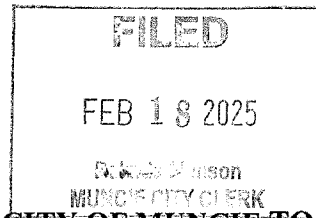


RESOLUTION 5-25



A RESOLUTION OF THE COMMON COUNCIL OF THE CITY OF MUNCIE TO ENCOURAGE RELIEF, PROMOTION, AND OR COMMUNICATION FOR SMALL BUSINESSES IN THE CITY OF MUNCIE

WHEREAS, Muncie is a city that thrives when connected with small businesses, however, that connection between small businesses and the community has been lackluster within the past decades; and

WHEREAS, the introduction of big chains has been overshadowing, and small businesses should be given better opportunities to connect with the city; and

WHEREAS, encouraging smaller businesses to explore opportunities for tax abatements could relieve and support them; and

WHEREAS, in the downtown district, outside of periodic events, the foot traffic is lacking. For example, people attend weekly events in the city like First Thursdays and The Farmers Market. However, these events tend to see the same people week after week, and if we expand promotional opportunities for small businesses and events, we could attract new, recurring shoppers; and

WHEREAS, attracting more students to downtown could also see an increase in attendance, which can be accomplished by giving discounts to student IDs; and

WHEREAS, presently there is no committee for collaboration between the City and small businesses, leading to underrepresentation.

WHEREAS, a proposed Committee for Small Business could include a collection of members from the Muncie/Delaware Chamber of Commerce, Muncie/Delaware Black Chamber of Commerce, Downtown Development, ECI Small Business Development, and small business owners from the community which could work as a middleman and inhibit a strong connection between small businesses in Muncie and the City; and

WHEREAS, small businesses employ 46% of the workforce in the USA and have created 55% of the net jobs according to the US Bureau of Labor Statistics; and

WHEREAS, according to the Indiana Small Business Administration, Small businesses saw a net decrease in 24,451 jobs last year in Indiana; and

WHEREAS, the U.S Bureau of Labor Statistics found that 20% of new businesses fail in the first two years and 45% in the first 5 years, mainly due to cash flow problems; and

WHEREAS, in a survey conducted by the 2025 Muncie Central AP Government class with over 115 responses from members of the community, the main factor that would cause more people to shop locally would be the implementation of "discount days" where shops would all give out sales on the same day; and

WHEREAS, among all survey responses, one of the largest agreed-upon issues regarding local business was that people tend to forget about small businesses, as well as the problem of convenience; and

WHEREAS, this could partially be due to the lack of advertising and accessibility for these businesses. Our goal is to provide better opportunities for these businesses to get their name out there at an increased amount, ultimately resulting in more cash flow for them to work with; and

WHEREAS, another cause of this in downtown Muncie is the perception of lack of parking space. This perception of lack of parking creates hindrances to those who want to go Downtown, leading them to not even see these small businesses because of the location; and

WHEREAS, a third complaint from the survey is the short or inconsistent hours. Many people claim that local stores close too early, meaning they can't make it during the later hours; and

NOW, THEREFORE. BE IT RESOLVED BY THE COMMON COUNCIL OF THE CITY OF MUNCIE AS FOLLOWS:

Section 1: The Common Council of the City of Muncie supports the establishment of a collection of members from the Muncie/Delaware Chamber of Commerce, Muncie/Delaware Black Chamber of Commerce, Downtown Development, ECI Small Business Development, and small business owners from the community.

Section 2: The Common Council of the City of Muncie supports an expansion of promotion for local businesses.

Section 3: The Common Council of the City of Muncie will encourage a package of aid for Small Businesses in Muncie. These benefits could include: discount days, increased promotion of free public parking and more visibility of potential tax abatement opportunities.

Adopted by the Common Council of the City of Muncie, Indiana, this 3rd day of March, 2025.

	Yeas	Nays	Abstained	Absent
Jeff Green	<u>✓</u>	_____	_____	_____
Nora Powell	<u>✓</u>	_____	_____	_____
Brandon Garrett	<u>✓</u>	_____	_____	_____
Sara Gullion	<u>✓</u>	_____	_____	_____

Jerry D. Dishman

✓

Harold Mason

✓

Dale Basham

✓

William McIntosh

✓

Ro Selvey

✓

Harold Mason

President, Common Council

ATTEST:

Belinda Munson

Belinda Munson, City Clerk

Presented by me to the Mayor for his approval this 3 day of March, 2025.

Belinda Munson
Belinda Munson, City Clerk

The above Resolution is approved by me this 4 day of March, 2025.

Dan Ridenour
Dan Ridenour, Mayor

This Resolution is proposed by Council Member

William McIntosh

This Resolution is approved in form by Legal Counsel

[Signature]