



30 S. 15TH STREET | 15TH FLOOR | PHILADELPHIA, PA 19102 | (215) 279-8385

Chula Vista University and Innovation District Exhibit B: City Established Project Goals

1. Provide **education opportunities** and accessibility for residents of Chula Vista and the region
2. Serve as an **economic engine** and contribute to the growth of the city and region
3. Prepare students for **post-university careers** that allow for lasting personal and professional growth
4. Provide **a source of high-quality jobs** and contribute to diversifying the city's economy
5. Develop into a **financially viable university** entity
6. Become an **integral part of the fabric of the community** providing cultural enrichment for residents of Chula Vista and the region
7. Develop into an institution that is **physically well integrated and connected** to the surrounding neighborhood and region
8. Serve the **shifting demographics** of the San Diego region, and the United States in general
9. Attract a **wide range of educational and industry partners**, regionally, nationally, and internationally