



destiny usa



Largest Shopping Malls in America

(Business Insider, April 2023)

1. MALL OF AMERICA
2. AMERICAN DREAM
3. KING OF PRUSSIA
4. AVENTURA MALL
5. SOUTH COAST PALZA
6. DEL AMO FASHION CENTER
7. THE GALLERIA HOUSTON
8. ALA MOANA CENTER
9. DESTINY USA
10. ROOSEVELT FIELD

NEW YORK'S
LARGEST

FULLY-ENCLOSED
SHOPPING, DINING
& ENTERTAINMENT
DESTINATION



9th
LARGEST

SHOPPING CENTER
IN THE USA



2.4
MILLION

SQUARE FEET



250+
BRANDS

& GROWING



GET READY FOR THE TRANSFORMATION OF SYRACUSE, NY



\$100 Billion Semiconductor Complex



- First phase slated to begin in 2024 employing 3,000 people with average salaries of more than \$100,000 per year
- Largest single private investment in New York history
- Nearly 50,000 direct and indirect jobs
- \$9.6 billion annual Real GDP impact 2025-2055

PROGRESS UPDATES:

MAY 18, 2023

Prime Cos. want to build \$150 million apartment complex near Syracuse chip fab - www.bizjournals.com
<https://www.bizjournals.com/albany/news/2023/05/18/prime-companies-apartments-syracuse-micron.html>

MAY 4, 2023

Where will Micron's thousands of workers live in Central New York? New town centers could be the answer.
- www.syracuse.com <https://www.syracuse.com/business/2023/05/where-will-microns-thousands-of-workers-live-in-central-ny-new-town-centers-could-be-answer.html>

APRIL 28, 2023

Micron CEO, Hochul in Syracuse Today for Update on Computer Chip Fab - www.syracuse.com
<https://www.syracuse.com/business/2023/04/micron-ceo-hochul-in-syracuse-today-for-update-computer-chip-fab-in-clay.html>

OCTOBER 4, 2022

Micron Pledges up to \$100 Billion for Semiconductor Factor in New York - www.nytimes.com
<https://www.nytimes.com/2022/10/04/technology/micron-chip-clay-syracuse.html>



Preliminary illustration, subject to change.

DESTINY USA

New York State's largest and the 9th largest shopping center in the U.S.

Total Sales
\$385.2 million

Total GLA
2.4 million sf

Trade Area Population
5.3 million

Chain Store Age ranked Destiny USA #6 on their list of "Top 10 Retail Center Experiences", alongside Mall of America, Easton Town Center, and Westfield Garden State Plaza - July 2019



2019

**TOP 10
RETAIL CENTER
EXPERIENCE**

**DESTINY
USA**

CSA Chain Store Age Magazine



UNIQUE TENANT MIX

Top Retail Brands



Outlet Retail



Dining



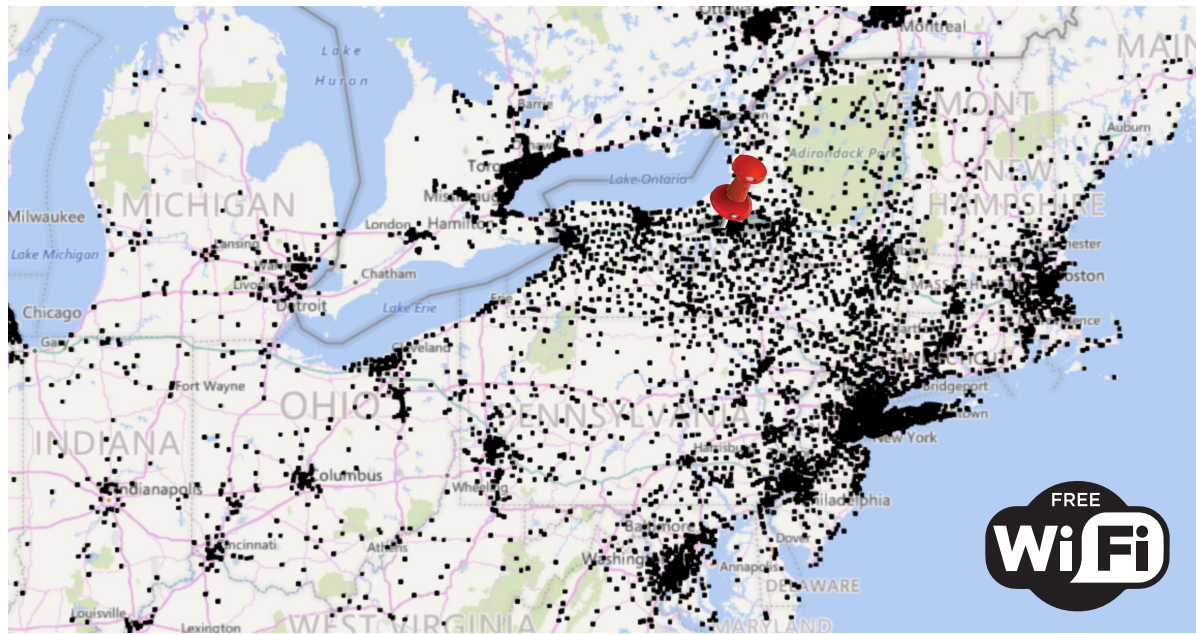
Entertainment



TRADE AREA

Destiny USA draws visitors from across the northeast and the eastern part of Canada.

- Great highway infrastructure.
- Located in the heart of New York State.
- A collection of retailers, restaurants, and entertainment not found anywhere else in the region.



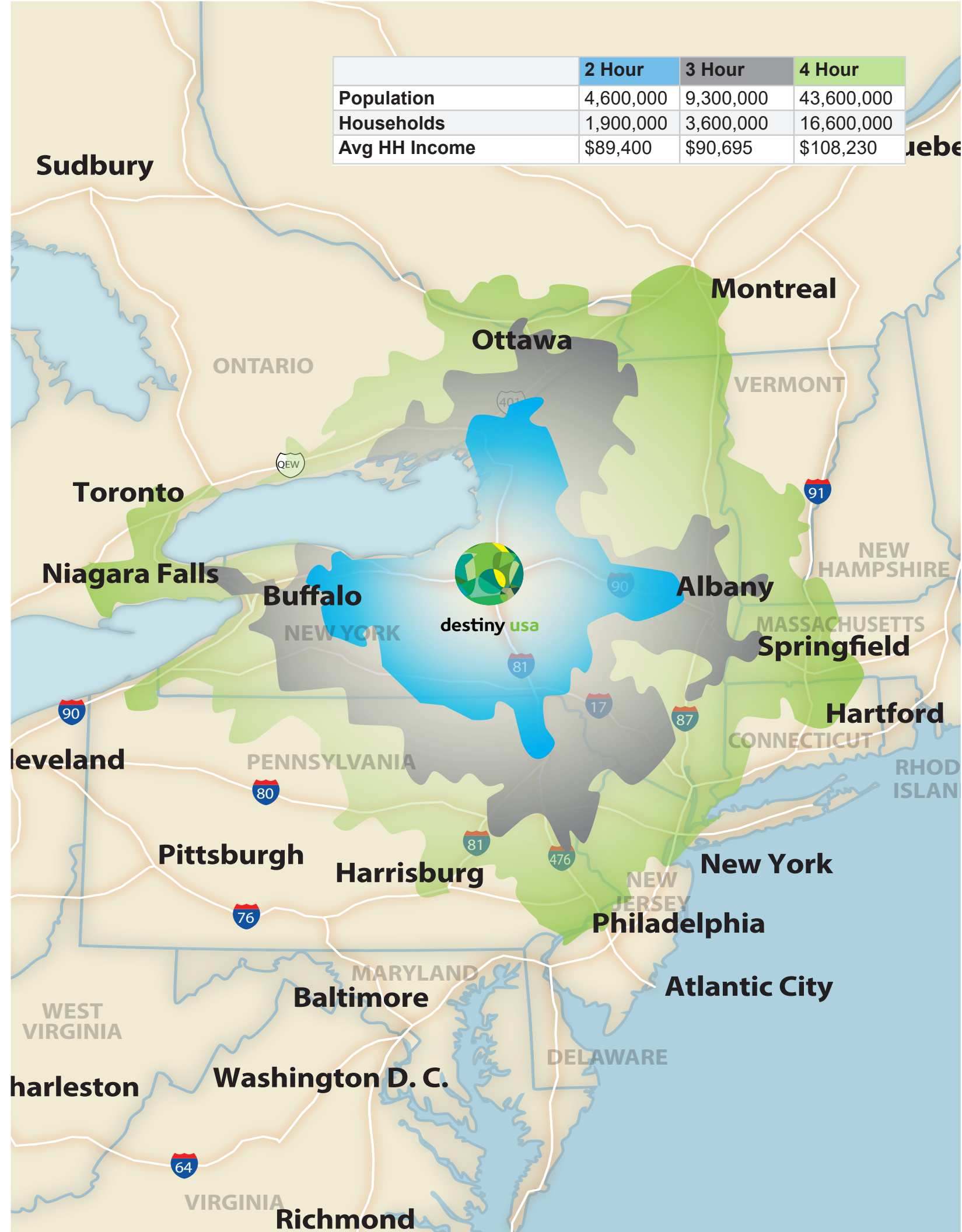
Free WiFi ZIP Codes, collected at the Destiny USA illustrate the Trade Area and wide catchment area visitors travel from.

WiFi Users from Canadian Postal Codes

20%

WiFi User Zip Codes from more than 40 Miles Away

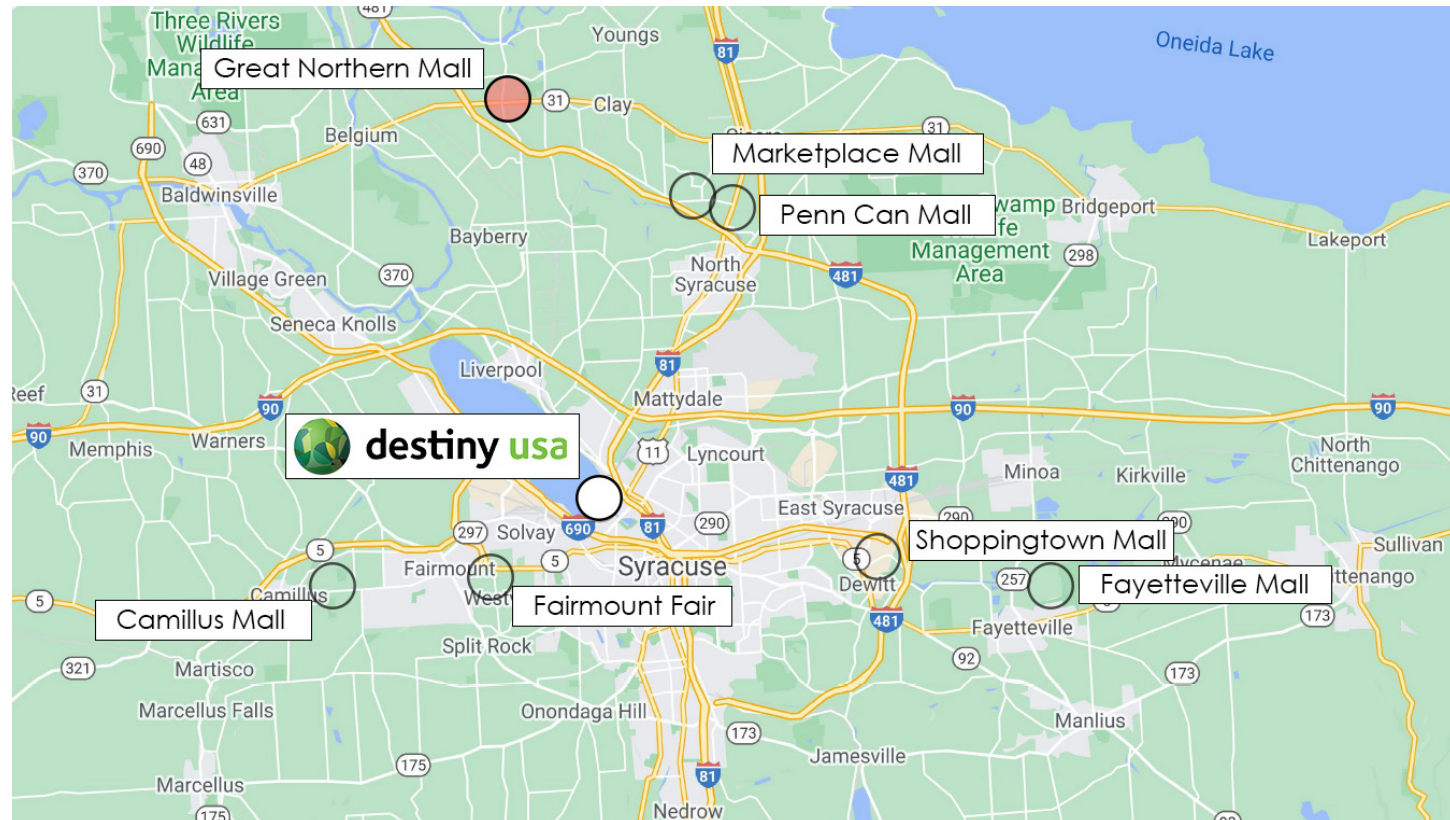
76%



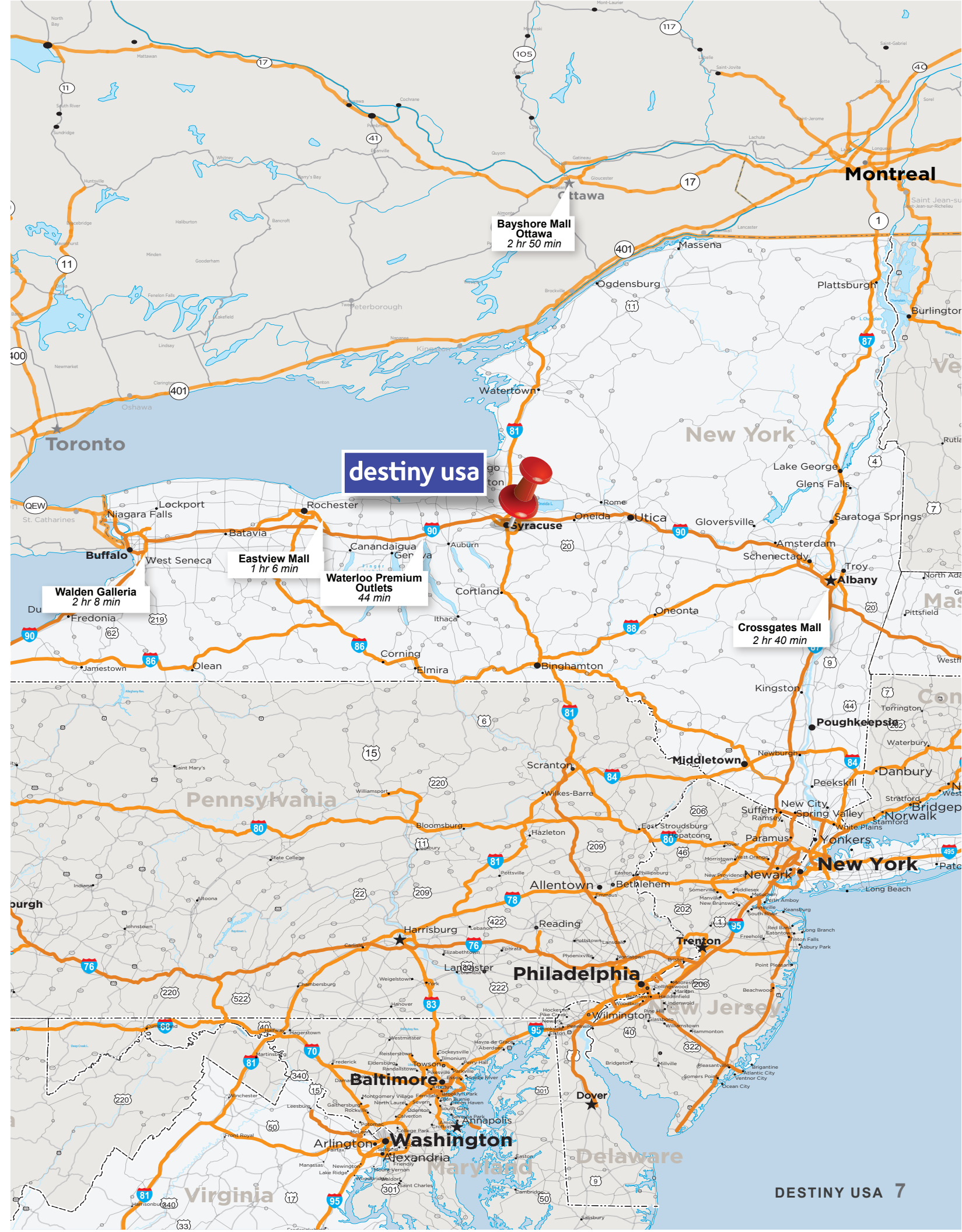
COMPETITIVE LANDSCAPE

Destiny USA dominates Central New York.

- 120 of Destiny USA's stores are unique to the market resulting in regional shoppers traveling 2+ hours to shop.
- The closest Apple Store to the east is 2.5 hours away in Albany, New York and 1.5 hours to the west in Rochester, New York.
- Destiny USA's outlets draw from a 3+ hour drive time.
- Destiny USA is a year-round destination for Upstate New York and Ottawa, Canada with significant increases during "back to school" and holiday shopping seasons.



When Carousel Center opened in 1990 there were seven competing malls in Syracuse. Today, Destiny USA is the only enclosed shopping center in Central New York.

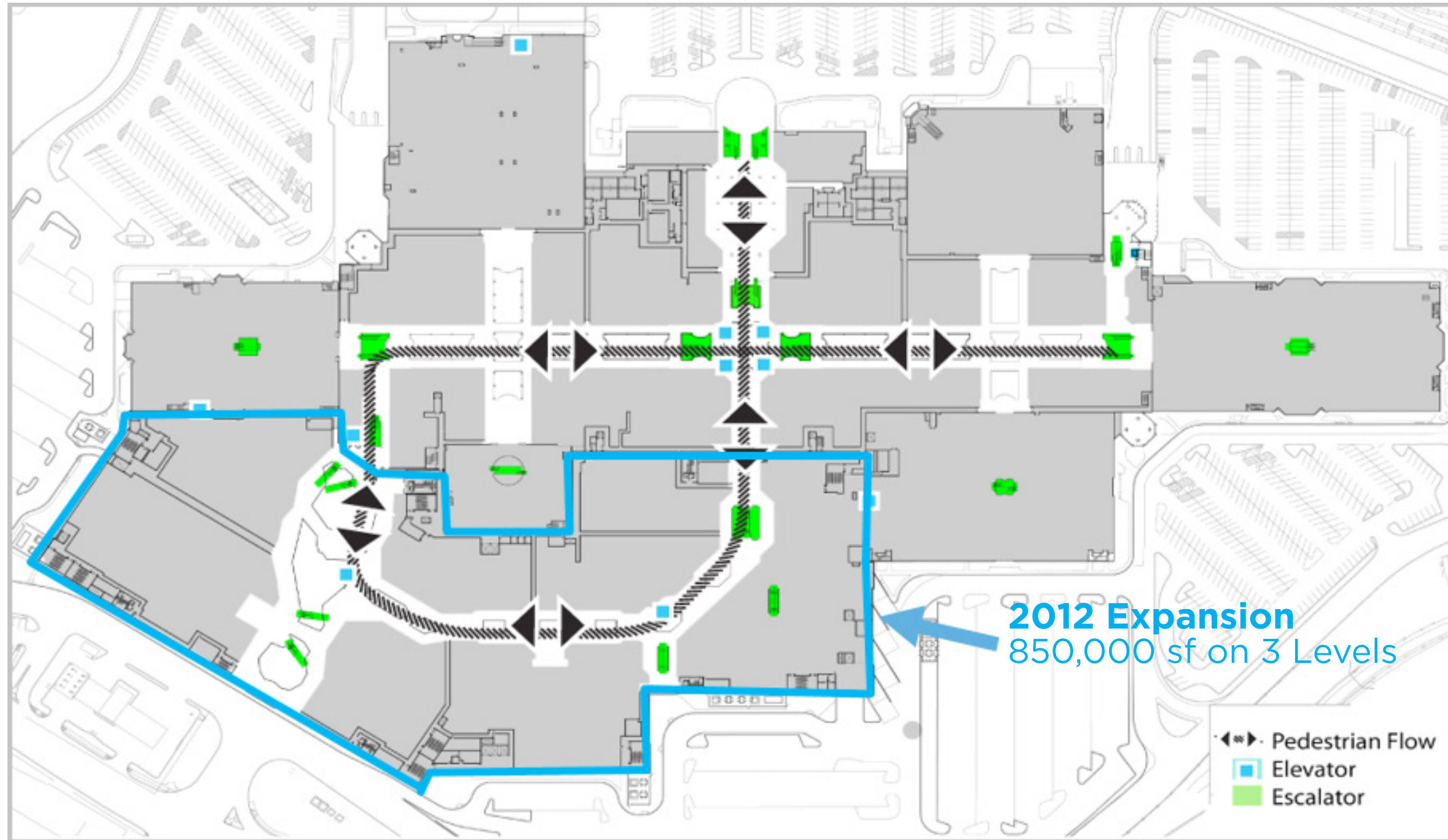


AT THE HEART OF NEW YORK STATE

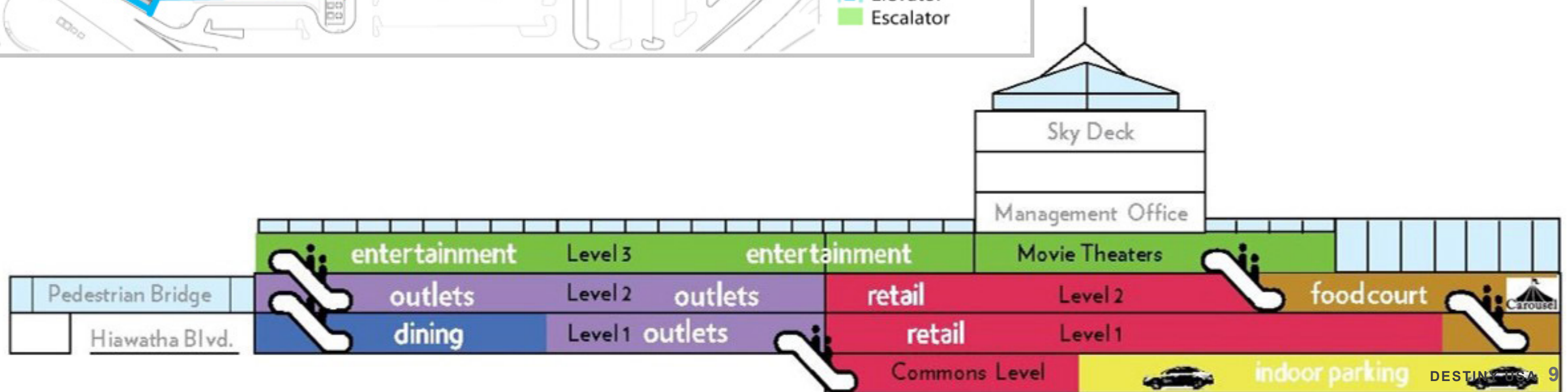


- Access to Canada from the north and west
- Positioned to capture traffic moving across New York State on I-90 and I-81
- Easy access to major cities in the northeast

FOUR EXCITING LEVELS



- 9,500 parking spaces
- 1,600 FREE indoor parking spaces
- Convenient shopper flow
- East vertical transportation



VISITOR PROFILES

Destiny USA attracts a wide range of visitors, with female core shoppers ages 18-34.

Regional Visitors

- 120 of Destiny USA's tenants are unique to the market resulting in regional shoppers traveling over an hour to shop.

Destination Visitors

- The Destiny USA outlet center draws from a 3+ hour drive time.
- Destiny USA is a day trip destination for shopping and entertainment with increases during school breaks, back to school and holiday shopping.

Tourists

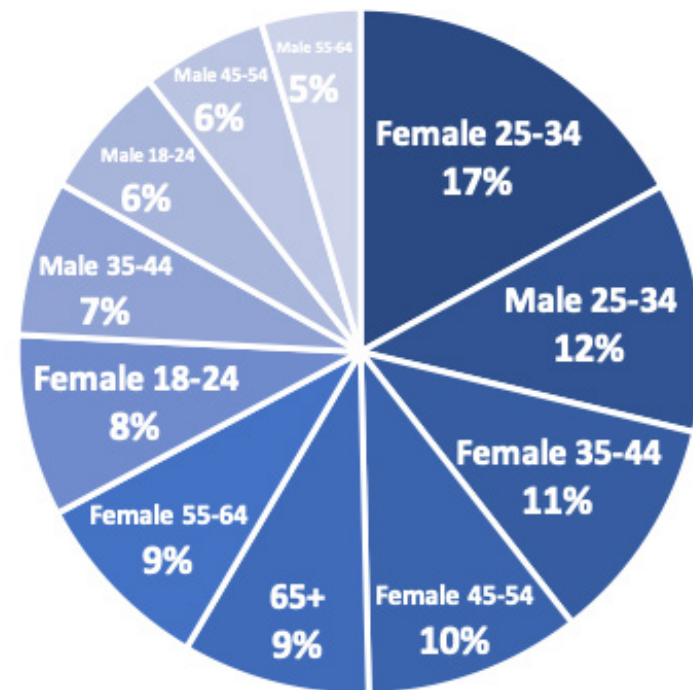
- Destiny USA is the number one tourist attraction in Central New York.

University Students, Family, and Alumni

- University students in the market represent higher income demographics and are some of Destiny USA's best shoppers.

International Shoppers

- Canadian shoppers
- International Bus Tours
- 18% of Syracuse University and 20% of Cornell University students



Destinyusa.com visitors by age



DAYTRIP & OVERNIGHT VISITORS

A recent survey of domestic and international visitors conducted by Visit Syracuse asked what is the top attraction visited while in Syracuse - **Destiny USA** was ranked #1 by all groups.

	% Response Destiny USA	\$ Spent Shopping
Daytrip Domestic	71.2%	\$239.31
Daytrip International	67.9%	\$358.80
Overnight Domestic	47.1%	\$238.00
Overnight International	64.9%	\$718.54

Other major attractions include the New York State Fair, Rosamond Gifford Zoo, Onondaga Lake Park, The Museum of Science & Technology (MOST), JMA Wireless Dome, Syracuse University, and the OnCenter.



ONONDAGA LAKE PARK



MOST - MUSEUM OF SCIENCE & TECHNOLOGY



ROSAMOND GIFFORD ZOO AT BURNET PARK

AT THE CENTER OF NEW YORK STATE TOURISM

Tourism spending in New York State has rebounded post-pandemic with \$52 billion spent by visitors.

- \$10 billion was spent by tourists on retail
- Over 200 million visitors traveled to New York State, supporting a total economic impact of \$85.5 billion
- Nearly 1 million people traveled to the New York State Fair in Syracuse over 12 days leading up to Labor Day 2022
- Destiny USA is home to one of eleven NYS Welcome Centers
- Governor Hochul recently announced the \$450 million “Bring Back Tourism, Bring Back Jobs” inclusive post-pandemic recovery package

**DESTINY USA IS THE
#1 TOURIST DESTINATION
IN CENTRAL NEW YORK!**

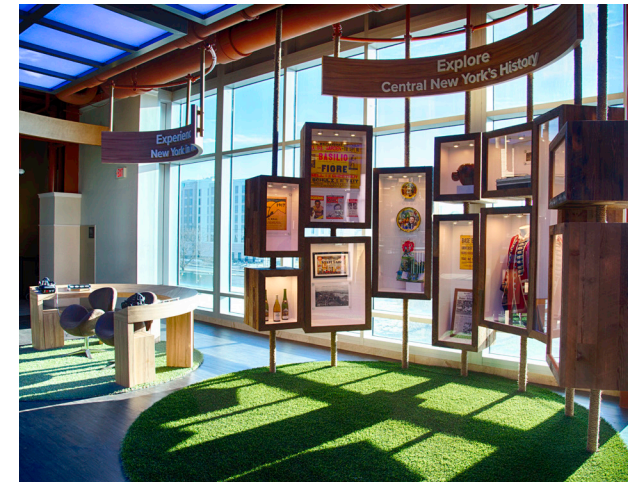


WELCOME TO NEW YORK

Destiny USA is home to one of New York State's new welcome centers and the **FIRST** one located inside an enclosed attraction.

The purpose of the welcome center is to promote Central New York businesses, products, and attractions.

It features a Taste NY store and three "I Love NY" kiosks that provide information about the specific region's history and destinations.



DESTINY ATTRACTS CANADIAN SHOPPERS

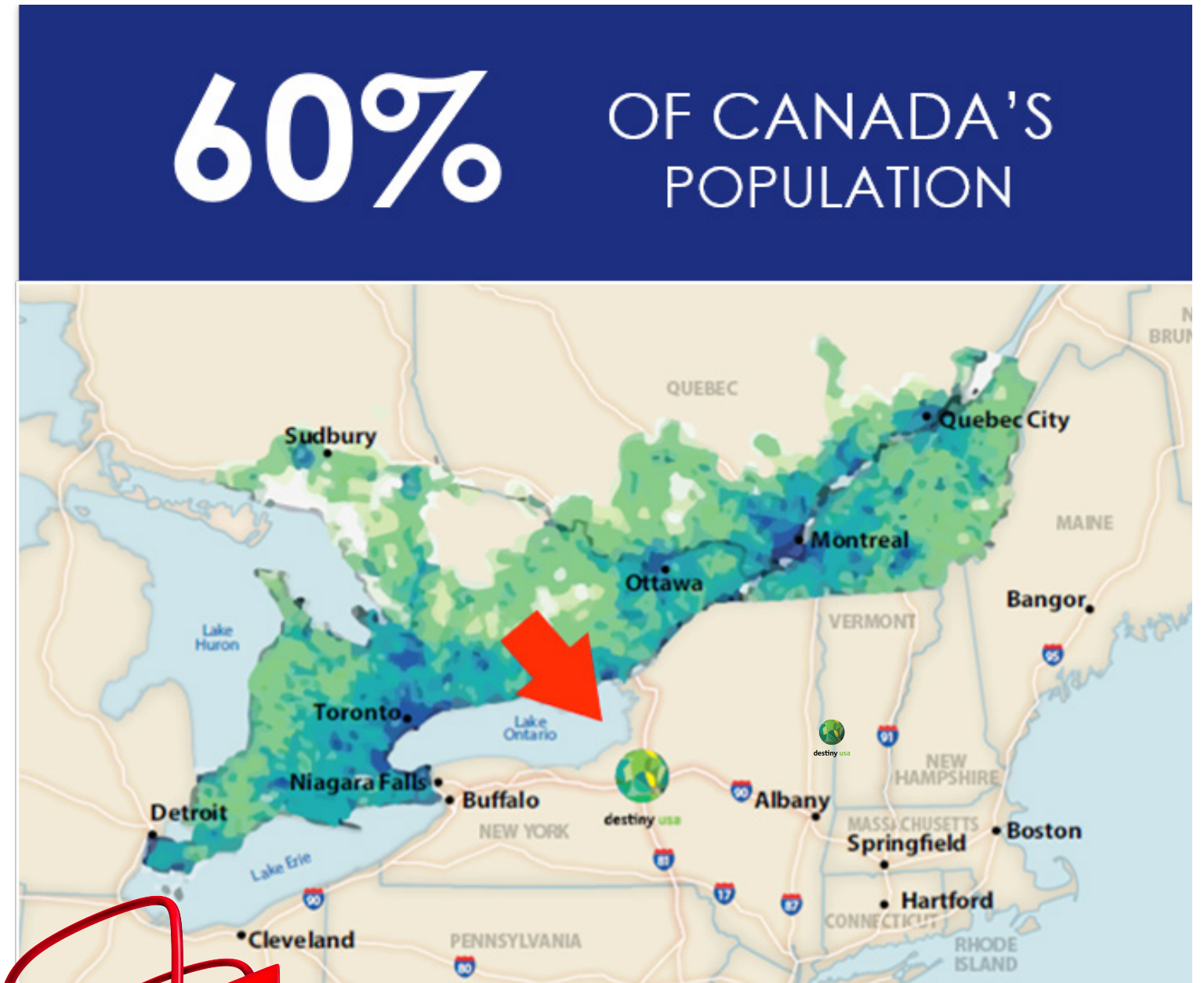
60% of the Canadian population resides within a 6 hour drive of Destiny USA

Canadians are the #1 international tourists to New York State with approximately 5.5 million Canadians visiting the state annually.

Canadians make regular shopping trips to Destiny USA with a 3 hour travel time from Ottawa and 4 hours from Toronto and Montreal.

10% of the Syracuse Airport traffic is Canadian.

60% of Canadian respondents to recent survey research said they came for shopping.



TOUR BUS TRAFFIC UP OVER 800% SINCE REBRANDING TO DESTINY USA

- Tour bus traffic continues to climb back to pre-pandemic levels.
- Registered motor coach visits from over 27 countries.
- Over 150 first-time visits to Destiny USA from coach groups.

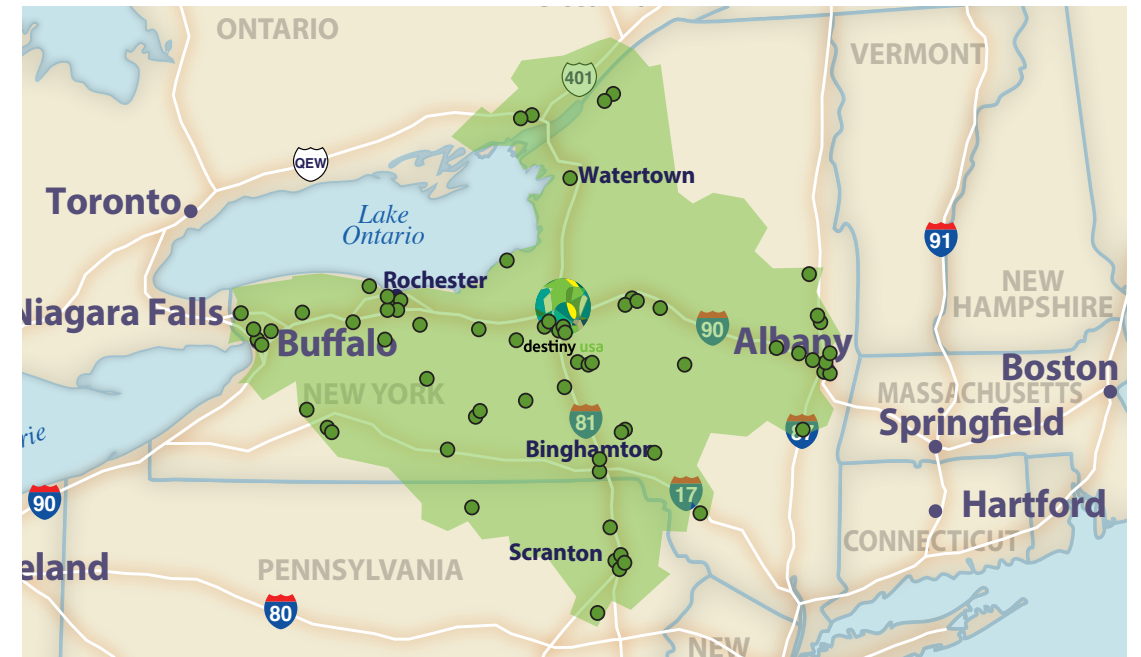
*Tours operating from New York City, Boston and Toronto from Canada, United Arab Emirates, Italy, Pakistan, Japan, Indonesia, China, France, Bangladesh, Mexico, South Korea, Jordan, Trinidad, Tobago, Morocco, Czech Republic, Ghana, Netherlands, Poland, Sweden, Finland, Thailand, Australia, Germany, United Kingdom, and Commonwealth of Puerto Rico.



UNIVERSITY STUDENTS PARENTS & ALUMNI

Central New York is home to the 3rd largest concentration of colleges and universities in the country with 300,000 students within 100 miles.

- University students, parents, and alumni represent high income demographics and are some of Destiny USA's best shoppers.
- 18% of Syracuse University and 22% of Cornell University students are international.



TOP EMPLOYERS

Destiny USA is located within a 10 minute drive of the area's top employers.

Employees within 10 miles
254,269

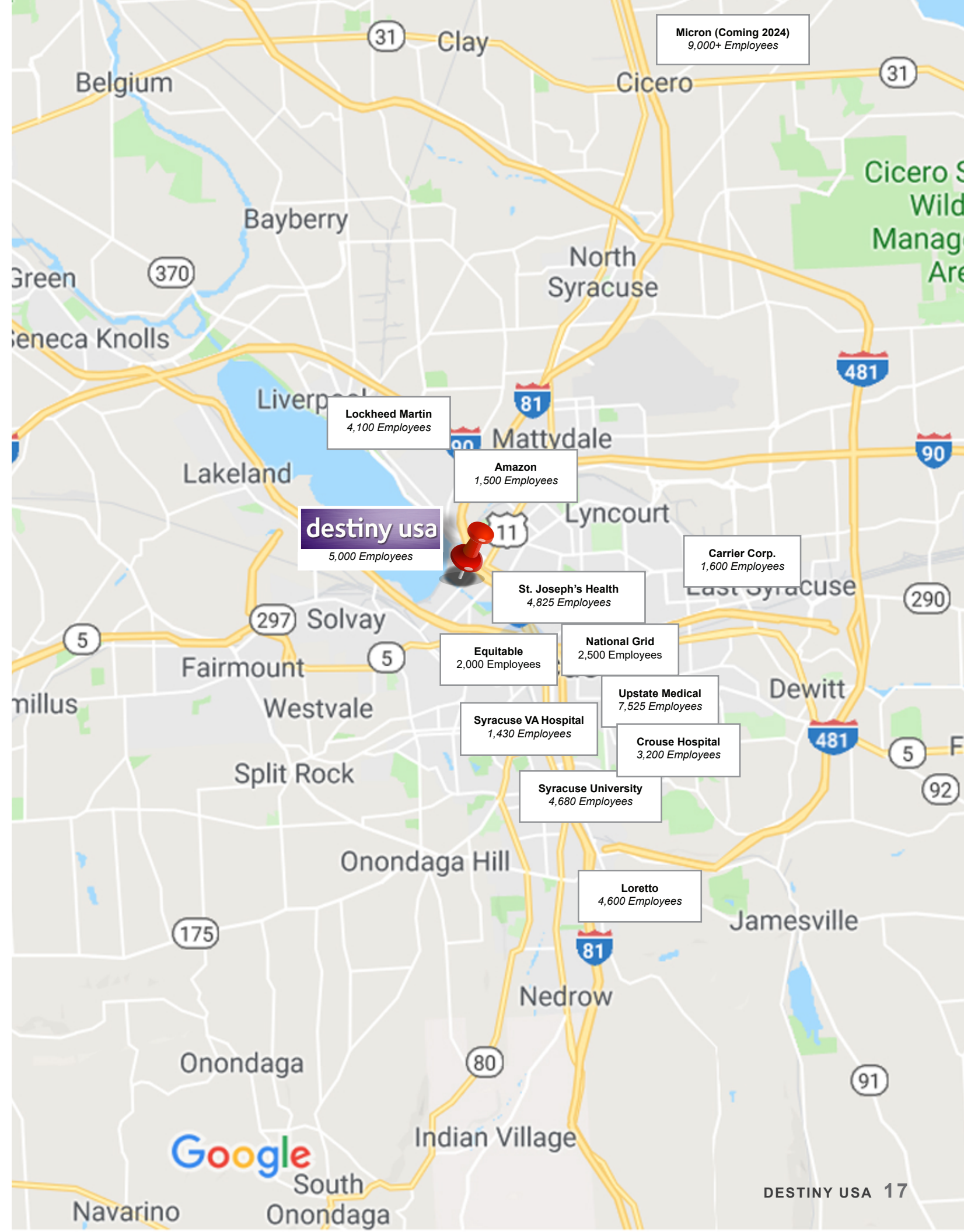


destiny usa

Destiny USA's tenants employ 5,000 people on-site



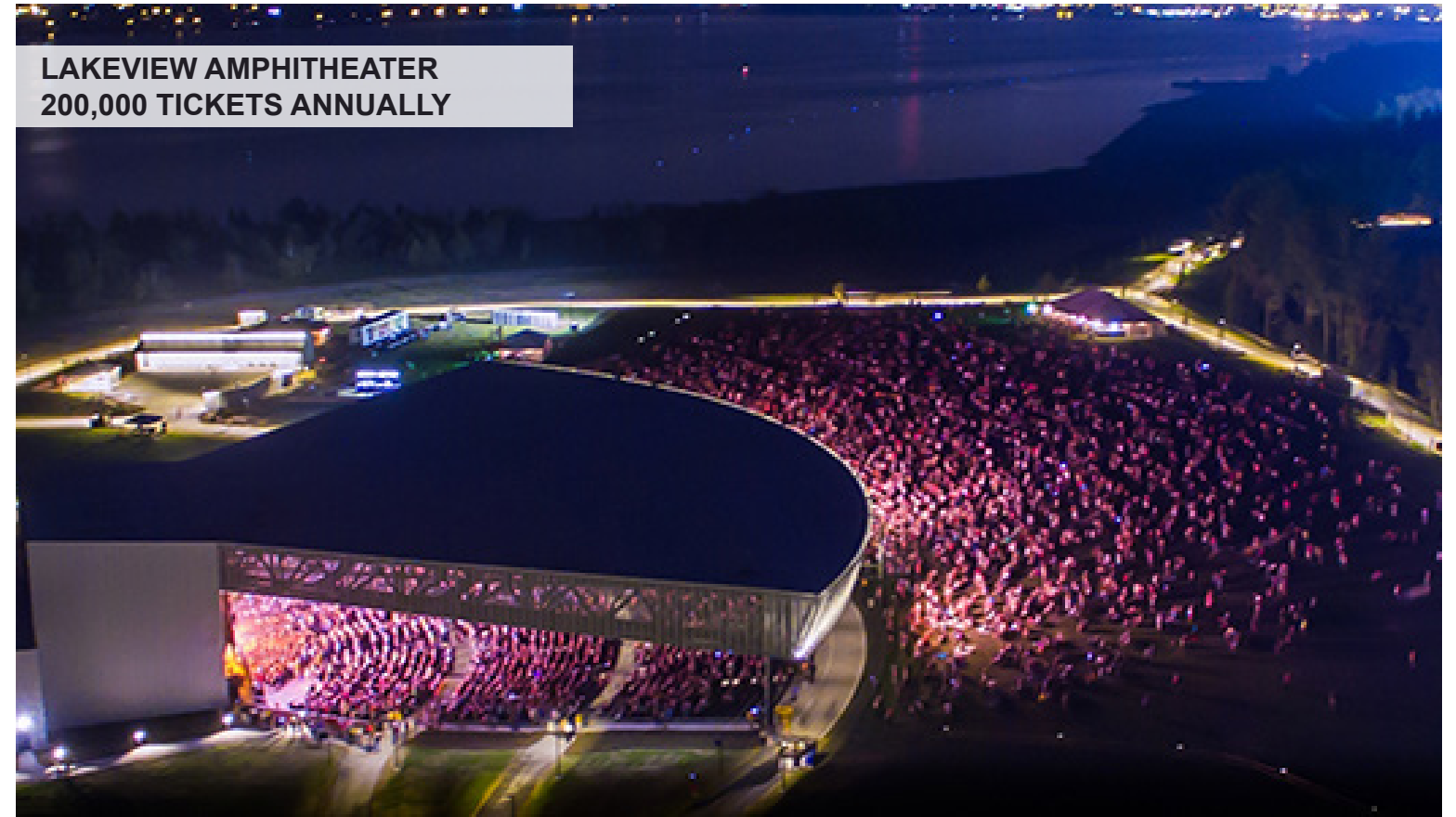
Pyramid Home Office has 100+ employees



MARKET DEVELOPMENTS

The Syracuse downtown population has grown by 50% in the past decade; 40% over the last 5 years.

- Micron Technology just announced a \$100 billion mega-complex of computer chip plants in Clay, NY
- \$350 million, 4 million sq. ft. Amazon Distribution Center
- \$118 million renovation to the JMA Wireless Dome
- \$25 million renovation to NBT Bank Stadium
- \$350 million COR Mixed Use Development in the Syracuse Inner Harbor
- \$50 million Lakeview Amphitheater
- Governor announces \$30 million, 50-mile CNY corridor to attract new drone companies to the market
- \$63 million renovation to Hancock International Airport
- \$25 million Allyn Family Foundation Salt City Market
- \$7 million mixed use building on South Salina Street
- \$300 million redevelopment of Shoppingtown Mall into “District East”
- Proposed \$25 million sports complex in Salina
- \$85 million aquarium approved to be built in the Inner Harbor
- Lockheed Martin awarded \$1.6 billion deal by the US Air Force to build long-range radars that will lead to hundreds of jobs



LAKEVIEW AMPHITHEATER
200,000 TICKETS ANNUALLY



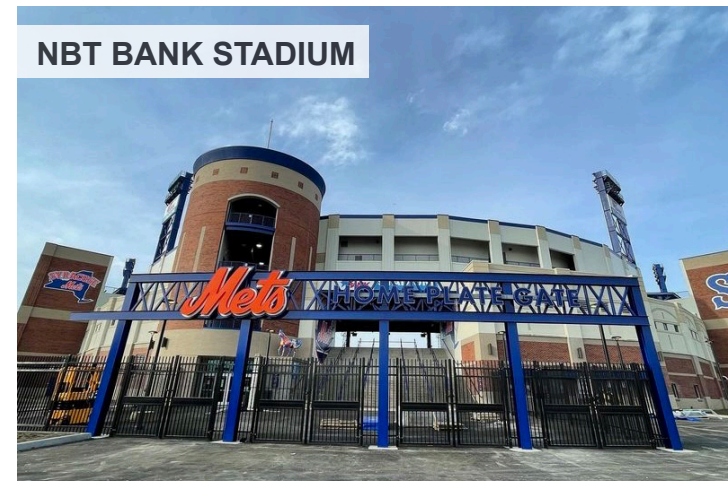
JMA WIRELESS DOME



AQUARIUM - COMING SOON



AMAZON DISTRIBUTION CENTER



NBT BANK STADIUM



THE NYS FAIR - SYRACUSE

AREA HOTELS

Destiny USA is a destination for hotel guest and convention visitors.

- Destiny USA partners with hotels for guest promotions
- Area hotels provide shuttle service to Destiny USA
- Recent hotel development has significantly increased business and convention visits to Syracuse
- \$942 million was spent by travelers on lodging in the Finger Lakes region in 2021

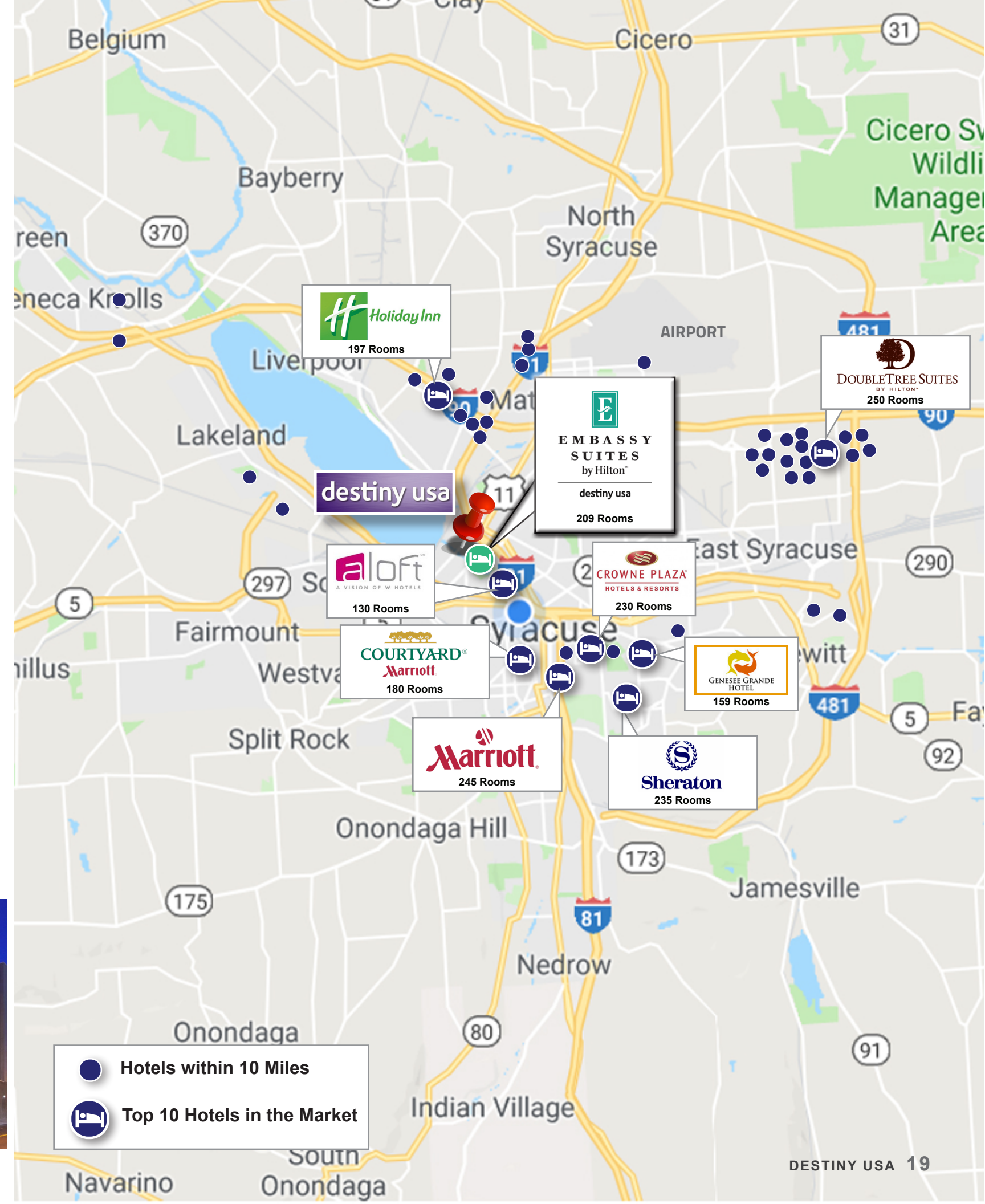
Hotel Traffic Drivers
Destiny USA
Canadian Visitors
Syracuse University /JMA Wireless Dome (ACC)
Medical / Business
Road Access and Visibility
Hancock International Airport
Regional Universities
New York State's Tourism Assets
Turning Stone Casino and Resort



DOWNTOWN MARRIOTT



MARRIOTT COURTYARD & RESIDENCE INN



A MODERN LOOK & FEEL

Destiny USA's 850,000 sf expansion is the largest LEED Certified commercial building in the world.

Destiny USA's contemporary design and firm commitment to green building and sustainability earned it LEED® Gold status from the United States Green Building Council.

- 4 million gallons of water conserved annually through rainwater harvesting system
- 23,000 tons of 95% recycled steel used
- 276,000 gallons of bio-diesel fuel used during construction
- 7,000 tons of fly ash mixed into concrete flooring
- 450,000 pounds of waste composted since July 2012



EXCITING NEW OPENINGS

Several new stores have recently opened or remodeled at Destiny USA, adding to the already strong tenant mix.

New Stores

110 Grill
 Aloha Krab
 Anthropologie
 Apex Entertainment
 Ardene
 Bullfinch Brewing
 Charlotte Russe
 Earthbound Trading Co.
 FYE
 Get Air
 Hobby Lobby
 Hugo Boss
 Joseph Jacob Jewelers
 Kate Spade Outlet
 Lego
 Lovesac
 Lovisa
 OFFL/NE by Aerie
 rue21
 Sake Japan
 Sip Sip Hooray
 Supreme Jewelers
 The Uniform Outlet
 Trollbeads
 U Tea
 Urban Outfitters
 UNTUCKit
 Zero Latency

Remodels

Five Below
 Aerie
 Carhartt
 EbLens
 Forever 21

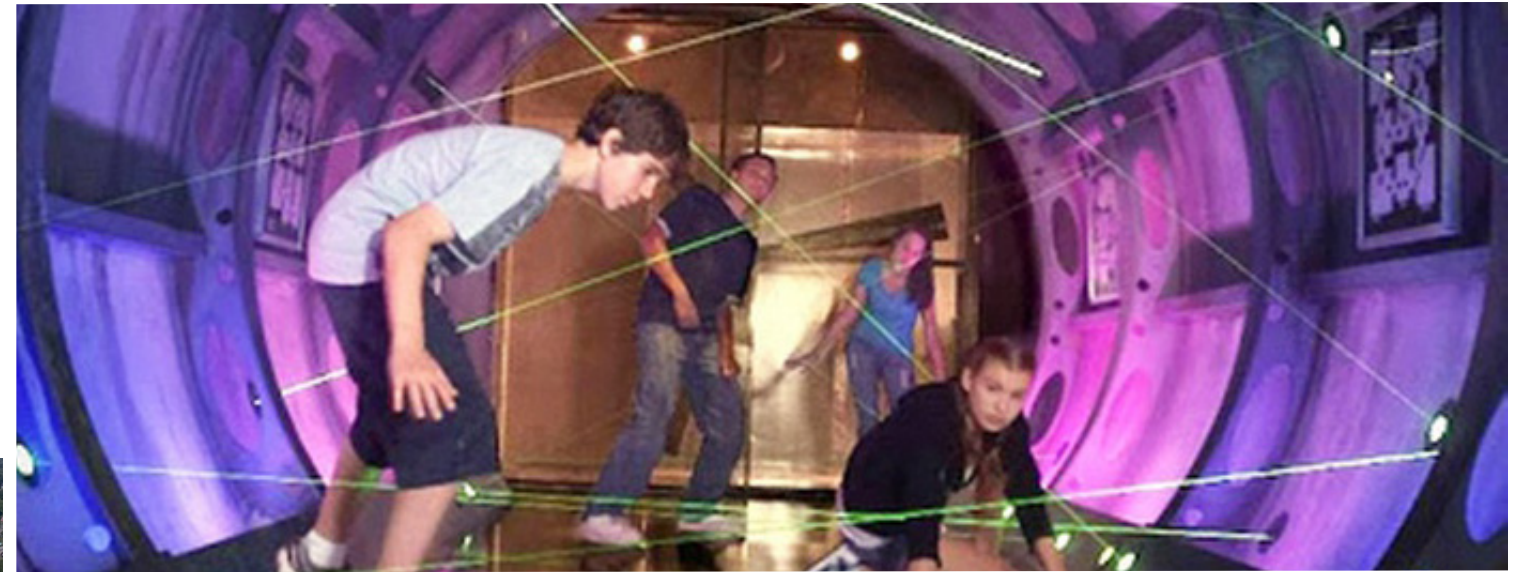
Coming Soon

Rachel's Mediterranean Grill



3RD FLOOR ENTERTAINMENT

Over 300,000 sf of entertainment makes Destiny USA's 3rd Floor a destination for fun and excitement.



DESTINY USA EMBASSY SUITES

Destiny USA's on-site, 209-room Embassy Suites hotel has welcomed visitors from all 50 states and 70 countries from around the world.

- Opened September 2017
- Ranked #20 out of 253 Embassy Suites in the US for overall experience
- Built upon Destiny USA's strong tourism and business traveler draw
- Fully integrated and cross-collaborative marketing with Destiny USA
- Full-service restaurant
- 24/7 fitness center
- Indoor heated pool
- Airport shuttle service
- 10,000 sq ft event & meeting space



STAY & SAVE SAVINGS PASS

Exclusively for hotel guests, the Embassy Suites Stay & Save pass is given to guests at check-in with their room key

- Over 35 featured deals including a free small coffee at Finger Lakes Coffee Roasters, short story game at The Museum of Intrigue, and many food and beverage deals.
- Shop & Drop delivery service is available for guests. Just drop your bags at guest services and a hotel bell hop will pick up the bags and have them waiting at the hotel front desk when you return.
- Also offering other bookable packages including Shop & Dine and Stay & Play packages.



Enjoy these exclusive discounts at Destiny USA when you stay! New York's largest shopping, dining, outlet, and entertainment destination.

STEVE MADDEN	30% OFF A SINGLE FULL-PRICED ITEM
110 Grill	FREE APPETIZER OR DESSERT (WHEN YOU PURCHASE AN ENTRÉE)
5wits	\$5 OFF YOUR 2ND ADVENTURE (PURCHASE OF A FULL PRICE TICKET REQUIRED)

Scan Code For MORE VIP Deals!

2023

STAY & SAVE SAVINGS PASS

EMBASSY SUITES by Hilton | destiny usa

More ways to enjoy your stay. Just steps away.

Enjoy these exclusive discounts at Destiny USA - New York State's largest shopping, dining, outlet and entertainment destination.

PRESENT THIS PASS AND YOUR ROOM KEY AT PARTICIPATING VENUES AND START SAVING TODAY!

*Active Room Key required for deals. Deals subject to change. Restrictions apply. See venues for details.

SHOP	DINE	PLAY
<p>at&t Buy 2 accessories, get 1 free</p> <p>BOSS 10% off a \$350+ purchase (Exclusions may apply. See store for details.)</p> <p>Buckle 10% off one pair of DayTrip or DepartWest Jeans</p> <p>Carhartt \$5 off a purchase of \$25 or more</p> <p>Register for Ground Loyalty Program for benefits</p> <p>claire's 20% off a purchase of \$35 or more</p> <p>10% off a purchase of \$35 or more</p> <p>10% off a purchase (Cannot be combined with any other coupon, not valid on gift cards or previous purchases)</p> <p>crocs \$10 off a purchase of \$75 or more</p> <p>FAMOUS \$5 off a purchase of \$50 or more (Not valid on select brands or gift cards. Other exclusions may apply, ask store associate for details. Limit 21 pairs of shoes. Only valid at this location/ate for details. Limit 21 pairs of shoes. Only valid at this location)</p> <p>francesca's 20% off a single full-priced item (Coupon valid for one use only. Limit one coupon per transaction. Coupon may not be combined with other promotions, discounts, or offers. No adjustments on prior purchases. Online purchases excluded)</p> <p>Lindt 12 free Lindor Truffles with a \$30 purchase</p> <p>macy's 10% off regular, sale, and clearance</p> <p>SHOWCASE 15% off a purchase</p> <p>STEVE MADDEN 30% off a single full-priced item</p> <p>T-Mobile 25% off accessories (valid only at location next to Journey's Kidz, excluded airpods and pro)</p> <p>THURMAN HUNTER OUTLET \$10 off a \$100+ purchase</p> <p>yosiibo 10% off a purchase</p> <p>ULTA \$10 off a salon or Benefit Cosmetics service</p>	<p>110 Grill Free Appetizer or Dessert with purchase of any sandwich or entrée</p> <p>BURGER KING 20% off</p> <p>BULL FINCH 20% off excluding alcohol and merchandise</p> <p>CINNABON Buy a regular sized specialty drink and get a complimentary classic cinnamon</p> <p>FINGER LAKES COFFEE ROASTERS Complimentary small coffee</p> <p>Goody's Complimentary original shake with purchase of a burger or sandwich</p> <p>KUNG TEA 20% off a purchase</p> <p>Kona 10% off a purchase</p> <p>SHRED TOWN 10% off a purchase</p> <p>W&B 50% off a check (Up to \$10 value; one per table)</p>	<p>5wits \$5 off your 2nd adventure (Purchase of a full price ticket required to receive promo)</p> <p>APEX ENTERTAINMENT Purchase a \$20 Xcard and receive \$10 free (Valid to use towards anything at APEX Entertainment)</p> <p>CAVON CAVON 50% off (Valid up to 6 people)</p> <p>GET IT! 10% off</p> <p>GLOBE Buy one get one admission</p> <p>MUSEUM OF INTRIGUE One Complimentary Prologue Story per room key</p> <p>THE MYSTERY ROOM \$5 off per person</p> <p>RPM 30% off one race</p>

DESTINY USA'S FUN PASS

The Destiny USA Fun Pass Program - 62% of visitors travel from more than 50 miles

Destiny USA sells a summer and winter "Fun Pass" that allows visitors to pay one price and choose from four different entertainment and dining experiences.

- Guests visit for an average of 6 hours
- Depending on the venue, guests can receive up to a 50% discount
- Promotes Destiny USA as a tourism destination and a multi-day entertainment destination
- Attracts day trip visitors from longer distances
- Attracts group visits from schools and corporate events
- Destiny USA's Fun Pass was highlighted in the Wall Street Journal



destiny usa
winter FUNPASS

4 ATTRACTIONS + 4 BONUS ADMISSIONS*
 JANUARY 9 - MARCH 13, 2023

ADULT PASS \$65 | CHILD PASS \$60 (Ages 12 & under)

Includes FREE Admission to:

S + **BRUNO** + **Antique CAROUSEL**

Logos for participating brands: 110 Grill, APEX, Canyon Climb, Cinnabon, Cold Stone, Fridays, Koto 8, Marc's, Salt City Saturday, Ulta, W&B, Wonder Works.



PICK ANY FOUR!
 Mix and match any combination of the following fun-filled dining and entertainment options:
Participants, offers, and details are subject to change. Gratuity not included with dining options.

110 Grill Choice of One Appetizer	APEX ENTERTAINMENT Choice of One: 30 Minutes of Bowling and Shoe Rental, 60 Minute Arcade Card, 1 Game of Laser Tag, 2 Rounds of Bumper Cars, 1 Round of Hologate, or 1 Round of X Rider
CRAB Coconut Shrimp Appetizer	CANYON CLIMB General Admission to Canyon Climb Ropes Course
BULL FINCH ADULT: Burger or Chicken Sandwich with Chips CHILD: Kids Burger or Chicken Tenders with Chips	POWER CARD \$10 Power Card
CINNABON Minibon and Small Fountain Drink or Coffee	TRAMPOLINE One-Hour Jump (Socks Included)
COLD STONE One "Like It" Signature Sundae	GLOWGOLF One Round of Mini-Golf
CRABBY ADULT: Choice of a Single Bacon Cheddar Burger, Route 66 Burger, or Spicy Houston, and a Side of Fries CHILD: Choice of Mini Burgers (2), Grilled Cheese, or Mini Hot Dogs, with Fries & Fountain Drink	IT'SUGAR Bulk Candy Box
KOTO 8 Fried Calamari Appetizer	LASER TAG Three Games of Laser Tag
MARC'S Choice of Cheeseburger in Paradise with Fries or Chicken Caesar Salad and Fountain Drink	NATURE CENTER General Admission to Nature Center With Live Animal Interactions
SALT CITY SATURDAY Choice of One Appetizer Located at the Embassy Suites	PROLOGUE One Prologue Story (Game Requires Minimum 2 Participants)
FRIDAYS ADULT: American Cheeseburger CHILD: Kid's Cheddar Mac & Cheese and One Kid's Side	ULTA Wax & Relax Eye Mask Salon Treatment
W&B ADULT: Signature Pretzel and Beer (Choice of Happy Hour Beers) CHILD: Mac & Cheese Bites and Side (French Fries or Tater Tots) with Fountain Drink	RACE 30 Minute Race Including Rental
	RPM One Race (License Fee Waived)
	SKY TRIP One Ropes Climb (Must Be 48" or Less)
	WONDER WORKS General Admission

PLUS 4 BONUS ADMISSION TICKETS! Details on back DESTINY USA 25

ACTIVATING OUR SOCIAL SPACE

Marketing events drive thousands of people to the center on a daily basis and extend dwell time.

Fashion shows, fitness classes, celebrity appearances, sports viewings, and charitable events are just a few examples of the hundreds of programs that take place within the social space of Destiny USA.



2019 ORANGE OUT
7,000 IN ATTENDANCE



A MAGICAL NEW YEAR'S EVE
2,500 IN ATTENDANCE



TYKES TUESDAY EVENTS
2,000 IN ATTENDANCE EACH WEEK

PYRAMID LAUNCH PAD

Unparalleled **FREE** onsite marketing and advertising support over 90 days to help propel your brand to its biggest and best grand opening ever.

PROGRAM ELEMENTS



Countdown Phase
30 Days Prior to Opening
Awareness; Building Excitement

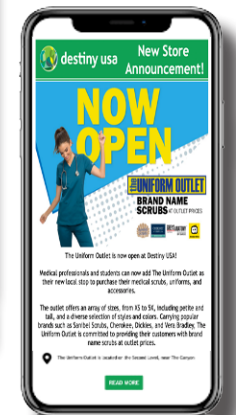
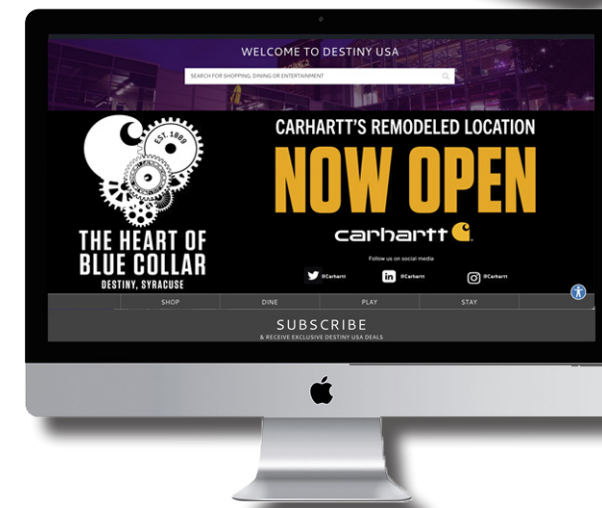
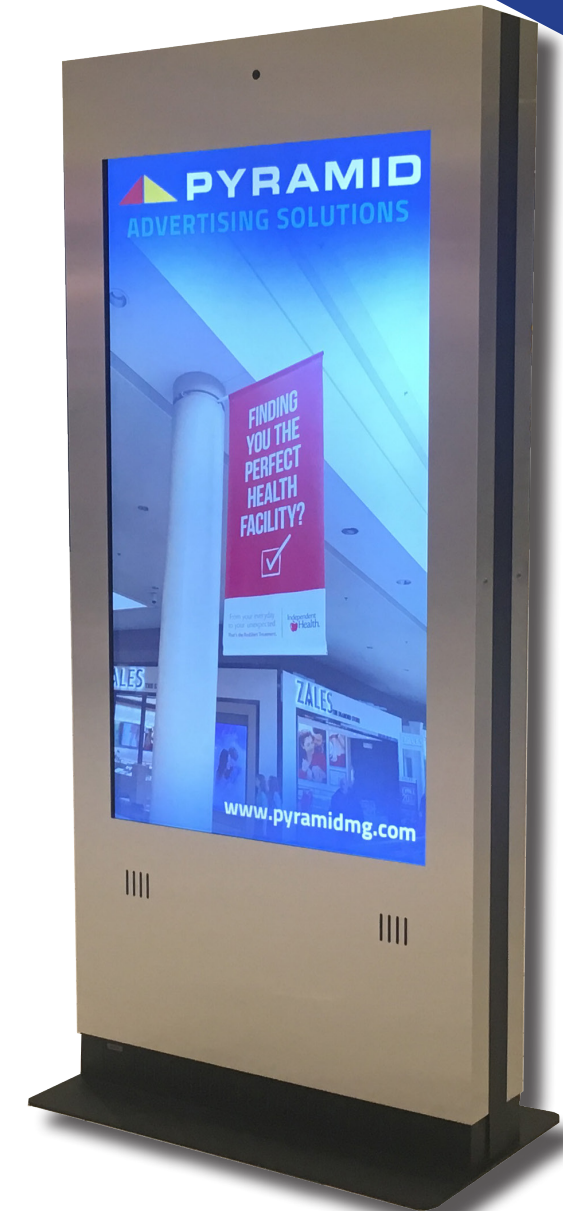


Launch Phase
30 Days Grand Opening
Driving Traffic & Sales



Rocket Booster Phase
\$30,000 in FREE Onsite Digital Advertising
30 Days Post Opening
Maximizing Results

**NOW OPEN AT
 DESTINY USA!**



POISED FOR GROWTH

150 acres adjacent to Destiny USA. Zoned for additional hotel rooms and complementary mixed-use development.



STRONG TRAFFIC TO DESTINY USA!

WEEKLY VISIT TRENDS - PLACER.AI
January - May
2023 / 2022 / 2021

