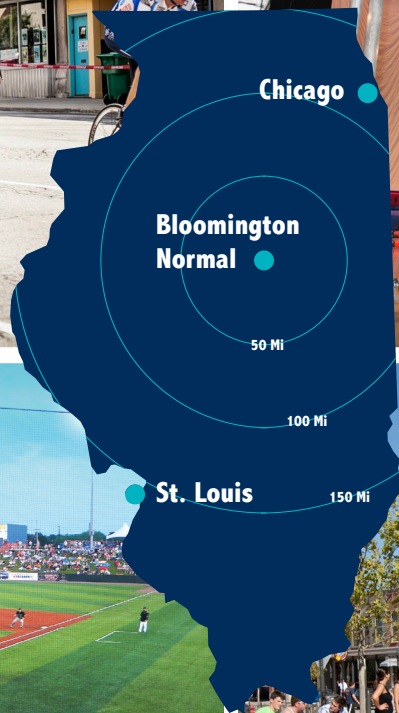




BLOOMINGTON NORMAL

ECONOMIC
DEVELOPMENT
COUNCIL



McLEAN COUNTY, ILLINOIS 2017 DEMOGRAPHIC PROFILE

PEOPLE

MUNICIPAL POPULATION

Municipalities	2010	2016
Anchor Village	146	144
Arrowsmith Village	294	291
Bellflower Village	357	346
Bloomington City	76,610	78,005
Carlock Village	552	553
Chenoa City	1,785	1,747
Colfax Village	1,061	1,036
Cooksville Village	182	183
Danvers Village	1,154	1,126
Downs Village	1,005	978
Ellsworth Village	195	197
El Paso City	2,810	2,778
Gridley Village	1,432	1,427
Heyworth Village	2,841	2,881
Hudson Village	1,838	1,837
Le Roy City	3,560	3,550
Lexington City	2,060	2,048
McLean Village	830	806
Normal Town	52,497	54,264
Saybrook Village	693	677
Stanford Village	596	580
Towanda Village	480	475
McLean County	169,572	172,418
State of Illinois	12,830,632	12,801,539
United States	308,745,538	323,127,513

Source: U.S. Census Bureau, 2010 Census and American Fact Finder Population Estimates Program.

POPULATION & PROJECTIONS - MCLEAN COUNTY, ILLINOIS

	Census 2010	2016	Projected 2021
Total Population	169,572	175,890	184,413
Population by Race			
Asian	7,227	9,833	13,316
Black	12,426	13,674	14,834
Hispanic	7,434	8,813	10,335
Other	6,979	3,082	3,575
White	142,940	145,971	147,372
Population by Age Group			
0-4	10,650	10,313	10,550
5-9	10,914	10,545	10,381
10-14	10,421	11,057	10,870
15-19	14,903	15,002	15,535
20-24	20,902	22,499	22,247
25-34	23,471	23,918	25,041
35-44	20,945	21,465	22,358
45-54	22,608	21,514	20,734
55-64	17,418	19,976	20,732
65-74	9,015	12,365	15,494
75-84	5,666	6,005	7,271
85+	2,659	2,998	3,200
Median Age	32.1	33.0	34.0

Source: ESRI & US Census Bureau.



COUNTY EMPLOYMENT AND LABOR FORCE

Year	Labor Force	Employment	Unemployment	Rate
2016	89,681	85,110	4,571	5.1%
2015	91,110	86,678	4,432	4.9%
2014	91,027	86,074	4,953	5.4%
2013	92,724	86,565	6,159	6.6%
2012	94,495	88,493	6,002	6.4%
2011	95,315	89,007	6,308	6.6%
2010	96,139	89,348	6,791	7.1%
2009	91,493	84,871	6,622	7.2%
2008	90,615	86,181	4,434	4.9%

Source: Illinois Department of Employment Security, Annual Avgs.

BLOOMINGTON-NORMAL EMPLOYMENT BY INDUSTRY

	2012	2013	2014	2015	2016
Total Non-farm	96,200	95,700	94,400	95,200	93,200
Mining, Logging & Construction	2,700	2,800	2,800	2,800	2,800
Manufacturing	4,800	4,900	4,900	4,700	3,400
Transportation and Utilities	3,100	3,100	3,200	3,200	3,000
Retail Trade	9,400	9,300	9,300	9,800	9,600
Information	800	800	700	800	700
Financial Activities	20,500	20,500	19,700	20,000	20,000
Professional & Business Services	11,100	10,700	10,000	10,000	9,700
Educational & Health Services	10,700	10,600	10,700	10,900	11,200
Leisure and Hospitality	10,600	11,000	11,200	11,400	11,400
Other Services	3,700	3,700	3,700	3,800	3,800
Government	16,400	16,100	16,000	15,800	15,600

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

HEADQUARTERS OF:



MAJOR EMPLOYERS

Company Names	2016
State Farm Insurance Co.	14,532
Illinois State University	3,300
COUNTRY Financial	1,939
Unit 5 Schools	1,669
Advocate BroMenn Healthcare	1,271
OSF St. Joseph Medical Center	894
Heartland Bank & Trust	763
Afni, Inc.	760
McLean County, Government	713
City of Bloomington	691
District 87 Schools	594
Illinois Wesleyan University	507
Town of Normal	499
GROWMARK, Inc.	480
Heritage Enterprises	465
Nestle USA	415
Nussbaum Transportation	399
Bridgestone/Firestone Co.	381
Illinois Farm Bureau	338
Heartland Community College	288
Chestnut Health Systems	255
The Snyder Companies	253
The Baby Fold	242
STL Technology Partners	122

Source: HR Representatives from each company/organization. Figures are self-reported and non-scientific and not intended to be used as a time series. Full-time equivalents (FTE).

WAGE RATES FOR SELECTED OCCUPATIONS

Job Title	Median Hourly Wage
Nursing assistants	\$11.78
Food preparation & serving	\$9.22
Janitors & cleaners	\$11.50
Cashiers	\$9.40
Retail salespersons	\$10.12
Machinists	\$15.56
Bookkeepers & accounting	\$18.65
Customer service representative	\$12.99
Administrative assistants (non-exec)	\$15.87
Insurance claims & policy processing clerks	\$17.42
Maintenance & repair workers	\$17.38
Freight / stock laborers, hand	\$13.00
Truck drivers, heavy	\$21.67
Sales representatives, wholesale	\$26.70

Source: Bureau of Labor Statistics, May 2016 Wage Rates.

LIFESTYLE

MEDIAN HOUSEHOLD INCOME

Champaign County	\$46,495
Cook County	\$55,251
McLean County	\$62,211
Peoria County	\$51,147
Sangamon County	\$56,167
Tazewell County	\$58,194
Winnebago County	\$48,225

Source: American Community Survey 2011-2015, 5-Year Estimates.

2015 GROSS METROPOLITAN PRODUCT

Metro Area	GMP (in billions)
Bloomington-Normal MSA	\$10.414
Champaign-Urbana MSA	\$10.935
Decatur MSA	\$6.186
Peoria MSA	\$20.336
Rockford MSA	\$14.410
Springfield MSA	\$9.940
Illinois	\$776.9

Source: Bureau of Economic Analysis.

RETAIL SALES TAX RECEIPTS

	2011	2012	2013	2014	2015	2016
Bloomington	\$12,826,993	\$14,730,776	\$13,711,182	\$13,314,807	\$13,778,281	\$14,113,962
Normal	\$7,954,718	\$8,412,916	\$8,633,468	\$8,801,559	\$8,856,261	\$8,646,028

Source: Illinois Department of Revenue.

BUILDING PERMITS

	Permits 2016	Construction Cost	Permits 2015	Construction Cost
Bloomington				
Single Family	83	\$15,765,053	105	\$17,369,894
Multi Family	6	\$6,347,000	2	\$3,875,775
Commercial	101	\$57,403,000	84	\$23,774,288
Total	190	\$79,515,053	191	\$45,019,957
Normal				
Single Family	78	\$7,967,000	68	\$6,717,000
Multi Family	6	\$18,701,703	4	\$4,434,295
Commercial	85	\$30,612,925	74	\$16,434,238
Total	169	\$57,281,628	146	\$27,585,533

Source: City of Bloomington and Town of Normal. Total figures do not include remodels, additions or demolitions.

BLOOMINGTON-NORMAL HOME SALES

Year	Sales	Volume	Avg.	Year	Sales	Volume	Avg.
2016	2,859	\$485,630,234	\$169,860	2010	2,052	\$363,018,814	\$176,909
2015	2,780	\$475,099,235	\$170,899	2009	2,272	\$379,437,411	\$166,533
2014	2,632	\$445,643,739	\$169,318	2008	2,253	\$399,218,123	\$177,194
2013	2,812	\$487,991,844	\$173,539	2007	2,663	\$442,453,102	\$171,859
2012	2,459	\$422,926,867	\$171,991	2006	2,918	\$490,115,440	\$167,963
2011	2,048	\$347,573,557	\$169,714	2005	2,932	\$487,646,025	\$166,274

Source: Bloomington-Normal Association of Realtors. Figures include both new and existing homes.



SCHOOL DISTRICTS

Public School Districts	Enrollment
Bloomington Dist. 87	5,455
El Paso-Gridley CUSD 11	1,238
Heyworth CUSD 4	970
Le Roy CUSD 2	795
Lexington CUSD 7	486
McLean County Unit 5	13,751
Olympia CUSD 16	1,860
Prairie Central CUSD 8	2,050
Ridgeview CUSD 19	609
Tri-Valley CUSD 3	992
Illinois State University Laboratory Schools	
University High School	611
Thomas Metcalf School	435
Private Schools	
Grades	
Calvary Christian Academy	Pre K - 12
Central Catholic High School	9 - 12
Cornerstone Christian Academy	Pre K - 12
Corpus Christi Catholic School	K - 8
Epiphany Catholic School	K - 8
Hammitt School	K - 12
Mulberry School	Pre K - 3
St. Mary's Catholic School	Pre K - 8
Trinity Lutheran School	Pre K - 8

Sources: State Board of Education K-12. Illinois District Report Card 2016. Note: Private school enrollment numbers are not publicly available.



COLLEGES

Heartland Community College—Established in 1990 and classes were first offered in the fall of 1991. Since then, enrollment has grown to over 5,282 credit students and 13,092 non-credit students with campuses in Normal, Pontiac, and Lincoln. HCC offers 26 degrees and 44 certifications in 58 different areas.



Illinois State University—Founded in 1857, ISU was the first public university in Illinois. With a 2015 enrollment of 20,788 and faculty numbering 1,394, ISU has six colleges and 35 academic departments offering more than 160 fields of study. More than 70% of students live off-campus; a 2015 economic impact analysis estimates the university annually contributes more than \$833 million to the local economy.



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—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.

ARTS, ENTERTAINMENT & LEISURE IN MCLEAN COUNTY

There are 38 parks in Bloomington, 19 in Normal and over 2,500 acres of regional parks in McLean County. Bloomington-Normal also boasts numerous entertainment venues including Miller Park Zoo, The 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 Visitor Guide" (www.visitbn.org) published by the Bloomington-Normal Area Convention and Visitor's Bureau.



COSTS

PROPERTY TAX STRUCTURE

Tax rates can range between \$7.62 and \$9.18 per \$100 of equalized assessed valuation in McLean County. Equalized assessed value is equal to one-third the market value of a property as determined by the township assessor. Below are examples of specific tax codes from Bloomington and Normal:

	2016	% of Total		2016	% of Total
Bloomington Code	4001		Normal Code	3001	
McLean County	0.9140	10.9%	McLean County	0.9140	10.7%
Bloomington Township	0.1217	1.4%	Normal Township	0.2308	2.7%
City of Bloomington	1.0836	12.9%	Town of Normal	0.9589	11.2%
BN Water Reclamation District	0.1793	2.1%	BN Water Reclamation District	0.1793	2.1%
BN Airport Authority	0.1244	1.5%	BN Airport Authority	0.1244	1.5%
SUSD District 87	5.1400	61.2%	School District U5	5.0147	58.6%
Bloomington Public Library	0.2530	3.0%	Normal Public Library	0.4526	5.3%
Heartland Community College	0.5884	7.0%	Heartland Community College	0.5884	6.9%
			Township Road District	0.0957	1.1%
Totals	8.4044	100.0%	Totals	8.5588	100.0%

Source: McLean County Office of Assessments and Illinois Department of Revenue

AVERAGE LAND COSTS AND RENTAL RATES

	Land Costs in \$ / square foot			Rental Rates in \$ / sf per year			
	Low	High	Typical	Low	High	Typical	Lease Type
Retail	\$4.00	\$20.00	\$8.00	\$7.00	\$30.00	\$15.00	NNN
Office	\$2.50	\$7.00	\$4.00	\$7.00	\$19.00	\$12.00	Modified Gross
Commercial	\$1.25	\$5.00	\$3.50	\$6.00	\$10.00	\$9.00	Modified Gross
Manufacturing	\$0.50	\$1.75	\$1.75	\$2.00	\$5.00	\$3.50	Modified Gross
Agricultural	\$0.11	\$0.28	\$0.23				
Development	\$0.23	\$2.30	\$1.15				

Source: Coldwell Banker The Real Estate Group of America REALTORS® Figures are not binding.. Estimates are derived from local market data covering 2015-2016.

UTILITIES

Metro Area	
Electricity	Ameren Illinois — ameren.com/illinois Corn Belt Energy Cooperative — cornbeltenergy.com
Natural Gas	Nicor Gas — nicorgas.com
Water	City of Bloomington — cityblm.org Town of Normal — normal.org
Wastewater	BN Water Reclamation Dist. — (309) 827-4396 CIRBN — www.cirbn.org
Internet/ Fiber	Comcast — business.comcast.com Frontier — business.frontier.com MetroNet — metronetinc.com/bloomington Stratus Networks — stratusnet.com

STATE OF ILLINOIS TAXES

Corporate Income Tax. Calculated from reported federal income. The rate is 7.75% based on a 5.25% income tax and 2.5% replacement tax.

Sales/Use Tax. Illinois retail sales are taxed at a rate of 6.25% with the exception of grocery (or unprepared food) and pharmaceutical sales, which are taxed at 1%. Local municipalities may approve an additional sales tax for certain items - excluding licensed vehicles, grocery, and pharmaceuticals.

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

Unemployment Compensation. Maximum rate is 7.2%, standard rate is 3.55%. Contribution payments are subject to Taxable Wage Base of \$12,960.

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



**BLOOMINGTON-NORMAL
AMTRAK**

The Bloomington/Normal Amtrak Station is located in Uptown Normal and provides access to the Texas Eagle and Illinois Service Routes. Uptown Station is the second busiest Amtrak station in Illinois.

Amtrak Annual Ridership

Year	Total Ons/Offs
2016	226,212
2015	254,317
2014	261,631
2013	263,235
2012	239,981
2011	244,566
2010	192,682

Source: Amtrak, USDOT.

2016 Annual Ridership

Metro Area	
Chicago	3,247,117
Bloomington/Normal	226,212
Springfield	165,484
Champaign/Urbana	162,050
Carbondale	101,845

Source: Amtrak, USDOT.

CONNECT TRANSIT

Connect Transit is the primary public transit system servicing Bloomington-Normal. Eleven fixed routes provide access to the Bloomington-Normal community year round, and three additional routes are added during the academic year

Connect Transit Annual Ridership

Year	Riders
2016	2,029,871
2015	2,603,029
2014	2,699,528
2013	2,067,276
2012	2,083,947
2011	1,849,234
2010	1,261,374

Source: Connect Transit.



CENTRAL ILLINOIS REGIONAL AIRPORT

Central Illinois Regional Airport (CIRA), also known by its three letter IATA identifier as BMI, is located in East Bloomington. Offering access to and from the world on three airlines - American, Delta and Allegiant - via daily jet service to airline hubs in Atlanta, Dallas-Ft. Worth, Minneapolis-St. Paul and Chicago and nonstop service to Florida destinations, CIRA supports the quality of life, business and institutional travel needs of the region. Geographically located in the center of the vibrant central Illinois region, CIRA serves as a convenient and efficient global portal for corporate activities and those with business and leisure travel interests.

With FedEx's daily air cargo flight activity and a sorting and distribution facility, corporate and private based aircraft facilities and multiple aircraft maintenance, charter and fueling service providers, CIRA hosts a considerable amount of aviation activity generating significant economic impact to the community. Airfield capabilities include an 8,000 foot primary runway and a 6,500 foot crosswind runway with three Instrument Landing Systems including a CAT II, providing for reliable operations during inclement weather conditions.

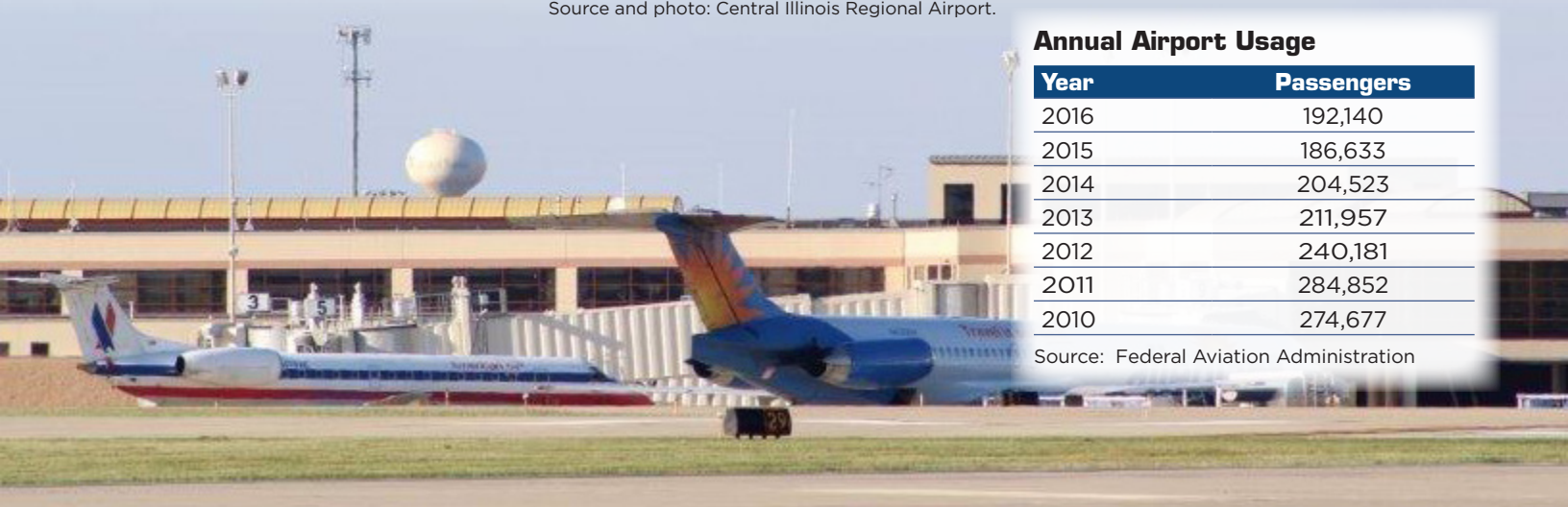
Over 700 acres of shovel-ready airport property located within an Enterprise Zone and designated for a variety of commercial, manufacturing, hospitality and retail services are available for development. Find more information about Central Illinois Regional Airport at CIRA.com.

Source and photo: Central Illinois Regional Airport.

Annual Airport Usage

Year	Passengers
2016	192,140
2015	186,633
2014	204,523
2013	211,957
2012	240,181
2011	284,852
2010	274,677

Source: Federal Aviation Administration



COMMUNITY CONTACTS

McLEAN COUNTY

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

TOWN OF NORMAL

11 Uptown Circle
Normal, IL 61761
(309) 454-2444
www.normal.org

CITY OF BLOOMINGTON

109 E. Olive St.
Bloomington, IL 61701
(309) 434-2611
www.cityblm.org

McLEAN COUNTY CHAMBER OF COMMERCE

2203 E. Empire Street
Bloomington, IL 61704
(309) 829-6344
www.mcleancochamber.org

CAREER LINK – MCLEAN COUNTY

1500 W. Raab Rd. Suite 2400
Student Commons Building
Normal, IL 61761
(309) 827-6237
www.careerlink16.com

CENTRAL ILLINOIS SCORE

121 N. Main St., 2nd floor
Bloomington, IL 61701
(309) 664-0549
centralillinois.score.org

McLEAN COUNTY REGIONAL PLANNING COMMISSION

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

BLOOMINGTON-NORMAL AREA CONVENTION AND VISITORS BUREAU

3201 CIRA Dr. Suite #201
Bloomington, IL 61704
(309) 665-0033
www.visitbn.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 SMALL BUSINESS DEVELOPMENT CENTER

Illinois Wesleyan University
1312 Park Street
P.O. Box 2900
Bloomington, IL. 61701
www.iwu.edu/sbdc



BN Advantage is an economic development plan and implementation strategy promoting collaboration by engaging all segments of the community to achieve economic growth and diversification through entrepreneurship, expansion of underrepresented employment sectors, and attraction of complementary businesses while building upon the region's superior quality of life.

BNAdvantage.com

DON'T SEE THE INFORMATION YOU NEED? CONTACT US AND WE CAN HELP?

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.



200 W. College Ave., Suite 402, Normal, IL 61761
309.452.8437 | www.bnbiz.org