



2015 DEMOGRAPHIC PROFILE



Bloomington-Normal

ECONOMIC
DEVELOPMENT
COUNCIL



PEOPLE



Municipal Populations

Municipalities	2014
Anchor village	146
Arrowsmith village	295
Bellflower village	353
Bloomington city	78,730
Carlock village	559
Chenoa city	1,777
Colfax village	1,055
Cooksville village	185
Danvers village	1,147
Downs village	997
Ellsworth village	195
El Paso city	2,804
Gridley village	1,448
Heyworth village	2,906
Hudson village	1,858
Le Roy city	3,602
Lexington city	2,068
McLean village	823
Normal town	54,594
Saybrook village	698
Stanford village	588
Towanda village	481

McLean County <i>total</i>	174,061
State of Illinois <i>total</i>	12,880,580
United States <i>total</i>	318,857,056

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

Population & Projections - McLean County, Illinois

Census	2010	2012	2015	2017
Total Population				<i>projected</i>
	169,572	171,166	175,890	176,605

Population by Gender

Male	82,329	83,281	83,296	86,125
Female	87,243	87,885	87,944	90,480

Population by Race

Asian	7,227	7,437	7,683	8,497
Black	12,426	12,854	12,693	14,040
Hispanic	7,434	8,102	7,731	10,154
Other	6,979	7,330	n/a	8,596
White	142,940	143,545	144,639	145,472

Population by Age Group

0-4	10,650	10,708	10,599	11,117
10-14	10,421	10,338	10,209	10,806
15-19	14,903	14,513	14,683	14,409
20-24	20,902	21,366	22,082	20,604
25-34	23,471	24,070	23,171	25,194
35-44	20,945	20,561	21,105	20,891
45-54	22,608	22,123	22,125	21,218
55-64	17,418	18,352	19,793	19,862
65-74	9,015	9,709	9,631	12,050
75-84	5,666	5,685	5,772	6,129
85+	2,659	2,803	2,646	3,025
Median Age	32.1	32.3	32.2	32.9

Source: ESRI & US Census Bureau

Top 20 Major Employers

Company Name	2015 Total FTE's
State Farm Insurance Companies	14,109
Illinois State University	3,639
COUNTRY Financial	1,905
Unit 5 Schools	1,549
Advocate BroMenn Medical Center	1,372
OSF St. Joseph Medical Center	1,225
McLean County	806
Afni, Inc.	765
District 87 Schools	664
Heritage Enterprises	550
City of Bloomington	542
GROWMARK, Inc.	462
Illinois Wesleyan University	450
Bridgestone/Firestone Off-Road Tire Co.	438
Town of Normal	368
Nussbaum Transportation Services Inc.	325
Nestle USA	450
Heartland Community College	299
Chestnut Health Systems	260

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



County Employment and Labor Force

Year	Labor Force	Employment	Unemployment	Rate
2014	90,929	85,893	5,036	5.5%
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 Averages

BUSINESS

Wage Rates for Selected Occupations

Job Title	Median Hourly Wage
Nursing assistants	\$11.58
Customer service representatives	\$15.94
Food preparation and serving	\$9.33
Administrative assistants (non-exec)	\$15.21
Janitors and Cleaners	\$11.95
Insurance claims / Policy processing clerks	\$16.58
Cashiers	\$9.48
Maintenance and repair workers	\$17.42
Retail salespersons	\$10.91
Freight / Stock laborers	\$12.62
Machinists	\$14.99
Truck drivers, heavy	\$19.35
Bookkeepers and accounting	\$16.74
Sales representatives, wholesale	\$23.93

Source: Bureau of Labor Statistics, 2014 Wage Rates

Bloomington-Normal Employment by Industry

	2011	2012	2013	2014
Total Nonfarm	95,800	96,300	95,900	94,600
Mining, Logging and Construction	2,900	2,700	2,800	2,700
Manufacturing	4,600	4,800	4,900	4,900
Transportation and Utilities	3,000	3,100	3,100	3,200
Retail Trade	9,400	9,400	9,300	9,400
Wholesale Trade	2,700	2,600	2,600	2,600
Information	800	800	800	700
Financial Activities	12,400	12,900	13,000	12,300
Professional / Business Services	18,900	18,800	18,200	17,300
Educational / Health Services	11,100	10,700	10,600	10,700
Leisure and Hospitality	10,200	10,600	11,000	11,100
Other Services	3,600	3,700	3,700	3,800
Government	16,400	16,400	16,100	16,000

Source: US Bureau of Labor Statistics, CES Series
 Numbers may not sum due to categorical overlap or rounding



LIFESTYLE

Median Household Income

Champaign County	\$45,808
Cook County	\$54,548
McLean County	\$62,089
Peoria County	\$50,712
Sangamon County	\$55,449
Tazewell County	\$56,067
Winnabego County	\$47,072

Source: American Community Survey
2009-2013 Five Year Estimates

Bloomington-Normal Home Sales

Year	Sales	Volume	Avg. Price
2014	2,632	\$445,643,739	\$169,318
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

Building Permits

Bloomington	2014		2013	
	Permits	Construction Cost	Permits	Construction Cost
Single Family	102	\$13,554,818	149	\$26,067,345
Multi Family	2	\$133,100	6	\$2,620,000
Commerical	78	\$10,827,961	83	\$21,011,572
Total	182	\$24,515,879	238	\$49,698,917

Normal	2014		2013	
	Permits	Construction Cost	Permits	Construction Cost
Single Family	80	\$7,000,730	103	\$11,404,000
Multi Family	2	\$2,840,877	2	\$13,758,000
Commerical	16	\$21,647,731	11	\$1,657,337
Total			116	\$26,819,337

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

2013 Gross Metropolitan Product

Metropolitan Statistical Area	GMP (in billions)
Bloomington-Normal	\$11,355
Champaign-Urbana	\$10,207
Chicago-Naperville-Joliet	\$590,248
Danville	\$2,729
Decatur	\$5,810
Kankakee-Bradley	\$3,685
Peoria	\$20,503
Rockford	\$13,833
Springfield	\$9,443
Illinois total	\$724,795

Source: Bureau of Economic Analysis

Retail Sales

Totals	2011	2012	2013	2014
Bloomington	\$1,429,220,955	\$1,621,406,444	\$1,501,177,608	\$1,135,910,120
Normal	\$825,404,286	\$884,309,614	\$902,388,333	\$664,712,260
McLean County	\$2,591,628,633	\$2,821,592,742	\$2,747,250,469	\$2,643,077,814

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



Arts, Entertainment & Leisure in McLean County

There are 44 parks in Bloomington, 19 in Normal and over 2,500 acres of regional parks in McLean County. Bloomington-Normal also boasts numerous entertainment venues including Miller Park Zoo, 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 Visitor Guide" published by the Bloomington-Normal Area Convention and Visitor's Bureau.



Heartland Community College

HCC was established in 1990 and classes were first offered in the fall of 1991. HCC offers associate and transfer degrees and certifications in 58 different areas. Enrollment is over 5,280 for credit students and 325 for non-credit students.



Illinois State University

Founded in 1857, ISU was the first public university in Illinois. ISU has six colleges and 35 academic departments offering more than 160 fields of study with a 2014 enrollment of 20,615.



Illinois Wesleyan University

A private university founded in 1850, IWU has a student enrollment of 1,893 undergraduates. Recognized as one of the nation's premier private residential liberal arts universities, IWU offers 39 majors and three pre-professional programs.



Lincoln College - Normal

Lincoln College's Normal campus, a private residential college, offers academic and vocational programs to 1,264 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.

EDUCATION

Public School Districts

	Enrollment
Bloomington Sch. Dist. 87	5,415
El Paso-Gridley CUSD 11	1,271
Heyworth CUSD 4	991
Le Roy CUSD 2	805
Lexington CUSD 7	515
McLean County Unit 5	13,566
Olympia CUSD 16	1,879
Prairie Central CUSD 8	2,144
Ridgeview CUSD 19	587
Tri-Valley CUSD 3	944

Illinois State University Laboratory Schools

University High School	610
Thomas Metcalf School	434

Private Schools

Private Schools	Grades
Calvary Christian Academy	Pre K-12
Central Catholic High School	9-12
Cornerstone Christian Academy	Pre K-12
Epiphany Catholic School	K-8
Hammitt School	K-12
Holy Trinity Catholic School	K-8
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 2014. www.isbe.net
 Note: Private school enrollment numbers are not publicly available. www.roe17.org

RATES

Property Tax Structure

Bloomington	2010	% of Total	2014	% of Total
McLean County	0.917	11.8%	0.901	11.1%
Township	0.173	2.2%	0.125	1.5%
City	1.060	13.6%	1.068	13.2%
School District 87	4.658	59.8%	4.953	61.0%
All Others	0.986	12.6%	1.067	13.1%
Totals	7.794	100.0%	8.114	100.0%
Normal	2010	% of Total	2014	% of Total
McLean County	0.917	11.7%	0.901	10.7%
Township	0.158	2.0%	0.228	2.7%
Town	0.783	10.0%	0.916	10.9%
School District U5	4.764	60.8%	5.027	59.7%
All Others	1.217	15.5%	1.349	16.0%
Totals	7.838	100.0%	8.421	100.0%

Source: McLean County Office of Assessments

Utilities

Electricity	Ameren Illinois www.ameren.com/illinois Corn Belt Energy Cooperative www.cornbeltenergy.com
Natural Gas	Nicor Gas www.nicorgas.com
Water	City of Bloomington www.cityblm.org Town of Normal www.normal.org
Wastewater	BN Water Reclamation Dist. (309) 827-4396

Average Land Costs and Rental Rates

	Land Costs in \$ / square foot			Rental Rates in \$ / square foot per year			
	Low	High	Typical	Low	High	Typical	Lease Type
Retail	\$4.00	\$20.00	\$8.00	\$7.00	\$30.00	\$15.00	NNN
Office	\$2.50	\$7.00	\$4.00	\$6.00	\$19.00	\$12.00	Modified Gross
Commercial	\$1.50	\$6.00	\$3.50	\$7.00	\$10.00	\$ 9.00	Modified Gross
Manufacturing	\$0.50	\$2.00	\$1.25	\$2.00	\$ 5.00	\$ 3.00	Modified Gross
Agricultural	\$0.09	\$0.28	\$0.23				
Development	\$0.23	\$2.30	\$1.15				

Source: Coldwell Banker Commercial Heart of America REALTORS® Figures are not binding. Estimates are derived from local market data covering 2014-2015.



PHOTO: TED DIAMOND

LOCATION

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
2014	261,631
2013	263,23
2012	239,981
2011	244,566
2010	192,682

2014 Annual Ridership On/Offs

1	Chicago	3,300,000
2	Bloomington/Normal	261,000
3	Springfield	195,000
4	Champaign/Urbana	178,000
5	Carbondale	129,000

Source: Amtrak, USDOT

Note: greatamericanstations.com/stations/bnlrt

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



PHOTO: STEVE SMEDLEY

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.

Source: Connect Transit Note: www.connect-transit.com

Annual Ridership

2014	2,699,528
2013	2,067,276
2012	2,083,947
2011	1,849,234
2010	1,261,374

Central Illinois Regional Airport

CIRA, located in East Bloomington, offers access to and from the world on three airlines - American, Delta and Allegiant. Daily jet service to airline hubs in Atlanta, Dallas-Ft. Worth, Detroit, Minneapolis-St. Paul, Chicago, and nonstop service to Florida destinations support the quality of life, business and institutional travel needs of the region.

With an air cargo sorting and distribution facility, 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 8000 foot primary runway and a 6500 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.

Source: Central Illinois Regional Airport Note: www.cira.com



COMMUNITY CONTACTS

McLean County

115 E. Washington St.
 Bloomington, IL 61701
 (309) 888-5110
 Bloomington, IL 61704
www.mcleancountyil.gov

Career Link – McLean County

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

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

Town of Normal

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

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

IMEC

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

McLean County Chamber of Commerce

2203 E. Empire Street
 Bloomington, IL 61701
 (309) 829-6344
www.mcleancochamber.org

City of Bloomington

109 E. Olive St.
 Bloomington, IL 61701
 (309) 434-2509
www.cityblm.org

Central Illinois SCORE

121 N. Main St., 2nd floor
 Bloomington, IL 61704
 (309) 664-0549
centralillinois.score.org

Stevenson Center for Community and Economic Development

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

BN Advantage is a collaborative regional economic development strategy that unites the vision of business, government and community to diversify and strengthen the Bloomington-Normal Metro Region's economy. Led by five heavily-vested organizations committed to diversifying the Bloomington-Normal Metro Region, BN Advantage is the framework to help elevate and advance the community's economic competitiveness and growth. www.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.

Bloomington-Normal

Economic Development Council

200 W. College Ave., Suite 402
 Normal, IL 61761
 309.452.8437 WWW.BNBIZ.ORG