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Business Location Analysis for Rochelle, Illinois

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Overview

Moving an industrial operation to an exurban location from a city or suburban location can create significant labor, tax and real estate savings. To understanding the competitive advantage of Rochelle, IL over other locations in Greater Chicago, we analyzed data most important to distribution and manufacturing companies. This business location analysis does not identify the optimal location for a specific company or industry sector. However, it provides an overview of the relative strengths and weaknesses of each submarket under consideration.

This report contains location information represented in the following format:

- Major findings for Rochelle, IL in each category
- Analysis methodology and sources
- Raw demographic and cost data for each location (attached spreadsheet)
- Scores based on a 5-point scale that allows the user to grade locations relative to one another (attached spreadsheet)

The geographic focus of this exercise is:

- Bolingbrook, IL
- Elwood, IL
- McCook, IL
- Pleasant Prairie, WI
- Rochelle, IL

This analysis shows an opportunity for significant savings for companies locating in Rochelle through lower wage levels, cost of labor, housing value and industrial rental rates compared to the sample locations used. Further, transportation access is superior to competing locations due to intermodal presence, distance to major markets west of Chicago, and highway congestion. Although the population and associated labor pool surrounding Rochelle is not as large as locations closer to the city, the percentage of the population employed in blue collar occupations exceeds that of its competitors.

Specific Findings

Area Demographics- Rochelle has the smallest population and labor pool of the sample locations. This disadvantage is overcome by a larger blue collar workforce as a percent of the total population. The Bureau of Labor Statistics-reported unemployment rate is highest in Rochelle which can exert downward pressure on wages and improve available labor pool size.

Rochelle as a strong population growth rate, only overshadowed by the significant growth in the Elwood area during the last decade. Only McCook, which is located in a fully-developed submarket, reports no growth.

Other benefits of the Rochelle area include a larger population of high school-only education and a lower median age.

Cost of Labor- Rochelle enjoys the lowest wages and cost of labor score of the sample locations. Wage levels are 10%-14% lower than all other Illinois locations and 9%-13% lower than all locations.

The cost of labor index is a compilation of wage level for all positions tracked by the Economic Research Institute. Rochelle has a cost of labor index of 94.1, approximately six points below the national average of 100. Pleasant Prairie reports the next highest index (104.2), followed by McCook (106.8), Bolingbrook (108.0) and Elwood (108.6). These competing locations have a cost of labor higher than the national average.

Cost of Doing Business- Related to wage level, Rochelle has the lowest household median income and median housing values. Rochelle residents have income on average 23% less and have homes valued 39% less than the sample communities.

The corporate tax and unemployment insurance scores are state-wide data points and therefore only provide a cost comparison to the Pleasant Prairie, WI location. Wisconsin has a slightly less competitive corporate tax environment and a superior unemployment insurance environment. Sales tax varies across all communities with McCook (Cook County) having the highest sales tax rate of 10%. Pleasant Prairie has the lowest sales tax rate at 5.50%. Rochelle falls in the middle with a 7% sales tax rate.

Companies locating in Rochelle would benefit from a municipally-owned utility which supplies electric, water and sewer. Depending on the user, electric rates can be 2 to 3 cents per kilowatt hour lower than surrounding locations serviced by ComEd or We Energies.

Real Estate Cost- Two variables make up this category: average warehouse rental rate and property tax rate. According to the Grubb & Ellis Industrial Trends Report, the I-39 Corridor has the lowest warehouse/distribution rental rate in the Chicago area at \$2.68 per square foot. Elwood, located in Central Will, also offers a competitive rate at \$3.26 per square foot.

Rochelle has the second highest property tax of the sample group. However, Rochelle's property tax is 66% lower than property tax in McCook due to its higher assessment ratio and equalization factor. The property tax of \$2.97 per \$100 assessed value is on par with industrial parks in Will County. Pleasant Prairie has the lowest tax rate at \$1.66 per \$100 assessed value.

Accessibility- Rochelle benefits from the presence of an intermodal facility and an easy connection to two Interstate highways with traffic levels approximately 80% lower than the average of all competing locations. Rochelle is one of only two locations to benefit from Foreign Trade Zone status, a change that was recently implemented by the extension of the Rockford FTZ #176. Finally, due to its location on the western edge of the Chicago region, Rochelle is best suited for westward shipment while still maintaining access to the Chicago market. This is quantified by measuring distance to the weighted

centroid between Denver, Kansas City, Minneapolis and Chicago. Companies locating in Rochelle would have the lowest total shipment miles between these major markets.

Our Methodology and Sources

- Identified 4 top industrial submarkets based on direction from the transaction team to compare against Rochelle, IL.
- Gathered demographic data using a 30-minute drive-time radius around each location. Data consisted of population, population growth, labor pool characteristics, blue collar employment, employment in the transportation and material handling industry, unemployment, age and portion of the population with only a high school degree or equivalent. *(Sources: Claritas, Bureau of Labor Statistics)*
- Collected ERI median level wages for six common distribution and manufacturing positions: plant manager, distribution supervisor, forklift operator, materials handler, production laborer and assembler fabricator. The ERI Cost of Labor Index was also used to compare the total local cost of labor to the U.S. average. *(Source: Economic Research Institute, April 2010)*
- Identified cost of doing business indicators including median household income, median housing value, state tax composite indices, sales tax and electric rates. The Tax Foundation State Business Tax Climate Index is a composite score of tax burden on businesses including corporate tax and unemployment insurance. *(Sources: Claritas, economic development websites, Tax Foundation, Edison Electric Institute)*
- Provided industrial rental rate (warehouse and distribution) and property tax rate. *(Sources: Grubb & Ellis Industrial Report 4Q '09, economic development websites)*
- Identified the presence of proximate intermodal facilities and foreign trade zone status. Assessed accessibility to major markets using the Interstate system by calculating the weighted centroid based on distance to Kansas City, Denver, Minneapolis and Chicago. The weighted centroid location was identified as Spring Hill, IA located approximately 20 miles south of Des Moines, IA. The distance to Spring Hill, IA from each subject location was then calculated and ranked. Additionally, the distance from each site to O'Hare and Midway Airports was calculated to rank the distance to the Chicago market. Lastly, we added the average daily general traffic and truck counts based on the interchange closest to each subject location. *(Source: economic development websites, Illinois Department of Transportation, Wisconsin Department of Transportation)*

Rochelle, IL Business Location Analysis

SCORE SUMMARY

Scenario - 1 - Emphasis on Balanced Weighting

Overall Score Ranking						5.00	4.22	3.48	2.83	2.69	2.22
	1	2	3	4	5		1	2	3	4	5
	Rochelle, IL	Elwood, IL	Pleasant Prairie, WI	Bolingbrook, IL	McCook, IL	Maximum Weighted Score	Rochelle, IL	Elwood, IL	Pleasant Prairie, WI	Bolingbrook, IL	McCook, IL
SUBCATEGORY	% Total										
Demographics	20.0%					1.00	0.64	0.76	0.52	0.64	0.50
30-Minute Population	20.00%					1.00	0.64	0.76	0.52	0.64	0.50
2009 Population	2.0%	141,107	513,691	773,232	3,332,103	4,372,654	0.10	0.02	0.04	0.04	0.10
Population Growth (2000-2009)	2.0%	10.1%	43.5%	9.6%	7.0%	-0.3%	0.10	0.06	0.10	0.06	0.02
Projected Population Growth (2009-2014)	2.0%	5.6%	16.2%	4.8%	3.7%	0.1%	0.10	0.06	0.10	0.06	0.02
2009 Labor Pool Size	2.0%	73,214	256,916	382,588	1,587,077	2,000,981	0.10	0.02	0.04	0.04	0.10
Labor Force Percent of Population	2.0%	64.6%	66.4%	64.8%	62.3%	58.9%	0.10	0.06	0.08	0.06	0.04
Blue Collar Percent of Population	2.0%	28.1%	27.7%	24.8%	23.9%	22.8%	0.10	0.08	0.08	0.06	0.04
Transportation & Material Handling Employment % of Population	2.0%	7.2%	7.4%	5.5%	6.9%	6.8%	0.10	0.08	0.08	0.04	0.06
Unemployment Rate	2.0%	12.9%	12.5%	11.5%	10.1%	10.0%	0.10	0.08	0.08	0.06	0.04
HS Degree Only Percent of Population	2.0%	31.8%	31.8%	27.2%	25.4%	24.3%	0.10	0.08	0.08	0.06	0.04
Median Age	2.0%	32.2	33.2	35.4	35.2	35.8	0.10	0.10	0.08	0.04	0.04
Cost of Labor	20.0%					1.00	1.00	0.40	0.59	0.44	0.53
ERI Wages & Cost of Labor	20.00%					1.00	1.00	0.40	0.59	0.44	0.53
Plant Manager (Experience) Median Annual Salary	1.00%	\$ 113,687	\$ 127,922	\$ 127,758	\$ 127,487	\$ 126,097	0.05	0.05	0.02	0.02	0.03
Distribution Supervisor Median Annual Salary	2.00%	\$ 49,512	\$ 58,403	\$ 54,906	\$ 58,118	\$ 57,453	0.10	0.10	0.04	0.06	0.04
Forklift Operator Median Annual Salary	3.00%	\$ 27,517	\$ 30,975	\$ 29,469	\$ 30,651	\$ 30,268	0.15	0.15	0.06	0.09	0.06
Materials Handler Median Annual Salary	3.00%	\$ 27,841	\$ 31,343	\$ 29,814	\$ 31,018	\$ 30,631	0.15	0.15	0.06	0.09	0.06
Production Laborer Median Annual Salary	3.00%	\$ 26,911	\$ 31,174	\$ 28,673	\$ 29,865	\$ 29,508	0.15	0.15	0.06	0.09	0.06
Assembler/Fabricator Median Annual Salary	3.00%	\$ 29,032	\$ 32,139	\$ 31,737	\$ 31,827	\$ 31,444	0.15	0.15	0.06	0.09	0.09
ERI Cost of Labor	5.00%	94.1	108.6	104.2	108.0	106.8	0.25	0.25	0.10	0.15	0.10
Cost of Doing Business	20.0%					1.00	0.85	0.56	0.65	0.52	0.53
Income & Housing Value	8.0%					0.40	0.40	0.20	0.20	0.16	0.24
Median HH Income	4.0%	\$47,206	\$66,733	\$63,208	\$61,995	\$54,162	0.20	0.20	0.08	0.08	0.16
Median Housing Value	4.0%	\$137,954	\$205,995	\$200,537	\$246,302	\$251,039	0.20	0.20	0.12	0.12	0.08
Tax	7.0%					0.35	0.25	0.21	0.30	0.21	0.14
2010 Tax Foundation Corporate Tax Score	1.8%	4.97	4.97	4.92	4.97	4.97	0.09	0.07	0.07	0.05	0.07
2010 Tax Foundation Unemployment Insurance Tax Score	1.8%	4.14	4.14	5.02	4.14	4.14	0.09	0.04	0.04	0.07	0.04
Local Sales Tax Rate	3.5%	7.00%	8.00%	5.50%	8.50%	10.00%	0.18	0.14	0.11	0.18	0.11
Utility Cost	5.0%					0.25	0.20	0.15	0.15	0.15	0.15
2009 Local Electric Rates	5.0%	\$0.058	\$0.073	\$0.071	\$0.073	\$0.073	0.25	0.20	0.15	0.15	0.15
Real Estate Specific	20.0%					1.00	0.80	0.88	0.64	0.76	0.32
Real Estate Costs	20.00%					1.00	0.80	0.88	0.64	0.76	0.32
Average Warehouse Rental Rate	12.00%	\$2.68	\$3.26	\$4.52	\$3.93	\$4.36	0.60	0.48	0.48	0.24	0.36
Property Tax per \$100 Assessed Value	8.00%	\$2.97	\$2.33	\$1.66	\$2.46	\$8.86	0.40	0.32	0.40	0.40	0.08
Accessibility	20.0%					1.00	0.94	0.88	0.44	0.33	0.34
Network Connectivity	10.00%					0.50	0.44	0.43	0.14	0.18	0.19
Intermodal Presence	4.00%	Yes	Yes	No	No	No	0.20	0.20	0.20	0.04	0.04
Foreign Trade Zone Presence	2.50%	Yes	Yes	No	No	No	0.13	0.13	0.13	0.03	0.03
Distance to Weighted Centroid (miles)	2.50%	272	328	385	336	340	0.13	0.10	0.08	0.05	0.08
Distance to O'Hare Airport (miles)	0.50%	78	60	47	32	16	0.03	0.01	0.01	0.02	0.03
Distance to Midway Airport (miles)	0.50%	81	48	70	21	8	0.03	0.01	0.02	0.01	0.03
Congestion	10.00%					0.50	0.50	0.45	0.30	0.15	0.15
Average Daily Traffic Count	5.00%	13,900	49,000	86,450	117,900	156,700	0.25	0.25	0.20	0.15	0.10
Average Daily Truck Count	5.00%	3,800	5,000	11,500	20,750	13,700	0.25	0.25	0.25	0.15	0.10
	100.0%										

Rochelle, IL Business Location Analysis

SCORE SUMMARY

Scenario - 2 - Emphasis on Demographics

Overall Score Ranking						5.00	3.97	3.56	2.82	2.77	2.29
	1	2	3	4	5		1	2	3	4	5
	Rochelle, IL	Elwood, IL	Bolingbrook, IL	Pleasant Prairie, WI	McCook, IL	Maximum Weighted Score	Rochelle, IL	Elwood, IL	Bolingbrook, IL	Pleasant Prairie, WI	McCook, IL
Demographics	% Total					2.00	1.28	1.52	1.28	1.04	1.00
30-Minute Population	40.00%					2.00	1.28	1.52	1.28	1.04	1.00
2009 Population	4.0%	141,107	513,691	3,332,103	773,232	4,372,654	0.20	0.04	0.08	0.20	0.20
Population Growth (2000-2009)	4.0%	10.1%	43.5%	7.0%	9.6%	-0.3%	0.20	0.12	0.20	0.12	0.04
Projected Population Growth (2009-2014)	4.0%	5.6%	16.2%	3.7%	4.8%	0.1%	0.20	0.12	0.20	0.12	0.04
2009 Labor Pool Size	4.0%	73,214	256,916	1,587,077	382,588	2,000,981	0.20	0.04	0.08	0.20	0.20
Labor Force Percent of Population	4.0%	64.6%	66.4%	62.3%	64.8%	58.9%	0.20	0.12	0.16	0.12	0.08
Blue Collar Percent of Population	4.0%	28.1%	27.7%	23.9%	24.8%	22.8%	0.20	0.16	0.16	0.12	0.08
Transportation & Material Handling Employment % of Population	4.0%	7.2%	7.4%	6.9%	5.5%	6.8%	0.20	0.16	0.16	0.12	0.08
Unemployment Rate	4.0%	12.9%	12.5%	10.1%	11.5%	10.0%	0.20	0.16	0.16	0.08	0.12
HS Degree Only Percent of Population	4.0%	31.8%	31.8%	25.4%	27.2%	24.3%	0.20	0.16	0.16	0.12	0.08
Median Age	4.0%	32.2	33.2	35.2	35.4	35.8	0.20	0.20	0.16	0.08	0.08
Cost of Labor	15.0%					0.75	0.75	0.30	0.33	0.44	0.40
ERI Wages & Cost of Labor	15.00%					0.75	0.75	0.30	0.33	0.44	0.40
Plant Manager (Experience) Median Annual Salary	0.75%	\$ 113,687	\$ 127,922	\$ 127,487	\$ 127,758	\$ 126,097	0.04	0.04	0.02	0.02	0.02
Distribution Supervisor Median Annual Salary	1.50%	\$ 49,512	\$ 58,403	\$ 58,118	\$ 54,906	\$ 57,453	0.08	0.08	0.03	0.03	0.05
Forklift Operator Median Annual Salary	2.25%	\$ 27,517	\$ 30,975	\$ 30,651	\$ 29,469	\$ 30,268	0.11	0.11	0.05	0.05	0.07
Materials Handler Median Annual Salary	2.25%	\$ 27,841	\$ 31,343	\$ 31,018	\$ 29,814	\$ 30,631	0.11	0.11	0.05	0.05	0.07
Production Laborer Median Annual Salary	2.25%	\$ 26,911	\$ 31,174	\$ 29,865	\$ 28,673	\$ 29,508	0.11	0.11	0.05	0.05	0.07
Assembler/Fabricator Median Annual Salary	2.25%	\$ 29,032	\$ 32,139	\$ 31,827	\$ 31,737	\$ 31,444	0.11	0.11	0.05	0.07	0.07
ERI Cost of Labor	3.75%	94.1	108.6	108.0	104.2	106.8	0.19	0.19	0.08	0.08	0.11
Cost of Doing Business	15.0%					0.75	0.63	0.42	0.39	0.49	0.40
Income & Housing Value	6.0%					0.30	0.30	0.15	0.12	0.15	0.18
Median HH Income	3.0%	\$47,206	\$66,733	\$61,995	\$63,208	\$54,162	0.15	0.15	0.06	0.06	0.12
Median Housing Value	3.0%	\$137,954	\$205,995	\$246,302	\$200,537	\$251,039	0.15	0.15	0.09	0.06	0.06
Tax	5.3%					0.26	0.18	0.16	0.16	0.22	0.11
2010 Tax Foundation Corporate Tax Score	1.3%	4.97	4.97	4.97	4.92	4.97	0.07	0.05	0.05	0.05	0.04
2010 Tax Foundation Unemployment Insurance Tax Score	1.3%	4.14	4.14	4.14	5.02	4.14	0.07	0.03	0.03	0.03	0.05
Local Sales Tax Rate	2.6%	7.00%	8.00%	8.50%	5.50%	10.00%	0.13	0.11	0.08	0.08	0.13
Utility Cost	3.8%					0.19	0.15	0.11	0.11	0.11	0.11
2009 Local Electric Rates	3.8%	\$0.058	\$0.073	\$0.073	\$0.071	\$0.073	0.19	0.15	0.11	0.11	0.11
Real Estate Specific	15.0%					0.75	0.60	0.66	0.57	0.48	0.24
Real Estate Costs	15.00%					0.75	0.60	0.66	0.57	0.48	0.24
Average Warehouse Rental Rate	9.00%	\$2.68	\$3.26	\$3.93	\$4.52	\$4.36	0.45	0.36	0.36	0.27	0.18
Property Tax per \$100 Assessed Value	6.00%	\$2.97	\$2.33	\$2.46	\$1.66	\$8.86	0.30	0.24	0.30	0.30	0.06
Accessibility	15.0%					0.75	0.70	0.66	0.25	0.33	0.26
Network Connectivity	7.50%					0.38	0.33	0.32	0.14	0.10	0.14
Intermodal Presence	3.00%	Yes	Yes	No	No	No	0.15	0.15	0.15	0.03	0.03
Foreign Trade Zone Presence	1.88%	Yes	Yes	No	No	No	0.09	0.09	0.09	0.02	0.02
Distance to Weighted Centroid (miles)	1.88%	272	328	336	385	340	0.09	0.08	0.06	0.06	0.04
Distance to O'Hare Airport (miles)	0.38%	78	60	32	47	16	0.02	0.00	0.01	0.02	0.01
Distance to Midway Airport (miles)	0.38%	81	48	21	70	8	0.02	0.00	0.01	0.02	0.00
Congestion	7.50%					0.38	0.38	0.34	0.11	0.23	0.11
Average Daily Traffic Count	3.75%	13,900	49,000	117,900	86,450	156,700	0.19	0.19	0.15	0.08	0.11
Average Daily Truck Count	3.75%	3,800	5,000	20,750	11,500	13,700	0.19	0.19	0.19	0.04	0.08
	100.0%										

Rochelle, IL Business Location Analysis

SCORE SUMMARY

Scenario - 3 - Emphasis on Accessibility

Overall Score Ranking						5.00	4.33	3.70	2.67	2.43	2.09
	1	2	3	4	5		1	2	3	4	5
	Rochelle, IL	Elwood, IL	Pleasant Prairie, WI	Bolingbrook, IL	McCook, IL	Maximum Weighted Score	Rochelle, IL	Elwood, IL	Pleasant Prairie, WI	Bolingbrook, IL	McCook, IL
SUBCATEGORY	% Total										
Demographics	15.0%					0.75	0.48	0.57	0.39	0.48	0.38
30-Minute Population	15.00%					0.75	0.48	0.57	0.39	0.48	0.38
2009 Population	1.5%	141,107	513,691	773,232	3,332,103	4,372,654	0.08	0.02	0.03	0.03	0.08
Population Growth (2000-2009)	1.5%	10.1%	43.5%	9.6%	7.0%	-0.3%	0.08	0.05	0.08	0.05	0.02
Projected Population Growth (2009-2014)	1.5%	5.6%	16.2%	4.8%	3.7%	0.1%	0.08	0.05	0.08	0.05	0.02
2009 Labor Pool Size	1.5%	73,214	256,916	382,588	1,587,077	2,000,981	0.08	0.02	0.03	0.03	0.08
Labor Force Percent of Population	1.5%	64.6%	66.4%	64.8%	62.3%	58.9%	0.08	0.05	0.06	0.05	0.03
Blue Collar Percent of Population	1.5%	28.1%	27.7%	24.8%	23.9%	22.8%	0.08	0.06	0.06	0.05	0.03
Transportation & Material Handling Employment % of Population	1.5%	7.2%	7.4%	5.5%	6.9%	6.8%	0.08	0.06	0.06	0.03	0.05
Unemployment Rate	1.5%	12.9%	12.5%	11.5%	10.1%	10.0%	0.08	0.06	0.06	0.05	0.03
HS Degree Only Percent of Population	1.5%	31.8%	31.8%	27.2%	25.4%	24.3%	0.08	0.06	0.06	0.05	0.03
Median Age	1.5%	32.2	33.2	35.4	35.2	35.8	0.08	0.08	0.06	0.03	0.03
Cost of Labor	15.0%					0.75	0.75	0.30	0.44	0.33	0.40
ERI Wages & Cost of Labor	15.00%					0.75	0.75	0.30	0.44	0.33	0.40
Plant Manager (Experience) Median Annual Salary	0.75%	\$ 113,687	\$ 127,922	\$ 127,758	\$ 127,487	\$ 126,097	0.04	0.04	0.02	0.02	0.02
Distribution Supervisor Median Annual Salary	1.50%	\$ 49,512	\$ 58,403	\$ 54,906	\$ 58,118	\$ 57,453	0.08	0.08	0.03	0.05	0.03
Forklift Operator Median Annual Salary	2.25%	\$ 27,517	\$ 30,975	\$ 29,469	\$ 30,651	\$ 30,268	0.11	0.11	0.05	0.07	0.05
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Production Laborer Median Annual Salary	2.25%	\$ 26,911	\$ 31,174	\$ 28,673	\$ 29,865	\$ 29,508	0.11	0.11	0.05	0.07	0.05
Assembler/Fabricator Median Annual Salary	2.25%	\$ 29,032	\$ 32,139	\$ 31,737	\$ 31,827	\$ 31,444	0.11	0.11	0.05	0.07	0.07
ERI Cost of Labor	3.75%	94.1	108.6	104.2	108.0	106.8	0.19	0.19	0.08	0.11	0.08
Cost of Doing Business	15.0%					0.75	0.63	0.42	0.49	0.39	0.40
Income & Housing Value	6.0%					0.30	0.30	0.15	0.15	0.12	0.18
Median HH Income	3.0%	\$47,206	\$66,733	\$63,208	\$61,995	\$54,162	0.15	0.15	0.06	0.06	0.12
Median Housing Value	3.0%	\$137,954	\$205,995	\$200,537	\$246,302	\$251,039	0.15	0.15	0.09	0.09	0.06
Tax	5.3%					0.26	0.18	0.16	0.22	0.16	0.11
2010 Tax Foundation Corporate Tax Score	1.3%	4.97	4.97	4.92	4.97	4.97	0.07	0.05	0.05	0.04	0.05
2010 Tax Foundation Unemployment Insurance Tax Score	1.3%	4.14	4.14	5.02	4.14	4.14	0.07	0.03	0.03	0.05	0.03
Local Sales Tax Rate	2.6%	7.00%	8.00%	5.50%	8.50%	10.00%	0.13	0.11	0.08	0.13	0.08
Utility Cost	3.8%					0.19	0.15	0.11	0.11	0.11	0.11
2009 Local Electric Rates	3.8%	\$0.058	\$0.073	\$0.071	\$0.073	\$0.073	0.19	0.15	0.11	0.11	0.11
Real Estate Specific	15.0%					0.75	0.60	0.66	0.48	0.57	0.24
Real Estate Costs	15.00%					0.75	0.60	0.66	0.48	0.57	0.24
Average Warehouse Rental Rate	9.00%	\$2.68	\$3.26	\$4.52	\$3.93	\$4.36	0.45	0.36	0.36	0.18	0.27
Property Tax per \$100 Assessed Value	6.00%	\$2.97	\$2.33	\$1.66	\$2.46	\$8.86	0.30	0.24	0.30	0.30	0.06
Accessibility	40.0%					2.00	1.87	1.75	0.87	0.66	0.68
Network Connectivity	20.00%					1.00	0.87	0.85	0.27	0.36	0.38
Intermodal Presence	8.00%	Yes	Yes	No	No	No	0.40	0.40	0.08	0.08	0.08
Foreign Trade Zone Presence	5.00%	Yes	Yes	No	No	No	0.25	0.25	0.25	0.05	0.05
Distance to Weighted Centroid (miles)	5.00%	272	328	385	336	340	0.25	0.20	0.15	0.10	0.15
Distance to O'Hare Airport (miles)	1.00%	78	60	47	32	16	0.05	0.01	0.02	0.03	0.04
Distance to Midway Airport (miles)	1.00%	81	48	70	21	8	0.05	0.01	0.03	0.01	0.04
Congestion	20.00%					1.00	1.00	0.90	0.60	0.30	0.30
Average Daily Traffic Count	10.00%	13,900	49,000	86,450	117,900	156,700	0.50	0.50	0.40	0.30	0.20
Average Daily Truck Count	10.00%	3,800	5,000	11,500	20,750	13,700	0.50	0.50	0.50	0.30	0.10
	100.0%										

Rochelle, IL Business Location Analysis

SCORE SUMMARY

Scenario - 4 - Emphasis on Cost Sensitivity

Overall Score Ranking						5.00	4.36	3.14	2.97	2.69	2.33
	1	2	3	4	5		1	2	3	4	5
	Rochelle, IL	Elwood, IL	Pleasant Prairie, WI	Bolingbrook, IL	McCook, IL	Maximum Weighted Score	Rochelle, IL	Elwood, IL	Pleasant Prairie, WI	Bolingbrook, IL	McCook, IL
SUBCATEGORY	% Total										
Demographics	10.0%					0.50	0.32	0.38	0.26	0.32	0.25
30-Minute Population	10.00%					0.50	0.32	0.38	0.26	0.32	0.25
2009 Population	1.0%	141,107	513,691	773,232	3,332,103	4,372,654	0.05	0.01	0.02	0.02	0.05
Population Growth (2000-2009)	1.0%	10.1%	43.5%	9.6%	7.0%	-0.3%	0.05	0.03	0.05	0.03	0.01
Projected Population Growth (2009-2014)	1.0%	5.6%	16.2%	4.8%	3.7%	0.1%	0.05	0.03	0.05	0.03	0.01
2009 Labor Pool Size	1.0%	73,214	256,916	382,588	1,587,077	2,000,981	0.05	0.01	0.02	0.02	0.05
Labor Force Percent of Population	1.0%	64.6%	66.4%	64.8%	62.3%	58.9%	0.05	0.03	0.04	0.03	0.02
Blue Collar Percent of Population	1.0%	28.1%	27.7%	24.8%	23.9%	22.8%	0.05	0.04	0.04	0.03	0.02
Transportation & Material Handling Employment % of Population	1.0%	7.2%	7.4%	5.5%	6.9%	6.8%	0.05	0.04	0.04	0.02	0.03
Unemployment Rate	1.0%	12.9%	12.5%	11.5%	10.1%	10.0%	0.05	0.04	0.04	0.03	0.02
HS Degree Only Percent of Population	1.0%	31.8%	31.8%	27.2%	25.4%	24.3%	0.05	0.04	0.04	0.03	0.02
Median Age	1.0%	32.2	33.2	35.4	35.2	35.8	0.05	0.05	0.04	0.02	0.02
Cost of Labor	30.0%					1.50	1.50	0.60	0.89	0.66	0.80
ERI Wages & Cost of Labor	30.00%					1.50	1.50	0.60	0.89	0.66	0.80
Plant Manager (Experience) Median Annual Salary	1.50%	\$ 113,687	\$ 127,922	\$ 127,758	\$ 127,487	\$ 126,097	0.08	0.08	0.03	0.03	0.05
Distribution Supervisor Median Annual Salary	3.00%	\$ 49,512	\$ 58,403	\$ 54,906	\$ 58,118	\$ 57,453	0.15	0.15	0.06	0.09	0.06
Forklift Operator Median Annual Salary	4.50%	\$ 27,517	\$ 30,975	\$ 29,469	\$ 30,651	\$ 30,268	0.23	0.23	0.09	0.14	0.09
Materials Handler Median Annual Salary	4.50%	\$ 27,841	\$ 31,343	\$ 29,814	\$ 31,018	\$ 30,631	0.23	0.23	0.09	0.14	0.09
Production Laborer Median Annual Salary	4.50%	\$ 26,911	\$ 31,174	\$ 28,673	\$ 29,865	\$ 29,508	0.23	0.23	0.09	0.14	0.09
Assembler/Fabricator Median Annual Salary	4.50%	\$ 29,032	\$ 32,139	\$ 31,737	\$ 31,827	\$ 31,444	0.23	0.23	0.09	0.14	0.14
ERI Cost of Labor	7.50%	94.1	108.6	104.2	108.0	106.8	0.38	0.38	0.15	0.23	0.15
Cost of Doing Business	30.0%					1.50	1.27	0.84	0.97	0.78	0.80
Income & Housing Value	12.0%					0.60	0.60	0.30	0.30	0.24	0.36
Median HH Income	6.0%	\$47,206	\$66,733	\$63,208	\$61,995	\$54,162	0.30	0.30	0.12	0.12	0.24
Median Housing Value	6.0%	\$137,954	\$205,995	\$200,537	\$246,302	\$251,039	0.30	0.30	0.18	0.18	0.12
Tax	10.5%					0.53	0.37	0.32	0.45	0.32	0.21
2010 Tax Foundation Corporate Tax Score	2.6%	4.97	4.97	4.92	4.97	4.97	0.13	0.11	0.11	0.08	0.11
2010 Tax Foundation Unemployment Insurance Tax Score	2.6%	4.14	4.14	5.02	4.14	4.14	0.13	0.05	0.05	0.11	0.05
Local Sales Tax Rate	5.3%	7.00%	8.00%	5.50%	8.50%	10.00%	0.26	0.21	0.16	0.26	0.16
Utility Cost	7.5%					0.38	0.30	0.23	0.23	0.23	0.23
2009 Local Electric Rates	7.5%	\$0.058	\$0.073	\$0.071	\$0.073	\$0.073	0.38	0.30	0.23	0.23	0.23
Real Estate Specific	20.0%					1.00	0.80	0.88	0.64	0.76	0.32
Real Estate Costs	20.00%					1.00	0.80	0.88	0.64	0.76	0.32
Average Warehouse Rental Rate	12.00%	\$2.68	\$3.26	\$4.52	\$3.93	\$4.36	0.60	0.48	0.48	0.24	0.36
Property Tax per \$100 Assessed Value	8.00%	\$2.97	\$2.33	\$1.66	\$2.46	\$8.86	0.40	0.32	0.40	0.40	0.08
Accessibility	10.0%					0.50	0.47	0.44	0.22	0.17	0.17
Network Connectivity	5.00%					0.25	0.22	0.21	0.07	0.09	0.10
Intermodal Presence	2.00%	Yes	Yes	No	No	No	0.10	0.10	0.10	0.02	0.02
Foreign Trade Zone Presence	1.25%	Yes	Yes	No	No	No	0.06	0.06	0.06	0.01	0.01
Distance to Weighted Centroid (miles)	1.25%	272	328	385	336	340	0.06	0.05	0.04	0.03	0.04
Distance to O'Hare Airport (miles)	0.25%	78	60	47	32	16	0.01	0.00	0.01	0.01	0.01
Distance to Midway Airport (miles)	0.25%	81	48	70	21	8	0.01	0.00	0.01	0.00	0.01
Congestion	5.00%					0.25	0.25	0.23	0.15	0.08	0.08
Average Daily Traffic Count	2.50%	13,900	49,000	86,450	117,900	156,700	0.13	0.13	0.10	0.08	0.05
Average Daily Truck Count	2.50%	3,800	5,000	11,500	20,750	13,700	0.13	0.13	0.13	0.08	0.05
	100.0%										