

DEMOGRAPHICS

Founded by a steamboat captain in 1851, Winona's location on an island in the Mississippi River made it a transportation hub and one of the world's richest cities by 1900. This legacy remains in the form of historic buildings, an ongoing harmony with the river, and an economy that still thrives. Surrounded by bluffs and water, the beauty of Winona reflects the high quality of employment, education, and recreation its residents enjoy.

Population

	2019 Estimate	2010 Census	2000 Census
City	27,252	27,592	27,069
County	50,830	51,461	49,985
City Households	10,788	10,449	10,301
County Households	19,967	19,554	18,744

Source: U.S. Census, *State Demographer*

Major Employers*

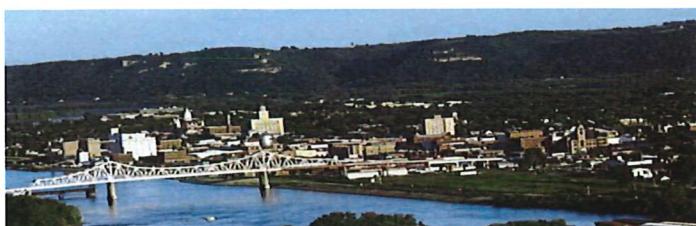
Employer	NAICS	Products/Services	Employees Count (FTE)
Fastenal Company	423710	Hardware and Supplies Merchandise	1,541
Winona State University	6113	Colleges & Universities	896
Winona Health	622000	Healthcare	890
RTP Company	325991	Custom Compounding of Purchased Resins	464
WinCraft	3159	Apparel Accessories	432
Winona Area Public Schools	61110	Elementary & Secondary Schools	416
Saint Mary's University of MN	6113	Colleges & Universities	395
Winona County	92111	Local Government	286
Merchants Bank	522110	Commercial Banking	240
Watlow Electric Mfg.	334513	Manufacture Electronic Temperature Controls	240
Peerless Chain Company	332618	Other Fabrication-Wire Product.	233
Hal Leonard	512230	Music Publishers	221
City of Winona	921120	Legislative Bodies	184
Solvay Group	33641	Aerospace Products & Parts Manufacturing	171
BCS Automotive Interface Sol.	334419	Manufacturing Other Electronic	144
Behrens	332431	Steel Can Manufacturing	141
The Watkins Company	311942	Manufacture of Personal Care, Homecare, Spices & Extracts	117
Thern, Inc.	311942	Overhead Traveling Crane, Hoist, & Monorail System Mfg.	116
Bay State Milling	311211	Flour Milling	108

*A high quality of life makes it easy to recruit key executives and managers from outside the area.

Workforce (December, 2020)

	Winona County	City of Winona	
Labor Force	28,616	High School Degree or Higher	93.6%
Employment	27,618	Bachelor's Degree or Higher	33.5%
Unemployment Rate	3.5%	Median HH Income (2016)	48,677

Source: MN Dept. Employment & Economic Dev. and U.S. Census



CITY OF WINONA, MINNESOTA

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Occupation & Wage Data for the Southeast Region of Minnesota

Accountant & Auditor	\$38.59	Office & Administrative Support	\$21.11
Computer Network Support	\$33.44	Production Worker	\$18.93
Computer Programmer	\$44.99	Receptionist/Information Clerk	\$15.43
Healthcare Support Workers	\$16.40	Tool & Die Maker	\$27.68
Machinist	\$24.83	Truck Driver, Heavy	\$24.68

Source: OES 1ST Quarter 2020 Data (SE Region)

Housing Information

Owner Occupied Units: 6,445

Rental Units: 4,066

Median Rent: \$672

Number of Building Permits for 2020: 904

Percentage Owner Occupied: 61.3%

Rental Vacancy Rate: 3%

Median Sale Price Home: \$162,450

Value of Building Permits for 2020: \$20,239,458

Source: City of Winona Community Development, SEMR 2020 Annual Stats, 2019 ACS 5 Yr. Estimate

Commercial Activity Information

Number of Commercial Building Permits for 2020: 98

Value of Commercial Building Permits for 2020: \$74,049,742

Retail Sales Tax:

Winona County gross taxable sales for 2018 (includes City) \$ 411,857,371

City of Winona gross taxable sales for 2018 \$ 326,002,947

Education

Public & Private

Elementary 6

Middle School 6

High School 4

Post-Secondary 3

Post-Secondary (2019-2020)

Minnesota State College Southeast Technical - 2,663

Winona State University – 8,856

Saint Mary's University of MN - 1,467

Total Enrollment - 12,986

Other Information

Winona is home to a hospital, three clinics, and more than 200 dentists and doctors. There are approximately 621 hotel/motel rooms available throughout Winona. There is Inter-City and Intra-City bus service available as well as passenger rail service. The Mississippi River, Lake Winona, a municipal pool, surrounding bluffs and many local parks provide exceptional outdoor recreation.

Fastest Growing Occupation Areas

Healthcare & Social Assistance, Manufacturing, Construction, & Educational Services

Municipal Distinctions

All-American City

Star City

Aa1 Bond Rating

Sister-City Partnership with Misato, Japan and Bytow, Poland

Region

Mileage between Winona and major area cities:

Rochester, MN - 45

Mpls/St. Paul, MN - 120

Des Moines, IA - 250

La Crosse, WI - 30

Madison, WI - 165

Milwaukee, WI - 240

Chicago, IL - 300