# EQ

# ECONOMIC DEVELOPMENT COUNCIL of the bloomington-normal area

Investing in McLean County

# 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

Illinois 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.



# POPULATION

# Population and Projections

Population by Gender	2010	2015	2020	2025	2030
Male	81,330	85,571	89,896	93,156	94,643
Female	87,281	92,129	97,190	101,680	104,459
Population by Race					
Asian	5,005	5,963	6,902	7,642	8,062
Black	12,182	13,586	15,000	16,281	17,279
Latino	4,907	5,381	5,852	6,368	6,935
Other	5,313	6,114	6,964	7,721	8,333
White	146,111	152,037	158,220	163,192	165,428
Population by Age Group	10 (01		12 0 / /		
0-4	10,601	11,359	12,046	12,151	11,819
5-9	10,468	10,955	11,709	12,357	12,288
10-14	10,111	10,463	10,956	11,659	12,182
15-19	14,070	14,008	14,339	14,774	15,368
20-24	20,922	21,100	20,932	20,955	21,014
25-29	12,132	11,971	12,123	11,854	11,424
30-34	10,847	11,747	11,614	11,703	11,269
35-39	10,667	10,977	11,875	11,666	11,589
40-44	10,921	11,026	11,365	12,202	11,861
45-49	11,908	11,035	11,151	11,444	12,166
50-54	11,202	11,901	11,074	11,118	11,313
55-59	9,794	10,959	11,685	10,806	10,743
60-64	7,615	9,374	10,543	11,180	10,236
65-69	5,199	7,174	8,887	9,940	10,462
70-74	3,633	4,621	6,448	8,015	8,955
75-79	2,887	3,115	4,013	5,611	6,979
80-84	2,556	2,409	2,608	3,358	4,664
85+	3,078	3,506	3,718	4,043	4,770
Total Population	168,611	177,700	187,086	194,836	199,102
Median Age	31.0		= 30.3		e = <b>31.</b> 7
			.1 111 1 1		

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

### Municipal Population

Municipalities	2007
-	
Anchor village	175
Arrowsmith village	288
Bellflower village	388
Bloomington city	72,416
Carlock village	465
Chenoa city	1,831
Colfax village	1,002
Cooksville village	204
Danvers village	1,150
Downs village	759
Ellsworth village	260
El Paso city	2,766
Gridley village	1,430
Heyworth village	2,547
Hudson village	1,777
Le Roy city	3,500
Lexington city	1,895
McLean village	792
Normal town	51,716
Saybrook village	748
Stanford village	653
Towanda village	487
McLean County Total	164,209
State of Illinois Total	12 901 563

State of Illinois Total12,901,563United States Total304,059,724

Source: U.S. Census Bureau



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



# LABOR

# Major Employers

Company Name	Total FTE's*
State Farm Insurance Companies	15,509
Illinois State University	3,205
COUNTRY Financial	2,178
Unit 5 Schools	1,692
BroMenn Healthcare	1,591
Mitsubishi Motor Manufacturing	1,418
OSF St. Joseph Medical Center	1,122
Afni, Inc.	883
McLean County	820
District 87 Schools	680
City of Bloomington	645
Town of Normal	610
Illinois Wesleyan University	540
Heartland Community College	533
GROWMARK, Inc.	533
Nestle USA	526
Heritage Enterprises	458
Bridgestone/Firestone Off-Road Tire Co.	425
Wildwood Industries/Studley Products, Inc.	415
Verizon Communications	400
Stark Excavating & Materials	370
Chestnut Health Systems	300
Snyder Corporation	300
The Baby Fold	270
Illinois Agricultural Association	250

Source: Individual Companies \*FTE = Full-Time Equivalent, 1,950 work hours / year

# County Employment and Labor Force

Year	Labor Force	Employment	Unemployment	Rate
2008	91,644	86,976	4,668	5.1%
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%
Source: B	ureau of Labor Statistic	rs		

### Bloomington-Normal Employment By Industry

2000

• •	2007	2008
Total Nonfarm	90,700	91,400
Total Private	75,600	76,300
Goods-Producing	8,900	8,900
Service-Providing	81,900	82,500
Natural Resources, Mining & Cons.	3,200	3,200
Manufacturing	5,700	5,700
Durable Goods	3,000	2,900
Transportation and Utilities	2,300	2,300
Information	1,000	1,000
Financial Activities	12,200	12,800
Professional and Business Services	17,800	17,200
Educational and Health Services	8,900	9,000
Leisure and Hospitality	9,200	9,600
Other Services	3,400	3,400
Government	15,000	15,100

Source: Bureau of Labor Statistics. Numbers may not add due to rounding. 2008 annual numbers derived from preliminary data.

# Wage Rates for Selected Occupations

Job Title	Median Hourly Wage
Nursing aides and orderlies	\$10.11
Food prep. and service	\$7.52
Building and grounds maintenance	\$10.91
Cashiers	\$7.92
Retail salespersons	\$8.81
Machinists	\$15.60
Bookkeepers and accounting	\$15.60
Source: Bureau of Economic Analysis	

Job Title	Median Hourly Wage
Customer service representatives	\$10.92
Administrative assistants	\$17.18
Telemarketers	\$8.86
Installation, maintenance and repair	\$19.39
Transportation and material moving	\$11.73
Truck drivers, heavy	\$19.76
Laborers and freight, stock, hand	\$9.61

# CIDP CENTRAL ILLINOIS DEVELOPMENT PARTNERSHIP

# HOUSING

# Bloomington-Normal Home Sales

Year	Sales	Volume	Avg. Price
2008	2,253	399,218,123	\$177,194
2007	2,663	442,453,102	\$171,859
2006	2,918	490,115,440	\$167,963
2005	2,932	487,646,025	\$166,274
2004	2,827	455,527,427	\$161,135
2003	2,868	439,739,576	\$153,326

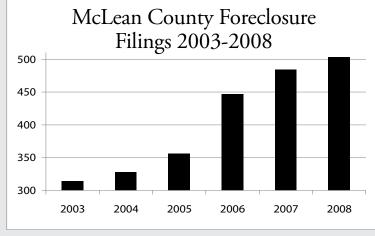
Source: Bloomington-Normal Association of Realtors

# Construction Permits 2008

Bloomington	
Single Family Houses	316
Multi-Family Houses	14
Non-res / Commercial	24
Residential Remodels	1,832
Non-Res Remodels	123
Total Permits	2,494
Total Valuation	\$157,475,142
Normal	
Single Family Houses	96
Multi-Family Houses	13
Non-res / Commercial	18
Residential Remodels	864
Non-Res Remodels	65
Total Permits	1,140
Total Valuation	\$142,889,410

Source: City of Bloomington, Town of Normal

# INCOME



Source: McLean County Recorder's Office

# Median Family Income 2008

Bloomington-Normal MSA	\$70,900
Champaign-Urbana MSA	\$61,600
Chicago MSA	\$71,600
Decatur MSA	\$57,600
Peoria MSA	\$63,400
Rockford MSA	\$60,500
Springfield MSA	\$64,500
St. Louis MSA	\$65,000

Source: Housing and Urban Development, Fiscal Year 2008

# 2008 ACCRA Price Index for Selected Goods by MSA

	Composite	Food	Housing	Utilities	Transport	Healthcare	Misc.
B-N	95.7	99.5	86.2	113.4	98.2	99.6	96.0
Champaign	96.7	90.2	88.3	103.1	98.6	98.9	103.7
Chicago	112.5	106.9	129.2	117.9	108.7	103.1	100.8
Peoria	100.8	105.3	93.0	112.9	106.6	98.9	100.6
Springfield	89.4	93.1	77.6	91.9	99.4	109.6	91.7

Source: ACCRA Cost of Living Index

# BUSINESS

# QUALITY OF LIFE

# Education in McLean County

Education in McLean County			Heartland Community College
Public School Districts	Enrollment	Phone Number	HCC was established in 1990 and classes were first offered
Bloomington Sch. Dist. 87	5,201	(309) 827-6031	in the fall of 1991. Since then, enrollment has grown to
El Paso-Gridley CUSD 11	1,318	(309) 527-4410	8,800 credit students and 6,215 non-credit students.
Heyworth CUSD 4	940	(309) 473-3727	HCC offers associate and transfer degrees and certifications
Le Roy CUSD 2	795	(309) 962-4211	in 58 different areas.
Lexington CUSD 7	563	(309) 365-4141	
McLean County Unit 5	12,452	(309) 452-4476	Illinois State University
Olympia CUSD 16	2,022	(309) 379-2842	Founded in 1857, ISU was the first public university in
Prairie Central CUSD 8	2,187	(815) 692-2355	Illinois. With a 2008 enrollment of 20,450 and faculty
Ridgeview CUSD 19	617	(309) 723-5111	numbering 3,481, ISU has six colleges and 35 academic
Tri-Valley CUSD 3	1,056	(309) 378-2351	departments offering more than 160 fields of study.
<b>Illinois State University Labora</b> University High School Thomas Metcalf School	atory Schools 616 443	(309) 438-8163 (309) 438-7624	<b>Illinois Wesleyan University</b> A private university founded in 1850, IWU has a student
<b>Private Schools</b> Blooming Grove Academy Calvary Baptist Academy	130 310	(309) 827-2932 (309) 452-7912	enrollment of 2,100 undergraduates. Recognized as one of the nation's premier private residential liberal arts universities, IWU offers 39 majors and three pre- professional programs with 578 faculty and staff members.
Central Catholic High School	413	(309) 661-7000	Lincoln College - Normal
Cornerstone Christian Academy		(309) 662-9900	Lincoln College's Normal campus, a private residential
Epiphany Catholic School	442	(309) 452-3268	college, offers academic and vocational programs to 700
Hammitt School	157	(309) 452-1170	students. Accredited by the North Central Association,
Holy Trinity Catholic School	612	(309) 828-2151	Lincoln offers associate degrees as well as bachelor's degrees
Mulberry School	70	(309) 451-0510	in business management and liberal arts with a
St. Mary's Catholic School	174	(309) 828-5954	student/faculty ratio of 13:1.
Trinity Lutheran School	364	(309) 829-7513	student/racuity ratio of 13.1.

Sources: State Board of Education, Administrative Personnel

# Average Monthly Climates

$\mathbf{c}$	•	
	Temperature	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: Accuweathe	er	

### Parks in McLean County

Bloomington - (309) 434-2260 The City of Bloomington Parks and Recreation Department is comprised of 39 parks, three golf courses, Miller Park Zoo and

### Normal - (309) 454-9540

the Constitution Trail.

The Town of Normal Parks and Recreation Department includes 13 parks, one golf course, a historic theater, a community center, two 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 Le Roy and offers several activities such as camping, boating, fishing, swimming, cross-country skiing and sledding.

# TAXES

# Property Tax Structure

Bloomington	2005	%	2006	%	2007	%
McLean County	0.9389	12.48%	0.9193	12.14%	0.9010	11.82%
Township	0.2370	3.15%	0.2297	3.03%	0.2208	2.90%
City	0.9990	13.28%	0.9973	13.17%	1.0067	13.21%
School District	4.4808	59.57%	4.4822	59.17%	4.5146	59.25%
All Others	0.8660	11.51%	0.9468	12.50%	0.9767	12.82%
Totals	7.5216	100.00%	7.5753	100.00%	7.6198	100.00%
Normal	2005	%	2006	%	2007	%
McLean County	0.9389	12.80%	0.9193	12.55%	0.9010	12.07%
Township	0.1225	1.67%	0.1183	1.61%	0.1486	1.99%
Town	0.7928	10.81%	0.7582	10.35%	0.7490	10.04%
School District	4.4758	61.02%	4.4476	60.72%	4.5325	60.74%
All Others	1.0054	13.71%	1.0809	14.76%	1.1308	15.15%
Totals	7.3353	100.00%	7.3242	100.00%	7.4618	100.00%

Source: Bloomington and Normal assessor's offices

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

Source: Bloomington and Normal assessor's offices

### Average Land Costs

in \$ / square foot	Low	High	Typical
Retail	\$3.00	\$20.00	\$8.00
Office	\$1.50	\$10.00	\$6.00
Commercial	\$2.00	\$8.00	\$5.00
Manufacturing	\$0.44	\$2.00	\$1.00
in \$ / acre			
Agricultural	\$3,000	\$8,000	\$6,500
Development	\$20,000	\$100,000	\$60,000

Source: Coldwell Banker Commercial Heart of America REALTORS® Figures are not binding in any way, shape or form.

### Utilities

Electricit	ty			
	Ameren			
	Residential	(800) 755-5000		
	Commercial	(800) 363-6805		
	Corn Belt Energy Cooperative	(800) 879-0339		
Natural	Gas			
	Corn Belt Energy Cooperative	(800) 879-0339		
	Nicor Gas	(888) 642-6748		
Telephor	ıe			
	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 & Normal				
	Water Reclamation District	(309) 827-4396		

# NEW LEADERSHIP BOARD

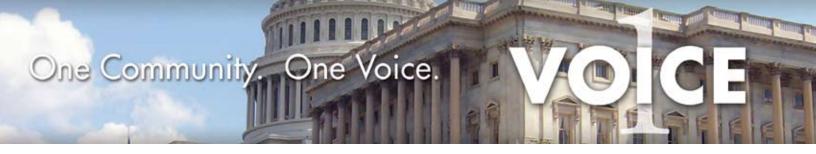
# RETAIL DATA

### **Retail Sales**

Normal
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INOTINAL	200/	2005	2006	2007
	2004	2005	2006	2007
1 General Merchandise	\$101,490,640	\$109,829,008	\$110,409,832	\$115,152,882
2 Food	\$199,575,300	\$188,931,200	\$198,154,082	\$215,118,757
3 Drinking and Eating Places	\$45,699,264	\$46,703,712	\$48,461,720	\$53,898,670
4 Apparel	\$11,771,216	\$15,989,360	\$16,039,415	\$17,276,492
5 Furniture & H.H. & Radio	\$17,600,272	\$23,076,752	\$23,456,179	\$25,341,667
6 Lumber, Bldg, Hardware	\$46,624,432	\$47,391,168	\$56,023,654	\$58,248,151
7 Automotive & Filling Stations	\$56,979,952	\$64,905,824	\$82,693,206	\$90,766,316
8 Drugs & Misc. Retail	\$40,212,432	\$41,437,152	\$44,730,628	\$43,517,475
9 Agriculture & All Others	\$22,030,592	\$27,016,448	\$35,143,684	\$32,403,612
10 Manufacturers	\$6,425,904	\$6,310,816	\$5,654,195	\$5,143,282
Totals	\$548,410,004	\$571,591,440	\$620,766,594	\$656,867,304
Bloomington				
	2004	2005	2006	2007
1 General Merchandise	\$115,767,072	\$112,897,504	\$119,066,734	\$105,684,956
2 Food	\$329,174,300	\$366,216,200	\$403,722,866	\$382,157,003
3 Drinking and Eating Places	\$111,591,072	\$117,899,504	\$126,415,455	\$131,452,244
4 Apparel	\$29,943,456	\$32,576,336	\$32,822,532	\$33,497,236
5 Furniture & H.H. & Radio	\$83,961,616	\$85,550,704	\$79,907,924	\$77,227,019
6 Lumber, Bldg, Hardware	\$74,103,584	\$68,807,024	\$69,482,098	\$66,634,750
7 Automotive & Filling Stations	\$230,708,928	\$306,893,824	\$214,274,961	\$220,936,218
8 Drugs & Misc. Retail	\$90,523,472	\$94,752,240	\$96,931,386	\$99,487,810
9 Agriculture & All Others	\$79,445,936	\$92,747,344	\$111,164,492	\$98,091,405
10 Manufacturers	\$16,029,184	\$13,923,296	\$14,844,276	\$14,941,021
Totals	\$1,161,248,620	\$1,292,263,976	\$1,268,632,724	\$1,230,109,663
McLean County				
	2004	2005	2006	2007
1 General Merchandise	\$218,012,960	\$223,443,232	\$229,476,566	\$220,837,838
2 Food	\$685,434,700	\$726,121,300	\$749,147,212	\$750,224,399
3 Drinking and Eating Places	\$165,385,648	\$175,441,888	\$183,508,748	\$196,646,258
4 Apparel	\$41,714,672	\$48,565,696	\$48,861,947	\$50,773,728
5 Furniture & H.H. & Radio	\$105,841,664	\$112,124,784	\$106,467,408	\$105,045,844
6 Lumber, Bldg, Hardware	\$132,222,592	\$132,091,488	\$143,632,160	\$138,809,088
7 Automotive & Filling Stations	\$329,270,304	\$416,012,208	\$347,041,423	\$362,137,778
8 Drugs & Misc. Retail	\$139,726,800	\$150,808,496	\$156,688,611	\$157,397,560
9 Agriculture & All Others	\$128,425,984	\$141,747,072	\$173,858,188	\$151,458,021
10 Manufacturers	\$29,440,960	\$32,501,024	\$30,578,241	\$26,922,319
Totals	\$1,975,476,284	\$2,158,857,188	\$2,169,260,504	\$2,160,252,833

Source: Illinois Department of Revenue. Data current as of 3/2009



# TRANSPORTATION



### Central Illinois Regional Airport

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

CIRA hosts direct flights to and from Atlanta, Chicago, Dallas, Detroit, Minneapolis-St. Paul and Orlando.

# Annual Airport Usage

	Passenger Enplanements	Cargo Shipped (lbs)
2008	268,860	11,517,885
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

Source: Central Illinois Regional Airport

### Economic Development Council Programs

