

# ETHAN CONRAD

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PROPERTIES INC.

**FOR IMMEDIATE RELEASE**

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**ETHAN CONRAD PROPERTIES ACQUIRES MERCED MALL**  
***Renamed to Marketplace at Merced***

**Sacramento, CA – June 7, 2024:** Ethan Conrad Properties proudly announces the acquisition of the Merced Mall, a premier 329,000± square foot enclosed mall situated at 851 W Olive Ave, Merced, CA. The mall, strategically positioned at the best retail location in Merced, will be renamed *Marketplace at Merced*.

*Marketplace at Merced* has become our third regional mall in California and the second retail property purchase in Merced within the past twelve months! This significant acquisition underlines our commitment to investing in and revitalizing retail spaces across the state.

*“In our commitment to excellence, we are dedicated to remodeling the property to ensure it exudes the same allure and attractiveness as esteemed destinations similar to Yuba Sutter Marketplace and Chico Marketplace. Our aim is to create a space that not only meets but exceeds the expectations of our tenants and community members alike,”* said Ethan Conrad, CEO of Ethan Conrad Properties.

*Marketplace at Merced* serves a vast geographic region in California’s Central Valley and is poised for a comprehensive redevelopment. The redevelopment plans focus on transforming the 53-acre shopping center into a vibrant, entertainment, and service-driven hub. These enhancements are expected to significantly increase foot traffic and attract repeat visitors, ensuring the mall's long-term market dominance.

*“The City is grateful for the years that Coddling Enterprises operated the Merced Mall, and we look ahead to working with Ethan Conrad Properties. We are fully confident that Ethan Conrad Properties will take the former Merced Mall to the next level and look forward to re-positioning the Mall to a major regional community shopping center,”* said Mayor of Merced, Matt Serratto.

We are proud to announce that we will be leasing this property to outstanding national tenants. This decision promises to bring immense benefits to the community, fostering economic growth and enriching the lives of residents. We have received significant interest from over 300,000 SF of anchor tenants, many of whom have already submitted compelling lease proposals for the 85,000 SF of anchor space. This level of enthusiasm underscores the undeniable appeal and potential of the property.

City of Merced District 5 Councilmember Sarah Boyle stated, *“The redevelopment of the former Sears building and Merced Mall are two major priorities for the residents of this community. We are excited and, with great anticipation, await the start and completion of the renovation project. Welcome to Merced and the best Council District in Merced, Ethan Conrad Properties.”*

Additionally, we are excited to unveil plans for two dynamic "pads," with several exceptional drive-thru restaurant tenants expressing keen interest and have already submitted lease proposals. These tenants are poised to enhance the vibrancy and convenience of the property, catering to the community's diverse needs.

A special congratulations to our Senior Associate Broker, Joey Chiurazzi, for representing the buyer, Ethan Conrad.



#### About the Company:

[Ethan Conrad Properties, Inc.](https://www.ethanconradprop.com/) is one of northern California's largest vertically integrated commercial real estate companies, specializing in retail centers, office buildings, and industrial complexes throughout the greater Sacramento region.

#### About Merced Mall:

[Merced Mall](https://www.mercedmall.com/) was originally built in 1969 by Santa Rosa based property group Coddling Enterprises. Merced Mall has been a pillar of the Merced Community for the last 55 years. It has long served as a central hub for shopping, dining, and social gatherings.

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