



destiny usa

DECEMBER 2014

# MERCHANT NEWSLETTER

## PASSPORT OF SAVINGS

Destiny USA is collecting updated and new deals and discounts for its 2015 Passport of Savings. The Passport offers special deals and discounts to AAA/CAA/Mastercard card holders visiting the property. It is a great opportunity to get your brand in front of new visitors, registered group tours and loyal guests. Please send new deals or questions to Meg Ross at [MegRoss@destinyusa.com](mailto:MegRoss@destinyusa.com).

## COMMUNITY CALENDARS

If you are holding an event in your space, we suggest you utilize the local media's community calendars to help promote it. The public uses these calendars to see what events are happening in Syracuse throughout the week. Visit Destiny USA's merchant login at [www.destinyusa.com/merchants](http://www.destinyusa.com/merchants) for access to the links and follow the instructions to submit your events.

## CURRENCY EXCHANGE

Destiny USA is updating lists of what foreign currency is accepted where throughout the facility. If your venue accepts Canadian Currency, Union Pay, or any other form of currency, please contact Kate Berry at [kberry@destinyusa.com](mailto:kberry@destinyusa.com) so you can be added to future promotions and information listings.

## MERCHANT LOGIN

Destiny USA has a merchant login system. This will allow all tenants to upload any sales, promotions and job opportunities onto the Destiny USA web site. For your username, password and user guide, please contact Meg Ross at [MegRoss@destinyusa.com](mailto:MegRoss@destinyusa.com).

## PROCESS FOR REQUESTING SUPPLIES

If you are planning an event and are in need of tables, chairs or stanchions, all tenants must fill out a form with a formal request. If approved, tenants can then sign out supplies at Guest Services the day of their event. Two weeks notice is required. Please keep in mind that with the large number of tenants, supplies are limited. We do encourage tenants to invest in their own supplies for their stores. For information on where to order supplies or to submit a formal request, please email [tenantinfo@destinyusa.com](mailto:tenantinfo@destinyusa.com).

## EMAIL COMMUNICATION

Destiny USA sends out frequent emails regarding upcoming events, digital versions of the merchant newsletter and more. Each store manager should be receiving these emails. If your store is not receiving these emails, please contact Meg Ross at [MegRoss@destinyusa.com](mailto:MegRoss@destinyusa.com) as soon as possible to ensure that the email we have listed is accurate and up to date. Store and personal emails are accepted.

## WE WANT YOUR PARTNERSHIPS!

Destiny USA is here to promote partnerships, events and more between our tenants. We want to know the types of promotions or events you are hosting with other venues within the facility. Please share this information with us through our merchant login for the opportunity to be highlighted. For more information on the merchant login, please contact Meg Ross at [MegRoss@destinyusa.com](mailto:MegRoss@destinyusa.com).

## LOOKING TO ADVERTISE?

If you are interested in advertising opportunities on property please email Andrew Moth at [amoth@cnymarketingsolutions.com](mailto:amoth@cnymarketingsolutions.com).



## DESTINY USA'S "STUFF THE TRUCK" PRESENTED BY *Coca-Cola*

Destiny USA is accepting donations of unwrapped new clothes, toys and pet supplies, which will be given to Big Brothers Big Sisters, Ronald McDonald House and Humane Association on December 22. We ask all Destiny USA businesses to help in this program and donate. Please be sure to ask your employees to donate, as well as remind customers of this great donation opportunity while they shop. Your employees and guests can drop off their donations at the Stuff the Truck table on the first level of the Canyon Area, at either Guest Services location or at Amazing Mirror Maze on the third level of the expansion. Donate any day of the week at Amazing Mirror Maze and receive \$2 off admission, and anyone who donates between noon and 4pm on Saturday, December 6 or Saturday, December 20 will receive free admission.

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*Tis the season for giving*

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### WRAPSODY GIFT WRAPPING STATIONS

Wrapsody begins again this holiday season on December 6. There will be three Wrapsody stations set up at Destiny USA for customers to get their gifts wrapped. There is no cost for the wrapping, but there is a suggested donation. The proceeds will benefit Vera House, Hope for Bereaved and the National Council for Negro Women.

### THE SALVATION ARMY KETTLES

The Salvation Army's Red Kettles and Angel Trees are at Destiny USA for the holiday season. The Red Kettles are set up on the first level near JCPenney, the second level near VILLA and the second level near the pedestrian bridge.

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For more information on these events, please visit [www.destinyusa.com/events](http://www.destinyusa.com/events)

## NOW OPEN!

**Microsoft** opened on November 13th to huge crowds and supported 5 local non-profits, giving away nearly \$1 million dollars! They are located on our second level near the food court.

**VF Outlet** is now open on Destiny USA's second level in the expansion. Check out their doorbuster deals for the grand opening and through the Holidays.

**Flormar**, the professional women's makeup brand, is now open on Destiny USA's first level, next to The Limited. Flormar offers a wide product range, from high quality nail polish, blush, foundation, eye shadow, mascara, lipstick and more to its consumers. The professional makeup brand is one of the most well-known and trusted cosmetic brands in Europe.

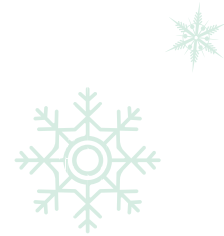
**University Sport Shop** offers men's, women's and children's SU gear with the latest and greatest fashions and taglines to make SU fans stand out in the crowd. University Sport Shop offers sizes from newborn to adult 5X. University Sport Shop creates specialty tee's for football, basketball, lacrosse, and soccer. They are located on the second level in the Macy's wing.

## COMING SOON...

**Jared**, the Galleria of Jewelry, will join the Destiny USA lineup in 2015 with a location on the first level of the expansion next to Cantina Laredo. The 5,600 square foot space will offer the brands well known variety of jewelry options for all occasions. This will be the first shopping center location for Jared, with its other concepts all free standing.

**Margaritaville** will be joining Destiny USA's third level entertainment and dining options in 2015. The Jimmy Buffett founded concept will host multiple dining areas, photo op areas, a 5 o'clock Somewhere Bar with a live performance stage and a retail store.

**IHOP**, International House of Pancakes, the family restaurant chain that serves famous pancakes and a variety of breakfast, lunch and dinner items is coming to our third level of the expansion, across from Funny Bone Comedy Club. The restaurant will be open 24 hours on Fridays and Saturdays.



# Events



## CARNIVAL GAME DAY

Destiny USA is holding a Carnival Day on the first level of the Canyon Area on Saturday, December 20th from noon to 2pm. Families are invited to play carnival games, enjoy free snacks and have fun with other children's activities. Admission is a suggested donation of unwrapped new clothes, toys or pet supplies to go to Destiny USA's Stuff the Truck program. All donations will be given to Big Brothers Big Sisters, Ronald McDonald House and Humane Association on December 22nd.

## SANTA'S ARRIVAL!

Santa is here until Christmas Eve in our Canyon Area on the first level. Guests can visit him on the first level in the canyon area through the holidays. A full schedule for Santa is available at [www.destinyusa.com](http://www.destinyusa.com).

## TED & AMY'S CHRISTMAS SPECTACULAR

Ted & Amy from 93Q will host their second Christmas Spectacular in Destiny USA's canyon area on Saturday, December 13th from 10am-2pm. Listen to great bands, get great deals and discounts from vendors and meet Ted & Amy!

For a full schedule of holiday events, please visit [www.destinyusa.com/events](http://www.destinyusa.com/events)