



# Bloomington-Normal

ECONOMIC  
DEVELOPMENT  
COUNCIL

## 2013 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**

121 N. Main St.  
Bloomington, IL 61701  
(309) 664-0549  
[centralillinois.score.org](http://centralillinois.score.org)

#### **McLean County**

115 E. Washington St.  
Bloomington, IL 61701  
(309) 888-5110  
[www.mcleancountyil.gov](http://www.mcleancountyil.gov)

#### **Town of Normal**

11 Uptown Circle  
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., Suite 201  
Bloomington, IL 61704  
(309) 665-0033  
[www.bloomingtonnormalcvb.org](http://www.bloomingtonnormalcvb.org)

#### **McLean County Chamber of Commerce**

2203 E. Empire St.  
Bloomington, IL 61704  
(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)



**Bloomington-Normal**

ECONOMIC  
DEVELOPMENT  
COUNCIL

*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 - McLean County, IL

	Census 2010	2012	Projected 2017
<b>Total Population</b>	<b>169,572</b>	<b>171,166</b>	<b>176,605</b>
<b>Population by Gender</b>			
Male	82,329	83,281	86,125
Female	87,243	87,885	90,480
<b>Population by Race</b>			
Asian	7,227	7,437	8,497
Black	12,426	12,854	14,040
Hispanic	7,434	8,102	10,154
Other	6,979	7,330	8,596
White	142,940	143,545	145,472
<b>Population by Age Group</b>			
0-4	10,650	10,708	11,117
5-9	10,914	10,938	11,300
10-14	10,421	10,338	10,806
15-19	14,903	14,513	14,409
20-24	20,902	21,366	20,604
25-34	23,471	24,070	25,194
35-44	20,945	20,561	20,891
45-54	22,608	22,123	21,218
55-64	17,418	18,352	19,862
65-74	9,015	9,709	12,050
75-84	5,666	5,685	6,129
85+	2,659	2,803	3,025
<b>Median Age</b>	<b>32.1</b>	<b>32.3</b>	<b>32.9</b>

Source: ESRI and US Census Bureau

## Municipal Population

Municipalities	2011
Anchor village	146
Arrowsmith village	296
Bellflower village	361
Bloomington city	77,071
Carlock village	556
Chenoa city	1,796
Colfax village	1,066
Cooksville village	184
Danvers village	1,160
Downs village	1,009
Ellsworth village	197
El Paso city	2,824
Gridley village	1,442
Heyworth village	2,859
Hudson village	1,850
Le Roy city	3,851
Lexington city	2,074
McLean village	834
Normal town	52,772
Saybrook village	696
Stanford village	600
Towanda village	484

McLean County Total	170,556
State of Illinois Total	12,869,257
United States Total	311,591,917

Source: U.S. Census Bureau, Population Estimates Program



**EDC Research Services**  
*Don't see the information  
 you're looking for? Contact the  
 EDC at (309) 452-8437  
 and we can help.*



# LABOR

## Top 20 Major Employers 2013

Company Name	2013 Total FTE's
State Farm Insurance Companies	14,935
Illinois State University	3,251
COUNTRY Financial	1,955
Unit 5 Schools	1,674
Advocate BroMenn Medical Center	1,347
Mitsubishi Motor Manufacturing	1,294
OSF St. Joseph Medical Center	1,028
McLean County	806
District 87 Schools	700
Afni, Inc.	700
Chestnut Health Systems	605
City of Bloomington	581
Bridgestone/Firestone Off-Road Tire Co.	514
Heartland Community College	500
Heritage Enterprises	478
Illinois Wesleyan University	463
GROWMARK, Inc.	445
Nestle USA	422
Town of Normal	367
The Baby Fold	253

Source: Representatives from each company/organization  
FTE = Full-time equivalents.

## County Employment and Labor Force

Year	Labor Force	Employment	Unemployment	Rate
2012	90,654	84,374	6,280	6.9%
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	2012
Total Nonfarm	90,700	90,400	91,000
Mining, Logging and Construction	2,700	2,500	2,400
Manufacturing	4,000	4,100	4,300
Durable Goods	2,300	2,200	2,300
Transportation and Utilities	2,300	2,300	2,400
Retail Trade	8,700	8,700	8,800
Wholesale Trade	2,400	2,400	2,200
Information	800	800	800
Financial Activities	12,300	12,200	12,700
Professional and Business Services	17,900	18,400	18,500
Educational and Health Services	11,100	10,700	10,500
Leisure and Hospitality	9,700	9,800	10,200
Other Services	3,300	3,300	3,400
Government	15,400	15,200	14,900

Source: US Bureau of Labor Statistics, CES Series  
Numbers may not sum due to categorical overlap or rounding.

## Wage Rates for Selected Occupations

Job Title	Median Hourly Wage
Nursing aides, orderlies, attendants	\$10.78
Food prep. and serving	\$9.26
Building and grounds maintenance	\$11.00
Cashiers	\$9.21
Retail salespersons	\$10.20
Machinists	\$15.40
Bookkeepers and accounting	\$16.68

Source: Bureau of Labor Statistics, 2011 Wage Rates

Job Title	Median Hourly Wage
Customer service representatives	\$12.21
Administrative assistants (non-exec)	\$14.08
Telemarketers	\$10.68
Installation and maintenance (helpers)	\$11.72
Freight / stock laborers, hand	\$11.77
Truck drivers, heavy	\$17.23
Sales representatives, wholesale	\$19.86

# HOUSING

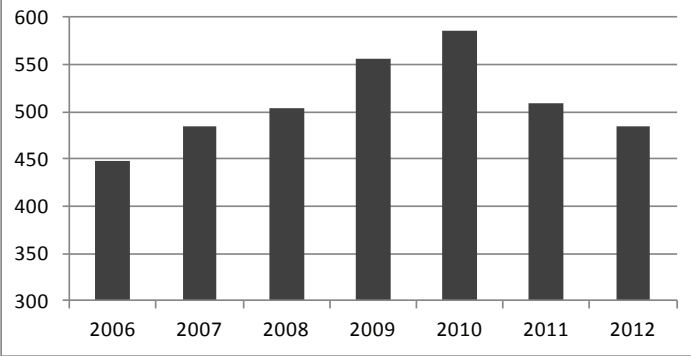
# INCOME

## Bloomington-Normal Home Sales

Year	Sales	Volume	Avg. Price
2012	2,459	\$422,926,867	\$171,991
2011	2,048	\$347,573,557	\$169,714
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  
 Figures include sales of new homes and existing homes

## McLean County Foreclosure Filings 2006-2012



Source: McLean County Recorder's Office

## Building Permits 2012

Bloomington	Permits	Construction Cost
Single Family	166	\$25,984,914
Multi Family	14	\$6,526,871
Commercial	109	\$11,450,242
Total	289	\$45,089,798

Normal	Permits	Construction Cost
Single Family	86	\$8,713,645
Multi Family	5	\$5,511,950
Commercial	12	\$18,475,295
Total	103	\$32,700,890

Source: City of Bloomington and Town of Normal  
 Permit numbers do not include remodels, additions or alterations

## Median Family Income

Bloomington-Normal MSA	\$86,800
Champaign-Urbana MSA	\$72,000
Chicago MSA	\$73,600
Decatur MSA	\$55,900
Peoria MSA	\$66,600
Rockford MSA	\$61,100
Springfield MSA	\$67,200
St. Louis MSA	\$66,600

Source: Housing and Urban Development, Fiscal Year 2013

## 2011 Gross Metropolitan Product

Metro Area	GMP (in billions \$)	Metro Area	GMP (in billions \$)
Bloomington-Normal MSA	9.5	Kankakee-Bradley MSA	3.2
Champaign-Urbana MSA	9.2	Peoria MSA	20.2
Chicago-Naperville-Joliet MSA	547.6	Rockford MSA	13.0
Danville MSA	2.5	Springfield MSA	9.9
Decatur MSA	5.6	Illinois	670.7

Source: Bureau of Economic Analysis



# QUALITY OF LIFE

## Education in McLean County

Public School Districts	Enrollment	Phone Number
Bloomington Sch. Dist. 87	5,338	(309) 827-6031
El Paso-Gridley CUSD 11	1,278	(309) 527-4410
Heyworth CUSD 4	970	(309) 473-3727
Le Roy CUSD 2	831	(309) 962-4211
Lexington CUSD 7	523	(309) 365-4141
McLean County Unit 5	13,214	(309) 452-4476
Olympia CUSD 16	1,940	(309) 379-2842
Prairie Central CUSD 8	2,160	(815) 692-2355
Ridgeview CUSD 19	633	(309) 723-5111
Tri-Valley CUSD 3	1,032	(309) 378-2351

Illinois State University Laboratory Schools	Enrollment	Phone Number
University High School	622	(309) 438-8346
Thomas Metcalf School	397	(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 2012 enrollment of 20,502 and faculty numbering 1,394, 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.

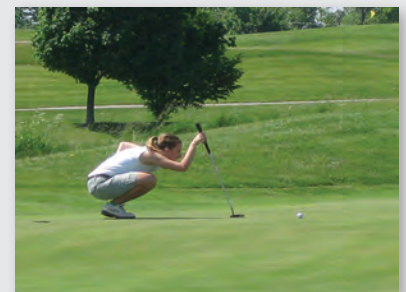
## Average Monthly Climate

	Temperature	Precipitation
January	26°	2.1"
February	29°	1.8"
March	40°	3.0"
April	51°	3.9"
May	63°	4.1"
June	72°	4.2"
July	76°	3.3"
August	74°	3.3"
September	67°	3.6"
October	56°	2.5"
November	41°	2.6"
December	30°	2.1"
Annual	52°	36.4"

Source: Weatherbase

## Parks and Entertainment in McLean County

There are 44 parks in Bloomington, 19 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, 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 2013 Visitor Guide" published by the Bloomington-Normal Area Convention and Visitor's Bureau.





## Property Tax Structure

<b>Bloomington</b>	<b>2009</b>	<b>% of Total</b>	<b>2010</b>	<b>% of Total</b>	<b>2011</b>	<b>% of Total</b>
McLean County	0.9069	11.7%	0.9167	11.8%	0.9157	11.8%
Township	0.1822	2.4%	0.1731	2.2%	0.1433	1.8%
City	1.0762	13.9%	1.0601	13.6%	1.0596	13.5%
School District 87	4.6122	59.6%	4.6582	59.8%	4.6574	59.5%
All Others	0.9640	12.5%	0.9856	12.6%	1.0453	13.4%
<b>Totals</b>	<b>7.7414</b>	<b>100.0%</b>	<b>7.7937</b>	<b>100.0%</b>	<b>7.8213</b>	<b>100.0%</b>

<b>Normal</b>	<b>2009</b>	<b>% of Total</b>	<b>2010</b>	<b>% of Total</b>	<b>2011</b>	<b>% of Total</b>
McLean County	0.9069	11.8%	0.9167	11.7%	0.9157	11.6%
Township	0.1514	2.0%	0.1581	2.0%	0.1650	2.1%
Town	0.7848	10.2%	0.7826	10.0%	0.7749	9.8%
School District U5	4.6929	61.0%	4.7638	60.8%	4.7350	60.0%
All Others	1.1561	15.0%	1.2170	15.5%	1.2991	16.5%
<b>Totals</b>	<b>7.6920</b>	<b>100.0%</b>	<b>7.8383</b>	<b>100.0%</b>	<b>7.8897</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 8.95%, standard rate is 4.15%.

Contribution payments are subject to Taxable Wage Base of \$12,900.

Source: Illinois Dept. of Revenue, Illinois Dept. of Employment Security

## 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 2011-2012.



## Retail Sales

<b>Bloomington</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>
1 General Merchandise	\$120,866,893	\$110,916,441	\$121,898,746
2 Food	\$392,468,424	\$417,792,611	\$419,623,032
3 Drinking and Eating Places	\$173,821,592	\$176,174,920	\$189,865,266
4 Apparel	\$38,765,866	\$47,985,547	\$41,511,265
5 Furniture & H.H. & Radio	\$87,844,726	\$87,562,948	\$146,050,637
6 Lumber, Bldg, Hardware	\$64,625,409	\$57,440,603	\$67,348,948
7 Automotive & Filling Stations	\$258,479,982	\$263,504,934	\$352,820,784
8 Drugs & Misc. Retail	\$127,294,639	\$132,717,896	\$143,139,443
9 Agriculture & All Others	\$108,226,070	\$115,230,222	\$118,703,434
10 Manufacturers	\$18,594,251	\$19,894,833	\$20,444,890
<b>Totals</b>	<b>\$1,390,987,852</b>	<b>\$1,429,220,955</b>	<b>\$1,621,406,444</b>

<b>Normal</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>
1 General Merchandise	\$146,490,047	\$131,843,419	\$146,808,480
2 Food	\$245,230,608	\$271,335,318	\$303,396,969
3 Drinking and Eating Places	\$78,776,611	\$83,530,790	\$89,021,503
4 Apparel	\$23,090,320	\$36,046,478	\$24,789,932
5 Furniture & H.H. & Radio	\$29,095,342	\$34,910,008	\$30,135,312
6 Lumber, Bldg, Hardware	\$71,685,326	\$70,279,262	\$71,164,390
7 Automotive & Filling Stations	\$86,793,386	\$94,400,655	\$108,056,545
8 Drugs & Misc. Retail	\$59,609,043	\$63,672,326	\$61,284,316
9 Agriculture & All Others	\$37,552,462	\$37,746,426	\$47,824,828
10 Manufacturers	\$2,133,177	\$1,639,603	\$1,827,339
<b>Totals</b>	<b>\$780,456,323</b>	<b>\$825,404,286</b>	<b>\$884,309,614</b>

<b>McLean County</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>
1 General Merchandise	\$267,356,941	\$242,759,861	\$268,707,226
2 Food	\$826,290,134	\$901,802,719	\$918,869,902
3 Drinking and Eating Places	\$264,850,841	\$267,958,817	\$285,734,067
4 Apparel	\$61,856,186	\$84,056,790	\$66,359,345
5 Furniture & H.H. & Radio	\$117,341,194	\$123,110,056	\$177,953,297
6 Lumber, Bldg, Hardware	\$142,419,721	\$133,454,466	\$144,712,391
7 Automotive & Filling Stations	\$394,883,492	\$412,341,735	\$511,715,040
8 Drugs & Misc. Retail	\$203,003,516	\$218,594,545	\$221,770,447
9 Agriculture & All Others	\$169,335,567	\$178,596,233	\$196,251,234
10 Manufacturers	\$32,396,651	\$28,953,411	\$29,519,792
<b>Totals</b>	<b>\$2,479,734,244</b>	<b>\$2,591,628,633</b>	<b>\$2,821,592,742</b>

Source: Illinois Department of Revenue. Sales figures calculated from receipts.



## 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.

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

## Annual Airport Usage

### Passenger Enplanements

<b>2012</b>	243,848
<b>2011</b>	290,974
<b>2010</b>	280,974
<b>2009</b>	250,135
<b>2008</b>	268,860
<b>2007</b>	269,839

Source: Central Illinois Regional Airport

## Economic Development Council Media Publications



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



[www.bnbiz.org/blog](http://www.bnbiz.org/blog)  
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