



BLOOMINGTON-NORMAL
ECONOMIC DEVELOPMENT COUNCIL
DEMOGRAPHIC PROFILE

2022

www.bnbiz.org



BLOOMINGTON - NORMAL MCLEAN COUNTY, IL

Throughout its history, the Bloomington-Normal Metro Region has enjoyed economic stability and prosperity. With State Farm's headquarters as the bulwark of the region's economy, McLean County's rich and productive agricultural base, four higher educational institutions and many technical training institutes, two outstanding health care systems, COUNTRY Financial's headquarters and affiliate operations, the foundation, nonprofit and arts and cultural community, and the nearly 3,000 small- to-medium-sized enterprises all have and continue to make invaluable contributions to Bloomington- Normal's economic stability and vitality.

The people of Bloomington-Normal continue to be the region's most important asset. Bloomington-Normal has a highly educated population, due in part to the large university presence in the community, but also to the types of industries that have chosen to call BN home. Not only are the people of Bloomington-Normal well-educated, their levels of educational attainment are reflected in the region's high median household income.

Many communities in the U.S. and around the world aspire to achieve the population base, quality of life and business climate that distinguish Bloomington-Normal. And the competition for the talent and economic pillars that characterize the Bloomington-Normal Metro Region is increasingly intensifying as communities across the world work vigorously to create highly competitive and desirable environments for people and business within their own domains.

**McLean County is
roughly the same land
area as Rhode Island**



POPULATION

MCLEAN COUNTY

	2020	2022
Total Population		
	170,954	171,141
Population by Race & Hispanic Origin		
Asian	8,515	8,957
Black	14,671	15,510
Hispanic	9,006	9,529
American Indian	598	600
Native Hawaiian	95	99
Two or more	4,409	4,720
White	142,666	141,255
Population by Age Group		
0-4	9,497	9,054
5-9	10,123	10,113
10-14	10,511	10,186
15-24	35,591	35,863
25-34	21,471	21,832
35-44	20,984	21,017
45-54	18,958	18,692
55-64	19,853	19,052
65-74	14,409	15,113
75-84	6,604	7,264
85+	2,953	2,955

Source: U.S. Census Bureau, County Population by Characteristics 2020-2022

**TOTAL
HOUSEHOLDS**

67,900

Municipalities	2020	2022
Anchor Village	160	159
Arrowsmith Village	275	274
Bellflower Village	345	343
Bloomington City	78,682	78,864
Carlock Village	546	543
Chenoa City	1,719	1,708
Colfax Village	999	991
Cooksville Village	158	157
Danvers Village	1,091	1,082
Downs Village	1,197	1,190
Ellsworth Village	183	182
El Paso City	2,749	2,727
Gridley Village	1,456	1,448
Heyworth Village	2,794	2,797
Hudson Village	1,759	1,757
Le Roy City	3,507	3,492
Lexington City	2,094	2,090
McLean Village	742	736
Normal Town	52,749	52,838
Saybrook Village	655	650
Stanford Village	597	592
Towanda Village	433	431
McLean County	170,954	171,141
State of Illinois	12,812,545	12,582,032
United States	331,511,512	333,287,557

Source: U.S. Census Bureau, Annual Estimates of the Resident Population for Incorporated Places in Illinois

**AVERAGE
HOUSEHOLD SIZE**

2.4



EMPLOYMENT & LABOR

Unemployment Rate

3.6%

Labor Force Participation

64.2%

Employment Rate

96.4%

Source: American Community Survey

COUNTY EMPLOYMENT AND LABOR FORCE

	2010	2018	2019	2020	2021	2022
Labor force	104,724	97,001	96,004	92,262	93,165	96,209
Employment	97,130	92,937	92,493	85,930	88,768	92,769
Unemployment	7,594	4,064	3,511	6,332	4,397	3,440
Unemployment Rate (%)	7.3	4.2	3.7	6.9	4.7	3.6

Source: U.S. Bureau of Labor Statistics, Local Area Unemployment Statistics

BLOOMINGTON-NORMAL EMPLOYMENT

Industry	2010	2018	2019	2020	2021	2022
Mining, Logging, and Construction	3.0	2.8	2.9	2.8	3.0	2.9
Manufacturing	4.5	3.4	3.7	3.6	3.3	9
Transportation and Utilities	3.0	2.9	2.9	2.8	2.9	3
Wholesale Trade	2.7	2.2	2.2	2.2	2.2	2.3
Retail Trade	9.4	9.3	9.1	8.6	8.9	9
Information	0.9	0.5	0.5	0.5	0.5	0.5
Financial Activities	20.4	19.7	19.7	19.8	19.8	19.8
Professional and Business Services	10.5	9.7	9.5	9.4	10.4	9.8
Education and Health Services	11.5	11.0	11.0	10.6	10.6	10.9
Leisure and Hospitality	10.1	11.8	11.0	8.4	9.2	10
Other Services	3.6	3.6	3.6	3.3	3.3	3.5
Federal Government	0.8	0.5	0.5	0.5	0.5	0.4
State Government	6.7	7.1	7.2	6.6	6.5	6.2
Local Government	9.1	8.8	8.9	8.3	8.6	8.8
Total Nonfarm	96.1	93.2	92.5	87.3	89.6	95.9

Note: Data displayed is in thousandths.

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.





EMPLOYERS

MAJOR EMPLOYERS

Company	2022
State Farm Insurance Co.	13,000+
Rivian	7,500
Illinois State University	3,452
COUNTRY Financial	3,241
Unit 5 Schools	2,350
Carle BroMenn Hospital	1,995
OSF St. Joseph Medical Center	1,657
City of Bloomington	890
McLean County	832
District 87 Schools	745
Heartland Community College	572
GROWMARK, Inc.	529
Illinois Wesleyan University	523
Ferrero USA	440
IAA/Illinois Farm Bureau	309
Heartland Bank & Trust	285
Heritage Operations Group	255
Chesnut Health Systems	250
Tentac Enterprises	209
Brandt	190

Source: HR departments provided their numbers and/or used previously published numbers

Total Employment Establishments 3,4

Source: American C



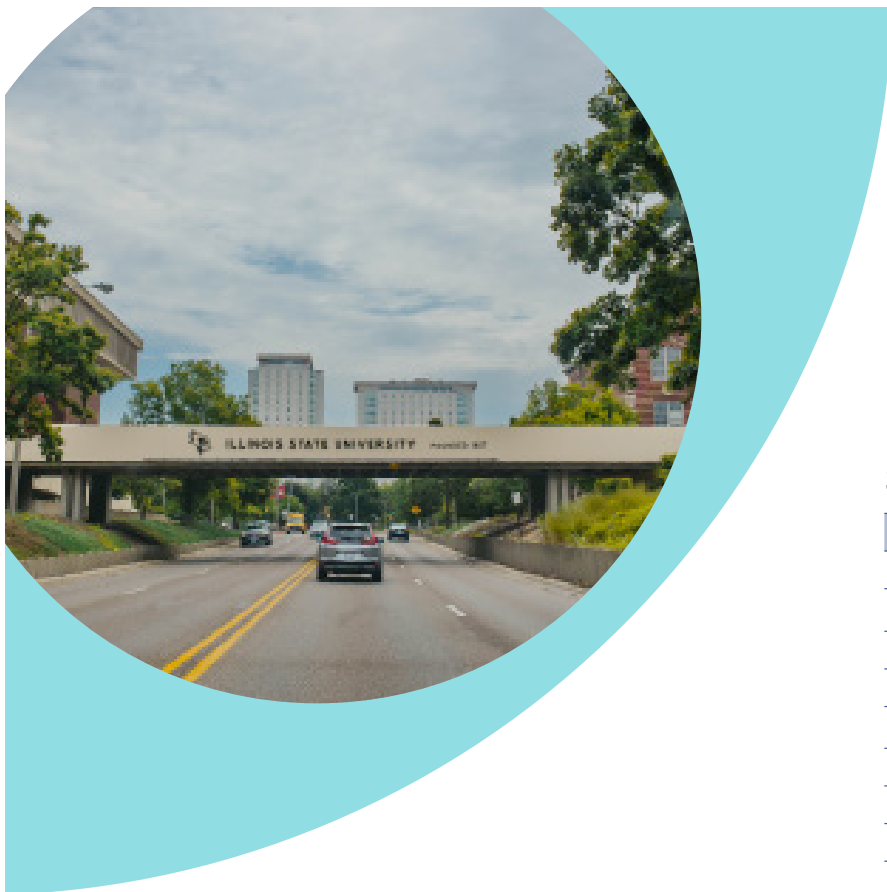
HEADQUARTERS



Employer
placements:
+61

Community Survey





EDUCATION

SCHOOL DISTRICTS 2022

Public School Districts	Enrollment
Bloomington Dist. 87	4,982
El Paso-Gridley CUSD 11	1,204
Heyworth CUSD 4	883
Le Roy CUSD 2	781
Lexington CUSD 7	489
McLean County Unit 5	12,397
Olympia CUSD 16	1,706
Prairie Central CUSD 8	1,723
Ridgeview CUSD 19	531
Tri-Valley CUSD 3	1,079
Illinois State University Laboratory Schools	
University High School	607
Thomas Metcalf School	399
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

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



HEARTLAND COMMUNITY COLLEGE

Established in 1990 and classes were first offered in the fall of 1991. Since then, enrollment has grown to about 4,800 credit students and 9,000 non-credit enrollments. Heartland offers 15 associate and transfer degrees and 37 certificates.



ILLINOIS WESLEYAN UNIVERSITY

Founded in 1880, Illinois Wesleyan University in Bloomington is a nationally recognized, exclusive undergraduate university that enrolls over 1,600 students from across the nation and around the globe. Illinois Wesleyan University offers over 35 majors, minors, pre-professional and professional programs.



ILLINOIS STATE UNIVERSITY

Founded in 1857, ISU was the first public university in Illinois. With an enrollment of more than 28,000 domestic and international students, ISU has seven colleges and 35 academic departments that offer 150 majors.

HOUSING


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.

BLOOMINGTON-NORMAL HOME SALES


Year	Sales	Volume	Avg.
2022	2,280	\$492,268,584	\$250,136
2021	2,239	\$491,460,057	\$219,500
2020	2,156	\$415,812,023	\$192,802
2019	2,636	\$461,765,458	\$175,177
2018	2,849	\$501,393,857	\$176,061

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



Median Gross Rent: \$869
Source: American Community Survey

Homeownership: *64.9%
Source: US Census Bureau



\$70,339 *\$27.53 \$36,815

Median Household Income Average Hourly Wage Per Capita Income

Median Gross Rent: \$842 **Homeownership: 64.9%**
Source: American Community Survey Source: US Census Bureau

TRANSPORTATION

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.

Air Cargo

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, 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

Connect Transit

Serving as the primary public transit system servicing Bloomington-Normal Connect Transit has Fourteen fixed routes that provides access to the Bloomington-Normal community year round. Connecting students, residents and visitors to entertainment shopping and dining, and professional opportunities Connect Transit has seen ridership increase year after 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. Uptown Station serves as the region's transportation hub by providing access to major metros and regional communities by rail, bus and automobile service.



Connect Transit Annual Ridership

Year	Riders
2022	1,795,375
2021	1,674,900
2020	1,687,670
2019	2,425,673
2018	2,330,123
2017	2,217,641
2016	2,029,871
2015	2,603,029
2014	3,699,528



PEORIA CHARTER

Average Commute Time: 18 minutes

Source: Connect Transit

Amtrak & Rail

The Bloomington-Normal Amtrak Station is located in Uptown Normal and provides access to the Texas Eagle and Illinois Service Routes. With ten daily trains, Uptown Station is the second busiest Amtrak station in Illinois, behind only Union Station in Chicago.

4 freight rail services run through McLean County:

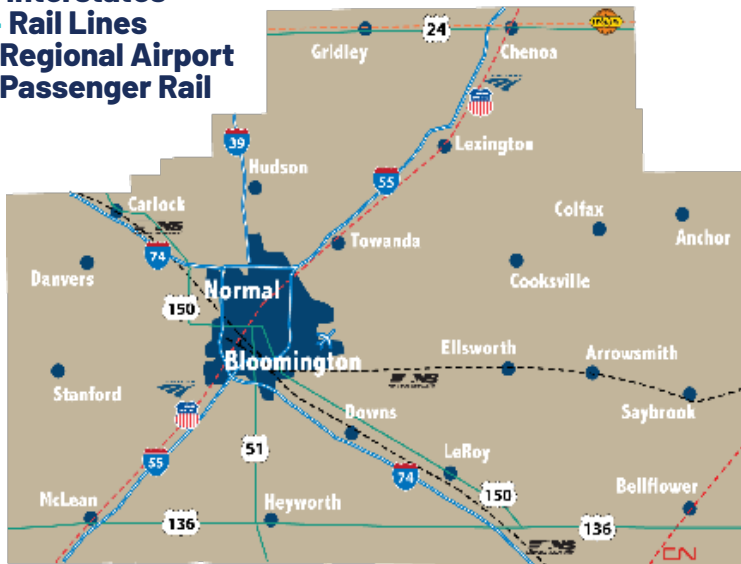


2022 Annual Ridership

Metro Area	
Chicago	2,359,084
Champaign/Urbana	173,549
Bloomington/Normal	178,018
Springfield	118,743
Galesburg	59,510

Source: Amtrak, USDOT

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



saw **356,370** passengers in 2021 on its **4**



DEVELOPMENT



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	\$38.00	\$14.00	NNN
Office	\$2.50	\$7.00	\$4.00	\$9.00	\$19.00	\$12.00	Modified Gross
Commercial	\$1.25	\$5.00	\$3.50	\$7.00	\$11.00	\$9.00	Modified Gross
Manufacturing/Storage	\$1.00	\$2.25	\$1.75	\$4.00	\$7.00	\$5.00	Modified Gross
Agricultural	\$0.23	\$0.46	\$0.34				
Development	\$0.46	\$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.

Building Permits

	Permits 2020	Construction Cost	Permits 2021	Construction Cost
Location				
Bloomington	66	\$42,364,233	113	\$52,377,622.00
Normal	80	\$3,644,074,773	132	\$87,682,673
McLean County	31	\$26,203,135	59	\$45,523,372
Total	177	\$3,712,642,141	304	\$185,583,667.00

Source: City of Bloomington, Town of Normal, McLean County

2021 REAL GROSS METROPOLITAN PRODUCT

Metro Area	GMP (in billions)
Bloomington-Normal MSA	12.925
Champaign-Urbana MSA	10.799
Decatur MSA	6.366
Peoria MSA	19.222
Springfield MSA	10.683
Illinois (2020)	852.749

Source: Bureau of Economic Analysis

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 Stratus Networks — stratusnet.com

TAXES

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 state sales tax of 6.25% is imposed on the purchase price of tangible personal property for use or consumption. The local municipality typically



Property Tax

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



Unemployment Compensation

Maximum rate is 6.875%, standard rate is 3.175%. Contribution payments are subject to Taxable Wage Base of \$12,960.



LOCAL TAXES

	2022	% of Total		2022	% of Total
Bloomington Code	4001		Normal Code	3001	
School District #87	5.18346	60.99%	School District Unit #5	5.52062	61.46%
City of Bloomington	1.08937	12.82%	Town of Normal	0.95845	10.67%
McLean County	0.91064	10.71%	McLean County	0.91064	10.14%
Heartland Community College	0.58083	6.83%	Heartland Community College	0.58083	6.47%
Bloomington Public Library	0.30604	3.60%	Normal Public Library	0.40315	4.49%
BN Water Reclamation District	0.17754	2.09%	Normal Township	0.21617	2.41%
BN Airport Authority	0.13615	1.60%	BN Water Reclamation District	0.17754	1.98%
Bloomington Township	0.11483	1.35%	BN Airport Authority	0.13615	1.52%
			Township Road District	0.07954	0.89%
Totals	8.4989	100.0%	Totals	8.983	100.00%

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. Above are examples of specific tax codes from Bloomington and Normal.

For additional information on local and the State of Illinois's taxes please visit:

- <https://www.mcleancountyil.gov>
- <https://www2.illinois.gov/rev>

ACCOLADES

BLOOMINGTON-NORMAL

The 10 Happiest Cities for 2020

"What makes Bloomington residents so happy? They aren't wasting their lives on long commutes for one. The average Bloomington resident only drives 16 minutes to work. Toss in affordable housing and the fact that most Bloomington residents are coming home to a loving partner and it's easy to see the city has a lot going for it."

#1
Ranked
Happiest City
in the U.S.

by Zippia.com

Best Cities Overall for Recent College Graduates 2023

"The Bloomington metro area ranks so highly in part to the balance between a particularly high Fun rating and one of the highest median incomes for college graduates. People 25 and older with a bachelor's degree typically earn \$72,333 per year – seventh most across our study. State Farm Insurance, whose headquarters are in Bloomington, is the area's largest employer with over 14,000 employees1."

#2
Ranked
Best City for
Recent College
Graduates

by smartasset.com

Top 100 Best Places to Live in the U.S. in 2023

"Surrounded by farmland and sweeping vistas, Bloomington offers a tranquil setting in a city with plenty of things to do. A strong economy, excellent schools and a thriving arts scene contribute to residents' high quality of life in this tight-knit community."

Top 100
Best Places to
Live in the U.S.
in 2023

by Livability.com

ADDITIONAL RANKINGS

Illinois State University ranked 104th for America's Best Public National Universities
- *World News & Reports, 2022*

Bloomington-Normal ranked in the "Top 10 Most Livable College Town in America"
- *Strategistico, 2022*

Bloomington ranked #17 "Most Livable Cities"
Smart Asset, 2022

Bloomington ranked #64 "Best City to Live in the USA"
Livability, 2022

Normal ranked #29 out of "The 30 Best College Towns in America"
247wallst.com, 2022

BOARD MEMBERS

Neil Finlen

Farnsworth Group

Ryan Gammelgard

State Farm Insurance

Kristen Firkins

OSF Healthcare

Puneet Leeka

Chesnut Health Systems

John Penn

Great Plains Laborers

Andy Shirk

Beer Nuts

Dan Stephens

Illinois State University

Ryan Whitehouse, Vice Chair

Illinois Farm Bureau

Zach Dietmeier

Rivian Automotive

Keith Corneille

Heartland Community College

J. Phillips, Chair Person

Commerce Bank

Catherine Metsker

McLean County Board Chair

Mayor Chris Koos

Town of Normal

Mayor Mboka Mwilambwe

City of Bloomington

Ex-Officio Members - Non Voting

Pam Reece

Town of Normal

Tim Gleason

City of Bloomington

Cassy Taylor

McLean County

COMMUNITY PARTNERS

MCLEAN COUNTY

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

TOWN OF NORMAL

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

CITY OF BLOOMINGTON

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

MCLEAN COUNTY CHAMBER OF COMMERCE

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

CAREER LINK OF 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

ILLINOIS DEPARTMENT OF COMMERCE AND ECONOMIC OPPORTUNITY

500 E. Monroe St.
Springfield, IL 62701
(217) 782-7500

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

OUR



PATRICK HOBAN, CEcD, EDFP
President/CEO

Patrick joined the EDC in August 2019. He previously served as the economic development manager for the Village of Tinley Park, Illinois. Prior to his time there, he was Vice President of Business Development for the Economic Development Corporation of Decatur and Macon County and later served as the economic development officer for the City of Decatur, Illinois. He has more than 15 years of experience in various economic development positions.



CASEY PETERSON
Director of Business Attraction

Casey is a graduate of Illinois State University's Stevenson Center where he earned his Master's Degree in Community and Economic Development. He spent two years doing Business Retention and Attraction at the BNEDC before being promoted. He also previously worked for the Greater Peoria EDC in a role similar to his current role at the BNEDC. Prior to that, he served on the McLean County Regional Planning Commission. He has also volunteered as an ESL teacher at the Sacramento Food Bank and as a refugee vocational ESL teacher for the International Refugee Committee. From 2016 to 2018, Casey served in Peace Corps in Ukraine teaching English.



COURTNEY SCHAFER
Community Marketing Manager

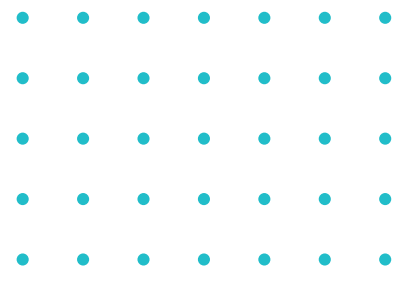
Courtney joined the EDC in October of 2022. She is a graduate of Illinois State University where she earned her Bachelor's Degree in Public Relations. She has experience in Social Media and is an admin of a local blog "The 309 Adventure".

ABOUT THE EDC

The EDC helps businesses in McLean County grow and attract new businesses to our community. We are a leadership organization, investing in our community's assets to grow and improve our prosperity and quality of life for the citizens of McLean County.

MISSION

The EDC of the Bloomington-Normal Area grows the local economy by assisting with local business expansion, recruiting new businesses and companies to the area, and encouraging the next wave of entrepreneurs to establish their business here.



STAFF



NORA HARRISON
Office Manager

Nora joined the EDC in May 2023. Nora is a Western Illinois University graduate. She earned her Master's in Parks, Recreation, and Leisure Facilities Management and has multiple years of experience in administrative management.



CARL TEICHMAN
Director of Business Retention

Carl joined the EDC in June 2023. He has spent the last 40 years at Illinois Wesleyan University as the Executive Assistant to the President and The Director of Government and Community Relations. Carl has served on the McLean County Regional Planning Commission board, the McLean County Chamber of Commerce board, and Westminster Village's board. Carl was named Normal Citizen of the Year in 2017 and Federation 2018 Advocate of the Year by the Federation of Independent Illinois Colleges and Universities.

ADDRESS

The Economic Development Council
200 W. College Avenue
Suite 402
Normal, IL 61761

CONTACT

Phone: (309) 452-8437
Website: bnbiz.org
Facebook: @bnbiz
Twitter: @BNEDC
LinkedIn: @BloomingtonNormalEconomic-DevelopmentCouncil





ECONOMIC
DEVELOPMENT

COUNCIL



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