



**destiny usa**

Press Kit

July 2013



"It is not only a shopping center with great stores, it's also an entertainment center where you can spend the day with your family at Wonderworks, a race track and a mirror maze. Also they have laser tag and many other activities. You can take in a movie with a very good choice of between 10-12 movies. The food court has a huge carousel that you can ride on. There are many different restaurants if you don't wish to eat at the food court. Numerous stores too many to mention and a bowling alley is under construction. It really reminds me of The Mall of America in Minnesota. They also had soft serve ice cream and yogurt kiosks in several places, where you can make your own ice cream sundae. Syracuse has a lot to offer and this is one place that we will take our grandchildren when we are in town again!"

Karen from Summerfield, Florida June 2013



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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 will be 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 will be the 6th largest enclosed shopping center in the country; Oxford Economics projects that Destiny USA will attract 29 million visitors annually, 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.

### 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 3<sup>rd</sup> 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 6<sup>th</sup> largest shopping center in the country at 2.4 million square feet
- It is projected to become the 2<sup>nd</sup> most visited shopping center in the country with 29 million visits; second only to Mall of America
- 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 will have over 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 and integrate an outlet and entertainment component into a fully enclosed destination
- Destiny USA is the largest shopping center in New York State

#### **Our Location:**

- Destiny USA is conveniently located at the crossroads of the I-690 and I-81 and is a 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.

#### 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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### 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 junk yard. This was the site that Mr. Congel chose to build on.



## Press Highlights

"Tenants at Destiny USA continue to win LEED certifications from the U.S. Green Building Council." *The Post Standard*, Kevin Tampone, June 19, 2013. Print and Web.

"One of the first buildings Google photographed for the new feature was the White House, but it isn't the biggest building for which virtual tours are available on its map website. That honor belongs to Destiny USA in Syracuse, one of the biggest shopping malls in the nation." *The Post Standard*, Rick Moriarty, June 18, 2013. Print and Web.

"As promised, the IMAX and RPX theaters at Destiny USA opened in time for the summer blockbusters." *CNY Central*. Alice Maggiore, June 14, 2013. Web and Television.

"Ropes courses, fine dining, go carts, laser tag and, starting this weekend, live concerts. It seems there's nothing Destiny USA doesn't do these days." *The Post Standard*, Chris Baker, May 29, 2013. Print and Web.

"Transformed a lakeside industrial eyesore into the largest gold-certified Leadership in Energy and Environmental Design commercial retail structure in the United States." *Ottawa Citizen*. Brian McCullough, May, 2013. Print and Web.

"IMAX, Dave & Busters, Revolutions get ready to open this summer at Destiny USA." *CNY Central*. Alex Dunbar, May 21, 2013. Web and Television.

"More international tourists coming to Destiny USA in Syracuse." *CNY Central*. Alex Dunbar, May 20, 2013. Web and Television.

"Destiny USA adds World of Beer franchise with a 'global' beer selection." *The Post Standard*, Kevin Tampone, May 13, 2013. Print and Web.

"Opening night nears for massive new movie screens at Destiny USA in Syracuse." *The Post Standard*, Kevin Tampone, April 18, 2013. Print and Web.

"Orange fans watch Final Four game on large inflatable screen at Destiny USA." *The Post Standard*, Alex Resila, April 6, 2013. Web and Television.

"More options for dining out on Easter Sunday in Central New York." *The Post Standard*, Don Cazentre, March 25, 2013. Print and Web.

"Layoff drove software executive to go-karting career at Destiny USA." Rick Moriarty, March 10, 2013. Print and web.

"Toby Keith's I Love This Bar and Grill Opens 20,000 s/f in Destiny USA." *New York Real Estate Journal*. March 1 2013.

"Destiny USA Receives Recycling Award." *The Post Standard*. Rick Moriarty, February 25, 2013. Print and Web.

"Sentimental, Sensual or Sweet- Spend a Romantic Retreat in Syracuse, NY." *Travel and Tour News*. January 25, 2013. Web.

"USGBC releases 2012 List of Top 10 States for LEED." *USGBC News*. Jacob Kriss, January 23, 2013. Web.

"Syracuse's Destiny USA adds more stores, entertainment and a Jimmy Buffet rumor." *The Post Standard*, Bob Niedt, January 18, 2013. Web and Print.

"A month later, kindness endures." *Headline News*. AJ Willingham, January 14, 2013. Web and Television.

"Destiny USA still pulls in customers on Christmas Day." *YNN*. Andrew Sorenson, December 25, 2012. Web and Television.

"Opening Christmas Day has a new meaning in Central New York." *The Post Standard*, Bob Niedt, December 23, 2012. Web and Print.

"OptiGolf swings into action at Syracuse's Destiny USA; P.F. Chang's debuts Monday." *The Post Standard*, Bob Niedt, December 16, 2012. Web and Print.

"Syracuse's Destiny USA: Out with the old, in with the new as one store Buckle(s) down, others follow." *The Post Standard*, Bob Niedt, December 14, 2012. Web and Print.

"Black Friday Shopping and the new Retail Reality." *CNY Central*. Laura Hand, November 23, 2012. Web and Television.

"Canadian Shoppers Flocking to Syracuse: Busier border crossings follow boost in amount Canadians can claim." *CBC News*. November 22, 2012. Web, Television, Radio.

"Inside Destiny USA's newest attraction WonderWorks." *News Channel 9*. November 2, 2012. Web and Television.

"All Stores at Destiny USA to Open at Midnight on Thanksgiving." *CNY Central*. Megan Coleman, November 1, 2012. Web and Television.

"Day-Tripper: Syracuse, and Destiny USA's new WonderWorks Attraction." *The Democrat and Chronicle*. Kevin Bryant Hicks, November 1, 2012. Web and Print.

"World's largest ropes course challenge course to soar above Destiny USA's Canyon Floor." *The Post Standard*. Bob Niedt, October 3, 2012. Web and Print.

"Syracuse's Destiny USA: Blowing off the roof and blowing down the race track." *The Post Standard*. Bob Niedt, September 14, 2012. Web.

"Daytripping...if it's your Destiny to shop...Syracuse has a super-mall for you." *The Ottawa Citizen*. Laura Byrne Paquet, August 3, 2012. Web.

"Syracuse's Destiny USA lands a major scientific-oriented interactive amusement attraction." *The Post Standard*. Bob Niedt, August 3, 2012. Web and Print.

"Hiawatha Blvd. closed as Destiny USA pedestrian bridge takes shape." *CNY Central*. Tom Eschen, July 12, 2012. Print.

"What's new for visitors who love New York." *I Love NY*. Melanie Klausner, July 9, 2012. Press Release.

"The Melting Pot Brings its four-course fondue theme to Syracuse's Destiny USA." *The Post Standard*. Bob Niedt, July 8, 2012. Print.

"Destiny USA in Syracuse opens another section, the Canyon, Saturday night." *The Post Standard*. Bob Niedt, July 5, 2012. Print.

"Syracuse's Destiny USA says Saks Fifth Avenue OFF Fifth opening June 21." *The Post Standard*. Bob Niedt, May 11, 2012. Print.

"Syracuse's Carousel Center, morphing into Destiny USA, may hit No.2 in the US for Shopping." *The Post Standard*. Bob Niedt, May 13, 2012. Print.

"Elevating a Legacy." *Shopping Center Business*. Lynn Peisner, May 2012 issue. Print.

"Golden Destiny: Pyramid's Destiny USA development already has received LEED Gold certification and aims to add riches to the upstate New York economy." *Building and Construction Northeast. Construction Today*. Staci Davidson, Spring 2012 Issues. Print and Web.

"On the road to Destiny." *The Eagle*. Amanda Seef, February 23, 2012. Web and Print. Feature.

"Destiny USA achieves LEED® Gold certification, becomes largest LEED® Gold certified super regional shopping center in the country." *Destiny USA*. February 13, 2012. Web and Print.

"Pyramid Cos. Carousel Plan Rides Again." *The Wall Street Journal*. Kris Hudson, February 8, 2012. Web and Print.

"Canadian shoppers, drawn by the variety and prices of products, flock to Syracuse to shop, dine, stay – and fly." *The Post Standard*. Bob Niedt, December 31, 2011. Web and Print.

"These Popular Malls Lure Tourists and Locals Alike by offering much more than retail therapy." *Travel + Leisure Magazine*. Joe Yogerst, December 11, 2011. Web.

\*Copies of these articles are all available upon request.

### 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](http://www.VisitSyracuse.org).



OptiGolf is now open on Destiny USA's Level 3



Pole Position Raceway is located on Destiny USA's Level 3





WonderWorks is located on Destiny USA's Level 3



The Canyon Climb Adventure, part of WonderWorks, is the largest suspended ropes course in the world!





Prepare to be amazed as to what's in store for your adventure inside WonderWorks



The Canyon area of the Destiny USA expansion





Saks Fifth Avenue OFF 5<sup>th</sup> saw 1,600 people for its preview party prior to opening on June 21



Our pedestrian bridge creates easy access to the facility





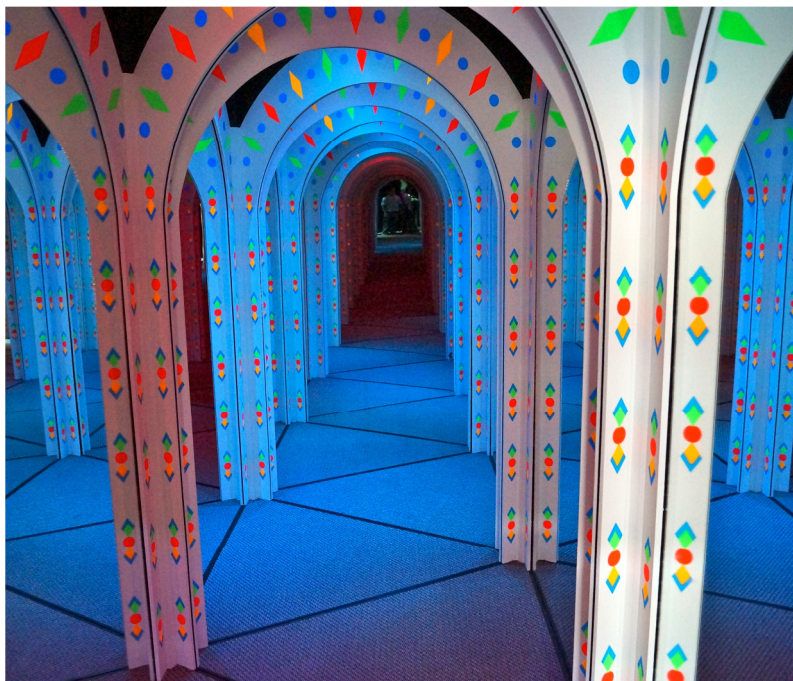
Exterior elements are going up and new permanent signage is now on display



New Restaurants round out Destiny USA's dynamic mix



Fossil is one of the many new outlet stores now open in Destiny USA's expansion



The Amazing Mirror Maze is now open on Destiny USA's Level 3



Regal's IMAX and RPX opened to lines on June 14<sup>th</sup>