

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]:



100th percentile
1st in state



100th percentile
1st in state



100th percentile
1st in state



96th percentile
4th in state



85th percentile
9th in state



88th percentile
2nd in state



86th percentile
23rd in state



90th percentile