

CITY OF DEKALB

2011



c o m m e r c i a l n o t e b o o k

OPPORTUNITY • INNOVATION • DEKALB

Vision Statement: "DeKalb will be recognized for its commitment to economic and environmental sustainability, its variety of cultural and entertainment opportunities, its regional leadership in educational and medical resources that welcomes the development of synergistic business enterprises."

For more than a century, DeKalb was essentially a self-contained rural community well removed from Chicago and its suburbs with an economy based on manufacturing and agribusiness. Today, DeKalb is a community in transition. It is host community to Northern Illinois University (NIU) which is home to 25,000 students and 4,000 faculty and staff. The City of DeKalb has become a major center for warehousing and distribution operations, retailing, health care and professional services. The City of DeKalb and surrounding trade area continues to expand as new residents move farther west of the Chicago area in an effort to find quality affordable housing in a congestion-free community with a premium quality of life.

DeKalb seeks to take advantage of these trends and has embarked on an effort to revitalize the historic downtown area through public investment and by promoting mixed use development. It has identified the I-88 interchange at Annie Glidden Road as a preferred location for the hospitality industry and retail that caters to a youthful population. This newly completed boulevard is the main entrance to NIU and its 10,000 seat sports arena & Convocation Center. The City has celebrated recent success with the completion of a new \$102 million dollar, state of the art hospital; approval of a \$110 million dollar school referendum, a brand new, expanded Target Greatland, and major improvements at the DeKalb Taylor Municipal Airport which will allow it to become a "Reliever Status" airport.

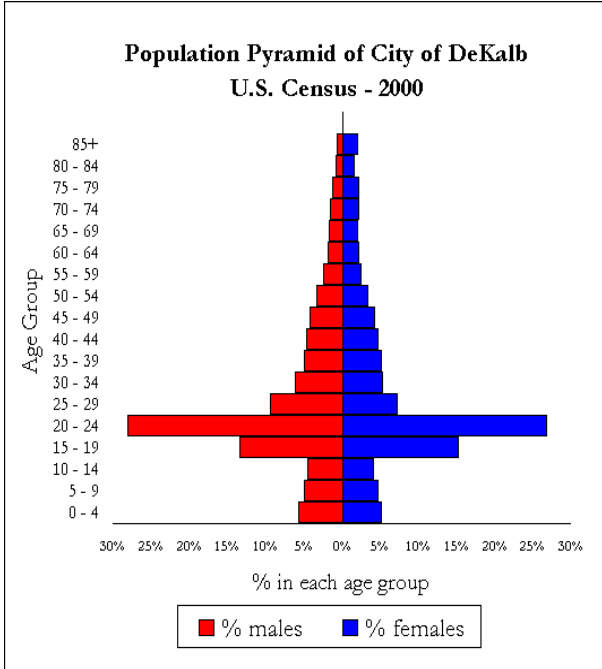
The City of DeKalb has formed a partnership with Northern Illinois University and TBC Net, Inc. for the purpose of installing fiber-optic cable within the city limits. This partnership will allow for the formation of a high speed network within the city and also provide for greatly increased internet bandwidth availability. DeKalb is located within the proposed Northern Illinois Technology triangle. This triangle will have the ability to provide multi-gigabit capacity within the City of DeKalb. This communication network of the future will provide unmatched reliability with exciting options for voice, data and video connections. The fiber-optic project will help stimulate economic development and enhance the city as a great place to live and do business.

DeKalb's proximity to major markets and the community's cultural and educational opportunities are primary reasons why the City is steadily growing. In January 2004, and again in October 2007, the U.S Census Bureau conducted a special census. The census determined that the DeKalb had grown from 39,018 residents in 2000 to a population of 45,479 by 2007. Based on new residential developments currently planned or under construction, City staff forecasts DeKalb's population will grow to over 50,000 as a result of the 2010 Census.

The Downtown Revitalization Plan will be completed in the summer of 2010. The City of DeKalb has implemented refreshing and creative solutions to position this important corridor for strong and continuous economic revitalization for years to come.

We invite you to come grow with us.

FACTS ABOUT THE DEKALB TRADE AREA



POPULATION:

DeKalb 2007 Population: 45,749
 DeKalb 2010 County Population: 103,729
 Median Age: 24

An important factor that sets DeKalb apart from other communities is age distribution. Over 25% of the City's residents are between the ages 20 and 25 years old. Relative to their income level, DeKalb's student population has a great deal of discretionary income. This creates unique business opportunities for retailers in such areas as apparel, personal entertainment and dining.

HOUSING:

Households: 15,300
 Owner Occupied Housing Units: 39.5%
 Renter Occupied Housing Units: 53.7%
 Vacant Housing Units: 6.8%

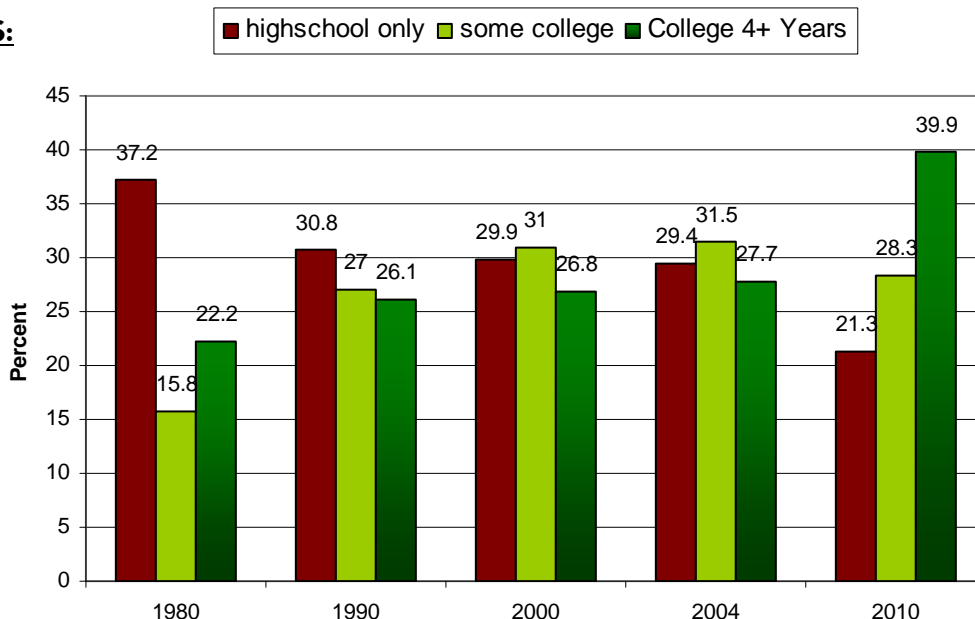
INCOME:

Median Per capita income: \$21,871 *(Students population lowers the median per capita income)
 Median Household Income: \$44,696
 Median Disposable Income: \$36,363
 Median Home Sales Price: \$213,331

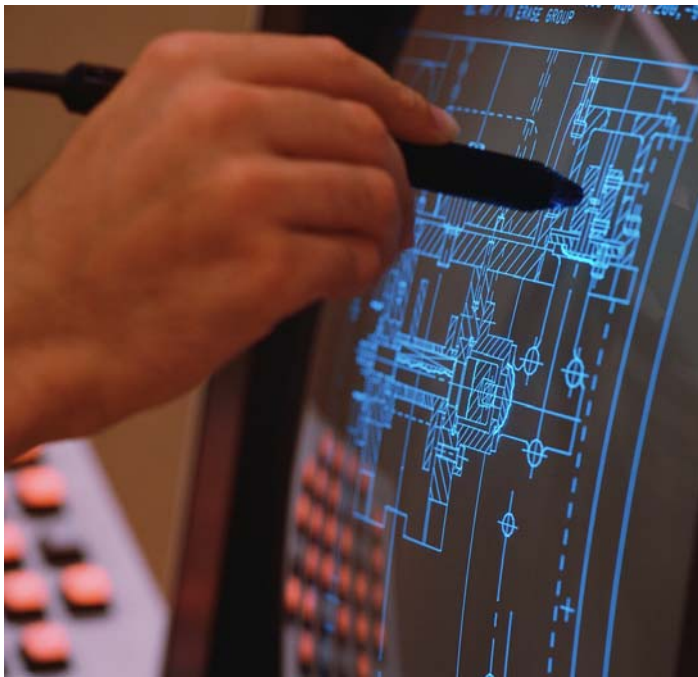
INCOME BY HOUSEHOLD:

<\$15,000: 19.2%
 \$15,000-\$49,999: 34.7%
 \$50,000-\$99,999: 34.3%
 >\$100,000: 11.9%

EDUCATION LEVELS:



Sources: Northern Illinois University – Center for Governmental Studies, DCEO, U.S. Census Bureau and ESRI DEMOGRAPHICS



WAGE RATES:

<u>Occupation</u>	<u>Entry</u>	<u>Top</u>
Accountant/Auditor.....	\$20.97.....	\$41.17
Assembler-Production.....	\$7.74.....	\$13.14
Computer Programmer.....	\$21.90.....	\$46.28
Drill or Punch Press.....	\$8.63.....	\$16.86
Engineer.....	\$24.99.....	\$43.29
Laborer.....	\$8.17.....	\$28.06
Machinist.....	\$11.49.....	\$21.95
Maintenance/Mechanic.....	12.69.....	\$24.65
Secretary.....	\$10.70.....	\$18.38
Sheet Metal Worker.....	\$13.35.....	\$24.78
Systems Analyst.....	\$27.70.....	\$48.04
Technician.....	\$17.56.....	\$32.60
Tool & Die Maker.....	\$14.50.....	\$21.62
Truck Driver.....		\$17.41
Warehouse.....	\$11.09.....	\$19.15
Welder.....	\$11.62.....	\$21.03
Word Processor.....	\$13.15.....	\$23.53

LABOR FORCE:

Total Employed.....	19,254
Agriculture.....	1.2%
Manufacturing.....	8.8%
Retail.....	10.7%
Services.....	59.9%
Other.....	19.4%

TOP TEN EMPLOYERS:

Rank	Employer	Business	Number of Employees
1	Northern Illinois University	Education	(local campus) 4,000
2	Kish Health System	Health	962
3	DeKalb School District	Education	600
4	Super Wal-Mart	Retail	550
5	3M	Distribution	525
6	Target	Distribution	477
7	Jewel/Osco	Grocery	400
8	Tegant	Engineering/Manufacturing	364
9	Nestle	Distribution	250
10	American Marketing & Publishing	Marketing	245

SALES TAX RATE:

State	5.00%	Hotel/Motel Tax	14.00%
Municipal	1.00%	Restaurant & Bar Tax	10.00%
County	.25%		
Home Rule	1.75%		
Total	8.00%		



PROPERTY TAX STRUCTURE:

Property Tax Rates per \$100 assessed valuation. Valuation is 33.3% of real property.

District	2009 Tax Rate	Percent of Total
CC 523 KISHWAUKEE	0.56384	6.6%
CITY OF DE KALB	0.65000	7.6%
COUNTY	0.85390	9.9%
DE KALB LIBRARY	0.27931	3.3%
DE KALB SANITARY	0.09440	1.1%
DE KALB PARK	0.52076	6.1%
DE KALB ROAD & BRIDGE	0.18392	2.1%
DE KALB TOWNSHIP	0.11494	1.3%
FOREST PRESERVE	0.06625	0.8%
SCHOOL DISTRICT 428	5.26062	61.3%
TOTAL	8.58794	100.0%



DeKalb Airport is a full service all weather airport with a newly commissioned ILS on our 7025' runway 2, and GPS approaches to all runways. Serving the business aviation needs of DeKalb County, the amenities at DeKalb Airport include:

- Ⓞ A full service FBO – DeKalb Aviation, with very competitive fuel prices
- Ⓞ Aircraft charter services
- Ⓞ Flight instruction and aircraft rental
- Ⓞ Jet-A and 100LL are available
- Ⓞ Self Serve 100LL is available on the west side of the FBO hangar
- Ⓞ Aircraft handling
- Ⓞ Transient hangar facilities
- Ⓞ Hangar Rental—community hangar storage available
- Ⓞ Cargo handling
- Ⓞ Aircraft maintenance and sales are provided

Exterior

- Ⓞ An ILS approach with MALSR is available on runway 2
- Ⓞ GPS approaches are available on all 4 runways
- Ⓞ In future plans, a WAAS approach will be available on runway 20

Interior

- Ⓞ Wireless internet is available at DeKalb Aviation for all customers
- Ⓞ Fiber optics is soon to be installed throughout the airport

All runways: 80,000 lbs dual

- Ⓞ Runway 2-20 – 7025'x 100 MIRL, Grooved
- Ⓞ Runway 2 – ILS, GPS, MALSR, PAPI
- Ⓞ Runway 20 – GPS, PAPI, REIL
- Ⓞ Runway 9-27 – 4201' 75' MIRL, Grooved
- Ⓞ Runway 9 – GPS, NDB, PLASI, REIL
- Ⓞ Runway 27 – GPS, PAPI, REIL

Unicom—122.7 Pilot Controlled Lighting 122.7



PUBLIC & PRIVATE SCHOOLS:

In 2008, the DeKalb community approved a \$110M School District #428 referendum in an effort to ensure a positive future for DeKalb's students and community. This referendum provides for a new \$89M high school, and remodeling/repurposing of existing facilities. In addition, NIU and District 428 are collaborating to create a professional development school at the new DeKalb High School which District 428 expects students at the new DHS to demonstrate "globally competitive" academic achievement, an important ingredient in local economic and workforce development. Top-notch local schools also benefit NIU in many ways, such as providing a superior environment for training new teachers and improving NIU's ability to attract first-rate faculty and staff.



- Pre-K Program
- 2 NIU Partnership Elementary Schools (Grades K-5)
- 7 Elementary Schools (Grades K-5)
- 2 Junior High Schools (Grades 6-8)
- 1 NIU Partnership High School (Grades 9-12)
- 2 Private/Parochial Schools (Grades K-8)



DeKalb High School
Site Plan



HIGHER EDUCATION FACILITIES:



Northern Illinois University (second largest State University in the State of Illinois)
www.niu.edu

Northern Illinois University currently offers 63 Undergraduate majors and 79 Graduate programs, including 11 Ph.D. programs in the colleges of Business, Education, Engineering and Engineering Technology, Health and Human Sciences, Law, Liberal Arts and Sciences, and Visual and Performing Arts. It awards the baccalaureate degree in a wide range of programs and offers a comprehensive set of master's degrees, the Juris Doctor, a limited number of sixth-year programs, and the Doctor of Education and the Doctor of Philosophy. The university's undergraduate student body is drawn primarily from within the state. The institution's professional programs are designed to be especially attractive to employed adults, in that courses are offered both on and off campus and are scheduled to accommodate the needs of the working public. NIU's doctoral programs draw from a national and international student base and build upon the programmatic strengths of the institution.

Source: NIU

2010 Enrollment: 24,424 2010 Faculty: 1200



Kishwaukee Community College

www.kishwaukeecollege.edu

Kishwaukee Community College offers area residents an ever-increasing variety of programs and services to meet the needs and wants of district residents—academic degrees for students wanting to transfer to a university, occupational degrees for students wanting a skilled career, preparation for students wanting to earn their GED, English classes for non-native speakers.



As it has grown, Kishwaukee College has added to its offerings: specialized programs to help local business and industry remain competitive in a global economy, training and support services for dislocated workers, a child care center, personal enrichment courses, community involvement and leadership. Beyond offering courses, programs and services, the College has become an integral part of the community at large---Kishwaukee employees represent the College on many local boards and organizations, offering the assistance, expertise and facilities to keep our local communities moving into the future. Source: Kishwaukee College

PLANNED OR ON-GOING DEVELOPMENT PROJECTS 1/11

CITY OF DEKALB

