



# CITY COUNCIL

## Work Session Meeting Minutes October 14, 2024

Mayor Drotzmann called the regular work session meeting to order at 6:00pm. Present were Councilors McCarthy, Barron, and Duron. Councilor's Primmer, Hardin, Linton, Myers, and Peterson were excused. Staff in attendance included City Manager Byron Smith, Assistant City Manager Mark Morgan, City Attorney Rich Tovey, Finance Director Ignacio Palacios, Chief Jason Edmiston, and City Recorder Lilly Alarcon-Strong. Also present was Student Advisor Jeanine Heredia.

### **Amazon Web Services Community Engagement Update**

AWS External Affairs Manager Kalie Davis, presented the Council (PowerPoint Presentation attached) with community engagement and economic impacts that AWS has supported, to include: job growth, tax and fee payments as the largest taxpayer in Umatilla County, capital and operating investments, awarding \$100,000 in BMCC Scholarships including immediate job placements for the majority of students enrolled in data center technician programs, and giving back to the community, to include programs for: Library Multicultural Center, Pickleball Courts, UCFD#1 Education Trailer, Agape House Backpack Program, Martha's House, Stepping Stones Alliance, Umatilla County Fair, Farm-City Pro Rodeo, Arbor Day Tree Donation, Pacific Northwest Veteran Alliance, and more.

Josh Burns spoke regarding the HEROS Community Funded Project and how receiving funding from AWS helped complete this project.

(Jeanine Heredia arrived 6:17pm)

### **Retail Strategies Update**

Portfolio Director Brooke Hill and Retail Development Manager John Boozer from Retail Strategies presented the Council (PowerPoint Presentation attached) with Hermiston's data, demographics, household income, population, and average analysis; what retailers look for when they are looking to develop in an area; opportunity gaps; retail timelines from initial interest to the retailer opening its doors, which typically takes at least three years; previous retail success that Retail Strategies has helped move into Hermiston; current active retail interest in Hermiston; the many outreach efforts Retail Strategies engages in, and more.

Mayor Drotzmann stated community members always tell him they want the following business to be located in Hermiston: Chipotle, Italian restaurant, Applebee's, Costco, and another grocery store option like Fred Meyer. Mayor Drotzmann thanked Retail Strategies representatives for attending and giving information about the time and effort it takes to bring in businesses and that the City is trying to do what they can to help this process.

### **Adjournment**

Mayor Drotzmann adjourned the work session meeting at 6:52pm and stated the Council will take a short break and then convene for their regular council meeting at 7:00pm.



HERMISTON CITY COUNCIL MEETING

# AWS Community Engagement

2024 Update

Kalie Davis

External Affairs Manager  
AWS

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## Economic Impact of AWS in Umatilla County 2012 -2023



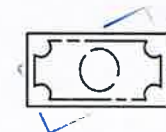
\$12.5B

Capital and operating  
investments



2,830

Estimated average full -  
time equivalent (FTE)  
jobs supported at local  
businesses annually in  
Umatilla County 2012 -  
2023



\$20.6M

Tax and fee payments  
to Umatilla County in  
2023



#1

AWS is the largest  
taxpayer in Umatilla  
County



Giving back to the City of Hermiston



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## Hermiston Community Contributions

- Library Multicultural Center
- Pickleball court
- Fire department education trailer
- Agape Backpack Program/Martha's House
- Stepping Stones Alliance
- BMCC Scholarships (\$100K)
  - For 23/24, all but two students got job placements
  - For 22/23, all got job placements
  - For 21/22, all got job placements



*"Seeing my students find jobs and launch their careers is truly the very best part of my work. I'm immensely grateful to AWS for their long-standing and generous support of our students. Thank you."*

—Peter Hemberg

BMCC Data Center Technician Department Head



## Hermiston Community Contributions

- Umatilla County Fair
  - Barn expansion
  - Livestock Show Scholarships
- Farm City Pro Rodeo
- Arbor Day Tree Donation
- HEROS Sports Complex



Dear Amazon Web Services,  
Thank you for your generosity and  
support in bumping my goat at  
the Umatilla County Fair. This is  
my 5th year showing and I get  
better every year. I plan to use the  
money for college. Thanks again for  
your support!



## HEROS Sports Complex



## AWS ChangeX Community Fund

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## ChangeX Community Fund Updates

- \$350K
- Opens 2x per year Jan 1 and July 1
- Highlight videos

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## Pacific Northwest Veterans Alliance



### Grid Alternatives Pilot Program



#### Program Overview

- Community solar program
- \$1.2M Initial Fund
- Install Q4 2024



#### Who Benefits

- Pilot program includes 10 organizations
- Grid finalizing due diligence for 3 Hermiston locations



#### How Does it Work

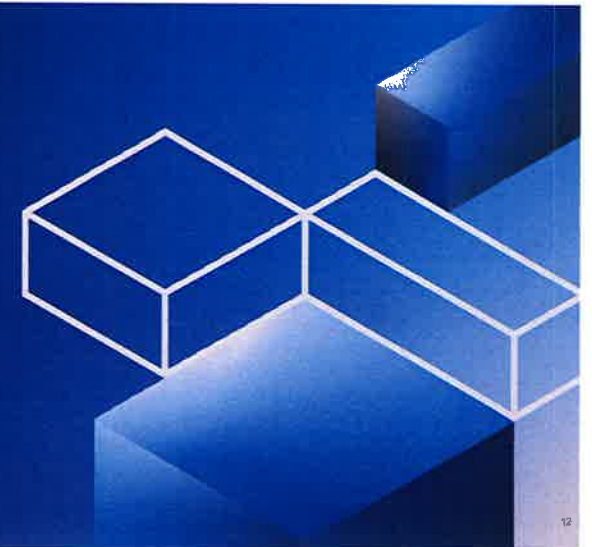
- Solar photovoltaic systems, approx. 25kW each
- Provides energy cost reductions to community organizations
- No cost to participating organizations for install
- All maintenance is provided for free by Grid
- Solar systems fully owned by organization

Questions



Thank you!

Kalie Davis  
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retail strategies

## City Council Presentation Hermiston, OR

### INTRODUCTION

## Retail Strategies

Founded in 2011, Retail Strategies is a full-service advisory firm that works with municipalities on business recruitment through commercial real estate connections and networks.

Our team employs a commercial broker's mindset with a fiduciary responsibility for our municipal clients.



retail strategies

retail recruitment

retail academy

downtown strategies

small business support

### OUR PROCESS

## Retail Strategies

- **Data & Demographic Analysis:** We refresh data for Hermiston's custom trade area annually. This allows us to see the market from the same perspective as national retailers.
- **Boots on the Ground:** We visit the market annually to update our inventory of real estate assets in Hermiston. Throughout the year we work to develop and nourish relationships with local brokers, developers, and property owners.
- **Trade Show Representation:** We attend ICSC shows to build better working relationships with key industry players, gather current retailer expansion information, and promote Hermiston market opportunities.

- **Pleasant Persistence:** Our team remains pleasantly persistent with national retail brands, and we actively promote viable sites in Hermiston. National retail brand reps are constantly receiving sites from around the country – we put Hermiston at the front of the line.
- **Investment Multiplier:** We act as an extension of Hermiston's ongoing economic development efforts. Our goal is to multiply the results of your team by focusing specifically on retail recruitment.
- **Relationship Agent:** Our team is actively looking for ways to leverage our deep bench of industry relationships in order to promote retail opportunities in Hermiston.



retail strategies

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Walter Clark, Business, Retail Development Manager  
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(503) 439-1000

### DISCOVER

## How you see it

Hermiston, OR  
Population 20,322



State of Oregon  
Population 4.23 million

Source: Population Research Center (PRC) at Portland State University



DISCOVER

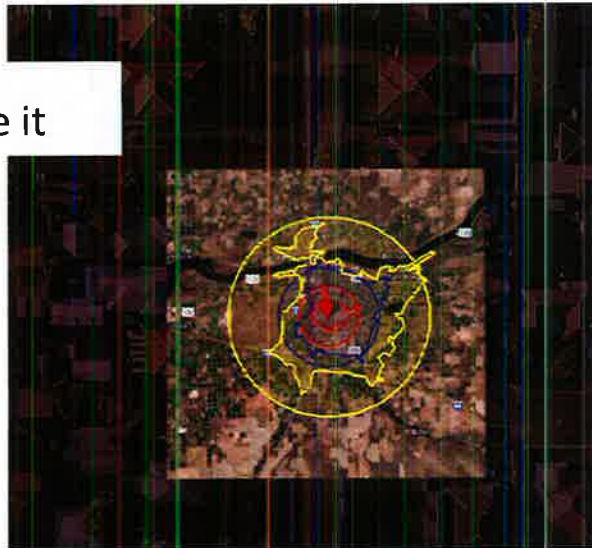
## How retailers see it

### Radius Rings

- 0-3 miles – 24,800 pop.
- 0-5 miles – 31,677 pop.
- 0-10 miles – 40,243 pop.

### Drive Times

- 0-5 min – 14,976 pop.
- 0-10 min – 29,310 pop.
- 0-15 min – 36,933 pop.



DISCOVER

## Customized Trade Area

Mobile Tracking Data from  
Hermiston Walmart



DISCOVER

## Customized Trade Area

55,659  
projected 2027 population



52,699  
2024 estimated population

\$69,450  
Median household income

38  
male average age

39  
female average age

DISCOVER

## Opportunity Gap

**\$125,818,241**

This means more people purchase items outside the defined Hermiston trade area than in the Hermiston-defined trade area for their consumer goods and services. Finding the specific categories where they are leaving the market is the key.



## DISCOVER

### Property Catalog



## FOCUS ZONE

### Highway 395 Corridor

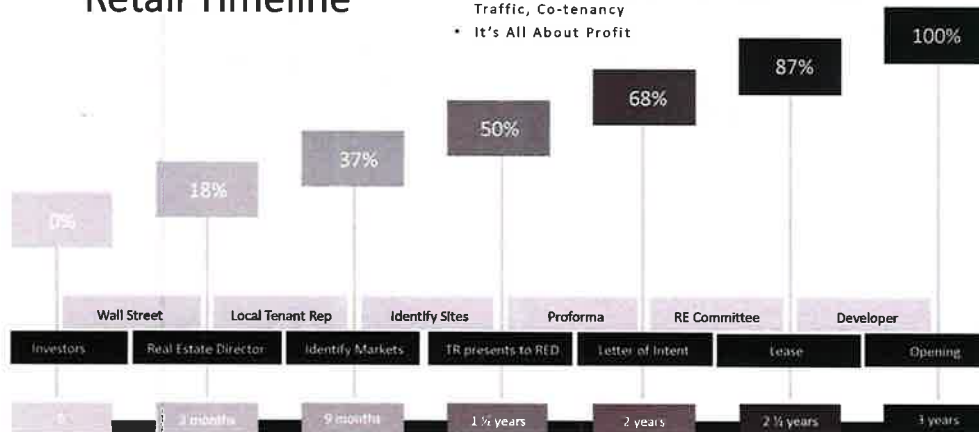
We work closely with the local team to engage with property owners, fostering connections with retailers, brokers, and developers. Our outreach helps to showcase unique opportunities in Hermiston that might otherwise go unnoticed by larger or non-local entities.



## RETAIL PROCESS

### Retail Timeline

- The Retailer Drives The Decision
- A Small Percentage Of Proposed Sites Equals New Openings
- Universal Site Criteria: Visibility, Parking, Access, Traffic, Co-tenancy
- It's All About Profit



## HERMISTON, OR

### Active Retail Interest

Type of Retailer	Deal Status
Grocery User	Market Review
Outdoor Retailer	Reviewing Sites
Cellular Provider	Reviewing Sites
Chicken Fast-Casual	Reviewing Sites
Mexican QSR	In Negotiations





HERMISTON, OR

## Past Retail Success

Before:



After:



HERMISTON, OR

## Past Retail Success



HERMISTON, OR

## Retail Recruitment

### Conference Representation:

- Companywide: 15+
- Regional Team: 2-3

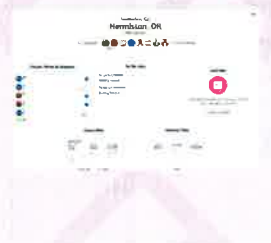


HERMISTON, OR

## Communicating Progress

### Basecamp

- Our main tool for communicating information.
- Functions as a messaging platform and keeps both sides accountable for project management.



### Quarterly Business Reviews (QBRs)

- Quarterly reports covering retail news, industry trends, and recruitment updates.





## Continued Outreach

We share a common goal to generate new retail communication that would not otherwise happen and to create market influence in the retail industry.

We have conducted outreach to over 50 retail prospects ranging from: specialty grocers, entertainment concepts, sit-down restaurants, coffee shops, quick serve restaurants, fast casual restaurants, pet stores, clothing and footwear, hotels, home furnishings, and more.

Together, we continue to collaborate and strategize with the local Hermiston Team to think creatively regarding new-to-market retail and available sites.



*Where Life is Sweet*

