



June 7, 2016

Mayor Tory and Members of City Council  
c/o Toronto City Clerk  
(Secretariat Contact: Marilyn Toft)  
12<sup>th</sup> Floor, West Tower, City Hall  
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Email: [clerk@toronto.ca](mailto: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**

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Astral Media Outdoor Inc., is writing in respect to the Members Motion 19.11, noted above, which will be brought forward at this session of Toronto City Council, for its consideration.

The industry has had no previous notice of this motion and the impacts it can have moving forward. The industry contributes in excess of \$ 11 million annually to the City by way of the Third Party Sign tax (TPST), which commenced in 2010, and has since increased, annually by way of a cost of living increase. To consider increasing the TPST, over and above a yearly cost of living increase, will further increase the financial burden on our industry.

Furthermore, in addition to the \$11 million the industry contributes to the City, earmarked for the Arts, this industry provides free advertising space to the Arts, charities and non-profits, estimated at \$10 million annually.

At this time, City Council, should also be aware that through MPAC, and its property assessment of properties containing a sign structure, the industry will further be contributing revenues to the City of Toronto, an additional \$1.5 million plus annually. The MPAC tax will be collected through property taxes and is retroactive to 2014.

This will result in our industry paying a double tax, for the same sign structure located on a property, be it a TPST, and a property tax at the same time. We are not aware of any other business, whereby the same jurisdiction collects two taxes. The industry believes this to be a clear violation of the principal of fair taxation.



In light of the City of Toronto looking to increase the annual revenues generated by the TPST, and, the contents of the Member Motion before you, we feel consultation sessions with the industry should be scheduled, before any staff reports are prepared and submitted to your Planning and Growth Management Committee.

Yours truly,

A handwritten signature in blue ink, appearing to read 'Leroy Cassanova', written over a blue horizontal line.

Leroy Cassanova  
Director of Real Estate, Ontario  
Astral Media Outdoor Inc.