$20,000; significantly less than the average Canadian income...Visual artists are extremely well-educated; Over 84% have at least an undergraduate degree, and almost 45% have graduate degrees (compared to 23% and 7% of the total labour force, respectively)" » [Michael Maranda "Waging Culture: The Socio-Economic Status of Canadian Visual Artists," York University 2009](#), <http://theaguisoutthere.org/everywhere/?p=1443>

"Artists' earnings are very low, with average earnings of \$23,500, less than 75% of average earnings in the overall labour force." » [A Statistical Profile of Artists in Canada Statistical insights on the arts, Vol. 3 No. 1, Hill Strategies Research Inc., September 2004](#), http://www.canadacouncil.ca/NR/rdonlyres/FDFEB430-78C0-4E37-A258-9431562AE5DA/0/artists_in_canada.pdf

"The global success of our arts and cultural institutions is a testament to the talent and drive of our artists and the prescience of the private sector to recognize the benefits of investing in the arts. Imagine what Toronto will achieve once we fulfill the decade long pledges, utilize the billboard tax for its original purpose and increase per-capita arts funding to \$25." » [Councillor Kristyn Wong-Tam](#)

"While the creative process itself can be enjoyable to artists sometimes, it is also hard work. However, artists, as cultural innovators, are among the most well educated, yet least remunerated, labour force in Canada. They place in the bottom-half of all occupational categories identified: Sculptors, painters and other visual artists earn an average of just over \$18,000 annually. Additionally, 50% of artists hold multiple jobs. Comparatively, Canadian visual artists make 41% less than the average income of all occupations. The problem of systemic underemployment may get worse as the number of



people identified as artists is growing at a rate of three times that of all other occupations..." » [Quote from original BeautifulCity.ca Guiding Doc. 2001-2009](#)

"Often overlooked are the historically low incomes for artists and cultural workers in Canada. In 2006, the average employment income in Canada was \$36,300 yet, on average, actors earned \$17,866, visual artists earned \$13,976 and musicians and singers earned \$14,439." » ["Current challenges facing arts and culture," Canada Council for the Arts](#), <http://www.statcan.ca/bsolc/english/bsolc?catno=87-004-X20030028446>

"Detractors think arts funding is beneficial only to downtowners, but the money would actually help spur creativity throughout the city, said Councillor Paula Fletcher. The arts employ some 86,000 people and make a huge contribution to the city's economy, she said. "This is not a handout," she added. "This is a prudent investment in a strategic piece of Toronto's economy." » [Paul Moloney, "Artists left starving for billboard bucks" Toronto Star, April 07, 2010](#), <http://www.thestar.com/news/gta/article/791804--artists-left-starving-for-billboard-bucks>





“ Our vitality as a city will also be strengthened as we take steps to ensure that Toronto’s artists are rewarded for their talents and fewer of our best will have to live in poverty -- something we will all benefit from when artists don’t have to work a second or third job and can spend more time mastering and sharing their craft.

Compensation of Artists vs. Education: “The percentage of artists with a university degree, certificate or diploma (41%) is double the rate in the overall labour force (22%).” » [Statistics Canada, 2001 Census Data, Reported in "Statistical insights on the arts," Vol. 3 No. 1](#) © Hill Strategies Research Inc., Sept. 2004

Under-Compensation of Artists: (Source: Statistics Canada, 2001 Census Data, Reported in "Statistical insights on the arts," Vol. 3 No. 1 © Hill Strategies Research Inc., Sept. 2004) Additionally: "In five arts occupations, median earnings are about \$10,000. This means that a typical artisan, craftsperson, dancer, musician, singer, other performer, painter, sculptor or other visual artist earns only about \$10,000." » (Source: http://www.canadacouncil.ca/publications_e/research/artists_artistes_canada.htm)

Underemployment of Artists: “50% of cultural workers hold multiple jobs. Some artists (e.g. the musician who also works full time as a taxi driver)” » ["Statistical insights on the arts," Vol. 3 No. 1](#) © Hill Strategies Research Inc., Sept. 2004

Devon Ostrom and Che Kothari,
Capital Gains, Thank you party speech
excerpt, 2013



THANK YOU

Beautiful City.ca

BILLBOARD FEE

This document is designed by Maureen Mendoza
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WATCH THE VIDEO



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WE WOULD LIKE TO THANK ALL the supporters who called and sent letters to their Councillors, who created flyers, photos and videos and those that forwarded them on -- everyone who signed the petition - all 5000 of you. Many thanks to the countless volunteers who did all the thankless tasks and to Councillors who voted in favour in Committee and Council --- so many times -- and also to all City Staff that helped Councillors make the right decisions, mentored us, helped us navigate City Hall and worked on the Culture Plans. A huge thank you to all that came to the three town halls, who contributed their voice and talent and made the art that keeps us inspired and sustains our passion. Thank you to those wrote pieces in the press and to all those that walked in solidarity down Yonge St. as part of the Youth Arts Walk; thank you to Laidlaw Foudation, TAPA, Friends of the Arts, Artsvote and the Toronto Art Coalition. And a big-big thank you to the 60 organizations of all kinds from across Toronto that were part of the alliance, that multiplied our efforts and made BeautifulCity an unstoppable, ridiculously persistent and united force for making Toronto a better place.

BEAUTIFULCITY ALLIANCE MEMBERS:

- 411 Initiative for Change
- Agents of Change
- Art City in St. James Town
- Art Gallery of Ontario
- Arts Network for Children and Youth
- Artreach Toronto
- Art Starts
- ACS Student Union
- Artsvote
- Asian Arts Freedom School
- Bene-Fête Publicity & Events
- CARFAC Ontario
- Centre for Information & Community Services of Ontario
- Centre for Integral Economics
- CYAN
- Chinese Canadian National Council, Toronto Chapter
- Dandyhorse Magazine
- DP Group
- Duspa Collective
- Elementary Teachers of Toronto
- Earwaks.com
- Eva's Initiatives
- Evergreen
- The Fairlawn Neighbourhood Centre
- Fire Air and Theory
- Grassroots Youth Collaborative
- Illegalsigns.ca
- Kate Henderson Intellectual Property & Trademark
- Lakeshore Arts
- Lotus Leaf
- Manifesto
- Milkweed Collective
- Mural Routes
- nataliagrosner.com
- No.9 Contemporary Art & the Environment
- OpenCity Projects
- PressPause
- Regent Park Focus Youth Media Arts Centre
- Rhythmicru
- Ryerson Students' Union
- Scarborough Arts Council
- Schools Without Borders
- Sketch
- Social Planning Toronto
- Spacing Magazine
- Stunt Creative
- Style in Progress
- Sunnyside Community Association
- The Remix Project
- The Gladstone Hotel
- The Faculty Of
- TakingITGlobal
- them.ca
- The Stop Community Food Centre
- Threads 4 Humanity
- Toronto Arts Council Foundation
- Toronto Cyclists Union
- Toronto Public Space Committee
- Toronto Youth Cabinet
- University of Toronto Student Union
- Urban Arts
- Well and Good Art Space
- Why Not Theatre
- Youth Action Network

