



DRYDEN

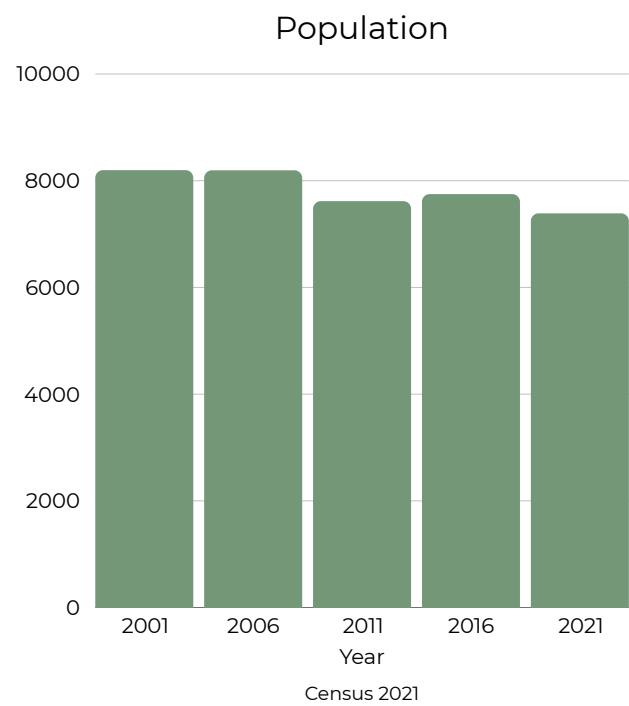
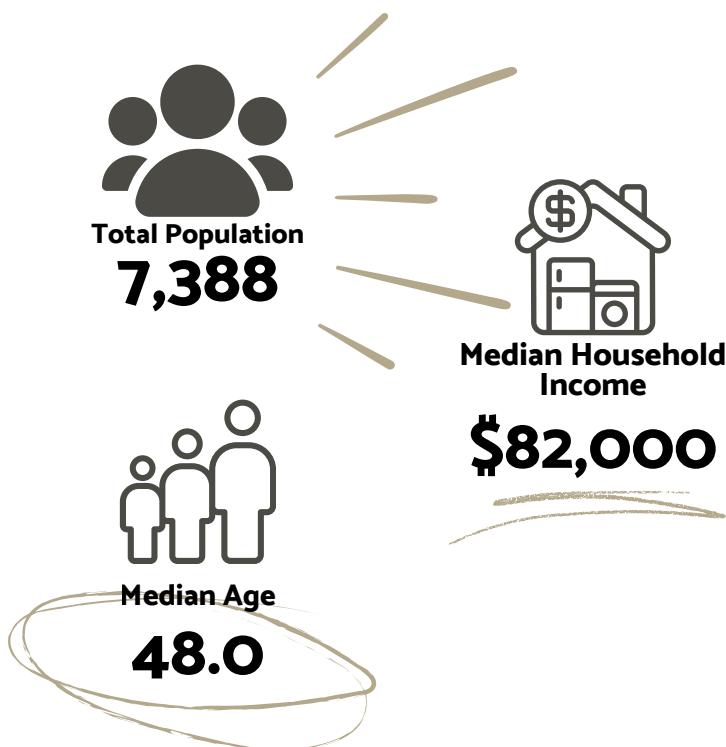
BLAZE YOUR TRAIL | MII-KIN-AA-KAN

The City of Dryden Strategic Plan

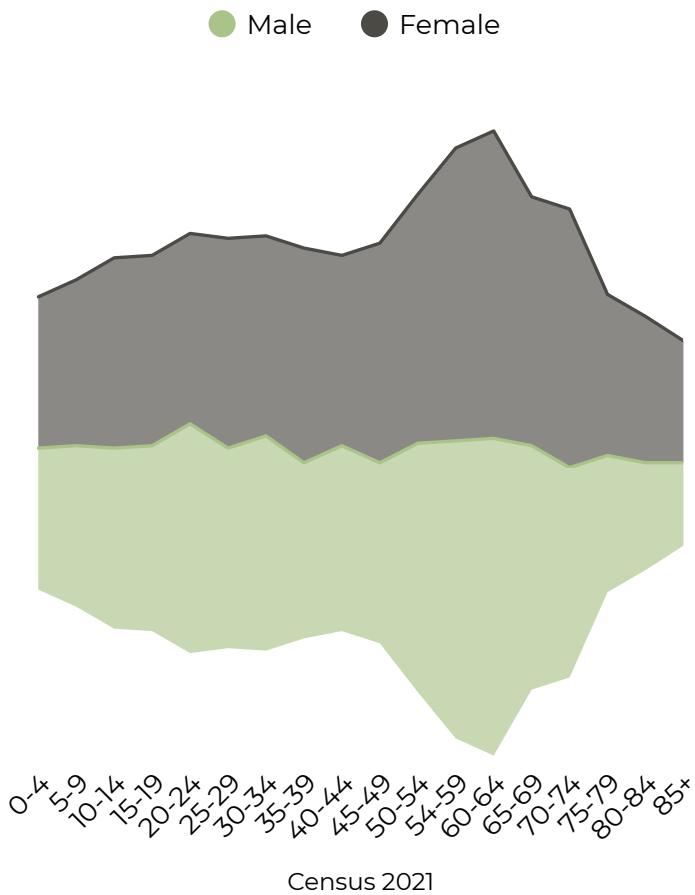
2026-2031

Community Profile | Dryden, ON

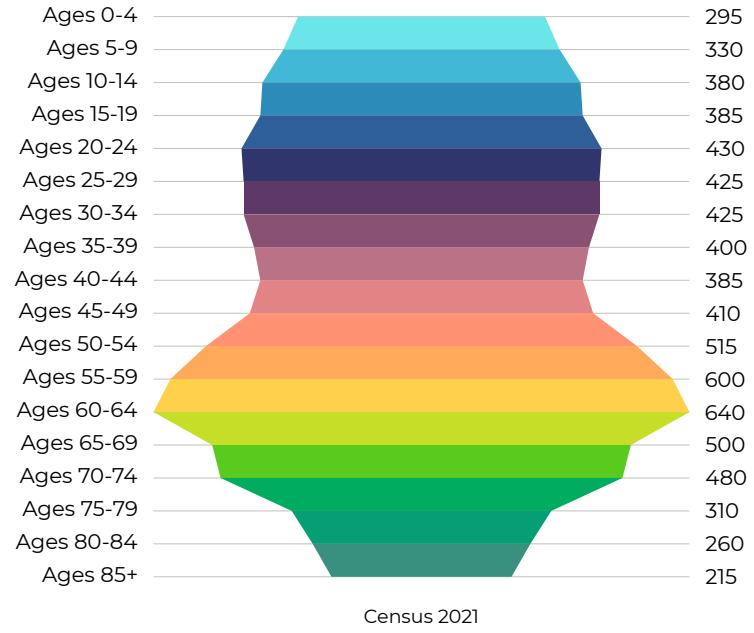
Key Metrics



Population by Gender



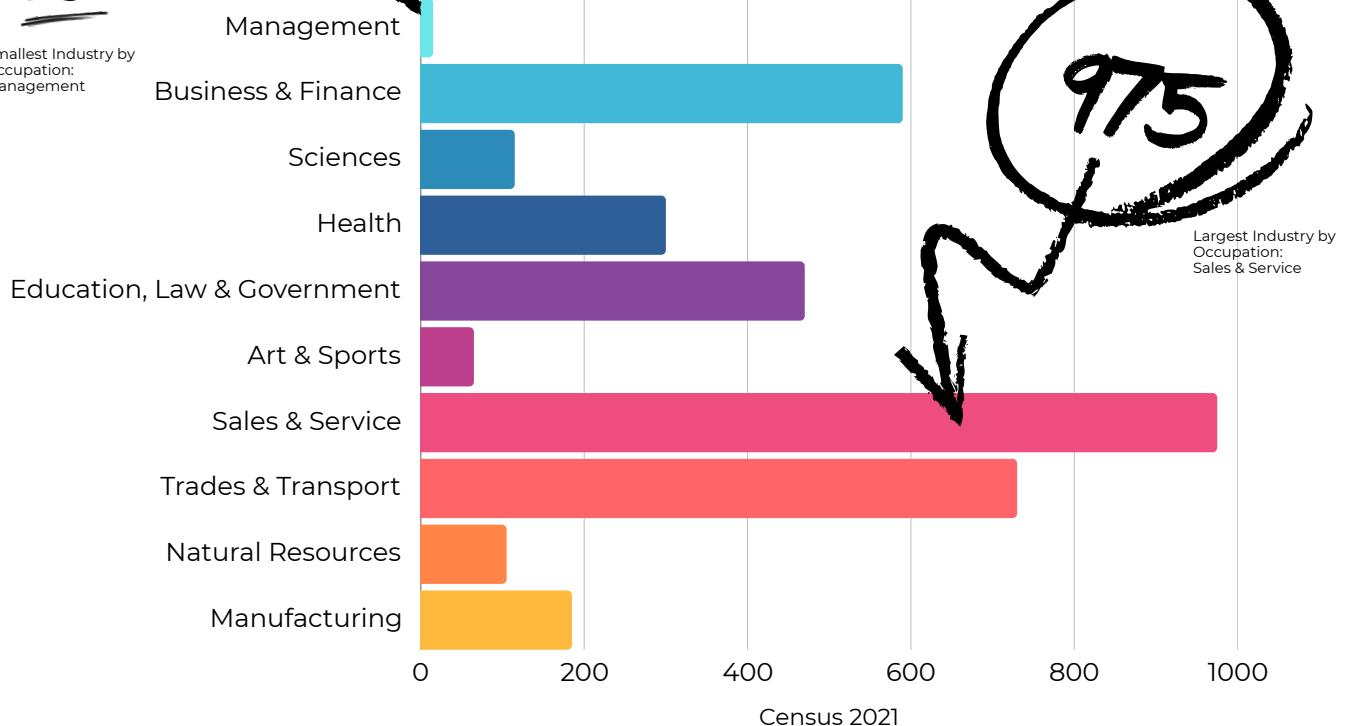
Population by Age



15

Smallest Industry by Occupation: Management

Labour Force by Occupation



975

Largest Industry by Occupation: Sales & Service

Key Metrics



53.1%
Employment Rate



8.3%
Unemployment Rate

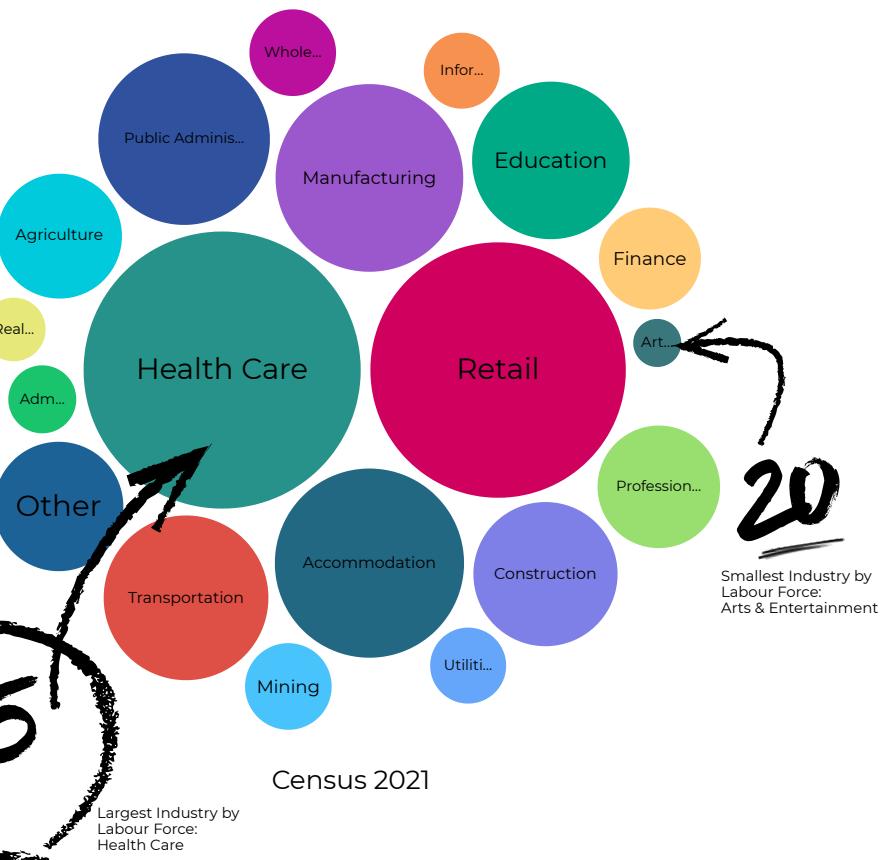


3,550
Total Labour Force



58.0%
Participation Rate

Labour Force by Industry



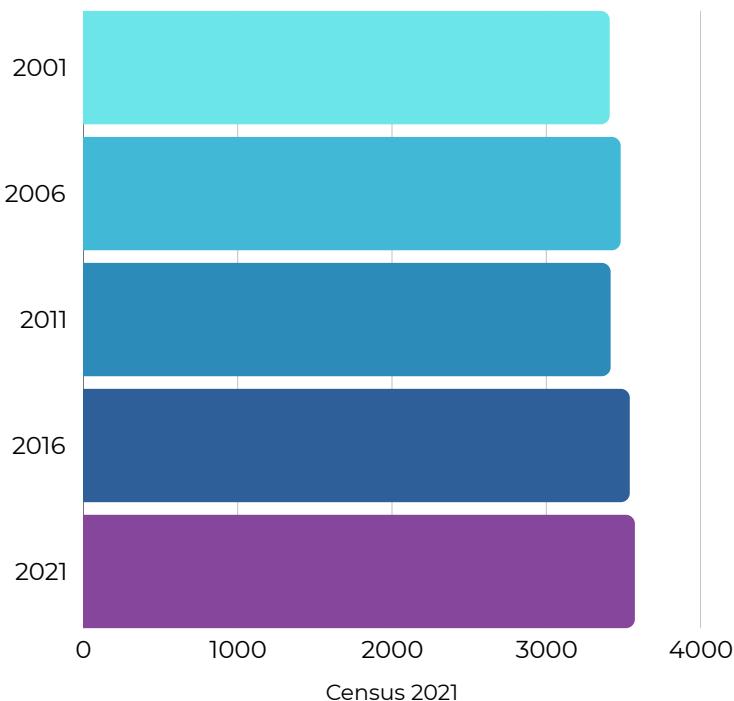
665

Largest Industry by Labour Force: Health Care

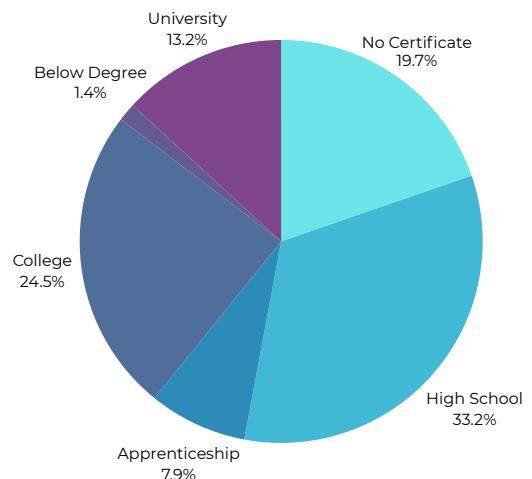
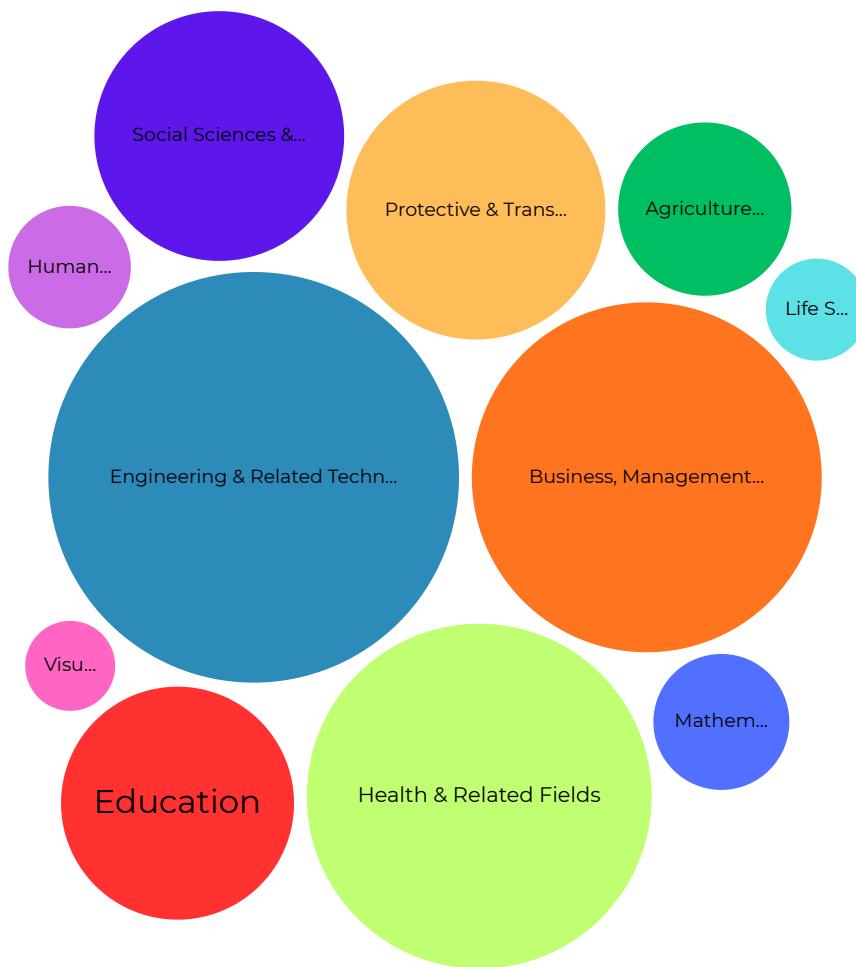
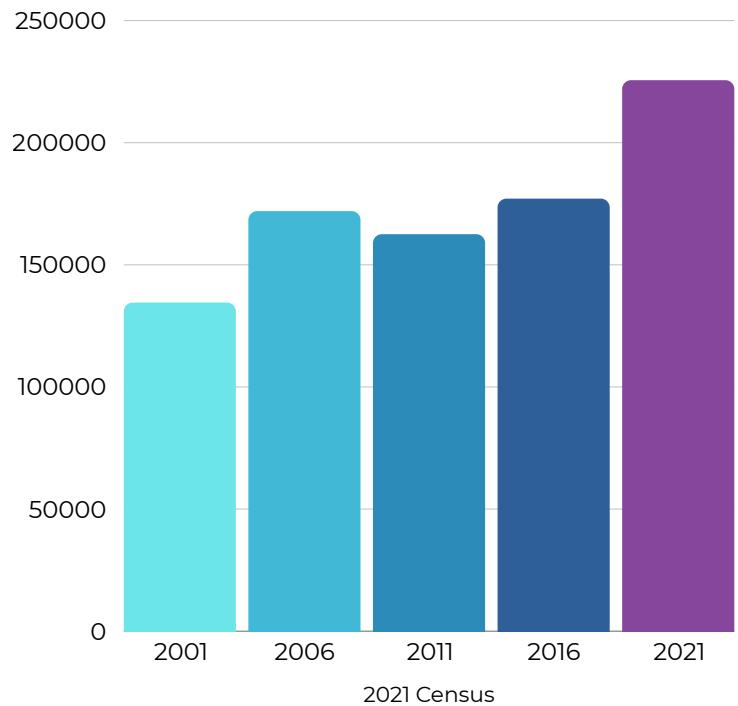
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Smallest Industry by Labour Force: Arts & Entertainment

Number of Private Dwellings



Average Housing Prices



For a complete set of data and charts, view our interactive community profile online.

Vision Statement

Dryden is recognized as a growing, vibrant, safe, healthy and inclusive community with a diverse economy, providing an exceptional quality of life.

Mission Statement

To deliver sustainable, innovative municipal services and infrastructure with courtesy, integrity, transparency and fiscal responsibility while managing community growth in a planned and purposeful manner.

Guiding Principles

Inclusion

- Community leadership honours, welcomes, and accepts all people, hearing their diverse voices and working to strengthen cultural relationships and building community inclusiveness
- Encompasses efforts to ensure that programs and services are accessible to all
- Engagement and communication efforts reflect diverse community needs

Safety

- Actions and planning place people and community safety at the centre of all decisions
- Safe, shared use of community spaces is promoted as an element of quality of life

Community Pride

- Well-maintained properties, assets and infrastructure are appealing to residents and visitors
- Civic engagement informs policy and planning through interactions with municipal leadership
- Volunteerism and community leadership is present

Regional Leadership

- Reflects Dryden's focus on being the regional hub while also recognizing the pressure exerted on municipal taxpayers by the large fringe population which surrounds the municipality
- Commitment to supporting regional workforce development and municipal housing enablement initiatives
- Build and maintain effective local and regional partnerships

Quality of Life

- Champion environmental stewardship, protecting our natural beauty and our access to nature
- Maintain alignment with community values and priorities
- Ensure that all decisions consider how quality of life will be impacted or enhanced

Strategic Goals & Priorities

Community Diversity & Inclusion

The City of Dryden will celebrate its diversity and inclusiveness, while ensuring our doors are open and all who enter are welcomed.

Strategic Priorities:

1. Promote the development of support systems to welcome and familiarize new and existing citizens to the City of Dryden.
2. Continue to foster positive relationships with Indigenous Peoples and neighbouring First Nation communities.
3. Develop strategies intended to promote migration into the City of Dryden to grow the regional workforce.

Community Safety & Wellbeing

The City of Dryden places safety and well-being at the core of our existence and all we do.

Strategic Priorities:

1. Focus on opportunities to support the enhancement of senior and youth programs and services
2. Undertake appropriate efforts to form the Federal and Provincial partnerships required to support community safety and well-being strategies.
3. Make strategic and sustainable housing-enabling investments with the intended outcome of a more diverse and affordable community housing stock.

Infrastructure

The City of Dryden is progressive in its efforts to maintain and strengthen our infrastructure to maximize our opportunity for growth.

Strategic Priorities:

1. Maintain an updated Asset Management Plan as per legislated requirements to drive longer term capital and resource planning with the purposeful intention of materially reducing the infrastructure deficit.
2. Develop long-term preventative maintenance and capital investment plans to extend the lifecycle of municipal facilities.
3. Make adequate investments to maintain a priority queue of shovel ready infrastructure projects which will better position the municipality to utilize external funding opportunities.
4. Development an investment plan, which adheres to the Asset Management Plan, to achieve improvements to the municipal transportation (roadways), water, and wastewater assets.
5. Drive housing-enabling infrastructure investments with key goals of supporting workforce development through increasing housing capacity and improving housing affordability.
6. Update the Asset Management Plan as a Climate-Integrated plan by adding a “Climate Risk Lens”.

Strategic Goals & Priorities cont.

Fiscal Sustainability

The City of Dryden operates in a fiscally responsible manner through established practices that ensure a sustainable future for our community and our municipality.

Strategic Priorities:

1. Seek creative, new revenue sources.
2. Increase City reserve funds.
3. Sustain existing funding sources.
4. Maintain an updated 10-year capital investment plan which is reconciled to the Asset Management Plan.
5. Advocate for the Provincial Government to contribute financially, due to Dryden's unique position with the large unincorporated fringe population, to the municipal service and infrastructure subsidies paid by municipal taxpayers which in turn benefit the entire region.

Economic & Investment Diversity

The City of Dryden recognizes and responds to opportunities that diversify our economy and positions us to achieve positive return on investments.

Strategic Priorities:

1. Waterfront development, focusing on the South Van Horne development and the Sandy Beach Leisureplex.
2. Utilize a portion of the MAT (Municipal Accommodation Tax) to further build community amenities as well as local tourism activities and attractions.
3. Attract new investment to Dryden through continued development of municipal property such as Norwill Industrial Park, Centennial Business Park, and Toronto Drive (future).
4. Support existing business in Dryden promoting and utilizing the Community Improvement Plan.
5. Support initiatives which will catalyze a vibrant, year-round business sector and foster sustainable economic vitality.
6. Continue to invest in "Quality of Life" infrastructure and services to support an outcome of improved workforce attraction and retention.
7. Promote Dryden's new Official Plan and Zoning By-law which supports investment in a diverse housing stock with intentions to reduce housing-related stress, making the local economy more affordable and competitive for talent.
8. Seek out new partnerships with local and regional communities, organizations, and development agencies that foster collaboration and investment.

Strategic Goals & Priorities cont.

Communications and Our People

The City of Dryden respects our employees and our citizens and is committed to responsive and transparent communication.

Strategic Priorities:

1. Development innovative communication methods that will promote enhanced local government engagement with community members.
2. Develop and implement fresh approaches to attract and retain municipal employees.
3. Enhance organizational culture and communications to promote employer of choice qualities and commitment to the Municipal mission.

Growth Management

The City of Dryden will strive to achieve planned, quality, and sustainable population growth that preserves the community's rural character and natural assets while prioritizing strategic, infrastructure-first investments necessary to ensure high-quality public services and a reliable quality of life for all existing and future residents.

Strategic Priorities:

1. Implement an Infrastructure-First Development Policy - adopt a policy that mandates necessary infrastructure upgrades (including capacity and resilience improvements) are fully funded, planned, and completed ahead of, or concurrent with, the approval of major new housing or commercial developments with a focus on water treatment and distribution capacity, wastewater management, road network expansion/maintenance, and municipal facilities.
2. Protect and Direct Development (Land Use Planning) – strategically define clear boundaries for growth, concentrating new development in specific, intended areas and utilize techniques like infill and mixed-use development where appropriate using tools such as the Official Plan, Zoning Bylaw, etc.
3. Support Housing Affordability and Diversity - proactively foster a diverse housing supply to meet the needs of all income levels and life stages.
4. Proactive Investment in Critical Public Services – working with appropriate community stakeholders and senior levels of government, use projected growth forecasts to immediately plan for increased staffing and facility expansions in critical service areas such as healthcare, education, social services, and emergency response (police/fire/ambulance).
5. Strengthen Municipal Capacity and Fiscal Health - invest in municipal administrative strength and pursue diversified, sustainable revenue streams in order to build staffing and technical expertise to manage complex, large-scale growth and to fund sudden infrastructure needs without sole reliance on existing property tax revenue.

Strategic Plan Methodology

The Planning Process

The strategic plan update builds from the previous 5-year strategic plan framework which saw extensive secondary research collected and reviewed, followed by a comprehensive engagement plan. The current update to this plan again involved Council, municipal management, and broad community representation. This information gathering was undertaken to provide evidence-based data to update the strategic planning framework. Key components include:

- Community Profile – Presents the socio-demographic landscape including its economic, workforce, and quality of life components
- Community Engagement
 - Community on-line survey: This survey was provided to the general public from October 28th thru November 18th with a total of 259 completed surveys being collected.
- Council and Staff Engagement
 - Management Engagement: A facilitated strategic planning workshop was held on October 17th. The workshop provided Management the opportunity to explore the current strategic plan in relation to changes experienced in the community's strengths, challenges, opportunities, and priorities over the past five years. The vision, mission and guiding principles, and goals were also reviewed.
 - Council Engagement: A facilitated strategic planning workshop was held on October 27th. The workshop, which was similar to the management engagement but included feedback provided by the management group, provided Council the opportunity to explore the current strategic plan in relation to changes experienced in the community's strengths, challenges, opportunities, and priorities over the past five years. The vision, mission and guiding principles, and goals were also reviewed.
 - Staff Engagement: Front-line staff were encouraged to complete the public survey which offered them a chance to provide their insight and perspectives as municipal employees and, in many cases, as community residents as well.

Following the analysis of all the input received, additional sessions with Council and Management were held. Additional direction was provided and decisions made relating to the stated Vision, Mission, Guiding Principles, and Strategic Goals and Priorities. Management also met to review the goals and priorities in relation to implementation and monitoring of progress. It is these later elements that will be reflected in the departmental workplans.

Strategic Plan Implementation

Implementation of this Strategic Plan will reflect accountability, responsiveness, timeliness, and transparency. Under the leadership of the City's Senior Management Team, departmental workplans will be prepared and approved annually in support of the budget process. These departmental workplans will tie directly to the strategic vision for the City of Dryden and will advance tactical and strategic actions that support its seven strategic goals looking out to 2031.

The value and need of organizational alignment and cumulative results is paramount as municipalities work within fiscal constraints, increased accountability, and limited resources. Navigating the organization's ecosystem requires a firm understanding of departmental workplans, the municipality's official plan and other strategies, and synergies and common themes that span across these. It requires clarity in communication internal and external within the municipality, conscious thinking of how to align activities and responsibilities along the organizational spectrum from the broad organization focus to those at each level in the organization hierarchy. This takes significant planning and thinking.

Strategic Plan Monitoring

Key performance measures will be reported through targeted metrics. These will be presented in an Annual Report to Council and the community, updating on progress of the Strategic Plan implementation and outcomes. In essence, this report will reflect on what was identified as priority, the progression of actions related to that priority, and an examination of impact to the strategic goal as a result of these efforts.

Key performance measures will also be reported through the Municipal Dashboard which is available on the City's website. The Municipal Dashboard is a tool intended to promote community engagement while increasing local government transparency.