

Mayor

# DAVID MILLER

November 12, 2007

Councillor Michael Walker  
St. Paul's – Ward 22  
City Hall, 2<sup>nd</sup> Floor, Suite B26  
100 Queen Street West  
Toronto, ON M5H 2N2

Dear Councillor Walker:

Thank you for your inquiry. The "One Cent Now" campaign has been an extraordinary success in focusing the public's attention on the municipal/federal fiscal imbalance. Torontonians gave me a mandate to pursue this campaign in last year's election. My advocacy was based on the City of Toronto's long-held position that a municipal government of our size should have access to a share of revenues that grow with the economy (e.g. sales or income taxes).

Since its inception, the campaign has been endorsed by the Big City Mayor's Caucus (BCMC), the Federation of Canadian Municipalities (FCM), the Senate of Canada, the Finance Minister of Ontario and the Premier of Ontario. The campaign has been instrumental in helping to forge a national consensus about the need for sustained permanent funding for our cities.

Responses to your question are set out in the letter from Shirley Hoy. To summarize:

1. \$130,937.65 has been spent to date
2. The total budget is \$150,000
3. Funding came from unspent budgets in a variety of areas. The money was transferred to Strategic Communications to cover costs
4. Printing and production costs total \$93,685.94
5. Website cost \$9200.80. Registration cost \$150. Content produced by staff in Strategic Communications.
6. None
7. Staff in strategic communications and my office. No hourly data.
8. Campaign was reviewed by strategic communications and staff in my office. No formal input from legal.
9. No legal action has been taken by the mint - only a request for payment based on information provided by city staff following an inquiry from the Mint.
10. The only money spent re: FCM was the budget for a booth at the Calgary conference in May. Total cost: \$6610. Any other work was done through regular attendance at FCM and BCMC meetings in Ottawa and Montreal.
11. No cost for Senate endorsement. Support came as a result of my discussions with a number of Senators.

Yours truly,

  
Mayor David Miller  
City of Toronto

