



ECONOMIC DEVELOPMENT COUNCIL  
OF THE BLOOMINGTON-NORMAL AREA

*Investing in McLean County*

## 2012 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](http://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](http://www.commerce.state.il.us)

**Career Link – McLean County**

207 E. Hamilton Rd.  
Bloomington, IL 61701  
(309) 827-6237  
[www.careerlink16.com](http://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](http://www.sbdc.ilstu.edu)

**Central Illinois SCORE**

402 N. Hershey Rd.  
Bloomington, IL 61704  
(309) 664-0549  
[centralillinois.score.org](http://centralillinois.score.org)

**McLean County**

104 W. Front St.  
Bloomington, IL 61701  
(309) 888-5110  
[www.mcleancountyil.gov](http://www.mcleancountyil.gov)

**Town of Normal**

100 E. Phoenix Ave.  
Normal, IL 61761  
(309) 454-2444  
[www.normal.org](http://www.normal.org)

**City of Bloomington**

109 E. Olive St.  
Bloomington, IL 61701  
(309) 434-2509  
[www.cityblm.org](http://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](http://www.imec.org)

**Bloomington-Normal Area Convention  
and Visitors Bureau**

3201 CIRA Dr., Ste. 201  
Bloomington, IL 61704  
(309) 665-0033  
[www.bloomingtonnormalcvb.org](http://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](http://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](http://www.stevensoncenter.org)

**McLean County Regional  
Planning Commission**

115 E. Washington St.  
Bloomington, IL 61701  
(309) 828-4331  
[www.mcplan.org](http://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

<b>Total Population</b>	<b>168,611</b>	<b>177,700</b>	<b>187,086</b>	<b>194,836</b>	<b>199,102</b>
<b>Median Age</b>	<b>32.1</b>	<b>Male = 31.5</b>		<b>Female = 32.6</b>	

Source: Department of Commerce and Economic Opportunity, Northern Illinois Planning Commission  
 Source: Median age info from U.S. Census Bureau

## Municipal Population

Municipalities	2010
Anchor village	146
Arrowsmith village	294
Bellflower village	357
Bloomington city	76,610
Carlock village	552
Chenoa city	1,785
Colfax village	1,061
Cooksville village	182
Danvers village	1,154
Downs village	1,005
Ellsworth village	195
El Paso city	2,810
Gridley village	1,432
Heyworth village	2,841
Hudson village	1,838
Le Roy city	3,560
Lexington city	2,060
McLean village	830
Normal town	52,497
Saybrook village	693
Stanford village	596
Towanda village	480

McLean County Total	169,572
State of Illinois Total	12,830,623
United States Total	309,349,689

Source: U.S. Census Bureau



### EDC Research Services

Let the EDC assist you or your company with custom research!

Contact Ken Springer at  
 (309) 452-8437.



# LABOR

## Major Employers

Company Name	2012 Total FTE's
State Farm Insurance Companies	14,528
Illinois State University	3,275
COUNTRY Financial	2,049
Unit 5 Schools	1,754
Mitsubishi Motor Manufacturing	1,270
Advocate BroMenn Medical Center	1,157
GROWMARK, Inc.	932
OSF St. Joseph Medical Center	832
McLean County	806
Afni, Inc.	778
City of Bloomington	755
District 87 Schools	693
Illinois Wesleyan University	527
Town of Normal	478
Bridgestone/Firestone Off-Road Tire Co.	408
Nestle USA	380
The Snyder Companies	370
Illinois Agricultural Association	274
Heartland Community College	230
The Baby Fold	227

Source: Individual companies  
FTE = Full-time equivalent position

## County Employment and Labor Force

Year	Labor Force	Employment	Unemployment	Rate
2011	91,405	84,830	6,575	7.2%
2010	93,167	85,966	7,201	7.7%
2009	91,088	84,593	6,495	7.1%
2008	90,748	86,175	4,573	5.0%
2007	90,077	86,510	3,567	4.0%

Source: Illinois Department of Employment Security

## Bloomington-Normal Employment By Industry

	2010	2011
Total Nonfarm	90,500	90,300
Mining, Logging and Construction	2,700	2,600
Manufacturing	4,000	4,000
Durable Goods	2,300	2,400
Transportation and Utilities	2,300	13,400
Retail Trade	8,700	8,500
Wholesale Trade	2,400	2,500
Information	900	800
Financial Activities	12,200	11,900
Professional and Business Services	17,700	17,900
Educational and Health Services	11,300	11,400
Leisure and Hospitality	9,600	9,600
Other Services	3,400	3,400
Government	15,500	15,400

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

## Wage Rates for Selected Occupations

Job Title	Median Hourly Wage	Job Title	Median Hourly Wage
Nursing aides, orderlies, attendants	\$10.70	Customer service representatives	\$12.56
Food prep. and serving	\$9.18	Administrative assistants	\$20.24
Building and grounds maintenance	\$11.38	Telemarketers	\$10.18
Cashiers	\$9.14	Installation, maintenance and repair	\$19.95
Retail salespersons	\$10.04	Transportation and material moving	\$13.76
Machinists	\$15.26	Truck drivers, heavy	\$19.46
Bookkeepers and Accounting	\$15.80	Laborers and freight, stock, hand	\$11.52

Source: Bureau of Labor Statistics, 2010 Wage Rates



# HOUSING

# INCOME

## Bloomington-Normal Home Sales

Year	Sales	Volume	Avg. Price
2011	2,048	\$347,573,557	\$169,413
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

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

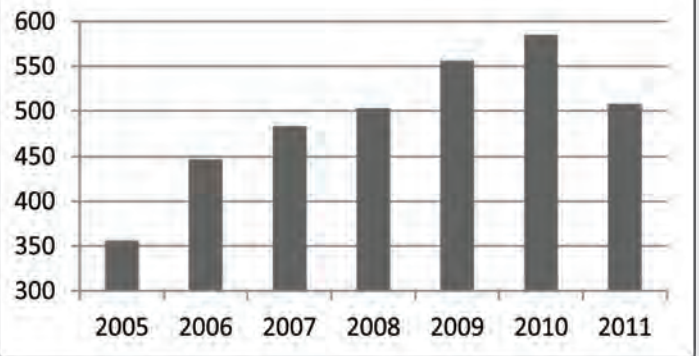
## Building Permits 2011

Bloomington	Permits	Construction Cost
Single Family	146	\$22,932,144
Multi Family	7	\$3,180,000
Commerical	122	\$12,037,109
Total	275	\$38,486,595

Normal	Permits	Construction Cost
Single Family	50	\$5,580,000
Multi Family	14	\$25,977,760
Commerical	18	\$14,815,440
Total	82	\$46,373,200

Source: City of Bloomington and Town of Normal

## McLean County Foreclosure Filings 2005-2011



Source: McLean County Recorder's Office

## Median Family Income

Bloomington-Normal MSA	\$80,200
Champaign-Urbana MSA	\$68,000
Chicago MSA	\$75,800
Decatur MSA	\$60,300
Peoria MSA	\$69,100
Rockford MSA	\$64,300
Springfield MSA	\$70,000
St. Louis MSA	\$62,100

Source: Housing and Urban Development, Fiscal Year 2012

## 2010 Gross Metropolitan Product

Metro Area	GMP (in billions \$)	Metro Area	GMP (in billions \$)
Bloomington-Normal MSA	9.4	Kankakee-Bradley MSA	3.2
Champaign-Urbana MSA	8.9	Peoria MSA	18.3
Chicago-Naperville-Joliet MSA	537.3	Rockford MSA	12.5
Danville MSA	2.4	Springfield MSA	9.7
Decatur MSA	5.4	Illinois	651.5

Source: Bureau of Economic Analysis



# QUALITY OF LIFE

## Education in McLean County

Public School Districts	Enrollment	Phone Number
Bloomington Sch. Dist. 87	5,414	(309) 827-6031
El Paso-Gridley CUSD 11	1,283	(309) 527-4410
Heyworth CUSD 4	973	(309) 473-3727
Le Roy CUSD 2	833	(309) 962-4211
Lexington CUSD 7	533	(309) 365-4141
McLean County Unit 5	13,031	(309) 452-4476
Olympia CUSD 16	1,894	(309) 379-2842
Prairie Central CUSD 8	2,154	(815) 692-2355
Ridgeview CUSD 19	597	(309) 723-5111
Tri-Valley CUSD 3	1,058	(309) 378-2351

Illinois State University Laboratory Schools	Enrollment	Phone Number
University High School	605	(309) 438-8346
Thomas Metcalf School	435	(309) 438-7621

Private Schools	Grades	Phone Number
Calvary Christian 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) 828-7151
Mulberry School	Pre K - 3	(309) 862-0510
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 over 10,000 credit students and 20,000 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 21,080 and faculty numbering 1,205, 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 2,000 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.

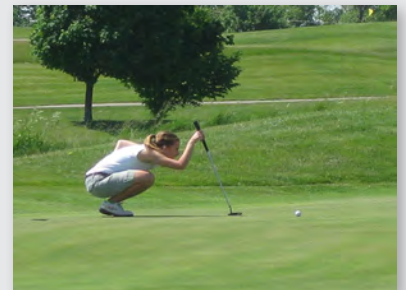
## Average Monthly Climate

	Temperature	Precipitation
January	23.7°	1.7"
February	28.6°	1.4"
March	39.2°	2.7"
April	52.0°	3.8"
May	62.3°	3.6"
June	71.7°	3.8"
July	74.4°	4.0"
August	72.7°	3.2"
September	66.1°	3.1"
October	54.3°	2.6"
November	41.0°	2.4"
December	28.6°	2.3"
Annual	51.2°	34.5"

Source: Weatherbase

## Parks and Entertainment in McLean County

There are 39 parks in Bloomington, 13 in Normal and over 2500 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, Red-bird 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 2012 Visitor Guide" published by the Bloomington-Normal Area Convention and Visitor's Bureau.





## Property Tax Structure

<b>Bloomington</b>	<b>2008</b>	<b>% of Total</b>	<b>2009</b>	<b>% of Total</b>	<b>2010</b>	<b>% of Total</b>
McLean County	0.8966	11.7%	0.9069	11.7%	0.9167	11.8%
Township	0.1868	2.4%	0.1822	2.4%	0.1731	2.2%
City	0.9954	13.0%	1.0762	13.9%	1.0601	13.6%
School District 87	4.5809	59.9%	4.6122	59.6%	4.6582	59.8%
All Others	0.9862	12.9%	0.9640	12.5%	0.9856	12.6%
<b>Totals</b>	<b>7.6459</b>	<b>100.0%</b>	<b>7.7414</b>	<b>100.0%</b>	<b>7.7937</b>	<b>100.0%</b>

<b>Normal</b>	<b>2008</b>	<b>% of Total</b>	<b>2009</b>	<b>% of Total</b>	<b>2010</b>	<b>% of Total</b>
McLean County	0.8966	11.9%	0.9069	11.8%	0.9167	11.7%
Township	0.1493	2.0%	0.1514	2.0%	0.1581	2.0%
Town	0.7429	9.9%	0.7848	10.2%	0.7826	10.0%
School District U5	4.5893	60.9%	4.6929	61.0%	4.7638	60.8%
All Others	1.1570	15.4%	1.1561	15.0%	1.2170	15.5%
<b>Totals</b>	<b>7.5351</b>	<b>100.0%</b>	<b>7.6920</b>	<b>100.0%</b>	<b>7.8383</b>	<b>100.0%</b>

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

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

## Average Land Costs and Rental Rates

### Land Costs in \$ / square foot

	<b>Low</b>	<b>High</b>	<b>Typical</b>
Retail	\$5.00	\$20.00	\$8.00
Office	\$2.50	\$8.00	\$5.00
Commercial	\$2.00	\$7.00	\$5.00
Manufacturing	\$0.40	\$2.00	\$1.00
Agricultural	\$0.11	\$0.34	\$0.23
Development	\$0.23	\$2.30	\$1.15

### Rental Rates in \$ / sf per year

	<b>Low</b>	<b>High</b>	<b>Typical</b>	<b>Lease Type</b>
	\$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 2010-2011.



# RETAIL DATA

## Retail Sales

### Bloomington

	2009	2010	2011
1 General Merchandise	\$122,845,897	\$120,866,893	\$110,916,441
2 Food	\$351,931,406	\$392,468,424	\$417,792,611
3 Drinking and Eating Places	\$174,012,018	\$173,821,592	\$176,174,920
4 Apparel	\$39,277,907	\$38,765,866	\$47,985,547
5 Furniture & H.H. & Radio	\$107,450,269	\$87,844,726	\$87,562,948
6 Lumber, Bldg, Hardware	\$70,220,804	\$64,625,409	\$57,440,603
7 Automotive & Filling Stations	\$241,888,297	\$258,479,982	\$263,504,934
8 Drugs & Misc. Retail	\$121,912,837	\$127,294,639	\$132,717,896
9 Agriculture & All Others	\$104,544,613	\$108,226,070	\$115,230,222
10 Manufacturers	\$20,344,706	\$18,594,251	\$19,894,833
<b>Totals</b>	<b>\$1,354,428,754</b>	<b>\$1,390,987,852</b>	<b>\$1,429,220,955</b>

### Normal

	2009	2010	2011
1 General Merchandise	\$144,299,053	\$146,490,047	\$131,843,419
2 Food	\$208,885,291	\$245,230,608	\$271,335,318
3 Drinking and Eating Places	\$69,587,369	\$78,776,611	\$83,530,790
4 Apparel	\$21,836,697	\$23,090,320	\$36,046,478
5 Furniture & H.H. & Radio	\$27,965,821	\$29,095,342	\$34,910,008
6 Lumber, Bldg, Hardware	\$68,373,087	\$71,685,326	\$70,279,262
7 Automotive & Filling Stations	\$93,767,434	\$86,793,386	\$94,400,655
8 Drugs & Misc. Retail	\$59,688,812	\$59,609,043	\$63,672,326
9 Agriculture & All Others	\$33,749,184	\$37,552,462	\$37,746,426
10 Manufacturers	\$2,975,098	\$2,133,177	\$1,639,603
<b>Totals</b>	<b>\$731,127,846</b>	<b>\$780,456,323</b>	<b>\$825,404,286</b>

### McLean County

	2009	2010	2011
1 General Merchandise	\$267,144,950	\$267,356,941	\$242,759,861
2 Food	\$749,812,914	\$826,290,134	\$901,802,719
3 Drinking and Eating Places	\$256,830,330	\$264,850,841	\$267,958,817
4 Apparel	\$61,114,604	\$61,856,186	\$84,056,790
5 Furniture & H.H. & Radio	\$135,876,035	\$117,341,194	\$123,110,056
6 Lumber, Bldg, Hardware	\$163,221,178	\$142,419,721	\$133,454,466
7 Automotive & Filling Stations	\$384,506,888	\$394,883,492	\$412,341,735
8 Drugs & Misc. Retail	\$196,221,804	\$203,003,516	\$218,594,545
9 Agriculture & All Others	\$160,408,497	\$169,335,567	\$178,596,233
10 Manufacturers	\$34,833,860	\$32,396,651	\$28,953,411
<b>Totals</b>	<b>\$2,409,971,058</b>	<b>\$2,479,734,244</b>	<b>\$2,591,628,633</b>

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 in downstate Illinois. Four airlines serve the airport - Allegiant, American, Delta and Frontier. Access to the world is available from CIRA with daily jet service to and from seven 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, Denver, Detroit, Minneapolis-St. Paul and Orlando.

## Annual Airport Usage

	Passenger Enplanements
2011	290,974
2010	280,974
2009	250,135
2008	268,860
2007	269,839

Source: Central Illinois Regional Airport

## Economic Development Council Media Publications



[www.bnbiz.org](http://www.bnbiz.org)  
Web site



[www.bnbizmore.com](http://www.bnbizmore.com)  
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