



destiny usa

2019 YEAR IN REVIEW



# DESTINY USA SNAP SHOT

YOUR SHOPPING, DINING, AND ENTERTAINMENT DESTINATION

**5,000+**

JOBS BROUGHT TO  
ONONDAGA COUNTY

**6<sup>th</sup>**

LARGEST SHOPPING, DINING,  
AND ENTERTAINMENT  
DESTINATION IN THE UNITED STATES

**250+**

SHOPPING, DINING,  
& ENTERTAINMENT  
BRANDS

# OCTOBER 15, 1990

Carousel Center opened its doors to the public



# AUGUST 2, 2012

Carousel Center rebranded to Destiny USA



# TO OUR FRIENDS, PARTNERS, NEIGHBORS AND GUESTS:

Destiny USA experienced another successful year with the non-profit groups of Central New York! Destiny USA donated space to 90 not-for-profits and collaborated with them to hold over 200 events at the center in 2019. Partnering with and giving back to our community is important to us and we believe it is part of what makes the center successful. We are pleased to work with all not-for-profit organizations looking to benefit from the center, whether a tabling opportunity for fundraising and awareness campaigns or a large event in the common area. Our doors are always open! Together, we can make a difference.

# LOCAL IMPACT

With 26 million annual visits a year, Destiny USA is the perfect location for groups and organizations to fundraise and host awareness campaigns.

**\$19.5**  
MILLION

ANNUAL SALES TAX TO  
LOCAL GOVERNMENT



**\$19.5**  
MILLION

ANNUAL SALES TAX TO STATE  
GOVERNMENT AND MTA



**\$23.8**  
MILLION

PROPERTY  
TAXES IN 2019



**\$75K**

IN THE LAST SIX(6) YEARS  
IN BUILDING PERMIT FEES





# David's Refuge

David's Refuge, a local not-for-profit organization focused on inspiring caregivers and encouraging community support for them, held a special luncheon on Destiny USA's Skydeck in honor of November being National Caregivers' Month. Prior to the luncheon three speakers were featured, presenting helpful information for the attendees about important caregiving topics.





# SHARE THE ROAD

The Onondaga County Sheriff's Department held an event in the Canyon featuring educational topics such as school bus safety, bicycle safety, motorcycle safety, teen drivers, senior drivers, child passenger/occupant restraint and much more. The participating departments brought simulated exercises demonstrating distracted and impaired driving, a mini bike rodeo, and law enforcement patrol vehicles to view.



# CROUSE HOSPITAL DAY OF DANCE

For the past six years, Crouse Hospital has hosted their Day of Dance in the Canyon. The free event promotes heart health for both children and adults. The Syracuse University Dance Team and Otto make special appearances at the event, dancing alongside guests. Children receive an assortment of giveaways including a free stuffed animal and surgical cap. There are also free several free health screenings at the event.

# TYKES TUESDAY

Every summer, Destiny USA holds Tykes Tuesday, a free event for children 0-12 years old, every Tuesday throughout the summer. Each week has a different theme for children to enjoy. Below is the list of organizations we partnered with for Tykes Tuesday in 2019:

- Syracuse Mets
- Literacy Coalition of Onondaga County
- Early Childhood Alliance
- WonderWorks
- Syracuse University
- The Apple Store
- Syracuse Crunch
- APEX Entertainment

**“With almost two thousand children and their families, we were just thrilled. It is a great way to spread the word about the importance of keeping kids learning throughout the summer. We cannot thank your staff enough!”**

-Virginia Carmody, Development Director,  
Literacy Coalition of Onondaga County



# DESTINY USA IS PROUD TO PARTNER WITH THE FOLLOWING COMMUNITY ORGANIZATIONS

*Over 140 Local Organizations Supported Annually*



JIM AND JULI BOEHEIM FOUNDATION



# AWARENESS CAMPAIGNS

Groups using the center for fundraising purposes will not only be in the eyes of 26 million annual visits, but also our social media outreach. Destiny USA is happy to help promote your organization in order to let our guests know about your cause.

Have a question? A campaign? An event? Or looking for more information, please don't hesitate to reach out. We'd love to hear from you!

*Destiny USA Management Office: 315.466.6000*

Destiny USA is a part of a community, just like your organization and we look forward to working with you in 2020 and beyond!

**UPSTATE**  
MEDICAL UNIVERSITY



**ongovhealth**  
**Onondaga County  
Health Department**  
ongov.net/health · facebook.com/ongovhealth



# DONATION AND SPACE REQUESTS

Destiny USA event space and tabling are FREE for non-profit use. Groups are asked to complete and submit the required paperwork and provide current liability insurance in order to be granted access.

Requests for coupon books and giveaways can be submitted for review. Groups are asked to submit a letter of request at least two (2) months prior to event date.

# FROM OUR FAMILY TO YOURS, THANK YOU!

Destiny USA is a four-level shopping, dining, and entertainment destination offering over 250 brands, 45 dining options, and more! With its unique and diverse tenant mix, Destiny USA is the go-to place for local shoppers and tourists alike. Destiny USA is one of the most visited destination centers in America and is the premier shopping, dining, and entertainment destination in Central New York.

**#DestinyUSA**

[www.destinyusa.com](http://www.destinyusa.com)

315.466.6000 • Syracuse, New York

