



**SPONSORSHIP PROPOSAL PACKAGE**



## BRING BACK WINDSOR'S STREETCAR NO. 351

- Campaign timeline: 351 days beginning November 14, 2018
- Fundraising objective: \$100,000

The City of Windsor has a once-in-a-generation opportunity to preserve an important part of our city's history. Canadian cities between 1880 and 1945 were streetcar cities. Streetcar cities were walkable, and transit was accessible and virtually pollution free, while still dramatically extending the distance citizens could cover during the day.

The first streetcar company in Windsor, the Sandwich and Windsor Passenger Railway, was a horse-drawn service along what is now University Avenue. It began service in 1874. It evolved into the Sandwich, Windsor and Amherstburg Railway (SW&A). The first electric streetcar in Canada was operated by the Windsor Electric Railway in 1886.

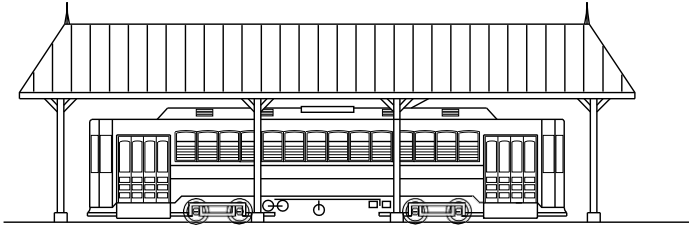
The electric streetcars ran on Tecumseh Road, Wyandotte Street, Ouellette Avenue, Parent Avenue, College Avenue, Lincoln Road, Seminole Street and Erie Street, as well as the Sandwich line that ran down University Avenue. Windsor was the first place in Canada to run an electric bus—with poles and wires and rubber tires—starting in 1922. The SW&A was renamed Transit Windsor in the 1970's.

Following a public open house and city-wide survey, the recommendation is that Streetcar No. 351 be the focal point of the Celestial Beacon. The Celestial Beacon is the one farthest to the west and within the outdoor sculpture garden. The location is recommended for its amenities, parking, washrooms and available utilities.

RM Auto Restoration in Blenheim, with their impeccable reputation was unanimously selected by city council to restore the 100-year-old streetcar. Honourary Fundraising Chair Bob Pedler and other committee members have established a \$100,000 fundraising campaign. This initiative will launch on November 14, 2018 and will benefit the restoration project, allocating these specific funds towards the cost to preserve and protect the streetcar at its new outdoor home along the riverfront.

The Fundraising Campaign will formally launch on November 14, 2018 during the streetcar's 100th year of existence and fundraise for 351 days.

# PROPOSED STREETCAR NO. 351 LOCATION



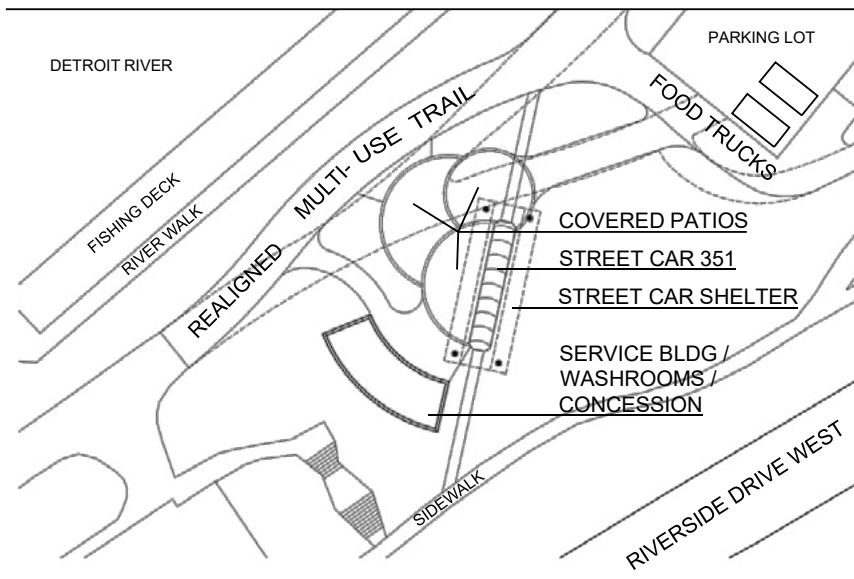
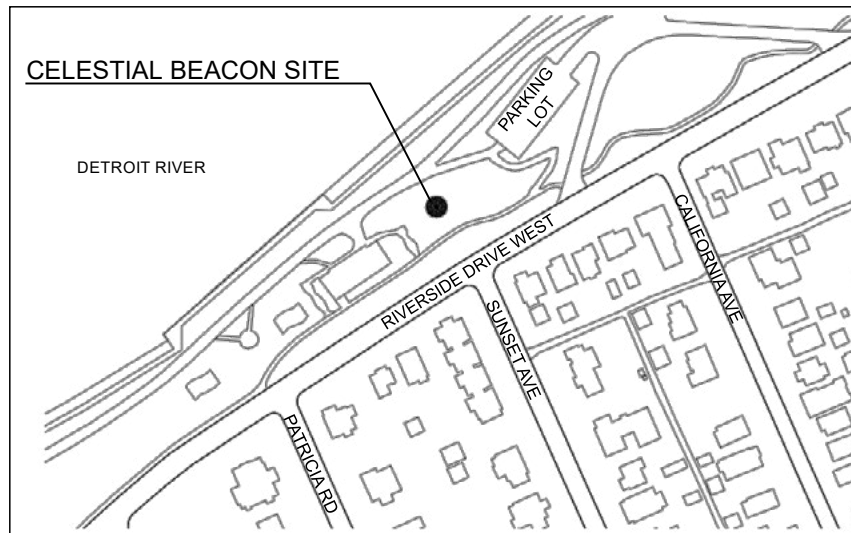
**SIDE ELEVATION - UNDER STRUCTURE**

N.T.S.



**FRONT ELEVATION - UNDER STRUCTURE**

N.T.S.



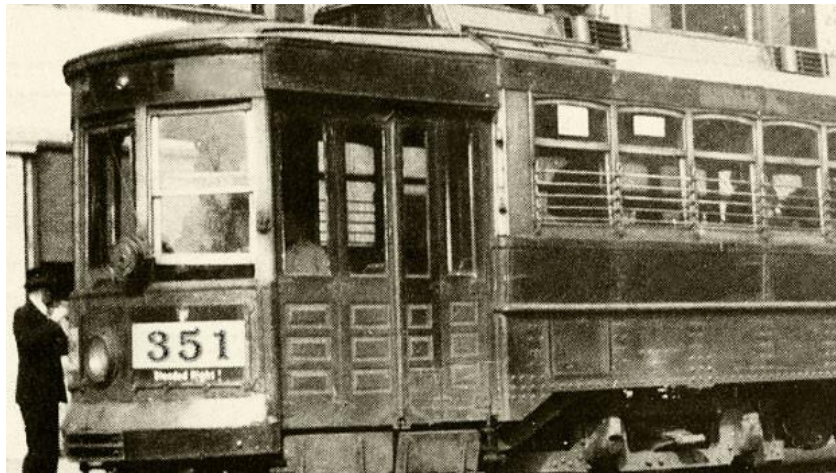
# STREETCAR 351 HISTORY

**1918:** Car 351 built by the Cincinnati Car Company of Cincinnati, Ohio and assembled at a shipyard on Staten Island to be used to transport the workers building ships for WW1. At that time, the cars had one long bench seat along both sides. Car 351 being numbered 347 at the time is part of an order of twenty cars number 332 - 351 for the Richmond Light and Railroad.

**1927:** The Hydro Electric Power Commission on behalf of the Sandwich Windsor & Amherstburg Electric Railway agrees to purchase 10 cars from the New York area, and these cars are overhauled, repainted and equipped with modern door apparatus, cross-seats and heaters. These cars including car 351 are placed in service during the summer of 1927.

**1927:** Car 351 along with cars 352 - 354 have smoking compartments added, so these cars were mainly used on the Tecumseh Line and on the Amherstburg line as needed.

**1938:** May 14, is the last day that car 351 and her sisters operate on the Tecumseh line, as on May 15 the service is switched over to buses. As more street car lines are converted to buses, the street cars are retired and stored out behind the car barns.



**1938:** July 30, an ad appears in The Windsor Daily Star for street car bodies for sale, large body cars for \$100.00 and small body cars for \$75.00, which include all seats and lighting fixtures (minus the two sets of trucks). Car 351 is one of the cars sold at that time and is then moved to Belle River near the railroad tracks, where it is used as a bait shop for fishing. A number of these car bodies appear all over Essex County, used for cottages, fruit stands, and diners, and on farms.

**1939:** May 6, the last street car in Windsor, remaining street cars are stored behind the car barns and later sold off.

**1954:** Car 351 is moved from the location near the railroad tracks to 252 West Belle River Road in Belle River. There, a house is built around the car, which is located April 3, 2007.

**2015:** A crew removes the house that was built around Car 351, being careful not to damage the car. The car is relocated to car barn Number 1 on University Avenue (formerly London Street), where it would have spent time over the years to be kept in service during its lifetime with the SW&A Railway.

**2017:** City of Windsor takes ownership of Car 351 and sends it to RM Auto Restoration to restore the car back to what it looked like in 1918.



## PASSENGER



*Benefits Include:*

- Collectible Streetcar pin
- Your name added to our website as a supporter
- Receive updates on our progress as the project continues



## CENTENAL STAR



*Benefits Include:*

- Limited-edition Streetcar No.351 print
- Receive commemorative share certificate in celebration of this 100 year restorative project
- Collectible Streetcar pin
- Your name added to our website as a supporter
- Receive updates on our progress as the project continues



## EXPRESS LINE



*Benefits Include:*

- Cool Streetcar No. 351 t-shirt
- Limited-edition Streetcar No.351 print
- Receive commemorative share certificate in celebration of this 100 year restorative project
- Collectible Streetcar pin
- Your name added to our website as a supporter
- Receive updates on our progress as the project continues



## WINDSOR HISTORY BUFF



*Benefits Include:*

- Unique Streetcar No. 351 campaign mug featuring its 1918 original design
- Cool Streetcar No. 351 t-shirt
- Limited-edition Streetcar No.351 print
- Receive commemorative share certificate in celebration of this 100 year restorative project
- Collectible Streetcar pin
- Your name added to our website as a supporter
- Receive updates on our progress as the project continues



## RAIL ENTHUSIAST



*Benefits Include:*

- A map of Windsor's historic streetcar and trolley network, highlighting our unique neighbourhoods like Sandwich Town, Downtown Windsor, the Crosstown, and Old Walkerville.
- Unique Streetcar No. 351 campaign mug featuring its 1918 original design
- Cool Streetcar No. 351 t-shirt
- Limited-edition Streetcar No.351 print
- Receive commemorative share certificate in celebration of this 100 year restorative project
- Collectible Streetcar pin
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- Receive updates on our progress as the project continues



## BELLS & WHISTLES



### *Benefits Include:*

- Inclusion of logo on Streetcar promotional and educational materials
- A map of Windsor's historic streetcar and trolley network, highlighting our unique neighbourhoods like Sandwich Town, Downtown Windsor, the Crosstown and Old Walkerville
- Unique Streetcar No. 351 campaign mug featuring its 1918 original design
- A Streetcar No. 351 t-shirt
- Limited-edition Streetcar No. 351 print
- Receive commemorative share certificate in celebration of this 100 year restorative project
- Collectible Streetcar pin
- Your name and hyperlink added to our website as a supporter
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## STREETCAR SUPERSTAR



### *Benefits Include:*

- A souvenir etched bottle of 15 year old premium whiskey (limited edition, only 100 available)
- Customized signage placed at Celestial Beacon Streetcar site
- Recognition at official Grand Opening
- Inclusion of logo on Streetcar promotional and educational materials
- A map of Windsor's historic streetcar and trolley network, highlighting our unique neighbourhoods like Sandwich Town, Downtown Windsor, the Crosstown and Old Walkerville
- Unique Streetcar No. 351 campaign mug featuring its 1918 original design
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