



## Project Overview

- 13,000 students at completion
- 20+ academic programs
- 4 phases
- Phases I and II needed to reach critical mass — 6,000 students
- Program for students with intellectual disabilities

**UCF DOWNTOWN**

## Phase I and II Programs

**UCF Programs**

- M.S. in Interactive Entertainment
- B.A. in Digital Media
- M.A. in Digital Media
- M.F.A. in Emerging Media
- B.A. and B.F.A. in Art
- B.A. and B.F.A. in Film
- B.A. in Advertising/Public Relations
- B.A. in Human Communication
- B.A. in Journalism
- B.A. in Radio/Television
- M.A. in Communication
- Graduate Certificate in Corporate Communication
- Ph.D. in Education — Exceptional Education Track

**Complementary UCF Operations**

- Engineering IdeaLab
- WUCF-TV – PBS
- WUCF-FM – NPR

**Complementary Valencia Programs**

- A.S. in Graphics Technology

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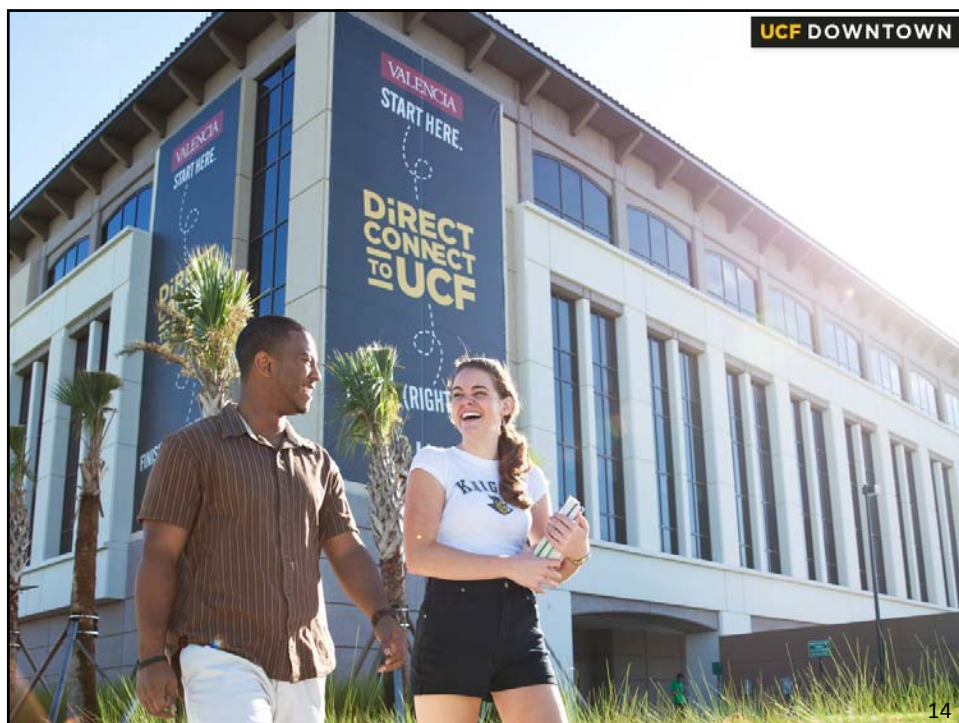
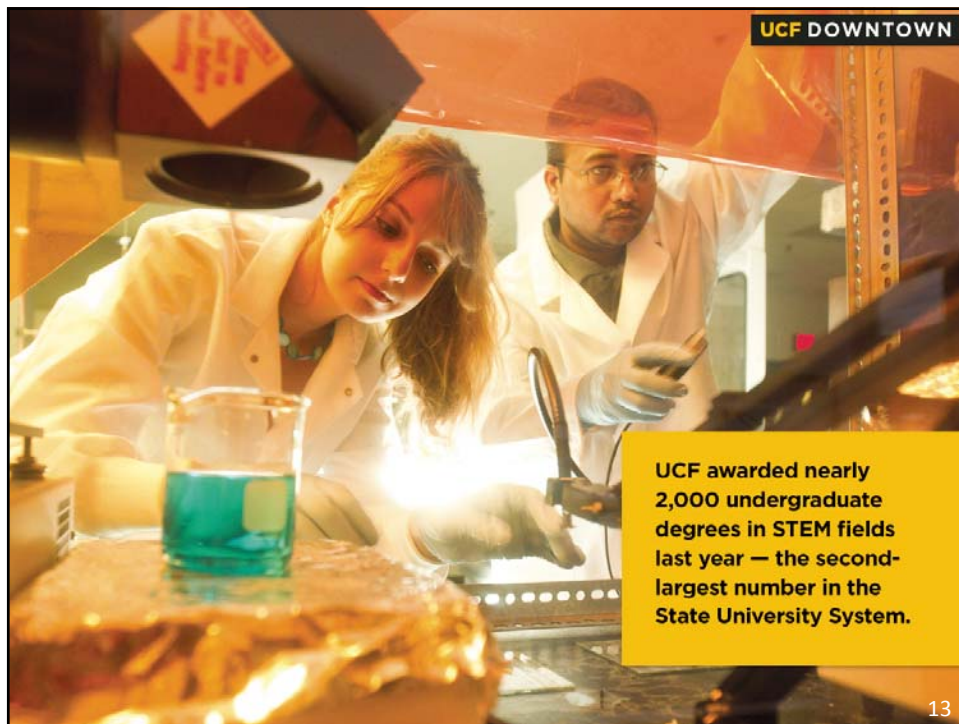


DirectConnect to UCF is one of the most productive 2+2 partnerships in higher ed. More than 28,000 students have earned bachelor's degrees since the program started.

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“... state universities must **advance innovation** — new technologies, new processes, new products, new ideas — in their local and state economies; **help Florida’s employers prosper and grow** through knowledge transfer and a steady stream of qualified graduates; and **make community and business engagement an integral part of their institutional culture.**”

Florida Board of Governors 2025 Strategic Plan

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## Impact on Academic Performance

- **Percent of bachelor’s graduates employed full-time or continuing their education** (metric 1)
- **Median wages of bachelor’s graduates employed full-time in Florida** (metric 2)
- **Six-year graduation rate for first-time-in-college students** (metric 4)
- **Degrees awarded within programs of strategic emphasis** (metrics 6 and 8)
- **Bachelor’s degrees awarded annually** (metric 10)

Performance Based Funding Metrics, 2013-14 System Accountability Report, Florida Board of Governors

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## Academic ROI

- Experience shows that **location powers improved performance**
- Degree production **will grow to meet industry needs**
- **Students see a \$10,000 benefit** by graduating one semester early
- Visual Arts and Design will **increase from 2,600 to 3,900 students** in five years

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## Financial Overview

### PROJECTED COST

Phase I	\$57.75 million
Phase II	\$78 million

### INVESTMENT FROM THE COMMUNITY

Estimated land value	\$20 million
Estimated building value	\$22.5 million
Infrastructure investment	\$22.5 million
Projected philanthropy	\$45 million

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## Housing and Parking

- Affordability
- Safety
- Student programming
- Focus on academics, not amenities

### HOUSING AND PARKING OPPORTUNITIES

500 beds	\$30 million
1,000 parking spaces	\$13 million

**Possible \$43 million in private investment**

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## Projected Economic Impact

Annual impact to region/state	\$400 million
Annual associated jobs	4,000 jobs
Annual associated wages	\$180 million

**\$575 million in one-time gross economic impact during construction**

UCF Downtown Economic and Fiscal Impact Analysis, GAI Consultants, 2015

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**UCF DOWNTOWN**

# Project Supporters

Logos of project supporters including UCF, Valencia, EA, Orlando Sentinel, United Arts, Downtown Orlando, Orlando Magic, Orange County Public Schools, Gray Robinson, Bank of America, Rosen Hotels & Resorts, Central Florida Partnership, Orlando Shakespeare Theater, Boys & Girls Clubs, Orlando Health, Cushman & Wakefield, The Corridor, SunTrust, Orlando Economic Development Commission, and the Y.

Partial Listing

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UCF DOWNTOWN

- Support students' development of the knowledge, skills, and aptitudes needed for success in the **global society and marketplace**.
- **Transform and revitalize Florida's economy and society** through research, creativity, discovery, and innovation.
- Mobilize resources to **address the significant challenges and opportunities** facing Florida's citizens, communities, regions, the state, and beyond.
- Deliver knowledge to advance the health, welfare, cultural enrichment, and economy through **community and business engagement and service**.

Florida Board of Governors 2025 Strategic Plan, "Mission of the State University System for the 21st Century"

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