



ECONOMIC DEVELOPMENT COUNCIL OF THE BLOOMINGTON-NORMAL AREA

Investing in McLean County

2011 DEMOGRAPHIC PROFILE

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. Suite #203
Bloomington, IL 61704
(309) 663-7528
www.commerce.state.il.us/

Career Link – McLean County

207 E. Hamilton Rd.
Bloomington, IL 61701
(309) 827-6237
www.careerlink16.com

Illinois Small Business Development Center at Illinois State University

State Farm Hall of Business
Campus Box 5500
Normal, IL 61790-5500
(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

IMEC

Illinois State University
153 Turner Hall
Campus Box 5100
Normal, IL 61790-5100
(309) 830-6869
1-888-806-4632
www.imec.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 61701
(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

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	Male = 30.3	Female = 31.7		

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

Municipal Population

Municipalities	2009
Anchor village	173
Arrowsmith village	291
Bellflower village	392
Bloomington city	74,184
Carlock village	503
Chenoa city	1,851
Colfax village	1,012
Cooksville village	207
Danvers village	1,163
Downs village	769
Ellsworth village	262
El Paso city	2,870
Gridley village	1,444
Heyworth village	2,654
Hudson village	1,810
Le Roy city	3,566
Lexington city	1,974
McLean village	799
Normal town	52,799
Saybrook village	757
Stanford village	686
Towanda village	492

McLean County Total	167,699
State of Illinois Total	12,910,409
United States Total	307,006,550

Source: U.S. Census Bureau



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 Contact Ken Springer at
 (309) 452-8437.



LABOR

Major Employers

Company Name	Total FTE's*
State Farm Insurance Companies	14,450
Illinois State University	3,259
COUNTRY Financial	2,084
Unit 5 Schools	1,826
Advocate BroMenn Medical Center	1,522
Mitsubishi Motor Manufacturing	1,278
OSF St. Joseph Medical Center	1,140
Afni, Inc.	900
McLean County	806
City of Bloomington	743
District 87 Schools	691
GROWMARK, Inc.	528
Illinois Wesleyan University	468
Town of Normal	458
Nestle USA	380
The Snyder Companies	368
Bridgestone/Firestone Off-Road Tire Co.	360
Heartland Community College	283
The Baby Fold	263
Nussbaum Trucking, Inc.	185
Pantagraph	162

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

County Employment and Labor Force

Year	Labor Force	Employment	Unemployment	Rate
2010	92,168	84,879	7,289	7.9%
2009	90,147	83,964	6,183	6.9%
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%

Source: Bureau of Labor Statistics

Bloomington-Normal Employment By Industry

	2009	2010
Total Private	75,700	73,200
Goods-Producing	8,400	6,800
Service-Providing	82,700	81,775
Total Nonfarm	91,100	88,575
Natural Resources, Mining & Cons.	3,000	2,742
Manufacturing	5,400	4,058
Durable Goods	2,700	2,333
Transportation and Utilities	2,200	2,325
Information	1,000	1,000
Financial Activities	12,200	12,383
Professional and Business Services	17,500	16,792
Educational and Health Services	9,600	9,900
Leisure and Hospitality	10,000	9,483
Other Services	3,300	3,392
Government	15,400	15,375

Source: Illinois Department of Employment Security
 Numbers may not add due to rounding.

Wage Rates for Selected Occupations

Job Title	Median Hourly Wage	Job Title	Median Hourly Wage
Nursing aides and orderlies	\$11.56	Customer service representatives	\$14.56
Food prep. and serving	\$9.54	Administrative assistants	\$20.03
Building and grounds maintenance	\$10.75	Telemarketers	\$10.49
Cashiers	\$8.57	Installation, maintenance and repair	\$19.04
Retail salespersons	\$9.74	Transportation and material moving	\$13.46
Machinists	\$18.10	Truck drivers, heavy	\$18.14
Bookkeepers and accounting	\$16.08	Laborers and freight, stock, hand	\$11.11

Source: Bureau of Labor Statistics, 2009 Wage Rates



HOUSING

Bloomington-Normal Home Sales

Year	Sales	Volume	Avg. Price
2010	2,052	\$363,018,814	\$176,909
2009	2,272	\$379,437,411	\$166,533
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

Source: Bloomington-Normal Association of Realtors
Totals include new homes constructed and re-sales

Building Permits 2010

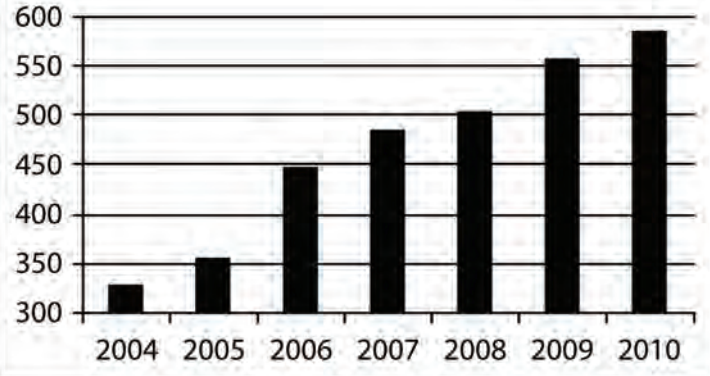
Bloomington	Buildings	Units	Cons. Cost
Single Family	183	183	\$31,205,868
Two-Family	0	0	\$0
Three and Four Family	1	3	\$350,336
Five or More Family	5	30	\$1,458,035
Total	189	216	\$33,014,239

Normal	Buildings	Units	Cons. Cost
Single Family	80	80	\$7,818,105
Two-Family	0	0	\$0
Three and Four Family	0	0	\$0
Five or More Family	6	97	\$7,045,831
Total	86	177	\$14,863,936

Source: US Census Bureau

INCOME

McLean County Foreclosure Filings 2004-2010



Source: McLean County Recorder's Office

Median Family Income

Bloomington-Normal MSA	\$76,600
Champaign-Urbana MSA	\$64,900
Chicago-Naperville-Joliet MSA	\$75,100
Decatur MSA	\$58,900
Peoria MSA	\$66,700
Rockford MSA	\$63,500
Springfield MSA	\$66,600
St. Louis MSA	\$68,300

Source: Housing and Urban Development, Fiscal Year 2010

2009 Gross Metropolitan Product

Metro Area	GMP (in billions \$)	Metro Area	GMP (in billions \$)
Bloomington-Normal MSA	8.8	Kankakee-Bradley MSA	3.1
Champaign-Urbana MSA	8.8	Peoria MSA	17.1
Chicago-Naperville-Joliet MSA	508.7	Rockford MSA	11.6
Danville MSA	2.4	Springfield MSA	9.2
Decatur MSA	5.2	Illinois	621.1

Source: Bureau of Economic Analysis, current as of 3/11



QUALITY OF LIFE

Education in McLean County

Public School Districts	Enrollment	Phone Number
Bloomington Sch. Dist. 87	5,250	(309) 827-6031
El Paso-Gridley CUSD 11	1,215	(309) 527-4410
Heyworth CUSD 4	887	(309) 473-3727
Le Roy CUSD 2	767	(309) 962-4211
Lexington CUSD 7	510	(309) 365-4141
McLean County Unit 5	12,545	(309) 452-4476
Olympia CUSD 16	1,802	(309) 379-2842
Prairie Central CUSD 8	1,951	(815) 692-2355
Ridgeview CUSD 19	570	(309) 723-5111
Tri-Valley CUSD 3	1,034	(309) 378-2351

Illinois State University Laboratory Schools	Enrollment	Phone Number
University High School	609	(309) 438-8346
Thomas Metcalf School	431	(309) 438-7621

Private Schools	Grades	Phone Number
Blooming Grove Academy	Pre K - 8	(309) 827-2932
Calvary Baptist Academy	Pre K - 12	(309) 452-7912
Central Catholic High School	9 - 12	(309) 661-7000
Cornerstone Christian Academy	Pre K - 12	(309) 662-9900
Epiphany Catholic School	K - 8	(309) 452-3268
Hammitt School	K - 12	(309) 452-1170
Holy Trinity Catholic School	K - 8	(309) 828-2151
Mulberry School	Pre K - 3	(309) 451-0510
St. Mary's Catholic School	Pre K - 8	(309) 828-5954
Trinity Lutheran School	Pre K - 8	(309) 829-7513

Sources: State Board of Education K-12. Private school enrollment numbers are not publicly available.

Heartland Community College

HCC was established in 1990 and classes were first offered in the fall of 1991. Since then, enrollment has grown to 10,201 credit students and 20,592 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 a 2010 enrollment of 21,134 and faculty numbering 1,184, 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 2,094 undergraduates. Recognized as one of the nation's premier private residential liberal arts universities, IWU offers 39 majors and three pre-professional programs with 184 faculty members.

Lincoln College - Normal

Lincoln College's Normal campus, a private residential college, offers academic and vocational programs to 500 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 15:1.

Average Monthly Climate

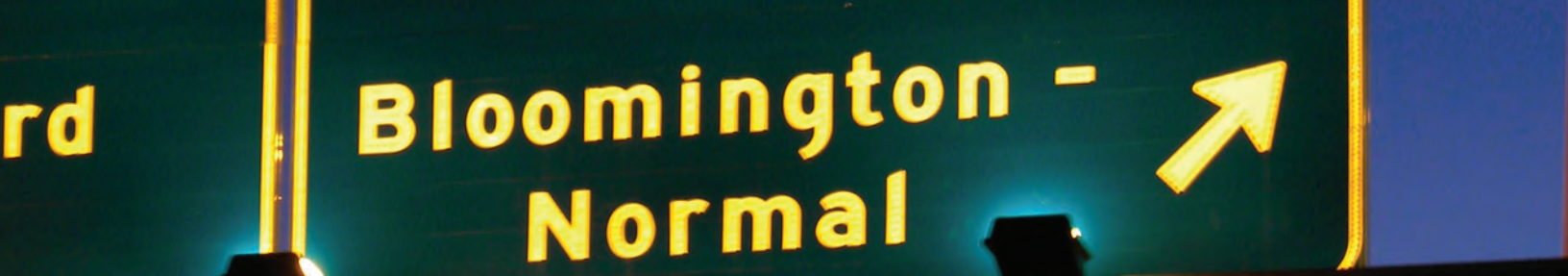
	Temperature	Precipitation
January	22.3°	1.5"
February	26.8°	1.3"
March	39.0°	2.9"
April	51.2°	3.7"
May	61.8°	3.6"
June	71.4°	3.8"
July	74.3°	3.6"
August	71.9°	3.2"
September	65.4°	3.7"
October	53.9°	2.6"
November	40.9°	2.5"
December	27.7°	2.7"

Source: Weatherbase

Parks and Entertainment in McLean County

There are 39 parks in Bloomington, 13 in Normal and more than 2,500 acres of regional parks in McLean County. In addition to parks, Bloomington-Normal boasts numerous entertainment venues including US Cellular Coliseum, Bone/Braden Auditorium at ISU, Redbird Arena, the Bloomington Cultural District, the Bloomington Center for the Performing Arts and more. For a complete listing of venues, events and shopping information, please see the "Bloomington-Normal Area 2011 Visitor Guide" published by the Bloomington-Normal Area Convention and Visitor's Bureau.





TAXES

Property Tax Structure

Bloomington	2007	%	2008	%	2009	%
McLean County	0.9010	11.8%	0.8966	11.7%	0.9069	11.7%
Township	0.2208	2.9%	0.1868	2.4%	0.1822	2.4%
City	1.0067	13.2%	0.9954	13.0%	1.0762	13.9%
School District 87	4.5146	59.3%	4.5809	59.9%	4.6122	59.6%
All Others	0.9767	12.8%	0.9862	12.9%	0.9640	12.5%
Totals	7.6198	100.0%	7.6459	100.0%	7.7414	100.0%

Normal	2007	%	2008	%	2009	%
McLean County	0.9010	12.1%	0.8966	11.9%	0.9069	11.8%
Township	0.1486	2.0%	0.1493	2.0%	0.1514	2.0%
Town	0.7490	10.0%	0.7429	9.9%	0.7848	10.2%
School District U5	4.5325	60.7%	4.5893	60.9%	4.6929	61.0%
All Others	1.1308	15.2%	1.1570	15.4%	1.1561	15.0%
Totals	7.4618	100.0%	7.5351	100.0%	7.6920	100.0%

Source: McLean County Office of Assessments

State of Illinois Taxes

Corporate Income Tax

Calculated from reported federal income. The rate is 9.5% based on a 7% 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

Maximum rate is 8.4%, however, most employers will pay at the entry rate of 3.8%. Contribution payments are subject to only the first \$12,740 of wages paid to an employee.

Source: Illinois Department of Revenue

Utilities

Electricity	Ameren Commercial	(800) 232-2477
	Ameren Residential	(800) 755-5000
	Corn Belt Energy Cooperative	(800) 879-0339
Natural Gas	Corn Belt Energy Cooperative	(800) 879-0339
	Nicor Gas	(888) 642-6748
Telephone	Frontier	(309) 821-1650
	FairPoint	(800) 400-5568
	Gridley Telephone Co.	(309) 747-2221
Water	City of Bloomington	(309) 434-2426
	Town of Normal	(309) 454-9563
Wastewater	BN Water Reclamation Dist.	(309) 827-4396

Average Land Costs and Rental Rates

Land Costs in \$ / square foot

	Low	High	Typical
Retail	\$5.00	\$20.00	\$8.00
Office	\$2.50	\$10.00	\$6.00
Commercial	\$2.00	\$8.00	\$5.00
Manufacturing	\$0.44	\$2.00	\$1.00
Agricultural	\$0.07	\$0.18	\$0.15
Development	\$0.46	\$2.87	\$1.38

Rental Rates in \$ / sf per year

	Low	High	Typical	Lease Type
	\$7.00	\$25.00	\$12.00	NNN
	\$6.00	\$19.00	\$12.00	Modified Gross
	\$8.00	\$12.00	\$9.00	Modified Gross
	\$2.00	\$5.00	\$3.00	Modified Gross

Source: Coldwell Banker Commercial Heart of America REALTORS® Figures are not binding in any way, shape or form. Estimates are derived from local market data covering 2009-2010.

RETAIL DATA

Retail Sales

Normal

	2007	2008	2009	2010
1 General Merchandise	\$115,152,882	\$116,771,569	\$115,439,242	\$117,192,038
2 Food	\$215,118,757	\$234,340,504	\$208,885,291	\$245,230,608
3 Drinking and Eating Places	\$53,898,670	\$55,141,843	\$55,669,895	\$63,021,289
4 Apparel	\$17,276,492	\$17,114,463	\$17,469,358	\$18,472,256
5 Furniture & H.H. & Radio	\$25,341,667	\$23,054,001	\$22,372,657	\$23,276,273
6 Lumber, Bldg, Hardware	\$58,248,151	\$55,719,901	\$54,698,470	\$57,348,260
7 Automotive & Filling Stations	\$90,766,316	\$88,305,466	\$75,013,947	\$69,434,709
8 Drugs & Misc. Retail	\$43,517,475	\$45,889,739	\$47,751,050	\$47,687,235
9 Agriculture & All Others	\$32,403,612	\$30,007,094	\$26,999,348	\$30,041,970
10 Manufacturers	\$5,143,282	\$4,376,698	\$2,380,079	\$1,706,542
Totals	\$656,867,304	\$670,721,278	\$626,679,335	\$673,411,180

Bloomington

	2007	2008	2009	2010
1 General Merchandise	\$105,684,956	\$101,455,821	\$98,276,718	\$96,693,515
2 Food	\$382,157,003	\$395,460,368	\$351,931,406	\$392,468,424
3 Drinking and Eating Places	\$131,452,244	\$135,780,909	\$139,209,614	\$139,057,273
4 Apparel	\$33,497,236	\$33,582,081	\$31,422,325	\$31,012,693
5 Furniture & H.H. & Radio	\$77,227,019	\$77,415,404	\$85,960,215	\$70,275,781
6 Lumber, Bldg, Hardware	\$66,634,750	\$60,562,754	\$56,176,643	\$51,700,327
7 Automotive & Filling Stations	\$220,936,218	\$204,592,488	\$193,510,638	\$206,783,986
8 Drugs & Misc. Retail	\$99,487,810	\$98,687,719	\$97,530,269	\$101,835,711
9 Agriculture & All Others	\$98,091,405	\$89,789,547	\$83,635,690	\$86,580,856
10 Manufacturers	\$14,941,021	\$16,217,800	\$16,275,765	\$14,875,400
Totals	\$1,230,109,663	\$1,213,544,891	\$1,153,929,285	\$1,191,283,967

McLean County

	2007	2008	2009	2010
1 General Merchandise	\$220,837,838	\$218,227,390	\$213,715,960	\$213,885,553
2 Food	\$750,224,399	\$844,462,257	\$749,812,914	\$826,290,134
3 Drinking and Eating Places	\$196,646,258	\$199,769,249	\$205,464,264	\$211,880,673
4 Apparel	\$50,773,728	\$50,696,544	\$48,891,683	\$49,484,949
5 Furniture & H.H. & Radio	\$105,045,844	\$103,083,888	\$108,700,828	\$93,872,955
6 Lumber, Bldg, Hardware	\$138,809,088	\$130,477,017	\$130,576,942	\$113,935,777
7 Automotive & Filling Stations	\$362,137,778	\$337,380,375	\$307,605,510	\$315,906,794
8 Drugs & Misc. Retail	\$157,397,560	\$156,682,614	\$156,977,443	\$162,402,812
9 Agriculture & All Others	\$151,458,021	\$141,934,450	\$128,326,797	\$135,468,453
10 Manufacturers	\$26,922,319	\$26,861,812	\$27,867,088	\$25,917,321
Totals	\$2,160,252,833	\$2,209,575,596	\$2,077,939,429	\$2,149,045,422

Source: Illinois Department of Revenue



TRANSPORTATION

Regional Major Metro Areas



Chicago, IL	130 Miles	Kansas City, MO	405 Miles
Cincinnati, OH	285 Miles	Louisville, KY	290 Miles
Des Moines, IA	303 Miles	Madison, WI	197 Miles
Detroit, MI	390 Miles	Milwaukee, WI	210 Miles
Indianapolis, IN	175 Miles	St. Louis, MO	165 Miles

Central Illinois Regional Airport

CIRA, located in East Bloomington, boasts the lowest average fares for any airport in Illinois. Three airlines serve the airport - AirTran Airways, American Eagle & Delta. Access to the world is available from CIRA with daily jet service to and from six hubs. Five car rental companies serve customers from the terminal - Hertz, National, Avis, Alamo and Budget.

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

Annual Airport Usage

Passenger Enplanements

2010	280,974
2009	250,135
2008	268,860
2007	269,839
2006	262,409

Source: Central Illinois Regional Airport

Economic Development Council Media Publications



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Web site



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