



HERITAGE  
WINNIPEG'S

# Streetcar 356 Rehabilitation Project



**2021 COMMUNITY  
SUPPORT OPPORTUNITIES**

[heritagewinnipeg.com/streetcar-356](https://heritagewinnipeg.com/streetcar-356)

[#streetcar356](https://twitter.com/streetcar356)

# All About Streetcar 356



Streetcar 356 is one of four unique wooden streetcars built at Winnipeg's Fort Rouge Garage. It roared the rails in Winnipeg from 1909 until the end of the City's streetcar service in September 1955. Retired, Streetcar 356 had anything of value removed and a month later its empty body was sold for \$100. Streetcar 356 was then left outside to decay until 1980 when it was rescued by the Old Market Square Association and acquired by

Heritage Winnipeg. Now stored in the Winnipeg Railway Museum at the VIA Rail Canada Union Station on Main Street, Streetcar 356 is the last remaining wooden streetcar in Winnipeg. Heritage Winnipeg's Streetcar 356 Committee has been painstakingly restoring Streetcar 356, determined to rehabilitate it and find a home where it can be celebrated for generations to come!

## Presented By Heritage Winnipeg

Heritage Winnipeg is a non profit, charitable organization incorporated in 1978.

We are mandated to promote and encourage the conservation of historic/heritage structures and sites, and to attend to those matters which enhance and complement this purpose. Emphasis is on restoration, revitalization, preservation, education and advocacy, in order to augment the cultural inheritance of the community, with consideration for pertinent logistics and feasibility. Since its inception, Heritage Winnipeg has played an invaluable role in the conservation of Winnipeg's built heritage.

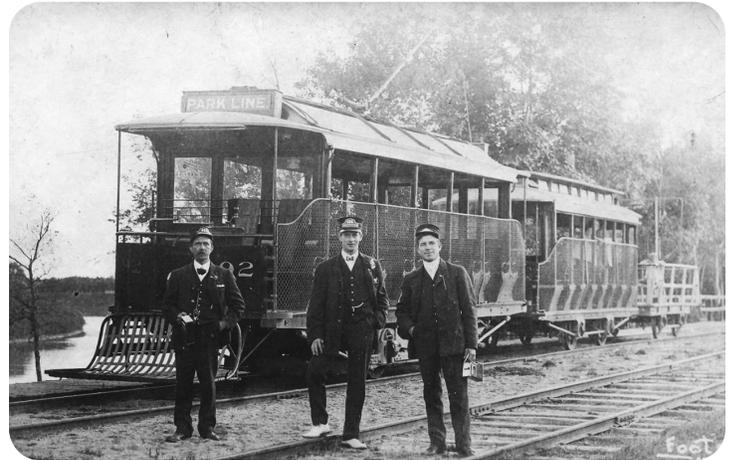


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# Winnipeg's Streetcar History

On October 20, 1882, the Winnipeg Street Railway Company began operations. Horses pulled the cars along the tracks on Main Street, which was soon extended west along Portage Avenue, north to St. John's College, and south on Broadway. At only 23, the CEO of the company, Albert Austin, proposed a new idea to Winnipeg's City Council - electric streetcars. City Council was not enthused but suggested Austin test his idea on the outskirts of the city, in an area of bush that would later become



River Avenue and Osborne Street. Austin had electric streetcar lines laid all the way down Osborne Street, and on January 27, 1891, the first electric streetcar took to the tracks in Winnipeg. Soon after, the idea of electric streetcars took off, with stiff competition in the City. The Winnipeg Electric Street Railway Company eventually beat out the Austin's company, becoming the Winnipeg Electric Company in 1904. It went on to provide streetcar and trolley bus transportation in



Winnipeg until September 19, 1955, when all the streetcars were retired. In 64 years over 120 miles of rail lines had been laid on Winnipeg streets, with additional lines connecting to rural communities. The street railway system greatly influenced the development of our urban landscape and built heritage, with many iconic downtown buildings purposely constructed where the streetcars ran. Heritage Winnipeg's rehabilitation of Streetcar 356 is preserving the last original remnant of one of the strongest influences on Winnipeg's historic growth.



# Thanks To All Our Sponsors!

## THE THOMAS SILL FOUNDATION INC



## SPECIAL THANKS TO ALL THE INDIVIDUALS WHO HAVE SUPPORTED STREETCAR 356!

### Thanks to the Trolley

**The home owner can say:**

"My property is more valuable than it otherwise would be because of the car lines which run near it."

**The business and professional man can say:**

"My business is more prosperous because of the four million dollar payroll of the Winnipeg Electric Railway Company."

**The retail merchant and theatre manager can say:**

"I am able to do more business because the street railway carries my customers cheaply from their homes to my store, or house."

**The wage earner can say:**

"I am able to live in the pretty suburbs and bring up my family amid healthful surroundings because the street car gives me quick access to my employment three miles away."

### Use the Street Car!

FOR

**Safety  
Reliability  
Speed  
Economy**

The average fare  
in Winnipeg is 5.86 cents

The average fare  
in all cities over 25,000 is 8.29 cents

### Use the Street Car!

WINNIPEG ELECTRIC COMPANY

"Your Guarantee of Good Service"

If it wasn't for  
the street car,  
We'd have to  
live in town,  
But we live out  
in the suburbs,  
And travel up  
and down.

We're always  
sure of service,

The whole  
year through,  
If it wasn't for  
the street car,  
I don't know  
what we'd do.

-Bob Leslie

# Community Support Opportunities

## THIS REHABILITATION PROJECT WOULD NOT BE POSSIBLE WITHOUT YOUR SUPPORT!

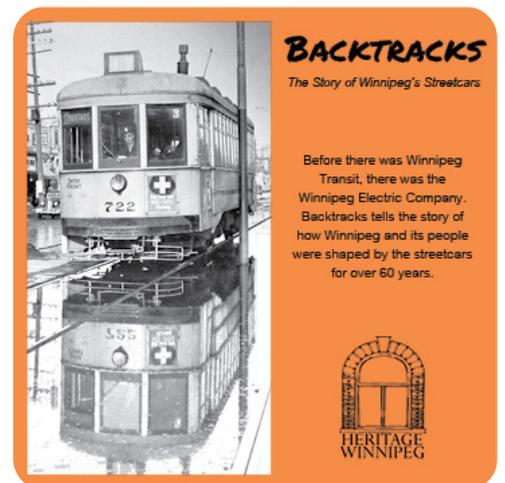
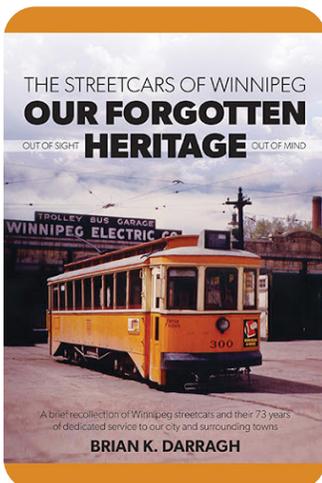
All donations receive a charitable tax receipt. Charitable Registration #11895 6572 RR0001

Becoming a Streetcar 356 sponsor comes with lots of benefits - from your logo on the Heritage Winnipeg website to recognition in the ever popular Heritage Winnipeg Blog! We offer support opportunities for all budgets and welcome creative sponsorship proposals from you.

In kind product and service donations are always welcome and are valued at 100% of their cash value. Let's work together to activate your brand! Check out all the different sponsorship opportunities on the following page.



## Thank you for your consideration!



# Community Support Opportunities

SUPPORT OPPORTUNITIES	DIAMOND	PLATINUM	GOLD	SILVER	SUPPORTER
Your logo used in all areas of sponsorship recognition					
Link to your website from the Heritage Winnipeg website					
Recognition in the Heritage Winnipeg Annual Report					
Recognition at all Streetcar 356 media events					
Recognition on all Heritage Winnipeg social media					
A copy of <i>Backtracks</i> , a documentary on the streetcars of Winnipeg					
A signed copy of <i>The Streetcars of Winnipeg</i> by Brian K. Darragh					
Recognition in the Heritage Winnipeg Blog					
<b>CONTRIBUTION</b>	<b>\$10,000+</b>	<b>\$5,000+</b>	<b>\$2,500+</b>	<b>\$1,000+</b>	<b>\$500+</b>

# Saving Winnipeg's Historic Streetcar 356!

For more information about the  
Streetcar 356 Rehabilitation Project  
please contact:



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## Streetcar 356 Committee

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Rob Loiselle  
Greg Agnew  
Sean Kaputa  
Cindy Tugwell

Brian Darragh, honorary member  
author of *The Streetcars of Winnipeg: Our Forgotten Heritage*