



HERMISTON, OREGON

Market Guide

City Contact Information



Where Life is Sweet

Byron Smith
City Manager

bsmith@hermiston.or.us

180 NE 2nd Street
Hermiston, OR 97838

541.567.5521 office

www.hermiston.or.us

Mark Morgan
Assistant City Manager

mmorgan@hermiston.or.us

541.567.5521 office

Focus Properties

Retail Strategies has a catalogue of retail commercial real estate properties in this market.



For more information, please contact the Portfolio Director and/or Retail Development Director listed on the front of this guide.

Demographics (15 Minute Drive Time)



Population
34,743



Average Age
37.1



Household Income (Median)
\$51,148



Number of Households
12,037



Growth Rate
1.42%



Household Income (Average)
\$60,377

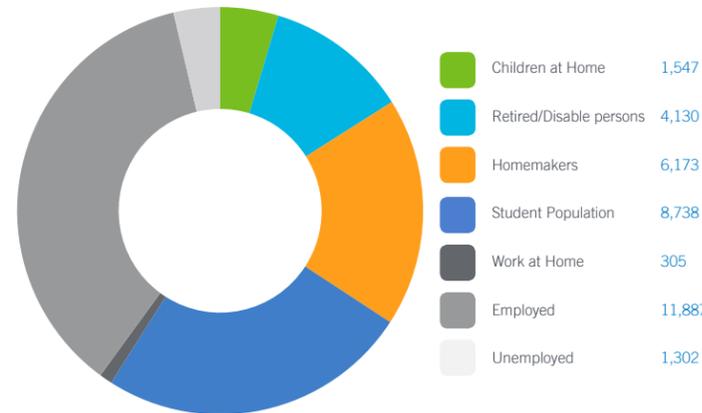
Peer Analysis

The Peer Analysis, built by Retail Strategies along with our analytics partner (Tetrad), identifies analogue retail nodes within a similar demographic and retail makeup. The Peer Analysis is derived from a 5 or 10 minute drive time from major comparable retail corridors throughout the country. The variables used are population, income, daytime population, market supply and gross leasable area. The following are retail areas that most resemble this core city:

Peer Trade Areas

Sandy, OR	37601 Hwy 26
Sunnyside, WA	613 S 6th St
Cottonwood, AZ	1635 E Cottonwood Ln
Culpeper, VA	309 S Gate Shopping Ctr
Monroe, WA	19651 Hwy 2
Poulsbo, WA	19245 10th Ave NE
Canon City, CO	1414 Main St

Daytime Population **34,083** (15 Minute Drive Time)



Focus Categories

The top categories for focused growth in the municipality are pulled from a combination of leakage reports, peer analysis, retail trends and real estate intuition. Although these are the top categories, Retail Strategies' efforts are inclusive beyond the defined list. *Let us know how we can help you find a site!*



Restaurants



Health, Fitness & Personal Care



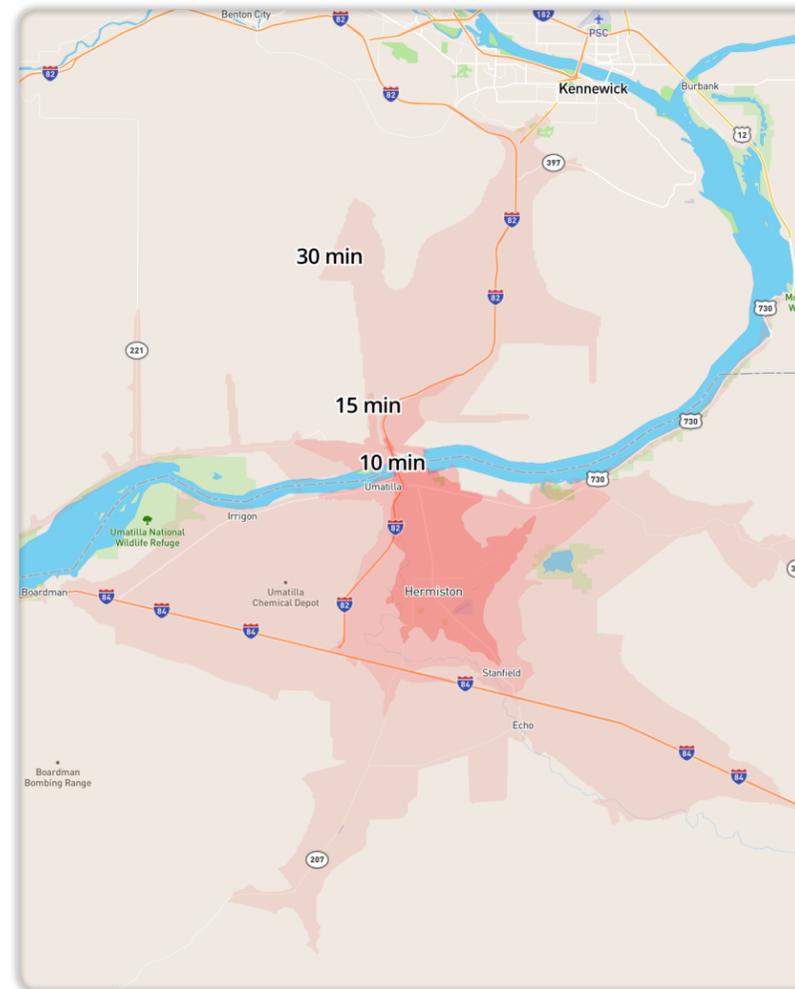
Pet Stores & General Merchandise



Hardware & Garden



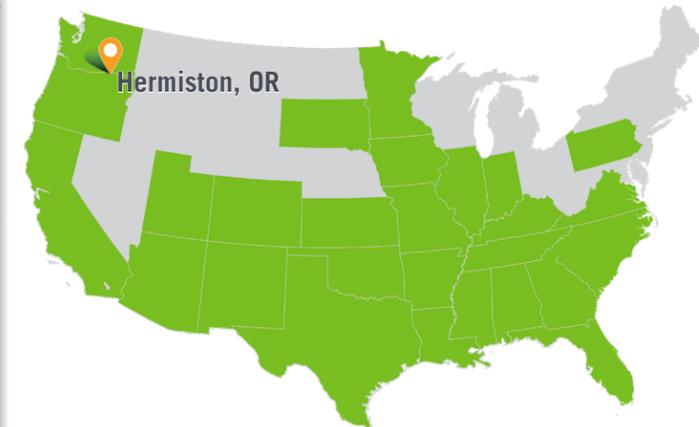
There's a lot of potential here.



DEMOGRAPHIC PROFILE	10 Mile Radius	15 Mile Radius	25 Mile Radius
2019 Estimated Population	39051	4243	103628
Daytime Population	35917	38475	88155
Median HH Income	51355	51856	64336
Number of Households	13035	14306	35763

	10 Minute DT	15 Minute DT	30 Minute DT
2019 Estimated Population	28626	34743	43363
Daytime Population	28795	34083	43389
Median HH Income	50807	51148	52544
Number of Households	9931	12037	15063

*Source: STI PopStats



Scott vonCannon
Portfolio Director
scott@retailstrategies.com
205.490.2827 office



Joe Strauss
VP of Development
jstrauss@retailstrategies.com
205.490.2831 office





DOWNTOWN HERMISTON

- Hale's Restaurant
- Neokies
- Cozy Corner Tavern
- The Pleasant
- HERMISTON BREWING CO.

HERMISTON PLAZA

- maurices
- DOLLAR TREE
- rue21
- Great Clips
- BEALLS
- Starbucks
- BIG LOTS!
- SAFeway
- SALLY BEAUTY
- SUBWAY
- H&R BLOCK
- GameStop
- at&t