

June 7, 2016

Mayor Tory and Members of City Council
c/o Toronto City Clerk (Secretariat Contact: Marilyn Toft)
12th Floor, West Tower, City Hall
100 Queen Street West,
Toronto, ON M5H 2N2
Email: clerk@toronto.ca

Mayor Tory & Members of City Council:

**Re: Toronto City Council Meeting, June 7, 2016
Item No. MM19.11 – Additional Funding for the Arts:
Third Party Sign Tax Revenue**

We write in respect to Member Motion 19.11, noted above, which will be brought forward at this session of Toronto City Council for consideration.

In its current form and quantum, The City of Toronto Third Party Sign Tax (TPST) already imposes a crushing burden upon our business and a hardship upon the many small businesses and individual tax payers with whom we work.

Our company is part of an industry which now contributes in excess of \$11 million annually in TPST to the City. Since its inception in 2010, the TPST has grown increased annually in relation to a general rate increase provided for it the TPST By-law.

To have the subject Motion introduced without prior notice to our industry, and without opportunity for representation is profoundly disturbing.

At minimum, prior to any increase being considered, staff reports should be prepared, and these should be informed by public consultations between the City and the industry's affected stakeholders. Further, these consultations should contain a discussion of the portion of TPST now being paid which is properly being directed to the Arts, as had been originally intended, and the portion which is flowing to general coffers. Additionally, the review should take into account the windfall from which the City will benefit once changes being applied by MPAC to signage taxation are put into effect.

At this point, we would ask that the Member Motion in its present form be defeated.

Yours truly,

A handwritten signature in black ink, consisting of several overlapping loops and a long horizontal stroke at the end, enclosed within a large, irregular oval shape.

Nick Arakgi
President
Outfront Media Canada LP