

ECONOMIC OMIC PRO FILE

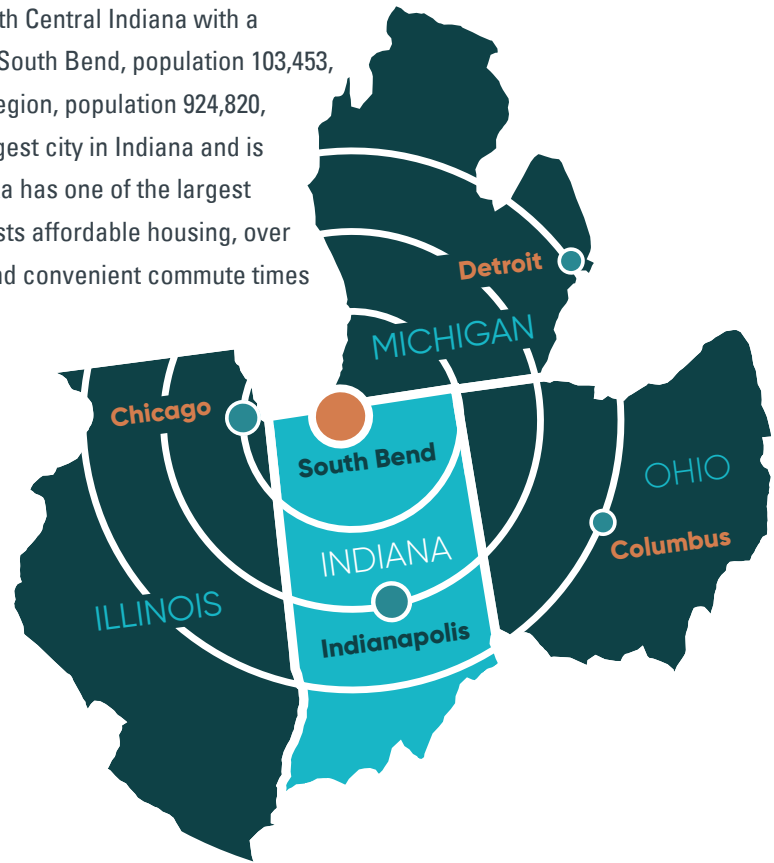


SOUTH BEND REGION

THE SOUTH BEND REGIONAL CHAMBER IS THE LEAD ECONOMIC DEVELOPMENT ORGANIZATION FOR ST. JOSEPH COUNTY, INDIANA | SBRCHAMBER.COM

SOUTH BEND REGION

St. Joseph County, branded the South Bend Region, is located in North Central Indiana with a population of 272,912, the fifth largest county in the state. The city of South Bend, population 103,453, is the economic and cultural hub of a multi-county, bi-state greater region, population 924,820, with a labor force of 505,574. South Bend also ranks as the fourth largest city in Indiana and is home to the iconic University of Notre Dame. Neighboring Mishawaka has one of the largest concentrations of retail stores in the state, and the entire region boasts affordable housing, over a dozen institutions of higher learning, easy transportation access and convenient commute times that average 21.3 minutes. Target industries include Advanced Manufacturing, Healthcare, IT and Transportation & Logistics.



DISTANCE & DIRECTION TO MAJOR CITIES

96
MILES
CHICAGO, IL
1.5 HRS WEST

147
MILES
INDIANAPOLIS, IN
2.5 HRS SOUTH

155
MILES
TOLEDO, OH
2.5 HRS EAST

208
MILES
DETROIT, MI
3.2 HRS NORTHEAST

256
MILES
LOUISVILLE, KY
4.2 HRS SOUTH

ANNUAL PERSONAL INCOME



Source: Bureau of Economic Analysis, 2021

The South Bend-Mishawaka MSA Policom Economic Strength Ranking for 2021, compiled from REIS, BEA, and U.S. Department of Commerce, reflects the region's resiliency and industry diversity.

YEAR	RANK
2021	208
2020	244
2019	231

COST OF LIVING INDEX

CITY	COMPOSITE INDEX
South Bend, IN	90.1
Columbus, OH	93.4
Indianapolis, IN	91.6
Cedar Rapids, IA	93.8
Chicago, IL	123.9

Source: Cost of Living Index Report, Q3 2021

AVERAGE HOME VALUES

AREA	MEDIAN HOME VALUE	MEDIAN RENT
U.S.	\$217,500	\$1,062
Indiana	\$141,700	\$826
St. Joseph County, IN	\$129,000	\$793
South Bend, IN	\$85,200	\$789
Evansville, IN	\$94,200	\$774
Chicago, IL	\$258,000	\$1,112
Columbus, OH	\$151,600	\$961

Source: U.S. Census Bureau, 2019



POPULATION BREAKDOWN BY DIVERSITY

DEMO GRA PHI CS

ST. JOSEPH
COUNTY

79.7%

WHITE

13.8%

BLACK OR
AFRICAN AMERICAN

9.1%

HISPANIC
OR LATINO

3.1%

TWO OR
MORE RACES

2.7%

ASIAN

Source: U.S. Census Bureau, 2020

METROPOLITAN STATISTICAL AREA (MSA)

The South Bend–Mishawaka MSA includes St. Joseph County in Indiana and Cass County in Michigan. Its population of 323,068 ranks 154th out of the 392 MSAs.

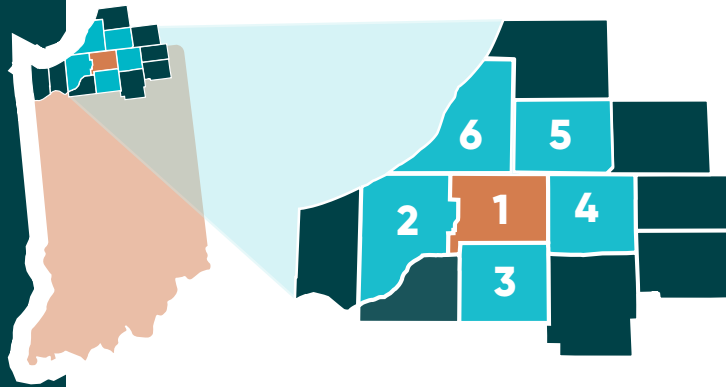
Source: Office of Management and Budget Bulletin 20-01

POPULATION AGE BREAKDOWN

AGE RANGE	U.S.	STATE	COUNTY
Preschool, 0-4	6.1%	6.1%	6.4%
5-17	16.5%	17.0%	17%
18-24	9.4%	9.7%	10.9%
25-44	26.5%	25.7%	25.5%
45-64	25.8%	24.9%	23.6%
65 & Over	15.6%	16.5%	16.6%
Median Age	38.1	38.0	36.8

Source: Stats Indiana, 2020

BUSINESS ENVIRONMENT



REGIONAL LABOR FORCE

REGION	POPULATION	LABOR FORCE
South Bend	103,453	65,195
1 St. Joseph County	272,912	171,794
2 LaPorte County	112,417	62,636
3 Marshall County	46,095	22,646
4 Elkhart County	207,047	110,494
5 Cass County, MI	51,589	31,279
6 Berrien County, MI	154,316	94,034
Bi-State Region	924,820	

Source: U.S. Census Bureau, 2020

INDIANA TAXES

7.00%
SALES TAX

3.23%
FLAT INDIANA
PERSONAL ADJUSTED
GROSS INCOME TAX

4.90%
CORPORATE ADJUSTED
GROSS INCOME TAX
(AGIT)

1.75%
COUNTY INCOME TAX
RESIDENT

1.75%
COUNTY INCOME TAX
NON-RESIDENT

MAJOR PRIVATE EMPLOYERS

AM GENERAL
MANUFACTURING

QUALITY DINING
HOSPITALITY

BEACON HEALTH SYSTEM
HEALTHCARE

SPARTAN NASH COMPANY
RETAIL TRADE

CLEVELAND-CLIFFS KOTE
MANUFACTURING

ST. JOSEPH HEALTH SYSTEM
HEALTHCARE

LERMAN ENTERPRISES
MANUFACTURING

THE SOUTH BEND CLINIC
HEALTHCARE

PRESS GANEY ASSOCIATES
HEALTHCARE

UNIVERSITY OF NOTRE DAME
HIGHER EDUCATION

LABOR FORCE **COMMUTER TO SJC**

AREA	NUMBER OF COMMUTERS	PERCENTAGE OF ALL COMMUTERS
Michigan	9,014	44%
Elkhart County	4,996	24%
LaPorte County	2,510	12%
Marshall County	2,174	11%
Out of State	1,916	9%

Source: Hoosier Data, 2019

AVERAGE
COMMUTE
TIME

21.3
MINUTES

GROSS **DOMESTIC PRODUCT**

\$2.5B
MFG

\$14.3B TOTAL

ST. JOSEPH COUNTY

\$2.8B
MFG

\$15.5B TOTAL

SOUTH BEND | MISHAWAKA MSA

\$95B
MFG

\$375.3B TOTAL

INDIANA

Source: U.S. Bureau of Economic Analysis, 2020

KEY INDUSTRIES

St. Joseph County is home to a diverse economy with unlimited business opportunities. Grounded by strong educational institutions including the University of Notre Dame, as well as robust health care, hospitality, trade, and manufacturing sectors.

INDUSTRIES	PERCENT OF INDUSTRY SJC	AVERAGE ANNUAL SALARY
Construction	4.2%	\$57,720
Manufacturing	11.8%	\$57,876
Transportation & Warehousing	3.4%	\$49,036
Information	1.2%	\$52,884
Finance & Insurance	2.9%	\$85,488
Professional Services	10.1%	\$64,116
Education Services	14.5%	\$50,128
Hospitality & Tourism	10.5%	\$17,467
Healthcare & Social Services	17.7%	\$50,128
Public Administration	3.6%	\$46,176

Source: Stats Indiana QCEW, 2020

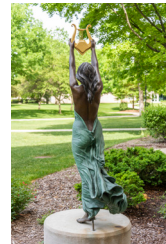
EDUCATION



EDUCATIONAL ATTAINMENT

EDUCATION	ST. JOSEPH CO.	INDIANA	UNITED STATES
High School or Equivalent	30.7%	33.4%	25.1%
Some College, No Degree	20.0%	20.2%	15.2%
Associate's Degree	8.2%	8.8%	10.6%
Bachelor's Degree	17.9%	16.9%	23.4%
Graduate or Professional Degree	11.7%	9.5%	14.1%

Source: U.S. Census Bureau



COLLEGES UNIVERSITIES & POST-SECONDARY EDUCATION

- BETHEL UNIVERSITY
- HOLY CROSS COLLEGE
- INDIANA TECH SOUTH BEND
- INDIANA UNIVERSITY SCHOOL OF MEDICINE AT NOTRE DAME
- INDIANA UNIVERSITY SOUTH BEND
- IVY TECH COMMUNITY COLLEGE
- PURDUE POLYTECHNIC SOUTH BEND
- SAINT MARY'S COLLEGE
- UNIVERSITY OF NOTRE DAME

TRANSPORTATION SERVICES (SBN)



417,929
AIRLINE ENPLANEMENTS

Source: SBN 2019 Annual Report

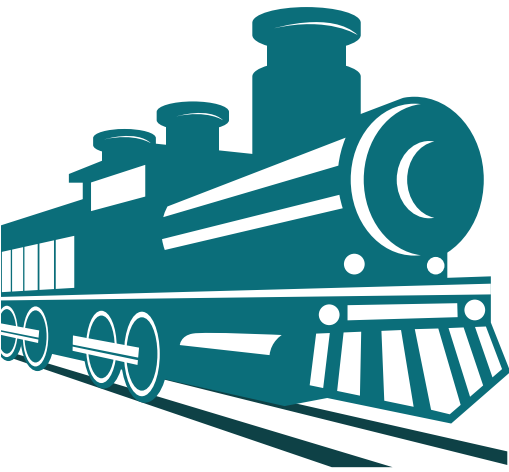
246,641
TRAIN PASSENGERS

27,044
COMMUTER BUS PASSENGERS

547,909,002
TOTAL LANDED WEIGHT

102,718,674
TOTAL CARGO

Source: FAA.gov



TRANSPORTATION

St. Joseph County presently has
TWO CLASS I RAILROADS
 (Norfolk-Southern, Canadian National),
TWO SHORT LINE RAILROADS
 (Chicago South Shore & South Bend,
 Elkhart & Western) and
TWO PASSENGER RAIL PROVIDERS
 (NICD-South Shore, AMTRAK)
 that travel through and provide various levels
 of service in the county.

AIR

SOUTH BEND INTERNATIONAL AIRPORT

On average, more than 2,000 airline passengers travel through South Bend International Airport (SBN) every day. SBN is a tri-modal airport with air, rail and bus lines. SBN offers 12 nonstop flights including:

- ATLANTA
- CHARLOTTE
- CHICAGO
- DALLAS/FORT WORTH
- DETROIT
- LAS VEGAS
- MINNEAPOLIS
- ORLANDO/SANFORD
- PHOENIX/MESA
- PUNTA GORDA/FORT MYERS
- SARASOTA-SEASONAL
- ST. PETERSBURG/
CLEARWATER/TAMPA BAY

COMMERCIAL AIR CARRIERS

- ALEGIANT
- AMERICAN
- DELTA
- UNITED

PRIVATE AIR CARRIERS

- ATLANTIC AVIATION
- CORPORATE WINGS

ROADS

The county has multiple interchanges with Interstate 80/90, a major east/west corridor where I-80 runs from San Francisco to New Jersey, and I-90 runs from Seattle to Boston.

US HIGHWAYS 6, 20 AND 31

US Highway 31 is a four-lane divided highway running north and south from Interstate 94, in the north, to Indianapolis, in the south.

STATE HIGHWAYS 2, 4, 23, 331 AND 933

State Highway 2 is a heavy haul divided highway that runs from Interstate 94, in the west, to South Bend, in the east.

75% OF U.S. AND CANADIAN POPULATION

Can be reached within a one-day drive.

PORT OF INDIANA BURNS HARBOR

Source: portsofindiana.com

20

NAUTICAL MILES FROM CHICAGO

30

MILES FROM CHICAGO BY LAND

50

MILES FROM SOUTH BEND

THE
IMPACT
OF
TOURISM

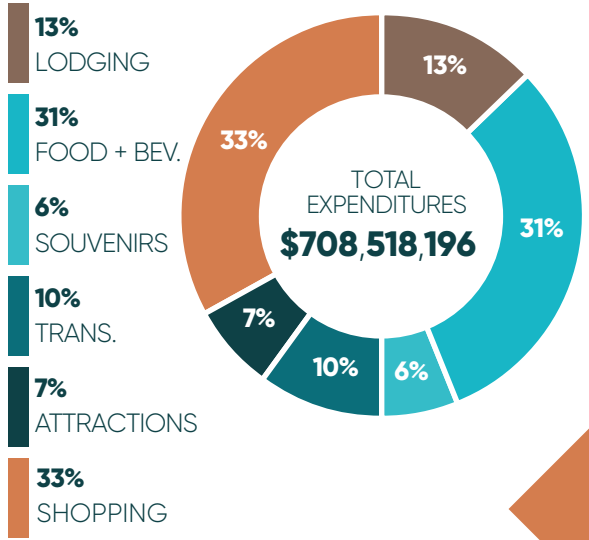
TRAVEL
EXPENDITURES
BY CATEGORY

8,357
JOBS

Being the home of the University of Notre Dame—one of the top tourist attractions in the State of Indiana—means our economy is greatly impacted by the behavior of visitors to St. Joseph County.

\$708.5M
VISITOR SPENDING
DIRECT

UP **4.7%**



\$131M
RESIDENTIAL SPENDING
IN TOURISM

Tourism-generated jobs provided over **\$228.4 million** in wages to St. Joseph County workers, an increase of **\$27.9 million** over 2017 wages.

The tourism industry generated more than **\$266.4** million in tax revenues to government: **\$100.6** million to the state, **\$54.2** million locally and **\$111.5** million to the federal government.

3 OUT OF
EVERY **4**
TOURISM
DOLLARS
SPENT

- SHOPPING
- FOOD BEVERAGE
- LODGING

\$26.4M VISITOR SPENDING
PER GAME* ND FOOTBALL

\$185M* ND FOOTBALL
ECONOMIC IMPACT

Source: Certec Study, 2017-2019
*Source: University of Notre Dame Public Affairs 2018, Econsult Solutions Inc.

