

RockfordRegion



# SIGNS

Regional Plan for  
Sustainable Development



**THE STATE OF ECONOMIC WELL-BEING**  
ROCKFORD METROPOLITAN AGENCY FOR PLANNING

April 2013



This report was prepared in cooperation with the U.S. Department of Housing and Urban Development, the U.S. Department of Transportation and the U.S. Environmental Protection Agency. The contents, views, policies and conclusions expressed in this report are not necessarily those of the above agencies.

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# STATE OF ECONOMIC WELL-BEING IN THE ROCKFORD REGION

## FOREWORD

In 2010, the U.S. Department of Housing and Urban Development's Partnership for Sustainable Communities awarded the Rockford Metropolitan Agency for Planning (RMAP) a \$600,000 grant to create a Regional Plan for Sustainable Development (RPSD) and a "data commons" that would house regional indicators and sustainability metrics. With RMAP as the grantee, the sustainability initiative is known as the Rockford Region Vital Signs project. This report, "The State of Economic Well-being of the Rockford Region" is the first of three reports that will document the research and indicator data for 16 distinct areas of sustainability, collectively representing an assessment of current conditions in Boone and Winnebago counties.

Vital Signs is led by a local consortium of over 30 regional agencies agreeing to support and align their strategic plans and long-range visions to the final sustainability plan. The RMAP Policy Committee also formed a Steering Team of nearly 100 community leaders to help develop regional goals for the sixteen areas of sustainability and to recommend a governance structure empowered to implement the RPSD upon its submission and acceptance by the Department of Housing and Urban Development.

Many individuals have contributed to the development of the Vital Signs project. In particular the grant management staff wish to recognize the significant contribution of the Winnebago County Geographic Information System (WinGIS) for their technical expertise and assistance with deployment of the Vital Signs website and the open data platform on which it resides.

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## **THE SUSTAINABLE COMMUNITIES FEDERAL PARTNERSHIP**

In 2009-2010 three federal departments came together to form the Partnership for Sustainable Communities, including the Department of Transportation (DOT), Environmental Protection Agency (EPA), and the Department of Housing and Urban Development (HUD). With HUD as the lead agency this federal partnership is guided by “Livability Principles” that seek to enhance the sustainability of local communities. The principles are:

### **1. Provide more transportation choices**

Develop safe, reliable and economical transportation choices to decrease household transportation costs, reduce the nation’s dependence on foreign oil, improve air quality, reduce greenhouse gas emissions and promote public health.

### **2. Promote equitable, affordable housing**

Expand location- and energy-efficient housing choices for people of all ages, incomes, races and ethnicities to increase mobility and lower the combined cost of housing and transportation.

### **3. Enhance economic competitiveness**

Improve economic competitiveness through reliable and timely access to employment centers, educational opportunities, services and other basic needs by workers as well as expanded business access to markets.

### **4. Support existing communities**

Target federal funding toward existing communities—through such strategies as transit-oriented, mixed-use development and land recycling—to increase community revitalization, improve the efficiency of public works investments, and safeguard rural landscapes.

### **5. Coordinate policies and leverage investment**

Align federal policies and funding to remove barriers to collaboration, leverage funding and increase the accountability and effectiveness of all levels of government to plan for future growth, including making smart energy choices such as locally generated renewable energy.

### **6. Value communities and neighborhoods**

Enhance the unique characteristics of all communities by investing in healthy, safe, and walkable neighborhoods—rural, urban, or suburban.



## IMPORTANCE OF BEING A SUSTAINABLE COMMUNITY

The term sustainability may mean a lot of things to a lot of individuals. Yet, being a sustainable community is universal to all residents. The goal of community sustainability is for residents committing to incrementally make better decisions and habits in the short-term, with the aim to keep the social, economic, and environmental well-being of their community thriving in the long-term.

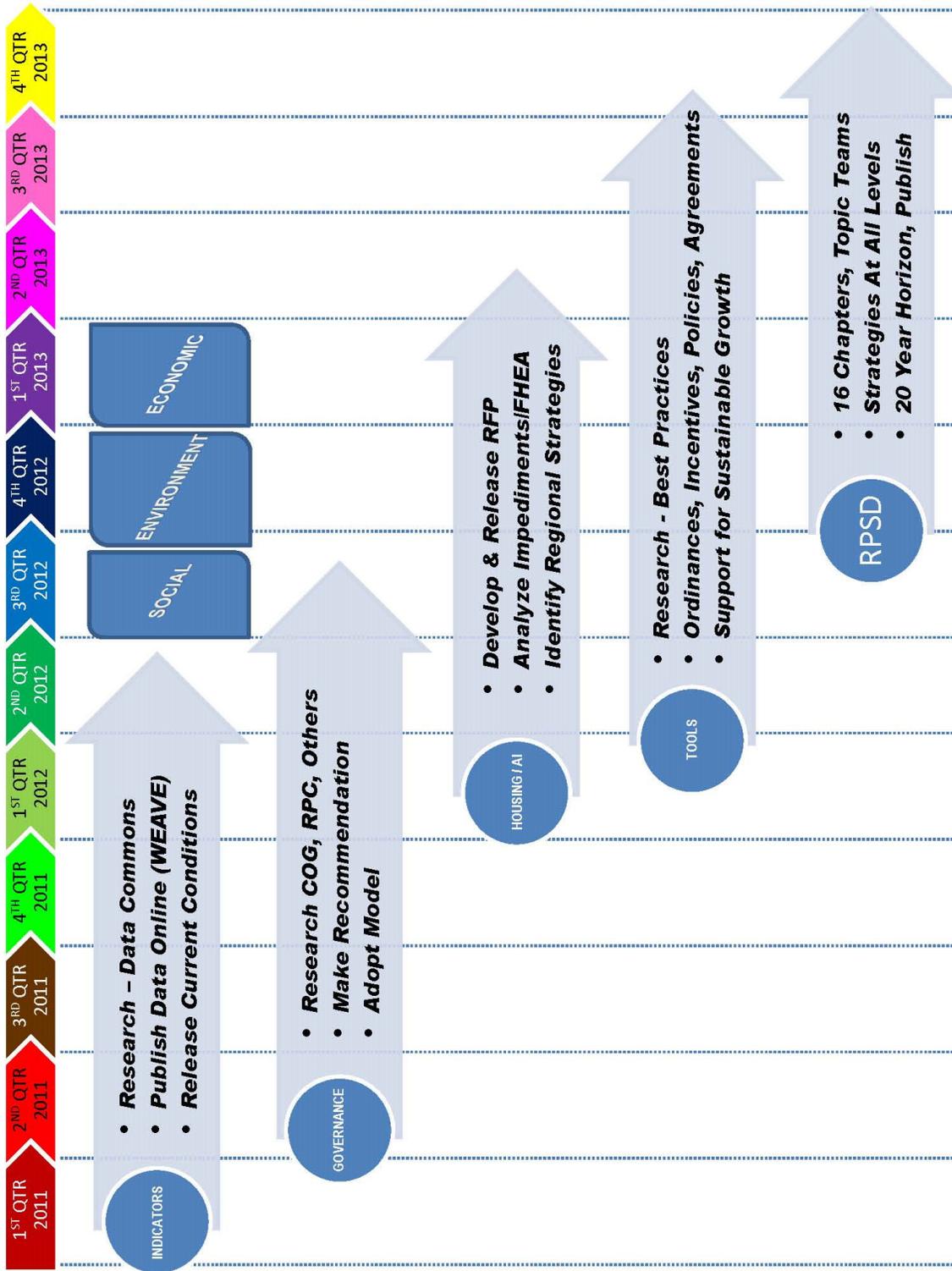
## VITAL SIGNS BACKGROUND

This narrative, “State of Economic Well-being in the Rockford Region”, is the second of three reports being released as a part of the Vital Signs project to help document the current conditions of the region. For the purposes of this report the Rockford region is defined by the entirety of Boone and Winnebago counties, which matches the traditional designation of the Rockford Metropolitan Statistical Area (MSA). All references to the “Rockford region”, “metro area” or simply “region”, mean the Rockford MSA. Any reference to the municipal jurisdiction of Rockford will be shown as the “City of Rockford”.

The Vital Signs project includes five agreed upon deliverable products to HUD, shown graphically on page 7. They are:

- An open data platform consisting of a “data commons” that contains publicly-available and privately-purchased data sets to help document the current conditions of the region and to guide future performance measurement of sustainability implementation. As of the writing of this document this work is essentially complete. The Vital Signs website is [www.ourvitalsigns.com](http://www.ourvitalsigns.com).
- A regional governance model that empowers the region to compete, receive and implement sustainability initiatives and to plan for the entire metro area. RMAP has already received “Preferred Sustainability Status” from HUD, but currently the RMAP Policy Committee is only empowered to act on behalf of the census-defined urban areas within the two counties. As of this writing the recommendation of a regional governance model is before the RMAP Policy Committee.
- A formal regional analysis of housing, defined for grantees as a “Fair Housing Equity Assessment” by HUD. Additionally, RMAP has agreed to also include a regional “Analysis of Impediments to Fair Housing Choice”. This additional work will position entitlement grantees within the region (City of Rockford, Rockford Housing Authority) to align their HUD-required plans with a regional focus.
- A toolkit of model codes, ordinances, policies, incentives and agreements known as “implementation tools” that can assist the implementation of the RPSD.
- The final Regional Plan for Sustainable Development document. This plan document will have a 20-year horizon and include strategies and action steps for all levels of the region including local governments, businesses, non-profits, neighborhoods and individual citizens.





## THE PLANNING PROCESS

Sustaining a community isn't the same thing as having a sustainable community. The RPSD for the Rockford Region aims to:

- Create a higher quality of life for residents
- Establish 21st-Century economic strategies for businesses, economic development and wealth creation
- Maintain world-class sustainable environmental systems for the physical environs, including the built infrastructure

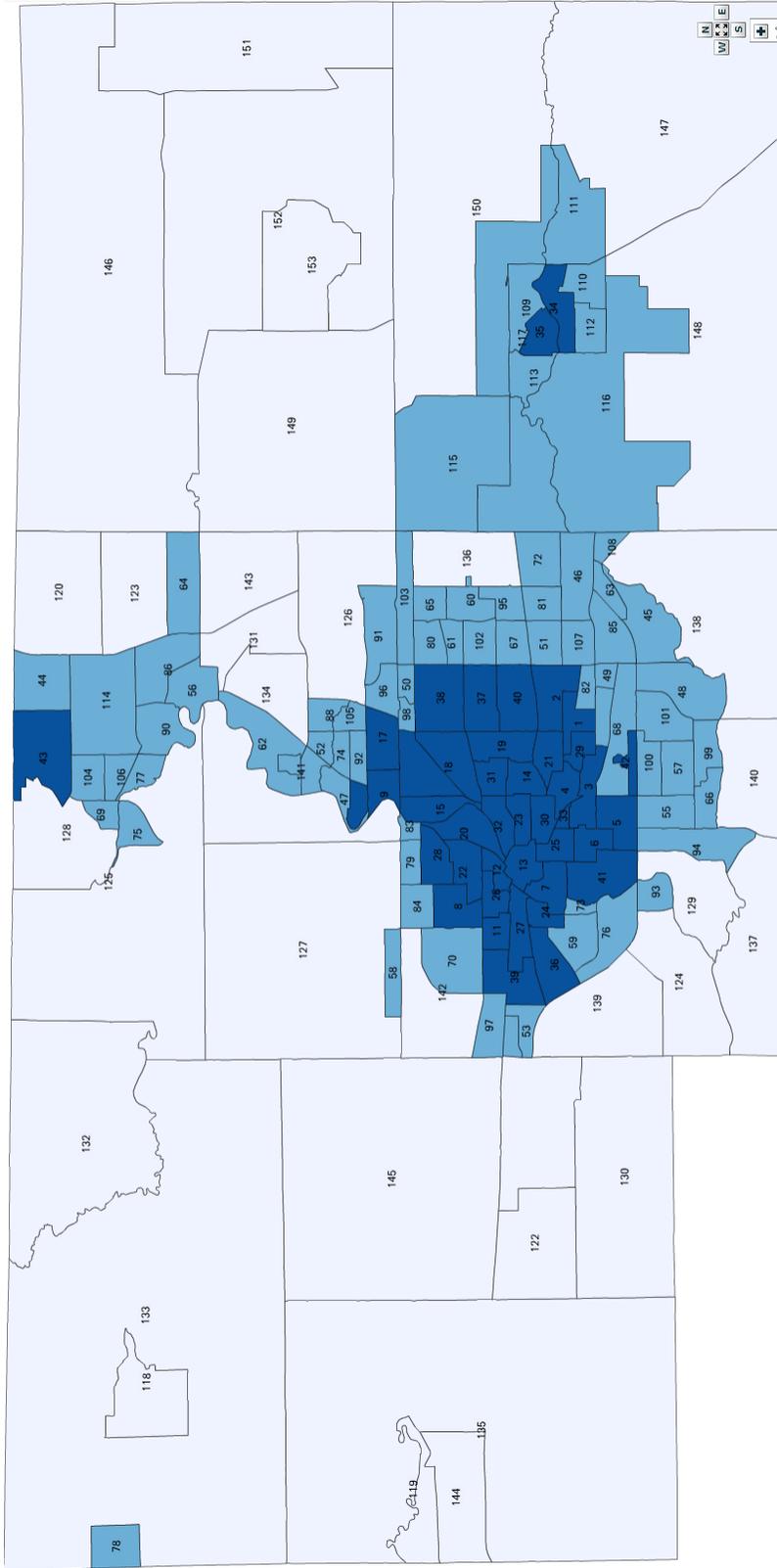
The Economic report is intended to:

- Broadly explore the idea of economic well-being within the greater context of community sustainability, community wealth, and individual economic well-being
- Engage traditionally marginalized communities including low income citizens, people of color and limited-English speaking residents
- Reference data collected by the Vital Signs grant management team to inform the regional conversation of economic well-being
- Reference professional journal articles to provide current research to assist the understanding of the data sets
- Lead to the formation of goals, objectives, action steps and policies to maximize the effectiveness of the RPSD
- Show relationships between indicators and suggest areas for further study, but not confirm causation

The first report, the State of Social Well-being of the Rockford Region, was released in March of 2013. The third report (The State of Environmental Well-being for the Rockford Region) will be released by later this spring in 2013. Collectively these three reports will serve as the grant deliverable of current conditions, and inform the final RPSD. Elected officials and community leaders can use the current conditions as a benchmark to measure performance of the region's diverse initiatives and programs, and help initiate the conversation of sustainability in the greater regional context.

Sustainability "Districts" were established as the basic unit of measurement for the Vital Signs project. Districts are based on census block groups and were defined for urban, suburban and rural geographies within the region. Urban districts were formed from 2-6 census block groups combined so that they encompass approximately one square mile, which is considered the basic walkability standard. Suburban districts were formed from 1-2 block groups, and in many cases, were already one square mile in size.





## District Numbers

Source: Rockford Metropolitan Agency for Planning.  
Date: 2012.

- Rural
- Suburban
- Urban



Rural districts were formed from one census block group. The RPSD will have distinct goals, objectives and action steps for urban areas different than suburban, and suburban different than rural. A map of the Vital Signs Districts is on page 9. Urban districts can be found within the City of Rockford, the City of Loves Park, the City of Belvidere and the City of South Beloit. The area delineated by the combination of urban and suburban districts is substantially the same as the census-defined urban area that governs the traditional planning area for RMAP as the Metropolitan Planning Organization (MPO).

### **CURRENT STATUS**

This report continues the region's sustainability playbook – developed by households, neighborhoods, organizations, businesses, and governments FOR the region's households, neighborhoods, organizations, businesses, and governments.

Once the three reports are released the community's leaders serving on the Vital Sign's Steering Team will develop high-level goals for the Regional Plan for Sustainable Development, or RPSD. This phase is scheduled to be completed by June of 2013. In addition, with the release of each report the data covered with the narratives will be released to the online data portal at [www.ourvitalsigns.com](http://www.ourvitalsigns.com). Several "Data Day Training Sessions" will be held for community members to understand the Vital Signs site, hear about the usefulness of community data, and learn how to explore the information online so that it is useful to the region.

Finally, Topic Teams will be formed of community members from diverse backgrounds and expertise to help shape the tasks and strategies of the playbook. Collectively these strategies will help ensure the region's sustainability goals are achieved in 20 years. This phase will be completed the fall of 2013. The RPSD plan will be finalized and adopted by early 2014.

### **SPEAKUP! AND COMMUNITY INVOLVEMENT**

All interested parties have a role and are ambassadors for the Vital Signs project. Vital Signs is using several forms of community engagement including committees, public meetings, open houses and social media. In addition Vital Signs has secured a web-based



tool called MindMixer that allows input in a “digital town hall meeting” format. Input and feedback opportunities on all aspects of the Vital Signs project are available at <http://speakup.ourvitalsigns.com>. Ideas can be for households, neighborhoods, businesses, organizations, or local governments to make the community more sustainable. The website allows interested parties to submit, vote and comment on sustainability topics. The engagement results will inform the Topic Teams that community members may join to help identify and develop targeted strategies for the region to improve sustainability and well-being.

## WHY ECONOMIC WELL-BEING IS IMPORTANT TO SUSTAINABILITY

Sustainable city planning is a relatively new idea that many cities across the United States are striving to implement. Many cities struggle with how to combine or adapt their strategic plans to incorporate sustainability aspects while others have created new departmental entities tasked with specifically addressing sustainability functions. Whatever the approach, the challenge remains to translate plans into tangible action steps and developing indicators that track progress toward success, given the wide-range of conditions, social and economic environments of a city. City officials must reconcile quantitative indicators with qualitative measures of human well-being and civic engagement.

This report is the second report in a series of three that strives to identify relevant data as a baseline for measuring the success of efforts to improve the region’s sustainability. Economic vitality is a driving force for a sustainable region. When a regional economy is strong and diversified, it is less susceptible to economic downturns, unemployment and poverty. Residents have more disposable income to invest in the community and for their personal well-being. Historically, Boone and Winnebago Counties have relied heavily on industry to support the region; thus, both counties have been hit hard by the recessions of the latter half of the 20th century and early 21st Century. In many respects, the lag in recovery has grown for each successive recession compared to the nation. Through analyzing



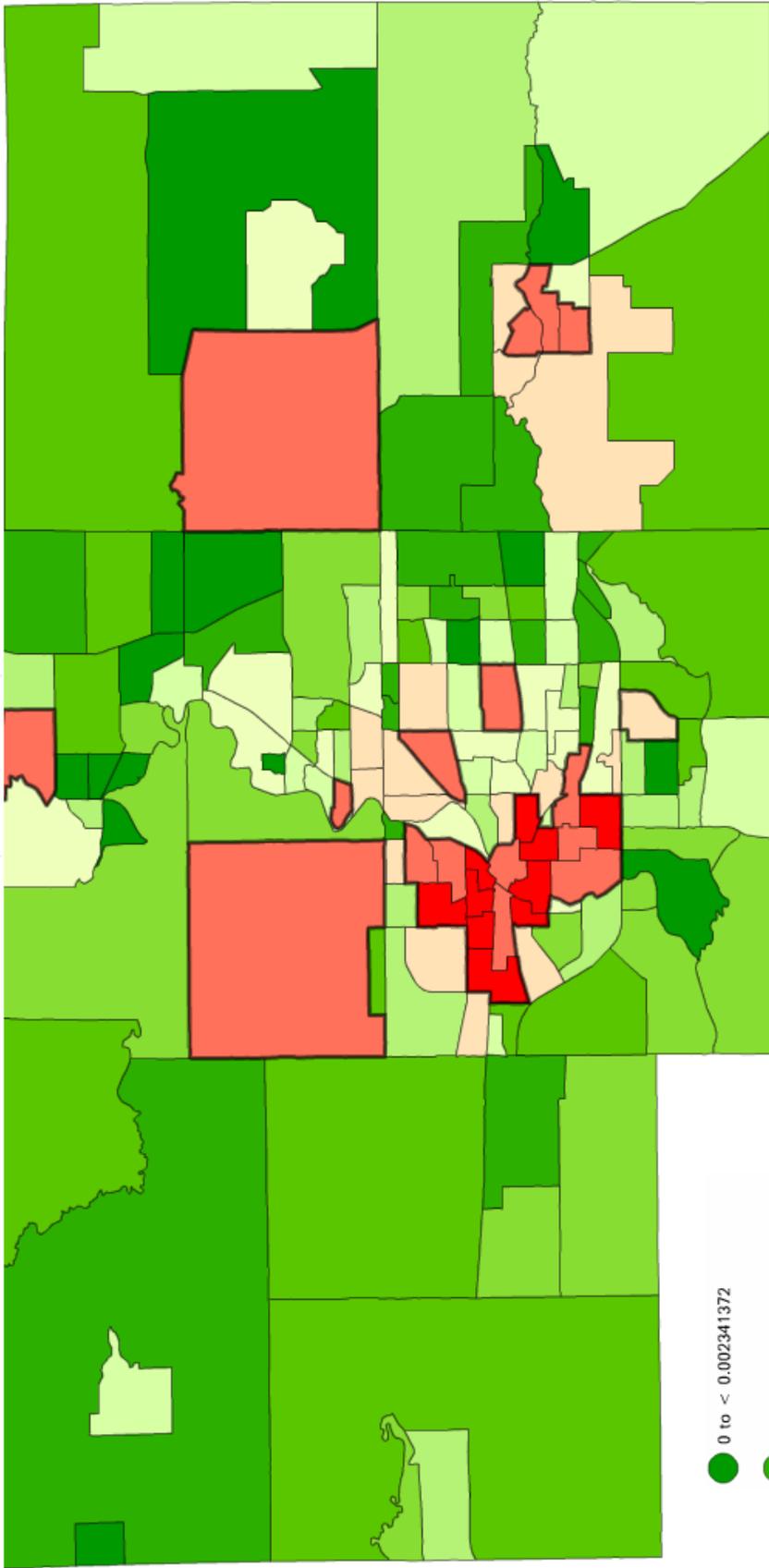
current economic conditions in the region, community leaders have data benchmarks for decision-making that can foster long term change and sustainability. Measures could include unemployment rates, retail sales, retail leakage, regional wages, the quality of the labor force, as well as local government revenue and expenditures.

The labor force section of this report is guided by Richard Florida's groundbreaking work on the creative class. Florida categorizes today's workers into three categories: Working Class, Service Class, and Creative Class. The Creative Class is a socioeconomic group of workers that drive economic development of post-industrialized cities in the U.S. forward. They are the entrepreneurs, forward thinkers, creators and artists that spur regional economic growth through innovation. In short, a region that has a healthy balance of Creative Class workers dispersed throughout its workforce is poised to enjoy regional livability and sustainability.

The indicators in this report can be divided into three broad categories of economic vitality: business establishments, residential spending and the regional workforce. These three benchmarking indicators provide a quick snapshot of the current economic conditions of the region and provide insight on:

- the regions ability to attract, retain and grow companies
- the current conditions of worker wages, jobs and quality of the labor force
- spending trends via per capita income reports





### Districts with Poverty Over 15%

\*The districts enclosed with a thick black line in all maps contained within this report indicate districts with poverty above 15%.

Source: US Census Bureau  
Date: 2010





Transportation



Energy



Built Environment



Housing



Biodiversity



Education



Waste



Civic Vitality



Health



Culture



Land



Water



Economic Development



Technology



Food



Safety

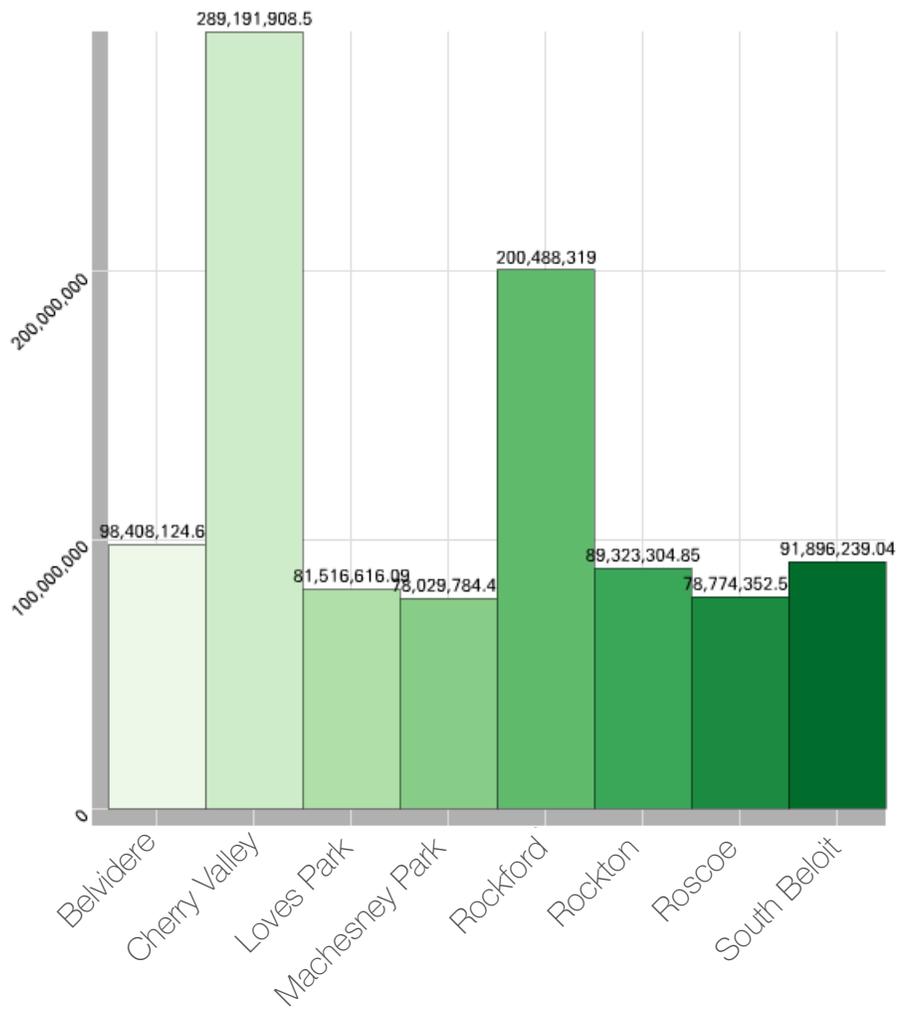


## VITAL SIGNS DATA

The Vital Signs initiative established 16 areas of sustainability to study current conditions both now and over the course of the 20-year time frame, referred to as the Current Conditions Analysis. Within each of the 16 areas of sustainability the Vital Signs data analysis is using the “triple-bottom line” methodology of looking through a social lens, economic lens, and an environmental lens. For example the housing area of regional sustainability examines data on residents (social components), the financial aspects of housing (economic components), and the housing infrastructure (environmental). The data and analysis contained within this report highlight some of the main findings of the state of economic well-being for the region. Additional information on the region’s economic well-being as well as social and environmental can be found on the [www.ourvitalsigns.com](http://www.ourvitalsigns.com) website.



## Total Revenue of Local Municipalities (normalized to population of City of Rockford)



Source: Local CAFR Reports  
Dates: Fiscal Year 2011-2012 with exception of South Beloit (2009)



## GOVERNMENT & REGIONAL ECONOMIC VITALITY

The role that government plays in the regional economy has an impact on the economic vitality of the region and thus the sustainability of the region. In all economies government play a key role in making sure that the public infrastructure is in place and serves the needs of the region. Additionally, governments are responsible for providing services that ensure public safety. The regional economic sustainability is enhanced when these services are provided in an efficient manner and the revenue necessary to provide these services is kept to a minimum. In regional economies that are economically vibrant, the overall economic activity tends to generate revenue necessary to sustain government services. In many cases where regional economies are struggling the need for government services increases and the lack of robustness of the economy decreases. This, coupled with the increased need for public services, often increases the burden on residents to provide the needed revenue streams so that the government can provide necessary services.

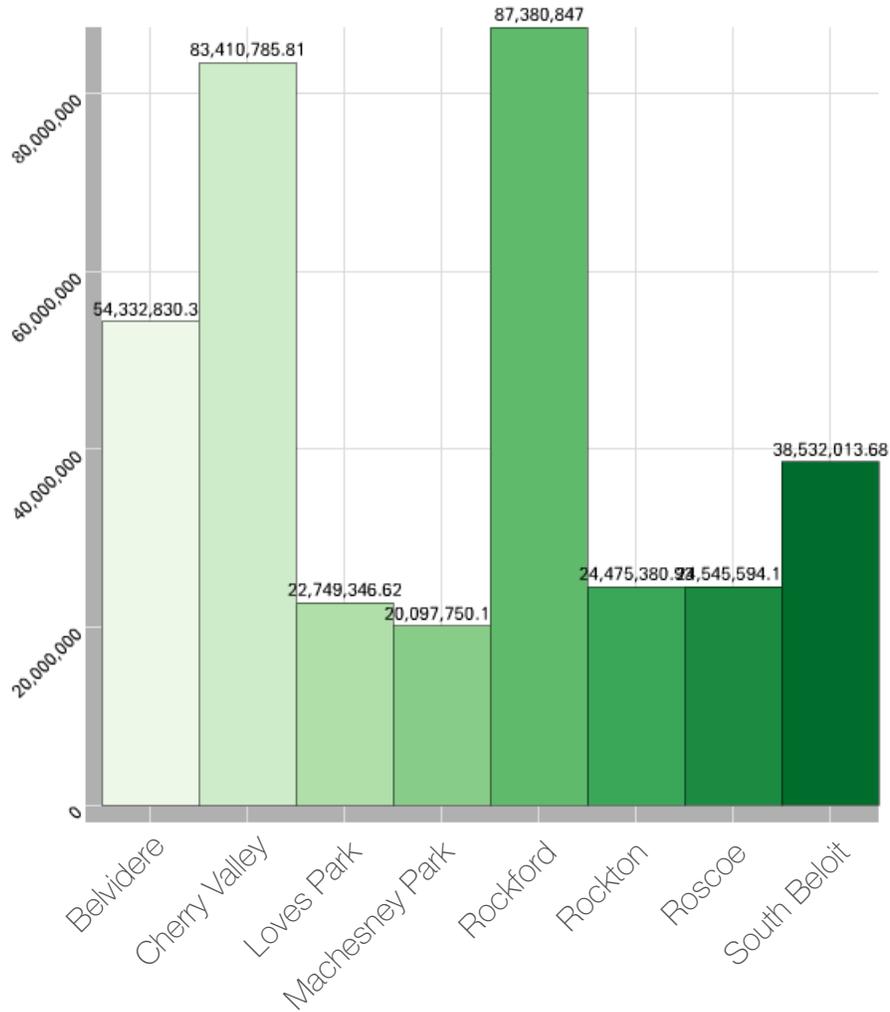
Local governments have a number of sources of revenue. The most commonly recognized revenue source is local property taxes and sales taxes. Some municipalities also have other taxes such as a utility tax, public safety tax, etc. In addition to tax revenue, municipalities also receive revenue for some services they provide (such as sewer and water fees) as well as grant revenue.

### **COST OF GOVERNMENT**

One indicator of the sustainability of a community is the cost of government. In comparing the relative cost of government it is necessary to take into consideration the population served. In comparing the municipalities in the Vital Signs Region the total revenue collected by the municipalities varies significantly. By normalizing each municipalities revenue to Rockford's population, revenue would range from a low of \$78 million to serve the population to a high of \$289 million. Two municipalities, Rockford and Cherry Valley, are much higher than the others. Looked at differently, the revenue generated by the eight municipalities ranges from a low of \$512 per capita to a high of \$1,900 per capita. All but Rockford and Cherry Valley have total



## Total Public Safety Expenditures of Local Municipalities (normalized to population of City of Rockford)



Source: Local CAFR Reports  
Dates: Fiscal Year 2011-2012 with exception of South Beloit (2009)



revenues between \$512 and \$646 per capita.

## **SOURCES OF REVENUE**

Another indicator of the impact of government activity on the region is how the revenue is generated. Some communities rely heavily on taxes and others on various user fees. For the eight municipalities in the Vital Signs Region, Cherry Valley receives 93% of its revenue from taxes but South Beloit receives only 20% of its revenue from taxes. The reliance on taxes versus user fees is often a function of the make up of the community. For example, Cherry Valley has the highest reliance on taxes but a vast majority of the revenue is from sales tax generated at the regional mall.

## **PUBLIC SAFETY**

Another indicator of the sustainability of a region or communities in the region is the cost of providing public safety. Public safety is a primary function of local government and in many respects is dependent on the strength of the local economy. Vibrant economies with low unemployment rates and low poverty rates tend to have lower per capita costs for public safety. Normalizing for differences in population, the public safety cost for the municipalities in the region range from a low of \$20 million to a high of \$87 million. The normalized cost of providing public safety in Rockford and Cherry Valley is almost double the cost in other municipalities. The per capita cost for public safety ranges from a low of \$132 in Machesney Park to a high of \$574 in Rockford. All but three of the municipalities have per capita costs for public safety less than \$253.

## **SUMMARY**

The cost of government and how the revenue is generated can have an impact on sustainability. If taxes are too high, resident will leave the community, people will be reluctant to move into the community, and businesses will be reluctant to locate in the community. On the other hand, if the municipality does not provide the basic public services needed to maintain public safety the results will be the same. Sustainable communities are balanced so that taxes are not too high and public services are not too low.

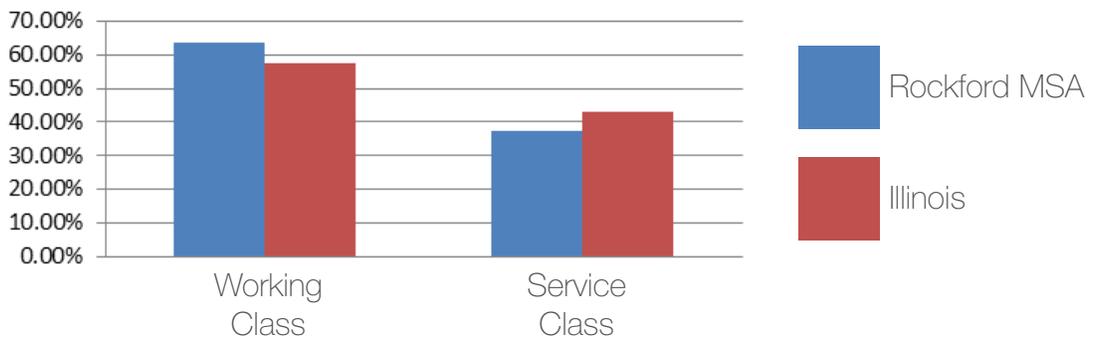


## Entry Worker Wages as percent of Creative Worker Wage



Source: Census Bureau  
Date: 2010.

## Experienced Worker Wages as percent of Creative Worker Wages



Source: Census Bureau  
Date: 2010.

	2008			2018		
	CREATIVE	WORKING	SERVICE	CREATIVE	WORKING	SERVICE
<b>Rockford</b>	34.74%	30.81%	34.30%	35.34%	29.35%	35.16%
<b>Illinois</b>	42.02%	21.48%	35.71%	42.49%	20.73%	36.14%



## JOBS & ECONOMIC VITALITY

A region's workforce is a strong component of the economic vitality of the region. The quality of the workforce impacts the earning potential of the workers and the ability to attract high value-added employers, and the types of occupations that exist in the region impact future opportunities and regional growth.

### CREATIVE CLASS WORKERS

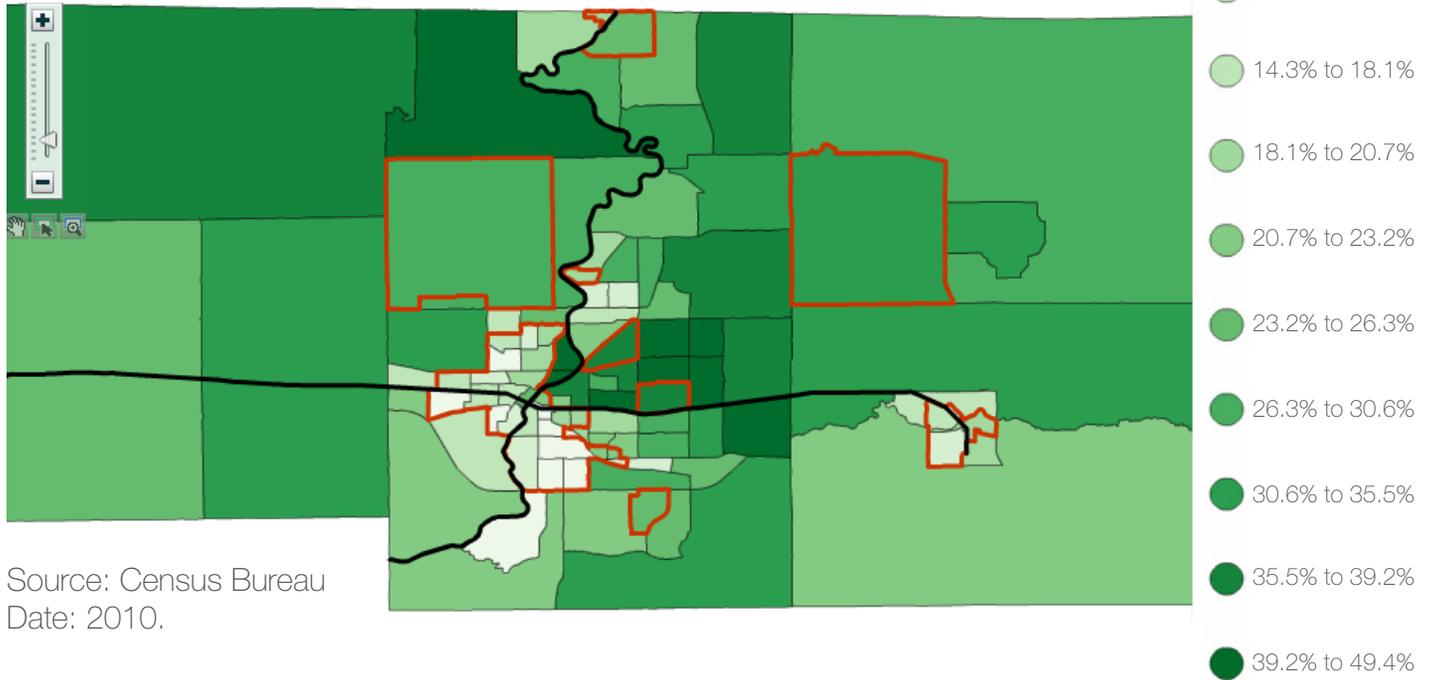
One key component of an economically viable community is the existence of creative class workers. Creative class workers engage in work whose function is to “create meaningful new forms”. Creative class workers design new products, develop new ideas, create new strategies for solving problems, and compose new music that can be sewn again and again. These workers are creating the future as opposed to continuing the past. Creative class workers are key to a position on the leading edge of the future as opposed to simply following development trends from other regions.

Creative class workers have higher wages than working class workers or service class workers. At the entry level working class occupation workers earn 85% of creative class occupation workers, and service class workers earn only 62% of their counterparts in the creative class occupations. The gap becomes larger with experience. Experienced working class occupation workers earn only 64% of creative class occupation workers, and service class workers only 58% of their creative class counterparts. These wage gaps are less pronounced compared with state-level data, with the exception of experienced service class workers.

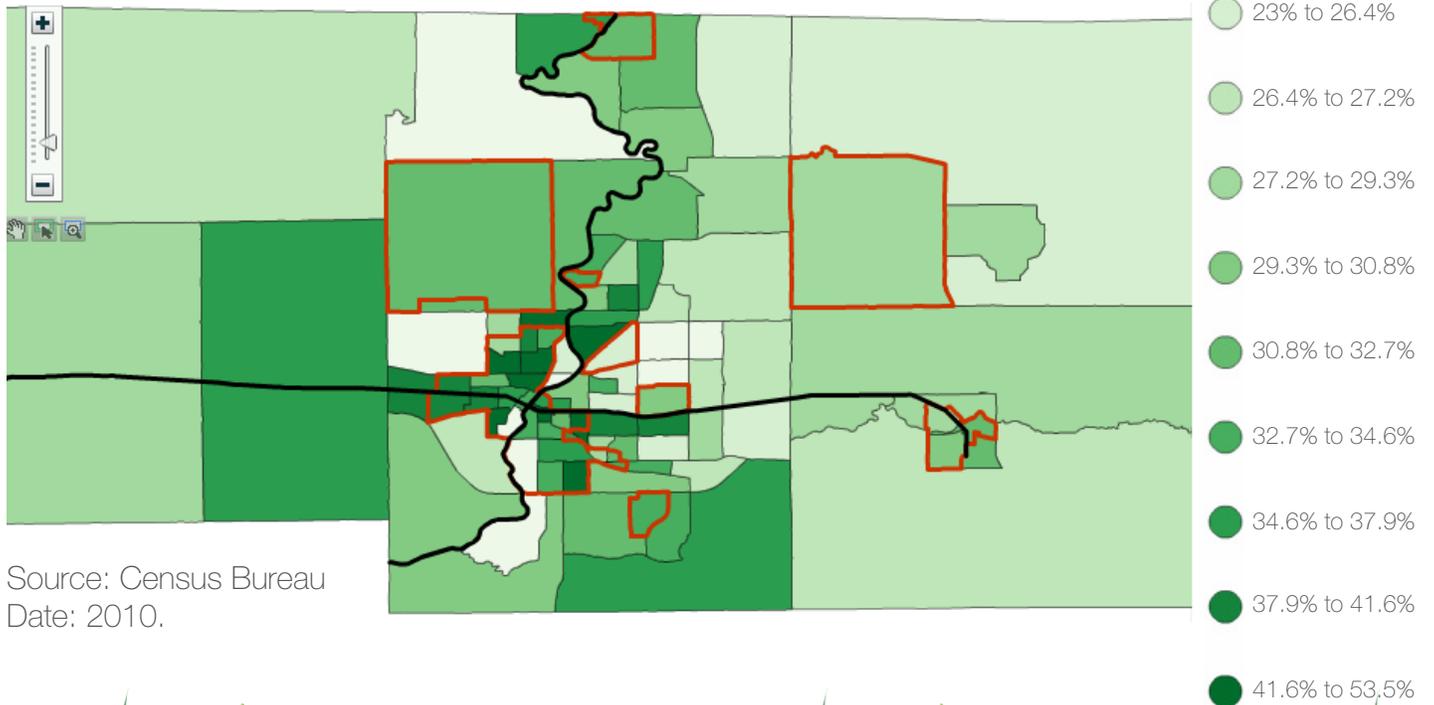
The presence of creative class workers in the region is less than would be predicted by the state-level averages. In the region creative class workers account for 34.7% of all workers compared to 42.0% for the state. The lower percentage of creative class workers is a result of the high presence of the manufacturing sector and the working class occupations associated with it. In the region 30.8% of the workers are in working class occupations as opposed to 21.5% for the state. The share of workers in service class occupation is similar to the state, 34.3% vs. 35.7%.



## Creative Workers



## Service Workers

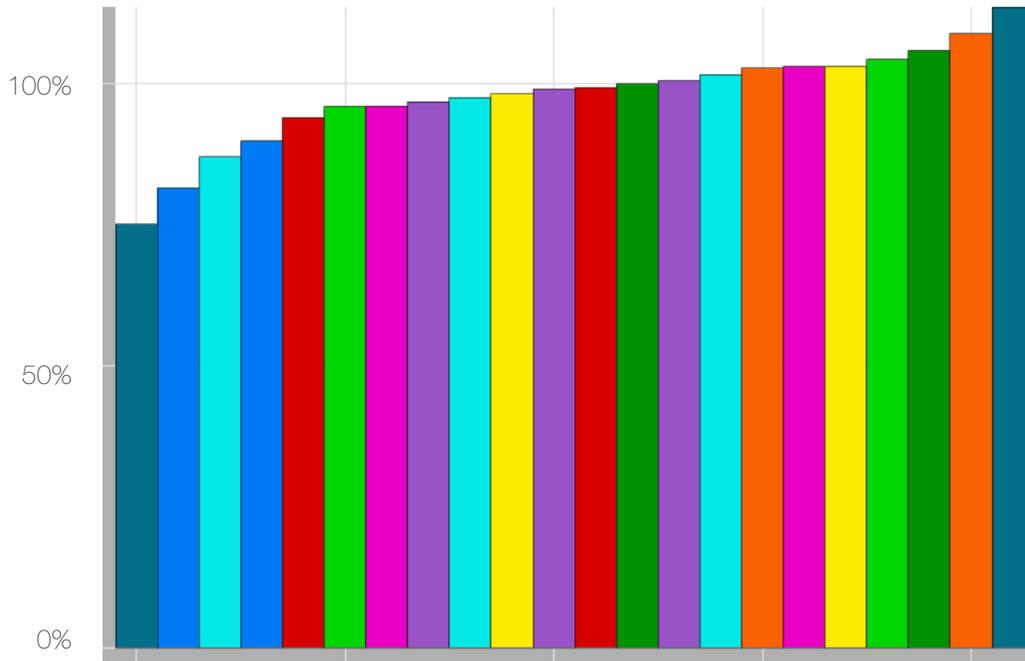


## **CONCENTRATION OF CREATIVE CLASS WORKERS**

There is an uneven concentration of creative class workers throughout the districts in the region. The percent of residents who are creative class workers ranges from as low as 3 percent to as high as 42%. Similar to other poverty-based metrics, the higher concentration of creative class workers are located in districts away from the central core of Rockford and Belvidere. The central core areas show the opposite pattern, where some districts show a concentration of service class workers is as high as 51%. In the districts that surround the central core areas the concentration of service class workers is as low as 23%. But throughout the entire region no district has less than 20% service class workers, indicating the much broader geographic distribution.

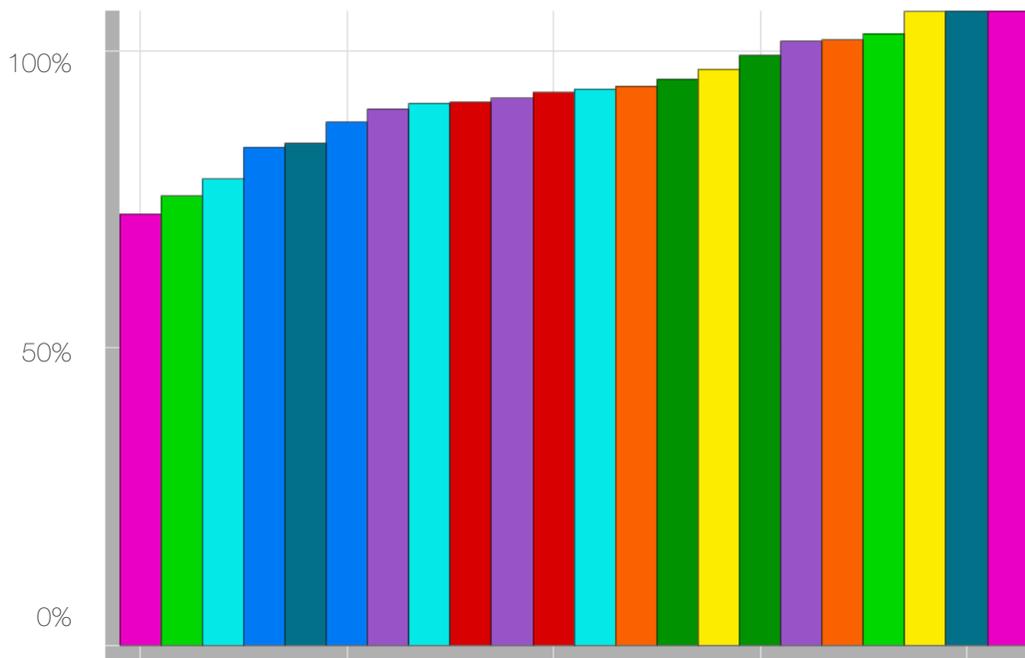


### Entry Wage Difference from State Average in Illinois



Source: Bureau of Labor Statistics  
Date: 2010.

### Medium Wage Difference from State Average in Illinois



Source: Bureau of Labor Statistics  
Date: 2010.



## WAGES & ECONOMIC VITALITY

The wages paid in a region can be both positive and negative. If the regional wages are lower than comparable wages for other regions it could be a positive factor in companies choosing the region for expansion or relocation. On the other hand lower wages mean lower income earned by workers and a lower level of regional economic activity and possibly higher rates of poverty. Likewise, if regional wages are higher than in other regions companies may decide not to expand in the region or consider moving out of the region. While relatively higher wages may be viewed as a negative by businesses, it is viewed as a positive by workers and has a positive impact on the economic vitality fo the region.

### ENTRY LEVEL WAGE COMPARISONS

When compared to the state of Illinois, entry level wages for 12 of the 21 occupational categories are below the state average. Wages for workers in the computer and mathematical occupation category were 75% of that for the state as a whole. On the other end of the scale, regional workers in the construction occupations earn 14 percent more than their counterparts elsewhere in the state. For the region as a whole 49% of the workers are employed in occupations that pay less that the state average for that occupation. Many of the occupations where the earnings are below the state average are relatively low paying jobs like office, administrative support, community support, and social service occupations.

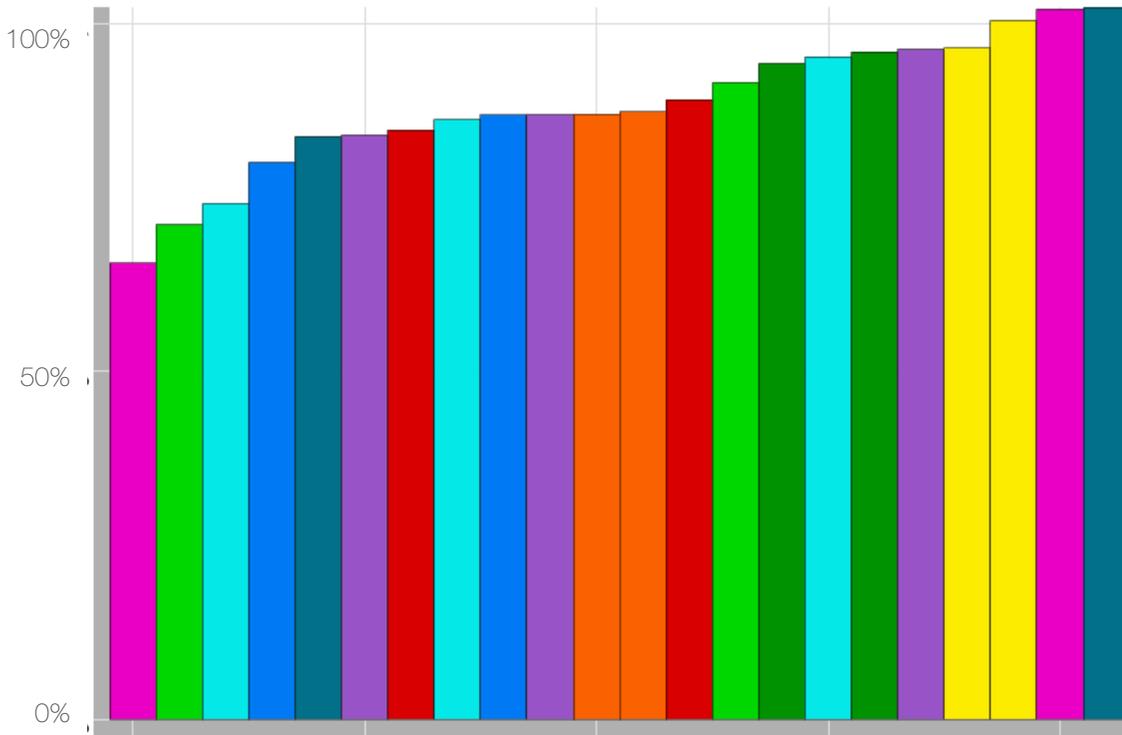
### EXPERIENCED LEVEL WAGE COMPARISONS

Relative wages in the region deteriorate when comparing the median wage and wage for experienced workers. Wages are above the state median for only six occupational clusters. For these six occupations the median wage paid in the region ranges from 2 percent above the state median to 7 percent above. Occupations that have wages above the state median account for 28 percent of the regional workers. The occupational cluster where the regional wages are the highest compared to the state is in the production occupation. At the other end of the spectrum protective service workers earn 27% less than their counterparts throughout the state. None of the occupations

-  "Architecture and Engineering Occupations" to "Building and Grounds Cleaning and Maintenance Occupations"
-  "Business and Financial Operations Occupations" to "Community and Social Services Occupations"
-  "Computer and Mathematical Occupations" to "Construction and Extraction Occupations"
-  "Education, Training, and Library Occupations" to "Farming, Fishing, and Forestry Occupations"
-  "Food Preparation and Serving-Related Occupations" to "Healthcare Practitioners and Technical Occupations"
-  "Healthcare Support Occupations" to "Installation, Maintenance, and Repair Occupations"
-  "Legal Occupations" to "Life, Physical, and Social Science Occupations"
-  "Office and Administrative Support Occupations" to "Personal Care and Service Occupations"
-  "Production Occupations" to "Protective Service Occupations"
-  "Sales and Related Occupations" to "Transportation and Material Moving Occupations"



## Experienced Wage Difference from State Average in Illinois



Source: Bureau of Labor Statistics  
Date: 2010.



earning above the state median is a creative class worker occupation.

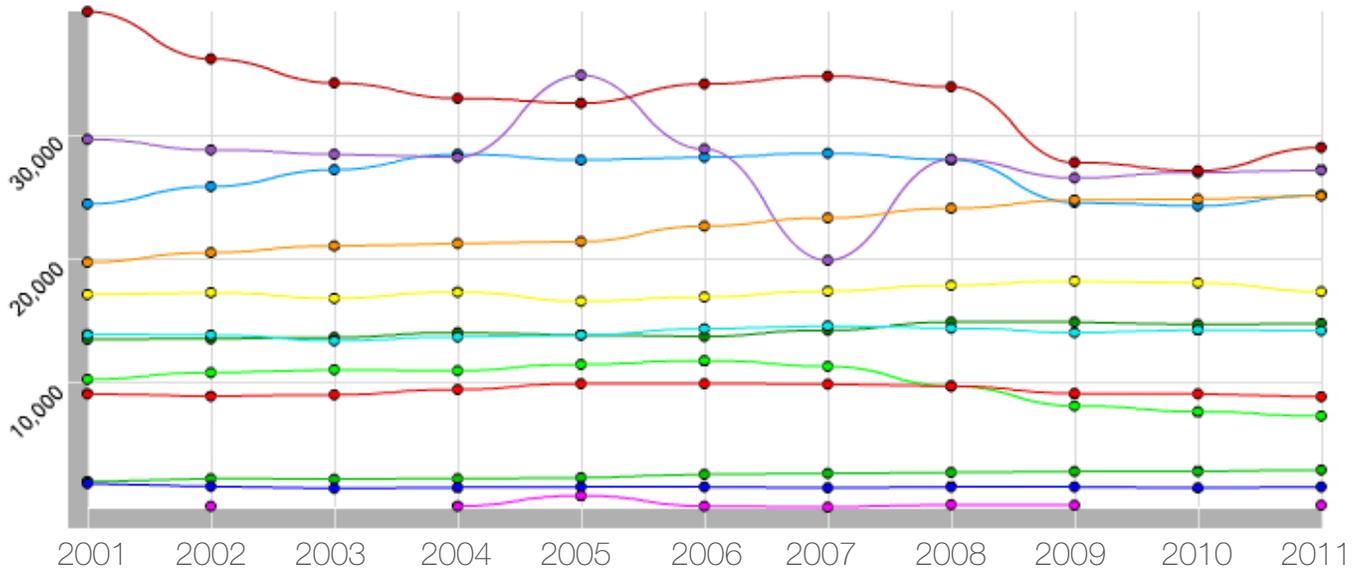
Experienced workers fair the worst relative to the rest of the state. Wages for experienced workers in only three occupations exceed the state wage; Health Support occupations, Production occupations and Construction occupations. For these three occupations the largest gap between regional and state wages is for construction occupations and that gap is only two percent. Workers in the occupation that pay above the state average account for only 14% of regional employment. For workers earning less than the state average, protective service workers are the most disadvantaged earning 28% less than their experienced counterparts. Only one of the occupations where experienced workers earn more than the state average is a creative class occupation (education, training, and library).

The wage structure in the Vital Signs Region presents challenges for sustainability. In general wages in the region are the most competitive at the entry level and the gap between regional and state wages increases when comparing median wages and wages for experienced workers. This would indicate that the region may have a competitive disadvantage in retaining experienced workers. However, the exact reason for the disparity could result from a number of factors. Each occupational classification includes a number of different jobs. It could be that the region has a higher presence of lower paying jobs within the broad classification. It might also be the result of the lower educational attainment of the regional workforce.

-  "Architecture and Engineering Occupations" to "Building and Grounds Cleaning and Maintenance Occupations"
-  "Business and Financial Operations Occupations" to "Community and Social Services Occupations"
-  "Computer and Mathematical Occupations" to "Construction and Extraction Occupations"
-  "Education, Training, and Library Occupations" to "Farming, Fishing, and Forestry Occupations"
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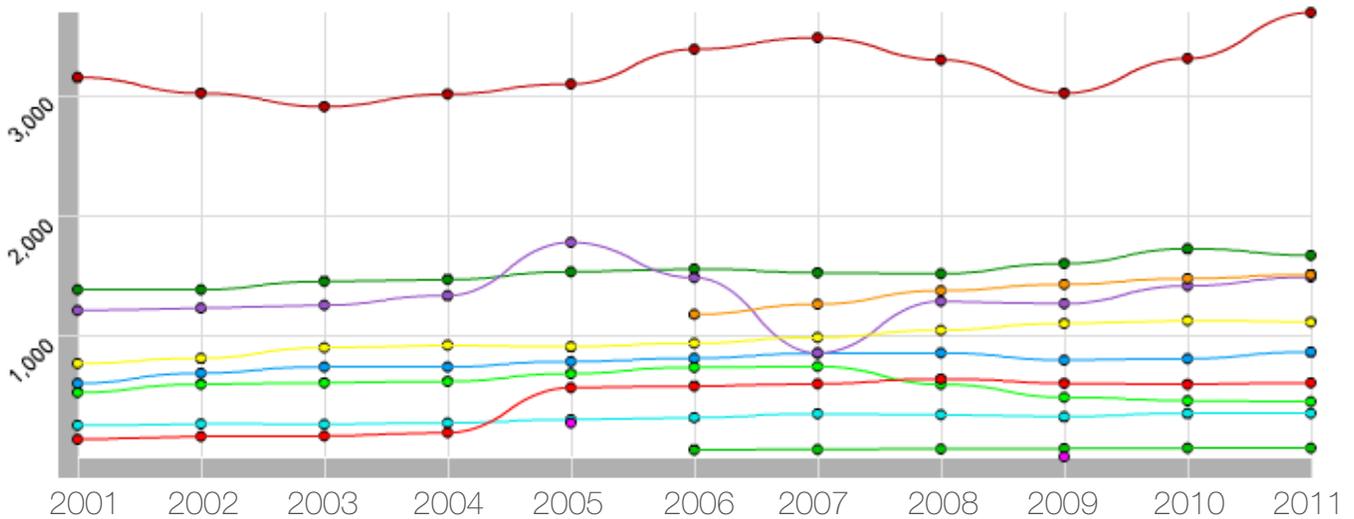


## Employment by Industry



Source: Bureau of Economic Analysis  
Dates: 2001-2011.

## GMP in Millions in Current Dollars



Source: Bureau of Economic Analysis  
Dates: 2001-2011.



## INDUSTRY MIX & ECONOMIC VITALITY

Sustainable regional economies depend on a variety of factors such as the mix of industry and the change in industry mix over time. Sustainable economies tend to have a diversified industry mix. With a mix of companies representing manufacturing, construction, finance and insurance, information and professional services, government, etc., the region is less susceptible to changes in any one represented sector. The diversification also provides a foundation to expand and contract as different industries gain or lose momentum in the economy.

The industry mix also has an impact on the regions wealth. Some industries, like manufacturing, pay higher wages and thus generate more economic activity in the region compared to industries like retail trade which generates sales tax revenue but generally pays lower wages and generates less wealth.

### STRENGTH OF MANUFACTURING

The Vital Signs Region has historically had a high presence of the manufacturing industry. In 2001 manufacturing establishments employed almost 40,000 persons (21%) with the next highest employer being the trade and transportation industry with about 30,000 employees (15%). Over the past 10 years total employment in the region declined by about 6,000. Manufacturing employment has declined to 29,000 (15%) and the presence of healthcare and social service employment has seen an increase from almost 20,000 in 2001 to over 25,000 in 2011. There was also growth in employment and educational services, finance, insurance and real estate management. In general the region's employment was more diversified in 2011 than in 2001 but the reliance in manufacturing was still significantly larger than for the nation as a whole (15% of employment vs. 7%).

The dominance of the manufacturing sector is also evident in relation to gross domestic product (GDP). In 2001 manufacturing accounted for over \$3 trillion in regional GDP which was double the contribution of the next largest industry. Part of the larger contribution to GDP of

-  Accommodation and Food and Entertainment
-  Administration Support and Other Services
-  Agriculture and Forestry AND Fishing and Hunting
-  Construction
-  Educational Services
-  Finance and Insurance AND Real Estate and Management
-  Government and Government Enterprises
-  Healthcare and Social Assistance
-  Information and Professional and Technical
-  Manufacturing
-  Mining and Utilities
-  Wholesale and Retail Trade, Transportation and Warehousing



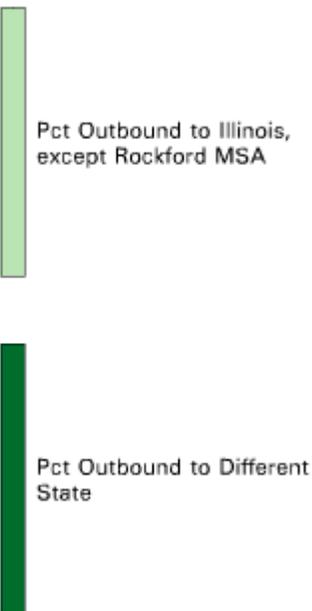


manufacturing is the higher employment but another part is attributed to the earning of manufacturer employees compared to other workers. Even with the decline in employment in the manufacturing sector over the past 10 years, its contribution to GDP is still over double the contribution of the next largest sector.

The industry mix in the Vital signs region has changed over the past five years following the national trend of a decline in manufacturing employment. However at the national level the loss in manufacturing employment has been picked up by increases in the information and professional services sector. In the Vital Signs Region a major share of the loss in the manufacturing sector has been picked up by the healthcare and social service sector.

Sustainability of the regional economy will depend on the ability to maintain a strong manufacturing presence while diversifying other job sectors.

## ESTABLISHMENT MOVEMENT

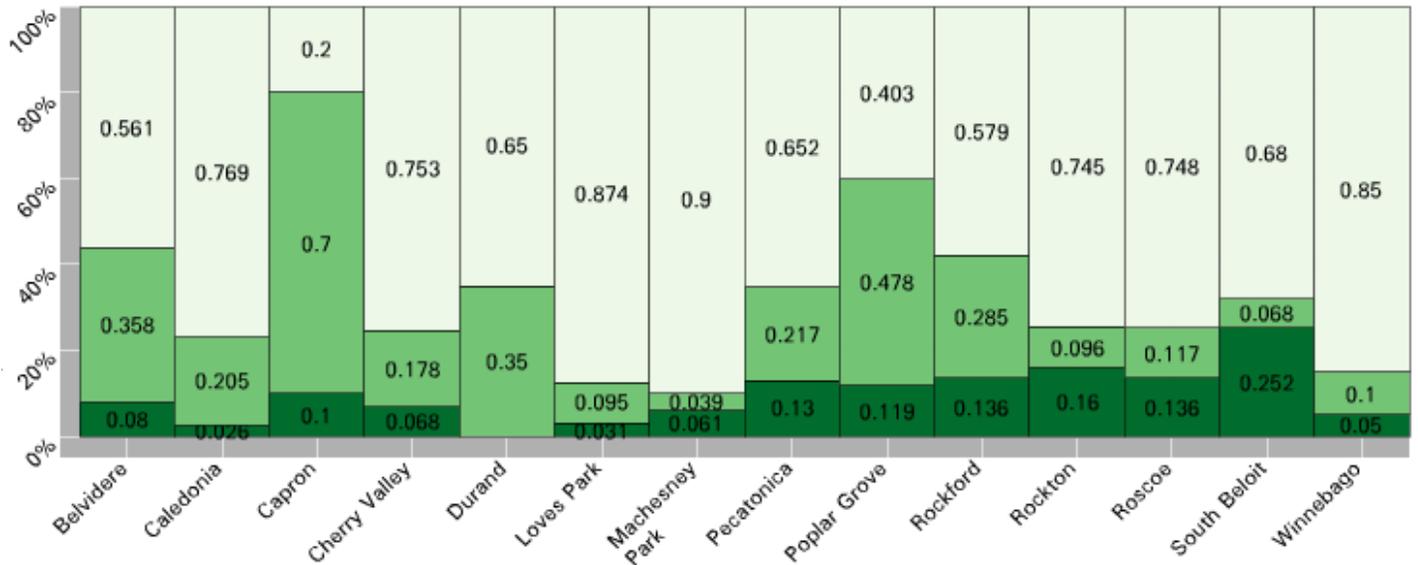


The movement of business establishments into and out of a region is another indicator of economic vitality. There are many reasons why a region may experience a net flow of firms leaving or entering. Reasons where local control is important include business conditions (such as taxes and regulation), quality of labor force, safety of the region, etc. If a region is a net exporter of business enterprises it is a symptom of other problems that could lead to a loss of economic activity. Likewise, if a region is a net importer of business establishments it is a sign of a positive economic and social climate and an indication that the region is primed for economic growth.

The Vital Signs region experienced significant movement of establishments into and out of the region between 1990 and 2009. In total 5,628 firms changed location of operation during that period of time. This includes firms that moved into the region, out of the region, or relocated within the region. The good news is that 74 percent of these moves were within the region, establishments changing location but not leaving the area.

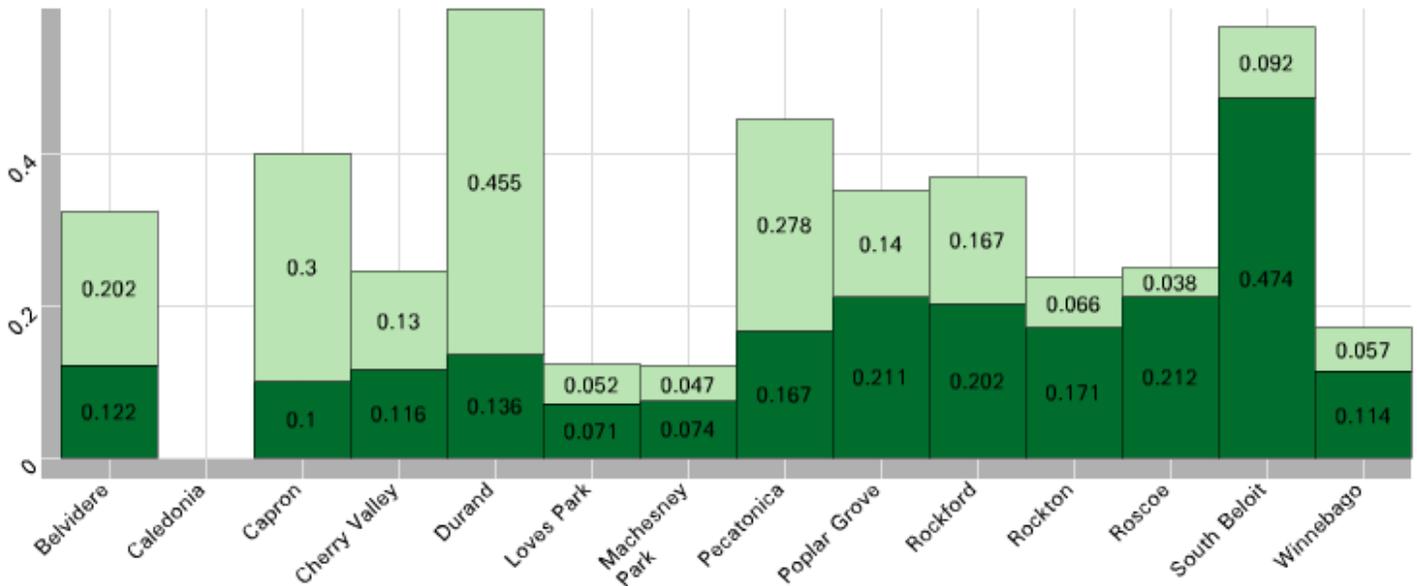


## Percent Inbound To Rockford MSA



Source: Bureau of Economic Analysis  
Date: 2010.

## Percent Outbound from Rockford MSA



Source: Bureau of Economic Analysis  
Date: 2010.



## IN AND OUT MIGRATION

Of the remaining 1480 firms, 711 moved out of the region and 768 moved into the region. Thus over the 20 year period more firms moved into the region than left. A limited number of firms moving into the region (24%) made the move between 1990 and 1999. A similar pattern held true for establishments leaving the region. Of all firms leaving the region only 28 percent left during the 1990's.

Of the 711 leaving the region 312 relocated out of state and 399 relocated within Illinois. The most common state of relocation was Wisconsin (41%). Of the establishments moving to Wisconsin, 55% moved over the border to Rock County.

Of the establishments moving into the region 514 moved from another Illinois location and 255 came from another state. Wisconsin was also the original location of 39% of the companies that moved to the region from another state. Of the establishments moving from Wisconsin 60% were from Rock County.

The period from 2000 to 2009 presents a different picture. During that period 508 establishments left the region and 554 firms moved into the region. The number of establishments moving into and out of the region during the 2000's was double that of the 1990's. However, the net flow was very similar, a net gain of 9 between 1990 and 1999 and a net gain of 46 between 2000 and 2009.

The size of firms that move into and out of the region is also important. If the establishments moving out of the region were large and those moving in were small there would be a greater impact on employment. This was not the case for the region. Ninety-six percent of all firms moving into or out of the region had less than 50 employees. During the 20 year period there was a net exit of firms with over 250 employees but the net loss was only six establishments.

In addition to the number and size of firms moving into and out of the region, the type of industries is also important. The Vital Signs region has a strong history of manufacturing. Typically jobs in manufacturing pay more than service industry jobs. Over the 20 year period the region had a net increase of 35 manufacturing establishments and a net loss of 61 service establishments.



## **MOVEMENT WITHIN THE REGION**

Of the establishments that moved within the region 80% moved to five of the fourteen municipalities. Rockford was the chosen location for 33% with Loves Park following with 18%, Machesney Park with 12% and Belvidere and Roscoe with 8.5% and 8.3% respectively. The percent of inbound companies that were intra-regional ranged from 90% for Machesney Park to a low of 56% for Belvidere and 58% for Rockford. For the two municipalities that attracted a large number of establishments from outside the region Rockford attracted a larger percent from out of state (14%) than Belvidere (8%)

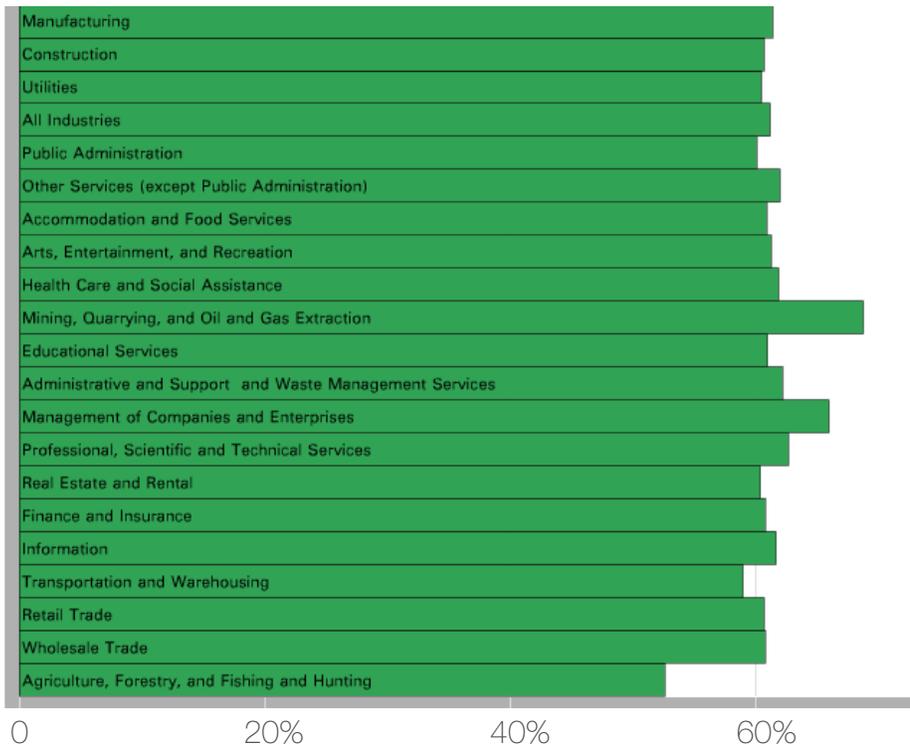
The outbound destination for intra-regional movement followed a similar pattern. Eight-one of the destinations for the establishments moving out of a municipality was captured by five cities: Rockford (43%), Loves Park (17%), Machesney Park (8%), Belvidere (7%), and Roscoe (6%). The municipalities that lost the highest percent of the outbound establishments to other states were South Beloit (47%), Roscoe (21%), Popular Grove (21%) and Rockford (20%).

## **CITY OF ROCKFORD ESTABLISHMENT MOVEMENT**

The city of Rockford was a major loser in regional establishment moves between 1990 and 2009. 601 establishments moved from the City of Rockford to another location in the Vital Signs region. These establishments accounted for 6202 jobs at the time of the move. On the other side of the coin, 403 establishments moved into the City of Rockford from other regional location representing 2953 jobs. Over the 20 year period Rockford experienced a net loss of 198 establishments and 3249 jobs to other regional communities.

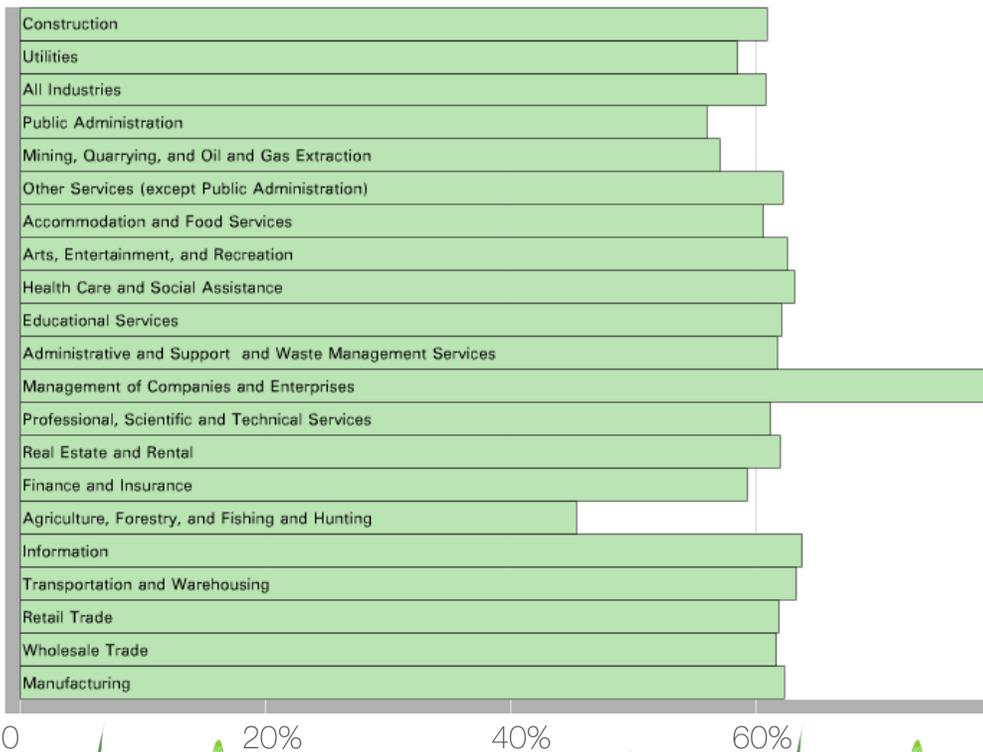


## Winnebago County Establishment Churn



Source: NETS Database  
Date: 1990 to 2010.

## Boone County Establishment Churn



Source: NETS Database  
Date: 1990 to 2010.



## CHURN RATE

A measure of a vibrant economy is the churn rate of companies. While one may think that it is bad for business to close, in reality there will always be businesses closing, expanding, and being created. As markets change some products will lose favor with consumers and others will gain favor. This creative destruction in the market place will result in businesses being created and closing. This constant movement of companies into and out of the market is referred to as churning. The average churn rate for the US is .80 and the average churn rate for counties in the US is .74.

### CHURN BY TYPE OF INDUSTRY

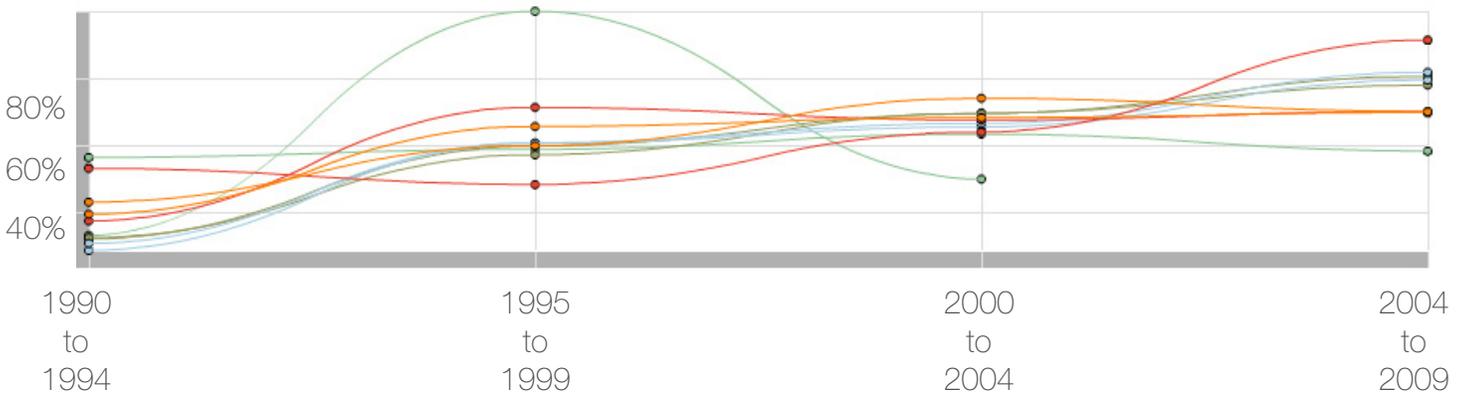
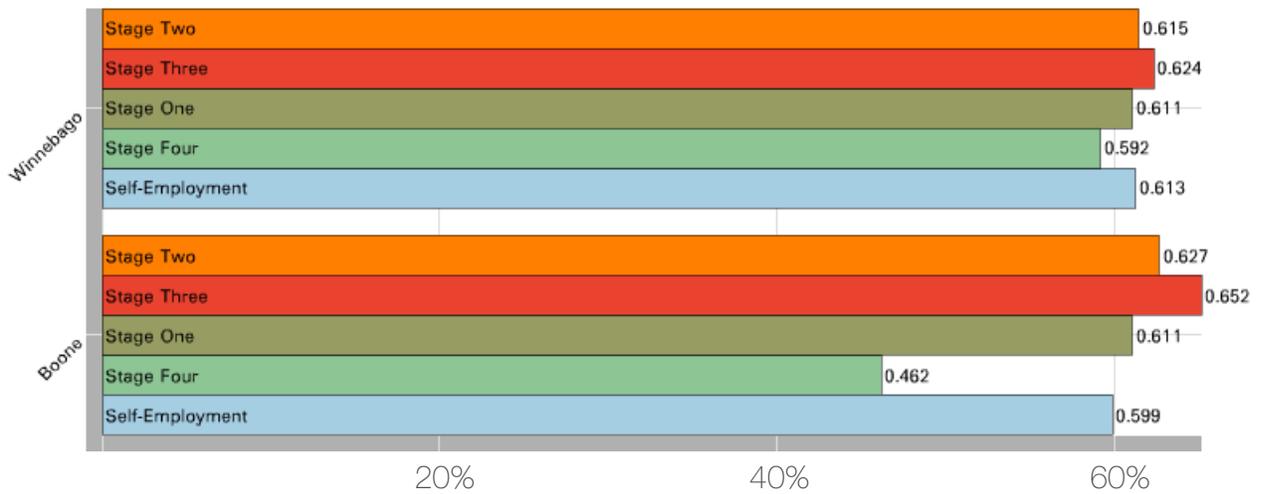
The establishment churn rate for companies in Boone and Winnebago County are below the average for counties in the US. The churn rate for establishments in all industries is between .52 and .69 in Winnebago County and between .45 and .80 in Boone County. For both counties the high and low churn rates are in industries with a small number of companies which influences the churn rate. Industries that account for the majority of the employment in the two counties have an establishment churn around .60. The churn rate for the region increased significantly between 1990 and 1994 but has smaller increases between 1995 and 1999, 2000-2004 and 2004-2009. The increased churn rate over time would indicate the overall vitality of the regional economy is declining.

### CHURN BY TYPE OF FIRM

While Churn is useful in analyzing the overall mobility of establishments by industry, it is also useful in analyzing establishments by size. The overall churn rate for the period 1990-2010 for self-employed establishments with between 2 and 9 employees, establishments with between 10 and 99 employees, establishments with between 100 and 400 employees, and establishments with 500 or more employees within the region ranged from .6 to .65 with the exception of large firms in Boone County. The churn rate by firm size followed a pattern similar to that churn rate for establishments by industry. There was a uniform increase in the churn rate for establishments of all sizes between 1995 and 1999. However, the churn rate since then has experienced little



## Establishment Churn by Stage of Company



Source: NETS Database  
Date: 1990 to 2010.



change.

A look at births, expansions, deaths, and contractions of firms by size provides additional insight into the region's economy. For the very small firms (less than 10 employees) the number of new and expanding firms was 50 percent of the firms going out of business or contracting. For establishments 10 to 99 employees the number of new and growth establishments was 40 percent of the number that went out of business or contracted. This would indicate a lack of entrepreneurial activity in the region. At the other end of the spectrum, while there was a net loss of 2 establishments with more than 500 employees, the number of new plus expanded enterprises was 45 percent higher than closures and contractions.

## RETAIL SALES

Retail sales are another indicator of a vibrant economy. On a national level, personal consumption expenditures account for 70 percent of economic activity and retail purchases account for about 25 percent of economic activity. One measure of the vitality of a region is whether the region has a positive or negative retail leakage. Are retail sales in the region greater or less than what the residents would be expected to spend? Ideally a region would have retail establishments to serve the needs of the residents and there would be little leakage and possibly a point of destination for out of region shoppers resulting in retail sales surpluses.

### RETAIL SALES GAP

For the Boone and Winnebago County region retail sales are 15 percent below the potential demand. This amounts to over \$419 million in net loss of retail sales for the region. The only category for which there was a net gain in retail sales was for furniture and home furnishings in Winnebago County. Each of the counties in the region also experienced a net loss in retail sales. Boone County had a net loss of retail sales in 2010 of almost \$192 million while Winnebago County experienced a net loss of over \$228 million.

 Stage Two

 Stage Three

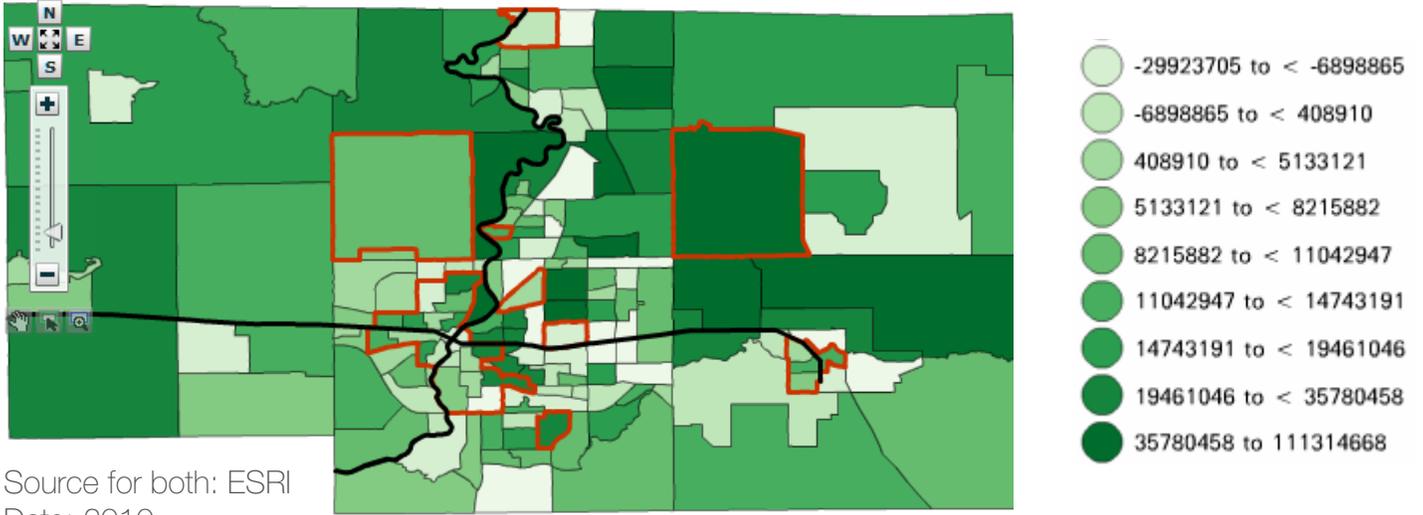
 Stage One

 Stage Four

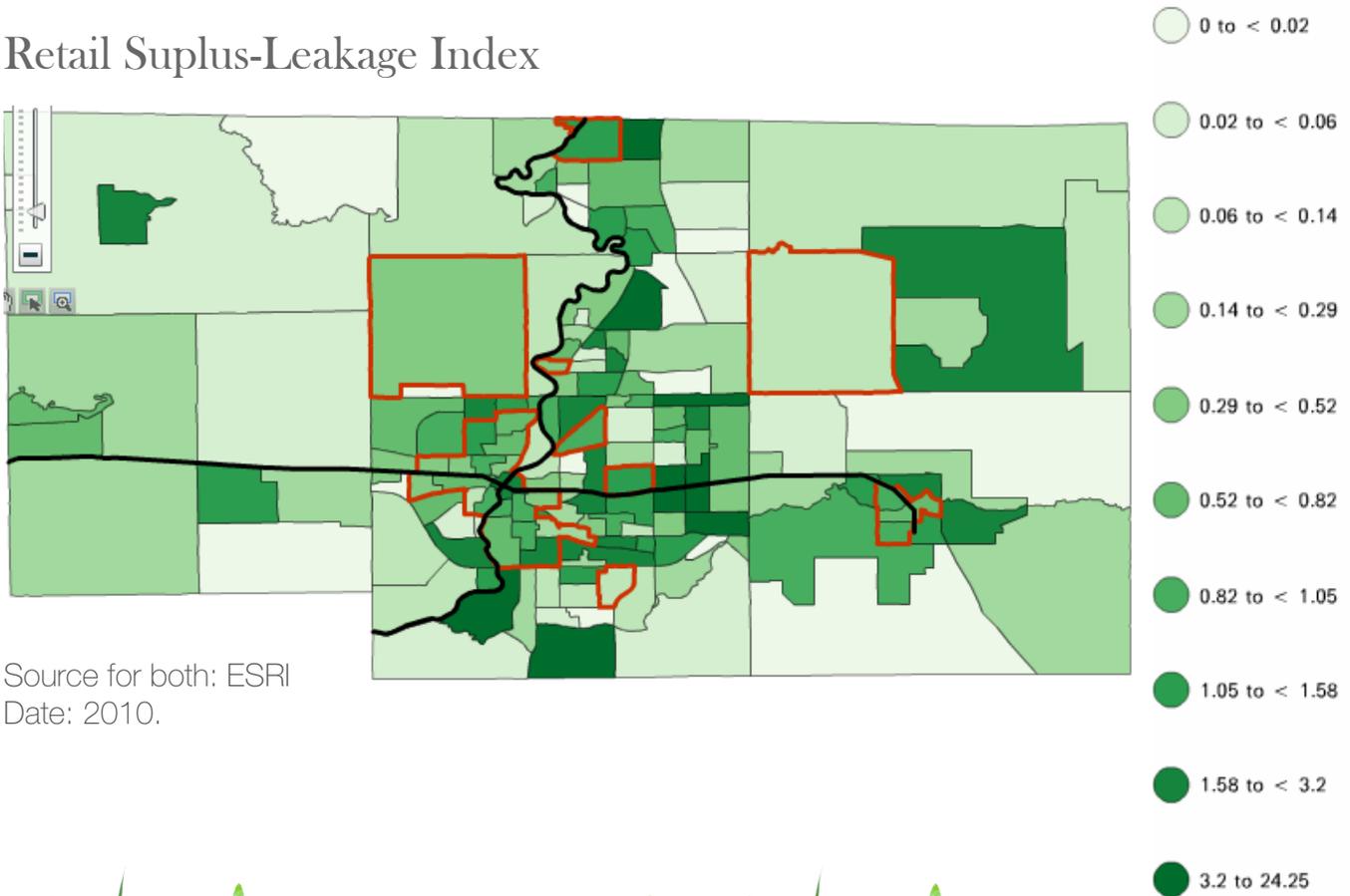
 Self-Employment



## Retail Sales Gap



## Retail Supplus-Leakage Index



## **GAP BY DISTRICT**

All of the net loss in retail trade may not be totally the result of individuals leaving the region to do their shopping. The actual retail sales do not include purchases that may have been made by mail order or over the internet. This is more likely to explain the net loss for Winnebago County (\$733 per capita) than for Boone County (\$3,537 per capita).

As retail trade is a key ingredient for the economic vitality of a region it is also important for the sustainability of the region and the neighborhoods in the region. One way to look at the sustainability of neighborhoods within the region is by checking to see if the retail trade activity is evenly dispersed within districts based on need. That is, are actual retail sales in a district equal to the potential of the residents to purchase goods and services?

Of the 153 districts in the study area 47 have retail sales in excess of the potential need of residents in the district. The gap between potential sales and actual ranges from a low of negative \$15.8 million (meaning that actual sales are higher than potential) to a high of \$111.3 million (indicating potential sales are greater than actual). The districts with a surplus of retail sales tend to be disbursed throughout the region with no evidence of concentration within a given area.

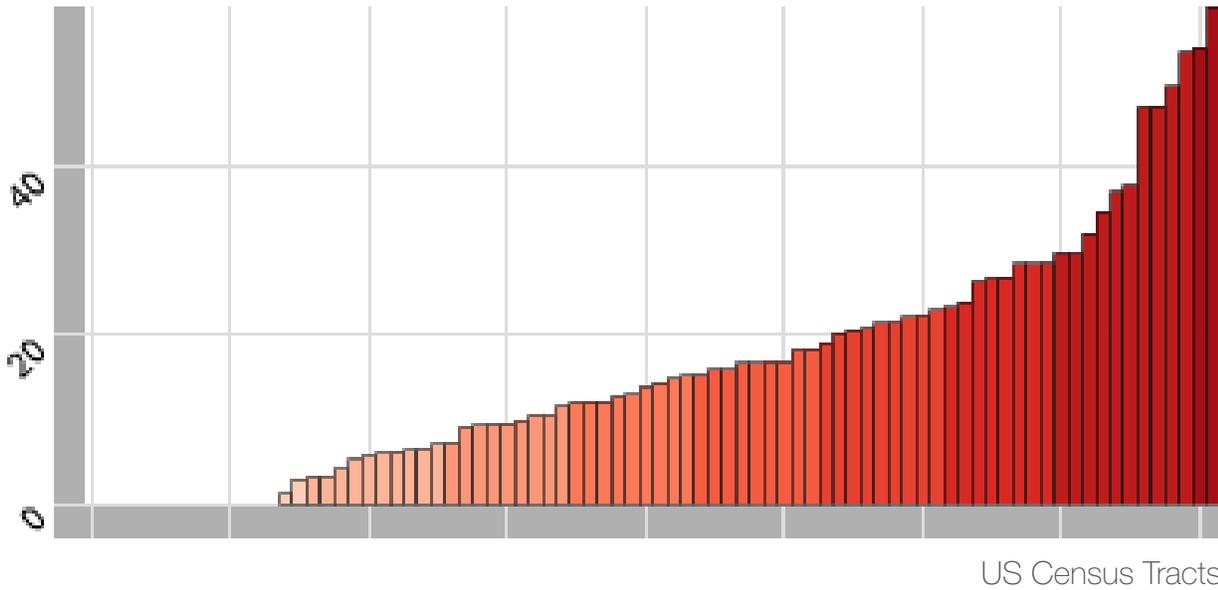
## **SUMMARY**

The total leakage of retail sales for Boone County in 2010 was almost \$200 million and for Winnebago County almost \$230 million. The retail sales gap for Boone County is greater than for Winnebago County when population is taken into consideration. In Boone County the potential retail sales per capita is \$3,537 greater than actual per capita retail sales. The corresponding number for Winnebago County is \$733. Thus there appears to be more room for expansion of retail establishments in Boone County.



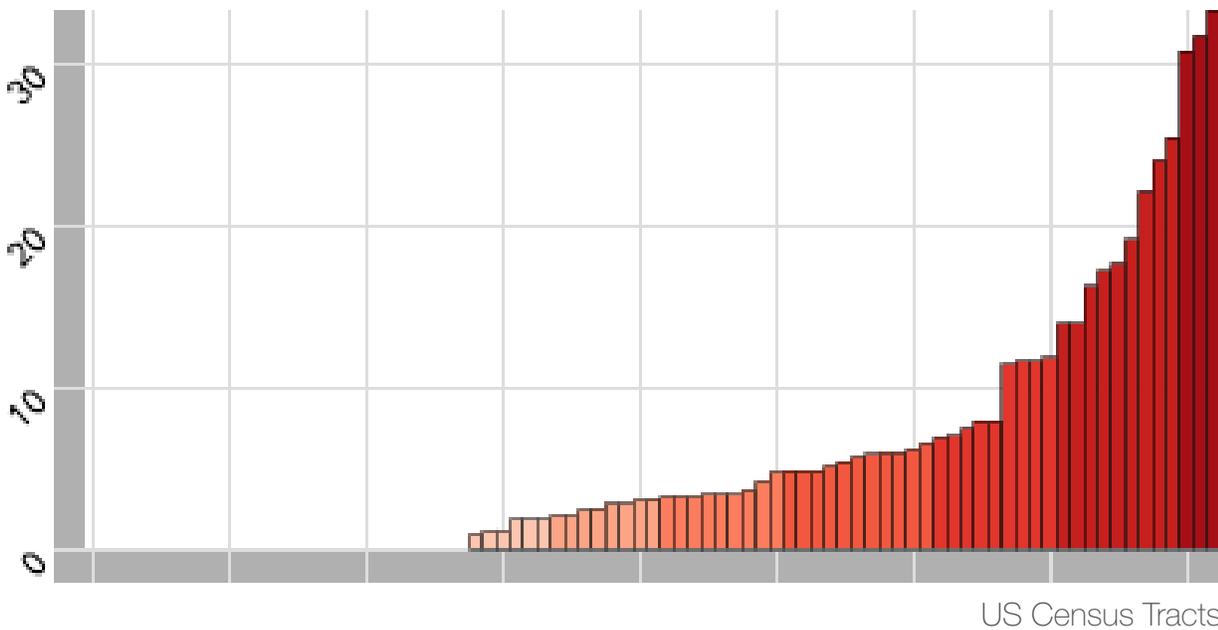
## Percent Residents 25 to 64 with Less Than a High School Diploma and Unemployed

Source: US Census Bureau  
Date: 2010.



## Percent Residents 25 to 64 with a Bachelor's Diploma and Unemployed

Source: US Census Bureau  
Date: 2010.



## EDUCATION ATTAINMENT & ECONOMIC VITALITY

Educational attainment of the adult population has a significant impact on the economic vitality of a region. Two prime factors are the relationship between income and educational attainment and the relationship between educational attainment and unemployment.

The relationship between educational attainment and income is well recognized. In 2010 the national average earnings for someone not completing high school was \$20,911 compared to average earnings of \$34,366 for those with some college or an associate's degree, \$57,621 for workers with a bachelor's degree and \$83,841 for workers with post bachelor's degrees. Educational attainment of the workforce is a key determinant of the economic vitality of a region.

### REGIONAL EDUCATIONAL ATTAINMENT

For the region as a whole, the educational attainment falls below state and national norms. Based on the 2010 census the percent of the population 16 and above without a high school education was 14.7% in Winnebago County and 14.5% in Boone County compared to 13.4% for Illinois. At the other end of the scale, the percent with a bachelor's degree or above was 21.2% for Winnebago County, 19.8% for Boone County and 30.7% for Illinois. The difference in educational attainment could be a partial explanation for the differences in per capita income between the region and the state. Total per capita income in 2010 in Winnebago County was \$33,840, \$32,407, in Boone County and \$43,249 for Illinois.

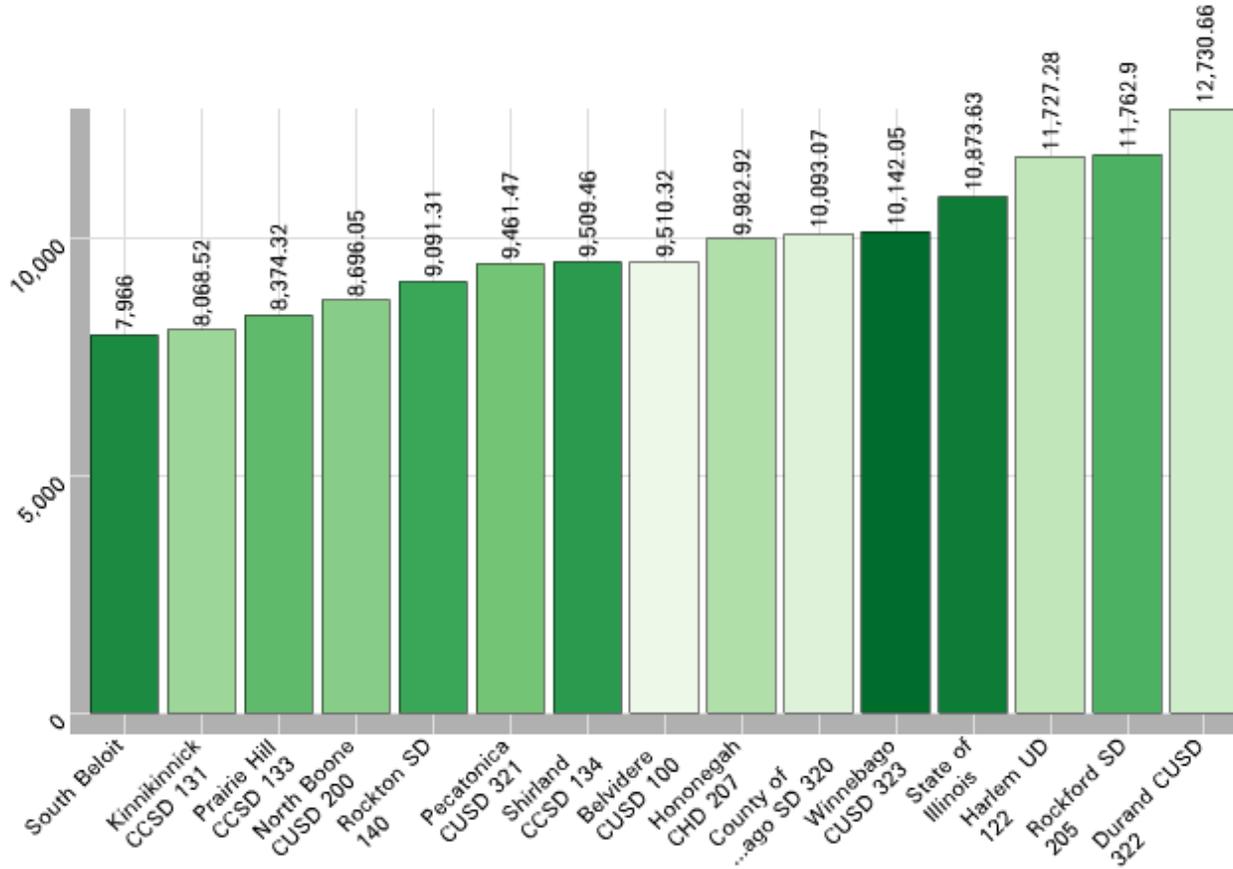
### EDUCATIONAL ATTAINMENT AND UNEMPLOYMENT

Educational attainment also has an impact on unemployment rates. For districts in the region the unemployment rate for workers without a high school education is as high as 59%. Additionally, in 2010 half of the districts have an unemployment rate for workers with less than a high school education of greater than 15 percent. This concentration of high unemployment rates among workers with less than a high school education tends to be in the districts that have been identified as "at risk" districts. The thirteen districts with a zero unemployment rate for non-high school graduates may be the result of no workers in the district having less than a high school education.

An analysis of unemployment rates for workers with a bachelor's degree is significantly different. The highest unemployment rate for workers with a bachelor's in a district is 33 percent compared to the 59 percent for workers who have not completed high school. Of the 84 tracts (neighborhoods) in the two-county area, only 16 had an unemployment rate for workers with a bachelor's degree higher than 10 percent. The districts with higher unemployment rates among workers with a bachelor's degree are also those that are "at risk".



## Operating Expenses per Pupil per School District



Source: Federal Education Budget Project  
Date: 2010.



## PREPARING THE FUTURE WORKFORCE

The quality of the regional labor force is a vital component of economic vitality. To attract and retain business there needs to be a productive labor force with the knowledge and skills needed by the businesses in the region or businesses the region is trying to attract. One key ingredient is a high quality K-12 education system where graduates gain the basic background to perform well in entry level jobs or are prepared for advanced job training or higher education opportunities.

There are two ways to look at the school districts in the region: 1) is the community making the proper investment in K-12 education (inputs) and 2) are graduates of the school system prepared for the entry level job market and for advanced education and training (output). This section will address the issue of expenditures. Performance of school districts is addressed the social report.

### INVESTMENT IN EDUCATION

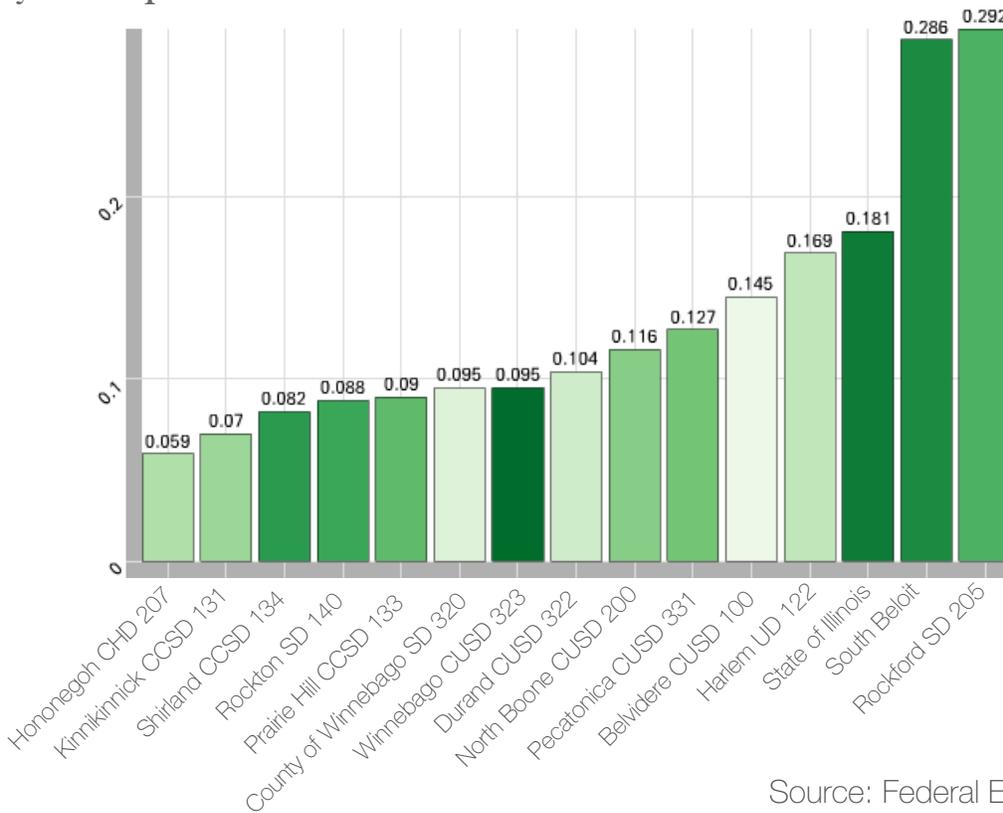
One way to measure the community's investment in education is by comparing cost per pupil. There are 13 school districts in the region, two in Boone County and eleven in Winnebago County. Of the eight unit school districts in the region, three have per pupil operating expenses above the state average. Of these three, the highest school district is 17% above and the lowest being 20% below the state average. All four of the elementary school districts have per pupil operating expenses below the state average as does the high school district in the region ranging from 26% below for Kinnikinnick to 13% below for Shireland.

While expenditures per capita is a measure of investment in educating the youth of the region there are a number of reasons that per pupil expense may vary. These factors include the percent of the enrollment that live in poverty households and percent of the enrollment that are minorities. The Illinois State Board of Education's school funding formula allows for higher per student state funding for districts with a higher percent of students coming from poverty households.



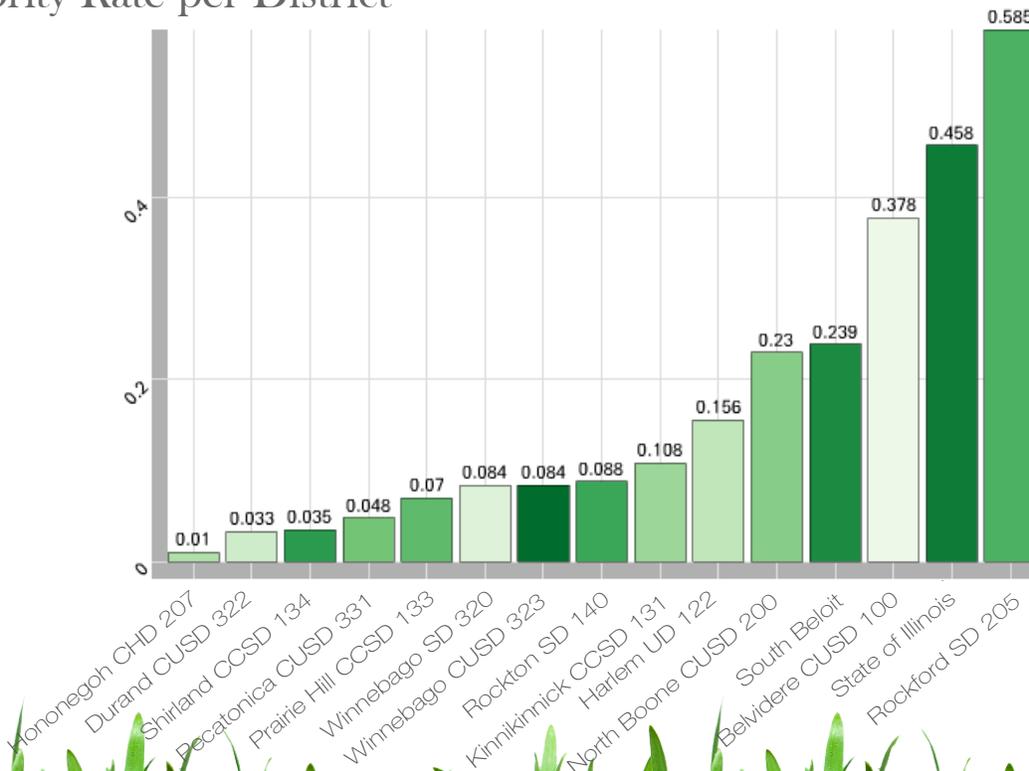
### Poverty Rate per District

Source: Federal Education Budget Project  
Date: 2010.



### Minority Rate per District

Source: Federal Education Budget Project  
Date: 2010.



## **POVERTY AND COST OF EDUCATION**

In general it is expected that districts with higher poverty rates would have higher per capita expenditures on education. However, this does not appear to be true for the school districts in the region. For elementary districts the poverty rate ranges from a low of 7% to a high of 9%. The district with the highest expenditure per pupil has a poverty rate of 8.2% while the elementary district with the lowest per capita expenditure has a poverty rate of 7%.

The range of poverty rates among the unit school districts is greater than for the elementary districts. The lowest poverty rate is in the County of Winnebago School District (9.5%) and the highest is Rockford (29.2%). Of the three districts with the highest per pupil expenditures, 2 were also in the top three with respect to per student expenditures. However, the districts with the lowest per student expenditures were in the middle of the pack relative to percent of poverty.

## **MINORITY POPULATION AND COST OF EDUCATION**

A similar pattern exists when comparing per student expenditures with minority students in high school districts. The range in presence of minorities is significant from a low of 3.3% to a high of 58.5%. The school district with the highest expenditure per per pupil is also the district with the lowest percent of minorities. The district with next to the highest presence of minorities spent 13% less than the state average per pupil.

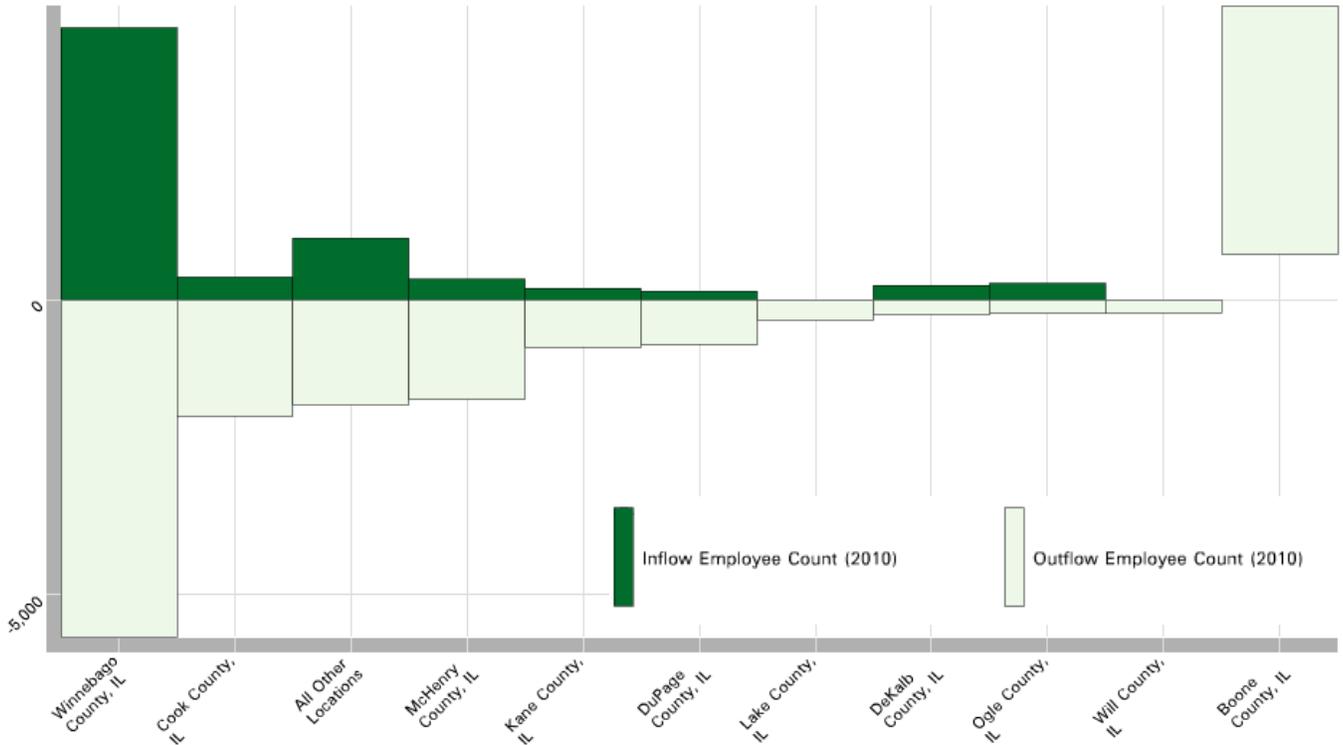
## **SUMMARY**

A sustainable community must invest in the education of its youth to assure a quality workforce continually exists. A closer look needs to be taken to understand the differences between the operating expenses per capita among the districts both compared to the state and between the school districts in the region. Based on the brief analysis above, differences do not appear to be totally explained by differences in poverty rates or presence of minorities in the districts.



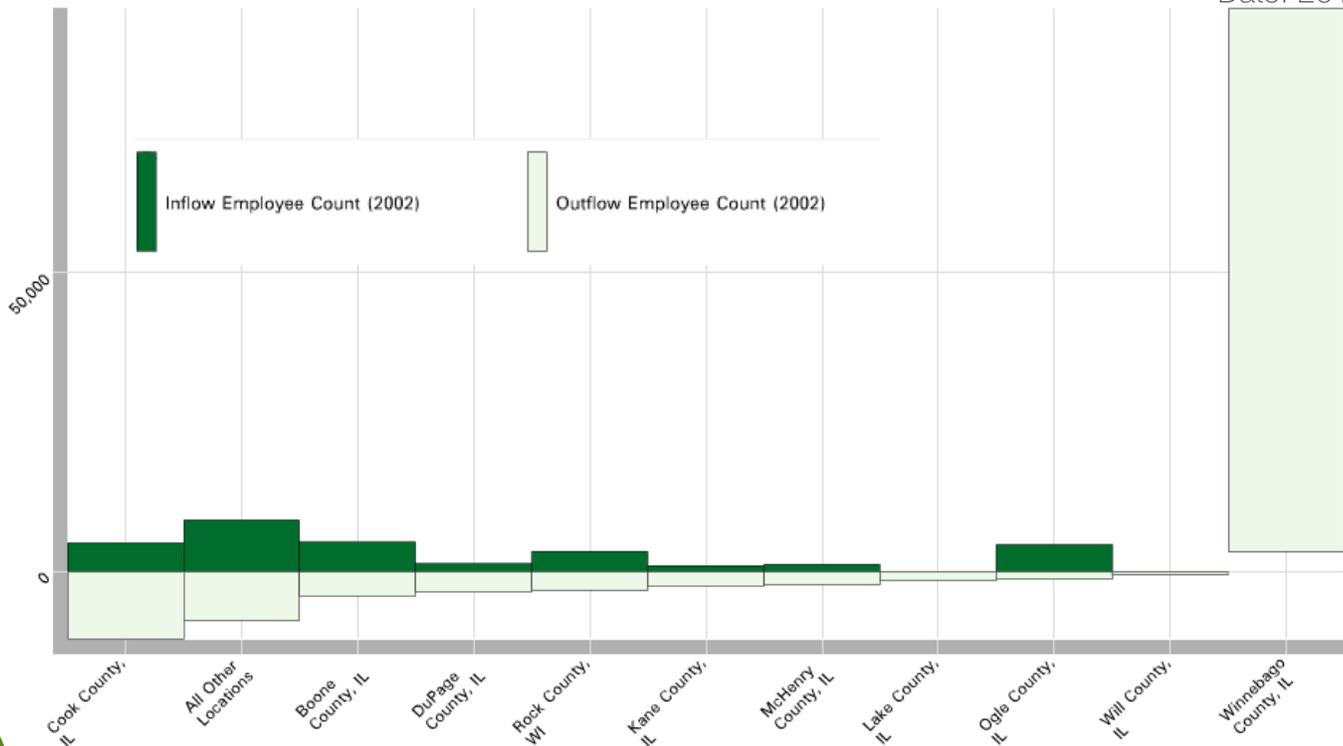
### Winnebago County Commuting Patterns

Source: US Census Bureau  
Date: 2010.



### Boone County Commuting Patterns

Source: US Census Bureau  
Date: 2010.



## COMMUTING PATTERNS

Commuting patterns are an important indicator for measuring the sustainability of a region's labor markets. The graphics [below] show "outflow," or commuter sheds, and "inflow," or labor sheds. A labor shed is the area from which a region draws its workers, whereas a commuter shed is where a region's residents are employed. A balanced and sustainable economy will not depend on outside markets to supply jobs and labor. Residents should not have to travel great distances in order to secure employment, and employers seek to locate in areas which may supply a ready pool of qualified workers.

Boone County's labor shed is heavily dependent on drawing workers from outside the county, however is still largely contained within the Rockford Region. While only 36% of the county's workforce both lives and works in Boone County, when adding in the 40% of workers from Winnebago County, just over 75% of the county's labor shed is contained within the region. The remaining 65% of the County's residents commute outside the county for employment. The commuter shed is closely divided between the Rockford job market and greater Chicagoland job market, with just over 40% of workers commuting to Winnebago County and another 40% of workers traveling to jobs in either Cook or the Collar Counties. Boone County clearly is a commuter county, however this is largely due to personal preference; many people seek the rural residential lifestyle available in Boone County and willingly make the tradeoff to travel greater distances for employment.

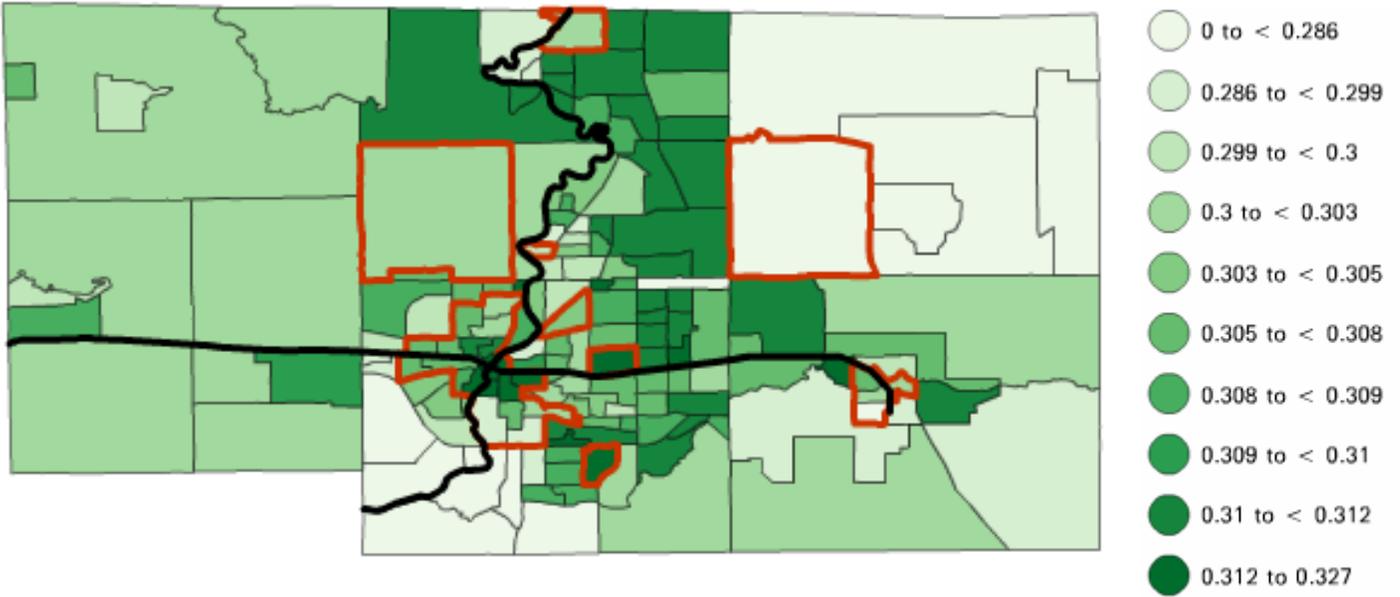
In contrast 65% of Winnebago County's workforce both lives and works within the County. When factoring Boone County in 70% of Winnebago County's labor shed is contained within the region, and rises to 80% when including the remaining adjacent counties. Of the 37% of residents commuting outside of the county for work the Chicago area dominates the commuter shed, with 26% of commuters working in Cook County and another 29% in the collar counties.

When looked at as a whole the numbers reflect that the Rockford Region is able to sustain its own economic base. The region is not reliant upon outside counties for their job, allowing the Region to be self-reliant and less susceptible to fluctuations in nearby markets.



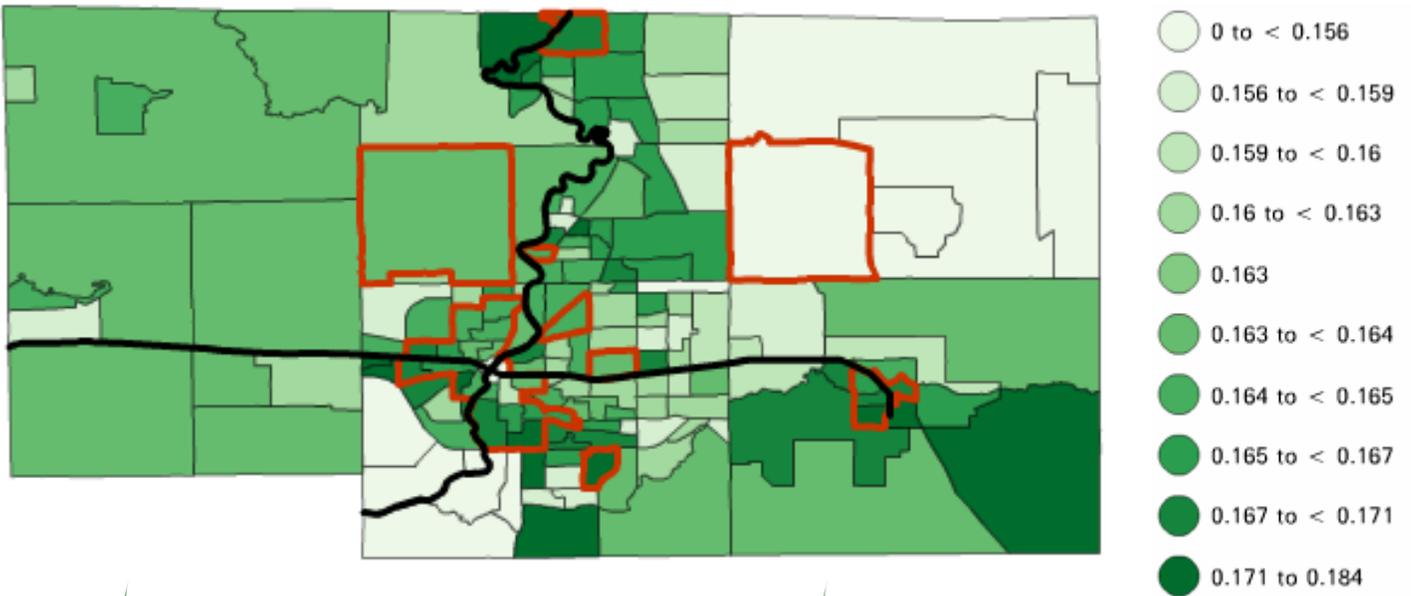
### Average Household Expenditures on Housing

Source: CNT H&T Index  
Date: 2010.



### Average Household Expenditures on Transportation

Source: CNT H&T Index  
Date: 2010.



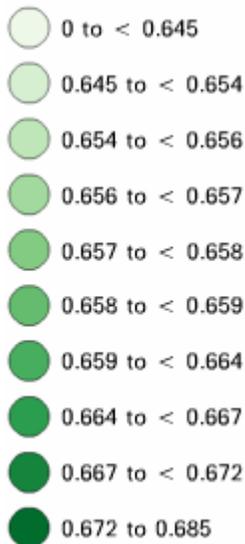
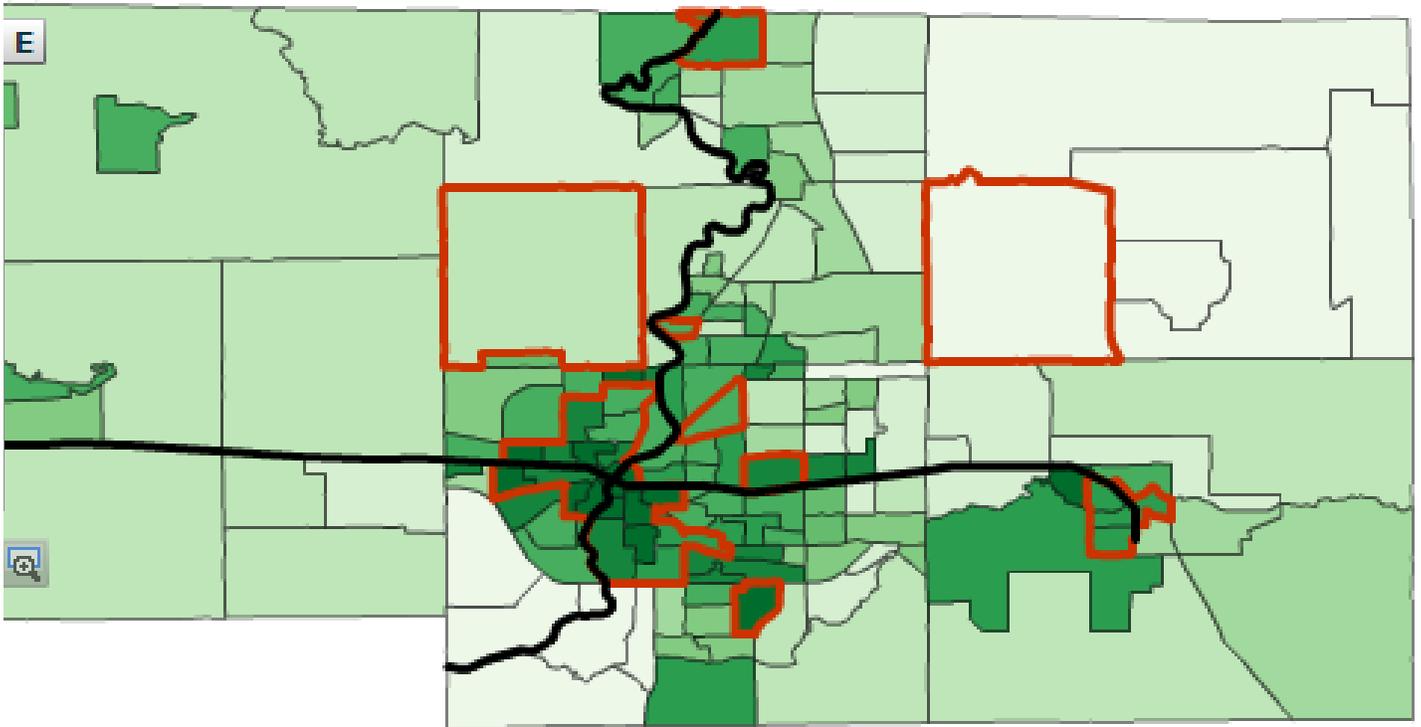
## COSTS OF HOUSING & TRANSPORTATION

Housing affordability has traditionally been defined as a measure of annual household income spent on housing rents or mortgages, including utilities. Housing is often termed affordable if expenditures constitute no greater than 30% of household income. A family spending greater than 30% of income on housing is considered cost burdened, leading to possible hardships for affording other necessities such as food, clothing and medical care. Given that transportation costs typically represent the second highest household expenditure, the combined cost of housing and transportation are increasingly becoming an important measure of affordability. According to a report by the Center for Neighborhood Technology (CNT), transportation costs can range from 10% of household income in cities served by efficient transit networks to costs exceeding 25% in exurban and rural areas. While housing may be more economical to construct in greenfields distant from the city center, these cost savings are quickly negated by the increased costs of having to travel greater distances to reach school, work, shopping and entertainment. Given that transportation costs may become increasingly burdensome, the CNT recommends that for household finances to remain at a sustainable level, the combine costs of housing and transportation should not exceed 45% of the household income.

To the left is a series of maps depicting the average household expenditures for housing and transportation for the region. When examining housing alone much of Winnebago County is at or below the 30% threshold, however the exurban portions of Boone County show many districts spending as much as 44% of their household budgets on housing expenses. As expected, the further one lives away from the cities the greater their transportation expenses; transportation costs range from 22-28% in the urbanized portions of the region and rise to 33-36% in the rural portions. When these costs are combined much of the region greatly exceeds the 45% H + T threshold, with a number of districts with households spending as much as 70-75% of their budgets on housing and transportation alone. As many of these households who spend in excess of 65% of their budgets tend to be in the higher earning income brackets their high housing burden may not interfere with their other bills and living expenses, however these households may be particularly vulnerable to the effects of a change in circumstance such as a lost job or sudden illness.



## Average Household Expenditures on Basic Needs



Source: Consumer Expenditure Survey  
Date: 2010.

## CONSUMER EXPENDITURES

Consumer expenditures are an important element for the economic sustainability of a region. Consumer expenditures account for 60% of economic activity in a region and are highly dependent on the earnings of residents in the region. In general the higher the household income in the region the larger the consumer expenditures and the greater the economic vitality. From a sustainability perspective how consumers spend their income is as important as the variation in expenditures among groups and subregions. Expenditures can be on basic necessities like food and housing to more discretionary spending like entertainment and contributions to charitable organizations. In general, the higher the discretionary spending the more sustainable the region as households can adjust their expenditures to reflect changes in general economic condition.



## **FOOD AND HOUSING EXPENDITURES**

Average household expenditures in the 141 districts for which expenditures were reported range from a low of \$26,752 to a high of \$198,674. Those with low household expenditures parallel districts with low household income which would explain the lower expenditure pattern. Housing and food expenditures are a higher portion of total expenditures in districts with relatively lower household income. The percent of household expenditures on housing and food ranges from a low of 28.3% to a high of 45.7%.

## **BASIC NEEDS EXPENDITURES**

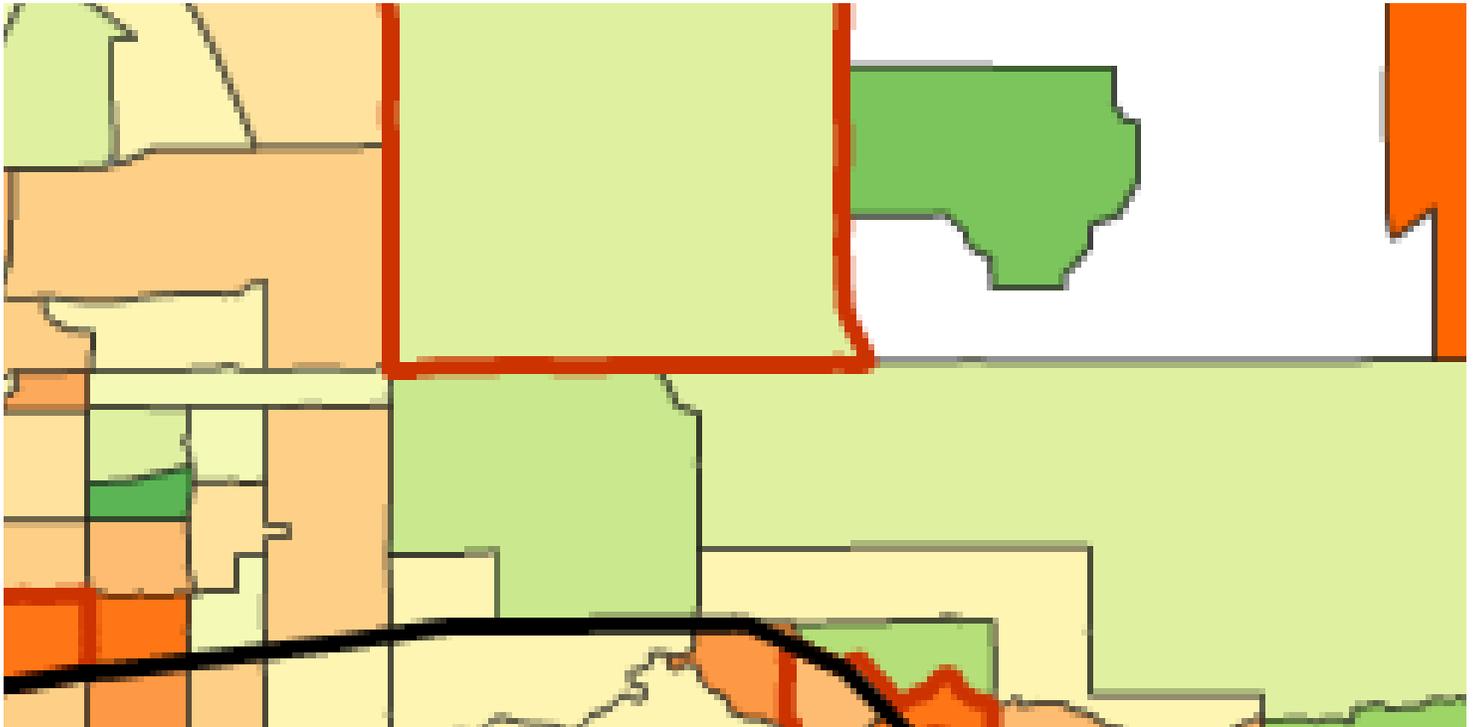
Another way to view household expenditures is by looking at the percent of expenditures on basic needs (housing, food, transportation, healthcare and education) compared to the percent of expenditures on future well-being (insurance, pensions, and investment) and the percent spent on disposable expenses (apparel, entertainment, and other categories). While the range for the percent of expenditures going to food and housing is fairly large (28.3% to 45.7%), the range for expenditures on the more general basic needs category is fairly narrow (64.5% to 68.4%) indicating that as household expenditures increase a larger portion is being spent for basic needs other than food and housing. The pattern for average household expenditures also shows that there are minimal expenditures for community investment (donations to various charities) which ranges from a low of 0.03% to a high of 0.06%.

## **TECHNOLOGY EXPENDITURES**

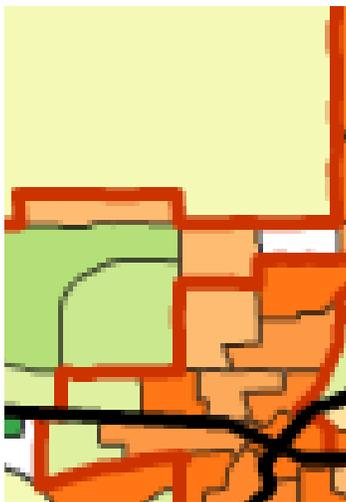
As the role of information technology increases, there is an expectation that expenditures on technology would increase. For the region as a whole, the average expenditures on technology range from a low of \$106.00 per month to a high of \$662.00 per month. Of these expenses telephone services account for about half of the expenditures on technology. The 50% figure holds for districts that are on the low end of the technology expenditures as well as on the high end. The total expenditures on technology track with household income, including those districts with low household income.



## Average Household Expenditures on Basic Needs



Source: Consumer Expenditure Survey  
Date: 2010.



## PROPERTY ASSESSEMENTS

### RESIDENTIAL PROPERTY

Local government entities are dependent on property tax revenue to fund the services they provide. In general, school districts and park districts have a higher dependence on property tax revenue than municipalities who have sales tax as well as property tax revenue. The major component of property tax is generated from residential property. For most communities between 60% and 75% of the value of their property assessment comes from residential properties with the remaining value assessment coming from commercial, industrial, farmland, and railroad properties. For the Vital Signs Region the



assessed value of property should be 1/3 of the fair market value.

## **RESIDENTIAL PROPERTY FAIR MARKET VALUE**

The fair market value of property varies significantly among districts in the region. In 2011 two districts had an average fair market value of residential property of less than \$40,000. On the high end of the scale, six districts had average fair market value of over \$200,000. The districts with the lowest average fair market value of housing are concentrated in the intercity of Rockford. All of the districts, except one, with average housing value less than \$100,000 are in this area of the region. The one exception is a district in the intercity of Belvidere.

The concentration of lower cost housing in a small subarea of the region leads to a concentration of families with lower median income because of the resources they can devote to housing.

## **CHANGES IN FAIR MARKET VALUE**

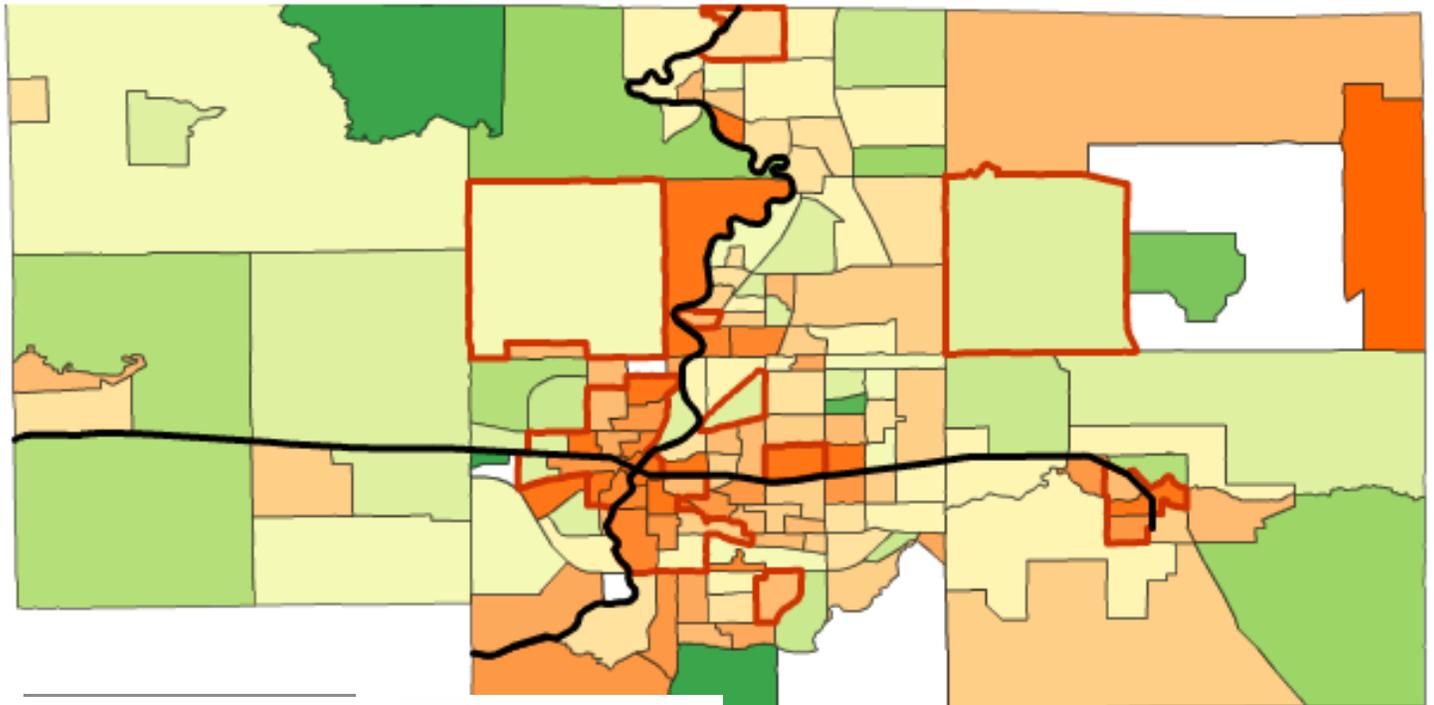
Between 2007 and 2011 there was a general decline in the fair market value of housing in the region. The major decline was in districts that had 2007 average market value between \$100,000 and \$140,000. The percent of districts with housing market value less than \$100,000 increased from 41% to 49% between 2007 and 2011. The percent of districts with market value between \$100,000 and \$140,000 increased from 58% to 72% during the same period of time. The number of districts with fair market value of housing over \$140,000 declined from 63 districts to 33 districts.

This decline in fair market value of residential housing has an impact on property owners and taxing bodies. In order for the taxing bodies to receive constant revenue streams the tax rate would need to increase. If tax rates are not increased the taxing bodies would need to reduce expenses or seek alternative sources of revenue to meet their budgets.

Sustainable communities need a balance and growing property tax base to cover the cost of public services without placing too high of a burden on any one group of property owners.



## Percent Difference Between Average Fairmarket Value and Sale Value of Parcels



Source: WINGIS  
Date: 2011.



## CONCLUSIONS

The sustainability of a region is dependent on a number of factors many of which are interrelated. A key set of indicators for sustainability are those related to the regional economy. Core to economic sustainability is a vibrant workforce, a sustainable mix of industry, worker earnings equal to or above state and national averages, an attractive business climate and an industry structure that is amendable to change as external factors change.

The following is a summary of some key economic indicators for the Rockford Regional Vital Signs Region:

- The region has a very strong manufacturing sector but needs to consider more industry diversification.
- The region as a whole and most districts in the region have a retail sales gap – actual retail sales are less than potential sales.
- There is inequality in the tax burden sustained by residents of the municipalities in the region to provide basic public services.
- On the whole the region has been successful in attracting establishments from outside the region to move into the region. Within the region, Rockford has been a net loss of establishments and jobs.
- The percent of expenditures on basic needs is high for many districts in the region.
- Establishment churn among small firms may suggest lack of entrepreneurial activity in the region.
- The region lags behind the state on educational attainment and the number of workers in high wage jobs.

Making sure the regional economy is sustainable and will continue to adjust to changing national and world economic conditions is vital for regional sustainability. This report is designed to identify some benchmark indicators that can be adopted and monitored to assure the Region is toward sustainability.



## APPENDIX: ADDITIONAL ECONOMIC VISUALIZATIONS

*The following is a list of additional Economic visualizations available at [www.ourvitalsigns.com](http://www.ourvitalsigns.com). These provide a deeper insight in to the State of Economic Well-being for the Rockford Region.*

### EDUCATION

- Assorted Statistics by School District from the Illinois Student Report Card
- Sales and Money Spent on Elementary and Secondary Education from the Consumer Expenditures Survey
- Money Spent on College and Trade Schools from the Consumer Expenditure Survey
- School District Finances from the NETS Database
- HS Graduation versus Unemployment from the US Census Bureau

### BUILT ENVIRONMENT

- Address Vacancies by County from the USPS
- 2011 Farm Parcel Sales and Assessment from RMAP
- 2011 Commercial Parcel Sales and Assessment from RMAP
- 2011 Industrial Parcel Sales and Assessment from RMAP
- 2011 Residential Parcel Sales and Assessment from RMAP
- 2011 Tax Exempt Parcel Assessment from RMAP
- 2007-2011 Residential Parcel Analysis by District from RMAP
- 2007-2011 Commercial Parcel Analysis by District from RMAP
- 2007-2011 Industrial Parcel Analysis by District from RMAP
- 2007-2011 Farm Parcel Analysis by District from RMAP
- Average Sales and Assessment Value by District for 2007-2011 from RMAP
- Difference Between Fairmarket Value and Sale Price for 2007 to 2011 from RMAP
- Difference Between Sale Price and Fairmarket Over Time from 2007 to 2011 from RMAP

### CIVIC VITALITY

- Sales and Money spent on Children and Elderly from the Consumer Expenditure Survey and the NETS Database
- Donations to Non-Profits and Organizations from the Consumer Expenditures Survey
- Insurance, Pensions and Similar Expenditures from the Consumer Expenditures Survey
- Insurance Carriers and Profits from the NETS Database
- Non-Profit Data Over Time from the NETS Database



## CULTURE

- Economic Impact of Nonprofits and Audiences from Americans for the Arts
- Economic Impact of Audiences from Americans for the Arts
- Creative Industries from the NETS Database
- Average Household Expenditures on Active and Passive Entertainment from the Consumer Expenditure Survey
- Spent on Sports Hobbies and Travel from the Consumer Expenditures Survey
- Establishment Churn by Industry from the NETS Database
- Entertainment Establishments and Revenues from the NETS Database

## ECONOMIC DEVELOPMENT

- Top Destination of Outbound Companies from NETS Database
- Employees and Sales from the NETS Database
- Employment Size and Categories from the NETS Database
- Self Employed Companies from the NETS Database
- Per Capita Income Rate Change 2000 to 2010 from the US Census Bureau
- Concentrations of Stage 2 Companies from the NETS Database
- Concentrations of Stage One and Two Companies from the NETS Database
- Businesses by NAICS from the NETS Database
- Businesses by SIC from the NETS Database
- Destinations of Outbound Companies from the NETS Database
- Origination of Inbound Companies from the NETS Database
- Companies with Risk of Late Payment from the NETS Database
- Private Establishments from the NETS Database
- Legal Status of Companies from the NETS Database
- Minority Foreign and Female Owned Establishments from the NETS Database
- Importing and Exporting Establishments from NETS Database
- Retail Gap Analysis from the ESRI Retail MarketPlace
- Potential Retail Sales from the ESRI Retail MarketPlace
- Boone County Commuting Patterns from the US Census Bureau
- Winnebago County Commuting Patterns from the US Census Bureau
- Occupations from the US Census Bureau
- Wages for the MSA from the IDES
- MSA Wage Comparisons to State from the IDES
- Headquarters and Standalone Establishments from the NETS Database
- Net Opened and Expanded Businesses from the NETS Database
- Establishment Churn by Establishment Stage from the NETS Database
- Establishment Stages from the NETS Database



- Employees by Industry from the NETS Database
- Cottage Establishment from the NETS Database
- Wealth Index by Decade from Woods and Poole
- Establishment Churn by Industry from the NETS Database
- Retail Leakage/Surplus Index from the ESRI Retail MarketPlace
- Wealth Index Line Chart from Woods and Poole
- Retail Business Information from the ESRI Retail MarketPlace
- Total Retail Sales from the ESRI Retail MarketPlace
- Industry Concentrations Over Time from the NETS Database
- Creative, Production, and Service Workers from the US Census Bureau
- Average Household Expenditures by Category from the Consumer Expenditure Survey
- Retail Sales Tax Revenue from the NETS Database
- Retail Sales Tax Revenue from ESRI
- Outbound and Inbound Businesses in Illinois from the NETS Database
- Outbound and Inbound Companies from Different States from the NETS Database
- Exporting Companies in the MSA from the NETS Database
- MSA Exports from ITA
- Commercial Vacancies by District from the USPS
- Occupational Class Wages from the IDES
- Percentage by Category of Average Household Expenses of Four Categories from the Consumer Expenditures Survey
- CAFR Net Assets by Municipality from RMAP
- CAFR Changes of Net Assets by Municipality from RMAP
- CAFR Government Funds by Municipality from RMAP
- CAFR Normalized Net Assets by Municipality from RMAP
- CAFR Normalized Changes in Net Assets by Municipality from RMAP
- CAFR Normalized Governmental Funds by Municipality from RMAP
- Industries Over Time from the NETS Database
- Innovation Index from StatsAmerica.org
- Industry and GMP from BEA

## ENERGY

- Average Household Expenditures on Energy Types from the Consumer Expenditures Survey

## FOOD

- Population Characteristics of Food Stamp Recipients from the US Census Bureau
- Average Household Expenditures Spent on Food and Beverages from the Consumer Expenditure Survey



- Food Stores and Sales from the NETS Database
- Household Expenditures on Healthy Food from the Consumer Expenditure Survey

## HEALTH

- Health Care and Social Assistance Facilities from the NETS Database
- Health Insurance Coverage by Race from the Illinois Department of Health

## HOUSING

- Foreclosures and Other Housing Statistics for 2007 to 2008 from HUD
- Percent Rental Housing Units Unaffordable with Section 8
- Percent Change Housing Value 2000 to 2010 from the US Census Bureau
- Median Rental Rate 2000 to 2010 from the US Census Bureau
- Conventional Loans from the Federal Financial Institutions Examination Council
- FHA Loans from the Federal Financial Institutions Examination Council
- Home Improvement Loans from the Federal Financial Institutions Examination
- Average Household Expenditures on Mortgages and Taxes by Homeowners from the CES
- Average Household Expenditure on Home Maintenance from the CES
- Average Household Expenditures on Rented Dwellings from the Consumer Expenditures Survey
- Average Household Expenditures on Other Types of Housing from the CES
- Average Costs of Housing as a Part of Total Budgets from CNT
- Real Estate Agents and Brokers from the NETS Database
- Home Maintenance Stores and Services from the NETS Database

## SAFETY

- Average Household Dollars Spent on Safety from the Consumer Expenditures Survey
- Safety Oriented Establishments from the NETS Database

## TECHNOLOGY

- Average Household Expenditures on Technology from the Consumer Expenditure Survey
- Telecommunications and Computer Establishments from the NETS Database

## TRANSPORTATION

- Average Household Expenditures on Vehicle Purchases from the Consumer Expenditure Survey
- Average Household Expenditures on Transportation (nonvehicle purchases) from the Consumer Expenditure Survey
- Transportation as a Portion of Total Budget from the CNT Database



- Transportation Oriented Businesses from the NETS Database

## **WASTE**

- Average Household Dollars Spent on Water from the Consumer Expenditures Survey
- Average Household Expenditures on Waste Disposal from the Consumer Expenditures Survey
- Waste Oriented Businesses from the NETS Database

## **WATER**

- Water Supply and Irrigation Systems from the NETS Database

## **METRO**

- Employment Earnings by Community from the US Census Bureau
- Income Projections by County from Woods and Poole
- Community Snapshot Industry from the US Census Bureau
- Household Incomes Per Decade from Woods and Poole
- Personal Income by Decade from Woods and Poole
- Wealth Index by Decade from Woods and Poole
- Difference CES and CNT Housing and Transportation Analysis
- Income Projections from Woods and Poole
- Top Ten Employers by Community from the NETS Database







Transportation



Energy



Built Environment



Housing



Biodiversity



Education



Waste



Civic Vitality

# ourmap

Rockford Metropolitan Agency For Planning



Health



Culture



Land



Water



Economic Development



Technology



Food



Safety

