

# BLOOMINGTON-NORMAL

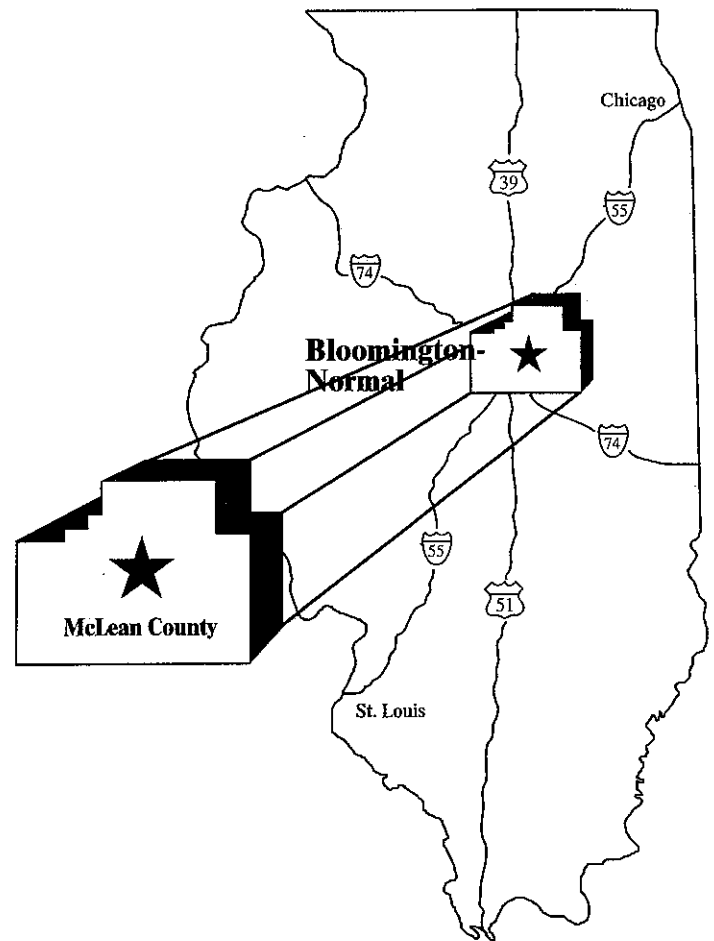
## MCLEAN COUNTY

### AN AMERICAN SUCCESS STORY

An American success story! That's Bloomington-Normal/McLean County, Illinois. Economic growth has been the rule for well over a decade. The diverse, stable and recession-resistant economy has its strength in insurance, education, agribusiness and industry. Approximately forty-five million people live within 300 miles of the area and close to 10,000 people have moved to McLean County between 1990-97.

Bloomington-Normal/McLean County is located at the crossroads of Midwest commerce. Converging at the community are Interstates 39, 55 and 74. Metropolitan centers Chicago, St. Louis and Indianapolis are within a three hour drive and the advantages of the Chicago/St. Louis rail corridor make the area attractive in land-based transportation. Bloomington-Normal/McLean County is a regional hub for air transportation offering commuter and jet service to major national and international destinations.

Bloomington-Normal/McLean County continues to capitalize on its outstanding 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 also offers a wide range of business development opportunities and residential choices.



# 1998

## Demographic Profile

**Major Employers**

1. State Farm Insurance Companies	10,212
2. Mitsubishi Motor Manufacturing of America	4,216
3. Illinois State University	3,400
4. BroMenn Healthcare	1,950
5. Country Companies Insurance	1,668
6. Unit 5 Schools (Normal)	1,150
7. OSF/St. Joseph Medical Center	880
8. The Eureka Company	700
9. District 87 Schools (Bloomington)	656
10. GTE North	651
11. McLean County Government	638
12. Anderson Financial Network	596
13. Kathryn Beich, Inc.	525
14. Illinois Wesleyan University	505
15. Bridgestone-Firestone	500
16. City of Bloomington	498
17. First of America Bank-III.	460
18. GROWMARK, Inc.	444
19. Bloomington Post Office	424
20. Nussbaum Trucking	375
21. Heritage Enterprises	362
22. MARC Center	321
23. The Pantagraph	316
24. Illinois Agricultural Association	301
25. IRS Distribution Center (CADC)	298
26. Town of Normal	260
27. Central Illinois Trucks	200
28. Original Smith Printing	189
29. Rowe Construction	180
30. Westminster Village	170

Source: The Pantagraph, 1997-98 Market Profile, Corporate Human Resource Depts. (November 1997 Employment Figures)

**Utilities**

**Electricity**

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

**Natural Gas**

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

**Telephone**

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

**Bloomington Water**

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

**Normal Water**

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

MGPD=Million Gallons per Day

**Sewer**

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

**Education**

**Public Schools in McLean County**

	1996-97	1997-98
Total Enrollment	20,298	22,027
High Schools (Bldgs.)	11	11
Junior High Schools (Bldgs.)	6	6
Elementary Schools (Bldgs.)	34	34

**Non-Public Schools in McLean County**

	1996-97	1997-98
Total Enrollment	2,662	2,888
High Schools (Bldgs.)	3	3
Junior High Schools (Bldgs.)	0	0
Elementary Schools (Bldgs.)	11	11

Source: 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 3,486 full and part-time students. HCC offers Associates degrees in Arts and Sciences.

**Illinois State University**

Founded in 1857, ISU was the first public university in Illinois. With an enrollment of 20,045 and a full and part-time faculty numbering 3,078, ISU offers 58 undergraduate fields of study and 160 major/minor sequence options.

**Illinois Wesleyan University**

A private university founded in 1850, IWU has a student enrollment of 2,008 students. Recognized as one of the nation's highly-rated private universities, IWU offers 29 fields of study with a faculty numbering over 244.

**Lincoln College (Normal)**

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 242 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 school offers a Bachelor of Science Degree in Nursing and Master's in Nurse Practitioning.

**Roadways**

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

**Tax Structure**

Bloomington	1993	1994	1995	1996
Township	0.2161	0.1846	0.1022	0.1762
City	1.3102	1.2393	1.3073	1.2210
County	1.0868	1.0410	1.0025	0.9612
School Dist.	4.4529	4.4336	4.4452	4.4707
All Others	0.7376	0.7428	0.7268	0.7129
<b>TOTALS</b>	<b>7.8036</b>	<b>7.6413</b>	<b>7.5840</b>	<b>7.5420</b>

Normal	1993	1994	1995	1996
Township	0.1234	0.1215	0.1080	0.1190
City	0.8778	0.8121	0.7742	0.7407
County	1.0868	1.0410	1.0025	0.9612
School Dist.	4.2626	4.2936	4.3255	4.2732
All Others	1.0247	0.9934	0.9645	0.9311
<b>TOTALS</b>	<b>7.3773</b>	<b>7.2616</b>	<b>7.1747</b>	<b>7.0252</b>

Source: McLean County Assessor. Property is assessed at 33.33% of fair-market value. The tax rate is applied to each \$100.00 of assessed value. 1997 figures not available until June 1998.

**Illinois Average Annual Individual Income**

Metro Area	1996 Avg.	% Increase (Prev. Year)	National Ranking
Chicago	\$33,907	4.3	16
Bl.-Normal	\$29,962	3.2	39
Springfield	\$29,714	3.8	43
Quad Cities	\$26,510	2.5	112
Peoria-Pekin	\$27,861	1.1	81
Decatur	\$28,399	3.9	68
Rockford	\$28,093	3.2	75
Champ.-Urbana	\$24,939	2.4	170
Kankakee	\$25,205	5.2	159

Source: U.S. Bureau of Labor Statistics (1997)

**Area Communities**

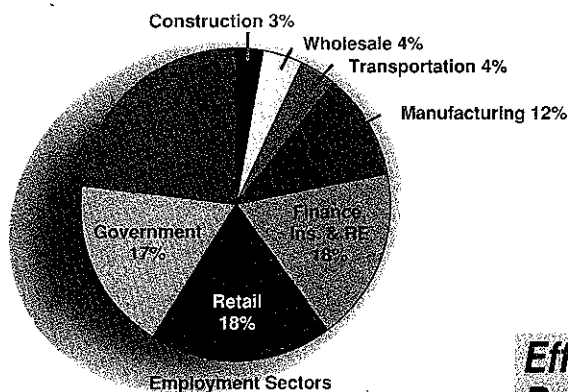
Community	1990 Pop.	1996 Pop.	% Chg.
Anchor	178	220	23.5
Arrowsmith	313	307	-1.9
Bellflower	405	410	1.2
Bloomington	51,972	57,707	11.0
Carlock	418	415	-0.7
Chenoa	1,732	1,750	1.0
Coifax	854	860	1.0
Cooksville	211	182	-15.9
Danvers	981	1,143	16.5
Downs	620	700	12.9
Ellsworth	224	237	5.9
Gridley	1,304	1,301	-0.2
Heyworth	1,627	2,027	24.6
Hudson	1,160	1,254	24.6
LeRoy	2,777	3,164	13.9
Lexington	1,809	1,937	7.1
McLean	797	859	7.8
Normal	40,023	42,219	5.4
Saybrook	767	759	-1.0
Stanford	620	703	13.4
Towanda	856	698	-22.6

Source: 1990 Census, 1997 McLean County Planning Commission

**Population**

	1991	1992	1993	1994	1995	1996	1997	2020
Bloomington	53,198	54,001	54,887	54,887	57,707*	57,707	57,707	77,066
Normal	40,720	41,404	42,000	42,000	42,000	42,000	42,219	52,350
McLean Cty	131,775	133,551	135,893	137,579	137,579	137,579	138,369	170,000

Source: 1990-94 Census, McLean County Regional Planning, McLean County Dept. of Info. Services \*Indicates Special Census 1997 Market Survey (Belden & Associates)



### County Labor Force

	1994	1995	1996	1997
Labor Force	77,015	80,143	80,068	81,190
Employment	74,293	77,340	78,312	79,313
Unemployed	2,722	2,802	1,998	1,877
Rate	3.5%	3.5%	3.2%	2.3%
Bloomington	3.0%	4.0%	N/A	N/A
Normal	2.2%	2.3%	N/A	N/A

Source: Illinois Department of Employment Security

### Total Household Income

Income	MSA Adults	% of Adults
Under \$15,000	18,200	16.7%
\$15,000-\$24,999	15,000	13.8%
\$25,000-\$34,999	15,000	13.8%
\$35,000-\$49,999	22,000	20.2%
\$50,000 or more	38,900	35.7%
\$75,000 or more	17,100	15.7%
\$100,000 or more	7,200	6.6%

Total Median Household Income - \$38,800

Note: Not all categories will add to 100% due to rounding differences.

Sources: 1997 Market Survey (Belden & Associates), 1997-98 Pantagraph Market Profile

### Non-Farm Emp. Sectors

Sector	Employment	1995	1996	1997
Construction	2,218	2,700	2,500	
Finance, Ins. & RE	12,642	13,600	13,900	
Government	12,925	14,100	13,400	
Manufacturing	7,912	8,700	9,000	
Retail	13,674	14,700	14,400	
Service Industry	18,371	17,700	18,500	
Transportation, Util.	3,553	2,900	2,800	
Wholesale	2,906	3,200	3,100	
<b>Total Non-Farm Employment</b>	<b>74,201</b>	<b>77,600</b>	<b>77,600</b>	

Source: Illinois Dept. of Employment Security  
1996 & 1997 figures rounded.  
Figures for B-N MSA

### Effective Buying Income

For the second consecutive year, Bloomington-Normal rated first in downstate Illinois in household effective buying income in 1996. B-N is projected to have the highest household EBI percentage increase in the state by the year 2001.

Municipality	1996 Avg. EBI	Projected 2001 EBI	1996-2001 % Change
Bloomington-Normal	\$47,478	\$55,351	16.6%
Peoria	\$42,273	\$48,523	14.8%
Springfield	\$41,873	\$47,750	14.0%
Champaign-Urbana	\$41,531	\$47,143	13.5%
Decatur	\$40,088	\$45,505	13.5%
Chicago	\$51,804	\$59,076	14.0%
National Average	\$42,181	\$48,838	15.8%

Sources: 1997 Demographics USA, 1997 Market Statistics, 97-98 Pantagraph Market Profile

### Key Community Contacts

City of Bloomington	(309) 434-2509
Town of Normal	(309) 454-2444
County of McLean	(309) 888-5001
Regional Planning	(309) 828-4331
Association of Realtors	(309) 829-3341
Employment Security (IDES)	(309) 827-6237
Ill. Empl. & Training Council	(309) 827-4026
Better Business Bureau (Peoria Region Office)	(309) 688-3741
Zoning (Bloomington)	(309) 434-2240
Zoning (Normal)	(309) 454-9508

### 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.

### Population Projections

Following are 30-year population projections for Central Illinois counties, based on a report released by the state's Bureau of the Budget.

County	1990 Population	Estimated 2020 Population	Percent Change
Champaign	173,025	206,420	19.3%
DeWitt	16,516	15,637	-5.3%
Ford	14,275	13,811	-3.2%
Grundy	32,337	43,583	34.7%
Iroquois	30,787	29,127	-5.4%
LaSalle	106,913	110,788	3.6%
Livingston	39,301	39,127	-0.4%
Logan	30,798	33,967	10.3%
<b>McLean</b>	<b>129,180</b>	<b>165,589</b>	<b>28.2%</b>
Macon	117,206	118,507	1.1%
Marshall	12,846	13,856	7.8%
Mason	16,269	14,161	-13%
Peoria	182,827	189,277	3.5%
Piatt	15,548	17,270	11%
Putnam	5,730	5,887	2.7%
Sangamon	178,386	208,201	16.7%
Tazewell	123,692	134,180	8.5%
Woodford	32,653	44,055	35.0%
<b>State</b>	<b>11.4 million</b>	<b>13.3 million</b>	<b>16.0%</b>

Sources: Illinois Bureau of Budget (1997)  
The Pantagraph (9-11-97)

### Market Area

The Bloomington-Normal Metropolitan Statistical Area (MSA) encompasses all of McLean County. The MSA is Illinois' largest geographically taking in close to 1,200 square miles. The MSA includes more than 20 rural communities in addition to the B-N metro area. The Primary Market Area (PMA) includes the neighboring counties of Livingston and parts of Tazewell, Woodford, DeWitt, Ford, Logan and Piatt. The Area of Dominant Influence (ADI) is populated by more than 550,000 people and reaches the markets of nine Central Illinois counties.

### Retail Sales (in millions of dollars) (sales for fiscal 1997)

	B-N '97	% Change From '96	McLean Cty. '97	% Change From '96
Agriculture & Extractive	\$ 56.14	8.9%	\$ 50.76	-3.1%
Apparel	\$ 46.87	4.4%	\$ 46.89	4.2%
Automotive & Gasoline	\$ 290.90	1.1%	\$331.32	1.1%
Other Retail	\$ 158.60	3.0%	\$169.33	1.0%
Eating/Drinking	\$ 160.22	35.8%	\$147.19	9.6%
Food/Grocery	\$ 159.37	1.0%	\$173.11	1.1%
Furniture/Appliances	\$ 73.89	3.4%	\$ 79.44	3.6%
General Merchandise	\$ 210.62	-0.9%	\$209.81	1.0%
Lumber/Building	\$ 112.84	4.1%	\$126.63	4.3%
Manufacturing	\$ 65.57	-3.8%	\$ 76.25	-7%
<b>TOTALS</b>	<b>\$1,335.02</b>	<b>3.3%</b>	<b>\$1,410.73</b>	<b>1.0%</b>

Note: % change from previous year  
Source: Ill. Dept. of Revenue KOB Report (figures based on tax receipts received)



**Age Categories**

**McLean County ('96)**

Age	Number	% of Population
Under 6	18,000	12.0
6-11	10,800	7.2
12-17	13,100	8.7
18-24	26,200	17.5
25-34	21,600	14.4
35-44	20,200	13.8
45-54	14,700	9.8
55-64	9,200	6.1
65 or older	16,100	10.5

Male (Adult)	50,600
Female (Adult)	55,800
Median Age (All)	(38.1 years)

Sources: 1997 Market Survey (Belden & Associates)  
1997-98 Paritagaph Marketing Profile

**Governmental Offices**

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

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

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

**Climate**

	Jan.	April	July	Oct.
Mean Temp.	18.8	45.5	63.1	53.3
Precip. (inches)	2.2	2.9	2.8	1.6

Note: All temperatures are given in degrees Fahrenheit.  
Source: 1997 Climatological Observations, Ill. State Univ.

**Enterprise Zone**

The Chamber of Commerce and Economic Development is the administrative unit for a 2,880 acre enterprise zone. The zone is located on the west side of Bloomington-Normal, and is within incorporated McLean County. Telephone (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 Domain:  
blmmmlchmbr.com

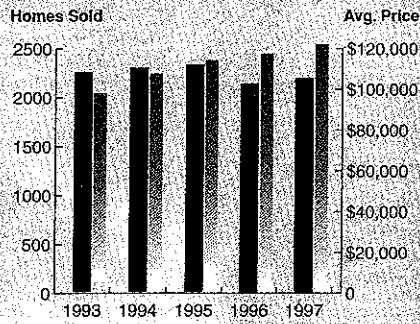
Visitor Information:  
1-(800) 433-8226  
1-(309) 829-1641

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

**Home Sales**

	Sales	Avg. Price
1997	2,170	\$120,645
1996	2,144	\$116,744
1995	2,319	\$113,439
1994	2,288	\$106,777
1993	2,248	\$ 98,833

Source: B-N Board of Realtors



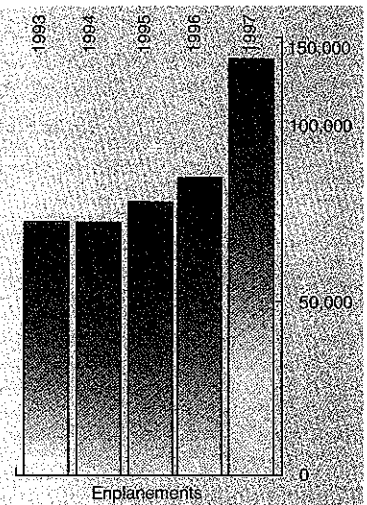
**Assessed Value (millions)**

	Blm	Nml	County
1996	\$837.2	\$391.8	\$1,868.4
1995	\$795.3	\$374.1	\$1,788.2
1994	\$721.7	\$343.3	\$1,649.5
1993	\$660.6	\$316.2	\$1,516.3
1992	\$618.0	\$301.9	\$1,495.7

Note: 1997 figures not available until April 1998.  
Source: McLean County Assessor

**B-N Airport Authority**

Continued expansion makes the Central Illinois Regional Airport at Bloomington-Normal one of the fastest growing airports in Illinois and the nation. In 1997, the airport was rated number one in the nation in growth for "non-hub" airports. The facility has lighted runways, charter service and private aircraft storage. The airport is rated ILS category 1 precision. The primary runway is 6,500 feet. A new north-south runway measuring 6,400 feet opened in Spring of 1996. Bloomington-Normal/McLean County is served by American Eagle, Northwest Airlinck, and Trans World Express. Carriers offer a total of 40 daily flights to Chicago, Detroit, Minneapolis/St. Paul and St. Louis. AirTran Airways offers daily non-stop jet service to Orlando and Atlanta. Frontier Airlines offers jet service to its Denver hub.



**Customized Training**

Illinois State University	(309) 438-2251
Heartland Comm. College	(309) 827-0500
Lincoln College	(309) 452-0500

**Total Construction (in millions of dollars)**

	Bloomington	Normal	McLean Co.*
1997	2,537 / \$123.2	856 / \$33.4	3,773 / \$177.6
1996	2,185 / \$101.4	850 / \$54.5	3,427 / \$174.7
1995	2,113 / \$ 93.6	892 / \$44.5	3,995 / \$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

**Single Family Construction**

	Bloomington	Normal	McLean Co.*
1997	430 / \$36.7	116 / \$ 9.7	86 / \$14.4
1996	402 / \$32.0	118 / \$10.3	96 / \$14.3
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

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

