

## 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**

100<sup>th</sup> percentile  
1<sup>st</sup> in state

PAINTED  **TREE**  
BOUQUETS

100<sup>th</sup> percentile  
1<sup>st</sup> in state

**STUDIO  
MOVIE GRILL**

100<sup>th</sup> percentile  
1<sup>st</sup> in state

Bath & Body Works

96<sup>th</sup> percentile  
4<sup>th</sup> in state

**TJ-maxx**

85<sup>th</sup> percentile  
9<sup>th</sup> in state

**DAVID'S**  
BRIDAL

88<sup>th</sup> percentile  
2<sup>nd</sup> in state

**five BEL'W**

86<sup>th</sup> percentile  
23<sup>rd</sup> in state

 **AT&T**

90<sup>th</sup> percentile