

Board of Trade to Feds, Province: “Enough of Not Enough”

TORONTO, Jan. 7, 2004 – The Board of Trade delivered a message today for everyone who lives, works or plays in the city of Toronto.

“If you care about Toronto – and want to ensure its ongoing vitality and quality of life – write to your federal and provincial representatives and say *Enough of Not Enough*,” said Board President and CEO Elyse Allan. “Every year Toronto pays \$9 billion more in taxes than it receives in services. The Board is calling on the provincial and federal governments to invest a greater share of that revenue back into Toronto, so that the city can meet the needs of a growing population.”

“Toronto is the core of a city region that is the economic engine of our province and country. We should be building for the future, but instead, we’re falling behind,” said Allan. “Our roads are jam-packed, our transit system is stalled, people are searching further from the city to access affordable housing, and our waterfront remains an untapped opportunity. Through the ‘Enough of Not Enough’ campaign, we’re encouraging people to urge elected officials to take decisive action now for Toronto.”

Allan emphasized that Toronto is Canada’s international calling card. “A strong Toronto ensures that this vital economic region remains healthy and attractive – to investors, employers, current and potential employees and their families,” she said. “No one, especially our neighbours like Mississauga, or other major urban centres in Canada, want to – or can afford to see Toronto anything but strong, vibrant and economically healthy.”

The Board has strived to make participation in the campaign as easy as possible. People are invited to log onto www.RealTorontoSolutions.ca or call 1-866-4-TORONTO. Employers may also contact the Board for a ballot box that can be used to collect letters in a large workplace. “Whichever route you take, the letters are waiting for you to sign, and we can’t wait to deliver them to Queen’s Park and Parliament Hill,” said Allan.

Board Chair Edward Scheck, C.A., said that he believes in the power of broad citizen engagement. “At the Toronto Board of Trade, we have come to the conclusion that a strong and unified call to action by citizens and businesses will ensure that the upcoming federal and provincial budgets don’t, once again, neglect Toronto’s needs.”

“The time for bandage solutions is over,” says Allan. “Toronto is overdue for a new deal from the federal and provincial governments that will provide this city with additional, adequate and predictable funding to meet our short-term requirements and long-term city building needs.”

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