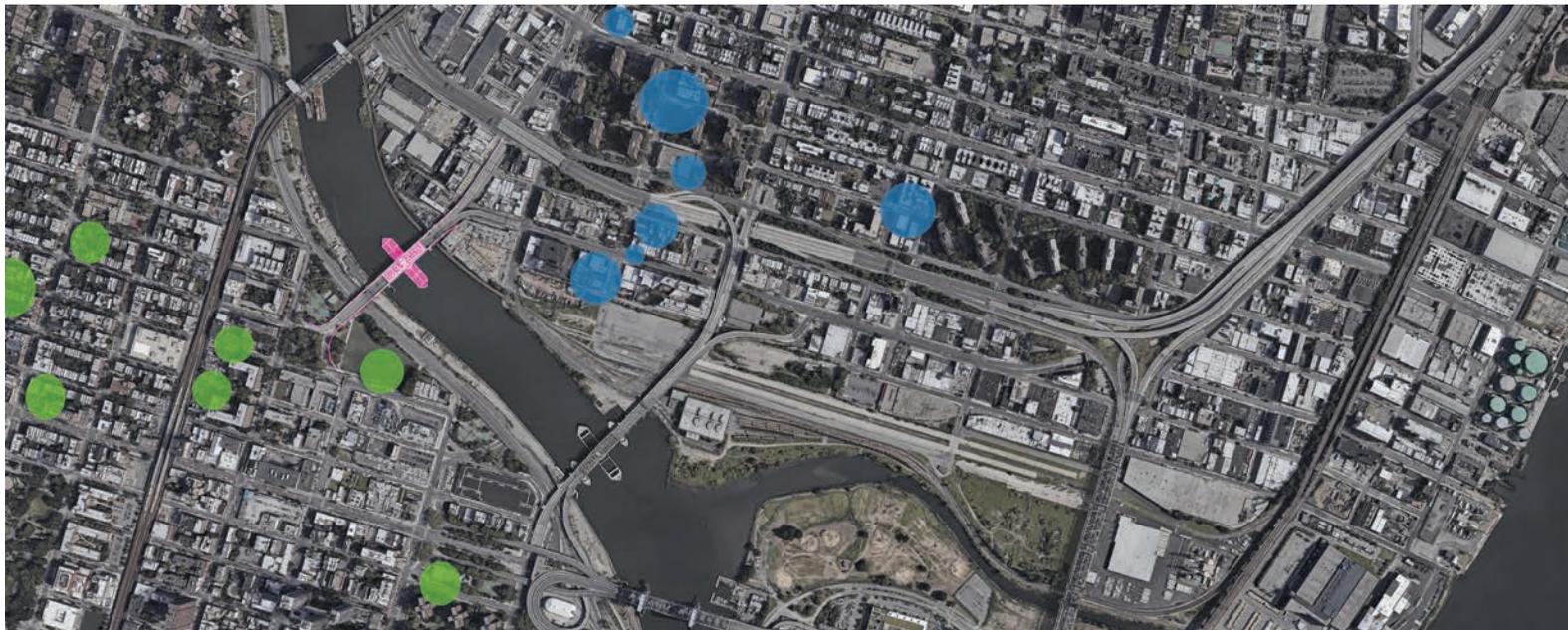


Community Benefits

THIRD AVENUE BRIDGE



LAE at rockwellgroup

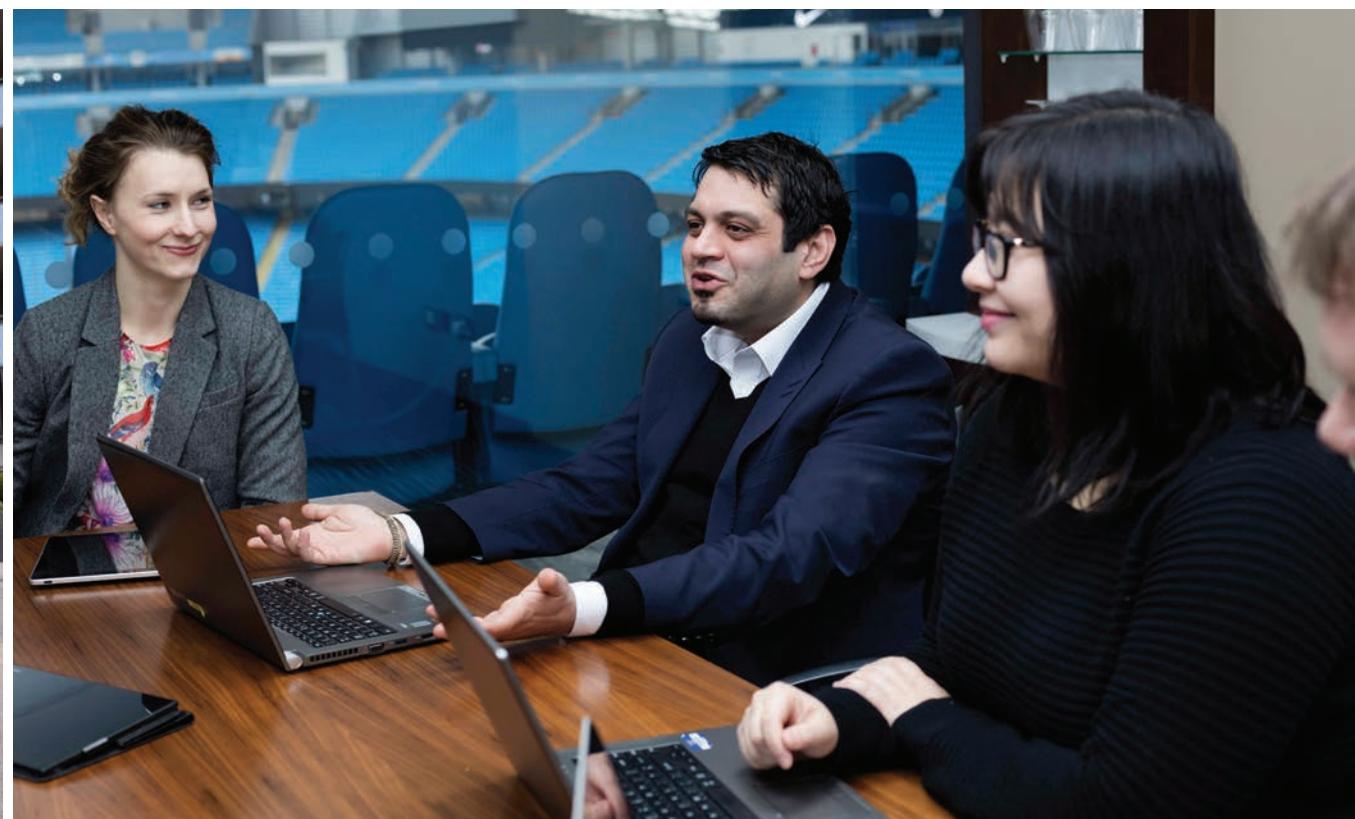
AN ART PIECE GENERATED BY THE COMMUNITY

Both East Harlem and the South Bronx have been the birthplace of numerous art forms and cultures. Since the late 1970s the South Bronx has become home to a renewed grassroots art scene, culminating in the birthplace of hip-hop culture. East Harlem's murals have remained some of the most influential, with people from all over the world traveling to see them.

This installation is about giving agency to all through art, no matter one's background. It is about creating a beacon that brings people together. Local organizations could curate the communal canvas with work submitted by residents of surrounding neighborhoods.

 EAST HARLEM CULTURAL ORGANIZATIONS

 SOUTH BRONX CULTURAL ORGANIZATIONS



Community Benefits

THE UNIVERSITY COLLEGE OF FOOTBALL BUSINESS

UCFB'S VISION IS

To be the world's leading neurological Centre of Excellence for football (soccer) business education.

OUR MISSION IS

To provide best-in-class graduates with football and business expertise.

THE UCFB DNA

All students and staff at UCFB are expected to embody the UCFB DNA of trust, honesty, integrity, loyalty, respect, attention to detail, and always being the best you can be.

We will bring a University to be a permanent tenant in our new stadium.

This proven European University, is coming to the USA as part of our initiative to develop the stadium. It specialises in the business of Football (soccer) will operate year round in the stadium and the University aim to enroll upwards of 1000 students.

A continent first in Higher Education, UCFB offers university degrees in the football (soccer) business and wider sport and events industries, located in the stadium, utilizing the stadium hospitality space on non-match days for their university classrooms.

UCFB delivers university degrees in the football, sport & events industries in state-of-the-art, iconic and inspirational locations in the UK and will be locating to New York as part of NYCFC's new Stadium in the Bronx.

At UCFB they are dedicated to the delivery of ground-breaking undergraduate degree programs in the strategic, operational and business facets of the football (soccer) business and wider sport and events industries.

UCFB's degree programs give each student the opportunity to study a traditional academic subject within the context of an industry for which they have a genuine passion and interest. We believe such an approach drives engagement and facilitates achievement.

UCFB has the highest quality standards for its degrees – which is one reason why we enjoy unrivalled student retention rates of 98%, with class attendance averages amongst the highest in the UK for a higher education institution. Whether you have ambitions to be a corporate leader in football, a sports media professional or manage some of the biggest events in the entertainment industry, our unique degrees will prepare you with the transferable skills required for a thriving career in these sectors.

UNDERGRADUATE DEGREES		
	UCFB WEMBLEY	UCFB ETIHAD CAMPUS
BA (Hons) Football Business & Finance	✓	✓
BA (Hons) Football Business & Marketing	✓	✓
BA (Hons) Football Business & Media	✓	✓
BA (Hons) Sports Business & Coaching	✓	✓
BA (Hons) Sports Business & Sports Law	✓	
BA (Hons) International Football Business	✓	✓
BSc (Hons) Sports Psychology	✓	
BA (Hons) Stadium & Events Management	✓	
BA (Hons) Physical Education	✓	✓
BA (Hons) Football Coaching & Management	✓	✓
BA (Hons) Multimedia Sports Journalism	✓	✓
BA (Hons) Sports Business & Broadcasting	✓	