The Rockford MSA Supports the 7:2:1 Concept

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 regional employers in jobs that are good today, tomorrow, and in the future.
Get to know the Rockford MSA
Winnebago and Boone Counties

INVESTMENT MADE BY 4 HEALTHCARE SYSTEMS

$1.1 Billion

Employment Concentration

14.7%
Health Services

INVESTMENT MADE BY AEROSPACE & ADVANCED MANUFACTURING

$58.1 Million

21.1%
Advanced Manufacturing

INVESTMENT MADE INTO EDUCATION & WORKFORCE DEVELOPMENT

$36 Million

16.1%
Education
Major Employers

AEROSPACE

UTC Aerospace Systems ................. 2,200
Woodward ........................................ 1,900

AUTOMOTIVE

Fiat Chrysler Automobiles .......... 5,152
Magna ........................................... 816
Syncreon ...................................... 600

EDUCATION

Rockford Public Schools ............... 3,713
Harlem Consolidated Schools ...... 1,100
Belvidere Community Schools ...... 870

FOOD PROCESSING

Mondelez International ............... 850
General Mills ............................... 675
Taylor Company ......................... 671
(Manufacturer of Food Processing Equipment)
Winnebago County ......................... 1,292
City of Rockford .......................... 1,088

GOVERNMENT

Mercyhealth .................................... 4,000
SwedishAmerican Health System . 3,359
OSF Healthcare .............................. 2,800

HEALTHCARE

UPS .................................................. 2,379
Wal-Mart Stores ............................. 1,471
Lowe’s ............................................. 1,108

LOGISTICS/RETAIL

PACKAGING

PCI Pharma Services ....................... 1,800

Source: Employer-provided data through websites, public reports, or direct contact; Media reports; Hoovers.com. Data collected by Region 1 Planning Council.
Air Service
Source: Airports Council International

Chicago Rockford International Airport (RFD)
- Driving distance from I-39/90 Interchange: 11 miles
- Double-digit year-over-year growth for cargo
- UPS’s second-largest North American air hub
- AAR maintenance, repair, and overhaul facility
- 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
- 3,000+ acres of airport land for development
- 200+ airside acres
- 2,000+ acres for industrial, commercial projects

Chicago O’Hare International Airport (ORD)
- Driving distance from I-39/90 interchange: 61 miles
- 6th-busiest passenger airport & top 20 in cargo in the world (2016)
- 45 passenger, 30 cargo airlines
- Nonstop service to 49 international destinations

Chicago Midway International Airport (MDW)
- Driving distance from I-39/90 interchange: 86 miles
- Nonstop service to 73 cities

Milwaukee General Mitchell International Airport (MKE)
- Driving distance from I-39/90 interchange: 89 miles
- Nonstop service to 37 cities

Transit Times

<table>
<thead>
<tr>
<th>City</th>
<th>Highway Miles</th>
<th>Days by Rail</th>
<th>Days by Truck</th>
<th>Hours by Truck</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chicago</td>
<td>90</td>
<td>1</td>
<td>&lt;1/2</td>
<td>1.5</td>
</tr>
<tr>
<td>Cleveland</td>
<td>422</td>
<td>4</td>
<td>1</td>
<td>6.5</td>
</tr>
<tr>
<td>Kansas City</td>
<td>412</td>
<td>2</td>
<td>&lt;1</td>
<td>7</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>90</td>
<td>1</td>
<td>&lt;1/2</td>
<td>1.5</td>
</tr>
<tr>
<td>New York</td>
<td>889</td>
<td>5</td>
<td>3</td>
<td>13.5</td>
</tr>
<tr>
<td>St. Louis</td>
<td>297</td>
<td>2</td>
<td>&lt;1</td>
<td>4.5</td>
</tr>
</tbody>
</table>
Transit Time by Truck

Rockford MSA

- Detroit: <1 Day
- Chicago: <1/2 Day
- St. Louis: <1 Day
- Minneapolis: <1 Day
- Kansas City: 2 Days
- Dallas: 3 Days
- New Orleans: 3 Days
- Denver: 3 Days
- Los Angeles: 4 Days

Motor Freight Carriers

- Local: 50
- Long-Distance Truckload: 33
- Long-Distance Less Than Truckload: 17
- Specialized: 54

Rail Service

Rail carriers serving area: BNSF, UP, CN, CP
Shortline rail serving area: Illinois Railway
- Continuous switching service
- Intermodal service available
- Transload service available
- UP Global 3 intermodal facility 25 miles south of MSA
Incentives
Source: Region 1 Planning Council

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. Incentives and a location decision must make good fiscal sense to all parties involved. For additional information visit RockfordIL.com.

<table>
<thead>
<tr>
<th>State-designated Enterprise Zones</th>
</tr>
</thead>
<tbody>
<tr>
<td>Belvidere/Boone County, Global Trade Park, Loves Park/Machesney Park, Rockford I-90, and Rockford EZ 1.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Tax Increment Financing Districts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rockford, Cherry Valley, Loves Park, Machesney Park, Rockton, and South Beloit.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Flexible Financing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industrial Development Revenue Bond and Revolving Loan Fund programs available.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Immigration Through Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>An incentive program where foreign companies investing in the region can receive EB-5 Visas.</td>
</tr>
</tbody>
</table>

Foreign Trade Zone #176
The RAEDC administers FTZ #176 (Foreign Trade Zone #176) on behalf of the Chicago Rockford International Airport. For information regarding participation, contact your local economic development organization.

<table>
<thead>
<tr>
<th>Cash Flow</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standing inventory is held in the FTZ subzone/site without duty, often resulting in large savings, particularly during the first year.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Supply Chain Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>There is no need to hold product for customs clearance.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duty Deferral or Elimination</th>
</tr>
</thead>
<tbody>
<tr>
<td>There is significant duty deferral or elimination of duty on the average inventory during the first year in the FTZ program with capital costs captured each subsequent year.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Value Added</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value added to merchandise in an FTZ subzone/site is not dutiable.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Production Equipment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Certain duty deferral and reduction benefits apply on production equipment admitted for assembly and testing prior to use in production.</td>
</tr>
</tbody>
</table>
Utilities & Services

Source: Region 1 Planning Council

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

Telecommunications

Source: Region 1 Planning Council, Industry Reports

Business and residential customers within the Rockford MSA have access to robust broadband services. This has attracted large businesses, data centers, customer service call centers, and research and development operations, as well as their employees.

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

In 2016, the Rockford MSA – as part of the Chicago region – was one of the first five regions nationally to get Comcast’s DOCSIS 3.1 Gigabit Internet service. Other consumer wired and wireless broadband companies provide service to the region.

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. This includes multiple business service providers available to ensure redundancy.

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.

Industrial Services

Source: U.S. Census Bureau MSA Business Patterns (2015)

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

Machine Shops.................................................105
Tool and Die Shops.......................................... 25
Waste Management/Remediation Services . 23

Landfills

Winnebago Reclamation Services, Veolia ES Orchard Hills Landfill, Rochelle Sanitary Landfill, or Area Disposal Service Inc.
Our Community
The Rockford MSA is comprised of communities focused on exceptional quality of life for its residents and its companies. Striving to be a Top 25 community, where our people are engaged, inspired, and are leading successful and fulfilling lives.

The region is home to communities both large and small and provides 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.

For additional information regarding quality of life, attractions, and events visit: GoRockford.com or TransformRockford.org.

Health care
Source: Illinois Health Facilities and Services Review Board, Area Health Resources Files
Rockford MSA residents enjoy the highest-quality and accessibility in medical care from four health systems.

<table>
<thead>
<tr>
<th>Hospital</th>
<th>Number of Beds</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mercyhealth</td>
<td>391</td>
</tr>
<tr>
<td>SwedishAmerican Hospital</td>
<td>333</td>
</tr>
<tr>
<td>SwedishAmerican Medical Center Belvidere</td>
<td>34</td>
</tr>
<tr>
<td>OSF Saint Anthony Medical Center</td>
<td>254</td>
</tr>
</tbody>
</table>

Number of Physicians (M.D.)........... 801
Number of Dentists (D.D.S.).......... 189

Cost of Living Index
Source: C2ER (2017, Q3 Average). Costs include housing, utilities, transportation and health care.

New York (Manhattan), NY.........................242.9
San Diego, CA........................................144.1
Chicago, IL............................................123.3
Denver, CO............................................112.1
Allentown, PA .......................................105.4
Minneapolis, MN....................................104.9
Cleveland, OH.......................................100.2
Joliet-Will County, IL..........................98.2
Peoria, IL.............................................96.2
Austin, TX.............................................96.2
Detroit, MI............................................95.7
Phoenix, AZ..........................................95.1
Quad Cities, IL - IA.............................94.0
Springfield, IL.....................................93.9
Indianapolis, IN....................................92.5
Wichita, KS..........................................92.4
Champaign-Urbana, IL.............................91.5
Rockford, IL.........................................91.1
St. Louis, MO........................................90.5
Columbus, OH........................................89.2
Des Moines, IA......................................89.2

Retail Trade

Total Retail Sales............................$4,147,506,000
Number of Retail Establishments........1,094

Retail Sales Tax
State...........................................6.25%
County..............................................1.0 to 1.5%
Municipal*........................................0.0 to 2.0%

*Special business districts in certain communities have higher rates.
In 2015, Rockford Public Schools District 205 was named the 3rd Ford Next Generation Model Community in the nation, one of just 17 in the nation to receive the distinction. Rockford Public Schools District 205 was recognized for their high school curriculum redesign.

### Institutions of Higher Learning
**Within 55 mile radius of Rockford, IL**

#### Career, Technical, & Other Enrollment
- Blackhawk Technical College (Janesville, WI) 8,600
- Rock Valley College (Rockford, IL) 7,937
- Kishwaukee College (Malta, IL) 4,717
- Highland Community College (Freeport, IL) 4,000
- Rockford Career College (Rockford, IL) 560
- Rasmussen College (Rockford, IL) 550

Learn more about skilled trade training opportunities visit: ProjectFirstRate.com

### Metro Area Attainment

<table>
<thead>
<tr>
<th>Category</th>
<th>#</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Persons 25 years and older</td>
<td>229,569</td>
<td>100</td>
</tr>
<tr>
<td>High school graduate/equivalence or higher</td>
<td>87.2</td>
<td></td>
</tr>
<tr>
<td>Bachelor’s degree or higher</td>
<td>22.3</td>
<td></td>
</tr>
<tr>
<td>Graduate or Professional degree</td>
<td>8.2</td>
<td></td>
</tr>
</tbody>
</table>

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.

### Institutions of Higher Learning
**Within 55 mile radius of Rockford, IL**

#### 4-year Enrollment
- Northern Illinois University (DeKalb, IL) 20,130
- Uni. of Wisconsin (Whitewater, WI) 10,971
- Beloit College (Beloit, WI) 1,208
- Rockford University (Rockford, IL) 1,090
- Judson University (Elgin, IL) 1,061
- Northern Illinois University (Rockford, IL) 1,000
- St. Anthony College of Nursing (Rckfd, IL) 332
- Judson University (Rockford, IL) 182
- Uni. of Illinois-College of Medicine (Rkfd, IL) 175
- Upper Iowa University (Rockford, IL) 100
- Embry-Riddle Aeronautical Uni. (Rkfd, IL) 16

#### Career, Technical, & Other Enrollment
- Blackhawk Technical College (Janesville, WI) 8,600
- Rock Valley College (Rockford, IL) 7,937
- Kishwaukee College (Malta, IL) 4,717
- Highland Community College (Freeport, IL) 4,000
- Rockford Career College (Rockford, IL) 560
- Rasmussen College (Rockford, IL) 550
Quality of Life


The positive business climate throughout the Rockford 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.

Spectator Sports

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”.

Culture and Arts

- Symphony Orchestra: 01
- Theaters: 07
- Art Galleries: 12
- Public Libraries: 14
- Museums: 15

Exercise, Sports, and Recreation

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

Across town, Mercyhealth Sportcore Two has added turf and natural grass fields, and the all-new “mega” indoor sports complex is newly designed for everything from soccer to Ultimate to football.

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.

Public Parks ...............................................185
Parkland Acres .....................................>7,100
Forest Preserve/Conservation Acres>13,000
Public Swimming Pools ..............................6
Fitness and Recreational Sports Facilities 28
Public Golf Courses ...................................14
Country Clubs ..............................................4
Indoor Ice Arenas.......................................3
Indoor Sports Centers.................................2
Outdoor Sports Centers ..............................2
Water Parks ...............................................1
Events & Entertainment
There’s always something fun to do all season long in our region like discovering handmade artisan creations at Farmer’s and Craft Markets, participating in the Rock River Anything That Floats Race that makes use of our Rock River, finding out about the region’s roots during the community-wide celebration of 815 Day. Our spectacular events attract people from near and far. For a complete list of activities visit: GoRockford.com.
- Friday Night Flix
- Heritage Days
- Hometown Christmas
- Rock River Anything That Floats Race
- Farmer’s & Craft Markets
- 815 Day
- Rockford ProAm
- Screw City Beer Festival
- Stroll on State
- Tough Mudder
### Population
Source: U.S. Census Bureau Population Estimates Program

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2010</th>
<th>2000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rockford MSA</td>
<td>339,376</td>
<td>349,224</td>
<td>321,042</td>
</tr>
<tr>
<td>City of Rockford</td>
<td>147,651</td>
<td>152,938</td>
<td>151,826</td>
</tr>
<tr>
<td>Winnebago County</td>
<td>285,873</td>
<td>295,101</td>
<td>278,989</td>
</tr>
<tr>
<td>Boone County</td>
<td>53,503</td>
<td>54,123</td>
<td>42,053</td>
</tr>
</tbody>
</table>

### Age
Source: U.S. Census Bureau Population Estimates Program

<table>
<thead>
<tr>
<th></th>
<th>#</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-14 years</td>
<td>73,557</td>
<td>21.6</td>
</tr>
<tr>
<td>15-19 years</td>
<td>24,958</td>
<td>7.3</td>
</tr>
<tr>
<td>20-24 years</td>
<td>20,218</td>
<td>6.0</td>
</tr>
<tr>
<td>25-34 years</td>
<td>42,464</td>
<td>12.5</td>
</tr>
<tr>
<td>35-54 years</td>
<td>98,928</td>
<td>29.1</td>
</tr>
<tr>
<td>55-64 years</td>
<td>42,227</td>
<td>12.4</td>
</tr>
<tr>
<td>65 years and over</td>
<td>47,079</td>
<td>13.9</td>
</tr>
</tbody>
</table>

### Gender
Source: U.S. Census Bureau Population Estimates Program

<table>
<thead>
<tr>
<th></th>
<th>#</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>168,813</td>
<td>49.7</td>
</tr>
<tr>
<td>Female</td>
<td>170,563</td>
<td>50.3</td>
</tr>
</tbody>
</table>
**Income**
Source: US Census Bureau American Community Survey 2016 1-year estimates

- Median Household Income: $50,867
- Mean Household Income: $66,547
- Per Capita Personal Income: $26,443

**Workforce**
Source: Environmental Systems Research Institute (ESRI), 2018

**Commutable Workforce**
- Within Rockford MSA: 191,151
- 30 Minutes: 227,890
- 45 Minutes: 442,386

**Employed in Manufacturing**
- Rockford MSA: 12%
- State of Illinois: 7%
- USA: 6%

**Wider Population**
Source: Environmental Systems Research Institute (ESRI), 2018

- Within 25 miles: 507,758
- Within 50 miles: 2,440,752
- Within 100 miles: 13,474,624

**Transportation**
Rockford Mass Transit District (RMTD)
- 21 day routes, 6 night routes, 6 Sunday only routes, 41 vehicles
- 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

**Means of Transportation**

<table>
<thead>
<tr>
<th>Mode</th>
<th>#</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Car/Truck/Van (alone)</td>
<td>129,708</td>
<td>84.3</td>
</tr>
<tr>
<td>Car/Truck/Van (carpool)</td>
<td>13,790</td>
<td>9.0</td>
</tr>
<tr>
<td>Public Transportation</td>
<td>1,634</td>
<td>1.1</td>
</tr>
<tr>
<td>Walk</td>
<td>1,486</td>
<td>1.0</td>
</tr>
<tr>
<td>Taxi/Motorcycle/Bike/Other</td>
<td>1,830</td>
<td>1.2</td>
</tr>
<tr>
<td>Work at Home</td>
<td>5,484</td>
<td>3.6</td>
</tr>
</tbody>
</table>