



Bloomington-Normal

ECONOMIC DEVELOPMENT COUNCIL

2016 DEMOGRAPHIC PROFILE



PEOPLE

MUNICIPAL POPULATION

Municipalities	2010	2015
Anchor Village	146	146
Arrowsmith Village	294	295
Bellflower Village	357	353
Bloomington City	76,610	78,730
Carlock Village	552	559
Chenoa City	1,785	1,777
Colfax Village	1,061	1,055
Cooksville Village	182	185
Danvers Village	1,154	1,147
Downs Village	1,005	997
Ellsworth Village	195	195
El Paso City	2,810	2,804
Gridley Village	1,432	1,448
Heyworth Village	2,841	2,906
Hudson Village	1,838	1,858
Le Roy City	3,560	3,602
Lexington City	2,060	2,068
McLean Village	830	823
Normal Town	52,497	54,594
Saybrook Village	693	689
Stanford Village	596	588
Towanda Village	480	481
McLean County Total	169,572	174,061
State of Illinois Total	12,830,632	12,880,580
United States Total	308,745,538	323,083,702

Source: U.S. Census Bureau, 2010 Census and American Fact Finder Population Estimates Program.

POPULATION & PROJECTIONS - MCLEAN COUNTY, ILLINOIS

	Census 2010	2015	Projected 2020
Total Population	169,572	175,890	183,657
Population by Race			
Asian	7,227	9,824	13,316
Black	12,426	13,559	14,834
Hispanic	7,434	8,587	10,151
Other	6,979	2,983	3,470
White	142,940	144,521	146,179
Population by Age Group			
0-4	10,650	10,305	10,617
5-9	10,914	10,636	10,481
10-14	10,421	10,928	10,960
15-19	14,903	14,803	15,537
20-24	20,902	22,006	21,837
25-34	23,471	23,965	24,743
35-44	20,945	21,511	22,888
45-54	22,608	21,301	20,383
55-64	17,418	19,894	20,959
65-74	9,015	11,801	15,129
75-84	5,666	5,783	7,014
85+	2,659	2,957	3,109
Median Age	32.1	33.0	34.0

Source: ESRI & US Census Bureau.



The percentage of population that has a BA degree or higher:

43%

40%

projected increase in 65-74 age group by 2020.

BUSINESS

COUNTY EMPLOYMENT AND LABOR FORCE

Year	Labor Force	Employment	Unemployment	Rate
2015	91,110	86,678	4,432	4.9%
2014	90,929	85,893	5,036	5.5%
2013	92,480	86,332	6,148	6.6%
2012	94,394	88,329	6,065	6.4%
2011	95,403	89,046	6,357	6.7%
2010	96,144	89,353	6,791	7.1%
2009	91,493	84,871	6,622	7.2%
2008	90,615	86,181	4,434	4.9%

Source: Illinois Department of Employment Security, Annual Avgs.

BLOOMINGTON-NORMAL EMPLOYMENT BY INDUSTRY

	2011	2012	2013	2014	2015
Total Nonfarm	97,700	97,100	96,400	95,500	95,100
Mining, Logging & Construction	3,500	2,700	2,600	2,600	2,300
Manufacturing	4,700	4,800	4,900	4,800	4,400
Transportation and Utilities	3,100	3,000	3,200	3,300	3,100
Retail Trade	9,800	9,800	9,600	10,000	10,100
Information	800	800	800	700	800
Financial Activities	20,000	20,600	20,000	19,500	20,200
Professional & Business Services	10,800	10,900	10,600	9,800	9,700
Educational & Health Services	10,800	10,700	10,800	10,800	11,200
Leisure and Hospitality	10,400	10,600	10,800	11,000	11,300
Other Services	3,600	3,700	3,700	3,700	3,800
Government	17,500	17,000	16,800	16,500	16,000

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

MAJOR EMPLOYERS

Company Names	2016 FTE
State Farm Insurance Co.	14,282
Illinois State University	3,320
COUNTRY Financial	1,910
Unit 5 Schools	1,654
Advocate BroMenn Healthcare	1,402
OSF St. Joseph Medical Center	1,364
McLean County, Government	829
Afni, Inc.	765
District 87 Schools	657
Heritage Enterprises	596
McDonalds Restaurants	570
City of Bloomington	538
Illinois Wesleyan University	499
GROWMARK, Inc.	479
Nestle USA	420
Bridgestone/Firestone Off-Road Tire Co.	392
Town of Normal	374
Nussbaum Transportation Services Inc.	369
Illinois Farm Bureau	342
Heartland Community College	294
Chestnut Health Systems	260
The Baby Fold	230
The Snyder Companies	195
STL Technology Partners	110

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

WAGE RATES FOR SELECTED OCCUPATIONS

Job Title	Median Hourly Wage
Nursing assistants	\$11.33
Food prep. and serving	\$10.08
Janitors and cleaners	\$10.63
Cashiers	\$9.23
Retail salespersons	\$9.59
Machinists	\$14.04
Bookkeepers and accounting	\$18.66
Customer service representative	\$15.94
Administrative assistants (non-exec)	\$16.01
Insurance claims and policy processing clerks	\$17.17
Maintenance & repair workers	\$17.38
Freight / stock laborers, hand	\$13.00
Truck drivers, heavy	\$21.67
Sales representatives, wholesale	\$26.70

Source: Bureau of Labor Statistics, May 2015 Wage Rates.

HEADQUARTERS OF
 State Farm,
 COUNTRY Financial,
 Afni, Inc., Growmark,
 Inc.,
 Illinois Farm Bureau,
 Beer Nuts,
 & Heritage Enterprises

LIFESTYLE

MEDIAN HOUSEHOLD INCOME

Champaign County	\$46,680
Cook County	\$54,828
McLean County	\$61,955
Peoria County	\$51,454
Sangamon County	\$55,565
Tazewell County	\$57,052
Winnebago County	\$57,166

Source: American Community Survey 2010-2014, 5-Year Estimates.

2014 GROSS METROPOLITAN PRODUCT

Metro Area	GMP (in billions)
Bloomington-Normal MSA	\$11,126
Champaign-Urbana MSA	\$10,394
Chicago-Naperville-Joliet MSA	\$610,552
Danville MSA	\$2,805
Decatur MSA	\$6,220
Kankakee-Bradley MSA	\$2,845
Peoria MSA	\$20,462
Rockford MSA	\$14,410
Springfield MSA	\$9,892
Illinois	\$736,285

Source: Bureau of Economic Analysis.

BUILDING PERMITS

	Permits 2015	Construction Cost	Permits 2014	Construction Cost	Permits 2013	Construction Cost
Bloomington						
Single Family	105	\$17,369,894	102	\$13,554,818	149	\$26,067,345
Multi Family	2	\$3,875,775	2	\$133,100	6	\$2,620,000
Commercial	84	\$23,774,288	78	\$10,827,961	83	\$21,011,572
Total	191	\$45,019,957	182	\$24,515,879	238	\$49,698,917
Normal						
Single Family	68	\$6,717,000	80	\$7,000,730	103	\$11,404,000
Multi Family	4	\$4,434,295	2	\$2,840,877	2	\$13,758,000
Commercial	74	\$16,434,238	16	\$21,647,731	11	\$1,657,337
Total	146	\$27,585,533	98	\$31,489,338	116	\$26,819,337

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

BLOOMINGTON-NORMAL HOME SALES

Year	Sales	Volume	Avg. Price	Year	Sales	Volume	Avg. Price
2015	2,780	\$475,099,235	\$170,899	2009	2,272	\$379,437,411	\$166,533
2014	2,632	\$445,643,739	\$169,318	2008	2,253	\$399,218,123	\$177,194
2013	2,812	\$487,991,844	\$173,539	2007	2,663	\$442,453,102	\$171,859
2012	2,459	\$422,926,867	\$171,991	2006	2,918	\$490,115,440	\$167,963
2011	2,048	\$347,573,557	\$169,714	2005	2,932	\$487,646,025	\$166,274
2010	2,052	\$363,018,814	\$176,909				

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

RETAIL SALES TAX RECEIPTS

	2011	2012	2013	2014	2015
Bloomington	\$12,826,993	\$14,730,776	\$13,711,182	\$13,314,807	\$13,778,281
Normal	\$7,954,718	\$8,412,916	\$8,633,468	\$8,801,559	\$8,856,261

Source: Illinois Department of Revenue

15 Zoos
throughout
Illinois



**2016 BEST AFFORDABLE
PLACES TO LIVE FOR
FAMILIES IN AMERICA**
Bloomington is ranked #10
—Liveability, 2016

Bloomington ranked **#15**
for the Nation's Best Cities
for new college grads in
2016—Zumper, 2016



EDUCATION

PUBLIC SCHOOL DISTRICTS

Public School Districts	Enrollment
Bloomington Dist. 87	5,455
El Paso-Gridley CUSD 11	1,234
Heyworth CUSD 4	893
Le Roy CUSD 2	803
Lexington CUSD 7	474
McLean County Unit 5	13,600
Olympia CUSD 16	1,747
Prairie Central CUSD 8	1,954
Ridgeview CUSD 19	544
Tri-Valley CUSD 3	977
Illinois State University Laboratory Schools	
University High School	607
Thomas Metcalf School	403
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 2015. Note: Private school enrollment numbers are not publicly available.

COLLEGES

- Heartland Community College HCC**—Established in 1990 and classes were first offered in the fall of 1991. Since then, enrollment has grown to over 10,000 credit students and 20,000 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 2015 enrollment of 20,788 and faculty numbering 1,394, 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 2,000 undergraduates. Recognized as one of the nation's premier private residential liberal arts universities, IWU offers 39 majors and three pre-professional programs with 184 faculty members.
- Lincoln College**—Lincoln College's Normal campus, a private commuter college, offers a variety of academic programs for non-traditional students and busy working professionals. Accredited by the North Central Association, Lincoln offers bachelor's degrees in an accelerated hybrid format in liberal arts, business management, supply chain and logistics management, criminal justice studies, health services administration, sport management, organizational leadership and entrepreneurship.

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" (www.visitbn.org) published by the Bloomington-Normal Area Convention and Visitor's Bureau.



ILLINOIS STATE UNIVERSITY
Illinois' first public university.

1ST Illinois State University was the first public university in Illinois

RATES

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

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 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 7.2%, standard rate is 3.55%. Contribution payments are subject to Taxable Wage Base of \$12,960.

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

PROPERTY TAX STRUCTURE

	2010	% of Total	2015	% of Total
Bloomington				
McLean County	0.9167	11.8%	0.9013	11.1%
Township	0.1731	2.2%	0.1254	1.5%
City	1.0601	13.6%	1.0678	13.2%
School District 87	4.6582	59.8%	4.9530	61.0%
All Others	0.9856	12.6%	1.0666	13.1%
Totals	7.7937	100.0%	8.1142	100.0%
Normal				
McLean County	0.9167	11.7%	0.9013	10.7%
Township	0.1581	2.0%	0.2280	2.7%
Town	0.7826	10.0%	0.9158	10.9%
School District U5	4.7638	60.8%	5.0271	59.7%
All Others	1.2170	15.5%	1.3487	16.0%
Totals	7.8383	100.0%	8.4209	100.0%

Source: McLean County Office of Assessments

AVERAGE LAND COSTS AND RENTAL RATES

	Land Costs in \$ / square foot			Rental Rates in \$ / sf per year			Lease Type
	Low	High	Typical	Low	High	Typical	
Retail	\$4.00	\$20.00	\$8.00	\$7.00	\$30.00	\$15.00	NNN
Office	\$2.50	\$7.00	\$4.00	\$7.00	\$19.00	\$12.00	Modified Gross
Commercial	\$1.50	\$6.00	\$3.50	\$6.00	\$10.00	\$9.00	Modified Gross
Manufacturing	\$0.50	\$1.75	\$1.75	\$2.00	\$5.00	\$3.00	Modified Gross
Agricultural	\$0.11	\$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.



With daily jet service to hubs in Atlanta, Dallas-Ft. Worth, Minneapolis-St. Paul, Chicago and Florida.

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
2015	254,317
2014	261,631
2013	263,235
2012	239,981
2011	244,566
2010	192,682

Source: Amtrak, USDOT.

2015 Annual Ridership

Metro Area	
Chicago	3,295,630
Bloomington/Normal	254,317
Springfield	184,420
Champaign/Urbana	172,877
Carbondale	117,922

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

Connect Transit Annual Ridership

Year	Riders
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.

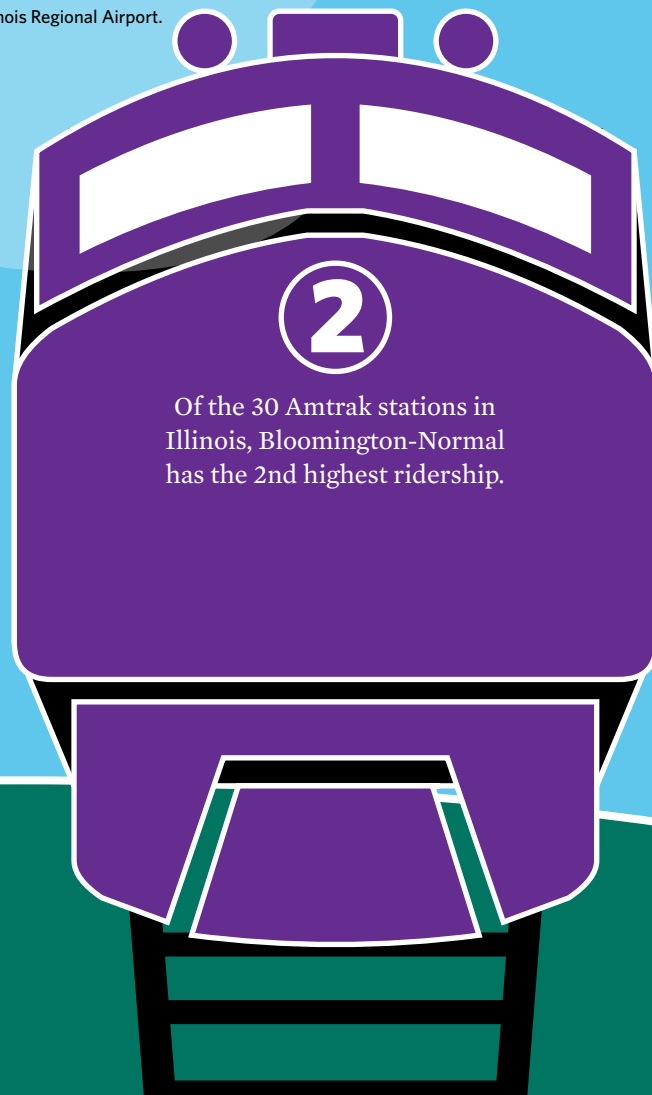
CENTRAL ILLINOIS REGIONAL AIRPORT

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 and 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 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 an Enterprise Zone and designated for a variety of commercial, manufacturing, hospitality and retail services are available for development.

Source: Central Illinois Regional Airport.



COMMUNITY CONTACTS

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

SLINGSHOT COWORK

108 E Beaufort St.
Normal, IL. 61761
www.slingshotcowork.com



BN Advantage is an economic development plan and implementation strategy promoting collaboration by engaging all segments of the community to achieve economic growth and diversification through entrepreneurship, expansion of underrepresented employment sectors, and attraction of complementary businesses while building upon the region's superior quality of life.

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

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