

**Brad Butt**  
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**City of Mississauga**  
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## **Motion – January 29<sup>th</sup>, 2025**

Moved by: Councillor Brad Butt  
Seconded by: Councillor Joe Horneck

WHEREAS a prior report by the Metamorphosis Network found that residents of Peel receive less provincial funding for municipal and social services than the average resident of Ontario municipalities, receiving an average of \$578 less annually, per person, than the average resident of Ontario municipalities receives;

AND WHEREAS the City had approved a motion on September 25, 2024, to provide an in-kind contribution of up to \$250,000 worth of MiWay advertising space to the Metamorphosis Network, to better inform and educate Mississauga residents about concerns relating to the underfunding of municipal and social services;

AND WHEREAS the in-kind advertising space available to the City free of charge only allows for 101 advertising spaces, instead of the request of at least 230 advertising spaces;

THEREFORE BE IT RESOLVED THAT:

1. The City of Mississauga provide a total of 233 advertising spaces for a 4-week campaign period to assist and facilitate the Metamorphosis Network's advertising campaign; and
2. Up to \$100,000 in additional costs for the increase in advertising spaces, comprised of up to \$63K in additional marketing costs and up to \$37K in additional printing costs, be funded through the Fiscal Stability Reserve (#30125).

A handwritten signature in black ink, appearing to be "Brad Butt".

Brad Butt, Councillor, Ward 11