



**DRYDEN**

DRYDEN & DISTRICT MUSEUM  
STRATEGIC PLAN

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2024 - 2027

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## INTRODUCTION

### CITY OF DRYDEN

The City of Dryden is located along the Trans-Canada Highway, approximately equal distance between Thunder Bay, Ontario and Winnipeg, Manitoba. According to the 2021 Census, Dryden's population is 7,388.

Indigenous occupation in this region has been long standing with the river front portion of town having once been known as Paawidigong, a location where many gathered. European settlement in Dryden began in 1895 following a railway stop by Ontario's Minister of Agriculture, John Dryden. An experimental farm was started, and advertisements were placed throughout southern Ontario to develop the new agricultural area.

In 1910, the area was incorporated as the Town of Dryden. Following an amalgamation with the township of Barclay in 1998, the town became known as the City of Dryden.

### THE DRYDEN & DISTRICT MUSEUM'S HISTORY

The idea for a local museum came about during the Town of Dryden's 50<sup>th</sup> anniversary celebrations. The following three years were used to explore options for a museum. It was suggested a tourist bureau would be the ideal place for one. In April 1963, a by-law was passed to purchase land for use as a tourist bureau and museum. Artifacts started being collected in 1964.

The Museum was operated by volunteers until 1977 when a curator was hired. In 1979, the Town of Dryden established its first Board of Museum Management. Soon the space limitations were noticed, and exploration of a new facility began.

The Hambleton House, 15 Van Horne Avenue, was chosen. The museum opened in the new location, unofficially, in 1987. The official opening took place on June 30, 1988.

## WHO WE ARE

### VISION STATEMENT

The Dryden & District Museum will contribute to a vibrant community by preserving, promoting, and sharing history, arts, and culture.

### MISSION STATEMENT

The Dryden & District Museum will preserve our ongoing history and engage the community by sharing knowledge and experiences.

## PLANNING PROCESS

Our strategic plan was developed over a four-month period in 2023. The Strategic Planning Team was comprised of the Museum & Heritage Coordinator, Manager of Community Services, the Museum Advisory Board, and Museum volunteers.

- June – The Strategic Planning Team met to review the 2020 – 2023 Strategic Plan and highlight additional concerns.
- July – Trial summer hours were put into place, two public surveys were distributed (1<sup>st</sup> for Strategic Plan, 2<sup>nd</sup> for trial summer hour response).
- August – Collection of surveys continued until the end of the month.
- September – The survey results were compiled. Results of the surveys and results of the summer trial hours were discussed with the Strategic Planning Team to aid in aligning objectives and goals with tasks.
- October – A draft plan was completed and shared with the Strategic Planning Team for input and/or identify changes needed.
- November – Final plan written, public document developed and reviewed by The Strategic Planning Team
- December and January – Final plan completed and presented to City Council. New plan made available at the Museum and on the Museum's website.

The following tables include the Museum's workplan to achieve the four goals that were established:

- Promoting Visibility – To engage the community, visitors, and local organizations.
- Sharing Experiences – To discover our stories.
- Preserving Assets – To sustain our facilities and collections for long-term enjoyment and education.
- Managing Resources – To ensure a sustainable organization.

\*\*\*Note: In the following tables Museum Staff refers to the Museum and Heritage Coordinator, as well as potential summer students or interns

**GOAL: PROMOTING VISIBILITY**

→ TO ENGAGE THE COMMUNITY, VISITORS, AND LOCAL ORGANIZATIONS

<b>Objectives</b> List of Goals	<b>Tasks</b> What do we need to achieve the goals?	<b>Outcomes/Evaluation</b> How will we identify the success?	<b>Time Frame</b> When do we need to complete the tasks?	<b>Resources</b> What or who can help complete the tasks?
Create a greater presence in the community.	Promote and provide guided walking tours of downtown.	Tours will be led during Spring, Summer, and Fall	2024	Museum and Heritage Coordinator  Printed tour booklet
	Maintain and look for additional partnerships to create pop-up exhibits outside of the Museum.	Pop ups in mid-town mall and Library will be replaced regularly.	2024 - 2027	Museum and Heritage Coordinator  Space for exhibits
	Participate in outreach events hosted by community organizations	The Museum will participate in events such as National Aboriginal Awareness Day, Dryden Public Library Summer Reading BBQ, Memory Lane Café, etc.	2024 - 2027	Museum staff Museum Advisory Board
Use social media platforms to their full potential.	Discuss options of additional social media sites with IT Department	A decision will be made regarding the creation of an Instagram account	2024 - 2025	Museum and Heritage Coordinator  IT Department

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	Explore Meta program and learn all features	Features found to be useful will be used to create and maintain successful sites	2024 – 2027	Museum and Heritage Coordinator
Update highway signs and identify a location for new signage.	Design new signs, acquire quotes for the cost to make them and acquire necessary funding.  <i>*Apply for grants (ex. Dryden Trailblazer Tourism Association) to support new signage</i>	Signs will be installed	2025 – 2027	Museum and Heritage Coordinator  Economic Development Manager
	Explore other potential locations for signage in town or on highway	Location will be secured, and signs will be installed	2025 - 2027	Museum and Heritage Coordinator  Economic Development Manager
Engage with visitors and potential members.	Collect visitor feedback biannually	Feedback acquired will provide data to support programming and planning decisions.	2024 - 2027	Museum staff  Museum Advisory Board  Print survey and/or digital survey
	Create program evaluation forms for regularly occurring programs.	Information collected will be considered in the maintenance of regularly occurring programs.	2025 - 2027	Museum staff

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	Attend and/or host one promotional event per year	An annual event will be selected or created for promotion	2024 - 2027	Museum staff Museum Advisory Board Identify portion of annual Public Relations budget for event expenses
Remain engaged with Sunset Country Museum Network	Attend biannual meetings.	Museum and Heritage Coordinator will attend meetings.	2024 – 2027	Museum and Heritage Coordinator

## GOAL: SHARING EXPERIENCES

→ TO DISCOVER OUR STORIES

<b>Objectives</b>	<b>Tasks</b>	<b>Outcomes/Evaluation</b>	<b>Time Frame</b>	<b>Resources</b>
List of Goals	What do we need to achieve the goals?	How will we identify the success?	When do we need to complete the tasks?	What or who can help complete the tasks?
Develop a 3-year exhibit plan for temporary gallery	Develop Exhibition Committee to provide suggestions, insight, and help in ways that connect to exhibit development	Committee will be created and will have 2+ meetings per year	2024	Museum and Heritage Coordinator  Museum Advisory Board
	Propose exhibits and schedule to Exhibition Committee and Advisory Board, as necessary.	The topics and scheduling for exhibits produced in-house will be decided with time slots allocated to traveling exhibits	2024 - 2027	Museum and Heritage Coordinator Operational budget for exhibits
	Contact organizations for travelling exhibit availability and cost.  <i>Depending on travelling exhibit fees, apply for MAP grant.</i>	Travelling exhibits will be booked and loan agreements will be signed.  <i>Funding applications will be successful.</i>	2024 - 2027	Funding i.e., Museum Assistance Program
	Work with community partners on community curated exhibits e.g. The Dryden Artists' Association, Photography Club, Community Living, etc.	Host community curated events.	2024 - 2027	Museum and Heritage Coordinator Community partners



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Increase educational programs for schools	Develop set programs for different grade ranges to provide for school groups at the Museum.	Visitation by school groups will increase annually	2026	Museum staff Volunteers Community partners Operational budget for interpretation and education
	Promote educational kits	Rental of educational kits will increase	2024 - 2027	Museum staff Volunteers Community partners Operational budget for interpretation and education
Enhance exhibit experience	Explore the use of an audio tour to supplement permanent exhibit	A supplemental audio tour tool will be developed	2027	Museum and Heritage Coordinator  Research tools needed.  Grant for capital to support these tools.
	Add ambient music/sounds	Music/sounds will be added in both temporary and permanent exhibit spaces to make the Museum welcoming and add to the	2025 – 2027	Museum and Heritage Coordinator  Museum Advisory Board

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		interpretation of the exhibits		IT Department  Funding
	Add more exhibit labels.	Labels will be added to each vignette in the permanent exhibits.	2024 – 2027	Museum and Heritage Coordinator Volunteers Research of artifacts
	Expand on local content.	Local content will be added to each vignette in the permanent exhibits	2024 - 2027	Museum staff Volunteers
Increase accessibility of collection to researchers	Complete digitization of Dryden Observer newspapers and work towards making them accessible on site and virtually	Newspapers will be made available at two terminal locations (Museum & Dryden Public Library) and, where permitted, online.	2024 - 2027	Museum and Heritage Coordinator Community Partnerships
	Maintain online archival collection. Documents available digitally	Keep the digital photograph collection available to the public and increase to maximum number of records allowed.	2024 – 2027	Museum staff Volunteers Funding
	Advertise museum research resources.	Continue to have 'Collections and Research' section on the museum's website.	2024 - 2027	Museum and Heritage Coordinator

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		Information will be included in the museum newsletter and in social media posts.		
	Work with the Dryden Public Library to raise awareness of local history collections at both locations	A list of research material available at each location will be exchanged	2024 - 2027	Museum and Heritage Coordinator Partnership with Dryden Public Library
Complete accurate and objective research	Research will be conducted for exhibits produced in-house and for education programs	Exhibits and programs will be designed using research from primary and secondary sources as well as context experts when possible	2024 – 2027	Museum staff Volunteers
Work towards having a comprehensive collection that is representative of Dryden and the Surrounding area	Expand Indigenous collection	Research will be conducted on Indigenous items in the collection	2025 – 2027	Museum staff Volunteers
	Collect relevant historical/contextual information for all items being accessioned	All items now being considered for accessioning will have detailed descriptions, provenance, and relevance recorded	2024 - 2027	Museum and Heritage Coordinator

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Commemorate significant event in Dryden history: Air Ontario Flight 1363 Crash	Collect resources related to incident	Collection of items, archival records, and oral histories relating to incident will be at the Museum	2024 – 2027	Museum and Heritage Coordinator  Special Projects Manager  Tourism/Economic Development

## GOAL: PRESERVING ASSETS

→ TO SUSTAIN OUR FACILITIES AND COLLECTIONS FOR LONG-TERM ENJOYMENT

<b>Objectives</b> List of Goals	<b>Tasks</b> What do we need to achieve the goals?	<b>Outcomes/Evaluation</b> How will we identify the success?	<b>Time Frame</b> When do we need to complete the tasks?	<b>Resources</b> Who or what are needed to complete the tasks?
Meet conservation requirements to preserve the collection.	Continue to record temperature, relative humidity, and lux measurements	Information will be recorded daily.	2024 - 2027	Museum staff
	Develop and implement training and training package for artifact handling and storage for volunteers/staff.	Trained volunteers will be able to safely handle artifacts with minimal staff supervision.	2024 – 2027	Museum and Heritage Coordinator Volunteers
	Complete condition reports and record location for items being accessioned	All recent donations will have a complete condition report and accurate location recorded with their catalogue record.	2024 - 2027	Volunteers Museum Staff
Start a collection inventory.	Standardize catalogue entries on Past Perfect database	All collection items will have quality checks conducted on Past Perfect records	2024 - 2027	Volunteers

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	Conduct a section by Section inventory of artifacts/archives in the off-site storage, Museum collections storage and in the permanent exhibit	Inventory will be completed for Museum storage before and after collections storage re-org.  The inventory of artifacts in the permanent exhibit will be completed	2024 - 2027	Museum staff Volunteers  Museum staff Volunteers
Accession backlog of donations	Progress through sections of non-accessioned items	Artifacts/archives will be accessioned into the Museum's permanent collections and stored following museum standards	2024 - 2027	Volunteers Museum Staff
Meet needs of the physical site	Repairs to A/C unit	Repairs will be made to the A/C unit to maintain building temperature and humidity requirements	2024	Manager of Community Services  Museum and Heritage Coordinator Contractors Capital budget allocation

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	Assess needs for lighting	Adequate and sensitive document friendly lighting will be installed in the archives	2026	Manager of Community Services  Museum and Heritage Coordinator  Contractors  Capital budget allocation
Address challenges with the digital age	Professional development re: copyright and permissions of use	Museum staff will have a better understanding regarding copyright law in Canada.	2025	Museum and Heritage Coordinator  Online training  Training budget

## GOAL: MANAGING RESOURCES

→ TO ENSURE A SUSTAINABLE ORGANIZATION

<b>Objectives</b> List of Goals	<b>Tasks</b> What do we need to achieve the goals?	<b>Success Criteria</b> How will we identify the success?	<b>Time Frame</b> When do we need to complete the tasks?	<b>Resources</b> What or who can help complete the tasks?
Follow a Vision Statement and objectives outlined in the Mission Statement.	The Museum Advisory Board will work with the Museum and Heritage Coordinator in an advisory capacity for the museum to ensure vision and mission statements are met	The Museum Advisory Board will meet at least 8 times a year.	2024 - 2027	Museum Advisory Board Museum and Heritage Coordinator
	Provide an orientation package with Museum policies and exhibit plan to new Advisory Board members.	New Advisory Board members will be knowledgeable about Museum policies and their role	2024 - 2027	Museum and Heritage Coordinator
Maintain a vibrant Board and volunteer base.	Advertise on social media, museum newsletters, and at promotional events when new Board members are needed.	At least 5 positions on the board are filled.	2024 - 2027	Museum and Heritage Coordinator City of Dryden (advertise for board recruitment following a municipal election)
	Continue to advertise on social media and	The Museum will have an increased	2024 - 2027	Museum and Heritage Coordinator



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	in museum newsletters regarding opportunities to volunteer at the Museum.	number of volunteers.  Volunteers enjoy volunteering at the Museum and continue with the Museum		
Identify projects, priorities, and resource requirements.	Seek additional funding from available grants where applicable.	A list of projects will be identified with applicable funding opportunities identified and applications will be submitted as required.	2024 - 2027	Museum and Heritage Coordinator Museum Advisory Board
Follow City of Dryden policies.	Update staff, Board, and volunteers regarding policy changes	Required authorization of understanding will be signed.	2024 – 2027	Museum and Heritage Coordinator Museum Advisory Board Volunteers
	Provide a health and safety orientation to new Board members and volunteers	Volunteer Health & Safety Checklists will be submitted to the Health & Safety Coordinator	2024 – 2027	Museum and Heritage Coordinator Museum Advisory Board Volunteers
Review Museum policies regularly	Museum Staff and Advisory Board will review policies	Museum policies will be updated and approved by council	2024 – 2027	Museum and Heritage Coordinator Museum Advisory Board
Create succession plans for Museum	Identify roles of all staff and volunteers, collect	A succession plan and package for	2024 – 2026	Museum and Heritage Coordinator

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staff and long-term volunteers	knowledge, and create a plan to pass knowledge on	each role will be made		Museum Staff Volunteers