



destiny usa

Press Kit

June 2014



"...This was the perfect place to go to keep warm and keep moving. We saw The Hobbit 2 at Regal Cinemas IMAX, had a drink at World of Beer and celebrated a birthday dinner at Gordon Biersch. Since it was just after Christmas, we kept shopping to a minimum, but just by walking around...I could see that the selection of retail stores was quite extensive! There's also a ton of activities to do for families in the area. Besides the movie theater, there's a Dave & Buster's, Rope Climbing Course, Mirror Maze, Bowling Alley, High-Speed Go-Cart Course, Interactive Golf Course... just to name a few. One big plus to visiting Destiny USA is this plethora of parking spots. We parked in the remote parking lot and walked over the sky bridge to enter the mall. The parking lot was super easy to pull in and out of, located right off the main highway. In all, a great place to go for families escaping the cold weather or boredom."

– Female, Grapevine, Texas – January 2014

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Who We Are

Destiny USA is a 2.4 million square foot destination-shopping complex located in Syracuse, NY. The new expansion combines full priced and value retail, fine dining and entertainment venues. Destiny USA is home to more than 260 retail venues with an entire level dedicated to entertainment and an indoor outlet component on the first and second levels of the expansion.

Destiny USA's central location in the Northeastern United States extends its reach to 5.5 million people within a 250 mile drive of the facility. Major target markets within this area include Eastern Canadians, tourists, University students and regional residents. At 2.4 million square feet, Destiny USA is the 6th largest enclosed shopping center in the country; Oxford Economics projects that Destiny USA will attract 29 million visitors in 2014, making it the second most visited shopping destination in the United States according to a *Travel + Leisure* magazine article highlighting the most visited shopping destinations.

Destiny USA is designed to capitalize on the evolution of consumer shopping behaviors and patterns in providing luxury, designer brands at value prices alongside traditional, full-priced retail, entertainment and dining experiences.

Our Location

- Destiny USA is conveniently located at the crossroads of the I-690 and I-81 and is less than 10 minutes from the New York State Thruway and Syracuse's Hancock International Airport
- The major roadways make Syracuse, NY and Destiny USA a prime stopover location for tourists traveling from New York City to Niagara Falls or Canada.

Key Facts & Figures

Our Market:

- The trade area of Destiny USA extends 2.5 hours and has the potential to reach 5.5 million people
- 215,000 college students live within Destiny USA's projected trade area with more than 44 universities and colleges. It is the 3rd densest student population in the country, behind Boston and Stanford.
- Destiny USA is less than a 5 hour drive from all major cities in the Northeast and Canada.
- According to AMEX sales, more than 15% of purchases are made by Canadians
- Destiny USA consistently ranks above industry averages for time spent shopping (149 minutes vs industry average of 89 minutes) and money spent (\$151.60 per Destiny USA visit and \$105.60 is industry average) *2012 studies

Our Stats:

- Destiny USA is the 6th largest shopping center in the country at 2.4 million square feet
- It is projected to become the 2nd most visited shopping center in the country with 29 million visits; second only to Mall of America



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- Destiny USA celebrated its rebranding on August 2, 2012. It was formerly the Carousel Center
- All 100 new tenants within the expansion are required to obtain LEED® certification
- Destiny USA has more than 260 tenants within its facility
- The mix spans from fine dining and entertainment to luxury outlets, main street retail and specialty stores
- Destiny USA is one of the first facilities to integrate an outlet and entertainment component into a fully enclosed destination
- Destiny USA is the largest shopping center in New York State

Our History

Carousel Center began as a project to be built in downtown Syracuse, NY in 1984. Robert Congel, Founder and Chairman of Pyramid Management Group, chose an old restaurant site that he frequented with his family as a child. Plans were drawn up for this site but Mr. Congel had soon shifted his focus to a historically known eyesore of the community. Driving into the City of Syracuse, cars on I-690 and I-81 were greeted by the unsightly scrap yard and rusty oil tank farm. Dozens of dilapidated oil tanks lay dormant and leaking while petroleum waste and industrial contamination, including PCBs, seeped into the soil and the air from the industrial junkyard. This was the site that Mr. Congel chose to build on.

What does being LEED® Gold certified mean?

Destiny USA received its Leadership in Energy and Environmental Design (LEED®) Gold certification on February 6, 2012. Destiny USA is the largest LEED Gold certified retail commercial building in the world. To achieve this status, the project integrated creative and innovative green elements into the expansion.

- All 100 tenants are lease required to obtain LEED® certification as well.
- 4 million gallons of water will be conserved annually through the rainwater harvesting system, which is a 78% reduction in the building's baseline water use.
- The Indoor Air Quality protection plan included the use of only low or zero VOC (volatile organic compounds) products and the protection of the building's air handling systems and material from contaminants during construction.
- More than 90% of all materials used for construction were waste materials diverted from landfills through a Construction Waste Management initiative
- 7,000 tons of fly ash was mixed into the concrete flooring
- 23,000 tons of 95% recycled steel was used
- 276,000 gallons of bio-diesel fuel
- A solar reflective "cool" roof with refracting technology will conserve energy by keeping the surrounding air at cooling temperatures
- The flooring within the expansion is made of crushed walnut shells and cork, a rapidly renewing product.
- Forest Stewardship Council certified wood was used for 50% of all project permanently installed wood structures.



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About Syracuse, New York

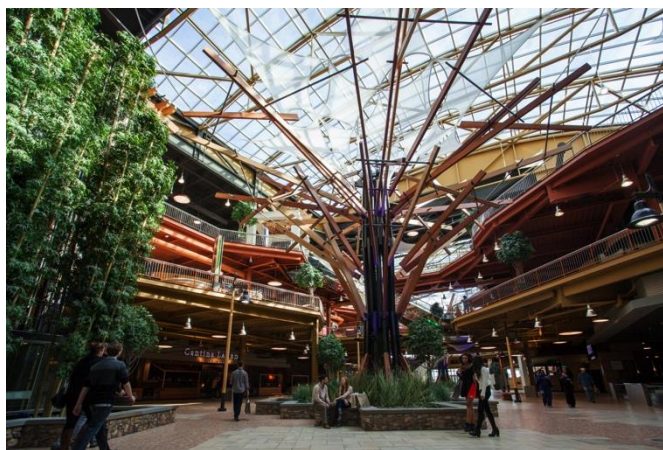
Located in the heart of New York State at the crossroads of two major interstate highways, Syracuse is within a 350-mile radius of every major city in the northeast. Home to four unique seasons, Central New York features more than 50 state, county and city parks providing the perfect landscape for a variety of outdoor activities such as hiking, biking, swimming and golfing to snowshoeing, ice fishing, skiing, snowmobiling and more. The area is thriving with businesses, nationally acclaimed restaurants, attractions, and museums. Syracuse is recognized as a city of endless festivals ranging from the largest free jazz festival in the Northeast to the Great New York State Fair. For a complete list of events and more information on Syracuse, New York, go to www.VisitSyracuse.org.

Photos

**High-resolution photos available upon request*



Black Friday 2013



Canyon Area



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Walkway to Expansion



Carousel



Coach Outlet – Opened 5/23



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PUMA – Awarded LEED Platinum Certification by USGBC



Cheesecake Factory – Named Top Performer: Sales Per Square Foot For Restaurant Chains by Shopping Centers Today



Apple – Named Top Performer: Sales Per Square Foot For Traditional Retail Stores by Shopping Centers Today



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Press Highlights

**Copies of articles are available upon request*

"Hundreds of stories from sexual violence survivors displayed at Destiny USA" *WSYR-TV*, April 30th, 2014. Web

"Destiny USA Becoming a Destination" *WROC-TV*, April 30th, 2014. Web

"Destiny USA teams up with marketing firm to pull more visitors from Canada" *WSYR-TV*, April 24th, 2014. Web

"Destiny USA celebrates two years of LEED Gold certification from USGBC" *New York Real Estate Journal*, April 21st, 2014. Web

"Take a family break in Syracuse" *Democrat and Chronicle*, March 24th, 2014. Web

"Weekend Journey: Explore Syracuse's family-friendly attractions" *Press & Sun-Bulletin*, Michele Turner, March 14th, 2014. Web

"Destiny USA celebrates LEED Gold anniversary" *WAER-FM*, February 27th, 2014. Web

"The Cheesecake Factory opens at Destiny USA" *Syracuse.com*, Kevin Tampone, February 11th, 2014. Web

"Destiny USA hotel would create jobs, boost tourism and tax revenues: Onondaga County Legislature chairman" *Syracuse.com*, Rick Moriarty, February 6th, 2014. Web

"Billy Beez inside look: Sliding, jumping and climbing at Destiny USA" *Syracuse.com*, Kevin Tampone, January 8, 2014. Web

"Need a New Year's resolution? You can walk 3 miles in Destiny USA mall" *Syracuse.com*, Michelle Breidenbach, December 30, 2013. Web

"Shoppers crowd into Destiny USA on the day after Christmas" *CNYcentral.com*, Alex Resila, December 26, 2013. Web

"Longer hours, more bargain options for Black Friday shoppers" *CNYCentral.com*, Laura Hand, November 29, 2013. Web & TV

"Destiny USA's WonderWorks turns one year old, throws birthday party." *Syracuse.com*, Katrina Tulloch, November 5, 2013. Web

"All day, all night Syracuse: 24 things to do in 24 hours", *The Post Standard*, Katrina Tulloch, November 7, 2013. Print and Web

"Community pitches in after Northside Franciscan Ministries toy donations stolen." *Localsyr.com*, December 20, 2013. Web

