

# Bloomington-Normal

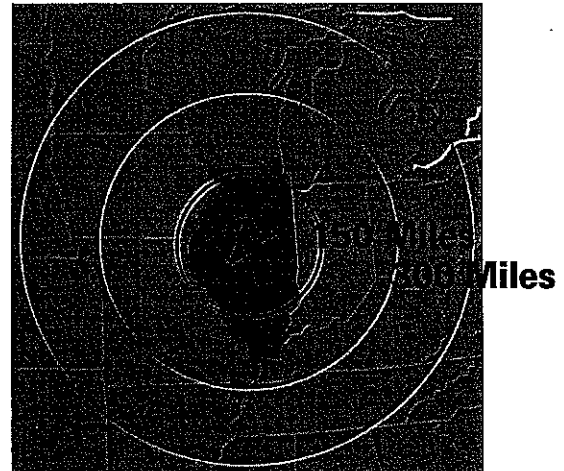
## MCLEAN COUNTY

A Shining Star in Central Illinois

The Central Illinois market continues to maintain positive economic growth. Bloomington-Normal/McLean County has been a driving force for Central Illinois' expansion. The diverse, stable, and recession-resistant economy has its strength in insurance, education, agribusiness and industry. There are 43.1 million people living within 300 miles of Bloomington-Normal/McLean County. Nearly 8,000 people have moved to McLean County through 1990-95, one of the largest percentage increases in Illinois.

Bloomington-Normal/McLean County sits at the crossroads of Midwest commerce. Intersecting the community are Interstates 39, 55 and 74 and the Chicago/St. Louis rail corridor making the area attractive for land-based transportation. Bloomington-Normal is a regional hub for air transportation offering flights to four major Midwest destinations that provide access to national and international markets.

Bloomington-Normal/McLean County continues to capitalize on its continuous growth. Many opportunities remain for entry into its dynamic markets. The Enterprise Zone, located on Bloomington-Normal's west side, offers a variety of incentives and commercial sites. Bloomington-Normal/McLean County offers a wide range of business development opportunities and residential choices.



# 1996

## Demographic *Profile*

Economic Development Council  
210 South East Street **PO Box 1586** Bloomington, IL **61702**  
(309) 829-6344 Fax (309) 827-3940

## Major Employers

1. State Farm Insurance	7,957
2. Mitsubishi Motors Manuf. of America	3,900
3. Illinois State University	3,665
4. BroMenn Healthcare	2,035
5. Country Companies Insurance	1,712
6. Unit 5 Schools (Normal)	1,037
7. St. Joseph Medical Center	940
8. Kathryn Beich, Inc.	750
9. GTE North	750
10. The Eureka Company	700
11. First of America Savings and Loan	671
12. McLean County Government	669
13. District 87 Schools (Bloomington)	643
14. Bridgestone-Firestone	456
15. GROWMARK, Inc.	450
16. City of Bloomington	430
17. Illinois Wesleyan University	400
18. U.S. Post Office (Bloomington)	390
19. General Electric	350
20. Nussbaum Trucking	347
21. IRS Service Distribution Center	343
22. Heritage Enterprises	300
23. Illinois Agricultural Association	299
24. Town of Normal	253
25. The Pantagraph	242

Source: The Pantagraph 1996 Market Profile  
Corporate Human Resource Departments

## Utilities

### Electricity

- Central Illinois Light Co.
- Corn Belt Electric Cooperative
- Illinois Power Co.

### Natural Gas

- Central Illinois Light Co.
- Illinois Power Co.
- Northern Illinois Gas Co.

### Telephone

- Eastern Illinois Telephone Co.
- El Paso Telephone Co.
- GTE North Incorporated
- Gridley Telephone Co.
- Inland Telephone Co.

### Bloomington Water

Source:	2 Lakes
Storage Capacity	18 MGPD
Avg. Daily Consumption	11 MGPD
Peak Consumption	20 MGPD

### Normal Water

Source:	13 Wells
Storage Capacity	14 MGPD
Avg. Daily Consumption	4 MGPD
Peak Consumption	5 MGPD

MGPD = Million Gallons per Day

### Sewer

The B-N Water Reclamation District owns and operates a 22 MGPD tertiary treatment facility.

## Education

### Public Schools in McLean County

	1994-95	1995-96
Total Enrollment	22,635	21,669
High Schools (Bldgs.)	14	11
Junior High Schools (Bldgs.)	5	6
Elementary Schools (Bldgs.)	35	34

### Non-Public Schools in McLean County

	1994-95	1995-96
Total Enrollment	2,018	2,676
High Schools (Bldgs.)	3	3
Junior High Schools (Bldgs.)	0	0
Elementary Schools (Bldgs.)	11	11

Sources: Regional Office of Education  
School Superintendent Offices

### Heartland Community College

HCC was established in 1990. Classes were first offered in the fall of 1991. Since then, enrollment has grown to 3200 full and part-time students. HCC offers Associate degrees in Arts and Sciences.

### Illinois State University

Founded in 1857, ISU was the first public university in Illinois. With an enrollment of 19,294 and a full and part-time faculty numbering 3,045, ISU offers 59 undergraduate fields of study and 159 major/minor sequence options.

### Illinois Wesleyan University

A private university founded in 1850, IWU has a student enrollment of 1,850 students. Recognized as one of the nation's highly-acclaimed private universities, IWU offers 35 fields of study with a faculty numbering over 140.

### Lincoln College

LC is a private, fully accredited two-year liberal arts college. LC offers Associate degrees in Arts and Sciences. Specialized degrees can be earned in specific areas of study. LC has an enrollment of approximately 500 students.

### Mennonite College of Nursing

With an enrollment of 200, MCN was founded in 1919 and is the first single-purpose, upper division college of nursing in the nation to be accredited by the National League for Nursing. The college offers a Bachelor of Science Degree in Nursing and a Master's in Nurse Practicing.

## County Labor Force

	1992	1993	1994	1995
Labor Force	76,584	75,917	77,015	80,143
Employment	72,872	72,214	74,293	77,340
Unemployed	3,712	3,703	2,722	2,802
Rate	4.8%	4.9%	3.5%	3.5%
Bloomington	4.3%	4.1%	3.0%	4.0%
Normal	2.8%	2.7%	2.2%	2.3%

Source: Illinois Dept. of Employment Security

## Tax Structure

Bloomington	1991	1992	1993	1994
Township	0.1247	0.1193	0.2161	0.1846
City	1.2669	1.2635	1.3102	1.2393
County	1.1183	1.0860	1.0868	1.0410
School Dist.	4.5559	4.4977	4.4529	4.4336
All Others	0.7468	0.7506	0.7376	0.7428
<b>TOTAL</b>	<b>7.8126</b>	<b>7.7171</b>	<b>7.8036</b>	<b>7.6413</b>

Normal	1991	1992	1993	1994
Township	0.1274	0.1254	0.1234	0.1215
Town	0.8157	0.9156	0.8778	0.8121
County	1.1183	1.0860	1.0868	1.0410
School Dist.	3.8043	4.2950	4.2646	4.2936
All Others	1.0697	1.0574	1.0247	0.9934
<b>TOTAL</b>	<b>6.9354</b>	<b>7.4794</b>	<b>7.3773</b>	<b>7.2616</b>

Source: McLean County Assessor. Property is assessed at 33.3% of fair-market value. The tax rate is applied to each \$100.00 of assessed value.

1995 figures not available until June '96.

## Area Communities

Community	1990 Pop.	1994 Pop.	% Chg.
Anchor	178	220	23.5
Arrowsmith	313	307	-1.9
Bellflower	405	410	1.2
Bloomington	51,972	57,707	11.0
Carlock	418	415	-0.7
Chenoa	1,732	1,750	1.0
Colfax	854	860	1.0
Cooksville	211	182	-15.9
Danvers	981	1,113	13.5
Downs	620	700	12.9
Elisworth	224	237	5.9
Gridley	1,304	1,301	-0.2
Heyworth	1,627	2,027	24.6
Hudson	1,006	1,169	16.2
LeRoy	2,777	3,164	13.9
Lexington	1,809	1,937	7.1
McLean	797	859	7.8
Normal	40,023	42,749	6.8
Saybrook	767	759	-1.0
Stanford	620	703	13.4
Towanda	856	698	-22.6

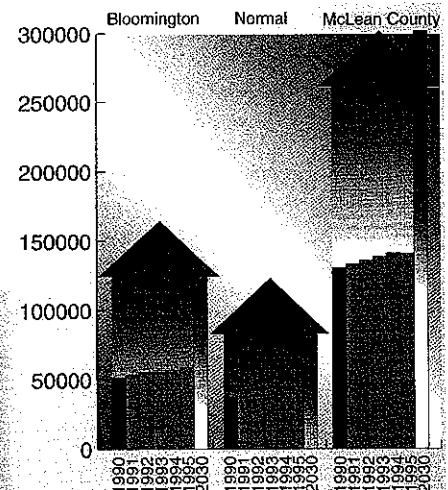
Sources: 1990 U.S. Census, 1994 McLean County Planning Commission, 1995 CCED Rural Survey.

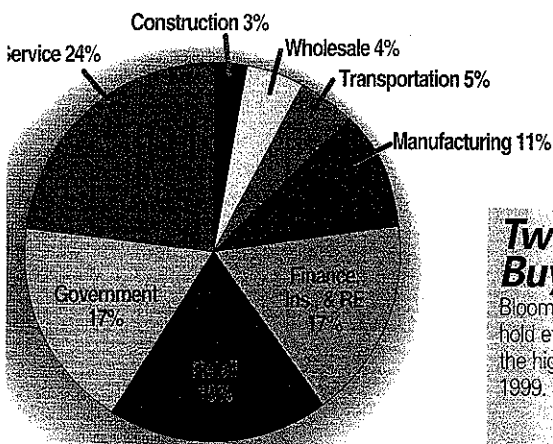
## Population

	1990	1991	1992	1993	1994	1995	2030
Bloomington	52,152	53,198	54,001	54,887	54,887	57,707*	116,790
Normal	40,136	40,720	41,404	42,112	42,749	42,749	58,186
McLean County	129,613	131,775	133,551	135,893	137,579	137,579	308,642

Source: 1990-94 Census, McLean County Regional Planning, McLean County Dept. of Information Services

\*Indicates Special Census





### Roadways

Interstate 55	N/S
Interstate 74	EW
Interstate 39 (U.S. 51)	N/S
U.S. 150	NW/SE
Illinois 9	EW

### Twin City Effective Buying Income

Bloomington-Normal rated first in downstate Illinois in household effective buying income in 1994. B-N is projected to have the highest household EBI percentage increase in the state by 1999.

Municipality	'94 Avg. EBI	Projected '99 Avg. EBI	'94-'99 % Change
Bloomington-Normal	\$ 51,258	\$ 60,764	18.5%
Champaign-Urbana	\$ 44,982	\$ 52,719	17.2%
Decatur	\$ 41,693	\$ 46,092	10.6%
Peoria	\$ 43,987	\$ 49,889	13.4%
Springfield	\$ 47,864	\$ 56,572	18.2%
Chicago	\$ 57,362	\$ 67,610	17.9%
United States	\$ 45,937	\$ 53,249	15.9%

Sources: 1990 Survey of Buying Power; 1995 Demographics USA; 1995 Panograph Marketing Profile

### Cost of Living Index

1995	Qtr 1	Qtr 2	Qtr 3
Bloomington-Normal	101.4	103.8	103.1
Champ.-Urbana	N/A	103.5	102.0
Chicago PMSA	108.7	N/A	107.2
Danville	93.4	94.4	N/A
Decatur	90.9	93.2	92.5
Peoria-Pekin	98.0	98.2	N/A
Quad Cities	97.5	96.2	100.1
Rockford	103.6	105.0	102.9
Springfield	95.1	97.7	96.3

Source: 1995 ACCRA Cost of Living Index

N/A - Information not available for quarter

### Household Income

Bloomington Income	% of Total	# of Households
<\$5,000	5.16%	1,115
\$5,000-\$14,999	18.54%	4,010
\$15,000-\$34,999	34.92%	7,552
\$35,000-\$74,999	33.00%	7,137
\$75,000-\$149,999	7.68%	1,660
\$150,000+	1.04%	226
Households		21,628
Median Household Income		\$ 29,354

### Normal

Income	% of Total	# of Households
<\$5,000	4.25%	505
\$5,000-\$14,999	20.37%	2,419
\$15,000-\$34,999	30.80%	3,658
\$35,000-\$74,999	36.39%	4,321
\$75,000-\$149,999	6.85%	814
\$150,000+	1.33%	158
Households		11,875
Median Household Income		\$ 31,376

### McLean County

Income	% of Total	# of Households
<\$5,000	4.30%	2,017
\$5,000-\$14,999	17.43%	8,174
\$15,000-\$34,999	33.63%	15,769
\$35,000-\$74,999	36.38%	17,059
\$75,000-\$149,999	7.27%	3,411
\$150,000+	0.99%	466
Households		46,896
Median Household Income		\$ 31,366

### Median Income

	1980	1990	%Chg
Family	\$ 23,165	\$ 39,761	71.6
Household	\$ 18,545	\$ 31,366	69.1

Source: 1980 U.S. Census

### Non-Farm Emp. Sectors

Sector	Employment 1994	1995	%Chg*
Construction	2,200	2,218	.8%
Wholesale	3,100	2,906	-6.6%
Transportation, Utils.	2,900	3,553	22.5%
Manufacturing	8,100	7,912	-2.3%
Finance, Ins., & RE	12,300	12,642	2.8%
Retail	13,000	13,674	5.2%
Government	12,900	12,925	.1%
Service Ind.	16,700	18,371	10.1%
<b>Total Non-Farm Employment</b>	<b>71,200</b>	<b>74,201</b>	<b>4.2%</b>

Source: Illinois Dept. of Employment Security

\*Note: 1994 figures rounded. Figures for B-N MSA.

### McLean County Retail Sales

(receipts in millions of dollars) (sales for fiscal '94 and '95)

	1994 Sales	1995 Sales
Bloomington	\$ 864.3	899.5
Normal	\$ 328.2	346.1
Outlying Comm.	\$ 87.5	98.6
McLean Co.	\$ 1,280.0	1,344.2

	'95 % Change	1998 Projection
Bloomington	4.1	\$1,108.8
Normal	5.5	\$ 438.4
Outlying Comm.	12.6	\$ 194.3
McLean Co.	5.0	\$1,813.5

Sources: State of Illinois Dept. of Revenue KOB Report for fiscal '94 and '95.

1998 Projections from City of Bloomington 1994 Budget, Town of Normal '94-'95 Budget.

Cities base data from Illinois Dept. of Revenue. County projections based on '93 county ratio.

1998 All other projections based upon 11% 1993 county ratio.

### Organized Labor

McLean County currently has 32 labor unions. Representatives of organized labor actively participate in economic development through their representation on the Board of Directors of the Economic Development Council of the Bloomington-Normal Area.

### Retail Sales (in millions of dollars) (sales for fiscal 1995)

	B-N '95	%Chg	McLean County	%Chg
Agriculture & Extractive	\$51.65	-3.1%	\$53.23	-6.2%
Apparel	\$44.66	-1.1%	\$44.70	-1.6%
Automotive & Gasoline	\$288.18	7.2%	\$328.76	8.5%
Drugs & Other Retail	\$152.89	11.2%	\$162.35	7.9%
Eating & Drinking	\$133.69	-1%	\$142.00	6%
Food/Grocery	\$157.78	3.7%	\$168.74	4.2%
Furniture/ Appliances	\$69.98	9.3%	\$72.80	9.6%
General Merchandise	\$208.91	11.9%	\$209.60	9.4%
Lumber/ Building	\$106.63	6.3%	\$119.70	6.2%
Manufacturing	\$34.13	-44.4%	\$44.23	-22.5%
<b>TOTAL</b>	<b>\$1,248.50</b>	<b>4.7%</b>	<b>\$1,346.11</b>	<b>5.2%</b>

Note: %Change from previous year

Source: IL Dept. of Revenue KOB Report (figures based on tax receipts received)



### Age Categories

Age	Blm	Normal	McLean Cty
0-5	3,921	1,933	8,557
5-17	8,613	4,820	21,265
18-20	2,779	9,483	13,656
21-24	4,179	7,613	13,175
25-44	18,205	9,232	39,062
45-54	4,381	2,480	11,126
55-59	1,797	968	4,463
60-64	1,867	954	4,514
65-74	3,220	1,448	7,316
75-84	2,168	781	4,483
85+	842	311	1,654
Male	24,396	18,783	61,635
Female	27,576	21,240	67,545

Source: 1990 U.S. Census

### Governmental Offices

City of Bloomington  
109 E. Olive  
Bloomington, IL 61701  
(309) 434-2509

County of McLean  
104 W. Front St.  
Bloomington, IL 61701  
(309) 888-5001

Town of Normal  
100 E. Phoenix  
Normal, IL 61761  
(309) 454-2444

### Enterprise Zone

The Chamber of Commerce and Economic Development is the administrative unit for a 2,880-acre enterprise zone, located on the west side of Bloomington-Normal, and within incorporated McLean County. Contact (309) 829-6344 for further details.

### Economic Development Council of the Bloomington Normal Area

210 S. East St.  
P.O. Box 1586  
Bloomington, IL  
61702-1586

Phone: (309)-829-6344  
Fax: (309)-827-3940

Internet E-Mail:  
dhawkin@Heartland  
.bradley.edu

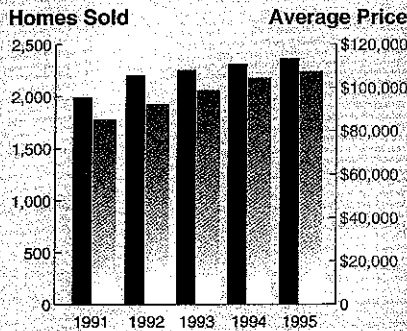
Visitor Information:  
1-(800)-433-8226

The CCED does not guarantee the accuracy of all data in this brochure.

### Home Sales

	Sales	Avg. Price
1995	2,319	\$113,439
1994	2,288	\$106,777
1993	2,248	\$ 98,833
1992	2,202	\$ 92,440
1991	1,984	\$ 85,097

Source: B-N Board of Realtors



### Climate

	Jan.	April	July	Oct.
Mean Temp.	22.5	47.4	76.0	52.6
Precip. (in.)	4.1	3.5	3.4	3.9

Note: All temperatures are given in degrees Fahrenheit.  
Source: Climatological Observations, Ill. St. Univ.

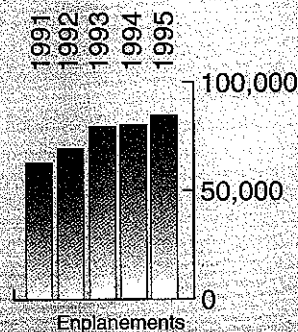
### Assessed Value (millions)

	Blm	Nml	County
1994	\$721.7	\$343.3	\$1,649.5
1993	\$660.6	\$316.2	\$1,516.3
1992	\$618.0	\$301.9	\$1,495.7
1991	\$578.4	\$357.5	\$1,403.7
1990	\$539.1	\$340.7	\$1,342.9

Source: McLean County Assessor. 1995 figures not available until June 1996.

### B-N Airport Authority

Continued expansion makes the Bloomington-Normal Airport one of the fastest growing airports in Illinois. The facility has lighted runways, charter service and private aircraft storage. The airport is rated ILS category 1 precision. The primary runway is 6500 feet with completion of a new 6400-foot north/south runway to be completed by Spring 1996. Bloomington-Normal is served by American Eagle, Northwest Airlin, and Trans World Express. Carriers offer a total of 40 daily flights to Chicago, Detroit, Minneapolis/St. Paul, and St. Louis.



### Total Construction (in millions of dollars)

	Bloomington	Normal	McLean Co.*
1995	2,113 / \$ 93.6	892 / \$ 44.5	3,395 / \$164.3
1994	2,396 / \$204.7	848 / \$ 64.1	3,244 / \$168.8
1993	1,992 / \$176.1	750 / \$ 54.1	2,742 / \$230.2
1992	1,950 / \$156.1	579 / \$ 51.4	2,529 / \$207.5
1991	1,790 / \$116.9	686 / \$ 37.7	2,476 / \$154.6
1985	1,037 / \$ 78.1	357 / \$ 12.2	1,394 / \$ 90.3

### Single Family Construction

	Bloomington	Normal	McLean Co.*
1995	355 / \$35.2	148 / \$12.8	104 / \$16.9
1994	472 / \$52.8	157 / \$14.0	132 / \$17.1
1993	464 / \$49.0	157 / \$13.8	130 / \$17.7
1992	547 / \$52.5	159 / \$17.8	145 / \$17.2
1991	418 / \$35.1	179 / \$13.1	109 / \$11.9
1985	149 / \$10.5	46 / \$ 2.4	38 / \$ 3.1

Note: First number is permits issued, followed by total dollar amount.  
Source: Bloomington, Normal, McLean County building departments  
\*Unincorporated areas of McLean County

