



Strategic Plan

2025-2028





Our Municipality

Located 15 kilometers south of North Bay, Callander's lush trails and parks, sandy beaches and breathtaking sunsets provide a perfect backdrop for the downtown core. Callander, named after Callander Scotland, has a rich history in both logging and tourism, resulting from the births' of the Dionne Quintuplets.

The Municipality offers the attractive qualities of small-town and country living along with the benefits of having a larger city close by. The combination of "best of both worlds" is why many of Callander's 3,900 residents have chosen to call the community "home".

Residents and visitors alike also appreciate Callander's friendly atmosphere, its rich cultural offering, its affordability and the many recreational opportunities available. Surrounded by water, farmland and trails, and next to major highways, Callander has become a four-season destination for tourism from near and far.

Message from the Mayor

As we unveil our strategic plan for the next four years, I am filled with optimism for the path ahead. This plan is not just a roadmap; it is a commitment to thoughtfully shape our community into a vibrant destination where residents and visitors alike can thrive.

Through this strategic plan, we are determined to define clear actions that will allow us to achieve our goals effectively. The Council has carefully identified actionable items that reflect our priorities, and our dedicated staff is prepared to implement these initiatives with diligence and care. Together, we will mobilize our resources to ensure that every decision we make is aligned with our vision of attracting and retaining residents and visitors.

Our community's charm and character are our greatest assets. By focusing on thoughtful growth, we aim to enhance our downtown and waterfront areas, creating inviting spaces that promote well-being and foster economic vitality. We believe that a thriving community is one where local businesses flourish, and all residents can enjoy a high quality of life.

I invite each of you to join us in this endeavor. Your feedback and engagement are vital as we work together to cultivate a community that reflects our shared values and aspirations. Let us strive to make our municipality not just a place to live, but a destination that draws people in and makes them feel at home.

Thank you for your ongoing support and dedication to our community. Together, we will build a bright future that honors our past while embracing new opportunities for growth.



The Purpose of a Strategic Plan

- Involves determining actions for a given year to achieve the goals and mobilizing resources to execute the actions.
- Council defines the Actionable Items they want to focus on, and staff implement.



Vision

Growing thoughtfully, we strive to preserve our natural charm and local character. Our future supports the needs of our residents and envisions a vibrant downtown and waterfront that enhances our community's well-being, attracts visitors and fosters gentle economic growth.

Mission

To enhance the quality of life for all residents through accountable governance, responsible management of resources, and fostering a vibrant community spirit.

We commit to thoughtful growth that respects our natural landscape and history, supports our local economy and ensures a peaceful, thriving community for current and future generations.

Values

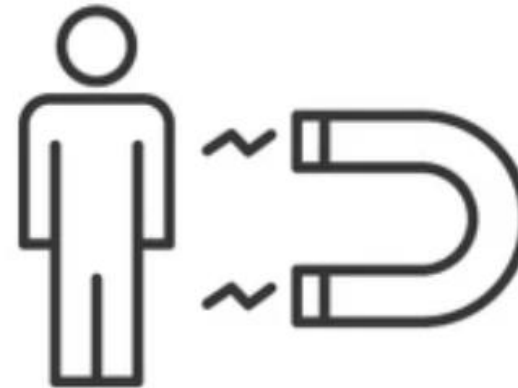
- **Accountability:** We are committed to responsible governance, careful planning, and fiscal responsibility.
- **Preservation:** We are committed to maintaining and enhancing the municipality's natural charm and historical character, prioritizing long-term environmental health, and responsibly using natural resources.
- **Community Spirit:** We foster a sense of unity and vibrancy within the community.
- **Community Well-being:** We focus on enhancing the quality of life for all residents.
- **Collaborative:** We foster a supportive environment in which the Council, municipal staff, the community, and external partners work together to advance our shared goals.

The Lens

Prioritization and selection of action items are to be made utilizing the lens of:



RETENTION



ATTRACTION

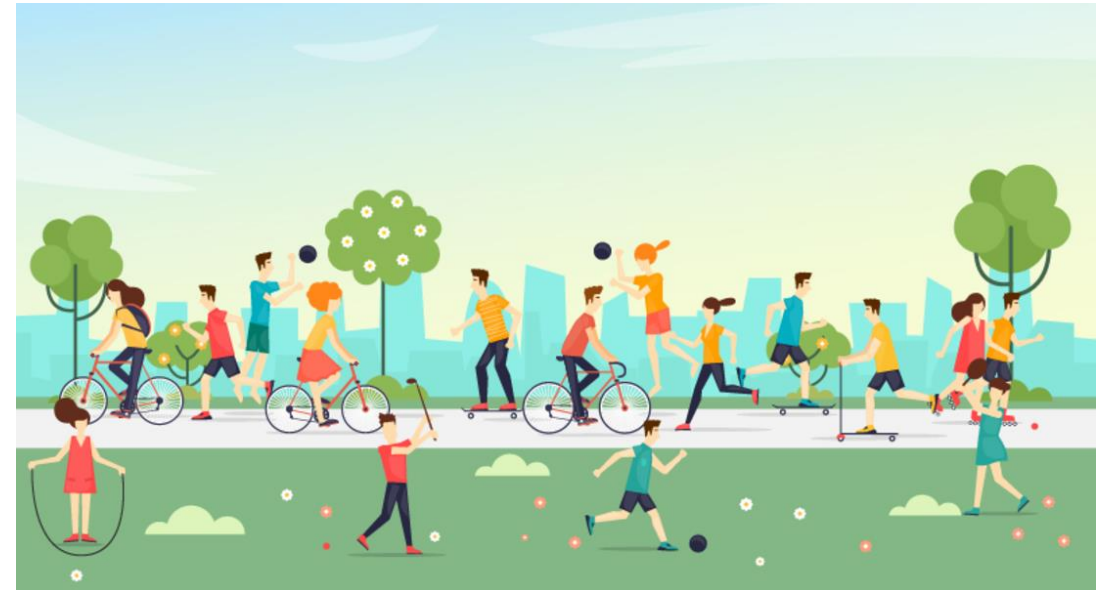
Expected Outcome: A Destination

- A vibrant downtown that is made up of small boutique-style artisan shops, short-term accommodations, cultural offerings and restaurants.
- A natural landscape that is protected and enhanced, to continue to attract tourists for years to come.
- A variety of overnight accommodations, to suit the needs of the different styles of tourists.
- Year-round safe and effective public access, using multiple modes of travel, to Callander.
- A variety of events being hosted regularly, throughout all seasons.



Expected Outcome: A Great Place to Live

- A better quality of life.
- Affordable.
- A community that focuses on the importance of history, nature and usable park space.
- A vibrant community spirit made up of residents, business owners and volunteers who partner to bring successful community events, diverse recreational programming, and other opportunities for gathering and inclusion.





Actionable
Items

Goal	Action Item	Timeframe			Cost
		1-2 Years	3-5 Years	> 5 Years	
Encourage Pedestrian Activity	Establish road designs and standards	X			Staffing and volunteers only
	Improve and raise awareness of connecting paths and trail systems throughout the Municipality	X			Staffing + operating expenses for signage
	Develop trail system from Golf Course Road to St. Theresa	X			Operating expenses associated with tree removal and gravel application
	Introduce crosswalks where applicable	X	X	X	As needed, identified as part of road rehabilitation projects
Improve Established Park and Trail Spaces	Develop plans for park spaces throughout Callander	X	X		Staffing and volunteers only
	Install applicable signs to raise awareness of park spaces	X			Staffing + operating expenses for signage
Increase Natural Trail System Options	Introduce loop trail system behind Community Centre to Toronto Street			X	To be reviewed. May be possible to secure funding, and/or solicit volunteers to assist with this initiative
	Establish natural connective paths in residential subdivisions, where viable		X		Staffing + minimal operating expenses for material
Establish and promote cycling routes	Paved shoulder connections, painting where necessary	X	X		Paved shoulder connection will require capital dollars, possibility for funding. Painting = operating expenses
	Work with external agencies on promotion	ONGOING			Staffing
	Install signage	X			Operating expenses
	Identify and build on destinations for cyclists	ONGOING			Staffing, some expenses to be detailed as part of future budget deliberations

Goal	Action Item	Timeframe			Cost
		1-2 Years	3-5 Years	> 5 Years	
Better parking opportunities	Work towards securing large-scale parking lot within walking distance in the downtown core	X			Staffing + potential purchase of land, to be confirmed once location confirmed
	Find other opportunities for parking, closer to the downtown core that will not reduce potential for commercial development	ONGOING			Staffing + potential purchase/lease of land, to be confirmed once location confirmed
Encourage commercial development and public open space	Develop Waterfront Place	X			Staffing, project management costs, financial models not yet presented to staff/Council. To be confirmed.
	Fill vacant commercial lots and buildings	ONGOING			Staffing
	Implement a Community Improvement Plan		X		Staffing, financial impact dependent on which incentives are implemented by Council
	Encourage opportunities for visits to the downtown core	ONGOING			Staffing, some capital projects anticipated in the long-term
	Build relationships with business community	ONGOING			Staffing
	Assess feasibility of skating oval at the Lake			X	Staffing, operating expenses expected if moving forward with implementation
Pedestrian linkages to the downtown and waterfront	Establish and improve on linkages and pedestrian mobility			X	Staffing, some operating expenses, some capital projects to be factored into rehabilitation costs
	Install wayfinding signage in prominent areas	X			Staffing, operating expenses
Improve and Build on Public Spaces	Introduce a program to encourage private beautification initiatives downtown		X		Staffing
	Introduce gateway and landscaping signage into the downtown core			X	Staffing, capital expenses associated with gateway signage
	Establish location for new library	X			Staffing, capital cost once project is initiated

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Enhanced and Increased Celebrations and Festivals	Look at enhancing celebrations and festivals that currently exist, and in future, look to increase the number of celebrations and festivals occurring on an annual basis		X	X	Staffing levels, potentially additional funding, unless private sector public events can be encouraged
Celebrate our history	Find ways to incorporate our history into our built environment, i.e. walking tour	X	X		Staffing, some operating expenses
	Establish signs/placards throughout parks providing details on our history and environment	X	X	X	Staffing, some operating expenses
Establish a Fully Functioning Marina	Implement the Marina Strategy, make regular progress	ONGOING			Staffing, some operating expenses, some capital expenses as we move forward
Keep our Environment Healthy and Protected	Mitigate flooding hazards	X	X		Staffing, some operating expenses on studies and surveys, some capital expected in future to remediate
	Education and outreach on the importance of safeguarding our source water	ONGOING			Staffing
An Aligned Vision	Ensure staffing capacity at Museum and connections with other departments and agencies of the Municipality to establish better efficiency and alignment with the goals and objectives of Council	X			Staffing, some operating expenses on service delivery review/organization structure study (\$40,000)
	Build a stronger volunteer base, to assist with goals and objectives of Council	ONGOING			Staffing
Offer More Recreational Programming	Assess staffing capacity to determine best way to move forward with recreational programming	X			Staffing, some operating expenses on service delivery review/organization structure study (as detailed above)
	Recruit volunteers to assist in delivering the service	ONGOING			Staffing
	Develop tourist guides and packages for visitors	X			Staffing



How We Measure Success

Increase in Residents

- Number of building permits for new dwelling units
 - **AIM:** 25 per year
- Number of new lots created annually
 - **AIM:** 20 per year

Increase in Tourism

- Number of visitors at events and programming
 - **AIM:** Increase by 10% annually
- Number of visitors at Museum/Art Gallery
 - **AIM:** Increase by 10% annually

Keeping Our Residents

- Tracking those leaving Callander
 - **AIM:** Reduce by 5%

Your Municipal Council



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