

Dryden's Destination Place
Van Horne Waterfront Park



*Opportunity awaits investors in a
new environmentally sustainable
waterfront destination in Ontario's
Northwest*

Van Horne Waterfront Park



Values

Van Horne Waterfront Park is being created to:

- Respect the waters, shores and lands around Wabigoon Lake
- Reflect the entrepreneurial spirit and economic diversity of the City of Dryden
- Focus Dryden's land, rail, air and water links with Canada and the United States
- Showcase the culture and heritage of a city with urban amenities and a small-town ambiance
- These values will be expressed in the design and construction of buildings, sites and infrastructure

Sustainable Design

Van Horne Waterfront Park is envisaged as a developing gateway from Dryden's urban amenities to Ontario's natural beauty. In its architecture and landscapes, the Park will celebrate the products and cultures of the peoples of Wabigoon Lake. In its construction and infrastructure, it will express the highest standards of sustainable design.

Tourism – A Dryden Priority

The development of tourism product and the continuation of tourism destination marketing is one of Dryden's highest strategic priorities to diversify the local economy. Van Horne Waterfront Park will anchor Dryden's many tourism assets, and will be a central focus of ongoing partnership-based tourism marketing efforts.

Telling Statistics

Dryden offers opportunity:

- 3.7 million Canadians and 1.4 million Americans visited Northern Ontario in 2004-2005
- Visitors spent over \$173 million in the Kenora District and U.S. visitors spent \$304 million in Northwest Ontario in 2006
- 6,000 transient vehicles pass through Dryden every day

Location, Location, Location

The City of Dryden stands midway between Thunder Bay and Winnipeg on the Trans-Canada Highway and just two hours from the U.S. border. It is served by Dryden Regional Airport. Van Horne Waterfront Park is being developed on 38 acres of a 120 acre-plus lakefront property in the City of Dryden.





Dryden's Destination Place

The Park

Van Horne Waterfront Park will be developed on 38 acres of private, public and surplus Crown land beside Laura Howe Marsh, a protected wetland. Partners in the Park's Charrette Planning Process included the City of Dryden, Canada Mortgage & Housing Corporation (CMHC) and the Federation of Canadian Municipalities (FCM). The stakeholders' vision, rooted in principles of sustainability, will guide Park development.

Development Program

The Park is being developed as an engine of economic development and a model of sustainability that respects individual property rights. While Park property parcels will be designed in partnership with investors, Park Area Plans will reflect the values and principles identified during the Charrette Process. When Area Plans are complete, sustainable infrastructure engineering will be designed for the Park. Land parcels include:

- 10 acres owned by the municipality
- 6 acres owned by private sector partners
- 22 acres of surplus Crown land

Your Opportunity to Invest

Here are the exciting revenue producing investment property opportunities that you can participate in:

- Condominiums: resort; residential; and life lease;
- A mixed-use development, consisting of an eco-lodge, spa, boutique shops and lighthouse.

To find out more, call Vicki Kurz now at (807) 223-4100.

Charrette Framework Elements

1. Van Horne Avenue: signature gateway
2. Mixed-use Development: residential units
3. Laura Howe Marsh Nature Trail: boardwalks, viewing platforms, interpretive signage
4. Rental Cottages: artist retreat, bird watching
5. Dryden Yacht Club: new club house and restaurant
6. Keel Boat Marina: future expansion
7. Seasonal RV Park: interim use (May to October)
8. Wabigoon Lake Art Centre: new location for Dryden Museum
9. Public Shoreline Promenade: public art displays
10. Residential: condominiums, life lease
11. Public Boat Launch: ice road access, maintenance facility
12. Public/Private Marina: canoe and kayak rentals, guided tours
13. Mixed-use Development: eco-lodge, spa, boutique shops, dining
14. Van Horne Landing Pier: public dock, fishing, lighthouse
15. Festival Park: amphitheatre, rooftop garden
16. Wabigoon Lake Interpretive Centre: visitor information centre
17. Outdoor Recreation: water park, volleyball
18. Waste Water Treatment Plant: engineered wetlands display
19. Winter Village: ice fishing huts, pond hockey, ice surfing, skate rentals
20. Bed and Breakfast: houseboat rentals, marina, float plane Customs base



“Dryden is the hub of Ontario’s Northwest, and the Best Western is pleased to be at the centre.”

– Sandra Boyko, General Manager, Best Western Motor Inn

Quick Facts

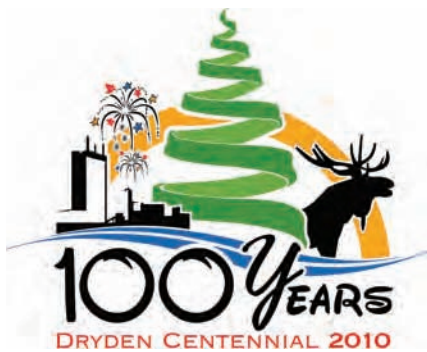
- Population of the Greater Dryden Area is 22,200, with a regional trading area of 35,000
- Goods and services spending exceeds \$250,000,000 annually
- About 6,000 vehicles travel through Dryden every day
- Rail, truck, courier and warehouse services are available
- Highway 502 provides an easy-access, north-south link to the U.S. Midwest, and beyond
- Dryden Regional Airport, with CANPASS, hosts daily scheduled and charter air service
- About one-third of the population is between 25 and 44 years of age – and the median family income is about \$77,439
- A solid economic base in tourism, renewable energy and resource-based sectors in the region’s financial, accounting, real estate, healthcare and transportation hub

Top Reasons To Invest in Van Horne Waterfront Park, Dryden, Ontario

1. Environmental responsibility: development that respects the waters, shores and lands of Wabigoon Lake
2. Community support: citizens and stakeholders of Dryden and area stand behind the Park’s development
3. Location: midway between Thunder Bay and Winnipeg, just 2 hours from the U.S. border
4. Visitors: 5.1 million Canadian and U.S. visitors to Northern Ontario, 2004-2005
5. Over \$173 million spent by visitors to the Kenora District in 2006
6. Visitor traffic: 6,000 vehicles pass through Dryden every day
7. Community: urban amenities with a small-town ambiance, in a safe, full-service community with health, educational and recreational facilities
8. Cost of business: affordable taxes and registration fees, plus well-established infrastructure and services
9. Workforce: skilled, loyal and motivated workers, with 5.2% more people experienced in sales and services than the Ontario average
10. Market access: reliable access to local, northern and global markets through well-connected road, air and communications networks

Call Us Today

If you are looking for a new, environmentally sound investment opportunity in the heart of a growing tourism destination, call Dryden’s Economic Development Manager, Vicki Kurz, today, at (807) 223-4100, or write to her at vkurz@dryden.ca



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