

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 <i>Estimate</i> | 2010 <i>Census</i> | 2000 <i>Census</i> |
|-------------------|-------------------------|-----------------------|-----------------------|
| 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*

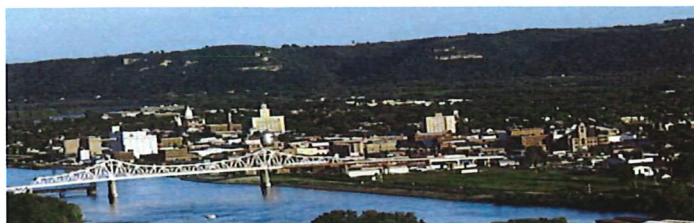
| <i>Employer</i> | <i>NAICS</i> | <i>Products/Services</i> | <i>Employees Count (FTE)</i> |
|-------------------------------|--------------|---|----------------------------------|
| Fastenal Company | 423710 | Hardware and Supplies Merchandise | 1,541 |
| Winona State University | 6113 | Colleges & 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 | 9211 | 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)

| | <i>Winona County</i> | <i>City of Winona</i> | |
|-------------------|----------------------|------------------------------|--------|
| 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 | Percentage Owner Occupied: 61.3% |
| Rental Units: 4,066 | Rental Vacancy Rate: 3% |
| Median Rent: \$672 | Median Sale Price Home: \$162,450 |
| Number of Building Permits for 2020: 904 | 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

City of Winona, Minnesota