

COMMUNITY RESOURCES

It is the policy of the Town of Jerusalem to have community resources that meet the needs of residents and visitors as well as support local businesses. Jerusalem will promote and preserve its local heritage. The Town will continue to strengthen its relationship with Keuka College, recognizing the importance of this institution to the opportunities and resources available to local residents. Jerusalem's Finger Lakes location and rich heritage should be celebrated. The Town is one of the earliest settlements in Yates County with several registered historic sites. The town values its historic buildings and sites and will work diligently to maintain and promote them as an asset for generations to come. The Town will continue to seek new ways at the local and regional level to promote the community's historical, natural and cultural resources.

Strategies

1. Preserve and promote the town's historic and cultural assets.
2. Enhance the overall appearance of the town by incorporating a consistent theme in landscaping, site design, property development and maintenance.
3. Increase residents' and visitors' awareness of the town's cultural and historic attractions and assets.
4. Continue to build and expand relationships among community organizations and institutions to capitalize on opportunities for collaboration and coordination.
5. Communicate available town, county and regional resources on the Town's website (www.jerusalem-ny.org)

Measures

- Number of registered historic sites and/or properties
- Annual attendance at local festivals, historic attractions and other cultural attractions within the town.
- Number of multi-jurisdictional/multi-organizational projects and programs completed each year



1. *Preserve and promote the town's historic and cultural assets.*

- A. Ensure that the town's description featured in regional and county publications highlights the many cultural and historic resources available in the community.
- B. Maintain an inventory of all designated historic structures within the town. Develop a map and description that can be included in visitors' packets.
- C. Identify potential sites and buildings within the town that may be eligible for future designation.
- D. Solicit grant funds for historic preservation projects for public and private buildings, including barn restoration projects.
- E. Create a promotional, points-of-interest map for widespread distribution.

2. *Enhance the overall appearance of the town by incorporating a consistent theme in landscaping, site design, property development and maintenance.*

- A. Identify areas of the town where a theme to guide public space improvements would be warranted and feasible. Although the theme could guide large-scale capital improvements (e.g. roadway reconstruction, park development, etc.) it is more likely to enhance decorative features such as banners, landscaping, lighting and pedestrian amenities (e.g. benches and trash receptacles).
- B. Conduct volunteer-based clean-up days regularly during the year. The clean-ups should be targeted to main highways and commercial areas within the town.
- C. Ensure that wayfinding, historic market and location signage is well-scaled and well-designed.
- D. Create public landscaping areas within the town that can be installed and maintained by the town, by volunteers and/or by sponsors on a seasonal basis.
- E. Encourage residents to take pride in their community and home. Property improvement tips and suggestions can be provided through newsletters, articles in the local papers and other public forums. Additionally, local volunteer organizations could sponsor beautification and decoration contests.
- F. Install seasonal, non-denominational decorations at key areas within the town, such as town hall and the hamlet areas.

3. *Increase residents' and visitors' awareness of the town's cultural and historic attractions and assets.*

- A. Ensure that the town's website has links to community resources, tourism sites as well as overviews of the town's history, attractions and natural assets.

- B. Develop promotional brochures and handouts that can be distributed to potential visitors to the area. Distribution points might include local and regional restaurants, gas stations, travel agencies and NYS Thruway rest areas.
- C. Create temporary exhibits that highlight the town's history and specific sites and dates of interest. The exhibits could be displayed at local schools, the college, town hall and other public venues in town.
- D. Conduct a "heritage days" dinner, festival or other community event to bring residents and visitors together to celebrate Jerusalem's history.

4. Continue to build and expand relationships among community organizations and institutions to capitalize on opportunities for collaboration and coordination.

- A. Ensure that Jerusalem is involved in, or kept up to date on, the activities of service-related committees, boards, and organizations throughout the county.
- B. Identify grants, projects and activities that the town and college can collaborate on to expand services or improve facilities within the community.
- C. Work with the local school district on a regular basis to identify needed programs and services.
- D. Ensure town representation on and participation in regional organizations that will impact the community.
- E. Attend local and regional conferences to establish relationships with other communities and develop opportunities for regional collaborations.

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