



HEBRON STRATEGIES

Building Communities Worth Inheriting

Helping Communities Move from Planning to Implementation

Municipal Consulting Services for Small and Mid-Sized Communities

THE CHALLENGE

Why Communities Struggle to Move from Planning to Action

Every community has plans. Comprehensive plans, housing studies, economic development strategies, capital improvement programs, and strategic priorities developed through years of public input and professional analysis.

Yet many of these plans sit on shelves. Housing shortages persist. Infrastructure improvements stall. Grant opportunities are missed. Economic development initiatives lose momentum. Local governments face increasing pressure to deliver results with limited staff and financial resources.

The problem is not a lack of planning. The problem is a lack of implementation.

"Planning is only valuable when it leads to implementation."

Hebron Strategies helps small and mid-sized communities bridge the gap between planning and action.

WHY IMPLEMENTATION FAILS

Most communities know what they want to accomplish. The challenge is determining what happens next.

Too Many Priorities

Planning efforts generate dozens of recommendations, leaving leaders uncertain about which actions to pursue first.

Funding Uncertainty

Communities identify worthwhile projects without a clear understanding of available funding or implementation costs.

Limited Staff Capacity

Small and mid-sized communities lack the staff resources to advance multiple initiatives simultaneously.

Disconnected Strategies

Housing, infrastructure, economic development, and workforce initiatives are addressed independently rather than as interconnected priorities.

Infrastructure Constraints

Aging systems and capacity limitations create bottlenecks that slow growth and limit development potential.

Lack of Accountability

Without clear ownership, timelines, and milestones, even strong recommendations lose momentum over time.

Hebron Strategies was created to help communities overcome these barriers and focus on practical execution.

HEBRON IMPLEMENTATION FRAMEWORK

A Practical Approach to Moving from Planning to Action

A FIVE-STEP PROCESS FOR PRACTICAL EXECUTION



We do not replace existing plans. We help implement them.

Each engagement is tailored to the community's existing plans, priorities, and capacity. Hebron Strategies works within your current framework to identify practical next steps and accelerate progress.

GROWTH READINESS ASSESSMENT

Understanding What Is Holding Growth Back

The Growth Readiness Assessment provides communities with a clear, honest picture of their current capacity for growth. It identifies barriers, gaps, and opportunities across six critical dimensions.

Housing

Current housing stock, development pipeline, zoning barriers, workforce housing gaps, and market demand alignment.

Infrastructure

Water, sewer, roads, broadband, and utility capacity relative to current demand and projected growth.

Land Use & Zoning

Available land inventory, zoning flexibility, annexation potential, and development-ready sites.

Site Readiness

Shovel-ready sites, due diligence status, environmental constraints, and access to utilities.

Funding Capacity

Current revenue streams, bonding capacity, grant readiness, and partnership opportunities.

Implementation Capacity

Staff resources, organizational alignment, decision-making processes, and project management systems.

Typical Timeline: 30-60 Days | Deliverable: Growth Readiness Report with Priority Recommendations

COMMUNITY INVESTMENT ACTION PLAN

Connecting Priorities to Projects, Funding, and Timelines

The Community Investment Action Plan translates existing priorities into a structured implementation roadmap with clear projects, responsible parties, funding strategies, and measurable timelines.

Housing

Workforce housing strategies, development incentives, zoning recommendations, partnership opportunities, and implementation timelines for addressing housing gaps.

Infrastructure

Capital improvement prioritization, utility capacity planning, funding alignment, and phased implementation schedules for critical systems.

Economic Development

Target industry strategies, site readiness actions, incentive frameworks, workforce alignment, and investment attraction roadmaps.

Community Revitalization

Downtown improvement plans, placemaking priorities, public space investments, and quality-of-life initiatives tied to measurable outcomes.

Typical Timeline: 60-90 Days | Deliverable: Community Investment Action Plan with Implementation Roadmap

IMPLEMENTATION SUPPORT

Ongoing Support After the Assessment or Action Plan

Hebron Strategies provides continued support to help communities execute their implementation roadmaps. These services can be engaged individually or as part of an ongoing partnership.

Grant Strategy

Identify funding opportunities, develop application timelines, align projects to federal, state, and foundation priorities.

Stakeholder Coordination

Facilitate alignment between elected officials, staff, developers, nonprofits, and community partners.

Project Tracking

Establish milestones, reporting systems, and accountability frameworks to maintain momentum.

Council & Staff Alignment

Ensure leadership and staff share a common understanding of priorities, roles, and implementation expectations.

Implementation Accountability

Provide ongoing check-ins, progress reporting, and strategic adjustments to keep projects on track.

Available as standalone engagements or bundled with the Growth Readiness Assessment or Action Plan.

WHAT SUCCESS LOOKS LIKE

Imagine Your Community One Year From Now



WHY HEBRON STRATEGIES

Experience That Bridges Planning and Implementation

Founded by Ian Crafton, Hebron Strategies brings together expertise in local government, land use planning, economic development, real estate, fundraising, and community growth to help communities move from planning to measurable action.

Local Government

Land Use Planning

Economic Development

Real Estate

Fundraising & Grants

Community Growth

IDEAL CLIENTS

Municipal Governments

Borough & County Governments

Economic Development Organizations

Chambers of Commerce

Regional Development Authorities

Public-Private Partners

Hebron Strategies works with communities ready to move from planning to implementation.

Ready to Move from Planning to Implementation?

Schedule an introductory conversation to discuss how Hebron Strategies can help your community turn plans into measurable progress.

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