



# ROCKFORD REGION ILLINOIS, USA Quick Reference Guide

Growth Dimensions for Belvidere-Boone County  
Rockford Area Economic Development Council

## Location

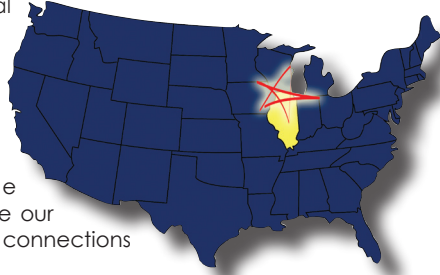


The Rockford Region sits contiguous to the Chicago Metropolitan Area in Northern Illinois and includes Boone and Winnebago Counties.

Rockford is 65 miles northwest of Chicago's O'Hare International Airport, 90 miles east of the

Mississippi River and adjacent to the Wisconsin state line. Its location allows for easy access to regional, national, and international markets. All information, unless otherwise noted, is for the Rockford Metropolitan Statistical Area (MSA).

We are globally connected with nine Rockford Region sister cities. These relationships enhance our business and cultural connections worldwide.



Mean Elevation (above sea level).....715 feet  
 Latitude .....N 42° 16' 07"  
 Longitude.....W 89° 05' 48"

## Targeted Industries

- Aerospace Production
- Alternative Energy
- Chemical Manufacturing
- Customer Service Centers
- Food Processing
- Healthcare
- Industrial Machine Manufacturing
- Logistics
- Metals Manufacturing
- On & Off Road Vehicle
- Professional Business Services
- Rail-Related Manufacturing

## Climate

Source: National Weather Service

Average Winter Temp .....24.2° F .....-4.33° C  
 Average Summer Temp .....71.8° F .....22.1° C  
 Average Annual Rainfall .....36.24 in ..... 92.05 cm  
 Average Annual Snowfall .....36.7 in ..... 91.44 cm  
 Average Annual Days Below Freezing .....143  
 Heating Degree Days .....3,569  
 Cooling Degree Days .....820

## Population Characteristics

Source: U.S. Census Bureau decennial censuses

Population Trends	2010	2000	1990
Rockford MSA	349,431	320,204	286,719
City of Rockford	152,871	150,115	139,426
Winnebago County	295,266	278,418	252,913
Boone County	54,165	41,786	30,806

Gender	#	%
Male.....	171,386	49.0
Female.....	178,045	51.0

Age Structure	#	%
0-14 years .....	73,557	21.0
15-19 years .....	24,958	7.1
20-24 years .....	20,218	5.8
25-34 years .....	42,464	12.1
35-54 years .....	98,928	28.3
55-64 years .....	42,227	12.0
65 years and over .....	47,079	13.4

Population Growth	2000-2010
Population Change (thousands) .....	+29.2
Population Growth Rate (annual) .....	+0.91%

Wider Population	2010
Within 25 miles .....	521,356
Within 50 miles .....	4,227,353
Within 100 miles .....	13,459,698

## Income Characteristics

Source: US Census Bureau 2010 ACS Profile

Median Household Income .....	\$45,457
Mean Household Income .....	\$57,629
Per Capita Personal Income .....	\$22,254

## Healthcare

Source: Health systems, Illinois Department of Financial & Professional Regulation, U.S. Bureau of Labor Statistics

Rockford Area residents enjoy the highest-quality in medical care from three health systems in the Region.

Hospital	Number of Beds
Rockford Health System .....	396
SwedishAmerican Health System .....	333
OSF Saint Anthony Medical Center .....	254

Number of Physicians (M.D.).....	826
Number of Dentists (D.D.S.) .....	140

## Major Regional Employers

Source: Company and media reports

Firm Name	Employment
Chrysler	4,500
Product/Service	Automotive
Rockford Public Schools	3,730
Product/Service	Education
Rockford Health System	3,000
Product/Service	Healthcare
SwedishAmerican Health System	2,988
Product/Service	Healthcare
UTC Aerospace Systems	2,200
Product/Service	Aircraft Components
OSF Healthcare	1,800
Product/Service	Healthcare
Rockford Park District	1,739
Product/Service	Government
Winnebago County	1,731
Product/Service	Government
Wal-Mart Stores	1,611
Product/Service	Retail
Woodward	1,400
Product/Service	Governors & Auxiliary Equipment
Schnucks	1,300
Product/Service	Grocery Stores
UPS	1,200
Product/Service	Parcel Sorting Hub
City of Rockford	1,122
Product/Service	Government
AndersonBrecon	1,100
Product/Service	Pharmaceutical Packaging
Harlem Consolidated Schools	1,099
Product/Service	Education
Belvidere Community Schools 100	967
Product/Service	Education
Lowe's	900
Product/Service	Distribution Center, Retail Stores
Kraft Foods	850
Product/Service	Chewing Gum
NCO Group	800
Product/Service	Telemarketing
Taylor Co	725
Product/Service	Ice Cream Machines

**The Rockford Region has the workforce you're looking for!** The Region has twice the national average of manufacturing workers, with strong concentrations in several advanced manufacturing clusters. Recent studies identified a primary labor force of 150,000 within 20 miles and more than 435,000 within 40 minutes.

Approximately 50,000 people in the primary labor force are available for new or expanding businesses - those unemployed, underemployed or commuting to another market. Many more are available within 40 minutes of the Region.

The primary workforce is experienced - 55 percent have more than 10 years on the job. The workforce is multi-skilled - 63 percent have experience in a second field. Existing employers noted "the great work ethic and labor pool here."

## Telecommunications

Source: RAEDC

### Telephone service providers

Comcast  
AT&T  
Frontier Communications  
One Communications  
T6  
TDS Metrocom  
Windstream

### Wireless telephone service providers

AT&T  
Cricket Wireless  
Sprint  
T-Mobile  
U.S. Cellular  
Verizon Wireless

### Broadband service providers

Comcast  
AT&T  
T6

The Rockford Region's IT infrastructure can provide up to 10G of broadband service; it is directly connected to the Greater Chicago Regional Area Network, which has a 40G capacity. The Rockford Region is served by looped fiberoptic lines providing redundancy. Additionally, Rockford Region customers can be served by more than one broadband provider, providing further redundancy.



## Retail Trade

Source: Illinois Department of Revenue, 2011; U.S. Census 2010

Total Retail Sales..... \$3,364,573,673  
 Number of Retail Establishments ..... 1,078

### Retail Sales Tax

State ..... 6.25%  
 County..... 0.5 to 1.0%  
 Municipal ..... 0.0 to 1.0%

## Utilities

Source: RAEDC

### Electric

**ComEd** (Investor-owned). Service Territory within MSA: Boone, Ogle, and Winnebago (except northern) Counties. Tax: State=5%, Franchise Fee=0-5%, Municipal=0-5%.

**Rock Energy** (Co-Op). Service Territory within MSA: northern portion of Winnebago and Boone Counties.

### Natural Gas

**Nicor Gas** (Investor-owned). MSA Service Territory: Boone and Winnebago Counties (except City of South Beloit, Village of Rockton). Tax: State=5%.

**Rock Energy** (Co-Op). Service Territory within MSA: City of South Beloit, Village of Rockton.

## Incentives

Source: RAEDC

**State-designated Enterprise Zones:** Rockford, Belvidere/Boone County, and Rockton/South Beloit.

**Tax Increment Financing Districts:** Rockford, Belvidere, Machesney Park, and South Beloit.

Industrial Development **Revenue Bond** and **Revolving Loan Fund** programs available.

**Immigration Through Investment**  
 A new incentive program where foreign companies investing in the Region can receive EB-5 Visas.



## Industrial Services

Source: Hoover's, RAEDC

The Rockford Region has a robust industrial supply-chain and is a top logistics distribution center.

Machine shops ..... 102  
 Tool & die shops..... 40  
 General waste disposal services ..... 28

### Landfills

Winnebago Reclamation Services, Veolia ES Orchard Hills Landfill, Rochelle Sanitary Landfill, Area Disposal Service Inc.

## Transportation Characteristics

Source: U.S. Census Bureau 2010 ACS estimates, RAEDC

### Major Routes Serving Area

Interstates: I-90, I-88, I-39, I-43  
 Federal Highways: U.S. Route 20, U.S. Route 51/251  
 State Highways: IL 2, 26, 38, 64, 70, 72, 75, 76, 173

### Public Transportation

Rockford Mass Transit District (RMTD)  
 - 17 routes, 40 vehicles  
 - Service hours: 5:15 a.m. - 11:45 p.m.

### Intercity Bus

- Coach USA/Van Galder Bus Company  
 - Daily service to O'Hare: 17 trips inbound, 18 outbound between 3:30 a.m. and 11 p.m.  
 - Daily service to Downtown Chicago and Union Station

### Means of Transportation

Means of Transportation	%
Private vehicle .....	93.0
Public transportation.....	1.2
Walked.....	1.7
Other means .....	0.7
Work at home .....	3.4

Mean travel time to work.....23.3 minutes

## Quality of Life

Source: RAEDC, C.H. Johnson Consulting, Incorporated, Dun and Bradstreet, Melissa DATA, Rockford Area Convention and Visitors Bureau

### Exercise, Sports, Recreation

Public Parks .....	185
Parkland Acres .....	>10,000
Public Swimming Pools .....	6
Health Clubs .....	9
Public Golf Courses .....	21
Country Clubs .....	6
Indoor Ice Arenas.....	2
Indoor Sports Centers .....	1
Water Parks .....	2
Regional Professional Sports: Rockford IceHogs AHL hockey team, Rockford RiverHawks baseball, Rockford Rampage indoor soccer, Rockford Speedway	

### Culture and Arts

Public Libraries .....	14
Museums .....	13
Art Galleries.....	10
Symphony Orchestra .....	1
Community Theatres.....	5

### Places of Worship

Protestant Churches .....	269
Catholic Churches.....	17
Jewish Synagogues.....	2
Buddhist Temples.....	3
Baha'i Centers.....	1
Non-Denominational Churches .....	20
Unitarian Universalist Church .....	1
Korean Churches .....	3
Mosques .....	1

### Other Resources

Motels/Hotels .....	32
- Number of rooms .....	3,248
Restaurants: .....	576
- Capacity of largest banquet room .....	1,200
Civic Center.....	BMO Harris Bank Center
- Seating capacity .....	10,000
Number of Financial Institutions.....	81
Radio stations .....	11
TV stations .....	13
Daily Newspapers .....	3
Weekly Newspapers .....	8
Fire Insurance Rating	
- City of Belvidere, Boone County .....	4
- City of Rockford, Winnebago County .....	2

## Cost of Living Index

Source: ACCRA/C2ER (2011 annual average). Using data provided by researchers at C2ER, key expenses in dozens of major cities are compared. Costs include housing, utilities, transportation and health care.

New York, NY .....	218.8
Washington, DC-VA.....	143.3
Boston, MA .....	137.7
San Diego, CA.....	130.6
Chicago, IL.....	114.7
Minneapolis, MN.....	110.6
Madison, WI .....	108.1
Denver, CO .....	105.0
Joliet-Will County, IL .....	99.9
Milwaukee-Waukesha, WI.....	99.3
Quad Cities .....	99.0
Champaign-Urbana, IL.....	97.0
Phoenix, AZ .....	96.5
Peoria, IL.....	92.9
Des Moines, IA .....	91.2
Columbus, OH .....	90.3
<b>Rockford, IL .....</b>	<b>90.3</b>
Springfield, IL .....	88.1





## Education

Source: U.S. Census Bureau ACS Profile 2010 1-year estimates, Illinois Board of Higher Education, school reports

Metro Area Attainment	#	%
Persons 25 years and older	229,459	100.0
- Less than 9th grade	10,785	4.7
- 9th to 12th grade, no diploma	24,781	10.8
- High school graduate/GED	76,869	33.5
- Some college, no degree	50,710	22.1
- Associate degree	18,127	7.9
- Bachelor's degree	29,830	13.0
- Graduate/professional degree	18,357	8.0

Metro K - 12 Enrollment	#	%
Total Enrollment	64,511	100.0
Total Public	55,479	86.0
Total Private	9,032	14.0

### Institutions of Higher Learning within Commuting Distance

4-year	Enrollment
Beloit College (Beloit, WI)	1,250
Blackhawk Technical College (Janesville, WI)	12,234
Embry-Riddle Aeronautical University (Rockford, IL)	16
Judson University (Rockford, IL)	380
Judson University (Elgin, IL)	770
Northern Illinois University (DeKalb, IL)	22,990
Northern Illinois University (Rockford, IL)	935
Rockford College (Rockford, IL)	1,424
St. Anthony College of Nursing (Rockford, IL)	193
Upper Iowa University (Rockford, IL)	98
University of Wisconsin (Whitewater, WI)	9,536

### Community

Highland Community College (Freeport, IL)	2,419
Kishwaukee College (Malta, IL)	4,989
Rock Valley College (Rockford, IL)	8,849

### Other

Rockford Career College (Rockford, IL)	751
Rasmussen College (Rockford, IL)	321
University of Illinois - College of Medicine (Rockford, IL)	156

## Labor Market Characteristics

Source: Illinois Department of Employment Security 2011 annual average; U.S. Bureau of Labor Statistics. Not seasonally adjusted.

### Rockford MSA Labor Force Summary

Labor Force	168,067
Total Employment	146,467

### Unemployed

Rockford MSA #	21,601
Rockford MSA %	12.9%
Illinois	9.8%
U.S.	9.0%

### Employment by Industry

<b>Total Non-Farm Jobs</b>	<b>145,400</b>
Manufacturing	28,500
Educational and Health Services	23,400
Government	16,400
Professional and Business Services	15,500
Retail Trade	15,100
Warehouse Trade, Transportation, Utilities	13,300
Leisure and Hospitality	12,200
Other Services	8,700
Financial Activities	5,800
Construction and Mining	4,800
Information	1,700

### Annual Mean Wages by Job Classification

Source: US Bureau of Labor Statistics, May 2011

Management	\$91,100
Business and Financial Operations	\$55,190
Computer and Mathematical	\$62,530
Architecture and Engineering	\$65,750
Life, Physical, and Social Science	\$64,800
Community and Social Services	\$39,930
Legal	\$98,120
Educational, Training and Library	\$50,040
Arts, Design, Entertainment, Sports, and Media	\$37,550
Healthcare Practitioners and Technical Occupations	\$69,710
Healthcare Support	\$27,940
Protective Service	\$31,550
Food Preparation and Serving Related	\$20,560
Building and Grounds Cleaning and Maintenance	\$25,600
Personal Care and Service	\$22,350
Sales	\$34,650
Office and Administrative Support	\$31,230
Construction and Extraction	\$56,540
Installation, Maintenance and Repair	\$44,000
Production	\$35,900
Transportation and Material Moving	\$33,140

# Access to Markets

Source: Airport data and industry reports

## Air Service

### Chicago O'Hare International Airport (ORD)

- Driving distance from I-39/90 Interchange: 65 miles
- Fourth-busiest airport in the world in 2011
- Approximately 40 passenger, 30 cargo airlines
- 60+ foreign destinations

### Milwaukee General Mitchell International Airport (MKE)

- Driving distance from I-39/90 Interchange: 90 miles
- Nonstop service to 36 cities
- 34th busiest passenger airport in U.S.

### Chicago Midway International Airport (MDW)

- Driving distance from I-39/90 Interchange: 80 miles
- Nonstop service to more than 60 cities
- 27th busiest passenger airport in U.S.

### Chicago Rockford International Airport (RFD)

- Driving distance from I-39/90 Interchange: 11 miles
- 24th largest air cargo airport in the U.S.
- UPS's second-largest North American air hub
- 8 nonstop destinations, connecting service
- 10,000 and 8,200 feet of Hard Surface Runway
- Can land any aircraft operating today
- Category III Instrument Landing System
- Non-Directional Beacon
- Centerline and Touchdown Zone Lighting
- Foreign Trade Zone Benefits (FTZ #176)
- 24/7 customs, federal inspections
- CES (Centralized Examination Station)
- Multiple FBOs - full spectrum of aviation services
- Public Warehousing
- 3,000+ acres of airport land for development
  - 200+ airside acres
  - 2000+ acres for industrial, commercial projects

## Motor Freight Services

Number of Carriers.....	40
Number of Terminals.....	37

## Rail Service

Rail carriers serving area: BNSF, UP, CN, CP

Shortline rail serving area: Illinois Railway, IC&E

- Continuous switching service
- Intermodal service available
- Transload service available
- Nearest service is 25 Miles

**R**ockford is an inland port because of the interconnectivity of our rail, air, and road systems. This hub connects major highways, an abundance of rail lines, and the 24th largest air cargo airport in the United States, creating an efficient system for land transportation. All these assets exist within the confines of Foreign Trade Zone #176.

Intermodal service is available in Rochelle, 25 miles south along I-39, and at over 20 other locations within the Greater Chicago Area. Transload services available include: steel, lumber, auto, dry bulk, paper, and other goods. Four Class Ones and one short-line railroad provide daily service.

Chicago Rockford International Airport (RFD) was expanded in 1994 for a key component in the global UPS network: the third largest air hub sorting facility in the UPS global system. The Rockford facility serves over 200 countries and territories and sorts an average 130,000 - 170,000 packages nightly. With earlier delivery and later drop-off times, Rockford Area companies enjoy the ability to have two shift next-day delivery service. Additionally, Rockford is home to logistics companies such as FedEx, Con-way Freight, YRC Freight, USF Holland, CH Robinson and Landstar Inway.

The interstate network of I-39 and the surrounding region is extensive and interconnected. I-39 has a distinct advantage of being the only interstate connecting the northern cluster of interstates with the central cluster in Illinois while avoiding all of Chicago's congestion.



## Transit Time from Rockford Region

City	Highway	Days by		Hours by
	Miles	Rail	Truck	Truck
Atlanta	761	5	2	12.5
Chicago	90	1	<1/2	1.5
Cleveland	422	4	1	6.5
Dallas	830	3	3	14.5
Denver	909	4	3	14
Detroit	373	4	<1	6
Kansas City	412	2	<1	7
Los Angeles	1,967	6	4	28.5
Milwaukee	90	1	<1/2	1.5
Minneapolis	353	3	<1	5
New Orleans	999	5	3	14.5
New York	889	5	3	13.5
St. Louis	297	2	<1	4.5

## Targeted Industries

- Aerospace Production
- Alternative Energy
- Chemical Manufacturing
- Customer Service Centers
- Food Processing
- Healthcare
- Industrial Machine Manufacturing
- Logistics
- Metals Manufacturing
- On & Off Road Vehicle
- Professional Business Services
- Rail-Related Manufacturing

## For More Information

The Rockford Area Economic Development Council (RAEDC) and Growth Dimensions for Belvidere-Boone County are nonprofit economic development agencies whose primary roles are to enhance wealth creation in the Rockford Region by marketing the area and helping employers retain and create quality jobs. We work closely with many partners to serve as a one-stop resource for clients, to improve the competitiveness of the region and to engage the community in the work of economic development.

## Services Available

- Database of available sites and building profiles
- Wage and labor market information
- General, statistical, economic and demographic info
- Employer training program information
- Energy cost information and comparisons
- Business climate cost analysis
- Coordination of state and local incentives
- Business financing programs
- Relocation services

## Regional Market Uniqueness

- Available/productive labor force
- Excellent infrastructure network and access
- Pro-development oriented communities
- Competitive utility rates and reliable service
- Central location to north-south and east-west markets
- Rural/urban environment
- Affordable land
- Proximity to Chicago, Milwaukee, & Madison amenities
- Positive labor/management relations
- Quality of life
- Educational assets
- History

## Growth Dimensions for Belvidere-Boone County

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