

IMPORTANT CONTACTS

Economic Development Council of the Bloomington-Normal Area

200 W. College Ave., Suite 402 • Normal, IL 61761 • (309) 452-8437 • www.bnbiz.org

Department of Commerce and Economic Opportunity

3201 CIRA Dr., Ste. 203 Bloomington, IL 61704 (309) 663-7528 www.illinoisbiz.biz

Career Link - McLean County

207 E. Hamilton Rd. Bloomington, IL 61704 (309) 827-4026 www.careerlink16.com

Illinois Small Business Development Center at Illinois State University

College of Business Building Campus Box 5580 Normal, IL 61790-5580 (309) 438-3610 www.sbdc.ilstu.edu

Central Illinois SCORE

402 N. Hershey Rd. Bloomington, IL 61704 (309) 664-0549 www.central-illinois-score.org

McLean County

115 E. Washington St. Bloomington, IL 61701 (309) 888-5110 www.mcleancountyil.gov

Town of Normal

100 E. Phoenix Ave. Normal, IL 61761 (309) 454-2444 www.normal.org

City of Bloomington

109 E. Olive St. Bloomington, IL 61701 (309) 434-2509 www.cityblm.org

IL Manufacturing Extension Center

Illinois State University 153 Turner Hall Campus Box 5100 Normal, IL 61790-5100 (309) 438-3767 www.imec1.org

Bloomington-Normal Area Convention and Visitors Bureau

3201 CIRA Dr., Ste. 201 Bloomington, IL 61704 (309) 665-0033 www.bloomingtonnormalcvb.org

McLean County Chamber of Commerce

210 S. East St. P.O. Box 1586 Bloomington, IL 61702-1586 (309) 829-6344 www.mcleancochamber.org

Stevenson Center for Community and Economic Development

Illinois State University Campus Box 4200 Normal, IL 61790-4200 (309) 438-7090 www.stevensoncenter.org

McLean County Regional Planning Commission

115 E. Washington St. Bloomington, IL 61701 (309) 828-4331 www.mcplan.org



A Publication of
ECONOMIC DEVELOPMENT COUNCIL
OF THE BLOOMINGTON-NORMAL AREA
Investing in McLean County

The EDC helps businesses in McLean County grow and attracts new businesses to our community. We are a leadership organization, investing our community's assets to grow and improve our prosperity and quality of life.

DEMOGRAPHIC PROFILE

BLOOMINGTON - NORMAL MCLEAN COUNTY, VILINOIS

POPULATION

Population and	Projec	ctions				
Population by Gender	2005	2010	2015	2020	2025	2030
Female	77,115	81,330	85,571	89,896	93,156	94,643
Male	82,590	87,281	92,129	97,190	101,680	104,459
Population by Race	2005	2010	2015	2020	2025	2030
Asian	4,035	5,005	5,963	6,902	7,642	8,062
Black	10,734	12,182	13,586	15,000	16,281	17,279
Latino	4,381	4,907	5,381	5,852	6,368	6,935
Other	4,578	5,313	6,114	6,964	7,721	8,333
White	140,358	146,111	152,037	158,220	163,192	165,428
Population by Age Group	2005	2010	2015	2020	2025	2030
0-4	10,101	10,601	11,359	12,046	12,151	11,819
5-9	10,111	10,468	10,955	11,709	12,357	12,288
10-14	10,145	10,111	10,463	10,956	11,659	12,182
15-19	13,682	14,070	14,008	14,339	14,774	15,368
20-24	21,105	20,922	21,100	20,932	20,955	21,014
25-29	11,208	12,132	11,971	12,123	11,854	11,424
30-34	10,547	10,847	11,747	11,614	11,703	11,269
35-39	10,562	10,667	10,977	11,875	11,666	11,589
40-44	11,807	10,921	11,026	11,365	12,202	11,861
45-49	11,217	11,908	11,035	11,151	11,444	12,166
50-54	10,059	11,202	11,901	11,074	11,118	11,313
55-59	8,022	9,794	10,959	11,685	10,806	10,743
60-64	5,558	7,615	9,374	10,543	11,180	10,236
65-69	4,120	5,199	7,174	8,887	9,940	10,462
70-74	3,383	3,633	4,621	6,448	8,015	8,955
75-79	3,110	2,887	3,115	4,013	5,611	6,979
80-84	2,423	2,556	2,409	2,608	3,358	4,664
85+	2,545	3,078	3,506	3,718	4,043	4,770
Total Population Median Age	159,705 Total	168,611 31.0	177,700 Male	187,086 30.3	194,836 Female	199,102 31.7

Source: Department of Commerce and Economic Opportunity, Northern Illinois Planning Commission

Municipal Population

Municipalities	2006
Anchor village	170
Arrowsmith village	285
Bellflower village	387
Bloomington city*	74,975
Carlock village	434
Chenoa city	1,805
Colfax village	991
Cooksville village	202
Danvers village	1,132
Downs village	745
Ellsworth village	258
El Paso city	2,748
Gridley village	1,398
Heyworth village	2,470
Hudson village	1,664
Le Roy city	3,391
Lexington city	1,866
McLean village	783
Normal town*	50,519
Saybrook village	736
Stanford village	644
Towanda village	479

McLean County Total** 161,202 State of Illinois Total 12,875,035 United States Total 300,976,905

^{**} Figures from 2006 American Community Survey and do not include special census Source: U.S. Census Bureau



For more in-depth information about Bloomington-Normal and McLean County visit the EDC Web site, www.bnbiz.org

^{*} Figures from Special Census



RETAIL DATA

Retail Sales and Sales Tax Receipts

Normal		Sales Tax Receip	pts		Retail Sales	
	2004	2005	2006	2004	2005	2006
1 General Merchandise	\$6,343,165	\$6,864,313	\$6,900,614	\$101,490,640	\$109,829,008	\$110,409,832
2 Food	\$1,995,753	\$1,889,312	\$1,981,541	\$199,575,300	\$188,931,200	\$198,154,082
3 Drinking and Eating Places	\$2,856,204	\$2,918,982	\$3,028,858	\$45,699,264	\$46,703,712	\$48,461,720
4 Apparel	\$735,701	\$999,335	\$1,002,463	\$11,771,216	\$15,989,360	\$16,039,415
5 Furniture & H.H. & Radio	\$1,100,017	\$1,442,297	\$1,466,011	\$17,600,272	\$23,076,752	\$23,456,179
6 Lumber, Bldg, Hardware	\$2,914,027	\$2,961,948	\$3,501,478	\$46,624,432	\$47,391,168	\$56,023,654
7 Automotive & Filling Stations	\$3,561,247	\$4,056,614	\$5,168,325	\$56,979,952	\$64,905,824	\$82,693,206
8 Drugs & Misc. Retail	\$2,513,277	\$2,589,822	\$2,795,664	\$40,212,432	\$41,437,152	\$44,730,628
9 Agriculture & All Others	\$1,376,912	\$1,688,528	\$2,196,480	\$22,030,592	\$27,016,448	\$35,143,684
10 Manufacturers	\$401,619	\$394,426	\$353,387	\$6,425,904	\$6,310,816	\$5,654,195
Totals	\$23,797,922	\$25,805,578	\$28,394,823	\$548,410,004	\$571,591,440	\$620,766,594
Bloomington		Sales Tax Recei	pts		Retail Sales	
0	2004	2005	2006	2004	2005	2006
1 General Merchandise	\$7,235,442	\$7,056,094	\$7,441,671	\$115,767,072	\$112,897,504	\$119,066,734
2 Food	\$3,291,743	\$3,662,162	\$4,037,229	\$329,174,300	\$366,216,200	\$403,722,866
3 Drinking and Eating Places	\$6,974,442	\$7,368,719	\$7,900,966	\$111,591,072	\$117,899,504	\$126,415,455
4 Apparel	\$1,871,466	\$2,036,021	\$2,051,408	\$29,943,456	\$32,576,336	\$32,822,532
5 Furniture & H.H. & Radio	\$5,247,601	\$5,346,919	\$4,994,245	\$83,961,616	\$85,550,704	\$79,907,924
6 Lumber, Bldg, Hardware	\$4,631,474	\$4,300,439	\$4,342,631	\$74,103,584	\$68,807,024	\$69,482,098
7 Automotive & Filling Stations	\$14,419,308	\$19,180,864	\$13,392,185	\$230,708,928	\$306,893,824	\$214,274,961
8 Drugs & Misc. Retail	\$5,657,717	\$5,922,015	\$6,058,212	\$90,523,472	\$94,752,240	\$96,931,386
9 Agriculture & All Others	\$4,965,371	\$5,796,709	\$6,947,781	\$79,445,936	\$92,747,344	\$111,164,492
10 Manufacturers	\$1,001,824	\$870,206	\$927,767	\$16,029,184	\$13,923,296	\$14,844,276
Totals	\$55,296,388	\$61,540,149	\$58,094,095	\$1,161,248,620	\$1,292,263,976	\$1,268,632,724
McLean County		SalesTax Receip	ots		Retail Sales	
	2004	2005	2006	2004	2005	2006
1 General Merchandise	\$13,625,810	\$13,965,202	\$14,342,285	\$218,012,960	\$223,443,232	\$229,476,566
2 Food	\$6,854,347	\$7,261,213	\$7,491,472	\$685,434,700	\$726,121,300	\$749,147,212
3 Drinking and Eating Places	\$10,336,603	\$10,965,118	\$11,469,297	\$165,385,648	\$175,441,888	\$183,508,748
4 Apparel	\$2,607,167	\$3,035,356	\$3,053,872	\$41,714,672	\$48,565,696	\$48,861,947
5 Furniture & H.H. & Radio	\$6,615,104	\$7,007,799	\$6,654,213	\$105,841,664	\$112,124,784	\$106,467,408
6 Lumber, Bldg, Hardware	\$8,263,912	\$8,255,718	\$8,977,010	\$132,222,592	\$132,091,488	\$143,632,160
7 Automotive & Filling Stations	\$20,579,394	\$26,000,763	\$21,690,089	\$329,270,304	\$416,012,208	\$347,041,423
8 Drugs & Misc. Retail	\$8,732,925	\$9,425,531	\$9,793,038	\$139,726,800	\$150,808,496	\$156,688,611
9 Agriculture & All Others	\$8,026,624	\$8,859,192	\$10,866,137	\$128,425,984	\$141,747,072	\$173,858,188
10 Manufacturers	\$1,840,060	\$2,031,314	\$1,911,140	\$29,440,960	\$32,501,024	\$30,578,241
Totals	\$87,481,947	\$96,807,206	\$96,248,553	\$1,975,476,284	\$2,158,857,188	\$2,169,260,504

Source: Illinois Department of Revenue, Data Current as of 3/2008 Tax receipts factor state sales tax percentage only.

DEMOGRAPH BLOOMINGTON - NORMAL McLean County, Illinoi

LABOR

Major Employers

Company Name	Total FTE's*
1. State Farm Insurance Companies	15,297
2. Illinois State University	3,152
3. COUNTRY Financial	2,204
4. Unit 5 Schools	1,754
5. Mitsubishi Motor Manufacturing	1,725
6. BroMenn Healthcare	1,537
7. Afni, Inc.	1,012
8. OSF St. Joseph Medical Center	997
9. McLean County	870
10. City of Bloomington	645
11. District 87 Schools	631
12. GROWMARK, Inc.	580
13. Illinois Wesleyan University	570
14. Wildwood Industries/Studley Products,	Inc. 565
15. Heartland Community College	499
16. Town of Normal	473
17. Nestle USA	460
18. Stark Excavating & Materials	430
19. Heritage Enterprises	420
20. Verizon Communications	400
21. Bridgestone/Firestone Off-Road Tire Co	389
22. Chestnut Health Systems	306
23. Illinois Agricultural Association	273
24. The Baby Fold	270
25. The Pantagraph	183
Source: Human Resource Depts./Public Relations Depts.	

*Full-Time Equivalent

County Labor Force & Employment

Year	Labor Force	Employment	Unemployment	Rate
2007	91,382	87,926	3,457	3.8%
2006	88,931	85,828	3,103	3.5%
2005	88,466	84,953	3,513	4.0%
2004	85,546	81,827	3,719	4.3%
2003	85,966	82,552	3,414	4.0%
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Numbers are annual averages calculated by Bureau of Labor Statistics

Bloomington-Normal Employment By Industry

	2005	2006	2007
Total Nonfarm	89,300	90,100	90,700
Total Private	74,600	75,100	75,600
Goods-Producing	9,600	9,100	8,900
Service-Providing	79,700	81,000	81,900
Private Service Providing	65,100	65,900	66,800
Natural Resources, Mining, & Cons.	3,200	3,200	3,200
Manufacturing	6,400	5,900	5,700
Durable Goods	4,100	3,300	3,000
Trade, Transportation, and Utilities	13,700	14,000	14,100
Wholesale Trade	2,500	2,500	2,500
Retail Trade	9,300	9,400	9,500
Transportation and Utilities	2,000	2,200	2,200
Information	1,100	1,000	1,000
Financial Activities	11,900	12,000	12,200
Professional and Business Services	17,300	17,500	17,800
Educational and Health Services	8,500	8,700	8,900
Leisure and Hospitality	9,200	9,300	9,200
Other Services	3,400	3,400	3,400
Government	14,700	15,000	15,000

Source: Bureau of Labor Statistics. Numbers may not add due to rounding. 2007 annual numbers derived from preliminary data

Wage Rates for Selected Occupations

Job Title	Emp. #	Median Wage	Job Title	Emp. #	Median Wage
Nursing aides, orderlies, and attendants	650	\$10.11	Customer service representatives	2310	\$10.92
Food Prep and Service	1,760	\$7.52	Administrative assistants	1,020	\$17.18
Building and Grounds Maintenance	3,600	\$10.91	Telemarketers	120	\$8.86
Cashiers	2,450	\$7.92	Installation, maintenance, and repair	2,810	\$19.39
Retail salespersons	2,650	\$8.81	Transportation and material moving	4,980	\$11.73
Machinists	80	\$15.60	Truck drivers, heavy and tractor-trailer	1,190	\$19.76
Bookkeeping, accounting, and auditing	1,410	\$15.60	Laborers and freight, stock, hand	1,360	\$9.61
Source: Bureau of Economic Analysis					

TAXES

Bloomington						
Taxing Body	2004	%	2005	%	2006	%
McLean County	0.9387	12.48%	0.9389	12.48%	0.9193	12.14%
Township	0.1886	2.51%	0.2370	3.15%	0.2297	3.03%
City	1.0071	13.39%	0.9990	13.28%	0.9973	13.17%
School District	4.4701	59.42%	4.4808	59.57%	4.4822	59.17%
All Others	0.9181	12.20%	0.8660	11.51%	0.9468	12.50%
Totals	7.5227	100.00%	7.5216	100.00%	7.5753	100.00%
Normal						
Taxing Body	2004	%	2005	%	2006	%
McLean County	0.9387	12.58%	0.9389	12.80%	0.9193	12.55%
Township	0.1259	1.69%	0.1225	1.67%	0.1183	1.61%
Town	0.8263	11.07%	0.7928	10.81%	0.7582	10.35%
School District	4.5709	61.23%	4.4758	61.02%	4.4476	60.72%
All Others	1.0029	13.44%	1.0054	13.71%	1.0809	14.76%
Totals	7.4647	100.00%	7.3353	100.00%	7.3242	100.00%

State of Illinois Taxes

Corporate Income Tax

Calculated from reported federal income. The rate is 7.3% based on a 4.8% income tax and 2.5% replacement tax.

Sales/Use Tax

Sales tax of 6.25% is imposed on the purchase price of tangible personal property for use or consumption.

Property Tax

The State of Illinois levies no property taxes. Counties and municipalities, however, do levy these taxes.

Unemployment Compensation

Average rate 3.4%. Maximum rate typically around 6.8%. Average payroll tax is 3.1% on the first \$9,000 paid to each employee. Average worker's comp rate is 6.48% for manufacturing.

Source: Illinois Department of Revenue

Average Land Costs by Type in Dollars per Acre

	Low	High	Typical
Retail	\$100,000	\$600,000	\$200,000
Office	\$50,000	\$300,000	\$100,000
Commercial	\$80,000	\$200,000	\$100,000
Manufacturing	\$19,000	\$85,000	\$30,000
Agricultural	\$3,000	\$8,000	\$6,500
Development	\$20,000	\$350,000	\$100,000

Source: Figures are derived from a non-scientific, non-professional examination of the local market. Figures are not binding in any way, shape or form.

Utilities

Ameren

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Residential	(800)	755-5000
Commercial	(800)	363-6805
Corn Belt Energy Cooperative	(800)	879-0339

Natural Gas

Corn Belt Energy Cooperative(8	(00)	879-0339
Nicor Gas(8	(88)	642-6748

Telephone

El Paso Telephone Co	(309) 527-4500
Frontier Co	(217) 854-6067
Gridley Telephone Co	(309) 747-2221
Verizon	
Residential	(800) 483-4600
Commercial	(800) 483-5600

Water

City of Bloomington	(309)	434-2426
Town of Normal	(309)	454-9563

Wastewater

Bloomington & No	ormal		
Water Reclamation	District	(309)	827-4396

DEMOGRAPHIC PROFILE

BLOOMINGTON - NORMAL McLean County, Illinois

HOUSING

Bloomington-Normal Home Sales

Year	Sales	Avg. Price
2007	2,663	\$171,859
2006	2,918	\$167,963
2005	2,932	\$166,274
2004	2,827	\$161,135
2003	2,868	\$153,326
2002	2,799	\$144,641
2001	2,845	\$139,322

Construction Trends 2007

Source: Bloomington-Normal Association of Realtors

Bloomington	Permits	Value
New Single Family	313	\$30,361,594
New Multi-Family	13	\$3,647,845
New Commercial	26	\$34,953,173
Total New	496	\$102,876,363
Residential Remodels	1,830	\$20,691,172
Non-Res Remodels	117	\$15,709,363

Normal	Permits	Value
New Single Family	104	\$10,461,000
New Multi-Family	15	\$5,768,138
New Commercial	33	\$89,543,308
Total New	187	\$106,344,750
Residential Remodels	659	\$4,295,951
Non-Res Remodels	139	\$14,283,632

"Commercial" includes banks, hotels, professional, amusement, industrial + mercantile buildings.

INCOME

Average Household
Effective Buying Income (EBI)

Area	2005 EBI	2010 EBI
Bloomington-Normal	\$52,770	\$58,989
Champaign-Urbana	\$45,100	\$50,396
Decatur	\$42,448	\$45,844
Peoria	\$47,270	\$52,143
Springfield	\$50,104	\$56,230
Chicago	\$61,371	\$66,874
Illinois	\$55,627	\$61,819
Surrounding States	\$46,040	\$51,148
United States	\$49,200	\$54,910

Source: Sales and Marketing Management Survey of Buying Power

Median Family Income by MSA

	FY 2006	FY 2007	FY 2008
Bloomington-Normal	\$73,500	\$70,300	\$70,900
Champaign-Urbana	\$62,600	\$60,600	\$61,600
Chicago-Naperville-Joliet	\$72,400	\$69,800	\$71,600
Decatur	\$56,500	\$55,000	\$57,600
Peoria	\$62,400	\$61,800	\$63,400
Rockford	\$63,600	\$58,600	\$60,500
Springfield	\$64,600	\$63,700	\$64,500
St. Louis	\$65,800	\$63,300	\$65,000
Source: Housing and Urban Development			

Annual Consumer Price Index for Selected Goods

	All Goods	Food	Housing	Healthcare	Transportation
2007	126.5	125.5	122.3	152.8	135.4
2006	123.1	120.4	119.7	146.4	131.2
2005	120.1	117.9	117.8	140.7	125.1
2004	116.2	114.9	114.7	134.5	116.7
2003	113.2	111.8	112.1	126.4	112.7

Source: Bureau of Labor Statistics Midwest Class B/C Cities. Dec. 1996=100

QUALITY OF LIFE

Education

Public School Districts	Enrollment	Phone Number
Bloomington Sch. Dist. 87	5,220	(309) 827-6031
El Paso-Gridley CUSD 11	1,338	(309) 527-4410
Heyworth CUSD 4	932	(309) 473-3727
Le Roy CUSD 2	790	(309) 962-4211
Lexington CUSD 7	542	(309) 365-4141
McLean County Unit Dist. 5	12,213	(309) 452-4476
Olympia CUSD 16	2,013	(309) 379-2842
Prairie Central CUSD 8	2,199	(815) 692-2355
Ridgeview CUSD 19	636	(309) 723-5111
Tri-Valley CUSD 3	1,055	(309) 378-2351
Illinois State University Labora	tory Schools	
University High School	619	(309) 438-8163
Thomas Metcalf School	445	(309) 438-7624
Private Schools		
Blooming Grove Academy	145	(309) 827-2932
Calvary Baptist Academy	324	(309) 452-7912
Central Catholic High School	359	(309) 661-7000
Cornerstone Christian Academy	447	(309) 662-9900
Epiphany Catholic School	467	(309) 452-3268
Hammitt School	85	(309) 452-1170
Holy Trinity Catholic School	631	(309) 828-2151
Mulberry School	74	(309) 451-0510
St. Mary's Catholic School	159	(309) 828-5954
Trinity Lutheran School	377	(309) 829-7513

Heartland Community College

HCC was established in 1990, and classes were first offered in the fall of 1991. Since then, enrollment has grown to 4,825 credit students and 6,262 non-credit students. HCC offers associate and transfer degrees and certifications in 58 different areas.

Illinois State University

Founded in 1857, ISU was the first public university in Illinois. With an enrollment of over 20,104 and a faculty and staff numbering 2,984, ISU has six colleges and 35 academic departments offering more than 160 fields of study.

Illinois Wesleyan University

A private university founded in 1850, IWU has a student enrollment of 2,099 undergraduates. Recognized as one of the nation's premier private residential liberal arts universities, IWU offers 39 majors and three preprofessional programs with 570 faculty and staff members.

Lincoln College - Normal

Lincoln College's Normal campus, a private residential college, offers academic and vocational programs to 492 students. Accredited by the North Central Association, Lincoln offers associate degrees as well as bachelor's degrees in business management and liberal arts with a student/faculty ratio of 14:1.

Average Monthly Climate

Source: State Board of Education, Administrative Personnel

	Mean Temp	Precipitation
January	23°	2.40''
February	29°	0.56''
March	40°	3.20"
April	53°	5.18''
May	63°	1.29''
June	73°	1.99''
July	76°	2.04''
August	74°	7.56''
September	67°	1.67''
October	56°	2.17''
November	52°	3.86''
December	29°	3.14''
Source: Accuweat	her	

Parks

Bloomington - (309) 434-2260

The City of Bloomington Parks and Recreation Department is comprised of 39 parks, 3 golf courses, Miller Park Zoo and the Constitution Trail.

Normal - (309) 454-9540

The Town of Normal Parks and Recreation Department includes 13 parks, 1 golf course, a historic theater, a community center, 2 outdoor pools, a 10-field softball complex and the Constitution Trail.

McLean County - (309) 726-2022

The McLean County Department of Parks and Recreation encompasses 2,250 acres of regional parks, including Comlara Park, offering camping and boating, and West County Park.

Moraine View State Park – (309) 724-8032

Moraine View State Park is located near rural LeRoy and offers several activities such as camping, boating, fishing, swimming, cross-country skiing and sledding.

DEMOGRAPHIC PROFILE

BLOOMINGTON - NORMAL McLean County, Illinois

TRANSPORTATION

Regional Major Metro Areas - Distance from B-N



Chicago, IL 130 Miles Kansas City, MO 405 Miles 290 Miles 285 Miles Cincinnati, OH Louisville, KY 390 Miles Milwaukee, WI 210 Miles Detroit, MI Indianapolis, IN 175 Miles St. Louis, MO 165 Miles

Central Illinois Regional Airport

Five airlines serve the airport - AirTran, American Eagle, Delta Connection, Northwest Airlink and United Express. Access to the world is available from CIRA with daily jet service to and from four hubs. Five car rentals serve customers from the terminal - Hertz, National, Avis, Alamo and Enterprise.

Annual Airport Usage

	-	
	Passenger Enplanements	Cargo Shipped (lbs)
2007	269,839	6,728,927
2006	262,409	5,057,765
2005	232,089	7,198,577
2004	224,655	4,124,536
2003	211,828	4,378,312
2002	207,014	4,714,586
2001	223,080	4,222,453
2000	242,280	985,618
1999	220,827	280,615
1998	194,333	272,856
1997	142,961	205,199

Source: Central Illinois Regional Airport

Economic Development Council Programs

