



# Bloomington-Normal

ECONOMIC  
DEVELOPMENT  
COUNCIL

## 2014 DEMOGRAPHIC PROFILE

### Economic Development Council of the Bloomington-Normal Area

200 W. College Ave., Suite 402 • Normal, IL 61761 • (309) 452-8437 • [www.bnbiz.org](http://www.bnbiz.org)

#### **Illinois Department of Commerce and Economic Opportunity**

3201 CIRA Dr. Suite #203  
Bloomington, IL 61704  
(309) 663-7528  
[www.commerce.state.il.us](http://www.commerce.state.il.us)

#### **Career Link – McLean County**

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

#### **Illinois Small Business Development Center at Illinois State University**

State Farm Hall of Business  
Campus Box 5500  
Normal, IL 61790-5500  
(309) 438-3610  
[www.sbdc.ilstu.edu](http://www.sbdc.ilstu.edu)

#### **Central Illinois SCORE**

121 N. Main St.  
Bloomington, IL 61704  
(309) 664-0549  
<http://centralillinois.score.org/>

#### **McLean County**

115 E. Washington St.  
Bloomington, IL 61701  
(309) 888-5110  
[www.mcleancountyil.gov](http://www.mcleancountyil.gov)

#### **Town of Normal**

11 Uptown Circle  
Normal, IL 61761  
(309) 454-2444  
[www.normal.org](http://www.normal.org)

#### **City of Bloomington**

109 E. Olive St.  
Bloomington, IL 61701  
(309) 434-2509  
[www.cityblm.org](http://www.cityblm.org)

#### **IMEC**

Illinois State University  
153 Turner Hall  
Campus Box 5100  
Normal, IL 61790-5100  
(309) 830-6869  
1-888-806-4632  
[www.imec.org](http://www.imec.org)

#### **Bloomington-Normal Area Convention and Visitors Bureau**

3201 CIRA Dr. Suite #201  
Bloomington, IL 61704  
(309) 665-0033  
[www.bloomingtonnormalcvb.org](http://www.bloomingtonnormalcvb.org)

#### **McLean County Chamber of Commerce**

2203 E. Empire Street  
Bloomington, IL 61701  
(309) 829-6344  
[www.mcleancochamber.org](http://www.mcleancochamber.org)

#### **Stevenson Center for Community and Economic Development**

Illinois State University  
Campus Box 4200  
Normal, IL 61790-4200  
(309) 438-7090  
[www.stevensoncenter.org](http://www.stevensoncenter.org)

#### **McLean County Regional Planning Commission**

115 E. Washington St.  
Bloomington, IL 61701  
(309) 828-4331  
[www.mcplan.org](http://www.mcplan.org)



**Bloomington-Normal**

ECONOMIC  
DEVELOPMENT  
COUNCIL

*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.*



# POPULATION

## Population and Projections - McLean County, IL

	Census 2010	2012	Projected 2017
<b>Total Population</b>	<b>169,572</b>	<b>171,166</b>	<b>176,605</b>
<b>Population by Gender</b>			
Male	82,329	83,281	86,125
Female	87,243	87,885	90,480
<b>Population by Race</b>			
Asian	7,227	7,437	8,497
Black	12,426	12,854	14,040
Hispanic	7,434	8,102	10,154
Other	6,979	7,330	8,596
White	142,940	143,545	145,472
<b>Population by Age Group</b>			
0-4	10,650	10,708	11,117
5-9	10,914	10,938	11,300
10-14	10,421	10,338	10,806
15-19	14,903	14,513	14,409
20-24	20,902	21,366	20,604
25-34	23,471	24,070	25,194
35-44	20,945	20,561	20,891
45-54	22,608	22,123	21,218
55-64	17,418	18,352	19,862
65-74	9,015	9,709	12,050
75-84	5,666	5,685	6,129
85+	2,659	2,803	3,025
<b>Median Age</b>	<b>32.1</b>	<b>32.3</b>	<b>32.9</b>

Source: ESRI and US Census Bureau

## Municipal Population

Municipalities	2012
Anchor village	147
Arrowsmith village	296
Bellflower village	358
Bloomington city	77,733
Carlock village	555
Chenoa city	1,788
Colfax village	1,062
Cooksville village	186
Danvers village	1,155
Downs village	1,005
Ellsworth village	196
El Paso city	2,809
Gridley village	1,454
Heyworth village	2,880
Hudson village	1,848
Le Roy city	3,585
Lexington city	2,069
McLean village	829
Normal town	53,837
Saybrook village	692
Stanford village	594
Towanda village	478
<b>McLean County Total</b>	<b>172,281</b>
<b>State of Illinois Total</b>	<b>12,875,255</b>
<b>United States Total</b>	<b>313,914,040</b>

Source: U.S. Census Bureau, Population Estimates Program



**EDC Research Services**  
 Don't see the information  
 you're looking for? Contact the  
 EDC at (309) 452-8437  
 and we can help.



# LABOR

## Top 20 Major Employers 2014

Company Name	2014 Total FTE's
State Farm Insurance Companies	14,765
Illinois State University	3,289
COUNTRY Financial	1,949
Unit 5 Schools	1,576
Mitsubishi Motor Manufacturing	1,251
Tek Systems	1,131
OSF St. Joseph Medical Center	1,012
McLean County	812
Advocate BroMenn Medical Center	791
City of Bloomington	765
Afni, Inc.	705
District 87 Schools	703
Heritage Enterprises	525
Illinois Wesleyan University	471
Nestle USA	450
GROWMARK, Inc.	446
Bridgestone/Firestone Off-Road Tire Co.	435
Town of Normal	371
Heartland Community College	308
The Baby Fold	277

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

## County Employment and Labor Force

Year	Labor Force	Employment	Unemployment	Rate
2013	88,052	81,621	6,431	7.3%
2012	90,654	84,374	6,280	6.9%
2011	91,405	84,830	6,575	7.2%
2010	93,167	85,966	7,201	7.7%
2009	91,088	84,593	6,495	7.1%
2008	90,748	86,175	4,573	5.0%

Source: Illinois Department of Employment Security, Annual Avgs.

## Bloomington-Normal Employment By Industry

	2011	2012	2013
Mining, Logging and Construction	2,500	2,400	2,300
Manufacturing	4,100	4,300	4,400
Transportation and Utilities	2,300	2,300	2,500
Retail Trade	8,700	8,800	8,700
Wholesale Trade	2,400	2,200	2,200
Information	800	800	800
Financial Activities	12,200	12,700	12,800
Professional and Business Services	18,400	18,500	17,500
Educational and Health Services	10,700	10,500	10,100
Leisure and Hospitality	9,800	10,200	10,600
Other Services	3,300	3,400	3,500
Government	15,200	14,900	14,400

Source: US 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 . . . . .	\$10.96
Food prep. and serving . . . . .	\$9.03
Janitors and Cleaners . . . . .	\$10.13
Cashiers . . . . .	\$9.21
Retail salespersons. . . . .	\$9.78
Machinists . . . . .	\$14.99
Bookkeepers and accounting . . . . .	\$16.67

Source: Bureau of Labor Statistics, 2012 Wage Rates

Job Title	Median Hourly Wage
Customer service representatives. . . . .	\$13.30
Administrative assistants (non-exec). . . . .	\$13.98
Telemarketers . . . . .	\$11.77
Maintenance and repair workers . . . . .	\$20.18
Freight / stock laborers, hand. . . . .	\$10.92
Truck drivers, heavy. . . . .	\$15.56
Sales representatives, wholesale. . . . .	\$19.13



HOUSING

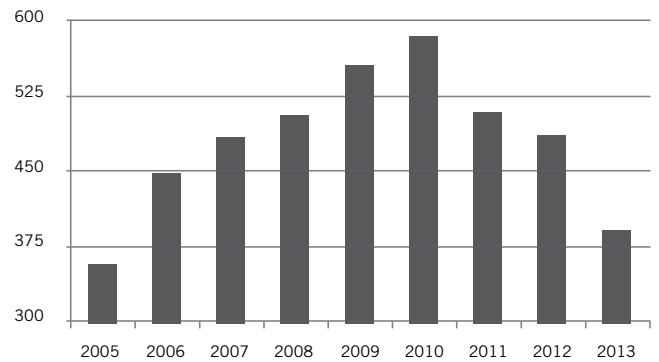
INCOME

## Bloomington-Normal Home Sales

Year	Sales	Volume	Avg. Price
2013	2,812	\$487,991,844	\$173,539
2012	2,459	\$422,926,867	\$171,991
2011	2,048	\$347,573,557	\$169,714
2010	2,052	\$363,018,814	\$176,909
2009	2,272	\$379,437,411	\$166,533
2008	2,253	\$399,218,123	\$177,194
2007	2,663	\$442,453,102	\$171,859
2006	2,918	\$490,115,440	\$167,963
2005	2,932	\$487,646,025	\$166,274

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

## McLean County Mortgage Defaults 2005-2013



Source: McLean County Recorder's Office

## Building Permits 2013

Bloomington	Permits	Construction Cost
Single Family	149	\$26,067,345
Multi Family	6	\$2,620,000
Commercial	83	\$21,011,572
Total	238	\$49,698,917

Normal	Permits	Construction Cost
Single Family	103	\$11,404,000
Multi Family	2	\$13,758,000
Commercial	11	\$1,657,337
Total	116	\$26,819,337

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

## Median Household Income

Champaign County . . . . .	\$45,088
Cook County . . . . .	\$54,648
McLean County . . . . .	\$61,049
Peoria County . . . . .	\$50,925
Rockford MSA. . . . .	\$47,573
Sangamon County. . . . .	\$55,355
Tazewell County. . . . .	\$55,580

Source: American Community Survey 2008-2012 5-Year Estimates

## 2012 Gross Metropolitan Product

Metro Area	GMP (in billions \$)
Bloomington-Normal MSA. . . . .	10.6
Champaign-Urbana MSA. . . . .	9.5
Chicago-Naperville-Joliet MSA. . . . .	571.0
Danville MSA . . . . .	2.5
Decatur MSA . . . . .	5.7

Source: Bureau of Economic Analysis

Metro Area	GMP (in billions \$)
Kankakee-Bradley MSA . . . . .	3.5
Peoria MSA . . . . .	21.3
Rockford MSA . . . . .	13.3
Springfield MSA . . . . .	10.0
Illinois. . . . .	695.2



# QUALITY OF LIFE

## Education in McLean County

Public School Districts	Enrollment	Phone Number
Bloomington Sch. Dist. 87	5,428	(309) 827-6031
El Paso-Gridley CUSD 11	1,265	(309) 527-4410
Heyworth CUSD 4	968	(309) 473-3727
Le Roy CUSD 2	811	(309) 962-4211
Lexington CUSD 7	510	(309) 365-4141
McLean County Unit 5	13,538	(309) 452-4476
Olympia CUSD 16	1,926	(309) 379-2842
Prairie Central CUSD 8	2,117	(815) 692-2355
Ridgeview CUSD 19	600	(309) 723-5111
Tri-Valley CUSD 3	1,000	(309) 378-2351

Illinois State University Laboratory Schools	Enrollment	Phone Number
University High School	608	(309) 438-8346
Thomas Metcalf School	385	(309) 438-7621

Private Schools	Grades	Phone Number
Calvary Christian Academy	Pre K - 12	(309) 452-7912
Central Catholic High School	9 - 12	(309) 661-7000
Cornerstone Christian Academy	Pre K - 12	(309) 662-9900
Epiphany Catholic School	K - 8	(309) 452-3268
Hammitt School	K - 12	(309) 452-1170
Holy Trinity Catholic School	K - 8	(309) 828-2151
Mulberry School	Pre K - 3	(309) 451-0510
St. Mary's Catholic School	Pre K - 8	(309) 828-5954
Trinity Lutheran School	Pre K - 8	(309) 829-7513

### Heartland Community College

HCC was established in 1990 and classes were first offered in the fall of 1991. Since then, enrollment has grown to over 6,000 credit students and 16,000 non-credit students. HCC offers associate and transfer degrees and certifications in 58 different areas.

### Illinois State University

Founded in 1857, ISU was the first public university in Illinois. With a 2013 enrollment of 19,924 and faculty numbering 1,208, 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 2,009 undergraduates. Recognized as one of the nation's premier private residential liberal arts universities, IWU offers 42 majors and three pre-professional programs with 183 faculty members.

### Lincoln College - Normal

Lincoln College's Normal campus, a private residential college, offers academic and vocational programs to 484 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.

Sources: State Board of Education K-12  
Private school enrollment numbers are not publicly available.

## Average Monthly Climate

	Avg. High Temp	Precipitation
January	32°	1.7"
February	37°	1.4"
March	49°	2.7"
April	64°	3.8"
May	74°	3.6"
June	83°	3.8"
July	86°	4.0"
August	84°	3.2"
September	78°	3.1"
October	66°	2.6"
November	50°	2.4"
December	36°	2.3"
Annual	62°	34.5"

Source: Weatherbase

## Parks and Entertainment in McLean County

There are 44 parks in Bloomington, 19 in Normal and over 2,500 acres of regional parks in McLean County. In addition to parks, Bloomington-Normal boasts numerous entertainment venues including US Cellular 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 2014 Visitor Guide" published by the Bloomington-Normal Area Convention and Visitor's Bureau.





# TAXES

## Property Tax Structure

<b>Bloomington</b>	<b>2010</b>	<b>% of Total</b>	<b>2011</b>	<b>% of Total</b>	<b>2012</b>	<b>% of Total</b>
McLean County	0.917	11.8%	0.916	11.8%	0.912	11.6%
Township	0.173	2.2%	0.143	1.8%	0.141	1.8%
City	1.060	13.6%	1.060	13.5%	1.060	13.5%
School District 87	4.658	59.8%	4.657	59.5%	4.723	60.0%
All Others	0.986	12.6%	1.045	13.4%	1.030	13.1%
<b>Totals</b>	<b>7.794</b>	<b>100.0%</b>	<b>7.821</b>	<b>100.0%</b>	<b>7.866</b>	<b>100.0%</b>

<b>Normal</b>	<b>2010</b>	<b>% of Total</b>	<b>2011</b>	<b>% of Total</b>	<b>2012</b>	<b>% of Total</b>
McLean County	0.917	11.7%	0.916	11.6%	0.912	11.4%
Township	0.158	2.0%	0.165	2.1%	0.167	2.1%
Town	0.783	10.0%	0.775	9.8%	0.763	9.5%
School District U5	4.764	60.8%	4.735	60.0%	4.884	60.8%
All Others	1.217	15.5%	1.299	16.5%	1.304	16.2%
<b>Totals</b>	<b>7.838</b>	<b>100.0%</b>	<b>7.890</b>	<b>100.0%</b>	<b>8.030</b>	<b>100.0%</b>

Source: McLean County Office of Assessments

## State of Illinois Taxes

### Corporate Income Tax

Calculated from reported federal income. The rate is 9.5% based on a 7% income tax and 2.5% replacement tax.

### Sales/Use Tax

Sales tax of 6.25% is imposed on the purchase price of tangible personal property for use or consumption.

### Property Tax

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

### Unemployment Compensation

Maximum rate is 8.55%, standard rate is 3.95%. Contribution payments are subject to Taxable Wage Base of \$12,960.

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

## Utilities

<b>Electricity</b>	Ameren Commercial	(800) 232-2477
	Ameren Residential	(800) 755-5000
	Corn Belt Energy Cooperative	(800) 879-0339
<b>Natural Gas</b>	Corn Belt Energy Cooperative	(800) 879-0339
	Nicor Gas	(888) 642-6748
<b>Water</b>	City of Bloomington	(309) 434-2426
	Town of Normal	(309) 454-9563
<b>Wastewater</b>	BN Water Reclamation Dist.	(309) 827-4396

## Average Land Costs and Rental Rates

### Land Costs in \$ / square foot

	<b>Low</b>	<b>High</b>	<b>Typical</b>
Retail	\$5.00	\$20.00	\$8.00
Office	\$2.50	\$8.00	\$5.00
Commercial	\$1.50	\$6.00	\$4.00
Manufacturing	\$0.50	\$2.00	\$1.00
Agricultural	\$0.11	\$0.34	\$0.23
Development	\$0.23	\$2.30	\$1.15

### Rental Rates in \$ / sf per year

	<b>Low</b>	<b>High</b>	<b>Typical</b>	<b>Lease Type</b>
	\$7.00	\$25.00	\$12.00	NNN
	\$6.00	\$19.00	\$12.00	Modified Gross
	\$7.00	\$10.00	\$9.00	Modified Gross
	\$2.00	\$4.50	\$2.75	Modified Gross

Source: Coldwell Banker Commercial Heart of America REALTORS®  
 Figures are not binding in any way, shape or form. Estimates are derived from local market data covering 2012-2013.



# RETAIL

## Retail Sales

<b>Bloomington</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>
1 General Merchandise	\$110,916,441	\$121,898,746	\$116,239,653
2 Food	\$417,792,611	\$419,623,032	\$405,041,032
3 Drinking and Eating Places	\$176,174,920	\$189,865,266	\$197,022,168
4 Apparel	\$47,985,547	\$41,511,265	\$40,481,114
5 Furniture & H.H. & Radio	\$87,562,948	\$146,050,637	\$89,282,732
6 Lumber, Bldg, Hardware	\$57,440,603	\$67,348,948	\$68,187,949
7 Automotive & Filling Stations	\$263,504,934	\$352,820,784	\$303,960,993
8 Drugs & Misc. Retail	\$132,717,896	\$143,139,443	\$140,434,944
9 Agriculture & All Others	\$115,230,222	\$118,703,434	\$118,094,278
10 Manufacturers	\$19,894,833	\$20,444,890	\$22,432,745
<b>Totals</b>	<b>\$1,429,220,955</b>	<b>\$1,621,406,444</b>	<b>\$1,501,177,608</b>

<b>Normal</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>
1 General Merchandise	\$131,843,419	\$146,808,480	\$146,419,684
2 Food	\$271,335,318	\$303,396,969	\$309,594,969
3 Drinking and Eating Places	\$83,530,790	\$89,021,503	\$90,934,755
4 Apparel	\$36,046,478	\$24,789,932	\$25,933,116
5 Furniture & H.H. & Radio	\$34,910,008	\$30,135,312	\$30,768,550
6 Lumber, Bldg, Hardware	\$70,279,262	\$71,164,390	\$75,263,238
7 Automotive & Filling Stations	\$94,400,655	\$108,056,545	\$111,317,904
8 Drugs & Misc. Retail	\$63,672,326	\$61,284,316	\$66,166,601
9 Agriculture & All Others	\$37,746,426	\$47,824,828	\$43,875,330
10 Manufacturers	\$1,639,603	\$1,827,339	\$2,114,186
<b>Totals</b>	<b>\$825,404,286</b>	<b>\$884,309,614</b>	<b>\$902,388,333</b>

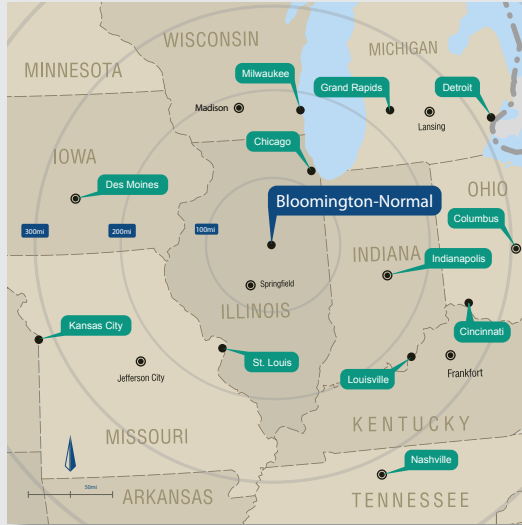
<b>McLean County</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>
1 General Merchandise	\$242,759,861	\$268,707,226	\$262,659,338
2 Food	\$901,802,719	\$918,869,902	\$929,641,547
3 Drinking and Eating Places	\$267,958,817	\$285,734,067	\$295,966,515
4 Apparel	\$84,056,790	\$66,359,345	\$66,460,055
5 Furniture & H.H. & Radio	\$123,110,056	\$177,953,297	\$122,085,254
6 Lumber, Bldg, Hardware	\$133,454,466	\$144,712,391	\$150,402,996
7 Automotive & Filling Stations	\$412,341,735	\$511,715,040	\$469,653,148
8 Drugs & Misc. Retail	\$218,594,545	\$221,770,447	\$223,229,534
9 Agriculture & All Others	\$178,596,233	\$196,251,234	\$192,543,286
10 Manufacturers	\$28,953,411	\$29,519,792	\$34,608,795
<b>Totals</b>	<b>\$2,591,628,633</b>	<b>\$2,821,592,742</b>	<b>\$2,747,250,469</b>

Source: Illinois Department of Revenue. Sales figures calculated from tax receipts.



# TRANSPORTATION

## Regional Major Metro Areas



Chicago, IL	130 Miles	Kansas City, MO	405 Miles
Cincinnati, OH	285 Miles	Louisville, KY	290 Miles
Des Moines, IA	303 Miles	Madison, WI	197 Miles
Detroit, MI	390 Miles	Milwaukee, WI	210 Miles
Indianapolis, IN	175 Miles	St. Louis, MO	165 Miles

## Central Illinois Regional Airport

CIRA, located in East Bloomington, boasts the lowest average fares in downstate Illinois. Four airlines serve the airport - Allegiant, American, Delta and Frontier. Access to the world is available from CIRA with daily jet service to and from seven hubs. Five car rental companies serve customers from the terminal.

CIRA hosts direct flights to and from Atlanta, Chicago, Dallas, Denver, Detroit, Minneapolis-St. Paul and Orlando.

## Passenger Enplanements

2013 . . . . .	215,889
2012 . . . . .	243,848
2011 . . . . .	290,974
2010 . . . . .	280,974
2009 . . . . .	250,135
2008 . . . . .	268,860

Source: Central Illinois Regional Airport

## 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.

### Total On/Offs

2013 . . . . .	263,235
2012 . . . . .	239,981
2011 . . . . .	244,566
2010 . . . . .	192,682

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.

### Annual Ridership

2013 . . . . .	2,067,276
2012 . . . . .	2,083,947
2011 . . . . .	1,849,234
2010 . . . . .	1,261,374

Source: Connect Transit