

Bloomington-Normal

McLEAN COUNTY

demographic profile 1993

Bloomington-Normal/McLean County is one of Illinois' fastest growing population and economic development centers. Endowed with excellent location and transportation advantages, diverse population and employment sectors, and enviable community assets, the area has become a sought-after site for commercial, industrial, and personal investment.

A key advantage is McLean County's location relative to major U.S. markets. Two-thirds of the nation's gross national product producers are within 500 miles of McLean County. McLean County is near the geographic center of Illinois and convenient to most Midwest commercial and industrial centers with over 30 million people living within 300 miles.

McLean County is also at the center of an excellent network of interstate and intrastate highways, as five major roadways converge in Bloomington-Normal. Four railroads serve the county, and an expanding airport provides links to national and international routes.

McLean County's stable economy has been well-insulated against recession. Insurance, education and agribusiness are the foundation of the local economy, with industry adding further strength and diversity. The labor force is well educated and productive with employees in nine traditional employment sectors. Customarily, unemployment figures for McLean County have been below state and national averages.



As a community, McLean County's assets go well beyond the usual parks, universities, and libraries. The people of the county are its greatest asset. Also, McLean County is one of eight counties in Illinois to grow in population since the 1980 Census.

Throughout the past six years the area has experienced over one billion dollars of commercial and industrial investment with many areas still available for growth. The Bloomington-Normal/McLean County Enterprise Zone offers available sites and a wide range of incentives. The twin-cities and surrounding area also offer an outstanding selection of locations for new business growth.

Major Employers

1. State Farm Insurance	8,040
2. Illinois State University	3,150
3. Diamond-Star Motors	3,125
4. Country Companies Insurance	1,675
5. BroMenn Healthcare	1,400
6. GTE North Incorporated	970
7. Normal Public Schools	861
8. Champion Federal/First of America	840
9. Eureka Co.	750
10. St. Joseph Medical Center	661
11. Bloomington Public Schools	627
12. McLean County Offices	605
13. Nestle-Beich	550
14. GROWMARK, Inc.	531
15. City of Bloomington Offices	400
16. General Electric	375
17. Illinois Wesleyan University	368
18. Bloomington Post Office	350
19. Internal Revenue Service	276
20. The Pantagraph	252

Source: The Pantagraph 1/93

Note: All Employment levels are FT or FTE.

Climate

	Jan.	April	July	Oct.
Average Hi	36.9	60.5	81.6	64.0
Average Lo	21.0	35.8	61.0	38.0
Mean	28.9	48.1	71.3	51.0
Snow	6.30	T	0.00	0.00
Precip.	1.07	1.95	13.74	1.29

Note: All temperatures are given in degrees Fahrenheit, snow and precipitation are in inches.

Labor Force

	1986	1987	1988	1989	1990	1991	1992	1993*
Labor Force	62,925	65,600	68,425	74,525	73,960	75,650	77,850	82,574
Employment	59,475	62,525	64,950	71,200	71,000	72,150	74,125	78,359
Unemployed	3,450	3,050	3,475	3,325	2,900	3,500	3,725	4,215
Rate	5.5%	4.7%	5.0%	4.5%	4.0%	4.6%	4.8%	5.1%

Source: Illinois Dept. of Employment Security. *1993 figures for January and February.

Non-Farm Employment Sectors

Sector Employment	1992	2000
Construction	1,975	3,162
Wholesale	3,025	2,941
Transportation	2,775	3,393
Manufacturing	7,625	12,198
Finance, Ins., & RE	11,425	14,142
Retail	12,500	15,418
Government	12,500	13,479
Service	15,175	15,007

Source: Illinois Dept. of Employment Security

Governmental Offices

City of Bloomington	County of McLean	Town of Normal
109 E. Olive	104 W. Front	100 E. Phoenix
Bloomington, IL 61701	Bloomington, IL 61701	Normal, IL 61761
309/828-7361	309/888-5001	309/454-2444

Population

	1960	1970	1980	1990	2000	2010	2020	2030
Bloomington	36,271	39,992	44,189	51,975	59,626	71,251	88,507	116,790
Normal	13,357	26,396	35,672	40,023	47,083	51,457	55,102	58,186
McLean County	83,677	104,389	119,149	129,180	151,042	182,024	228,996	308,642

Source: 1990 U.S. Census. Projections provided by McLean County Dept. of Information Services.

Age Breakdown

Age	Bloomington	Normal	McLean Cty
0-5 years	3,921	1,933	8,557
5-17 years	8,613	4,820	21,265
18-20 years	2,779	9,483	13,656
21-24 years	4,179	7,613	13,175
25-44 years	18,205	9,232	39,062
45-54 years	4,381	2,480	11,126
55-59 years	1,797	968	4,463
60-64 years	1,867	954	4,514
65-74 years	3,220	1,448	7,316
75-84 years	2,168	781	4,483
85+	842	311	1,654

Male	24,396	18,783	61,635
Female	27,576	21,240	67,545

Source: 1990 U.S. Census

Roadways

Interstate 55	N/S
Interstate 74	E/W
Interstate 39 (U.S. 51)	N/S
U.S. 150	NW/SE
Illinois 9	E/W

Household Income

Bloomington

Income	% of Total	# of Households
<\$5,000	5.16%	1,115
\$5,000-\$14,999	18.54%	4,010
\$15,000-\$34,999	34.92%	7,552
\$35,000-\$74,999	33.00%	7,137
\$75,000-\$149,999	7.68%	1,660
\$150,000+	1.04%	226
Households		21,628
Median Household Income		\$ 29,354

Normal

Income	% of Total	# of Households
<\$5,000	4.25%	505
\$5,000-\$14,999	20.37%	2,419
\$15,000-\$34,999	30.80%	3,658
\$35,000-\$74,999	36.39%	4,321
\$75,000-\$149,999	6.85%	814
\$150,000+	1.33%	158
Households		11,875
Median Household Income		\$ 31,376

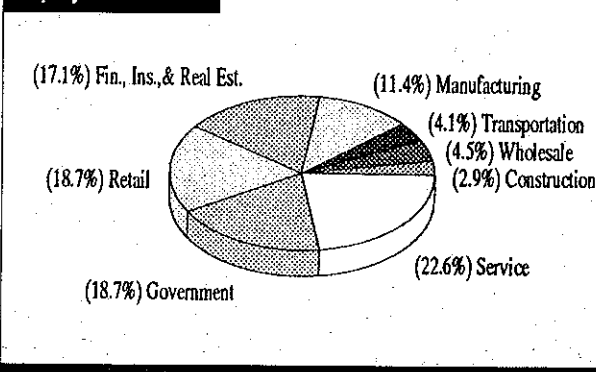
McLean County

Income	% of Total	# of Households
<\$5,000	4.30%	2,017
\$5,000-\$14,999	17.43%	8,174
\$15,000-\$34,999	33.63%	15,769
\$35,000-\$74,999	36.38%	17,059
\$75,000-\$149,999	7.27%	3,411
\$150,000+	0.99%	466
Households		46,896
Median Household Income		\$ 31,366

	1980	1990	% Chg
Median Family Inc.	\$ 23,165	\$ 39,761	71.6
Median Household Inc.	\$ 18,545	\$ 31,366	69.1

Source: 1990 U.S. Census

Employment Sectors



Organized Labor

McLean County currently has 33 labor unions. Representatives of organized labor actively participate in economic development through their representation on the Board of Directors of the Chamber of Commerce and Economic Development of the Bloomington-Normal Area.

Local Media

Daily Newspapers	1
Weekly Newspapers	10
Radio Stations	5
Television Stations	2

Enterprise Zone

The Chamber of Commerce and Economic Development is the administrative unit for a 2880 acre enterprise zone, located on the west-side of Bloomington-Normal, and within incorporated McLean County. Contact 309.829.6344 for further details.

Education

Public Schools in McLean County

Total Enrollment 1992-93	21,767
Number of High Schools	10
Number of Junior High Schools	6
Number of Elementary Schools	34

Non-Public Schools in McLean County

Total Enrollment 1992-93	2,018
Number of High Schools	2
Number of Junior High Schools	0
Number of Elementary Schools	11

Source: Regional Office of Education

Heartland Community College

HCC was established in 1990. Classes were first offered in the fall of 1991 and enrollment has grown to over 1,700. HCC offers Associate degrees in Arts and Sciences.

Lincoln College

LC is a private, fully accredited two-year liberal arts college. LC offers Associate degrees in Arts and Sciences, and also specialized degrees can be earned in specific areas.

Illinois State University

ISU, founded in 1857, was the first public university in Illinois. With an enrollment of approximately 22,000 and a faculty over 1,200, ISU offers over 70 different fields of study.

Illinois Wesleyan University

IWU, a private university founded in 1850, has a student enrollment of approximately 1,650 and a faculty of over 125. IWU offers over 30 different fields of study.

Mennonite College of Nursing

MCN, founded in 1919, is the first single-purpose upper-division college of nursing in the nation to be accredited by the National League for Nursing, offering a Bachelor of Science Degree in Nursing.

Bloomington-Normal Airport Authority

Length of concrete runways: 6500 ft.
6400 ft.*

The Airport has lighted runways, charter service and private aircraft storage and is ILS rated category 1 precision.

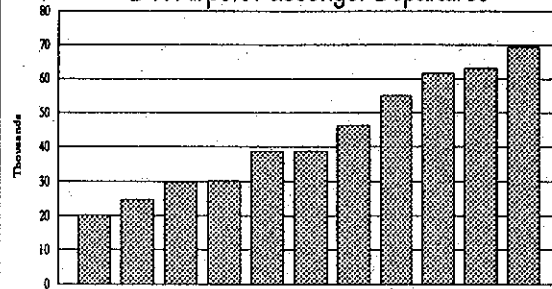
Commercial Airlines:

- American Eagle
- Northwest Airlink
- Trans World Express
- Skyway Airlines

* to be completed by 1994

Airport Departures

B-N Airport Passenger Departures



Source: B-N Airport Authority

County Facilities

Public Golf Courses	11
Outdoor Pools	11
Parks	49
Campgrounds	7
Country Clubs	8
Enclosed Shopping Malls	2
Tennis Courts	49
Hotels/Motels	19
Restaurants	229
Zoo	1

Financial Institutions

The area is served by 14 banks and savings and loans with assets totaling over \$4.7 billion.

Source: The Pantagraph March, 1993

New/Pre-Owned Home Sales

	Sales	Avg. Price
1992	2,202	\$92,440
1991	1,984	\$85,097
1990	1,711	\$78,994
1989	1,937	\$77,415
1988	1,850	\$75,786
1987	2,046	\$73,009
1986	2,186	\$67,514
1985	1,603	\$63,644
1984	1,301	\$61,111
1983	1,323	\$60,084
1982	957	\$59,996

Source: B-N Board of Realtors

Utilities

Electricity:

- Central Illinois Light Co.
- Corn Belt Electric Cooperative
- Illinois Power Co.

Natural Gas:

- Central Illinois Light Co.
- Illinois Power Co.
- Northern Illinois Gas Co.

Telephone:

- Eastern Illinois Telephone Co.
- El Paso Telephone Co.
- GTE North Incorporated
- Gridley Telephone Co.
- Inland Telephone Co.

Bloomington Water

Source:	2 Lakes
Storage Capacity	18 MGPD
Avg. Daily Consumption	11 MGPD
Peak Consumption	20 MGPD

Normal Water

Source:	13 Wells
Storage Capacity	14 MGPD
Avg. Daily Consumption	4 MGPD
Peak Consumption	5 MGPD

MGPD= Million Gallons per Day

Sewer:

The B-N Water Reclamation District owns and operates a 22 MGPD tertiary treatment facility.

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Unemployment in Bloomington-Normal/McLean County is consistently below State and National averages.

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Retail Sales Tax Revenue

McLean County	
1985	\$ 341,478
1986	\$1,230,359
1987	\$2,328,423
1988	\$2,452,626
1989	\$2,822,580
1990	\$3,150,503
1991	\$3,192,276

Source: McLean County Annual Report 1991

Total Construction

	<u>Bloomington</u>	<u>Normal</u>	<u>Total</u>
1992	1,950 / \$156,124,724	579 / \$51,396,611	2,529 / \$207,494,335
1991	1,790 / \$116,874,310	686 / \$37,694,168	2,476 / \$154,577,626
1990	1,688 / \$ 87,293,946	539 / \$22,288,428	2,227 / \$109,582,374
1989	1,659 / \$ 88,939,217	571 / \$45,794,026	2,230 / \$134,733,243
1988	1,626 / \$ 86,133,999	619 / \$25,733,581	2,245 / \$137,601,111
1987	1,584 / \$104,051,799	637 / \$35,933,929	2,221 / \$139,985,728
1986	1,547 / \$ 68,669,877	637 / \$130,321,474	2,184 / \$198,991,351
1985	1,037 / \$ 78,150,317	357 / \$12,234,245	1,394 / \$ 90,348,562

Note: The first number signifies the number of permits issued, followed by the total dollar amount.
Source: City building departments

Cost of Living Index

	<u>1st Qtr</u>	<u>2nd Qtr</u>	<u>3rd Qtr</u>
Bloomington-Normal	102.7	103.4	104.1
Champ.-Urbana-Rantoul	100.8	103.2	100.7
Chicago PMSA	124.0	-	121.9
Quad Cities	98.3	95.5	98.0
Decatur	93.3	96.2	93.3
Peoria	103.1	104.6	104.2
Rockford	106.3	105.8	106.2
Springfield	97.8	96.1	94.6

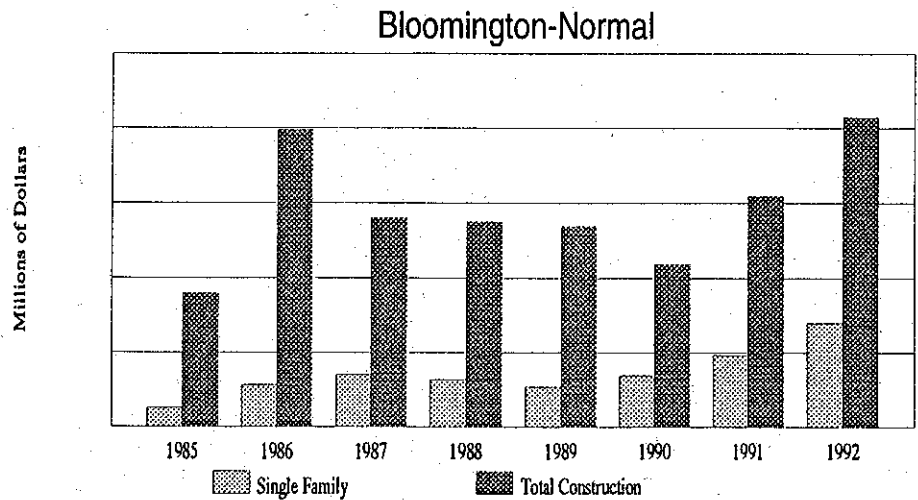
Source: ACCRA Cost of Living Survey, 1992

Single Family Construction

	<u>Bloomington</u>	<u>Normal</u>
1992	\$52,478,874	\$ 17,764,265
1991	\$35,122,108	\$ 13,137,062
1990	\$28,704,188	\$ 6,090,900
1989	\$22,763,913	\$ 4,366,750
1988	\$25,885,063	\$ 5,770,237
1987	\$29,962,563	\$ 4,424,931
1986	\$23,696,563	\$ 4,664,300
1985	\$10,507,075	\$ 2,400,320

# Permits	<u>Bloomington</u>	<u>Normal</u>
1992	547	159
1991	418	179
1990	354	82
1989	283	61
1988	343	90
1987	420	65
1986	325	72
1985	149	46

New Construction



Source: Municipal Building Departments

McLean County Communities

<u>Community</u>	<u>1980 Pop.</u>	<u>1990 Pop.</u>	<u>% Chg.</u>
Anchor	192	178	-7.3
Arrowsmith	292	313	7.2
Bellflower	421	405	-3.8
Bloomington	44,189	51,972	17.6
Carlock	410	418	2.0
Chenoa	1,847	1,732	-6.2
Colfax	920	854	-7.2
Cooksville	259	211	-18.5
Danvers	921	981	6.5
Downs	561	620	10.5
Ellsworth	244	224	8.2
Gridley	1,246	1,304	4.7
Heyworth	1,598	1,627	1.8
Hudson	929	1,006	8.3
LeRoy	2,870	2,777	-3.2
Lexington	1,806	1,809	0.0
McLean	836	797	-4.7
Normal	35,672	40,023	12.2
Saybrook	882	767	-13.0
Stanford	720	620	-13.9
Towanda	630	856	35.9

Source: 1990 U.S. Census

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Bloomington-Normal was ranked the best place to live in Illinois according to Money Magazine's most recent "Places Rated Survey", and has held that position for the past two years.

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Tax Structure

<u>Bloomington</u>	<u>1988</u>	<u>1989</u>	<u>1990</u>	<u>1991</u>
Township	0.1819	0.1521	0.1404	0.1247
City	1.2962	1.2669	1.2570	1.2354
County	0.9883	1.0750	1.0767	1.1183
School Dist.	4.3594	4.3778	4.5355	4.5559
All Others	0.5700	0.5563	0.6717	0.7468
TOTAL	7.3958	7.4281	7.7013	7.7811

<u>Normal</u>	<u>1988</u>	<u>1989</u>	<u>1990</u>	<u>1991</u>
Township	0.1688	0.1359	0.1147	0.1274
Town	0.9001	0.8048	0.8100	0.8157
County	0.9883	1.0750	1.0767	1.1183
School Dist.	3.9439	3.7259	3.7494	3.8043
All Others	0.6238	0.8148	0.9925	1.0697
TOTAL	6.6249	6.5564	6.7433	6.9354

Source: McLean County Assessor. Property is assessed at 33.3% of fair-market value. The tax rate is applied to each \$100.00 of assessed value.

The CCED does not guarantee the accuracy of the data in this brochure.

Chamber of Commerce & Economic Development of the Bloomington-Normal Area

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