



Business Advantage

Ranked as one of the Top 25 Best Small Places for Business and Careers (Forbes, 2015), BN is boosted by its rich history and natural attractions. High ratings in education and median household income partner with low unemployment and cost of living to make our community a great choice to put down roots.

Best Place to Live Downstate

Niche Ratings (2016) gives BN an "A" or better for public schools, family friendly environment, nightlife, commute, and health. It's also affordable to live here; Livability (2016) ranks BN among the Top 10 Affordable Places to Live in the U.S.



Agricultural Production

McLean County is #1 in the U.S. in production by county for corn and #2 for soybeans (National Agriculture Statistics Service, 2017). The farmland surrounding BN is some of the richest in the world.

Outstanding Transportation

It's not hard to find McLean County in the center of an Illinois or Midwest map. Connecting three major interstate highways and home to Central Illinois Regional Airport and the 2nd busiest Amtrak station in the state, BN also rides the 2015 APTA Outstanding Public Transportation System Achievement Award-winning Connect Transit.



Top College Town

Home of Illinois State University, Illinois Wesleyan University, Heartland Community College, and Lincoln College, McLean County residents are some of the most educated in the nation. BN ranks in the top 10 Top College Towns thanks to our quality of life and professional opportunities for students. (Business Insider, 2017)

Best for Millennial Job Seekers

As a member of the Top 50 Best Places for STEM grads, BN makes a point to retain local graduates through workforce development and entrepreneurship programs. Our median age is 32.1 years old, with over 38 percent of the population between the ages of 20 and 44 - with an average salary of nearly \$62,000. (Nerd Wallet, 2016)



Digital Capital of Illinois

Bloomington was designated as the "Digital Capital of Illinois" thanks to our high percentage of workers in science, technology, engineering, and mathematics - along with our blossoming entrepreneur scene and increasing number of tech startups. (Google, 2015)

Education Advantage

McLean County's high school graduation rate is 88.6%, higher than the Illinois and U.S. average. 95.1% of adults 25 and older have at least a high school diploma, which ranks ninth among all U.S. metros.



Outstanding Medical Care

It's special to have one Magnet® - designated hospital in your community; BN is the proud home of two in Advocate BroMenn and OSF St. Joseph Medical Centers. The highest honor in nursing is paired with state-of-the-art birthing centers, nationally-recognized cardiovascular and stroke care, and innovative health and wellness services.

Home of Corporate HQs

BN has a deep history of entrepreneurial success. State Farm Insurance, COUNTRY Financial, Afni, Growmark, BEER NUTS, Biaggi's, and Destihl Brewing are just a few of the numerous businesses that continue to call McLean County their corporate home.

