



**BLOOMINGTON
NORMAL**

**ECONOMIC
DEVELOPMENT
COUNCIL**



 **RIVIAN**



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**BLOOMINGTON-NORMAL
MCLEAN COUNTY, ILLINOIS**

2019 DEMOGRAPHIC PROFILE

Compiled and published by:



BLOOMINGTON NORMAL

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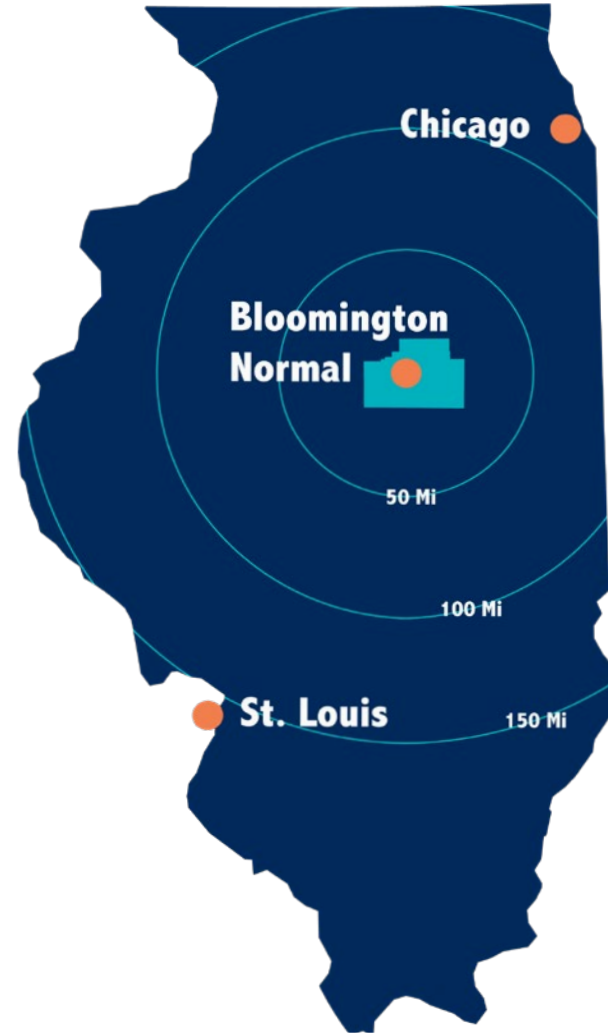
200 W. College Avenue, Suite 402
Normal, IL 61761
309.452.8437
www.bnbiz.org

**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 improve our prosperity and quality of life.

Cover photo: Rivian Automotive CEO RJ Scaringe presents the R1T all-electric pickup truck model at the 2018 Los Angeles Auto Show. Rivian's only production factory is located in Normal. Rivian purchased the former Mitsubishi facility in 2017 and is currently preparing for production in late 2019.

Photos throughout courtesy Lyndsey Schlink and Zach Dietmeier unless otherwise noted



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



The BN Vitals data dashboard is a compilation of hundreds of data points that help policymakers, researchers, or the general user learn about the socio-economic factors in McLean County. The dashboard is maintained by the McLean County Regional Planning Commission as part of the BN Advantage economic development plan and implementation strategy.

BNAdvantage.com

PEOPLE

MUNICIPAL POPULATION

Municipalities	2010	2018
Anchor Village	146	141
Arrowsmith Village	294	278
Bellflower Village	357	351
Bloomington City	76,610	77,962
Carlock Village	552	563
Chenoa City	1,785	1,737
Colfax Village	1,061	1,022
Cooksville Village	182	183
Danvers Village	1,154	1,112
Downs Village	1,005	958
Ellsworth Village	195	199
El Paso City	2,810	2,735
Gridley Village	1,432	1,414
Heyworth Village	2,841	2,899
Hudson Village	1,838	1,818
Le Roy City	3,560	3,544
Lexington City	2,060	2,033
McLean Village	830	801
Normal Town	52,497	54,742
Saybrook Village	693	674
Stanford Village	596	588
Towanda Village	480	464
McLean County	169,572	172,828
State of Illinois	12,830,632	12,741,080
United States	308,745,538	327,167,434

Source: U.S. Census Bureau, 2018 American FactFinder Population Estimates Program

POPULATION - MCLEAN COUNTY

	Census 2010	2017
Total Population	169,572	173,231
Population by Race		
Asian	7,227	8,770
Black	12,426	14,214
Hispanic	7,434	8,216
Other	6,979	5,757
White	142,940	144,451
Population by Age Group		
0-4	10,650	10,561
5-9	10,914	10,919
10-14	10,421	10,287
15-19	14,903	14,979
20-24	20,902	21,999
25-34	23,471	22,832
35-44	20,945	20,928
45-54	22,608	20,831
55-64	17,418	19,427
65-74	9,015	11,650
75-84	5,666	5,823
85+	2,659	2,995
Median Age	32.1	32.7

Source: ESRI & U.S. Census Bureau

Households

66,070



Total Families

40,560



McLean County is roughly the same land area as Rhode Island



1,186 MI²



1,212 MI²

Average Household Size: 2.51 people

Source: American Community Survey



COUNTY EMPLOYMENT AND LABOR FORCE

Year	Labor Force	Employment	Unemployment	Rate
2018	87,889	84,209	3,680	4.2%
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%

Source: Illinois Department of Employment Security, Annual Avgs.

BLOOMINGTON-NORMAL EMPLOYMENT BY INDUSTRY

	2018	2017	2016	2015	2014
Total Non-farm	92,200	93,500	93,200	95,200	94,400
Mining, Logging & Construction	2,800	2,900	2,800	2,800	2,800
Manufacturing	3,000	3,300	3,400	4,700	4,900
Transportation and Utilities	2,900	2,900	3,000	3,200	3,200
Wholesale Trade	2,200	2,100	2,000	2,100	2,300
Retail Trade	9,300	9,700	9,600	9,800	9,300
Information	500	600	700	800	700
Financial Activities	19,600	20,300	20,000	20,000	19,700
Professional & Business Services	9,600	9,600	9,700	10,000	10,000
Educational & Health Services	11,100	10,900	11,200	10,900	10,700
Leisure and Hospitality	11,900	11,900	11,400	11,400	11,200
Other Services	3,600	3,700	3,800	3,800	3,700
Local Government	8,800	8,800	8,700	8,600	8,800
State Government	6,500	6,400	6,500	6,700	6,700
Federal Government	500	500	500	500	500

Source: U.S. Bureau of Labor Statistics, CES Series. Measures Bloomington-Normal MSA, which includes portions of DeWitt County. Numbers may not sum due to categorical overlap or rounding.

Labor Force Participation: 68.1%

Working Full-Time: 60.1%

MAJOR EMPLOYERS

Company	2018
State Farm Insurance Co.	14,200*
Illinois State University	3,319
COUNTRY Financial	2,034
Unit 5 Schools	1,600
OSF HealthCare	1,408
Advocate BroMenn Healthcare	1,337
McLean County, Government	846
Afni, Inc.	830
City of Bloomington	715
District 87 Schools	686
Illinois Wesleyan University	510
Heartland Community College	488
GROWMARK, Inc.	482
Heritage Operations Group	482
Bridgestone/Firestone Co.	451
Stark Industries	369
Town of Normal	367
The Snyder Companies	341
Ferrara Candy Company	325
Illinois Farm Bureau	324

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).

* - Reported 2018 average

HEADQUARTERS OF:



Total Employer Establishments:

3,583

Source: American Community Survey

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:

2018			2018		
Bloomington Code	4001	% of Total	Normal Code	3001	% of Total
School District #87	5.15520	61.3%	School District Unit #5	5.39197	60.1%
City of Bloomington	1.08603	12.9%	Town of Normal	1.02714	11.4%
McLean County	0.92082	10.9%	McLean County	0.92082	10.3%
Heartland Community College	0.58150	6.9%	Heartland Community College	0.58150	6.5%
Bloomington Public Library	0.26081	3.1%	Normal Public Library	0.44349	4.9%
BN Water Reclamation District	0.18651	2.2%	Normal Township	0.23007	2.6%
BN Airport Authority	0.09943	1.2%	BN Water Reclamation District	0.18651	2.1%
Bloomington Township	0.12594	1.5%	BN Airport Authority	0.09943	1.1%
			Township Road District	0.09177	1.0%
Totals	8.41624	100.0%	Totals	8.97270	100.0%

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

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

RETAIL SALES

	2018	2017	2016	2015	2014
Bloomington	\$1,423,866,716	\$1,436,564,291	\$1,411,396,208	\$1,377,828,050	\$1,331,480,719
Normal	\$906,982,596	\$857,442,748	\$864,602,886	\$885,626,112	\$880,155,927
McLean County	\$57,790,941	\$54,600,534	\$58,641,955	\$56,909,906	\$69,955,887
Total	\$2,388,640,253	\$2,348,607,573	\$2,334,641,049	\$2,320,364,068	\$2,281,592,533

Source: 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	\$9.00	\$35.00	\$15.00	NNN
Office	\$2.50	\$7.00	\$4.00	\$8.00	\$19.00	\$12.00	Modified Gross
Commercial	\$1.25	\$5.00	\$3.50	\$7.00	\$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 2017-2018.



2017 REAL GROSS METROPOLITAN PRODUCT

Metro Area	GMP (in billions)
Bloomington-Normal MSA	\$10.924
Champaign-Urbana MSA	\$10.500
Decatur MSA	\$5.315
Peoria MSA	\$16.364
Rockford MSA	\$13.235
Springfield MSA	\$8.812
Illinois	\$692.453

Source: Bureau of Economic Analysis

Median Household Income

\$64,573



Average Household Income

\$84,398



Per Capita Income

\$32,290



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, 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.

EDUCATION

SCHOOL DISTRICTS

Public School Districts	Enrollment
Bloomington Dist. 87	5,315
El Paso-Gridley CUSD 11	1,227
Heyworth CUSD 4	937
Le Roy CUSD 2	793
Lexington CUSD 7	504
McLean County Unit 5	13,334
Olympia CUSD 16	1,847
Prairie Central CUSD 8	1,905
Ridgeview CUSD 19	590
Tri-Valley CUSD 3	1,109
Illinois State University Laboratory Schools	
University High School	612
Thomas Metcalf School	427
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.

McLean County residents - 25 and older
High school graduate or higher: 95.8%
Bachelor's degree or higher: 44.7%

Source: Regional Office of Education #17, 2018



Photo: Illinois Wesleyan



HEARTLAND
COMMUNITY COLLEGE



COLLEGES

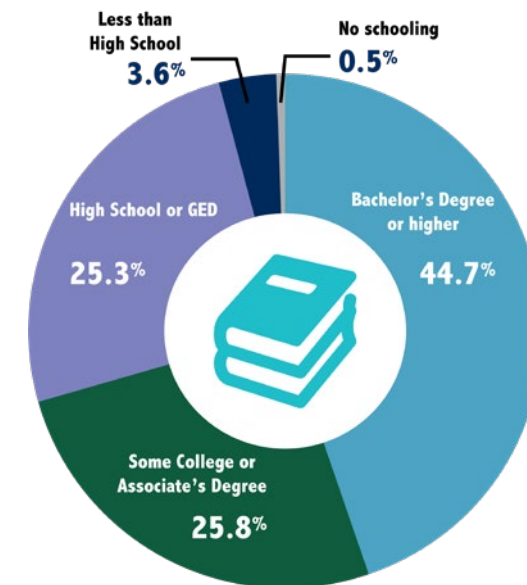
Heartland Community College — Established in 1990 and classes were first offered in the fall of 1991. Since then, enrollment has grown to about 9,000 credit students and 17,000 non-credit enrollments. Heartland offers 13 associate and transfer degrees and 34 certificates.

Illinois State University — Founded in 1857, ISU was the first public university in Illinois. With an enrollment of more than 20,000 students, 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 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 160 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.

BN ranks in the top 10 Top College Towns thanks to our quality of life and professional opportunities for students.



BUILDING PERMITS

	Permits 2018	Construction Cost	Permits 2017	Construction Cost
Bloomington				
Single Family	22	\$3,162,196	102	\$18,227,870
Multi Family	3	\$3,376,000	2	\$1,075,000
Commercial	88	\$30,734,812	57	\$16,004,666
Total	113	\$37,273,008	161	\$35,307,536
Normal				
Single Family	37	\$3,372,000	58	\$6,341,598
Multi Family	5	\$1,664,790	6	\$12,638,878
Commercial	7	\$1,856,461	17	\$10,299,104
Total	49	\$6,893,251	81	\$29,279,580

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

Median Gross Rent: \$811

Source: American Community Survey

BLOOMINGTON-NORMAL HOME SALES

Year	Sales	Volume	Avg.
2018	2,849	\$501,393,857	\$176,061
2017	2,804	\$491,791,424	\$175,389
2016	2,859	\$485,630,234	\$169,860
2015	2,780	\$475,099,235	\$170,899
2014	2,632	\$445,643,739	\$169,318

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



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 Viasat — viasat.com/internet

**RENEWABLE ENERGY
IN MCLEAN COUNTY**

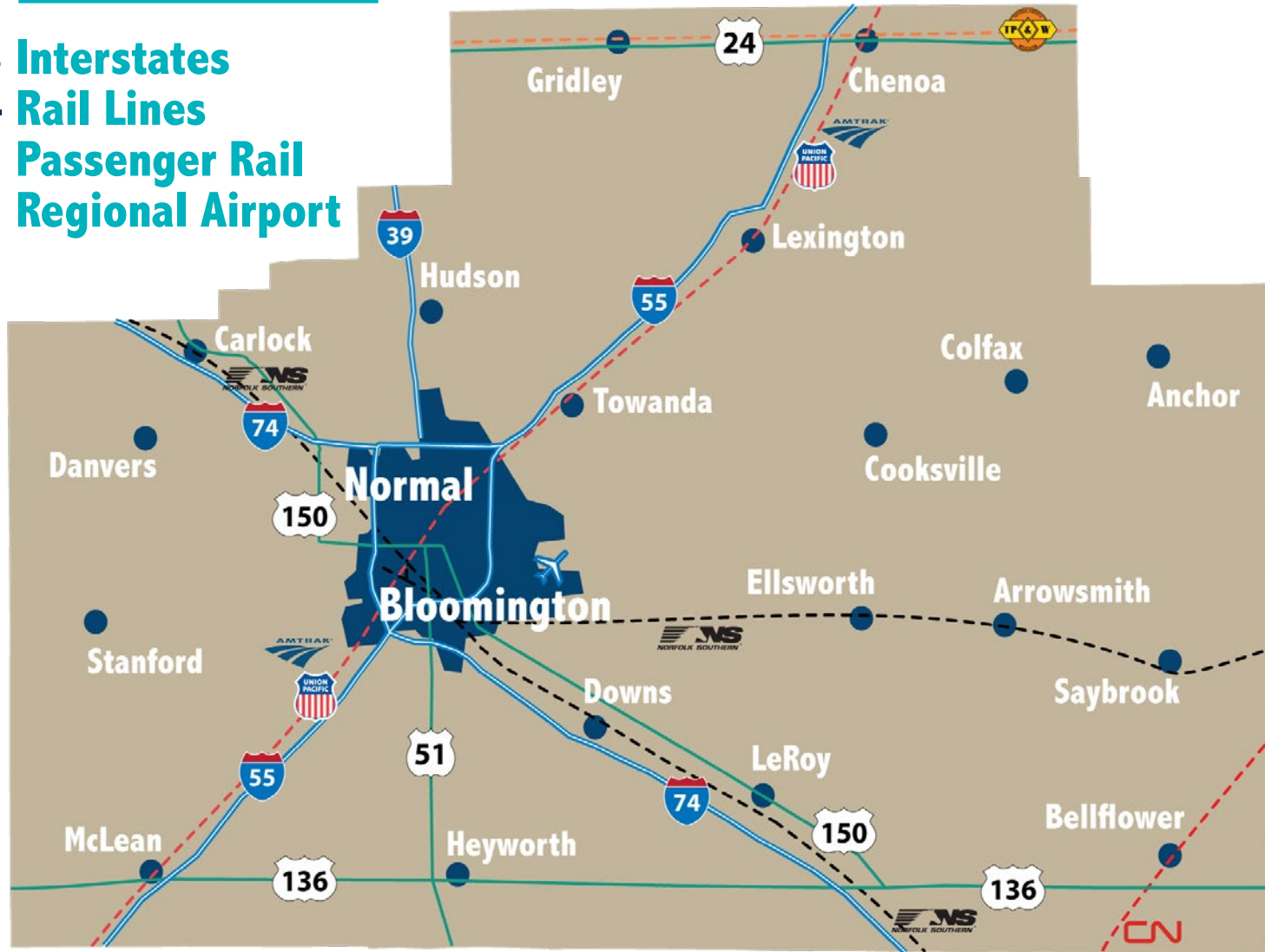
McLean County is the wind energy capital of Illinois. **Twin Groves Wind Farm (pictured)**, outside Ellsworth, features 240 turbines across 22,000 acres of land. The wind farm generates 396 megawatts of wind energy, which is enough to meet the annual needs of about 120,000 homes. Twin Groves is the largest 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 late 2018.

McLean County's first large-scale solar farm, Moraine Solar, will be a two-megawatt, \$3.9 million development near Downs. Construction is on pace to begin in 2020.



- 3 Interstates
- 4 Rail Lines
- 1 Passenger Rail
- 1 Regional Airport



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.

Regional intercity bus services are also available via **Greyhound** and **Peoria Charter**. All three systems operate out of the Uptown Station multi-modal transportation center in Normal.

Connect Transit Annual Ridership

Year	Riders
2018	2,330,123
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



PEORIA CHARTER

Average Commute Time: 18 minutes



Photo: Connect Transit

The **Bloomington-Normal Amtrak Station** is located in Uptown Normal (pictured below) and provides access to the Texas Eagle and Illinois Service Routes. Uptown Station is the second busiest Amtrak station in Illinois, behind only Union Station in Chicago.

4 freight rail services run through McLean County:



2018 Annual Ridership

Metro Area	
Chicago	3,293,590
Bloomington/Normal	235,458
Springfield	166,645
Champaign/Urbana	153,470
Galesburg	93,224

Source: Amtrak, USDOT



Photo: Town of Normal

Central Illinois Regional Airport (CIRA), also known by its three letter IATA identifier as BMI, is located in east Bloomington. Offering access via daily jet service to airline hubs in Atlanta, Dallas-Ft. Worth, and Chicago and nonstop service to Denver, Orlando, and Tampa-St. Petersburg, 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, 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 the Enterprise Zone are available for development. Find more information about Central Illinois Regional Airport at CIRA.com.



saw 183,575 passengers in 2018 on its 4 airlines:



Total cargo freight transported through CIRA in 2018: 13.7 million pounds

Source and photo: Central Illinois Regional Airport.





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