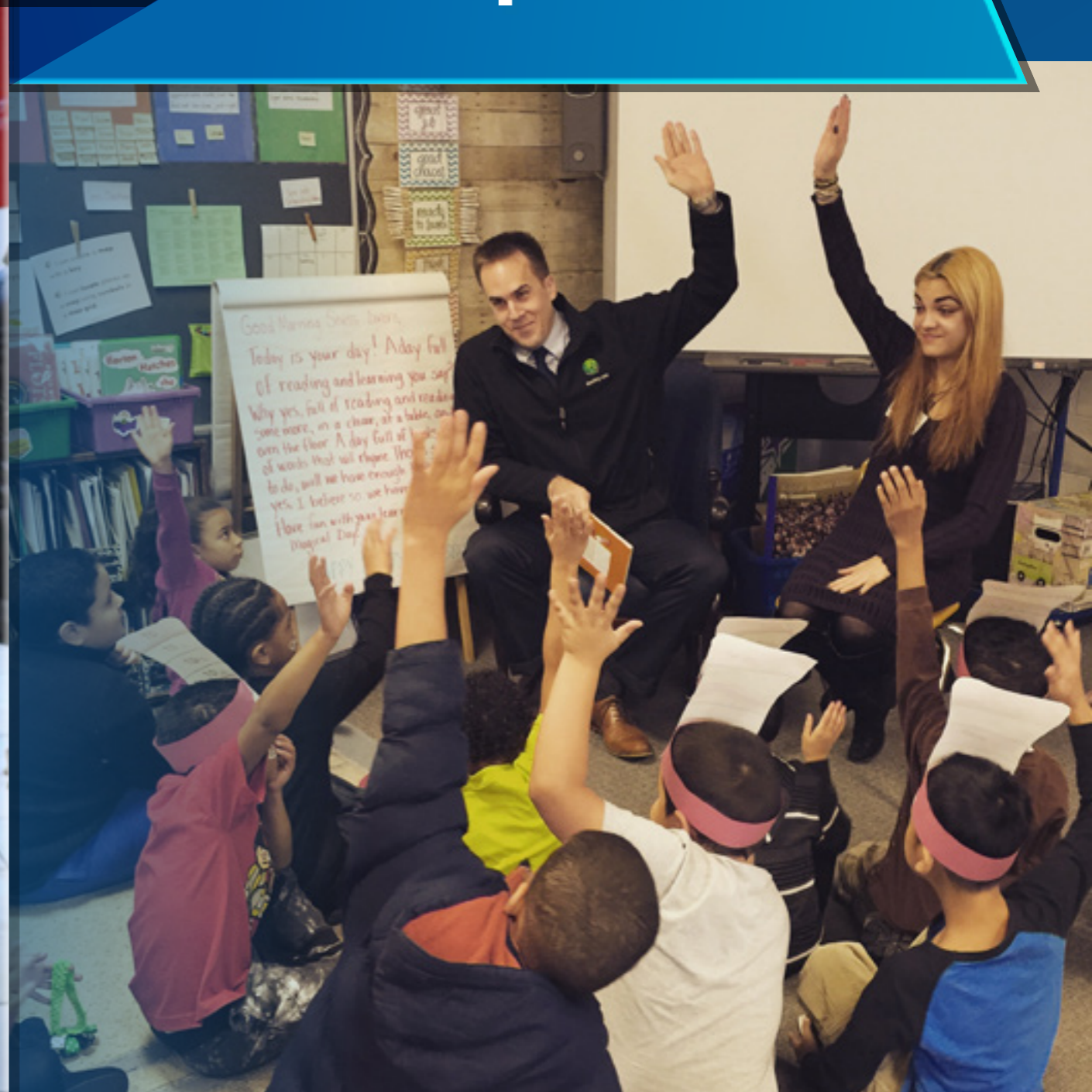


DESTINY USA CARES

2016  destiny usa

Community Impact





PYRAMID
OWNERS. DEVELOPERS. INNOVATORS.

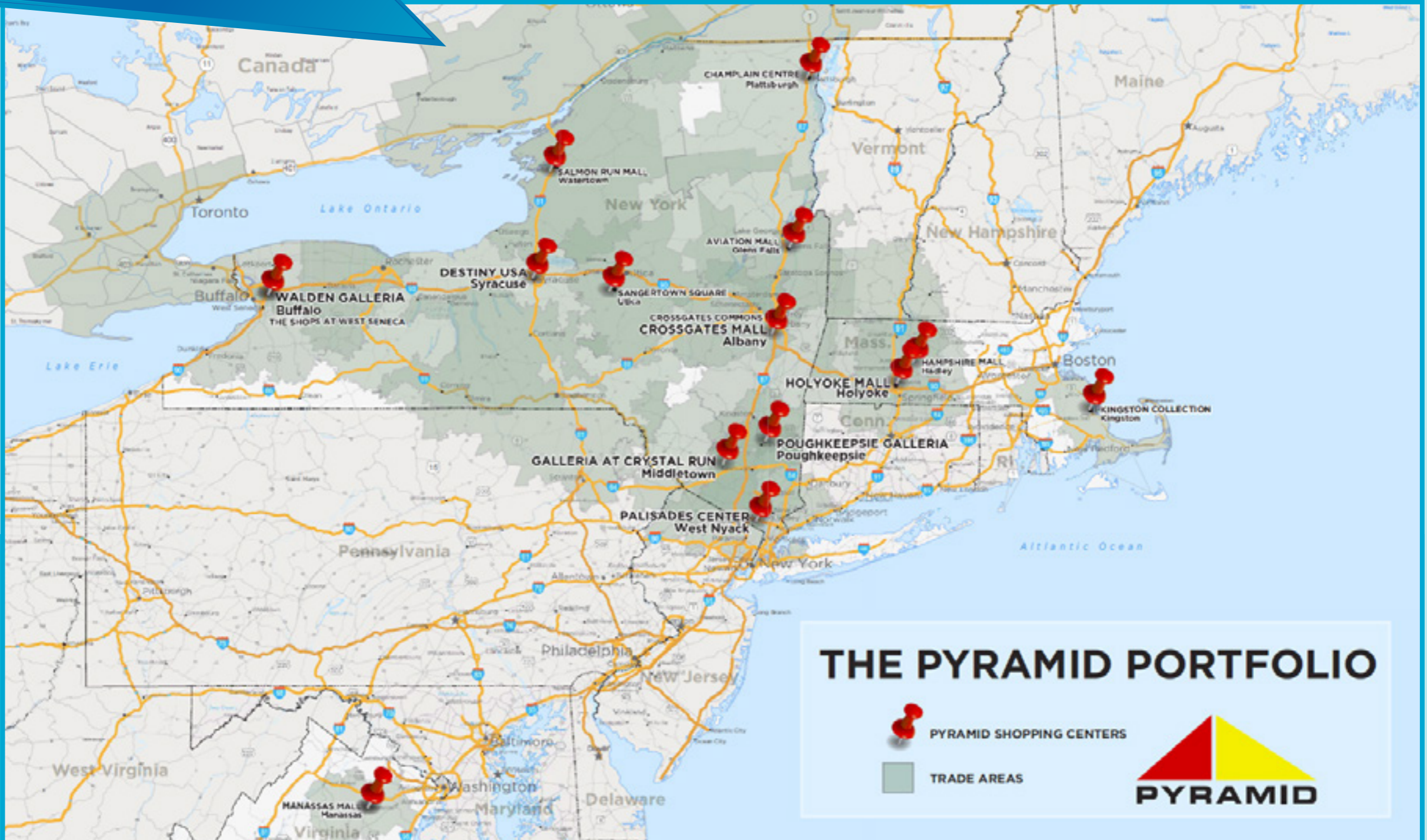
Founded in 1969
Headquartered in Downtown Syracuse, NY





PYRAMID
OWNERS. DEVELOPERS. INNOVATORS.

16 CENTERS 17.8 MILLION SQ. FEET



ANNUAL SALES
\$4 BILLION

SUPER-REGIONAL SHOPPING CENTERS
7

REGIONAL SHOPPING CENTERS
7

POWER CENTERS
2



destiny usa
SNAPSHOT

**NEW YORK'S
LARGEST**

FULLY-ENCLOSED
SHOPPING, DINING
& ENTERTAINMENT
DESTINATION



**6th
LARGEST**

SHOPPING CENTER
IN THE USA



**2.4
MILLION**

SQUARE FEET



**250+
BRANDS**

& GROWING



Labor Day Weekend, 2016



destiny usa

LOCAL IMPACT

**\$550
MILLION**
ANNUAL SALES

\$22M
SALES TAX TO
LOCAL
GOVERNMENT

\$22M
SALES TAX TO
STATE
GOVERNMENT

\$2M
ANNUAL
PROPERTY
TAXES

\$634,000
BUILDING
PERMIT FEE
IN THE LAST 6 YEARS



**3RD LARGEST
EMPLOYMENT CENTER
IN SYRACUSE**

**EMPLOYMENT:
5,000**



JOB GROWTH

(Full & Part Time)



25
JOBS

1987

Oil City



3,300
JOBS

1989



5,000+
JOBS

2016



EVOLVING THE EXPERIENCE

Shop. Dine. Play.



TORRID



White Barn

LUSH
FRESH
HANDMADE
COSMETICS

NORDSTROM
rack



ESCAPE THE
MYSTERY ROOM



JARED[®]
The Galleria Of Jewelry

VISITATION

26 MILLION
ANNUAL VISITORS

VISITS FROM:

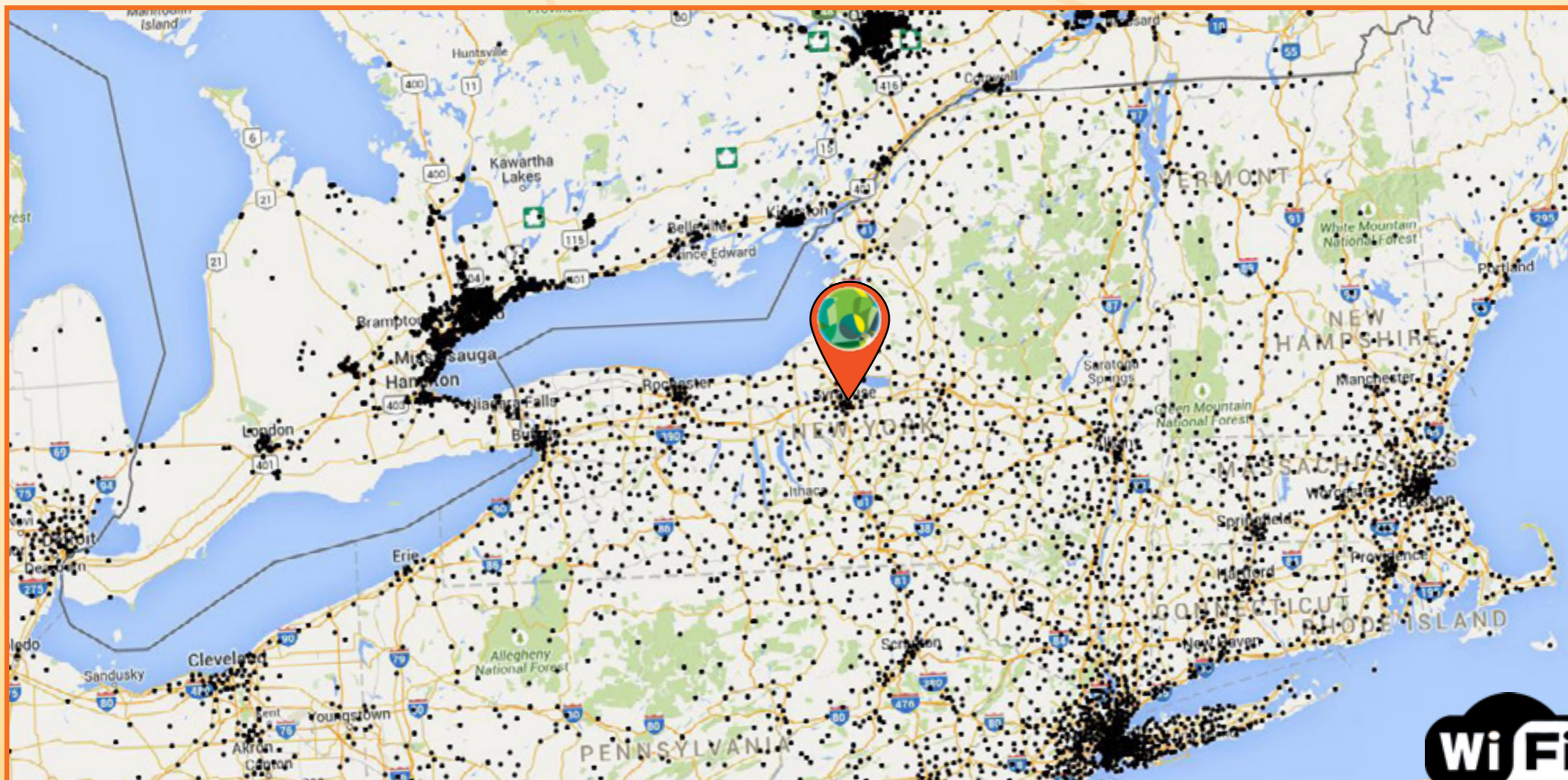
20
COUNTRIES

ALL
50
STATES



REACH

ZIP CODE DATA FROM ON-SITE WIFI USERS



70%
FROM OUTSIDE
CITY OF SYRACUSE

50%
FROM OUTSIDE
ONONDAGA
COUNTY

30%
FROM BEYOND
50 MILES

13%
FROM BEYOND
150 MILES

Growing the Tourism Economy

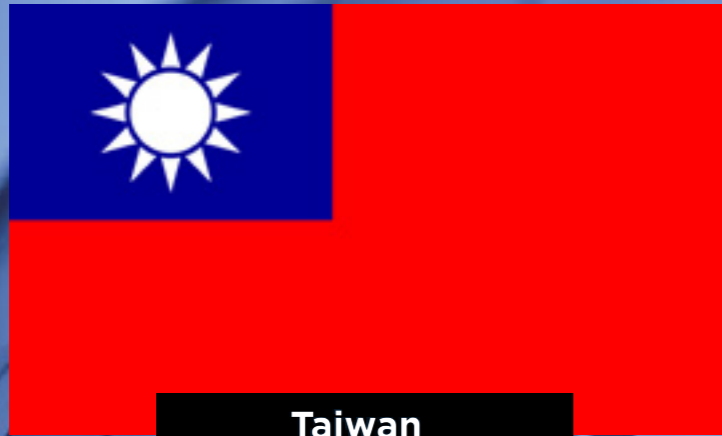
Destiny USA understands the importance of collaboration in the tourism industry and partners with each of these organizations:



SELLING SYRACUSE

ON THE ROAD AGAIN:

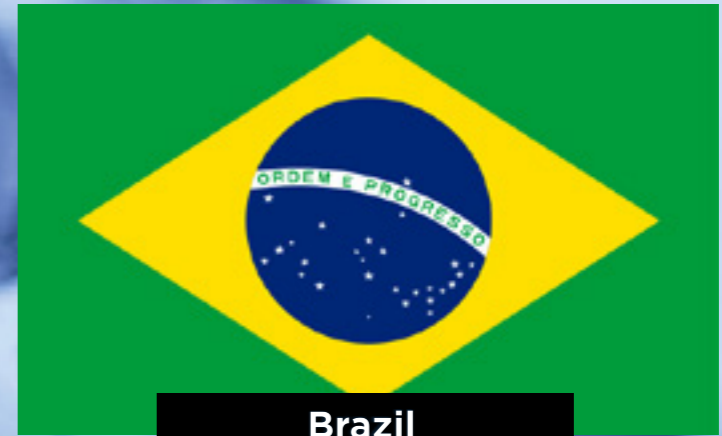
Countries We've Visited to Promote Tourism



Taiwan



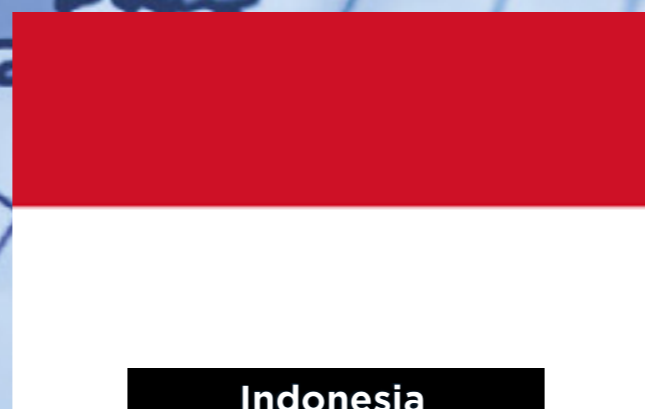
Germany



Brazil



Canada



Indonesia



United Kingdom



Mainland China



Mexico



All over the USA

SELLING SYRACUSE

Travel Shows We've Attended



Representatives of Destiny USA have attended nearly 100 travel trade and consumer shows, plus sales missions since the rebranding of the property as Destiny USA. Some of the best known shows/missions we have attended multiple times:

100+

TRAVEL TRADE SHOWS ATTENDED

Domestic:

- ABA Marketplace
- NTA Travel Exchange
- NY Times Travel Show
- IITA Summit
- Heartland Travel Showcase
- La Cita de las Americas
- North American Journeys RTO Summit East
- Active America China Summit
- IPW
- SYTA Annual Conference and Marketplace
- ONE Travel Conference
- Numerous DONYS Sales Missions

International:

- WTM - London
- WTM - Brazil
- #NEXT Travel Trade Exchange
- OMCA
- ITB
- Ottawa Travel and Vacation Show
- Ottawa Women's Show
- East/West China Sales Mission
- CITM

TOURISM

**DESTINY USA
MOTORCOACH
VISITATION**

UP
60%

+150
FIRST-TIME
MOTORCOACH
VISITS YTD

250 MILES
AVERAGE
MOTORCOACH
DISTANCE
TRAVELED



VISITS FROM:

- | | |
|----------------|----------------|
| Canada | Poland |
| India | Switzerland |
| Iraq | Australia |
| United Kingdom | Ireland |
| France | Israel |
| Philippines | Bosnia |
| Germany | Mainland China |
| Japan | Hong Kong |
| Greece | Taiwan |
| Mexico | Brazil |
| Netherlands | |

SELLING THE DESTINATION

CNYCENTRAL.com

NEWS WEATHER SPORTS TRAFFIC DEALS WSTM | WTVH | WSTQ CIRCA

67°

Destiny USA bringing in bus tour groups from across the U.S. and the world

BY ALEXANDER DUNBAR | MONDAY, SEPTEMBER 12TH 2016



The two big tourist destinations in New York State are New York City and Niagara Falls but for bus tour operators like Camilla Morris, Syracuse is becoming another landmark.

"I have a trip next month and their complete itinerary is to come to Destiny USA and shop," said Morris.

These are not your grandparent's bus tours. So far this year, Destiny USA has...

CNY CENTRAL
September 12, 2016

SELLING THE DESTINATION

THE WALL STREET JOURNAL

MARKETS | PROPERTY REPORT

Shopping Malls' New Product: Fun

Many U.S. malls are experimenting with entertainment-focused tenants



Destiny USA, a Syracuse, N.Y. shopping mall, offers immersive, hands-on adventures and other entertainment options. PHOTO: DESTINY USA

By ESTHER FUNG

Aug. 30, 2016 3:47 p.m. ET

Go-kart racing, indoor rope climbing and laser tag aren't activities typically associated with back-to-school shopping, but that is what some shoppers at a Syracuse, N.Y., mall are doing.

Entertainment offerings at malls have generally been limited to dining and maybe a multiscreen movie theater alongside the main draw of traditional retailers. But many U.S. malls, like Syracuse's Destiny USA, are experimenting with entertainment-focused tenants more likely to be found in an amusement park than a shopping center.

high-tech golf driving ranges, skydiving simulators and "escape room" experiences that require players to work together by looking for clues

THE WALL STREET JOURNAL
August 30, 2016

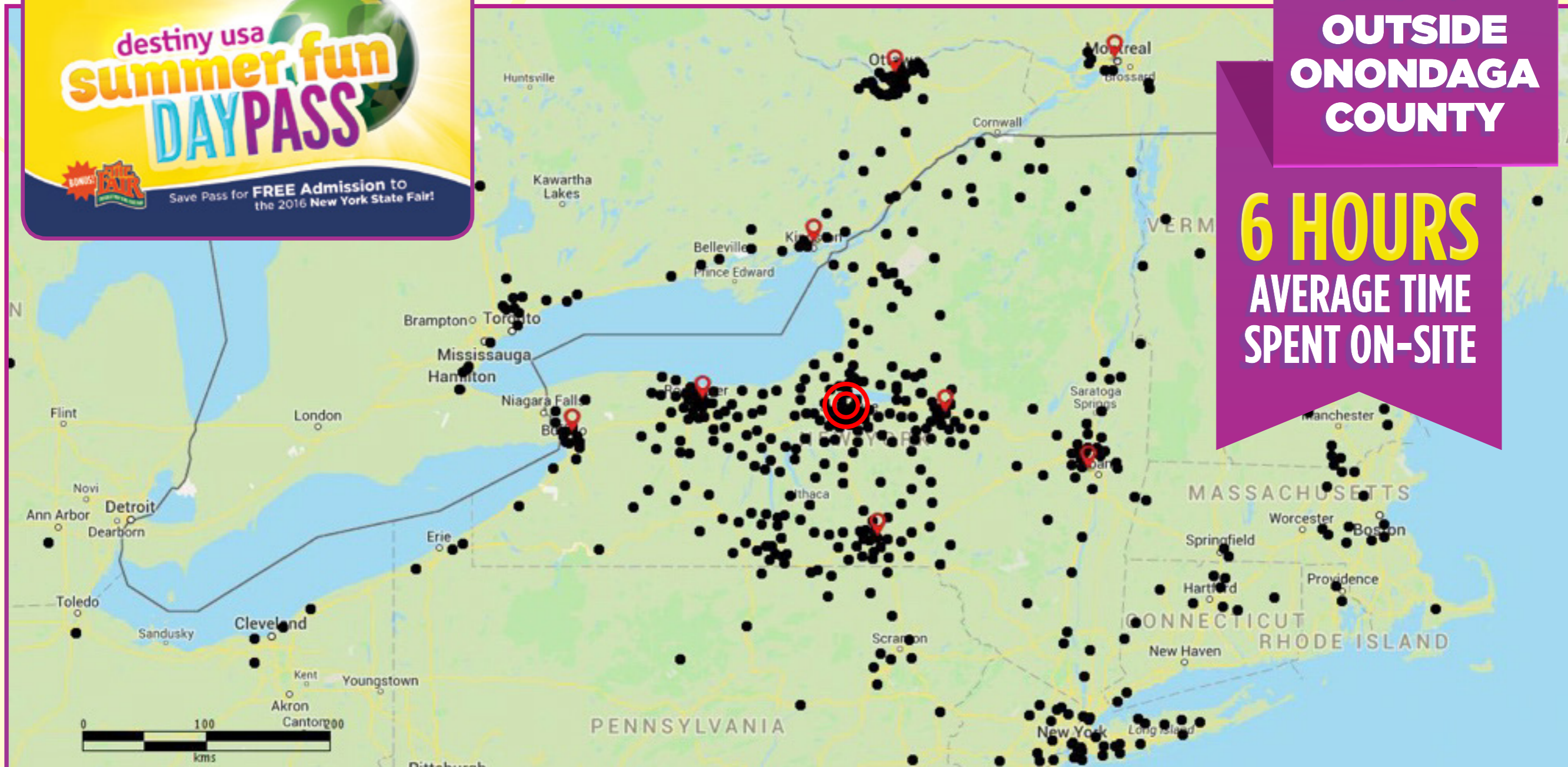
SUMMER FUN DAY PASS TARGET MARKETS

ZIP CODE DATA MAPPED FROM PURCHASERS

74%

SALES FROM
**OUTSIDE
ONONDAGA
COUNTY**

6 HOURS
AVERAGE TIME
SPENT ON-SITE



0-50 MILES
38%

50+ MILES
63%

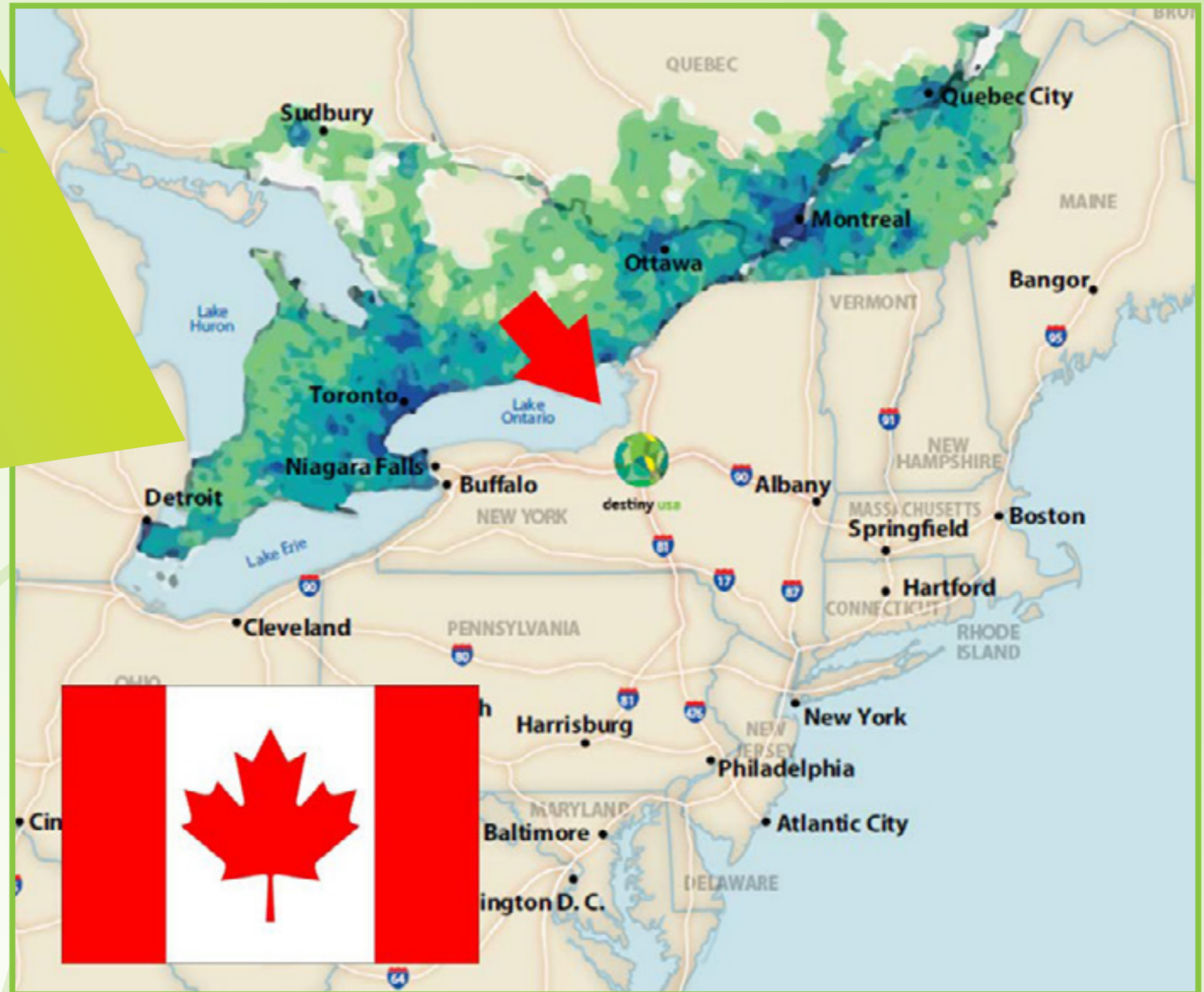
150+ MILES
24%

CANADIAN
8%

TOURISM

DESTINY USA ATTRACTS CANADIAN SHOPPERS

60%
OF CANADA'S
POPULATION
RESIDE RIGHT
ACROSS THE
BORDER



- Air Canada offers 2 daily direct flights between Toronto and Syracuse
- 10% of the Syracuse airport traffic is Canadian
- 60% of Canadian respondents to recent survey research say they came for shopping

TOURISM

Driving Canadian Visitation

Two-Month "at Par" Package for Canadians



200+
DAY PASSES SOLD

250+
HOTEL ROOMS BOOKED

CANADIAN
PLAY



&
STAY
GETAWAY in Syracuse, NY



Dollar-for-Dollar FUN!



=



CALL NOW! **315.457.1122**

Enjoy exclusive "at par" savings on a Canadian "Play and Stay Getaway" at Destiny USA, New York State's largest shopping, dining and entertainment destination, and the Holiday Inn Syracuse/Liverpool.



SELLING THE DESTINATION

SHOPPING CENTERS TODAY

September 29, 2016



SCT SHOPPING CENTERS TODAY

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HOME

SCT MAGAZINES

NEWSWIRE

SCT WEEK

Home > Day-pass program promotes Destiny USA as destination

Day-pass program promotes Destiny USA as destination



Publish Date: September 29, 2016

Pyramid Management Group introduced the Fun Day Pass program at its 2.4 million-square-foot Destiny USA shopping center, in Syracuse, N.Y., in 2014. Since then, the program has sold some 20,000 of these passes, which grant admission and/or discounts at participating entertainment and dining tenants. Day Pass is part of a \$700 million investment initiative across Pyramid's portfolio of 17 shopping centers to promote entertainment offerings. Pyramid CEO Stephen J. Congel says the Day Pass program is one of the company's efforts to lengthen shopper stays, boost advertising investment and expand its markets.

Pyramid has sold gift cards in the past, but the Day Pass program began as a marketing promotion to raise awareness of new entertainment tenants, Congel says. "With great attractions like WonderWorks, Pole Position Raceway and 5 Wits, the goal was to give visitors a cost-effective way to experience multiple attractions," he said. "It markets Destiny USA as a disassembled amusement park. It is not a single attraction or tenant. We are actually packaging up multiple tenant experiences and selling them as a single price. The visitor pays in advance for attractions and has a limited time — 24 hours — to redeem the pass."

Destiny USA sells a Fun Day Pass at a price of \$38 for kids and \$48 for adults. The pass represents a savings of up to 50 percent per person. Visitors receive a card redeemable at any four of 20 participating tenants. The tenants get reimbursed at a discounted rate.

...for over six hours, and 62 percent travel from greater than 50 miles away."

SELLING THE DESTINATION

September 22, 2016

Shopping
Center
Weekly



Connecting shopping center professionals with top stories from the industry

[Sign up here](#)

[View Online](#)



DESTINY USA SELLS ITSELF AS FUN CENTRAL

If you visit [Destiny USA](#)'s homepage and feel like you've landed on an amusement park's website, then the super-regional shopping and entertainment complex's marketing strategy is working. This six-story lakeside property in Syracuse, New York, has all the elements of a mega mall on paper, but it's the attention to

SHOPPING CENTER WEEKLY

September 23, 2016

DESTINY USA CARES

Community Partnerships



DESTINY USA CARES

Over 140 Local Organizations Supported Annually



DESTINY USA CARES

100's of Community Events & Causes Supported Annually



American Red Cross hosts Blood Drives



The Canyon serves as an ideal space for 100's of events throughout the year



The cast of Syracuse Stage's Hairspray performs in the Canyon



Destiny USA Staff creates a "Pinwheel Mural" for Child Abuse Prevention Month

DESTINY USA CARES

JOB FAIRS

250+ LOCAL EMPLOYERS

1,000's OF JOB OPPORTUNITIES



Commitment to Sustainability

“Destiny USA is proud to co-host textile and e-waste events with other local community organizations. Not only is it important to support the preservation of landfill and green-space in our community, but also ensuring that valuable natural resources are kept in the economic cycle. These types of events support the triple bottom line that is imperative to all communities where social, economic, and environmental efforts can work in harmony.”

-Brandon Munger, Director of Operations at Destiny USA

RECYCLING EVENTS

325,000 LBS
OF USED ELECTRONICS
COLLECTED & RECYCLED

1,500 LBS
CLOTHING DONATED

10,000 LBS
TEXTILES RECYCLED



LEFT:
*Volunteers carry donations
for the salvation army.*

RIGHT:
*Destiny USA collects
batteries and fluorescent
light bulbs for recycling at
the annual Earth Day Event*

23,000 TONS
OF 95% RECYCLED
STEEL USED

4M
GALLONS
OF WATER
CONSERVED
ANNUALLY THROUGH
RAINWATER
HARVESTING SYSTEM

2 MILLION
POUNDS OF WASTE
COMPOSTED
SINCE 2012

Leadership in Energy and Environmental Design

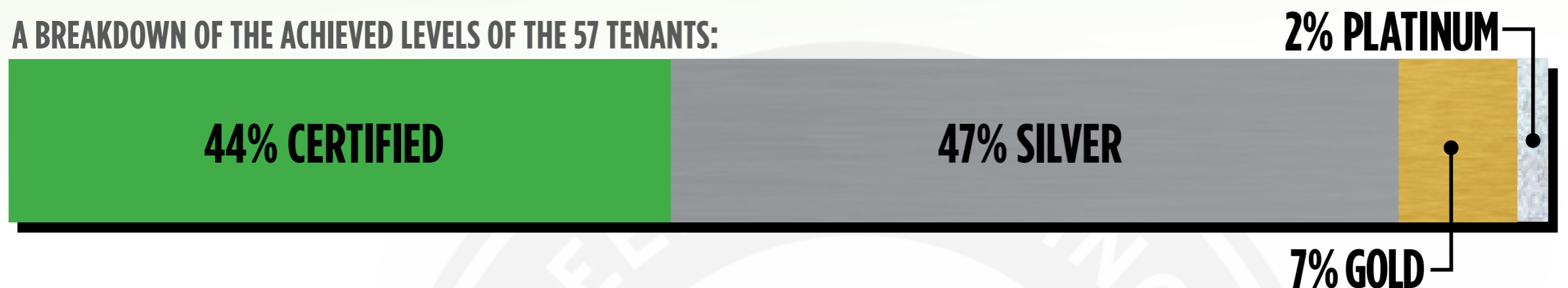
The Largest LEED® Gold Certified Retail Commercial Building in the World

57 TENANTS ARE
LEED® CERTIFIED



879,982 = TOTAL SQUARE FOOTAGE
OF ALL CERTIFIED LEVELS

A BREAKDOWN OF THE ACHIEVED LEVELS OF THE 57 TENANTS:



destiny usa

WHAT'S NEXT:



+



BASKETBALL

**“HAUL-IDAY”
SHOPPING BAG
PROMOTION FOR
BLACK FRIDAY**



TRADE SHOWS



AMERICAN BUS ASSOCIATION
Representing the motorcoach, tour and travel industry



WHAT'S NEXT:

BREAKING NEW GROUND



By the Numbers:

\$48M PROJECT

209 ROOM HOTEL

200+ CONSTRUCTION JOBS

70+ PERMANENT JOBS

**PLANNED OPENING
FALL 2017**



destiny usa