



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

	2021 <i>Estimate</i>	2017 <i>Estimate</i>	2010 <i>Census</i>	2000 <i>Census</i>
City	28,628	27,271	27,592	27,069
County	53,441	50,875	51,461	49,985
City Households	10,681	10,461	10,812	10,301
County Households	20,291	20,350	19,414	18,744

Source: U.S. Census, State Demographer

Major Employers*

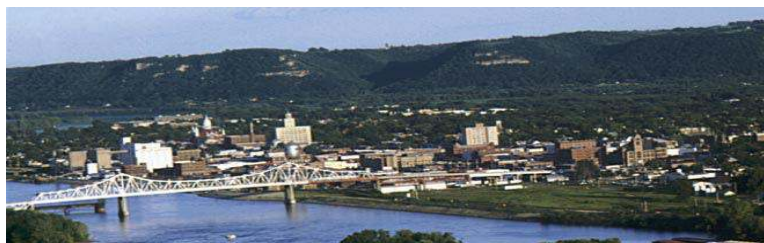
Employer	NAICS	Products/Services	Employees Count (FTE)
Fastenal Company	423710	Hardware and Supplies Merchandise	1,510
Winona State University	6113	Colleges & Universities	925
Winona Health	622000	Healthcare	838
WinCraft	3159	Apparel Accessories	550
Winona Area Public Schools	6111	Elementary & Secondary Schools	533
RTP Company	325991	Custom Compounding of Purchased Resins	450
BSC Automotive Interface Sol.	334419 335931	Manufacturing Other Electronic	425
Saint Mary's University of MN	6113	Colleges & Universities	401
Winona County	9211	Local Government	287
Watlow Electric Mfg	334513	Manufacture Electronic Temperature Controls	285
Hal Leonard	512230	Music Publishers	285
Peerless Chain Company	332618	Other Fabrication-Wire Production Manufacturing	267
HyVee	445110	Supermarkets & Other Grocery Stores	239
Merchants Bank	522110	Commercial Banking	225
Solvay Group	3252	Synthetic Resins	218
City of Winona	921120	Legislative Bodies	173
The Watkins Company	311942	Manufacture of Personal Care, Homecare, Spices & Extracts	129
Thern, Inc.	333923	Overhead Traveling Crane, Hoist, & Monorail System Mfg.	116

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

Workforce (October, 2018)

	Winona County	City of Winona	
Labor Force	29,042	High School Degree or Higher	94%
Employment	28,140	Bachelors Degree or Higher	31.4%
Unemployment Rate	3.1%	Median HH Income (2016)	41,023

Source: MN Dept of 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	\$27.00	Office & Administrative Support	\$17.20
Computer Network Support	\$28.55	Production Worker	\$14.70
Computer Programmer	\$39.08	Receptionist/Information Clerk	\$11.72
Healthcare Support Workers	\$16.00	Tool & Die Maker	\$25.57
Machinist	\$21.41	Truck Driver, Heavy	\$19.85

Source: OES 1ST Quarter 2018 Data (SE Region)

Housing Information

Owner Occupied Units: 6,297	Percentage Owner Occupied: 60.6%
Rental Units: 4,087	Rental Vacancy Rate: 4%
Median Rent: \$630	Median Sale Price Home: \$144,250
Number of Building Permits for 2018: 545	Value of Building Permits for 2018: \$44,776,700

Source: City of Winona Community Development, SEMR, 2013-2017 ACS 5 Yr. Estimate

Commercial Activity Information

Number of Commercial Building Permits for 2018: 98
 Value of Commercial Building Permits for 2018: \$15,187,679

Retail Sales Tax:

Winona County gross taxable sales for 2017 (includes City)	\$ 403,992,093
City of Winona gross taxable sales for 2017	\$ 323,207,566

Education

Public & Private

Elementary 8
 Middle School 6
 High School 4
 Post-Secondary 3

Post-Secondary (2017-2018)

Minnesota State College Southeast Technical - 2,207
 Winona State University – 8,701
 Saint Mary's University of MN - 1,861
 Total Enrollment - 12,769

Other Information

Winona is home to a hospital, two clinics, and more than 200 dentists and doctors. There are approximately 622 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
 Aa I 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