

WHY TYLER?

Tyler, Texas is more than a market - it's the retail, commercial, health, and education nucleus of East Texas. With a trade area population of over 670,000, Tyler draws from surrounding counties for shopping, medical care, and higher education, guaranteeing a broad customer base beyond city limits.

- Within the city limits, Tyler's population of 108,000 surges by more than 30% during the day - drawing a workforce and shopper base that fuels retail activity.
- As the hub of a 670,000+ trade area, Tyler captures the buying power of all of East Texas.
- Retail sales in Tyler are substantial: in 2022, total retail sales were over \$4.8 billion.
- Tyler's population is young and active [median age of 33], and its workforce is growing.
- Located along Interstate 20 with connections to major regional corridors and a regional airport, Tyler is primed for logistics and distribution.

WHY THE VILLAGE AT CUMBERLAND PARK?

Total Annual Visits: 6.9 Million

Top Performing Tenants [in visits]:

**SHOE
PALACE**

100th percentile
1st in state

**STUDIO
MOVIE GRILL**

100th percentile
1st in state

Bath & Body Works[®]

96th percentile
4th in state

T.J. maxx

85th percentile
9th in state

DAVID'S
BRIDAL

88th percentile
2nd in state

five BEL^oW

86th percentile
23rd in state

 **AT&T**

90th percentile