

Feasibility Study

Proposed Downtown Hotel Bloomington, Illinois

Presented to:

City of Bloomington

Presented by:

HVS Consulting & Valuation

Overview

- **Case Studies**
- **Market Conclusions**
- **Hotel Supply Analysis**
- **Occupancy & ADR Projection**
- **Feasibility Analysis**

Bloomington Hotel Facility Assumptions

- Room Count : 150
- Food & Beverage Facilities
 - Breakfast Dining
 - Great American Grill
- Hotel Amenities
 - Fitness Center
 - Business Center
 - Market
- Conference Center (20,000 sq.ft.)
 - Multipurpose Ballroom
 - Breakout Meeting Rooms
 - Board Room



Bloomington Hotel Development Assumptions



- Opening Date: January 1st 2016
- Brand: National Brands such as:
 - Aloft,
 - Cambria Suites
 - Hilton Garden Inn
 - SpringHill Suites by Marriott



Case Studies

Type #1 – Public Ownership (Rare)

- Public Ownership Model
 - Public entity owns hotel and conference center
 - Private hotel company operates both
 - Public funds the construction costs
 - Public sector at risk if operating income is insufficient to pay debt service
 - Public sector approves budget and may influence booking strategy through asset management

Marriott Coralville Hotel & Conference Center Coralville, IA

- Owner: City of Coralville
- Operator: Marriott
- Open: 2006
- # of Rooms: 286
- 60,000 sq ft mtg space
 - 30,000 sq ft exhibit hall
 - 15,000 sq ft ballroom
- Total cost: \$55m
- Cost per key: \$190k
- 2011 Occ, ADR, Rms Rev
 - 65%
 - \$115
 - \$7.8m



Hilton Hotel & Conference Center Vancouver, WA

- Owner: City of Vancouver
- Operator: Hilton
- Open: 2005
- # of rooms: 226
- 30,000 sq ft mtg space
 - 14,000 sq ft ballroom
 - 8,000 sq ft jr. ballroom
- Total cost: \$70m
 - Rev bonds (primary source)
 - Cost per key: \$310k
- 2012 Occ, ADR, Rms Rev
 - 69%
 - \$115
 - \$6.5m



Type #2 – Public-Private Partnership

- Public-Private Partnership Ownership Model
 - Conference center is publicly owned while hotel is privately owned
 - Most beneficial to have one operator due to cost savings from shared BOH and sales & marketing department
 - This model has become more common in recent years due to shared costs and risks
 - Public only responsible to fund the initial construction costs of CC rather than commit to ongoing support of the operating costs
 - Community typically has limited control over budget process and booking strategy

Tinley Park Holiday Inn & Convention Center

Tinley Park, IL

- Hotel Owner: Mid-Continent
- CC Owner: Village of Tinley Park
- Operator: Mid-Continent
- Open: 2000
- Expanded: 2011
- # of Rooms: 202
- 75,000 sq ft mtg space
- Original Cost: \$25m
 - Hotel (\$15m); CC (\$10m)
- CC Expansion 2011
 - \$18m
- 2012 Occ, ADR, Rms Rev
 - 68%
 - \$115
 - \$5.7m



Embassy Suites Frisco Convention Center Frisco, TX

- Hotel Owner: JQH
- CC Owner: City of Frisco
- Operator: JQH
- Open: 2005
- # of Rooms: 330
- 90,000 sq ft mtg space
 - 42,000 sq ft ballroom
- Total cost: \$60m
 - Hotel (\$40m); CC (\$20m)
- Cost per key: \$180k
- 2012 Occ, ADR, Rms Rev
 - 73%
 - \$136
 - \$12.0m



Type #3 – Private Ownership

- Private Ownership Model
 - Conference center and hotel privately owned
 - Both also privately operated
 - Typically not financially feasible
 - Public subsidizes feasibility gap

Embassy Suites Hotel & Conference Center Norman, OK

- Owner: JQH
- Operator: JQH
- Open: 2008
- # of Rooms: 283
- 40,500 sq ft mtg space
 - 28,000 sq ft ballroom
- Total cost allocation:
 - \$56 million
 - Hotel/CC: 60%/40%
- Cost per key: \$198k
- 2012 Occ, ADR, Rms Rev
 - 68%
 - \$113
 - \$7.9m



Hilton Garden Inn Manhattan Manhattan, KS

- Owner: HCW, LLC
- Operator: Kinseth Hospitality
- Open: 2011
- # of Rooms: 135
- 17,300 sq ft mtg space
- Total cost: \$23.5m
 - Hotel (\$14m); CC (\$9.5m)
 - City provided \$9.5m for CC
 - \$4.5m subsidy
 - \$5.0m paid back next 30 yrs
- Cost per key: \$174k
- 2012 Occ, ADR, Rms Rev
 - 68%
 - \$113
 - \$3.8m

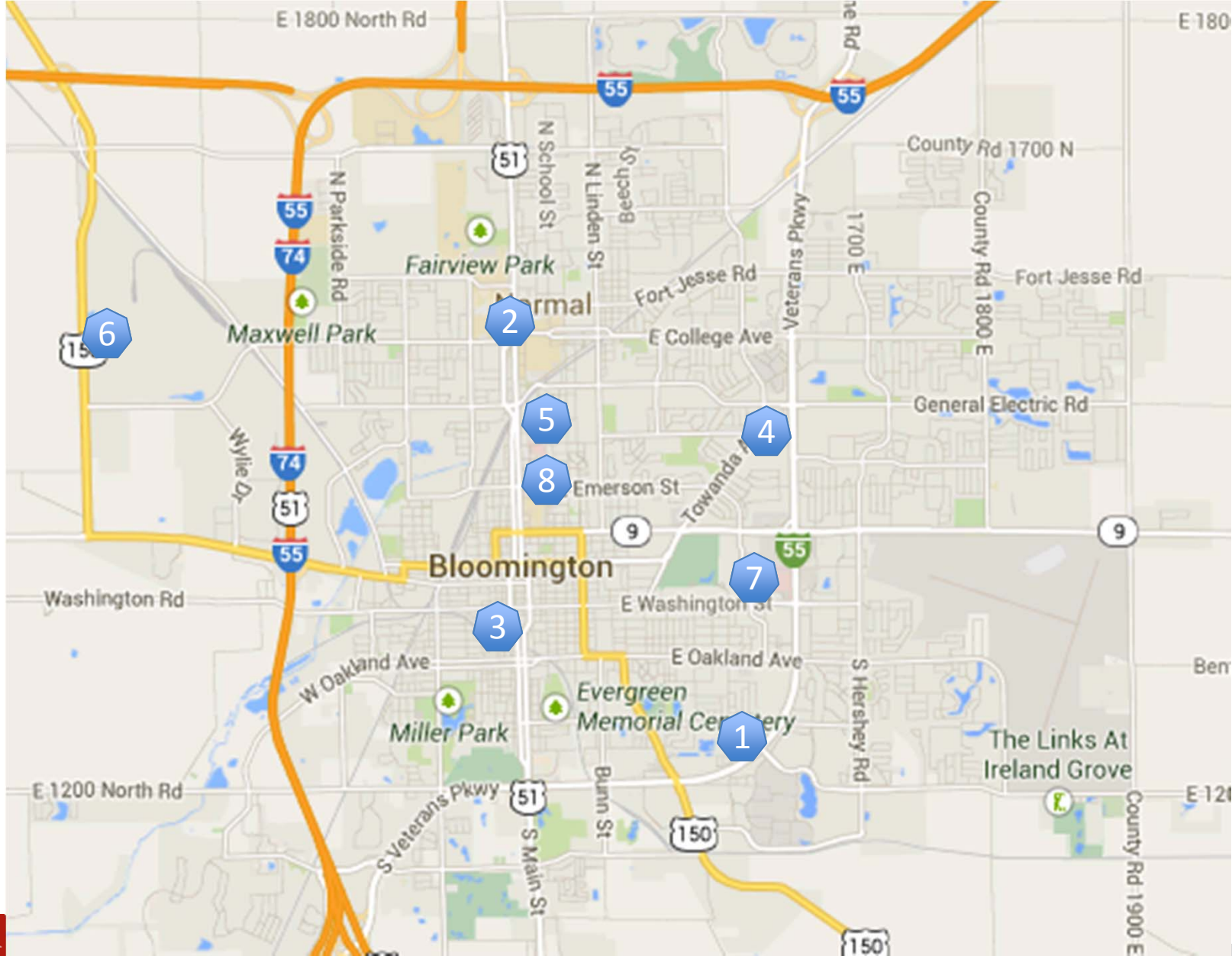


Market Conclusions

Broad Range of Demand Sources

1. State Farm Insurance Companies
2. Illinois State University
3. U.S. Cellular Coliseum
4. Country Financial
5. Advocate BroMenn Medical Center
6. Mitsubishi Motors Corporation
7. OSF St. Joseph Medical Center
8. Illinois Wesleyan University

Map of Key Demand Generators



S.W.O.T. Analysis

Strengths

- Strong Corporate Presence:
 - State Farm
 - COUNTRY Financial
 - Mitsubishi Motor
 - Growmark
- Two Universities: ISU and IWU
- Central Geography:
Springfld/Peoria/Champaign
CHI/STL/INDY
- High Median Household Income

Opportunities

- City's Redevelopment Initiatives
- Land Available for Development
- Key hotel brands missing

Weaknesses

- Air lift (Central Illinois Regional Airport) has been declining
- Lack of Convention Center
- Limited Hotel Product/Brands

Threats

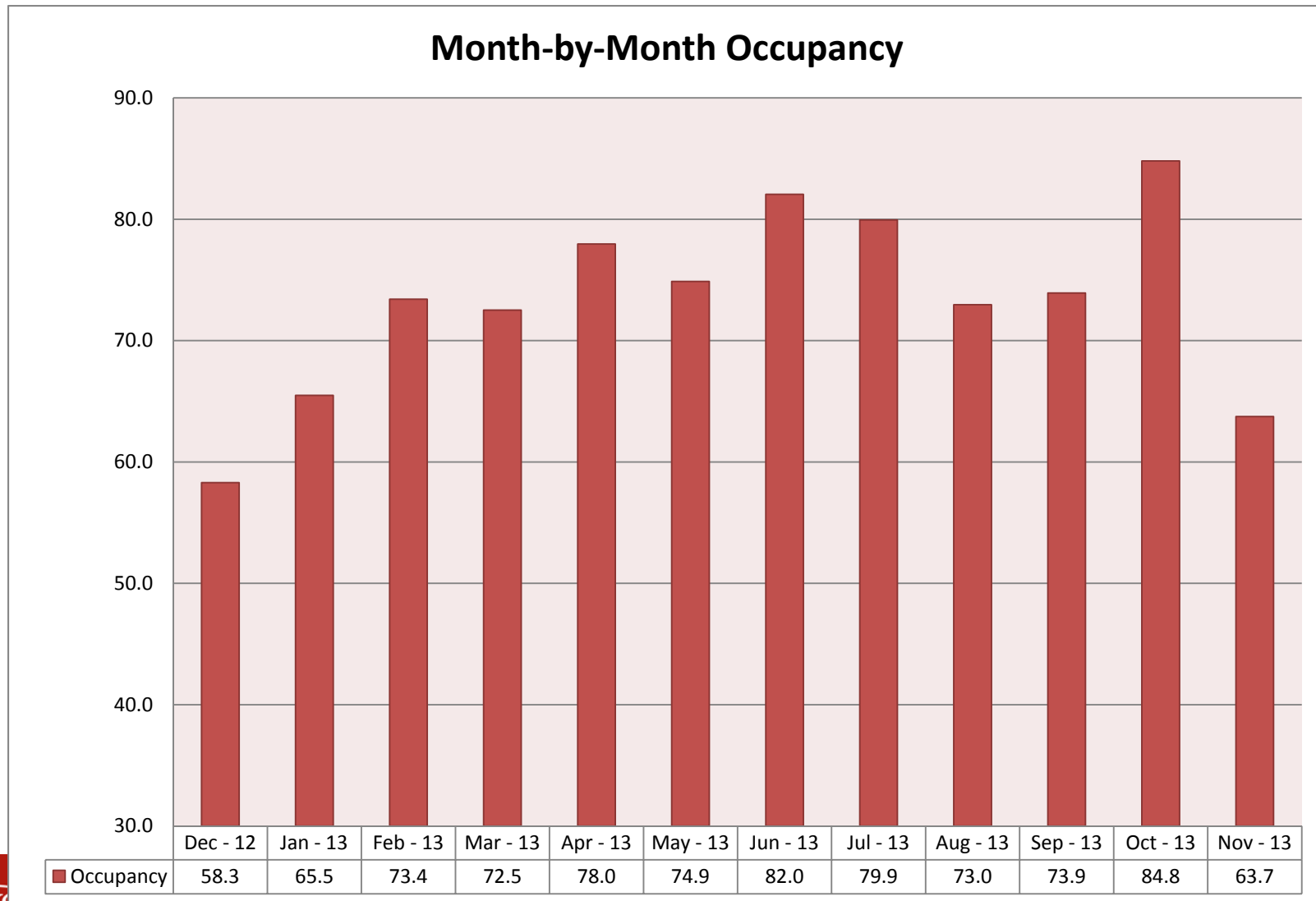
- Economic uncertainty
- New hotel supply:
 - Residence Inn by Marriott (May 2014: 100 keys)
 - Hyatt Place (March 2015: 114 keys)

The U.S. Cellular Coliseum is Active... ...Over 200 Days Each Year

Year	Event Days	Percent Change	Attendees	Percent Change
FY 2008	239	-	287,016	-
FY 2009	168	(29.7)	322,240	12.3
FY 2010	191	13.7	338,764	5.1
FY 2011	212	11.0	300,494	(11.3)
FY 2012	216	1.9	300,533	0.0
FY 2013	237	9.7	292,217	(2.8)

Source: US Cellular Coliseum

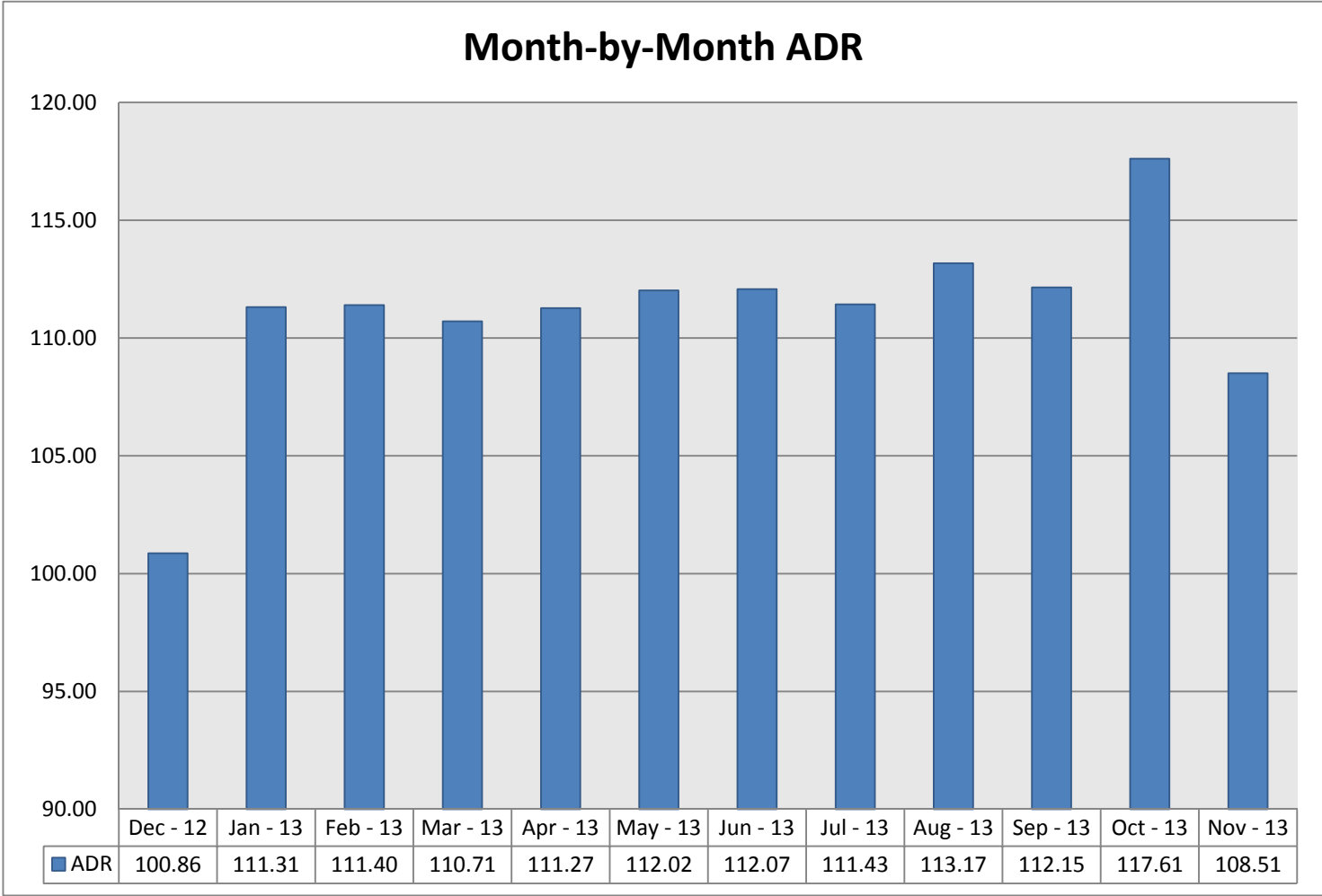
Occupancy recorded higher than 70's in nine months



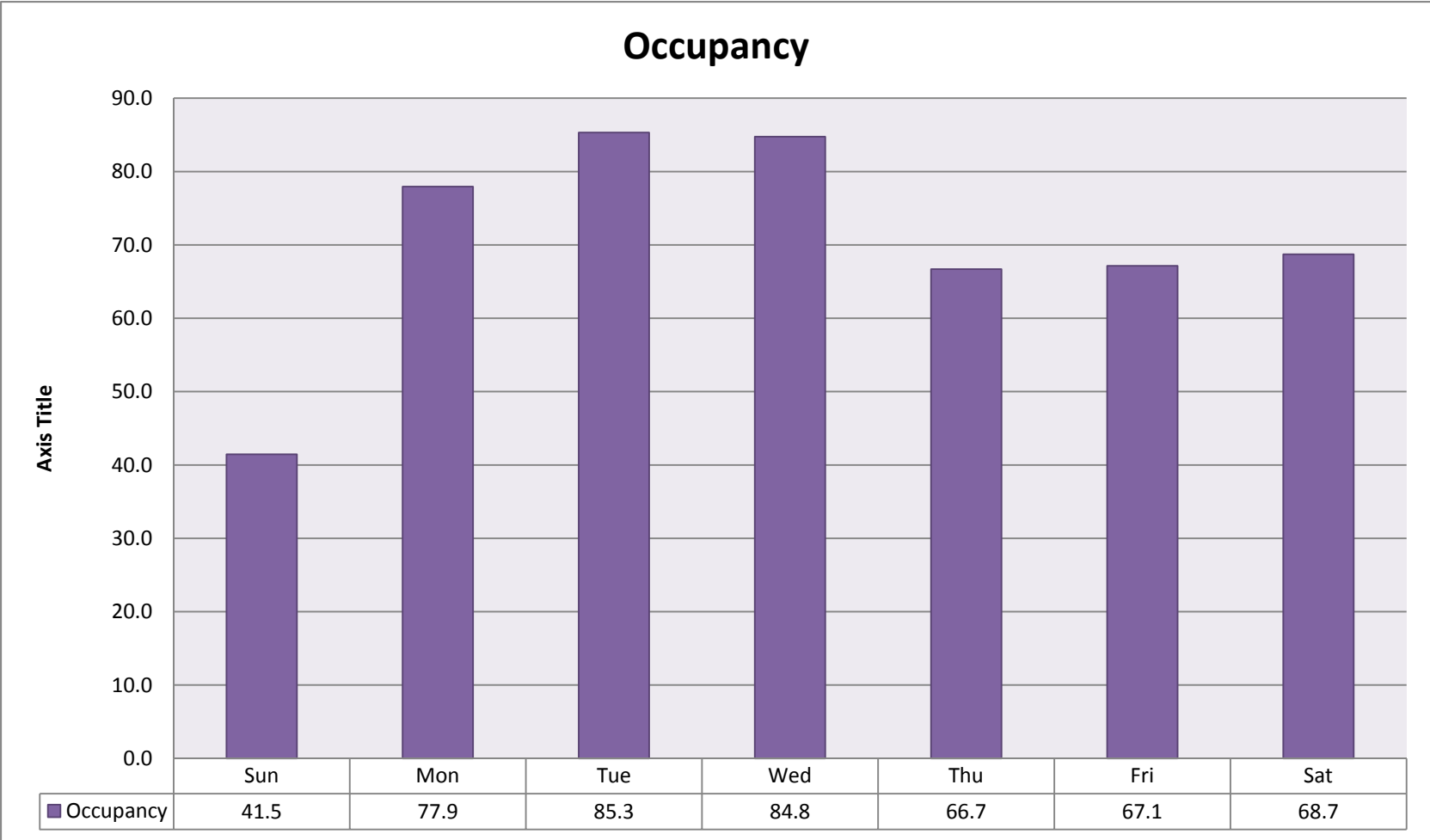
Local competitors show a wide range of ADR



ADR is Strong 10 out of 12 Months

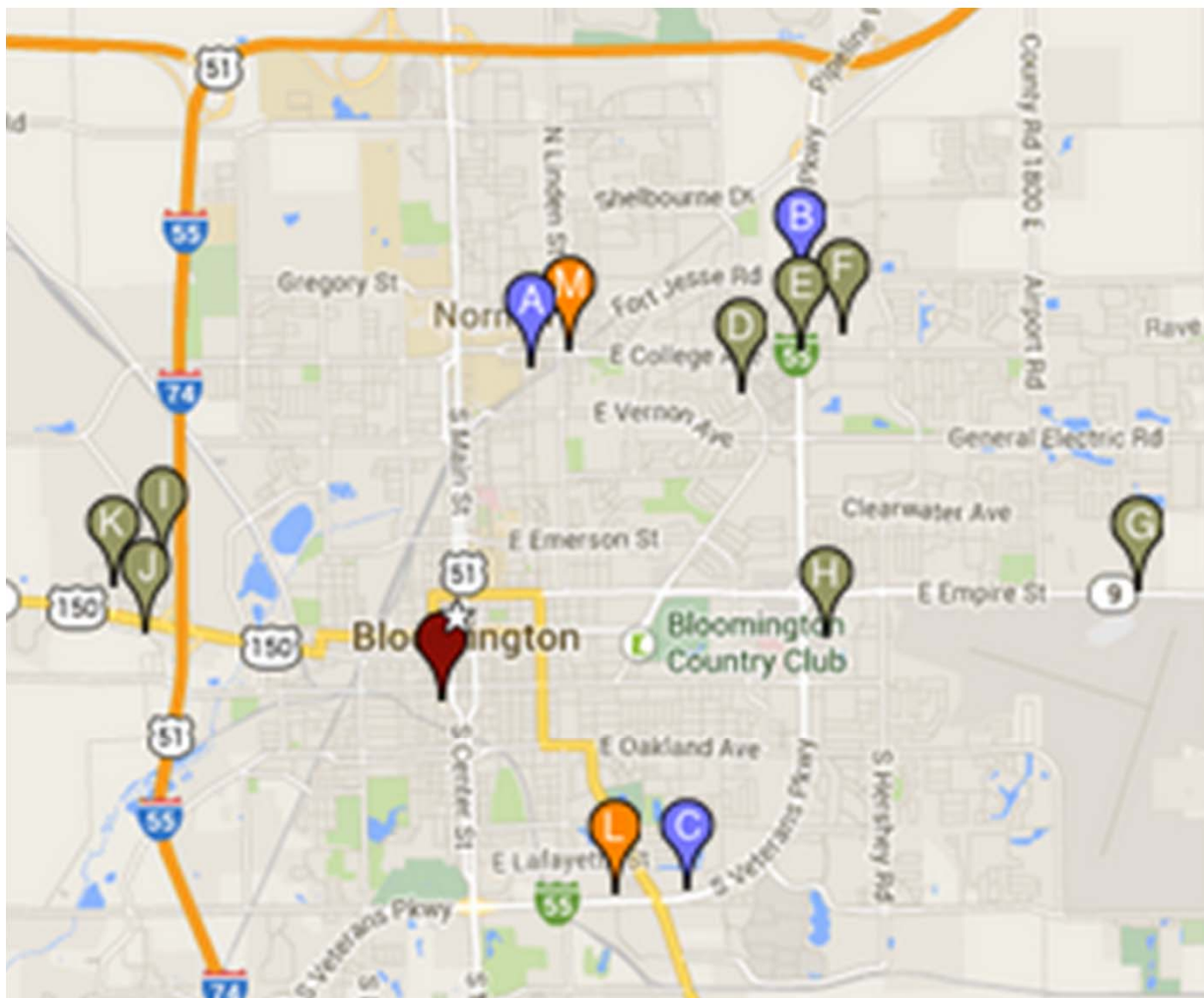



Strong Mid-Week Occupancies... ...Indicate Strong Commercial Demand



Hotel Supply Analysis

Hotel Supply Analysis – Comp Set



-  Proposed Downtown Hotel Bloomington
-  Marriott Hotel & Conference Center Bloomington Normal (Primary)
-  Courtyard by Marriott Bloomington Normal (Primary)
-  DoubleTree by Hilton Hotel Bloomington (Primary)
-  Hampton Inn & Suites Normal (Secondary)
-  Holiday Inn Express & Suites (Secondary)
-  Comfort Suites Bloomington Normal (Secondary)
-  Holiday Inn & Suites Bloomington Airport (Secondary)
-  Eastland Stes & Conf Ctr (Secondary)
-  Hampton Inn Bloomington West (Secondary)
-  Fairfield Inn & Suites by Marriott Bloomington (Secondary)
-  Holiday Inn Express Bloomington West (Secondary)
-  Residence Inn (Proposed Supply)
- Hyatt Place (Proposed Supply)

Year	Average Daily Available Room		Occupied Room			Average		RevPAR	Change	
	Room Count	Nights	Change	Nights	Change	Occupancy	Rate			
2001	633	230,898	—	163,850	—	71.0 %	\$77.91	—	\$55.29	—
2002	687	250,755	8.6 %	172,284	5.1 %	68.7	78.19	0.4 %	53.72	(2.8) %
2003	687	250,755	0.0	161,501	(6.3)	64.4	77.57	(0.8)	49.96	(7.0)
2004	687	250,755	0.0	161,246	(0.2)	64.3	75.59	(2.6)	48.61	(2.7)
2005	687	250,755	0.0	175,920	9.1	70.2	77.83	3.0	54.61	12.3
2006	687	250,755	0.0	189,599	7.8	75.6	88.41	13.6	66.85	22.4
2007	824	300,821	20.0	200,737	5.9	66.7	97.34	10.1	64.95	(2.8)
2008	1,017	371,205	23.4	240,157	19.6	64.7	98.66	1.4	63.83	(1.7)
2009	1,074	392,181	5.7	253,313	5.5	64.6	95.34	(3.4)	61.58	(3.5)
2010	1,245	454,425	15.9	279,131	10.2	61.4	97.58	2.3	59.94	(2.7)
2011	1,245	454,425	0.0	294,643	5.6	64.8	98.22	0.7	63.69	6.3
2012	1,244	454,060	(0.1)	337,471	14.5	74.3	104.54	6.4	77.70	22.0

Average Annual Compounded

Change: 2001-2012

6.3 %

6.8 %

2.7 %

3.1 %

Year-to-Date Through November

2012	1,244	415,496	—	314,989	—	75.8 %	\$104.80	—	\$79.45	—
2013	1,244	415,496	0.0 %	310,426	(1.4) %	74.7	112.10	7.0 %	83.76	5.4 %

Hotels Included in Sample	Number of Rooms	Year Affiliated	Year Opened	Note
Eastland Stes Hotel & Conf Ctr	112	Jun 1997	Jun 1987	
Comfort Suites Bloomington	59	Jun 1995	Jun 1995	
Courtyard Bloomington Normal	78	Sep 1995	Sep 1995	
Doubletree Hotel Bloomington	197	Jan 2006	Oct 1996	Occupancy Leader
Holiday Inn Express & Stes Bloomington City Center Normal	86	Sep 1999	Sep 1999	
Holiday Inn Express Bloomington	81	May 2012	Aug 2000	
Hampton Inn Bloomington West	73	Jul 2001	Jul 2001	
Hampton Inn Suites Bloomington Normal	128	Mar 2007	Mar 2007	
Fairfield Inn & Suites Bloomington	76	Oct 2007	Oct 2007	
Holiday Inn & Suites Bloomington Airport	126	Dec 2007	Dec 2007	
Marriott Bloomington Normal Hotel & Conference Center	228	Oct 2009	Oct 2009	ADR Leader
Total	1,244			

Source: STR Global

Competitive supply offers mix of performance levels

Primary

Property	Number of Rooms	Est. Segmentation			Weighted Annual Room Count	Estimated 2013			
		Commercial	Meeting and Group	Leisure		Occ.	Average Rate	RevPAR	RevPAR Change
Marriott Hotel & Conference Center Bloomington Normal	228	55 %	30 %	15 %	228	70 %	\$150.00	\$105.00	7.7 %
Courtyard by Marriott Bloomington Normal	78	65	15	20	78	75	125.00	93.75	4.2
DoubleTree by Hilton Hotel Bloomington	197	60	25	15	197	75	110.00	82.50	3.1
Sub-Totals/Averages	503	59 %	26 %	16 %	503	72.3 %	\$128.18	\$92.68	4.8 %
Secondary Competitors	740	62 %	14 %	24 %	472	72.8 %	\$102.23	\$74.45	5.2 %
Totals/Averages	1,243	60 %	20 %	20 %	975	72.6 %	\$115.57	\$83.85	5.0 %

Secondary

Property	Number of Rooms	Est. Segmentation				Total Competitive Level	Estimated 2013			
		Commercial	Meeting and Group	Leisure	Weighted Annual Room Count		Occ.	Average Rate	RevPAR	
Hampton Inn & Suites Normal	128	65 %	10 %	25 %	70 %	90	75 %	\$120.00	\$90.00	
Holiday Inn Express & Suites	86	60	10	30	70	60	70	105.00	73.50	
Comfort Suites Bloomington Normal	59	55	10	35	70	41	75	90.00	67.50	
Holiday Inn & Suites Bloomington Airport	126	60	20	20	70	88	75	110.00	82.50	
Eastland Stes & Conf Ctr	112	55	25	20	70	78	75	85.00	63.75	
Hampton Inn Bloomington West	73	70	10	20	50	37	75	100.00	75.00	
Fairfield Inn & Suites by Marriott Bloomington	75	70	10	20	50	38	70	90.00	63.00	
Holiday Inn Express Bloomington West	81	65	10	25	50	41	55	95.00	52.25	
Totals/Averages	740	62 %	14 %	24 %	64 %	472	72.8 %	\$102.23	\$74.45	

New Supply Resulting from Strong Demand

Proposed Property	Number of Rooms	Total Competitive Level	Weighted Room Count	Estimated Opening Date
Proposed Downtown Hotel Bloomington	150	100 %	150	January 1, 2016
Proposed Residence Inn	100	80	80	June 1, 2014
Proposed Hyatt Place	114	100	114	March 1, 2015
Totals/Averages	364		344	

Occupancy and ADR Projection

**Expected short-term decline in State Farm demand...
 ... negatively affect commercial segment**

Market Segment	Annual Growth Rate				
	2014	2015	2016	2017	2018
Commercial	-1.5 %	0.5 %	1.0 %	1.0 %	1.0 %
Meeting and Group	0.0	0.5	1.0	1.0	1.0
Leisure	0.5	1.0	1.0	1.0	1.0
Base Demand Growth	-0.8 %	0.6 %	1.0 %	1.0 %	1.0 %

Substantial Unaccommodated Demand

Occupancy (%)							
	Sun	Mon	Tue	Wed	Thu	Fri	Sat
Dec - 12	35.2	69.8	78.7	78.4	58.9	42.5	49.7
Jan - 13	38.6	89.2	80.9	84.3	62.2	46.2	49.2
Feb - 13	45.8	88.4	94.8	91.7	65.8	67.6	59.8
Mar - 13	44.2	86.3	92.4	92.2	74.8	67.8	61.2
Apr - 13	41.1	86.5	95.2	93.7	71.0	73.2	78.6
May - 13	44.9	75.5	89.6	90.6	64.2	72.6	86.0
Jun - 13	47.5	95.1	98.5	96.5	81.7	83.6	80.5
Jul - 13	54.0	84.1	87.4	83.5	77.8	81.2	87.8
Aug - 13	48.2	90.1	96.1	94.6	66.4	54.6	68.2
Sep - 13	51.6	75.1	85.3	87.4	68.8	70.9	83.7
Oct - 13	52.5	91.7	93.6	91.7	74.5	92.0	96.3
Nov - 13	41.1	72.6	76.2	75.6	62.6	64.6	55.3
Total Year	45.3	83.3	89.1	88.3	68.9	67.8	70.6

The conference center will induce demand...

...we estimate 7,200 room nights

	Hotel			
	Comp 1	Comp 2	Comp 3	SP
Room	135	228	142	150
Meeting Space(SF)	30,000	23,000	14,000	20,000
Stabilized Occupancy	67%	70%	67%	-
Room Nights	33,014	58,254	34,726	-
Group Room Nights	14,856	23,302	12,154	-
Estimated % of Induced	50%	40%	50%	-
Induced Room Nights	7,428	9,321	6,077	7,200
Induced Room Nights per SF	0.25	0.41	0.43	0.36

HVS projects subject property's occupancy of 69%....slightly exceeding market average

Market Segment	2016	2017	2018	2019
Commercial				
Demand	191,723	193,640	195,577	195,577
Market Share	10.6 %	10.8 %	11.0 %	11.0 %
Capture	20,351	20,949	21,555	21,555
Penetration	93 %	95 %	97 %	97 %
Meeting and Group				
Demand	65,859	67,187	69,241	69,241
Market Share	12.4 %	13.4 %	14.4 %	14.4 %
Capture	8,190	9,013	9,952	9,952
Penetration	109 %	118 %	126 %	126 %
Leisure				
Demand	62,401	63,025	63,655	63,655
Market Share	8.8 %	9.3 %	9.7 %	9.7 %
Capture	5,461	5,849	6,174	6,174
Penetration	77 %	82 %	85 %	85 %
Total Room Nights Captured	34,002	35,811	37,680	37,680
Available Room Nights	54,750	54,750	54,750	54,750
Subject Occupancy	62 %	65 %	69 %	69 %
Marketwide Available Room Nights	481,508	481,508	481,508	481,508
Fair Share	11 %	11 %	11 %	11 %
Marketwide Occupied Room Nights	319,983	323,852	328,473	328,473
Market Share	11 %	11 %	11 %	11 %
Marketwide Occupancy	66 %	67 %	68 %	68 %
Total Penetration	93 %	97 %	101 %	101 %

HVS estimate for the subject property...

...OCC = 69% and ADR = \$125 (in 2013 Dollars)

Year	Occupancy	ADR	RevPAR
2016	62 %	\$145.09	\$89.95
2017	65	156.30	101.60
2018	69	160.99	111.09

Feasibility Analysis

HVS projects House Profit = 39.9%... ...and about \$2.6m NOI

	2016 (Calendar Year)		2017		Stabilized	
Number of Rooms:	150		150		150	
Occupancy:	62%		65%		69%	
Average Rate:	\$145.09		\$156.30		\$160.99	
RevPAR:	\$89.95		\$101.60		\$111.08	
Days Open:	365		365		365	
Occupied Rooms:	33,945	%Gross	35,588	%Gross	37,778	%Gross
REVENUE						
Total Revenues	7,350	100.0	8,146	100.0	8,862	100.0
DEPARTMENTAL EXPENSES *						
Total	2,579	35.1	2,699	33.1	2,838	32.0
DEPARTMENTAL INCOME	4,771	64.9	5,447	66.9	6,024	68.0
HOUSE PROFIT	2,557	34.8	3,088	37.9	3,533	39.9
NET INCOME	\$1,931	26.3 %	\$2,334	28.7 %	\$2,640	29.8 %

*Departmental expenses are expressed as a percentage of departmental revenues.

Market Value = \$29.4m or \$196,000 per key

Year	Net Income	Discount Factor @ 10.50%	Discounted Cash Flow
2016	\$1,931,000	0.90498	\$1,747,511
2017	2,334,000	0.81898	1,911,509
2018	2,640,000	0.74116	1,956,668
2019	2,719,000	0.67073	1,823,728
2020	2,801,000	0.60700	1,700,207
2021	2,885,000	0.54932	1,584,792
2022	2,971,000	0.49712	1,476,953
2023	3,061,000	0.44989	1,377,099
2024	3,153,000	0.40714	1,283,700
2025	39,474,000 *	0.36845	14,544,028
		Estimated Value	\$29,406,194
		(SAY)	\$29,400,000

Reversion Analysis

11th Year's Net Income	\$3,344,000
Capitalization Rate	9.0%
Total Sales Proceeds	\$37,155,556
Less: Transaction Costs @ 2.5%	928,889
Net Sales Proceeds	\$36,226,667

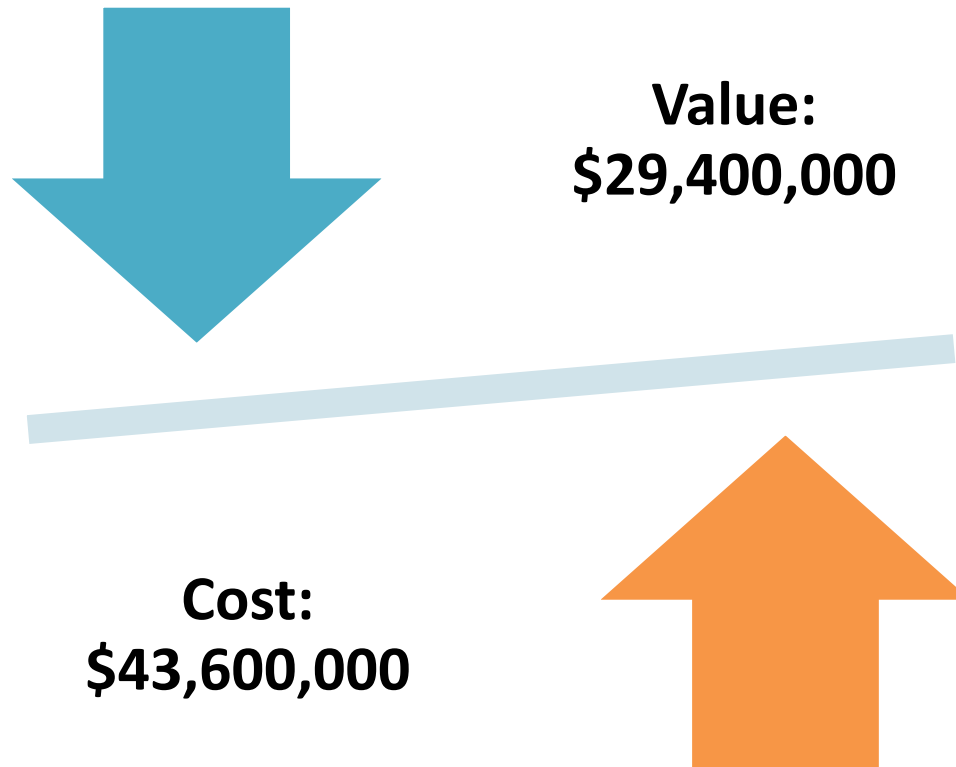
*10th year net income of \$3,247,000 plus sales proceeds of \$36,227,000

HVS Preliminary Cost Analysis

Hotel			Conference Center	
Number of Rooms		150	Net Square Footage	20,000
Component	Total	Per Rm	Cost per Square Foot	\$900
Building	\$16,500,000	\$110,000	Total	\$18,000,000
FF&E	\$2,700,000	\$18,000		
Pre-Opening Cost & Working Capital	\$1,350,000	\$9,000	Total Development	
Soft Costs/Remaining Components	\$3,900,000	\$26,000	Hotel	\$24,450,000
Total	\$24,450,000	\$163,000	Conference Center	\$18,000,000
			Land	\$1,100,000
			Total Development	\$43,550,000

Source: HVS

Feasibility gap is \$14,200,000





Hans Detlefsen, MPP, MAI
Managing Director
HVS Chicago
hdetlefsen@HVS.com

+1 312-526-3885

Yoshihiro Kanno
Senior Associate
HVS Chicago
ykanno@HVS.com

+1 312-846-6154

Addenda

	2016 (Calendar Year)				2017				Stabilized			
Number of Rooms:	150				150				150			
Occupancy:	62%				65%				69%			
Average Rate:	\$145.09				\$156.30				\$160.99			
RevPAR:	\$89.95				\$101.60				\$111.08			
Days Open:	365				365				365			
Occupied Rooms:	33,945	%Gross	PAR	POR	35,588	%Gross	PAR	POR	37,778	%Gross	PAR	POR
REVENUE												
Rooms	\$4,925	67.0 %	\$32,833	\$145.09	\$5,562	68.3 %	\$37,080	\$156.29	\$6,082	68.6 %	\$40,547	\$161.00
Food	2,342	31.9	15,612	68.99	2,497	30.7	16,648	70.17	2,689	30.3	17,926	71.18
Other Operated Departments	63	0.9	423	1.87	66	0.8	441	1.86	69	0.8	463	1.84
Rentals & Other Income	20	0.3	132	0.58	21	0.3	138	0.58	22	0.2	145	0.57
Total Revenues	7,350	100.0	49,000	216.53	8,146	100.0	54,307	228.90	8,862	100.0	59,080	234.59
DEPARTMENTAL EXPENSES *												
Rooms	1,045	21.2	6,967	30.79	1,096	19.7	7,306	30.79	1,156	19.0	7,704	30.59
Food & Beverage	1,469	62.7	9,791	43.27	1,536	61.5	10,238	43.15	1,613	60.0	10,756	42.71
Other Operated Departments	65	102.2	432	1.91	67	101.2	447	1.88	69	100.0	463	1.84
Total	2,579	35.1	17,190	75.96	2,699	33.1	17,991	75.83	2,838	32.0	18,922	75.13
DEPARTMENTAL INCOME	4,771	64.9	31,810	140.56	5,447	66.9	36,316	153.07	6,024	68.0	40,158	159.45
UNDISTRIBUTED OPERATING EXPENSES												
Administrative & General	583	7.9	3,884	17.16	610	7.5	4,069	17.15	637	7.2	4,248	16.87
Marketing	535	7.3	3,569	15.77	561	6.9	3,739	15.76	586	6.6	3,903	15.50
Franchise Fee	483	6.6	3,218	14.22	545	6.7	3,634	15.32	596	6.7	3,974	15.78
Prop. Operations & Maint.	252	3.4	1,679	7.42	264	3.2	1,760	7.42	276	3.1	1,837	7.29
Utilities	362	4.9	2,414	10.67	379	4.7	2,529	10.66	396	4.5	2,641	10.48
Total	2,215	30.1	14,764	65.24	2,360	29.0	15,731	66.31	2,490	28.1	16,602	65.92
HOUSE PROFIT	2,557	34.8	17,046	75.32	3,088	37.9	20,584	86.76	3,533	39.9	23,556	93.53
Management Fee	220	3.0	1,470	6.50	244	3.0	1,629	6.87	266	3.0	1,772	7.04
INCOME BEFORE FIXED CHARGES	2,336	31.8	15,576	68.83	2,843	34.9	18,955	79.90	3,268	36.9	21,784	86.49
FIXED EXPENSES												
Property Taxes	209	2.8	1,396	6.17	215	2.6	1,431	6.03	221	2.5	1,474	5.85
Insurance	49	0.7	325	1.43	50	0.6	334	1.41	52	0.6	344	1.37
Reserve for Replacement	147	2.0	980	4.33	244	3.0	1,629	6.87	354	4.0	2,363	9.38
Total	405	5.5	2,701	11.93	509	6.2	3,394	14.31	627	7.1	4,181	16.60
NET INCOME	\$1,931	26.3 %	\$12,875	\$56.90	\$2,334	28.7 %	\$15,561	\$65.59	\$2,640	29.8 %	\$17,602	\$69.89

*Departmental expenses are expressed as a percentage of departmental revenues.

Stabilized Year:	3
Inflation:	3.0 %
Loan to Value:	70 %
Amortization:	25 Years
Term:	10 Years
Interest Rate:	5.50 %
Terminal Cap Rate:	9.0 %
Transaction Costs:	2.5 %
Equity Yield:	18.0 %
Mortgage Constant:	0.073690
Calculated Discount Rate:	10.48%

Bloomington-Normal MSA population grows faster than State of Illinois average

	2000	2010	2014	2020	Average Annual Compounded Change		
					2000-10	2010-14	2014-20
Resident Population (Thousands)							
Mclean County	150.8	169.8	175.0	184.2	1.2 %	0.7 %	0.9 %
Bloomington-Normal, IL MSA	150.8	169.8	175.0	184.2	1.2	0.7	0.9
State of Illinois	12,434.2	12,842.0	13,068.2	13,500.2	0.3	0.4	0.5
United States	282,162.4	309,330.2	320,976.9	340,554.3	0.9	0.9	1.0

Source: Woods & Poole Economics, Inc.

Per-Capita Income projected to grow faster than U.S. average

	2000	2010	2014	2020	Average Annual Compounded Change		
					2000-10	2010-14	2014-20
Per-Capita Personal Income*							
McLean County	\$33,199	\$36,083	\$36,557	\$40,171	0.8	0.3	1.6
Bloomington-Normal, IL MSA	33,199	36,083	36,557	40,171	0.8	0.3	1.6
State of Illinois	36,346	37,844	38,965	42,098	0.4	0.7	1.3
United States	33,756	35,951	37,209	40,245	0.6	0.9	1.3

* Inflation Adjusted

Source: Woods & Poole Economics, Inc.

Local unemployment rates remain lower than State average

Year	City	MSA	State	U.S.
2003	4.2 %	4.1 %	6.7 %	6.0 %
2004	4.6	4.5	6.2	5.5
2005	4.3	4.3	5.8	5.1
2006	3.7	3.6	4.6	4.6
2007	4.0	4.0	5.1	4.6
2008	5.2	5.0	6.4	5.8
2009	7.4	7.1	10.0	9.3
2010	7.9	7.7	10.4	9.6
2011	7.3	7.2	9.7	8.9
2012	7.0	6.9	8.9	8.1
<i>Recent Month - Nov</i>				
2012	6.1 %	6.1 %	8.2 %	7.8 %
2013	7.0	7.0	8.3	7.0

* Letters shown next to data points (if any) reflect revised population controls and/or model re-estimation implemented by the BLS.

Source: U.S. Bureau of Labor Statistics

Passenger Traffic continues to decline

Year	Passenger Traffic	Percent Change*	Percent Change**
2003	457,000	—	—
2004	446,450	(2.3) %	(2.3) %
2005	459,980	3.0	0.3
2006	559,342	21.6	7.0
2007	532,075	(4.9)	3.9
2008	532,870	0.1	3.1
2009	495,656	(7.0)	1.4
2010	559,481	12.9	2.9
2011	579,265	3.5	3.0
2012	485,285	(16.2)	0.7
2013	428,638		
<i>Year-to-date, Dec</i>			
2012	485,285	—	—
2013	428,638	(11.7) %	—

*Annual average compounded percentage change from the previous year

**Annual average compounded percentage change from first year of data

Source: Central Illinois Regional Airport