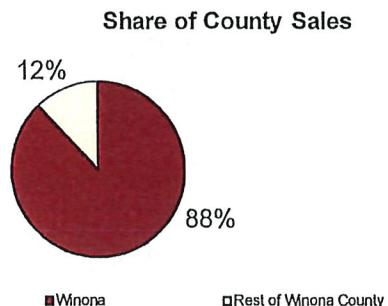


Winona & Winona County Comparison, 2019

It is important to review the retail performance for the whole county and not just the city in isolation. For example, it is common for county seat towns to have above-average retail performance, while the county overall has a leakage of sales. This is usually because the county seat city doesn't have the critical mass of retail to attract the purchases of everyone in the county. By analyzing county data, city business people can develop strategies to recapture some of the sales being lost to other cities. For counties that have a local option sales tax, the analysis of county sales is extremely important, since lost sales are lost tax dollars. A thorough analysis of county sales can help county officials develop more meaningful economic development plans aimed at recapturing the lost sales.

The table below shows retail sales and number of firms by merchandise category for Winona and Winona County in 2019. Winona accounted for 57 percent of the county's firms and 88 percent of the county's sales.



Sales by Merchandise Category, Winona & Winona County, 2019

Merchandise Category	Winona		Winona County		City's Share of County Total	
	Taxable Sales (\$millions)	Number of Firms	Taxable Sales (\$millions)	Number of Firms	Sales	Firms
Vehicles & Parts	\$10.51	15	\$18.70	29	56.2%	51.7%
Furniture Stores	\$2.35	5	\$3.08	11	76.2%	45.5%
Electronics	\$3.50	8	\$9.33	11	37.5%	72.7%
Building Materials	\$39.83	15	\$46.94	31	84.9%	48.4%
Food, Groceries	\$23.85	15	\$29.97	29	79.6%	51.7%
Health, Personal Stores	\$2.40	13	\$2.32	15	103.3%	86.7%
Gas/Convenience Stores	\$11.86	13	\$15.69	24	75.6%	54.2%
Clothing	\$1.12	15	\$1.05	19	106.2%	78.9%
Leisure Goods	\$1.67	19	\$2.28	32	73.2%	59.4%
General Merchandise	\$69.58	6	\$74.09	9	93.9%	66.7%
Miscellaneous Retail	\$5.17	53	\$7.15	103	72.4%	51.5%
Non-Store Retailers	\$1.35	30	\$2.96	51	45.5%	58.8%
Amusement & Recreation	\$4.29	13	\$5.83	20	73.7%	65.0%
Accommodations	\$12.05	16	\$15.64	26	77.1%	61.5%
Eating & Drinking Places	\$52.00	87	\$61.59	128	84.4%	68.0%
Repair, Maintenance	\$4.13	22	\$9.85	82	42.0%	26.8%
Personal Service, Laundry	\$1.44	46	\$1.95	67	73.9%	68.7%
Total Sales	\$279.12	545	\$317.79	955	87.8%	57.1%

WINONA COUNTY, MINNESOTA
.5% SALES AND USE TAX COLLECTIONS
State of Minnesota's Payment to Winona County by Month

	2021	2020	2019	2018	2017
January	\$310,430	\$322,330	\$293,066	\$243,194	
February	238,186	248,757	223,794	212,168	\$135,882
March	236,726	206,711	224,328	185,387	171,944
April	309,347	232,645	233,210	237,682	220,000
May	294,435	213,208	238,018	208,290	221,273
June	260,234	259,199	287,718	268,437	254,219
July	318,078	237,646	255,229	220,358	229,187
August	311,982	315,728	298,366	286,124	265,559
September	308,634	302,399	320,786	282,909	267,482
October	325,320	282,469	279,102	244,118	223,609
November	298,000	277,297	258,882	256,562	205,992
December		290,469	255,385	263,720	222,757
Total Year	\$3,211,373	\$3,188,858	\$3,167,884	\$2,908,949	\$2,417,904

All information is from Winona County-Finance Department

State of Minnesota's Payment to Winona County by Month

