

ROCKFORD AREA

Quick Reference Guide

Rockford, Illinois MSA

The Rockford MSA (Metropolitan Statistical Area) includes Boone, Ogle, and Winnebago counties of northern Illinois. Rockford is 65 miles northwest of Chicago's O'Hare International Airport and 90 miles east of the Mississippi River. Its location allows for easy access to regional, national and international markets.



The Rockford Area Council of 100 is a nonprofit economic development organization whose mission is to provide leadership on economic development policy, regional cooperation, and infrastructure issues affecting the economic base of the Rockford Area and to deploy a talented staff to provide a diverse array of professional services to clients who are considering new or expanded investments in the economic base of Boone, Ogle, Stephenson and Winnebago counties.

Last updated 8/13/03

Rockford is home to the second largest air hub in the UPS system.

Population Characteristics

Population Trends (1990-2002)

	2002 est.	2000	1999	1990
Rockford MSA	379,376	371,236	357,647	329,676
City of Rockford	151,068	150,115	143,763	141,787
Winnebago Co	282,627	278,418	268,126	252,913

By County (2002)

Winnebago County	282,627
Ogle County	52,129
Boone County	44,620

Source: U.S. Census Bureau

Race/Ethnicity (2001) Number Percent

White	321,533	85.6
Black	26,577	7.1
Amer. Indian, Eskimo, Aleut	589	0.2
Asian	5,647	1.5
Native Hawaiian/Pacific Islander	126	---
Some other race	5,329	1.4
2 or more races	9,462	2.5
Hispanic Origin*	29,137	7.8
Total Population	375,520	100.0

* Persons of Hispanic Origin may be of any race.

Source: U.S. Census Bureau Supplemental Survey



Gender (2000) Number Percent

Male	182,414	49.1
Female	188,822	50.9
Total Population	371,236	100.0

Age Structure (2000) Number Percent

0-14 years	83,445	22.4
15-19 years	26,060	7.0
20-24 years	20,671	5.6
25-34 years	50,091	13.5
35-54 years	110,901	29.9
55-64 years	33,300	9.0
65 years and over	46,768	12.5

Source: U.S. Census Bureau

Income Characteristics

(2001)

Median Family Income	\$50,781
Mean Household Income	\$54,521
Per capita Personal Income	\$26,335

Source: US Census Bureau 2001 Supplemental Survey

Household Income by Income Group (2001)

	Number	Percent
Total Households	146,811	100.0
Less than \$10,000	12,536	8.5
\$10,000 - \$14,999	6,264	4.3
\$15,000 - \$24,999	20,410	13.9
\$25,000 - \$34,999	21,734	14.8
\$35,000 - \$49,999	22,281	15.2
\$50,000 - \$74,999	28,606	19.5
\$75,000 and over	34,980	23.8

Source: U.S. Census Bureau,

Selected Calculations

1990-2000

Population Change (thousands)	+41.5
Employment Change (thousands)	+24.5
Population Growth Rate (annual)	+1.26%
Employment Growth Rate (annual)	+1.45%

Source: U.S. Dept. of Commerce, Illinois Dept. of Employment Security

Land Area	1,560.0 square miles
Density	238.0 persons per square mile
Persons per Household	2.51

Source: U. S. Census Bureau 2002



Education

Attainment - 2001 est.	Number	Percent
Persons 25 years and older	241,598	100.0
- Less than 9th grade	13,429	5.6
- 9th to 12th grade, no diploma	29,425	12.2
- High school graduate	79,105	32.7
- Some college, no degree	51,600	21.4
- Associate degree	15,661	6.5
- Bachelor's degree	31,836	13.2
- Graduate/professional degree	20,542	8.5

Source: U.S. Census Bureau, 2003

K - 12 School Enrollment (2001-2002)

	City of Rockford		Rockford MSA	
	No.	%	No.	%
Total Enrollment ..	35,166	100.0	73,590	100.0
Total Public	26,674	75.8	63,915	86.8
Total Private	8,492	24.1	9,675	13.1

Source: National Public School Locator, Illinois State Board of Education

Institutions of Higher Learning within Commuting Distance Enrollment

4-year:

Beloit College (Beloit, WI)	1,180
Northern Illinois University - DeKalb	24,948
Northern Illinois University - Rockford campus	379
Rockford College	864
St. Anthony College of Nursing	71

Community:

Highland Community College - Freeport	2,595
Kishwaukee College - Malta	3,663
Rock Valley College	7,699

Other:

Rockford Business College	318
U of I - College of Medicine at Rockford	156



Major Private Employers

Firm Name	Employment
Rockford Health System	4,400
Product/Service	Health care
Textron, Inc.	3,560
Product/Service.....	Screws, specialty fasteners
SwedishAmerican Health System	2,913
Product/Service	Health care
Hamilton Sundstrand Corporation	2,900
Product/Service	Aerospace components
DaimlerChrysler Corporation	1,970
Product/Service	Automobiles
OSF St. Anthony Medical Center	1,950
Product/Service	Health care
United Parcel Service	1,700
Product/Service	Parcel sorting hub
Invensys Building Systems	1,200
Product/Service	Environmental controls
Woodward	1,029
Product/Service	Governors & auxiliary equipment
MCI	1,000
Product/Service	Telemarketing
Newell/Amerock	995
Product/Service..	Cabinet, window, & furniture hardware
War-Mart Stores	970
Product/Service	Retail merchandise
Rochelle Foods, Incorporated	900
Product/Service	Pork processing
Cadbury Adams	890
Product/Service	Chewing gum
Quebecor Printing	750
Product/Service	Commercial Printing
ComEd	750
Product/Service	Electric power
R&D Theil, Inc. - CCA	640
Product/Service	Structural Components
Kable News	560
Product/Service	Magazine publishing & distribution

Labor Market Characteristics

Rockford MSA Labor Force Summary (2002)

Labor Force	198,762
Total Employment	183,323
Number Unemployed	15,439
Percent Unemployed	7.8%

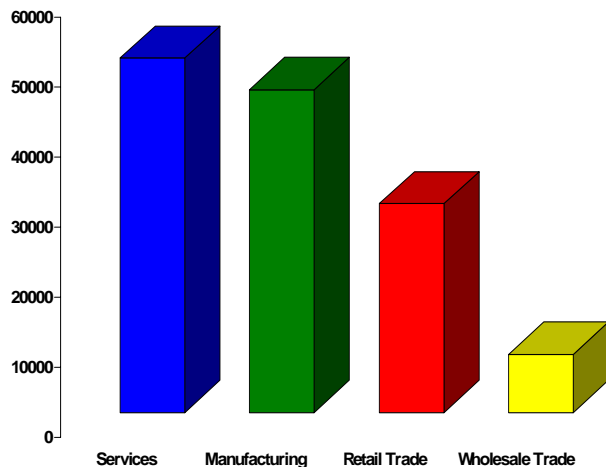
Percent Unemployed (2002)

City of Rockford	10.0%
Illinois	6.5%
U.S.	5.8%

Employment by Industry (2002)

Non-Agricultural Wage & Salary Workers 176,800

Services	62,200
Manufacturing	40,800
Retail Trade	19,000
Government	19,500
Transportation, Communications, Utilities	9,800
Wholesale Trade	7,300
Construction & Mining	8,500
Finance, Insurance, Real Estate	8,000



Average Weekly Wages by Industry (1st Qtr., 2001)

Total for all Industries	\$664
Manufacturing	\$828
Finance, Insurance, Real Estate	\$890
Transportation, Communications, Utilities	\$801
Construction	\$730
Wholesale Trade	\$704
Mining, Quarrying	\$452
Services	\$468
Retail Trade	\$301
Agriculture	\$305

Source: Illinois Department of Employment Security

Commercial/Industrial Services

Machinshops	179
Tool & die shops.....	70
Electric motor repair	9
General waste disposal services?	yes
Hazardous waste disposal services?y	yes

State-designated Enterprise Zones located in:

Rockford, Belvidere/Boone County, and Rockton/South Beloit.

Tax Increment Financing districts located in:

Rockford (7), Belvidere, Machesney Park, and South Beloit.

Industrial Development Revenue Bond and Revolving Loan Fund programs available in most areas.

Commuting Characteristics

Highways serving area:

- Interstate: I-90, I-88, I-39
- Federal: US Route 20, US Route 51/251
- State: 9 state highways--IL 2, 26, 38, 64, 70, 72, 75, 76, 173

Means of Transportation	Number	Percent
Workers 16 years and older	170,415	100.0
- Private vehicle	161,008	94.5
- Public transportation (Bus)	1,148	0.7
- Walked	973	0.6
- Other means	2,531	1.5
- Work at home	4,755	2.8
Mean travel time to work		22.4 min.

Source: U.S. Census Bureau 2003

Public Transportation

Rockford Mass Transit District (RMTD)

- 15 routes
- 37 vehicles
- Hourly stops from 5:00 a.m. to 11:45 p.m.



Shuttle Services

- Rockford Coach Lines
- Van Galder Bus Company
- Daily service to and from O'Hare includes 31 trips from 4 a.m. to midnight.
- Daily service to Downtown Chicago and Union Station

Between 1994 and 1998, the Greater Rockford Airport was the fastest growing cargo airport in the U.S. *FAA Statistics*

Access to Markets

Air Service

- Greater Rockford Airport (RFD)
- ➔ Among the nation's fastest growing cargo airports
- ➔ UPS regional air hub
- ➔ 10,000 and 8,200 feet of Hard Surface Runway
- ➔ Narrow and Wide Body Capable
- ➔ Category I/III Instrument Landing System
- ➔ VOR
- ➔ Non-Directional Beacon
- ➔ Centerline and Touchdown Zone Lighting



Air Freight/Air Cargo firms

Airborne Express, United Parcel Service, BAX Global, Emery Worldwide Air Charter

Total Landed Cargo Wt., 2002 (lbs.)1,260,688,390

Other services:U.S. Customs Port of Entry, Foreign Trade Zone #176, public warehousing

Motor Freight Services

Number of carriers.....60

Number of Terminals.....37

Rail Service

Rail Carriers serving area:

- ➔ Burlington Northern-Santa Fe (BNSF)
- ➔ Union Pacific
- ➔ Canadian National
- ➔ Iowa, Chicago and Eastern Railroad
- ➔ Illinois RailNet

Parcel Distribution Services

- ➔ UPS Air Hub
- ➔ Emery Worldwide Air Charter
- ➔ Landstar Inway
- ➔ Airborne Express
- ➔ BAX Global
- ➔ FedEx



Rockford's UPS Air Hub was constructed at the Greater Rockford Airport in 1994 as a key component in the global UPS network. As the largest regional air hub in the country, Rockford is the only facility of its type that handles cargo going coast to coast. Around the clock operations are permitted.

Rockford's status as a UPS air hub helped attract Motorola's America's Service Division, a 60,000 square-foot radio-repair center near the airport. With earlier delivery and later drop-off times, the hub provides local businesses greater flexibility and a strategic advantage for serving their customers. For an advanced logistics analysis on how a Rockford location can improve your operations, call the Council of 100 at 815-987-8118.

Transit Time

Distance and travel time from the Rockford Area to:

City	Highway Miles	Highway Kilometers	Days by Rail	Days by Truck
Atlanta	761	1,218	5	2
Chicago	90	141	1	1
Cleveland	422	675	4	1
Dallas	830	1,328	3	3
Denver	909	1,454	4	3
Detroit	373	597	4	1
Kansas City	412	659	2	1
Los Angeles	1,967	3,147	6	4
Milwaukee	90	141	1	1
Minneapolis	353	565	3	1
New Orleans	999	1,598	5	3
New York	889	1,422	5	3
St. Louis	297	479	2	1



Retail Trade

Sales by Store Group (2002)

Total Retail Sales	\$2,729,076,176
- General Merchandise Stores	13.4%
- Food Stores	6.9%
- Eating & Drinking Places	9.9%
- Apparel & Accessories	2.5%
- Furniture & Household Goods	6.8%
- Building Materials & Hardware	7.6%
- Auto Dealers & Gasoline Service Stations	26.8%
- Drug Stores & Miscellaneous Retail	9.5%

Estimated Retail Sales per Household	\$18,589
Number of Retail Establishments	10,791
Retail Sales Tax:	
- State	5.00%
- County	0.25%
- Municipal	2.00%

Source: Illinois Department of Revenue.



Utilities

Electric

Alliant Energy (Investor-owned)

- Service Territory within MSA: northern portion of Winnebago and Boone counties

ComEd (Investor-owned)

- Service Territory within MSA: Boone, Ogle, and Winnebago(except northern) counties
- Tax: State=5%, Franchise Fee=0-5%, Municipal=0-5%

Rochelle Electric Utilities (City-owned)

- Service Territory within MSA: City of Rochelle

Natural Gas

NiCor Gas Co. (Investor-owned)

- Service Territory within MSA: Boone, Ogle and Winnebago counties (except City of South Beloit, Village of Rockton)
- Tax: State=5%

South Beloit Water, Gas & Electric (Investor-owned; subsidiary of Wisconsin Power & Light Co.)

- Service Territory within MSA: City of South Beloit

Telecommunications

Telecommunications: Intra-LATA (Local) carriers

SBC

- Service Territory within MSA: Rockford, Loves Park, Machesney Park, South Beloit

Choice One Communications

- Service territory within MSA: Rockford, Loves Park, Machesney Park

McLeod USA

- Service Territory within MSA: Rockford, Loves Park, Machesney Park, Belvidere and surrounding areas

TDS METROCOM

- Service Territory within MSA: Rockford, Loves Park, Machesney Park, Belvidere and surrounding areas

Verizon

- Service Territory within MSA: Boone, Ogle and Winnebago counties (except Rockford, Loves Park, Machesney Park, South Beloit, Leaf River)

Note: Independent telephone exchanges exist in Leaf River and the Bergen and Sharon areas of northern Boone county.

Telecommunications: Inter-LATA (Long Distance) carriers

AT&T Communications

Choice One Communications MCI

McLeod USA

Sprint Qwest

Telecommunications: Broadband Suppliers and Services

SBC

Choice One Communications

McLeod USA

TDS METROCOM

- Redundant Networks of Fiber Optic Rings
- Asynchronous Transfer Mode (ATM)
- Digital Subscriber Line Service (DSL)
- OC3 - OC48 Fiber Cables
- Virtual Private Networks (VPN)
- Virtual Internet Service (VIS)
- T1 Lines

Insight Communications

- Digital/Cable Modems



Rockford ranks first among medium-sized cities for golf.

Golf Digest, 2000

Cost of Living

ACCRA Cost-of-Living Index (1st Qtr., 2002)

Boston, MA	140.0
Washington, DC-MD-VA-WV	132.3
San Diego, CA	129.8
Philadelphia, PA-NJ	117.6
Minneapolis, MN	108.2
Denver, CO	106.5
Grand Rapids, MI	105.2
Cleveland, OH	104.8
Portland-Vancouver, OR-WA	102.8
Dallas, TX	100.6
Phoenix, AZ	98.8
Green Bay, WI	98.7
Rockford, IL	98.4
Norfolk-Virginia Beach-Newport News (VA-NC) ..	98.0
Tampa, FL	97.0
Appleton-Oshkosh-Neenah, WI	93.8
San Antonio, TX	88.9

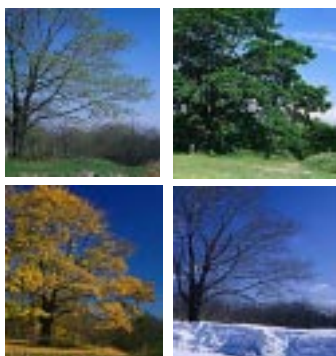
Source: ACCRA

Climate

Average Winter Temp	22.12° F	-5.46° C
Average Summer Temp	71.02° F	21.68° C
Average Annual Rainfall	36.28 in	92.15 cm
Average Annual Snowfall	35.20 in	89.41 cm
Ave. Annual Days Below Freezing	144		
Heating Degree Days	3,186		
Cooling Degree Days	714		

Location

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



Quality of Life

Public Parks	185
Parkland acres	>7,000
Public Swimming Pools	6
Health Clubs	9
Public Golf Courses	21
Country Clubs	6
Public Libraries	9
Museums	10
Art Galleries	12
Symphony Orchestra	1
Community Theatres	4
Indoor Ice Arenas	2
Indoor Sports Centers	1
Water Parks	1
Sports: Rockford Icehogs UHL hockey team, Rockford Lightning CBA basketball team, Rockford Raptors Premier NISL soccer team, Rockford Riverhawks minor league baseball team, Rockford Speedway, Byron Dragway	
Protestant Churches*	402
Catholic Churches	19
Jewish Synagogues	2
Islamic Mosque	1

* 56 denominations represented.

Festival of Lights



Coronado Theatre

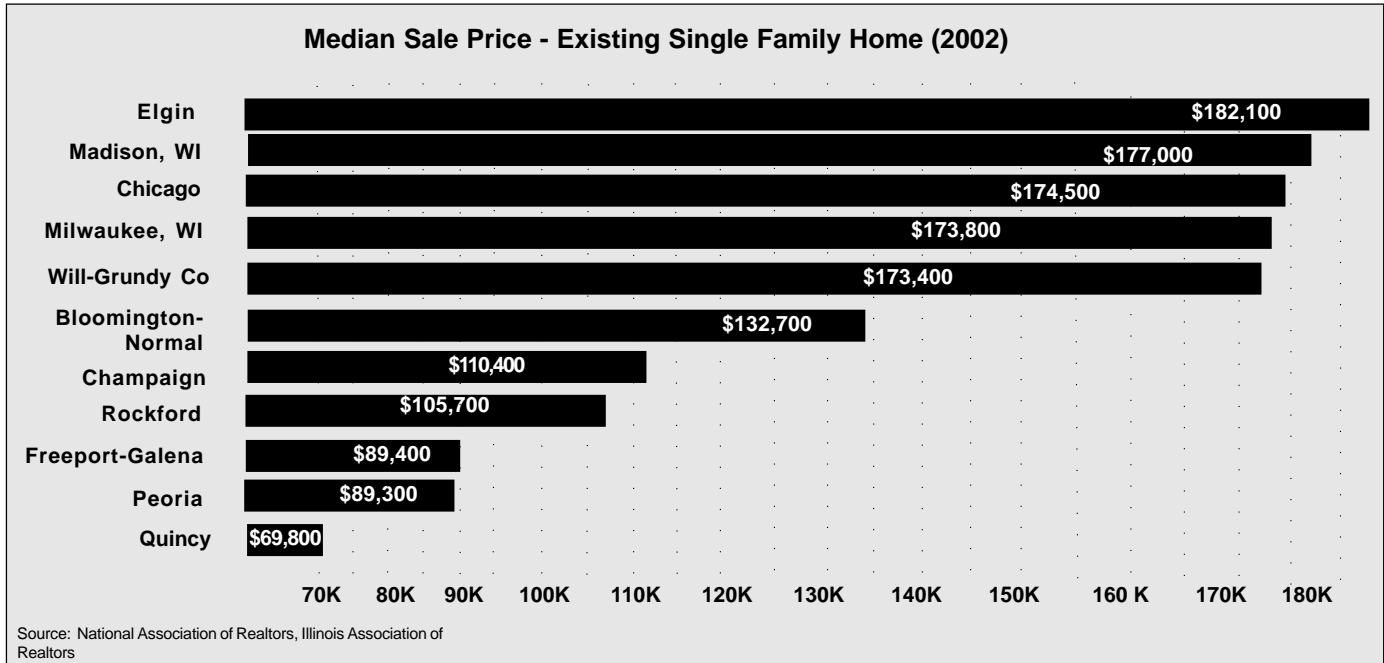
Health Care

Hospitals	No. of Beds
Rockford Health Systems (Rockford)	339
SwedishAmerican Hospital (Rockford)	296
OSF St. Anthony Medical Center (Rockford)	201
Freeport Memorial Hospital (Freeport)	179
Rochelle Community Hospital (Rochelle)	34
Northwest Suburban Community Hosp.(Belvidere) ...	307
Number of Physicians (M.D.)	849
Number of Dentists (D.D.S.)	202

Rockford MSA ranks 1st in housing affordability in the U.S.

National Association of Home Builders, Fourth Quarter, 2001

Housing Affordability



Community Services

Motels/Hotels:	60
- Number of rooms:	3,527
Restaurants:	575
-Capacity of largest banquet room:	1,200
Civic Center/auditorium:	Rockford Metro Centre
- Seating capacity:	10,000
Number of Banks:	35
Number of Savings and Loans:	6
Number of Credit Unions:	36
Local newspapers	
- Daily:	3
- Weekly:	8
Local radio stations:	13
TV channels received:	6
Cable TV system.....	yes
Public Bus Transportation.....	yes
Fire Insurance Rating: City of Rockford:	2
WinnebagoCounty.....	5



For More Information

Rockford Area Council of 100

515 North Court Street
 Rockford, Illinois 61103
 Phone: (815) 987-8118
 Fax: (815) 987-8129

website: www.rockfordil.com
 e-mail: info@rockfordil.com

Economic Development Partners:

- Growth Dimensions of Belvidere and Boone County
- Greater Rochelle Economic Development Corporation
- Freeport Area Economic Development Corporation
- Rockford Local Development Corporation