

WE'VE

REVITALIZING THE VILLAGE

Community Update

June 4, 2025

RATIO



BALL STATE
UNIVERSITY



OVERALL GOALS

- Create a more vibrant and dynamic environment surrounding campus.
- Improve the physical connections between campus and the City of Muncie - particularly to downtown.
- Attract and retain talented students and employees by providing better housing and commercial options near campus.
- Provide an environment that will entice more Ball State students to remain in Muncie after graduation.
- Strengthen the economic impact to the greater Muncie/ Delaware County communities.



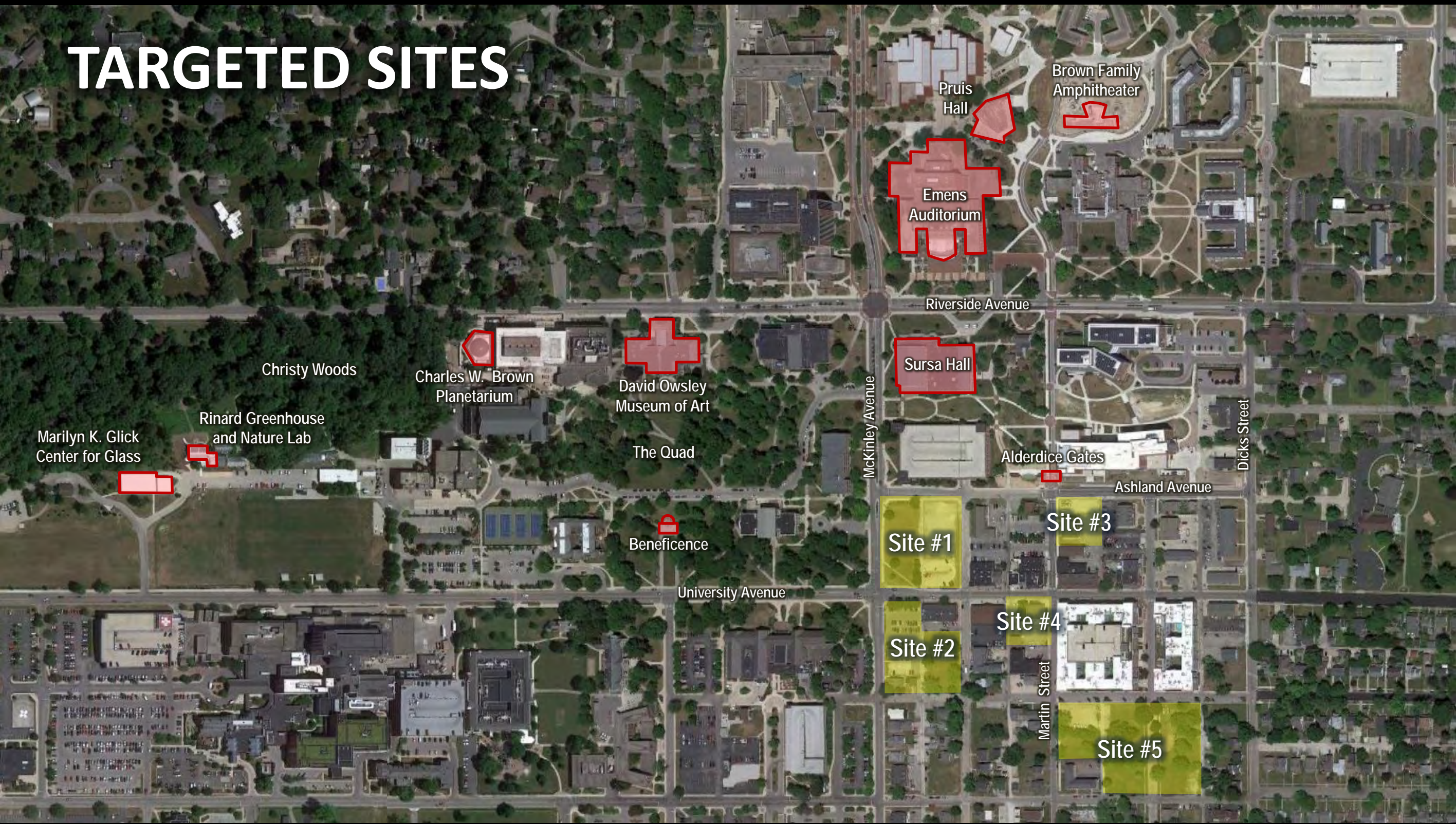
A NEW VISION FOR THE VILLAGE

Create a best-in-class, **multigenerational District** driven by **arts and culture**, entertainment, and innovation with a new **select-service hotel**, **new dining**, **retail**, **service**, **living**, **and gathering options** featuring a new **performing arts center**.





TARGETED SITES



WE FLY



BALL STATE
UNIVERSITY

PERFORMING ARTS CENTER
Site 1



SITE 1: PERFORMING ARTS CENTER



RATIO

WE FLY



BALL STATE
UNIVERSITY

SITE 1: PERFORMING ARTS CENTER

439-seat Mainstage Theater

175-seat Black Box Studio Theater

Scene shop, costume shop, dressing rooms, green room, and other back of house spaces

Programmed events over 165 days per year

Over 35,000 annual event attendees

\$69.9 million total project cost

Completion: August 2026



THEATRE AND DANCE

- **Program growth.** Total Theatre and Dance majors have more than doubled from Fall 1996 to today, with more than 400 current students.
- **Number of academic programs.** Nine (9) total bachelor's degrees offered with Theatre and Dance.
- **Popularity of programs.** More than 1,200 students audition for 40-60 available slots each year.
- **Success of program.** 100% job placement in theatre education. 11 recent alumni are now on Broadway, but over 150 recent alumni employed outside of the arts.
- **Performances.** A new venue will generate 165-185 performances annually, attracting between 35,000-38,000 attendees.



WE FLY



BALL STATE
UNIVERSITY

PERFORMING ARTS CENTER

Site 1



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PERFORMING ARTS CENTER

RATIO
Site 1



BALL STATE
UNIVERSITY

SITE 1: PERFORMING ARTS CENTER



SITE 1: PERFORMING ARTS CENTER



WE FLY



BALL STATE
UNIVERSITY

THE CANTIO HOTEL

Site 1

RATIO



SITE 1: THE CANTIO HOTEL



RATIO

THE
Cantio
HOTEL

SITE 1: THE CANTIO HOTEL

Owned and operated by Schahet Hotels

97 guest rooms, including 5 suites

Ground floor café and bar with 126 indoor seats
and 56 outdoor seats

Rooftop bar/restaurant with 138 indoor seats
and 120 outdoor seats

Coffeehouse and bakery area

1,100 square feet of meeting spaces

\$43.5 million total project cost

Completion: Fall 2026



LOBBY AREA



THE
Cantió
HOTEL

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BALL STATE
UNIVERSITY



GROUND FLOOR RESTAURANT AND BAR





BAKERY AND COFFEEHOUSE





ROOFTOP RESTAURANT AND BAR



GUEST ROOM



THE
Cantío
HOTEL

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BALL STATE
UNIVERSITY



SITE 1: THE CANTIO HOTEL



SITE 1: THE CANTIO HOTEL



SITE 2: MIXED USE DEVELOPMENT

- Ground lease to Fairmount Properties, which will develop and own project.
- 15,600 sf Barnes and Noble Campus and Community Bookstore.
- Approximately 96 apartments.
- Surface parking lot for residents.
- Project still in concept design phase, seeking supplemental funding.
- \$30 million total project cost.



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BALL STATE
UNIVERSITY



CENTER FOR INNOVATION AND COLLABORATION

Site 3

SITE 3: CENTER FOR INNOVATION AND COLLABORATION



SITE 3: CENTER FOR INNOVATION AND COLLABORATION

31,400 square feet

Lab spaces include rapid prototyping,
animation and modelling, AR/VR/XR,
photogrammetry, and physical computing

Workshop/training spaces, work café, team
workroom spaces, audio/video production and
editing rooms, two balconies

Flexible workspaces and seating for cross-
disciplinary collaboration

\$21.3 million total project cost

Completion date: August 2026



SITE 3: CENTER FOR INNOVATION AND COLLABORATION

- The Ball State University **Center for Innovation and Collaboration** lies at the intersection of education, community, and industry.
- The Center is a vehicle for connecting Ball State's people and programs with one another and with off-campus partners, including corporations and communities.
- The Center pursues the advancement of innovation by leveraging the distinctive expertise in design and technology development that exists at Ball State.



SITE 3: CENTER FOR INNOVATION AND COLLABORATION PROGRAMMING OPPORTUNITIES

- Digital media projects expanded to serve external partners
- High profile AR/XR and immersive storytelling projects
- Research and development focused on emerging technologies
- Leadership programs to cultivate entrepreneurial skills
- Community workshops, trainings, and seminars for start-up businesses, upskilling, micro-credentialing, and certificate programs
- Networking events to connect Indiana businesses with Ball State community
- Career readiness workshops
- Immersive learning projects for Ball State students with external partners



SITE 3: CENTER FOR INNOVATION AND COLLABORATION

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CENTER FOR INNOVATION & COLLABORATION

RATIO



BALL STATE UNIVERSITY

SITE 3: CENTER FOR INNOVATION AND COLLABORATION INITIAL COLLABORATORS

Digital Corps

Institute for Digital Intermedia Arts (IDIA Lab)

Center for Emerging Media Design & Development

Entrepreneurial Leadership Institute

Lifetime Learning

Honors College

Career Center

Muncie-Delaware County Black Chamber of Commerce

East Central Indiana Small Business Development Center

SITE 3: CENTER FOR INNOVATION AND COLLABORATION



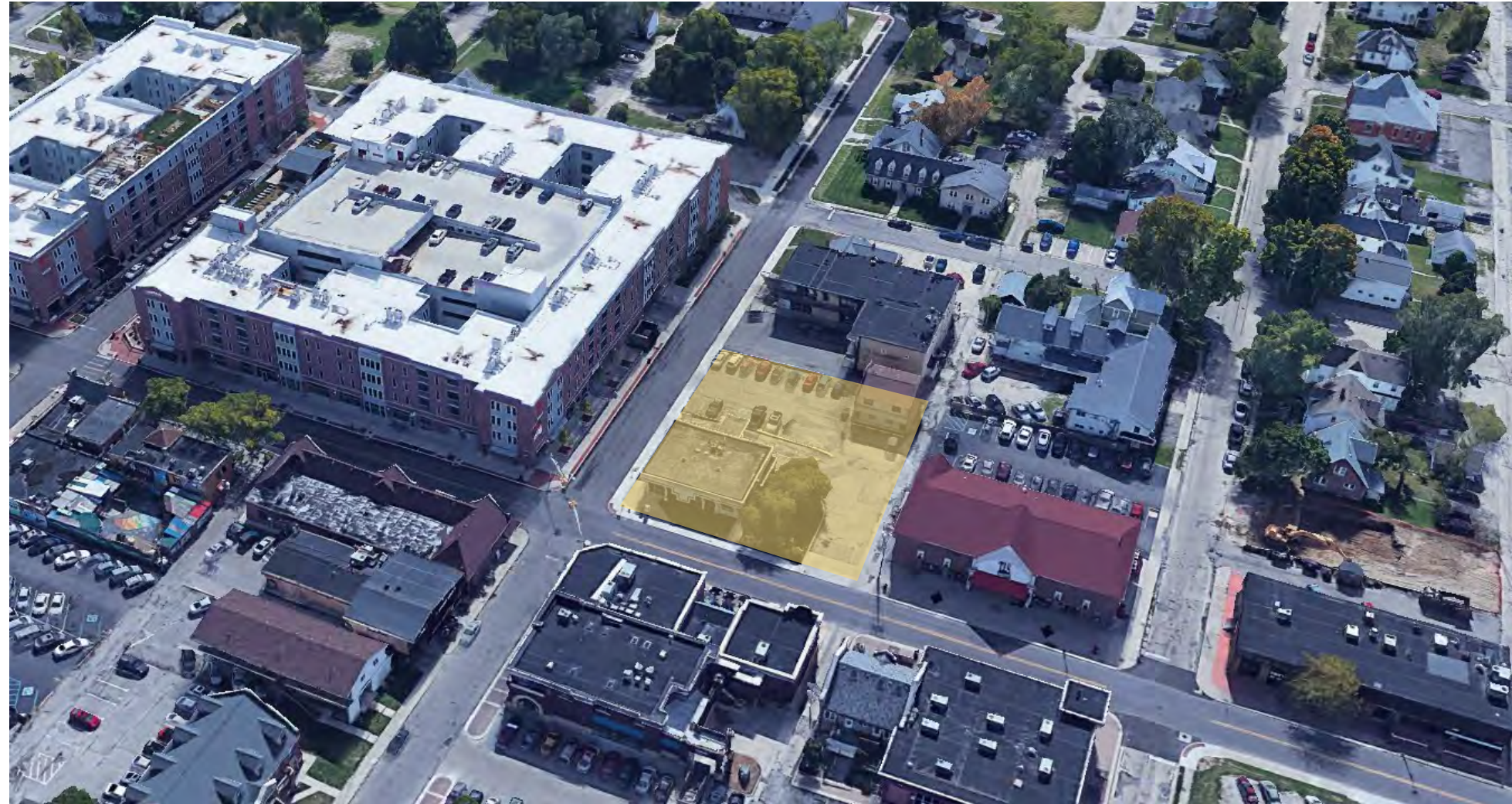
SITE 3:
CENTER FOR INNOVATION AND COLLABORATION





SITE 4: EVENT PLAZA

- Event Plaza will host year round programming events for community.
- Ball State Estopinal College of Architecture and Planning will be leading a design competition in Fall 2025 for this space.
- \$2 million total project cost.
- Estimated completion: Fall 2027





VILLAGE SOUTH - RESIDENTIAL

Site 5





SITE 5: VILLAGE SOUTH RESIDENTIAL

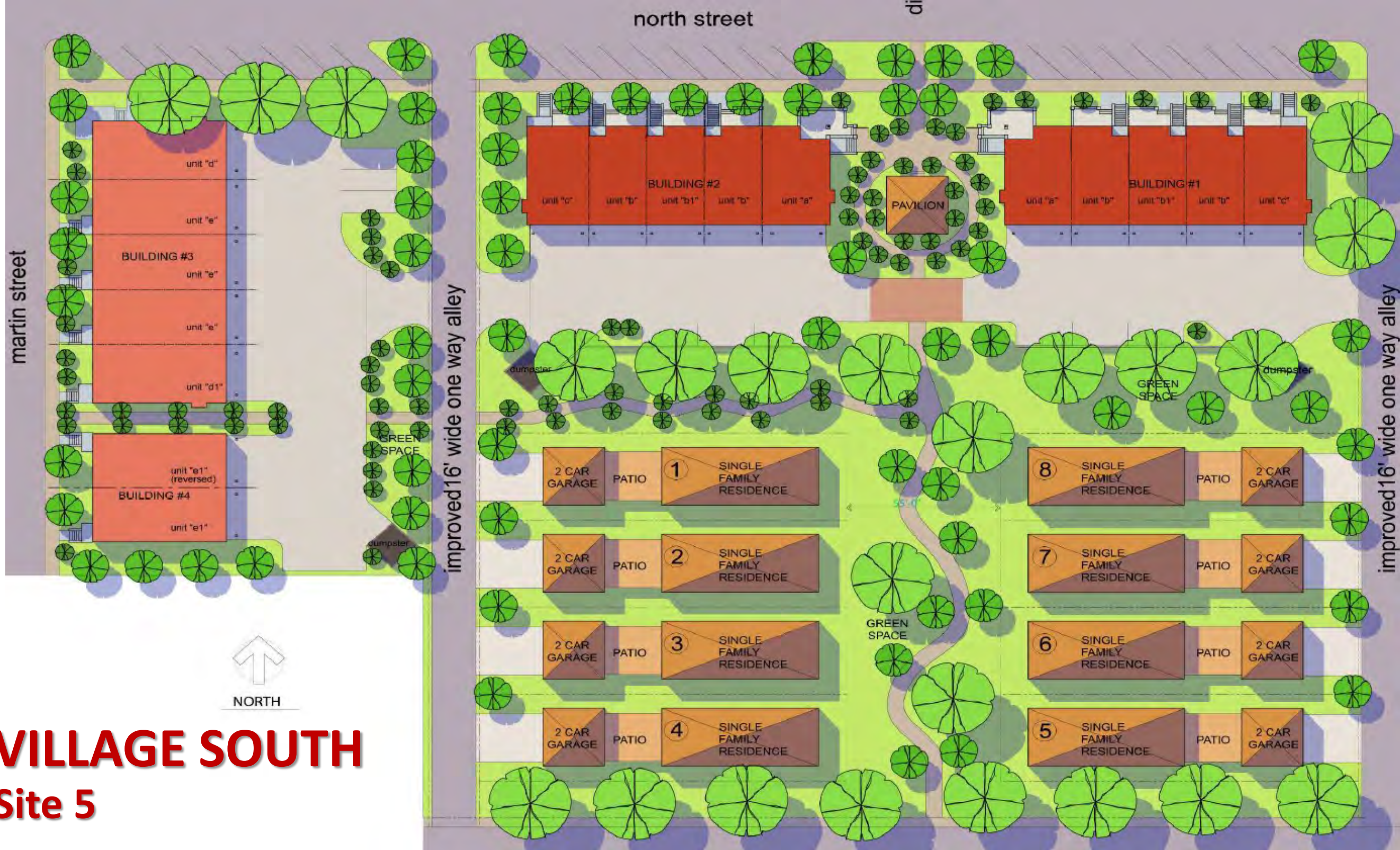
- Partnership with local homebuilder – Trademark Homes.
- 25 owner-occupied single family homes and attached townhomes.
- Owner-occupied housing considered strong need by City and development partners.
- Dill Street to be vacated, to increase greenspace.
- \$13 million total project cost.
- Completion date: Fall 2027





VILLAGE SOUTH

Site 5





SITE 5: VILLAGE SOUTH RESIDENTIAL

Ceremonial groundbreaking:
Friday, June 13
4:30 PM



THE VILLAGE REVITALIZATION PLAN

Parking Map

4 minute walk



1,745 TOTAL PARKING SPACES

TIER 1: 88 on-street spaces available 24/7 (free)

- Free on-street spaces limited to two hours maximum from 6 a.m.-6 p.m. M-F

TIER 2: 291 metered spaces available 24/7 (paid)

- Parking meters (both on-street and in garages) are typically \$1/hr. Meters in BSU garages are free after 7 p.m. M-F and free on weekends

TIER 3: 669 surface parking lot spaces

- Ball State general parking lots available for free after 5 p.m. M-F and free on weekends

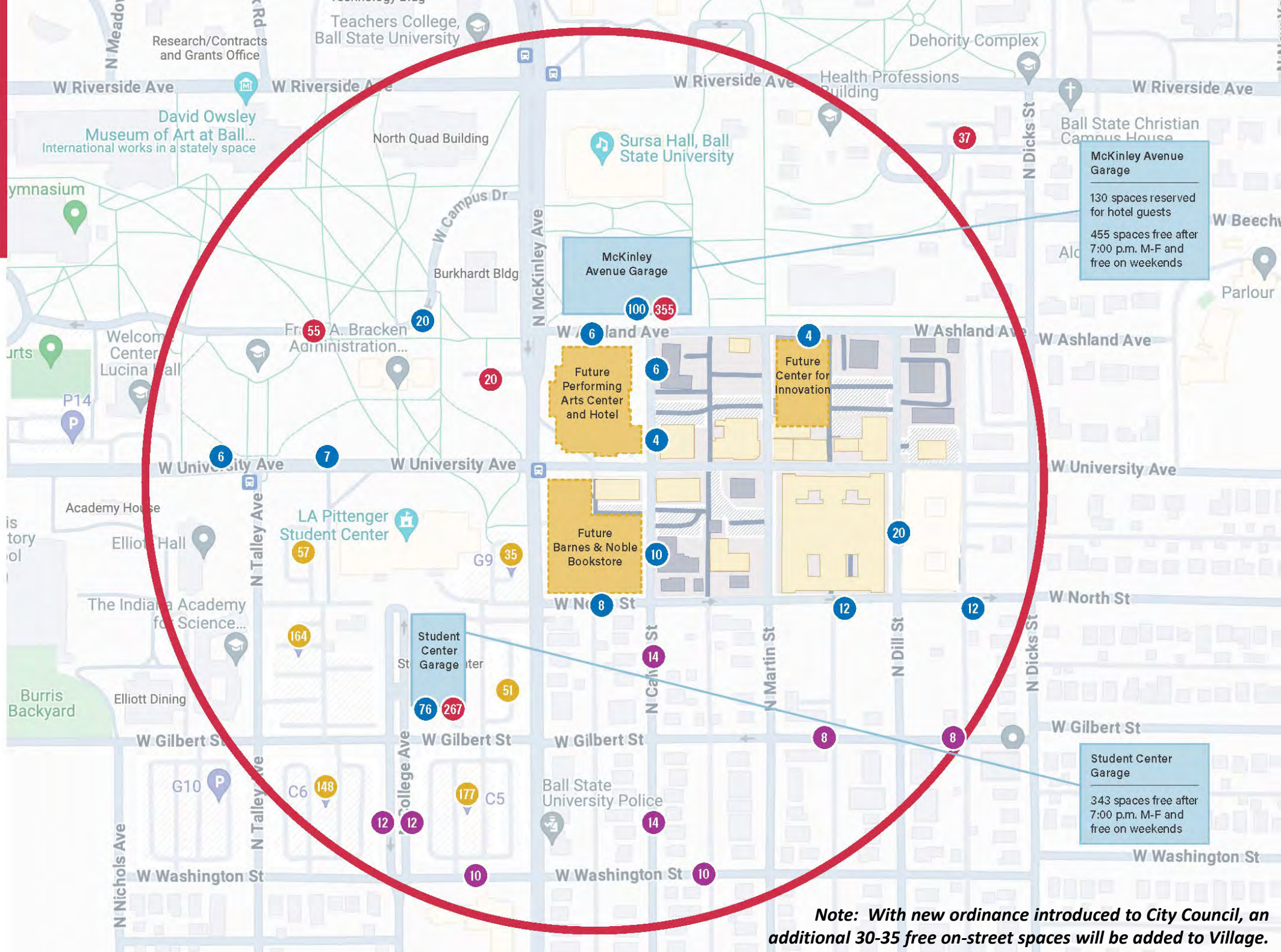
TIER 4: 697 garage and restricted spaces

- Ball State parking garages and restricted lots are free after 7 p.m. M-F and free on weekends

Spaces include several proposed new metered on-street spaces around project sites.

On-street restricted blue permit spaces are not included within counts.

Garage spaces dedicated for future hotel guests and employees are not included in counts.

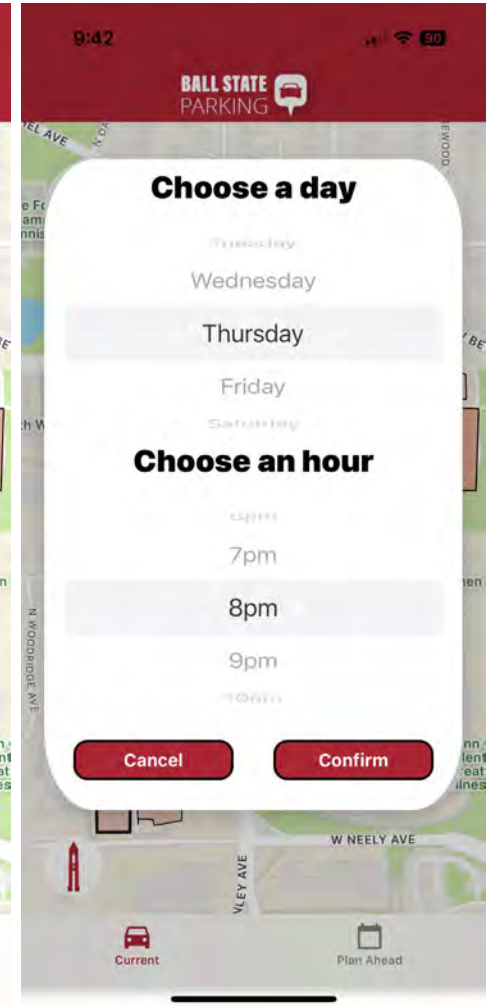
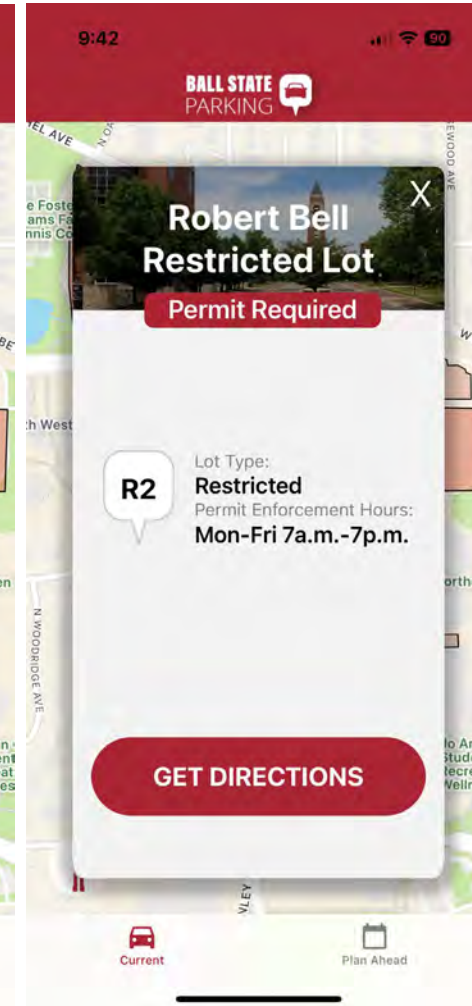
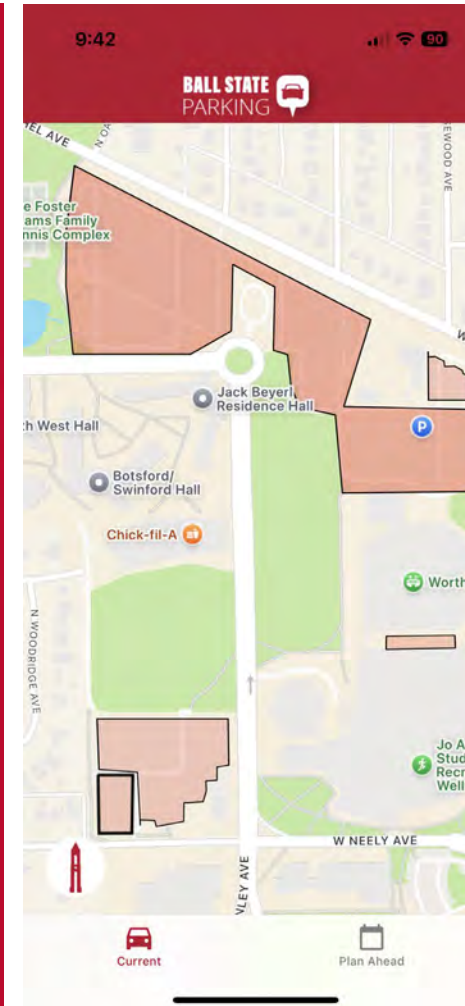


Note: With new ordinance introduced to City Council, an additional 30-35 free on-street spaces will be added to Village.



BALL STATE PARKING APP

- Visitors can see which BSU lots allow guest parking.
- App will show locations, costs, and enforcement hours.
- Users can get driving directions from current location.
- Guests can pick a date and time to check lot availability for a future time.
- App will launch in Summer 2025!



THE MASTER PLAN

Over \$190 million in total investment over five sites

VILLAGE REDEVELOPMENT

- 1 BSU Performing Arts Center and 97-room boutique Cantio hotel
- 2 Market rate apartments and Barnes and Noble Bookstore
- 3 Ball State University Center for Innovation and Collaboration
- 4 Event Plaza and public gathering space
- 5 "Village South" for-sale townhomes and single-family homes



UNIVERSITY INVESTMENT

University generated philanthropy:
Approximately \$55 million

Direct University financial investment:
Approximately \$58 million



PUBLIC INVESTMENT

City of Muncie (\$5.5 million)

- \$2 million general infrastructure
- \$3 million tax incentive for Cantio Hotel
- \$475,000 for University Avenue paving, sidewalk and curb repair

State of Indiana (\$10.5 million)

- \$2 million READI 2.0 (request in progress)
- \$8.5 million state redevelopment tax credits (request in progress)



Facebook's Lost Muncie - JK



ESTIMATED PROJECT IMPACT SUMMARY

Local Tax Impacts

- Between \$32 - \$40 million of added assessed valuation from new private development projects.
- More than \$30,000 in annual Food and Beverage Tax (The Cantio).
- More than \$200,000 in annual Innkeeper's Tax (The Cantio).
- More than \$200,000 in annual Local Income Tax (new employees and new residents).

New Jobs Impacts

- The Cantio will have 65-75 employees with total annual payroll exceeding \$2 million.
- Estimated 120-130 additional direct and indirect jobs added to community from The Cantio.

Local Spending Impacts

- If half of all PAC attendees purchase a drink or meal before or after a performance, more than \$250,000 of annual food and beverage spending will be added to The Village.
- Estimated \$11 million - \$15 million in annual spending in Muncie community by hotel guests and new Village residents.



QUESTIONS?



RATIO