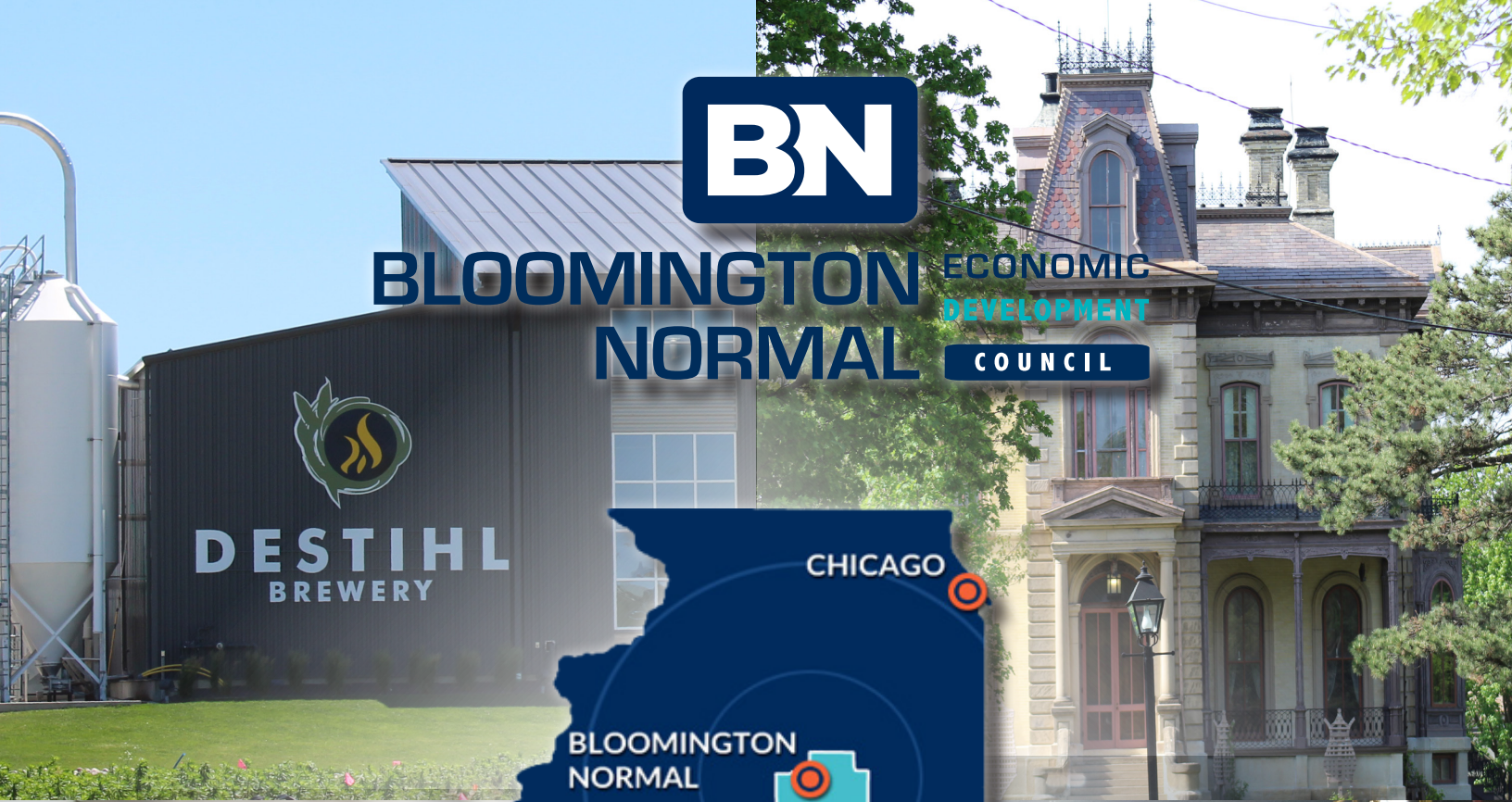




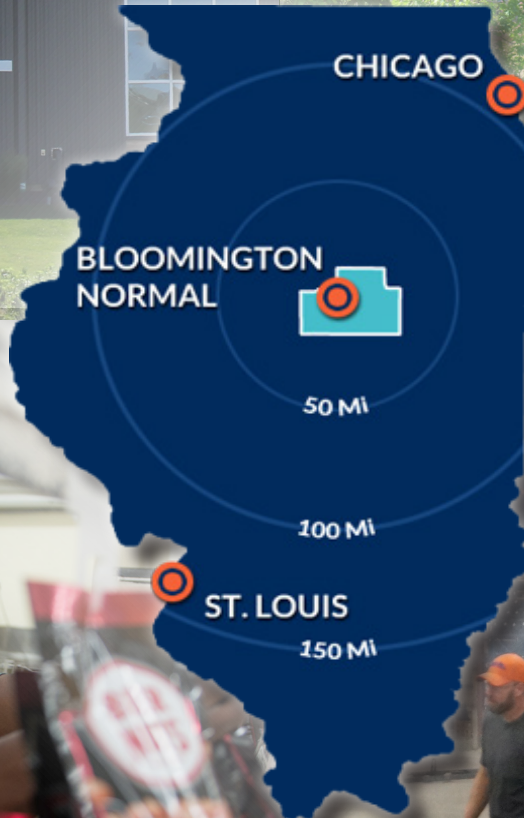
**BLOOMINGTON
NORMAL**

**ECONOMIC
DEVELOPMENT**

COUNCIL



**DESTIHL
BREWERY**



MCLEAN COUNTY, ILLINOIS

2018 DEMOGRAPHIC PROFILE

PEOPLE

MUNICIPAL POPULATION

Municipalities	2010	2017
Anchor Village	146	142
Arrowsmith Village	294	267
Bellflower Village	357	416
Bloomington City	76,610	78,368
Carlock Village	552	583
Chenoa City	1,785	1,840
Colfax Village	1,061	1,081
Cooksville Village	182	170
Danvers Village	1,154	1,291
Downs Village	1,005	971
Ellsworth Village	195	276
El Paso City	2,810	2,754
Gridley Village	1,432	1,426
Heyworth Village	2,841	3,031
Hudson Village	1,838	1,704
Le Roy City	3,560	3,570
Lexington City	2,060	2,107
McLean Village	830	779
Normal Town	52,497	54,534
Saybrook Village	693	790
Stanford Village	596	701
Towanda Village	480	441
McLean County	169,572	172,290
State of Illinois	12,830,632	12,768,320
United States	308,745,538	325,719,178

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

POPULATION & PROJECTIONS - MCLEAN COUNTY

	Census 2010	2017	Projected 2022
Total Population	169,572	176,271	180,895
Population by Race			
Asian	7,227	9,695	12,110
Black	12,426	13,724	14,707
Hispanic	7,434	8,815	10,167
Other	6,979	8,199	9,401
White	142,940	145,332	144,677
Population by Age Group			
0-4	10,650	10,075	10,240
5-9	10,914	10,357	10,102
10-14	10,421	10,729	10,578
15-19	14,903	14,787	15,149
20-24	20,902	22,171	21,732
25-34	23,471	23,891	24,677
35-44	20,945	21,246	21,852
45-54	22,608	20,816	20,042
55-64	17,418	20,054	20,044
65-74	9,015	13,042	15,705
75-84	5,666	6,015	7,543
85+	2,659	3,088	3,177
Median Age	32.1	33.3	34.1

Source: ESRI & U.S. Census Bureau

Average Household Size: 2.46 people

DOWNTOWN BLOOMINGTON FARMERS' MARKET

The Bloomington Farmers' Market takes place on the historic downtown square every Saturday morning from May to October. Urban meets rural with locally grown food products, musical entertainment, and cooking demonstrations.

COUNTY EMPLOYMENT AND LABOR FORCE

Year	Labor Force	Employment	Unemployment	Rate
2017	88,354	84,768	3,586	4.1%
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

	2017	2016	2015	2014	2013
Total Non-farm	93,500	93,200	95,200	94,400	95,700
Mining, Logging & Construction	2,800	2,800	2,800	2,800	2,800
Manufacturing	3,300	3,400	4,700	4,900	4,900
Transportation and Utilities	2,900	3,000	3,200	3,200	3,100
Wholesale Trade	2,100	2,000	2,100	2,300	2,300
Retail Trade	9,700	9,600	9,800	9,300	9,300
Information	600	700	800	700	800
Financial Activities	20,300	20,000	20,000	19,700	20,500
Professional & Business Services	9,600	9,700	10,000	10,000	10,700
Educational & Health Services	10,900	11,200	10,900	10,700	10,600
Leisure and Hospitality	11,900	11,400	11,400	11,200	11,000
Other Services	3,700	3,800	3,800	3,700	3,700
Government	15,700	15,600	15,800	16,000	16,100

Source: U.S. 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 assistants	\$12.17
Food preparation & serving	\$9.66
Janitors & cleaners	\$13.37
Cashiers	\$9.72
Retail salespersons	\$10.82
Machinists	\$17.63
Bookkeepers & accounting	\$18.06
Customer service representative	\$12.51
Administrative assistants (non-exec)	\$16.16
Insurance claims & policy processing clerks	\$19.46
Maintenance & repair workers	\$18.67
Freight / stock laborers, hand	\$10.96
Truck drivers, heavy	\$25.58
Sales representatives, wholesale	\$26.61

Source: U.S. Bureau of Labor Statistics, 2017 Wage Rates

MAJOR EMPLOYERS

Company	2017
State Farm Insurance Co.	14,731
Illinois State University	3,281
COUNTRY Financial	1,972
Unit 5 Schools	1,761
Advocate BroMenn Healthcare	1,305
OSF St. Joseph Medical Center	860
McLean County, Government	835
Afni, Inc.	830
District 87 Schools	680
City of Bloomington	679
Illinois Wesleyan University	508
Heartland Community College	488
Heritage Enterprises	482
Bridgestone/Firestone Co.	393
Town of Normal	373
GROWMARK, Inc.	362
Illinois Farm Bureau	350
The Snyder Companies	312
Nestle USA*	290
Heartland Bank & Trust	261
Stark Companies	225
The Baby Fold	225
Chestnut Health Systems	218
Nussbaum Transportation	160

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).

* - Nestle USA sold its Bloomington facility to Ferrero Confectionary in January 2018

HEADQUARTERS OF:



LIFESTYLE

RETAIL SALES

	2017	2016	2015	2014	2013
Bloomington	\$1,436,564,291	\$1,411,396,208	\$1,377,828,050	\$1,331,480,719	\$1,371,118,244
Normal	\$857,442,748	\$864,602,886	\$885,626,112	\$880,155,927	\$863,346,830
McLean County	\$54,600,534	\$58,641,955	\$56,909,906	\$69,955,887	\$68,035,762
Total	\$2,348,607,573	\$2,334,641,049	\$2,320,364,068	\$2,281,592,533	\$2,302,500,836

Source: Illinois Department of Revenue

2016 REAL GROSS METROPOLITAN PRODUCT

Metro Area	GMP (in billions)
Bloomington-Normal MSA	\$10.054
Champaign-Urbana MSA	\$10.580
Decatur MSA	\$5.289
Peoria MSA	\$17.449
Rockford MSA	\$12.919
Springfield MSA	\$8.664
Illinois	\$692.453

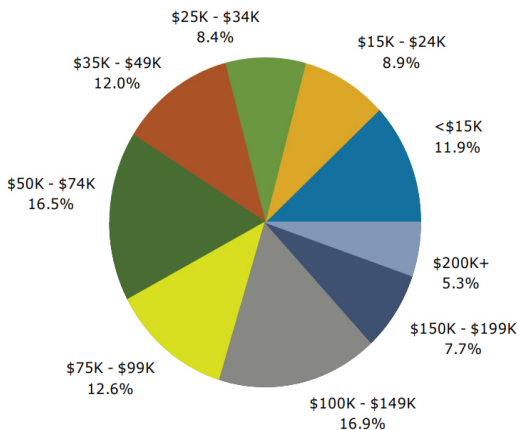
Source: Bureau of Economic Analysis

MEDIAN HOUSEHOLD INCOME

Champaign County	\$48,899
Cook County	\$56,902
McLean County	\$63,420
Peoria County	\$51,632
Sangamon County	\$56,742
Tazewell County	\$60,178
Winnebago County	\$49,468

Source: American Community Survey 2012-2016, 5-Year Estimates

2017 HOUSEHOLD INCOME MCLEAN COUNTY



Source: ESRI Data, 2018

BLOOMINGTON-NORMAL HOME SALES

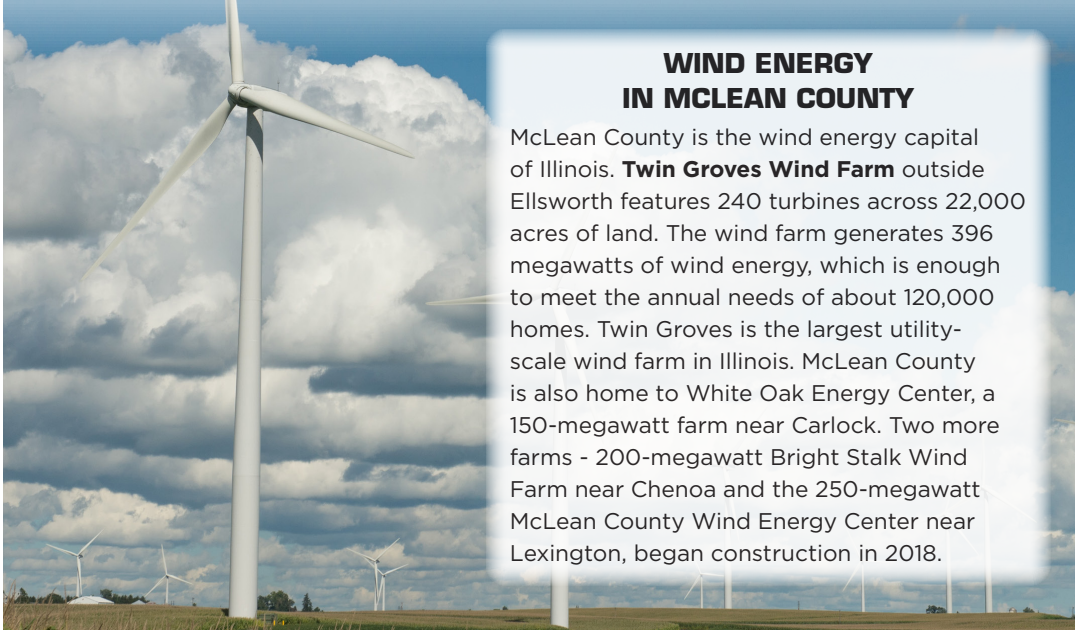
Year	Sales	Volume	Avg.	Year	Sales	Volume	Avg.
2017	2,804	\$491,791,424	\$175,389	2011	2,048	\$347,573,557	\$169,714
2016	2,859	\$485,630,234	\$169,860	2010	2,052	\$363,018,814	\$176,909
2015	2,780	\$475,099,235	\$170,899	2009	2,272	\$379,437,411	\$166,533
2014	2,632	\$445,643,739	\$169,318	2008	2,253	\$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

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

BUILDING PERMITS

	Permits 2017	Construction Cost	Permits 2016	Construction Cost
Bloomington				
Single Family	102	\$18,227,870	83	\$15,765,053
Multi Family	2	\$1,075,000	6	\$6,347,000
Commercial	57	\$16,004,666	101	\$57,403,000
Total	161	\$35,307,536	190	\$79,515,053
Normal				
Single Family	58	\$6,341,598	78	\$7,967,000
Multi Family	6	\$12,638,878	6	\$18,701,703
Commercial	17	\$10,299,104	85	\$30,612,925
Total	81	\$29,279,580	169	\$57,281,628

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



WIND ENERGY IN MCLEAN COUNTY

McLean County is the wind energy capital of Illinois. **Twin Groves Wind Farm** outside Ellsworth features 240 turbines across 22,000 acres of land. The wind farm generates 396 megawatts of wind energy, which is enough to meet the annual needs of about 120,000 homes. Twin Groves is the largest utility-scale wind farm in Illinois. McLean County is also home to White Oak Energy Center, a 150-megawatt farm near Carlock. Two more farms - 200-megawatt Bright Stalk Wind Farm near Chenoa and the 250-megawatt McLean County Wind Energy Center near Lexington, began construction in 2018.

SCHOOL DISTRICTS

Public School Districts	Enrollment
Bloomington Dist. 87	5,300
El Paso-Gridley CUSD 11	1,249
Heyworth CUSD 4	937
Le Roy CUSD 2	778
Lexington CUSD 7	478
McLean County Unit 5	13,586
Olympia CUSD 16	1,848
Prairie Central CUSD 8	1,939
Ridgeview CUSD 19	587
Tri-Valley CUSD 3	1,077
Illinois State University Laboratory Schools	
University High School	600
Thomas Metcalf School	432
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 2017. Note: Private school enrollment numbers are not publicly available.

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. The Constitution Trail is a 45+ mile hard surfaced trail running through the Twin Cities that has been developed for walking, hiking, jogging and biking, providing the community with an outstanding linear park for the entire family. Bloomington-Normal also boasts numerous entertainment venues including Miller Park Zoo, Grossinger Motors Arena, Normal Theater, Redbird Arena, **The Castle Theatre** (pictured), 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.



COLLEGES

Heartland Community College — Established in 1990 and classes were first offered in the fall of 1991. Since then, enrollment has grown to over 9,000 credit students and 16,000 non-credit students with campuses in Normal, Pontiac, and Lincoln. HCC offers 16 associate and transfer degrees and 31 certificates.

Illinois State University — Founded in 1857, ISU was the first public university in Illinois. With a 2017 enrollment of 20,784, 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 1,649 undergraduates. Recognized as one of the nation's premier private residential liberal arts universities, IWU offers over 80 majors, minors, and programs with 193 faculty members.

Lincoln College at Normal — Lincoln College offers accelerated hybrid evening courses in Normal. Accredited by the North Central Association, the Accelerated Bridge to Education (ABE) program offers bachelor's degrees in business management, criminal justice, health services administration, organizational leadership, entrepreneurship, and liberal arts to over 300 working adults.

McLean County residents - 25 and older
High school graduate or higher: 95.6%
Bachelor's degree or higher: 44.5%

Source: Regional Office of Education #17, 2017



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:

	2017	% of Total		2017	% of Total
Bloomington Code	4001		Normal Code	3001	
School District #87	5.1532	61.2%	School District Unit #5	5.0361	58.6%
City of Bloomington	1.0796	12.9%	Town of Normal	1.0414	11.2%
McLean County	0.91052	10.9%	McLean County	0.91052	10.7%
Heartland Community College	0.58538	7.0%	Heartland Community College	0.58538	6.9%
Bloomington Public Library	0.25959	3.0%	Normal Public Library	0.58538	5.3%
BN Water Reclamation District	0.18466	2.1%	Normal Township	0.23281	2.7%
BN Airport Authority	0.11937	1.5%	BN Water Reclamation District	0.18466	2.1%
Bloomington Township	0.1310	1.4%	BN Airport Authority	0.11937	1.5%
			Township Road District	0.09291	1.1%
Totals	8.42332	100.0%	Totals	8.78853	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	\$25.00	\$8.00	\$7.00	\$35.00	\$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/Storage	\$0.50	\$1.75	\$1.75	\$3.00	\$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® Figures are not binding. Estimates are derived from local market data covering 2016-2017.

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 Comcast — business.comcast.com
Internet/ Fiber	Frontier — business.frontier.com MetroNet — metronetinc.com/bloomington Stratus Networks — stratusnet.com Viasat — viasat.com/internet

STATE OF ILLINOIS TAXES

Corporate Income Tax. Calculated from reported federal income. The rate is 7.75% based on a 7% income tax and 2.5% replacement tax.

Sales/Use Tax. Illinois state sales tax of 6.25% is imposed on the purchase price of tangible personal property for use or consumption. The local municipality typically imposes an additional levy, which can vary.

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

Unemployment Compensation. Maximum rate is 7.35%, standard rate is 3.225%. 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
2017	241,844
2016	226,212
2015	254,317
2014	261,631
2013	263,235
2012	239,981
2011	244,566
2010	192,682

Source: Amtrak, USDOT

2017 Annual Ridership

Metro Area	Ridership
Chicago	3,388,051
Bloomington/Normal	241,844
Springfield	177,241
Champaign/Urbana	158,951
Carbondale	100,858

Source: Amtrak, USDOT

Annual Airport Usage

Year	Passengers
2017	167,870
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

CONNECT TRANSIT

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

Connect Transit Annual Ridership

Year	Riders
2017	2,217,641
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.

With **FedEx's daily air cargo flight activity and a sorting and distribution facility** (below), 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.



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.bloomingtonnormalcvb.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
(309) 556-3171
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**