

# FINANCIAL STRATEGY



The financial strategy to achieve the master plan is based on building momentum over time to gather money from several sources.

Beginning in 2006, we recommend that Columbia College Chicago begin allocating funds and exploring debt capacity.

A comprehensive public campaign should be launched for the College that includes funding for new space, scholarships and learning programs. Columbia should continue to seek opportunities to acquire existing properties in the South Loop, and also build a fund for new construction. Naming opportunities should be identified for potential private donors for existing as well as proposed spaces.

Federal, state and local government should be solicited for contributions to Columbia College Chicago's growth.

As the master plan recommends that the academic campus should be concentrated between Congress Boulevard and Roosevelt Road, Columbia College Chicago should allocate the proceeds from sales of outlying property to fund new building programs.

