2022

Rockford, IL MSA

Quick Reference Guide

RFD:
Fastest growing cargo airport in the world

Top 20 cargo airport in the U.S.

RockfordIL.com

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Investment

Regional Investment

The regional economic impact figures and industry specific capital investment includes data from January 2016 through December 2021 for Winnebago County.
Source: RAEDC Project Database

New & Renovated Space
6,388,440 sq. ft.

Capital Investment
$1,333,641,056

New & Retained Jobs
8,320

Manufacturing

Capital Investment
$221,448,414

This includes but is not limited to aerospace, medical, automotive, and additive manufacturing.

Education

Capital Investment
$144,625,000

Includes universities, private schools, RPS205, HSD 122, & HCSD 206.

Logistics & Distribution

Capital Investment
$80,045,900

This includes but is not limited to warehouse, airport improvements, and distribution.

Healthcare

Capital Investment
$649,833,160

This combines data from our region's four health systems, VA services, and other medical establishments.

Workforce

Largest Employers

The Rockford MSA has a wide range of employment and career opportunities. Below are some of our largest employers in different industries.
Source: RAEDC Database, Online Sources, Direct Contact

Aerospace

Collins Aerospace 2,000	GE Aviation 300	Woodward 2,000

Logistics, Retail, & Distribution

Amazon 1,535	Lowe's 1,110	Wal-Mart Stores 1,470	UPS 2,000

Advanced Manufacturing

Accuride Wheel End Solutions 320	Bergstrom, Inc. 450	Rockford Tool Craft 358	Siffron 340	Taylor Company 500

Healthcare

Mercyhealth 3,000	OSF Healthcare 2,200	UW Health Systems (Formerly SwedishAmerican) 3,780

Education

Belvidere Community Unit Schools 950	Harlem Consolidated Schools 1,147	Rockford Public Schools District 4,075

Automotive

Magna 816	Stellantis (Formerly FCA) 1,459	Syncreon 600

Food Processing

DFA (Formerly Deans Foods) 180	General Mills 650	Mondelez 280	TH Foods 400

Government

City Of Rockford 1,102	Winnebago County 1,429

Salaries & Concentration

Occupational Salaries

Source: Bureau of Labor & Statistics; 2020

Occupation	Annual Mean Salary
Aircraft Mechanics and Service Technician	$58,980
Architectural and Engineering Managers	$116,050
Brickmasons and Blockmasons	$67,630
Calibration Technologists and Technicians and Engineering Technologists and Technicians, Except Drafters, All Other	$68,260
Carpenters	$70,520
Computer Network Architects	$88,100
Computer Numerically Controlled Tool Operators	$38,840
Computer Numerically Controlled Tool Programmers	$52,380
Computer Systems Analysts	$66,440
Education Administrators, Kindergarten through Secondary	$91,840
Electricians	$82,280
Healthcare Practitioners and Technical Occupations	$83,150
Heavy and Tractor-Trailer Truck Drivers	$48,450
Industrial Machinery Mechanics	$53,720
Marketing Managers	$107,630
Mechanical Engineers	$84,260
Medical and Health Services Managers	$112,350
Metal-Refining Furnace Operators and Tenders	$63,21
Millwrights	$75,220
Mobile Heavy Equipment Mechanics, Except Engines	$77,330
Network and Computer Systems Administrators	$87,490
Nurse Practitioners	$118,100
Physician Assistants	$117,180
Rolling Machine Setters, Operators, and Tenders, Metal and Plastic	$60,400
Tool and Die Makers	$50,370

Industry Concentration

Source: Bureau of Labor & Statistics; 2020

These workforce quotient comparisons demonstrates the concentration of a cross-section of industry employment for the Rockford MSA compared to the State of Illinois and the U.S.

	MSA	IL	US
Manufacturing/ Production	16.4	7.2	6.1
Logistics & Distribution	11.1	10.3	8.7
Healthcare Practitioners and Technical	7.3	6.1	6.2
Healthcare Support	3.6	3.7	4.6
Educational Instruction & Library	5.4	6.3	6.1

Development

The region has partnered to built the pipelines needed to support our established and developing industry clusters.

Stakeholders in the region continue critical conversations between educational institutions, businesses, and organizations to ensure the workforce has the knowledge and tools needed to ensure prosperity for all.

This workforce solution is what sets our region apart.

Availability

Source: Environmental Systems Research Institute (ESRI); 2020

Commutable Non-Farm Workforce

Within Rockford MSA	174,579
30 Minutes	217,012
45 Minutes	265,053

Age Representation in Workforce

Source: Illinois Dept of Employment Security

Age Group	Percent
16 - 19	5.1
20 - 21	3.8
22 - 24	6.4
25 - 29	10.7
30 - 34	8.9
35 - 44	19.3
45 - 54	20
55 - 59	11.2
60 - 64	8.2
65 - 69	4
70 - 74	1.5
75 +	1.1

Regional Perspective

Our region has established nimble, industry specific, and customized education-to-workforce pipelines ensuring the region has the skilled workforce essential for fulfilling the requirements of jobs that are good today, tomorrow, and in the future.

By following the 7:2:1 concept in the development of customized education to workforce pipelines students have the skills required to fill positions relevant to the region's industry clusters.

The 7:2:1 ratio breaks down to represent each job requiring a master's degree or higher, two jobs require a four-year degree, and seven jobs require a 2-year degree, certificate, apprenticeship, or training.

These education levels can be represented within one company as well as in the global economy.

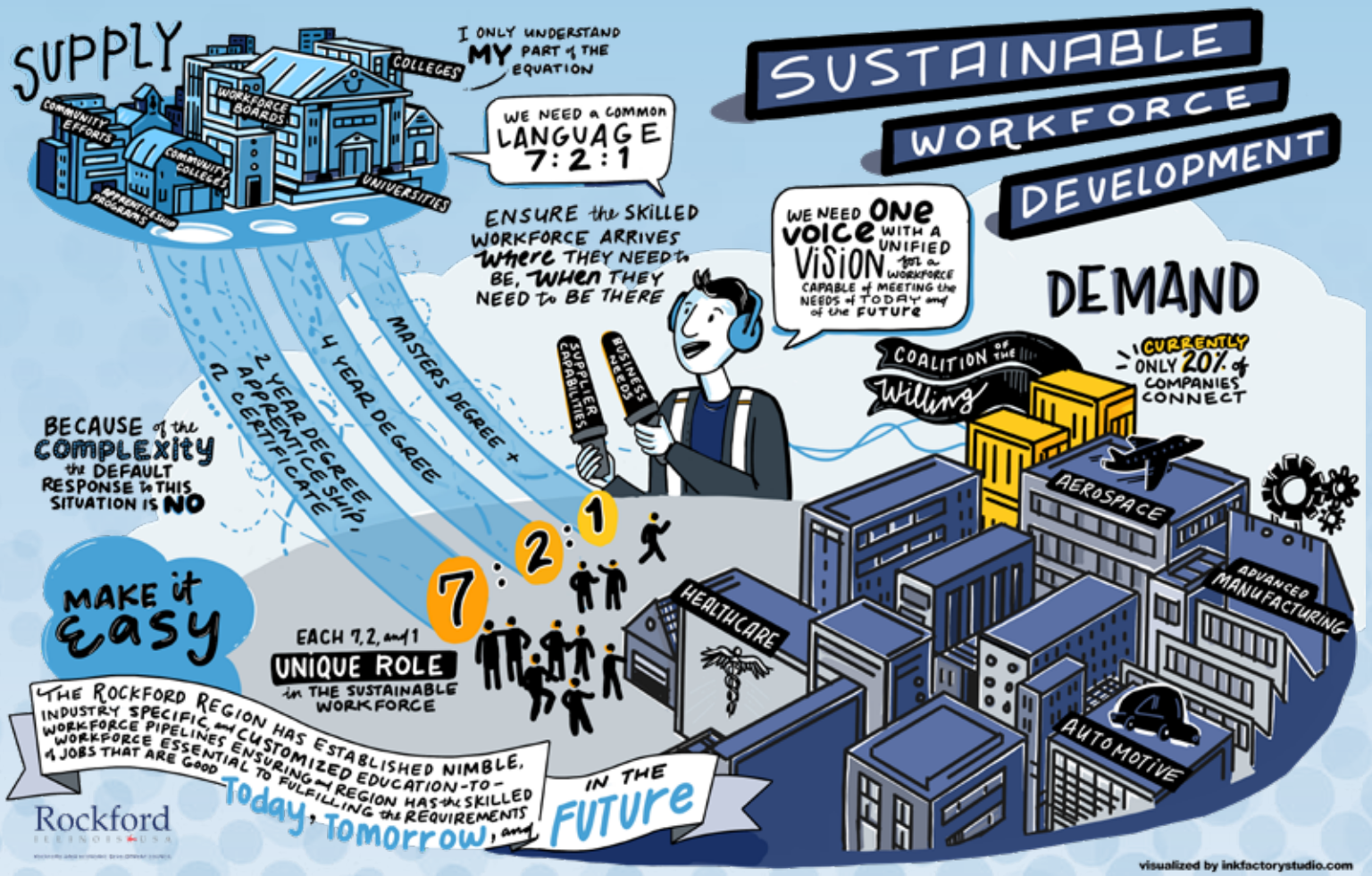
Learn more about continuing education, certification, apprenticeship, skilled trade, technical, or vocational training opportunities at

- Rockford.edu
- RockValleyCollege.edu
- ProjectFirstRate.com
- RockfordCareerCollege.edu
- RRVTMA.com

The Rockford MSA has a skilled workforce that supports established and upcoming industries in our region.

We are your workforce opportunity region.

Development



Continuing Education

Source: School, Ranking, & News websites

	Enrollment
Northern Illinois University	13,457
Uni. of Wisconsin	11,133
Beloit College	1,402
Rockford University	1,211
Judson University	1,230
Northern Illinois University	972
St. Anthony College of Nursing	202
Uni. of Illinois-College of Medicine	387
Upper Iowa University	120
Rock Valley College	5,415
Kishwaukee College	2,295
Blackhawk Technical College	2,470
Highland Community College	1,730
Rasmussen College	571
Rockford Career College	408

Area Attainment

Source: U.S. Census Bureau*; MSA level data; Individuals 25 yeas old and older

	Percent
High school graduate/ equivalence or higher	88.8
Bachelor's degree or higher	16
Graduate or Professional degree	8.8

Winnebago County features diverse and award winning schools.

Rockford Public Schools District 205 (RPS205) has attained level 4/5 in the Ford Next Generation Model Community and two schools have been awarded Model Status from the National Career Academy Coalition.

Business Profile

Regional Overview

The Rockford Region is a great place in which to locate or expand your business. Doing business here provides opportunities and advantages including; a skilled workforce, great logistics and a low cost of living. These make the area ideal for employers as well as employees.

The region's wide range of industry clusters such as aerospace, advanced manufacturing, automotive, and healthcare provides plenty of opportunities to strengthen pre-existing supply chains, develop new supply chains, or establish a new industry.

Retail Sales Tax

Source: Government and Local Websites

State	6.25%
County	1.5%
Municipal*	0.0 to 2.0%

*Special business districts in certain communities have higher rates.

Retail Trade

Source: 2019 U.S. Census Bureau*; MSA level data

Number of Retail Establishments	1,016
Total Retail Sales	$4,342,023,000

Landfills

Source: U.S. Census Bureau*; MSA Level Data (2019)

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

Trade Comparison

Source: Data USA

State	2020
Illinois	$1.23T
Indiana	$93.9B
Texas	$43.9B
Wisconsin	$63.7B

Industrial Services

Source: U.S. Census Bureau*; MSA Level Data (2019)

The Rockford MSA has robust industrial and advanced manufacturing supply chains and is a top logistics distribution center.

Business Type	Amount
Manufacturing	614
Transportation & Logistics	331
Waste Management	21
Data Processing, Hosting	9
Information	98

Types of Business Owners

Source: 2012 U.S. Census Bureau*

Businesses	Boone County	Winnebago County	City of Rockford
Veteran Owned	367	2482	1189
Woman Owned	1527	8694	5158
Minority Owned	582	5003	4039
All Firms	4574	23044	12590

Utilities

The Rockford MSA has competitive utility costs and a modern infrastructure, offering a lower cost of doing business with high-quality resources.

Choosing a utility service provider is as important as choosing the right location. The Rockford Region is desirable for its competitive utility costs and ample capacity.

Illinois is ranked 3rd in the country for grid modernization, 10 spots ahead of our closest Midwest neighbor.

Electric

ComEd (Investor-owned): Serves most of the MSA. Top 10% in reliability nationally. Business incentives are available.

Rock Energy (Co-Op): Serves a small northern portion of the MSA. It is a non-profit serving 27,000 customers in two states.

Natural Gas

Nicor Gas (Investor-owned): Serves most of the MSA. It is the largest natural gas distributor in Northern Illinois. Energy rebates are available.

Rock Energy (Co-Op): Serves small northern portion of MSA. It is a non-profit serving 27,000 customers in two states.

Water & Sewer

The region is considered attractive for its water capacity, quality, and service.

Fiber Optic

Source: Region 1 Planning Council, Industry Reports

Business and residential customers within the Rockford MSA have access to robust fiber optic and broadband services.

Dark fiber exists throughout the region, particularly along interstates 90 and 39.

A redundant fiber loop connects the Rockford MSA to Chicago and other networks.

Comcast Business
More than 250 miles of fiber optics in the area, delivering Internet speeds up to 10 Gbps with options for even greater speeds.

iFiber
Provides up to 1 Gbps network transport services for the public and private sector on a 900-mile fiber network across nine Northern Illinois counties.

Incentives & Credits

Communities within the Rockford MSA work enthusiastically with new and expanding companies to create a higher standard of living for the region's residents.

Incentives are an investment in the future economic well-being of a company and, as such, a return on investment of jobs, tax revenue, community cooperation, and capital investment is expected.

The Rockford Region offers an array of incentive programs for new and expanding businesses as well as entrepreneurs. These programs are designed to assist a wide selection of qualifying companies in various stages of their economic growth.

For additional information visit RockfordIL.com/incentive.

Source: Illinois Department of Commerce and Economic Opportunity, Region 1 Planning Council

Local Incentives

- TIF District (Tax Increment Financing)
  - Rockford
  - Cherry Valley
  - Loves Park
  - Machesney Park
  - Rockton
  - South Beloit
- Community Development Block Grant Funds
- Host Fee Loan Program

State Incentives

- EDGE Tax Credit
- Advantage Illinois
- High Impact Business Program
- Apprenticeship Education Expense Tax Credit
- Data Center Investment Tax Exemptions/Credits
- Enterprise Zones
  - Loves Park
  - Machesney Park
  - Rockford I-90
  - Rockford EZ-1
- River Edge Redevelopment Zones
- Property Assessed Clean Energy (PACE)

Federal Incentives

- New Markets Tax Credits
  - State of Illinois New Markets Tax Credits
- Opportunity Zones
- Foreign Trade Zone – FTZ #176
- Employment Based Visa Programs
- HUB Zone

Air Cargo

Air Service

Source: Airports Council International; Airport Authority Websites

Chicago Rockford International Airport (RFD)

- Top 20 air cargo airport in the Nation
- Fastest growing cargo airport in the world
- 2.7 billion pounds of freight has landed and traveled through RFD in 2020; 15% year-over-year increase

- Amazon's E-commerce freight hub
- UPS's second-largest North American air hub
- Midwest hub for Senator International
- AAR maintenance, repair, and overhaul facility

- 3,000+ acres of airport land for development
- 200+ airside acres
- 2,000+ acres for industrial, commercial projects

- Home to Global Trade Park, shovel ready sites

- Driving distance from I-39/90 Interchange: 11 miles

- 10,000 and 8,200 feet of hard surface runway
- Can land any aircraft operating today
- Category III instrument landing system
- 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

Chicago O'Hare International Airport (ORD)

- Driving distance from I-39/90 interchange: 61 miles
- 3rd busiest passenger airport & top 20 in cargo in the world
- 49 passenger, 30 cargo airlines
- Nonstop service to 49 international destinations

Rail Service

Our region is #1 in railroad connections. Intermodal service is available in Rochelle, 25 miles to our South along I-39, and at over 20 other locations within the Chicago area just 60 miles away.

All of this with the proximity to the major markets of Chicago, Madison, and Milwaukee, but without all the congestion!

Rail Service

Rail carriers serving area:

- BNSF
- CN
- CP

Shortline rail serving area: Illinois Railway

Services Include:

- Continuous switching service
- Intermodal service available
- Transload service available

Rail Transit Times Comparison

City	Highway Miles	Days by Rail
Chicago	90	1
Cleveland	422	4
Kansas City	412	2
Milwaukee	90	1
New York	889	5
St. Louis	297	2

Over the Road

Our region is #1 in interstate connections – 4 interstates run through the region, businesses located here can reach 75% of U.S. businesses within a 24-hour truck drive.

Businesses located here can reach 75% of U.S. businesses within a 24-hour truck drive.

Major highways and an abundance of rail line in the Rockford area create an efficient system for land transportation.

Roadways

Interstates: I-39, I-88, I-90, I-43
Federal Highways: US 20, US 51/251
State Routes: 2, 26, 38, 64, 70, 72, 75, 76, 173

Motor Freight Carriers

Local 45
Long-Distance Truckload 74
Long-Distance Less Than Truckload 17
Specialized 37

Truck Transit Times Comparison

City	Highway Miles	Days by Truck	Hours by Truck
Chicago	90	<1/2	1.5
Cleveland	422	1	6.5
Kansas City	412	<1	7
Milwaukee	90	<1/2	1.5
New York	889	3	13.5
St. Louis	297	<1	4.5

Residents

Demographics

The Rockford Region is strong because of its diverse demographics and connected location — central in the Midwest and right next to the expanding Chicagoland market. And it is strong because of the cooperative, attractive cities, and villages of all sizes.

Wider Population

Source: Environmental Systems Research Institute (ESRI); 2021

Rockford MSA	345,379
Within 25 miles	438,103
Within 50 miles	1,347,065
Within 100 miles	10,606,067

Race & Ethnicity

Source: Environmental Systems Research Institute (ESRI); 2020; MSA Level Data

Label	Total
American Indian	1,276
Asian	9,241
Black and African American	40,813
Hispanic	52,755
Multiple Races	12,131
Other Races	23,634
Pacific Islander	126
White	257,858

Language Spoken

Source: Environmental Systems Research Institute (ESRI); 2019; MSA Level Data

Language	Population
English Only	267,749
Spanish & English	35,720
Indo-European & English	6,334
Asian-Pacific Island & English	4,758
Other Language & English	2,804

Gender

Source: U.S. Census Bureau*; MSA Level Data

	Total	Percent
Male	138,060	48.9
Female	144,512	51.1

Age

Source: U.S. Census Bureau*; MSA level data

	Total	Percent
0 - 5	17,415	6.2
5 - 9	10,478	6.5
10 - 14	18,434	6.5
15 - 19	17,963	6.4
20 - 24	17,492	6.2
25 - 34	34,366	12.2
35 - 44	34,265	12.1
45 - 54	34,795	12.3
55 - 59	20,210	7.2
60 - 64	18,613	6.6
65 - 74	29,777	11
75 - 84	14,892	5.3
85+	5,962	2.1
Median Age	39.8	

Transportation

Source: U.S. Census Bureau*; MSA Level Data

Means of Transportation	Total	Percent
Car/Truck/Van (alone)	129,708	84.3
Car/Truck/Van (carpool)	13,790	9.0
Public Transportation	1,634	1.1
Walk	1,486	1.0
Taxi/Motorcycle/Bike/Other	1,830	1.2
Mean travel time to work	22.7 minutes	

*Some data in this category may be impacted by COVID-19

*The U.S. Census Bureau announced they would not release the standard 2020 1-year American Community Survey (ACS) data products and instead would release a set of 1-year estimates using experimental weights. They have released an analytical report, An Assessment of the COVID-19 Pandemic's Impact on the 2020 ACS 1-year Data, detailing that decision, documenting how the challenges in collecting responses significantly impaired the quality of the resulting estimates, which were often inconsistent with benchmarks and administrative data, or changed in unexpected magnitudes. These inconsistencies signaled a serious quality issue in the 2020 ACS 1-year data. Learn more at Census.gov.

Income & Spending

The Rockford Region is strong because of its diverse demographics and connected location — central in the Midwest and right next to the expanding Chicagoland market. And it is strong because of the cooperative, attractive cities, and villages of all sizes.

Household Lifestyle Spending

Source: Environmental Systems Research Institute (ESRI); 2021

Activity	Yearly Amount
Travel	$2,061
Theater/Opera/Concert	$66
Movies/Museums/Parks	$72
Sporting Events	$54
Online Games	$5
Audio	$89
Transportation	$827
Clothing	$1788
Furniture	$541

Income

Source: Environmental Systems Research Institute (ESRI); 2021

Winnebago County

Median Household Income	$57,205
Per Capita Personal Income	$29,534

Boone County

Median Household Income	$68,089
Per Capita Personal Income	$31,861

MSA

Median Net Worth	$143,643
Median Disposable Income	$46,758

Housing Type

Source: Environmental Systems Research Institute (ESRI); 2021

Type	Percent
Rent	31.3
Own	68.8

Housing Cost

Source: Environmental Systems Research Institute (ESRI); 2021

Type	Monthly Cost
Average Rent	$737
Average Mortgage	$1063

Income Breakdown

Source: Environmental Systems Research Institute (ESRI); 2021

Income	Households
0 - 24,999	27,119
25,000 - 49,999	16,651
50,000 - 74,999	25,497
75,000 - 99,999	16,930
100,000 - 149,999	22,284
150,000 - 199,999	8,099
200,000+	5,542

Average Household Size 2.5

Community

Quality of Place

The Rockford MSA is comprised of communities focused on providing an exceptional quality of life for our residents and companies. The region is home to both large and small communities providing a wide array of lifestyle options from downtown lofts to quiet tree-lined historic neighborhoods. Live downtown, near a river, or in a rural home with plenty of space around you.

In the Rockford MSA, life is affordable and convenient, our low cost of living makes creating a life here the easy choice. Reclaim your day by trading windshield time for activities with friends and family.

Transportation

Source: Online Sources

Rockford Mass Transit District (RMTD)

- 21 day routes, 6 night routes, 6 Sunday only routes
- Service hours: Mon-Fri 5:15 am - 11:15 pm, Sat 6:00 am - 5:45 pm, Sun 9:15 am - 5:15 pm

Intercity Bus: Coach USA/Van Galder Bus Company

- Daily service to O'Hare: 18 trips inbound, 20 outbound between 2:20 am and 12:30 am
- 13 trips daily both to/from Downtown Chicago/Union Station
- 13 trips daily both to/from Midway Airport

Healthcare

Source: Illinois Health Facilities and Services Review Board, Online Sources, Area Health Resources Files

Rockford MSA residents enjoy the highest-quality and accessibility in medical care from four health systems.

Hospital	Number of Beds
Mercyhealth	288
UW Health System	359
UW Health Medical Center Belvidere	39
OSF Saint Anthony Medical Center	241

Practice Types	Providers
Primary Care	147
Pediatrics	42
All MDs	980
Opthalmology	12
Dentists	178

Cost of Living Index

Source: C2ER (Third Quarter, 2021). Costs include housing, food, utilities, transportation, miscellaneous goods, and health care.

Birmingham, AL	95.4
Tucson, AZ	102.4
Little Rock, AR	956.4
San Diego, CA	146.3
Denver, CO	114.7
Washington, DC	154.4
Bloomington, IL	94.9
Champaign-Urbana, IL	89.8
Chicago, IL	120
Rockford, IL	92.9
Springfield, IL	96.2
Indianapolis, IN	91.6
Quad Cities, IA/IL	89.8
Detroit, MI	103.8
Minneapolis, MN	102.5
St. Louis, MO	87.7
New York, NY	172.6
Chapel Hill, NC	105.8
Raleigh, NC	92.6
Cleveland, OH	92.4
Portland, OR	127.5
Pittsburgh, PA	100.7
Memphis, TN	85.9
Austin, TX	101.3
Seattle, WA	149.4
Madison, WI	105.8
Milwaukee, WI	98.5

Quality of Place

The positive business climate throughout our region is matched by a great quality of life! We have world-class attractions and activities throughout the year; which are within close proximity to major metropolitan areas. The advantages include big-city lifestyle but with a small-town feel.

Places of Worship

Source: Region 1 Planning Council

Protestant Churches	269
Catholic Churches	17
Latter-Day Saints Congregations	5
Orthodox Churches	3
Buddhist Temples	4
Mosques	1
Unitarian Universalist Churches	2
Jewish Synagogues	2
Baha'i Centers	1

Culture and Arts

Source: Rockford Area Convention & Visitors Bureau

01 **Symphony Orchestra**

07 **Theaters**

16 **Art Galleries**

13 **Public Libraries**

15 **Museums**

10 **Gardens**

47 **Nightlife**

Drinks and Dining

Source: Rockford Area Convention & Visitors Bureau; Winnebago County

22 **Bakeries & Sweets**

16 **Craft Beers & Bars**

13 **Coffee Shops**

261 **Restaurants**

- 162 **American**
- 27 **Asian**
- 4 **Fine Dining**
- 42 **Italian**
- 26 **Mexican**

Activities & Leisure

The Rockford region has been a pioneering sports town since the mid-1980s. The UW Health Sports Factory downtown is designed for championship caliber basketball, volleyball and much more with its 105,000 square feet of competition space.

Across town, Mercyhealth Sportscore Two has turf and natural grass fields and the mega indoor sports complex is designed for everything from softball and soccer to ultimate frisbee and adaptive sports.

Our fields and facilities, along with public parks, forest preserves, golf courses and outdoor recreation spaces bring millions of adventure seekers to our region each year.

Spectator Sports

While spectator sports usually means watching, in our area that translates to being fully involved cheering for your favorite teams and players and having the chance to say you saw them play before they became famous.

- Rockford IceHogs, AHL hockey team (affiliates of the Chicago Blackhawks)
- Rockford Rivets, collegiate baseball
- Rockford Speedway, the highest ranked quarter mile oval short track raceway tabbed as "Mid-America's Finest Racetrack"

Sport & Recreation

Source: Online sources; MSA Level Data

Public Parks..... 185
Parkland Acres..... 8,629+
Forest Preserve/Conservation Acres..... 17,209+

Public Swimming Pools 6
Water Parks 1

Fitness & Recreational Sports Facilities 28

Ice Arenas 3

Indoor Sports Centers..... 2
Outdoor Sports Centers 2

Public Golf Courses 22
Country Clubs .....

Events & Entertainment

There's always something fun to do all season long in our region like discovering handmade artisan creations, learning about the Sock Monkey, or simply strolling our beautiful conservatory and gardens, visit downtown and sample the delicious food, or check out our unique storefronts for a bit of shopping.

Our spectacular events attract people from near and far. For a more complete list of activities visit: GoRockford.com.

- 815 Day
- Farmers & Craft Markets
- Friday Night Flix
- Heritage Days
- Hometown Christmas
- Old Settlers Days
- Rock River Anything That Floats Race
- Rockford ProAm
- Screw City Beer Festival
- Stroll on State
- Tough Mudder
- WWII Days

Other Amenities

Source: Rockford Area Convention & Visitors Bureau; Winnebago County

Hotels, Motels, & Extended Stay 31
Campgrounds..... 8
Civic Center 1
10,000 seat capacity

Awards & Recognition

IndustryWeek

#4

IndustryWeek Best Places to Work in Manufacturing in the Nation

smartasset

#4

SmartAsset Healthcare access & home affordability (3rd straight year)

MILKEN INSTITUTE

#5

Milken Institute Best-Performing Cities for Job Growth

Forbes

#6

Forbes Easiest Places to Make Your Mark

smartasset

#9

SmartAsset Best Places to Work In Manufacturing

Reader's Digest

Top 15

Reader's Digest Best Places to Move to in the Nation

USA TODAY

#6

USA Today Fastest Growing Housing Market

Rockford
ILLINOIS USA
ROCKFORD AREA ECONOMIC DEVELOPMENT COUNCIL

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