



WELCOME TO

THE CITY OF  
**GOODVIEW**

MINNESOTA  
Est. 1946

donated by GOODVIEW ACTIVITY GROUP

02

ECONOMIC  
DEVELOPMENT



## A. Introduction

Economy and employment are a key part of any thriving community. This chapter of the Comprehensive Plan is intended to report on local economic and employment issues and opportunities. The primary purpose of the Economic Development section is to present Goodview's opportunities and challenges in creating jobs and improving quality of life. In addition, this section outlines strategies for increasing quality employment opportunities, strengthening the tax base and providing commercial goods and services to residents.

Economic development generally consists of those public and private efforts which promote and develop business enterprises within a community plus the housing development that serves commuters and other areas. The City's regulatory climate can have an impact on the retention, expansion, and attraction of business. Zoning regulations can provide development standards which ensure that business development adds to the quality of neighborhoods and overall community life. Such standards can protect property values of homes and whole neighborhoods and can minimize undesirable off-site impacts from business activities. Such standards can also protect businesses from nuisance complaints and negative image situations. The Comprehensive Plan, along with zoning, are tools to attract business and provide standards which ensure land use compatibility within the community.

## B. Goals and Objectives

Goal: Support and expand the City's existing economic base.

Objectives:

- Work with existing businesses to remain or expand on their current sites or to relocate to more appropriate sites.
- Use the City's tools of zoning, capital improvement plans/expenditures, and transportation plans to support development.
- Ensure that city processes and regulations related to land development, permits, and construction are clear and concise.

Goal: Provide adequate land and infrastructure to make locations within Goodview attractive to businesses.

Objectives:

- Ensure an adequate supply of land for business location and target new areas for businesses in the Land Use Plan.
- Plan for and expand public utilities and streets when needed and when financially feasible.
- Ensure compatibility of uses.

Goal: Attract new retail and commercial services uses.



- Objectives: Assist business prospects to appropriate properties within the community.

Goal: Continue to attract industrial uses to ensure a diverse tax base.

Objectives:

- Provide opportunities for job growth.

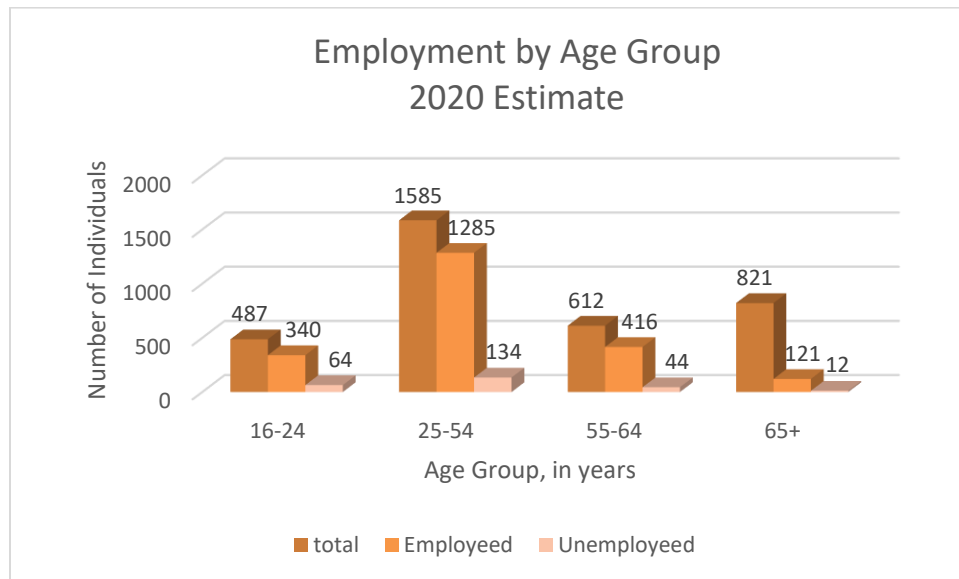
## C. Current Conditions

Occupation and professional choices can be described for both residents of Goodview, and those employed within the City. The following figure illustrates occupations for the residents of Goodview. The businesses are categorized by the Standard Industrial Classification (SIC) Code. It is a standardized system to categorize business by the type of business activity associated with the entity. Most employees located in Goodview are within the Manufacturing, Retail Trade and Services sectors. There are 103 total business entities located within Goodview accounting for 1,249 employees. The American Community Survey classifies those employees into three categories: white collar, blue collar, and service. The percentage of employment by category are 58%, 32% and 10%, respectively.

Table 2-1 Occupations		
SIC	Number of Business	Number of Employees
Agricultural & Mining	2	14
Construction	9	37
Manufacturing	9	344
Transportation	6	37
Communications	0	0
Utility	0	0
Wholesale Trade	8	90
Retail Trade	20	368
Finance, Insurance, Real Estate	7	40
Services Summary	32	231
Government	4	83
Unclassified Establishments	6	5
Total	103	1249



The workforce of Goodview is made up of 3,505 individuals age 16 and over. The chart below provides the 2020 Estimate of the Labor Force by employment status.



The table below shows the in-flow and out-flow of industry/occupation. The table uses a location quotient, which is a relative comparison between the City of Goodview and Winona County as a whole. A location quotient greater than 1.0 indicates that more industry is occurring in Goodview than the remainder of the County comparatively. A location quotient of less than 1.0 indicates that Goodview is performing less than the remainder of Winona County. The location quotient is often utilized to illustrate surpluses and leakages in a market area. In this case Winona County is considered the market area and Goodview is being compared relatively. The City of Goodview has a relative advantage in the sectors of Manufacturing, Wholesale Trade, Transportation/Warehousing, Utilities, Information, Finance/Insurance, and Public Administration

Table 2-2: Goodview Industry Sector with Location Quotient					
Industry	Employed	Percent	Winona County Employed	Winona County Percent	Location Quotient
Total	2,163	100.0%	25,834	100.0%	1.00
Agriculture/Forestry/Fishing	29	1.3%	1,125	4.4%	0.30
Mining/Quarrying/Oil & Gas	1	0.0%	2	0.0%	0.00
Construction	58	2.7%	1,009	3.9%	0.69



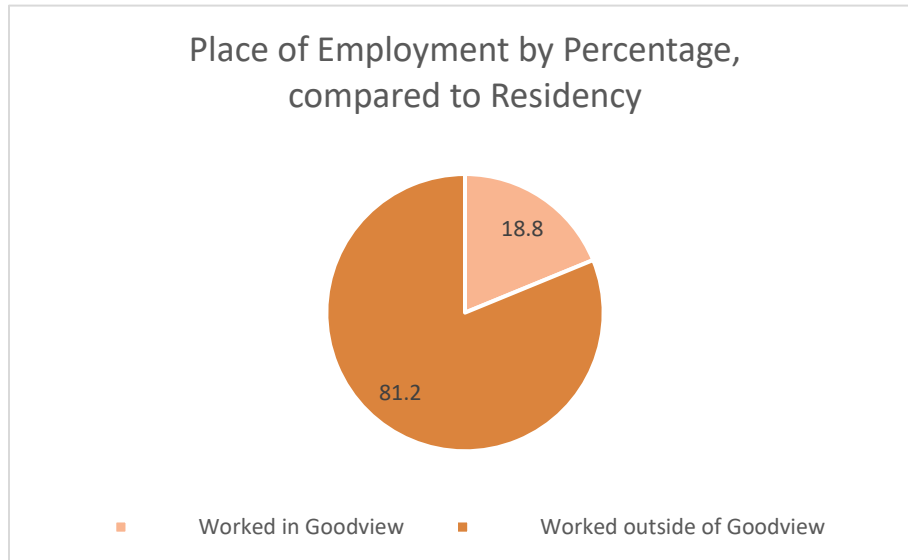
## Economic Development

Manufacturing	729	33.7%	5,556	21.5%	1.57
Wholesale Trade	124	5.7%	1,011	3.9%	1.46
Retail Trade	175	8.1%	2,877	11.1%	0.73
Transportation/Warehousing	80	3.7%	867	3.4%	1.09
Utilities	33	1.5%	132	0.5%	3.00
Information	50	2.3%	430	1.7%	1.35
Finance/Insurance	90	4.2%	623	2.4%	1.75
Real Estate/Rental/Leasing	12	0.6%	352	1.4%	0.43
Professional/Scientific/Tech	14	0.6%	626	2.4%	0.25
Management of Companies	-	0.0%	5	0.0%	0.00
Admin/Support/Waste Management	27	1.2%	380	1.5%	0.80
Educational Services	202	9.3%	3,110	12.0%	0.78
Health Care/Social Assistance	288	13.3%	4,834	18.7%	0.71
Arts/Entertainment/Recreation	17	0.8%	195	0.8%	1.00
Accommodation/Food Services	63	2.9%	1,155	4.5%	0.64
Other Services (Excluding Public)	73	3.4%	853	3.3%	1.03
Public Administration	98	4.5%	692	2.7%	1.67



## Economic Development

More than 80 percent of the employed residents of Goodview travel outside of Goodview to work.



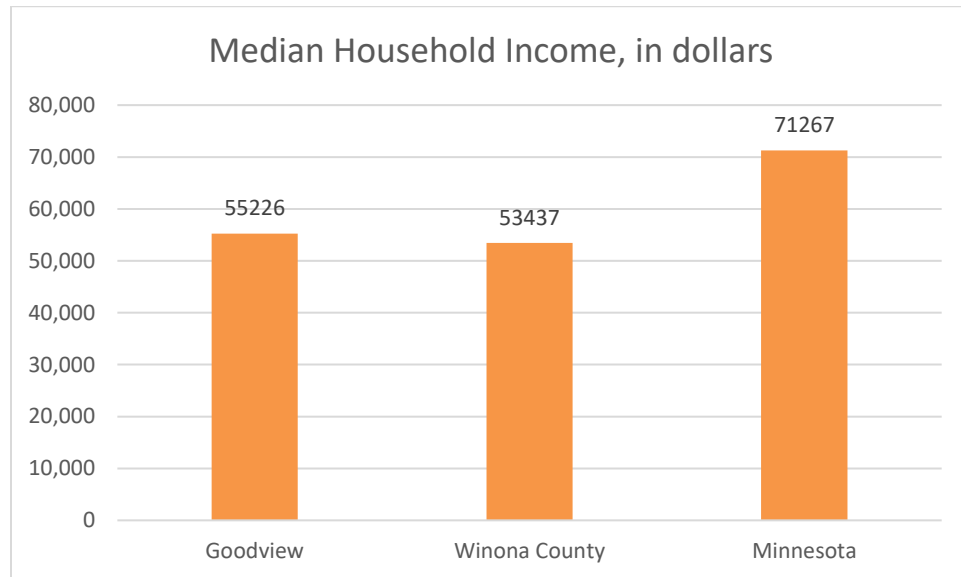
Employed persons living in Goodview traveled on average 17.9 minutes to arrive at their place of work.





## Economic Development

The income characteristics of a community can have a direct impact on the type of employment, housing, and other services available. The median household income of Goodview is \$55,226. The median income of Goodview is higher than that of Winona County but less than the State of Minnesota.



There are 1,747 households in Goodview.

Table 2-3 Household Income	
Income	Percent
<\$15,000	6.6%
\$15,000 - \$24,999	9.6%
\$25,000 - \$34,999	10.3%
\$35,000 - \$49,999	16%
\$50,000 - \$74,999	24.9%
\$75,000 - \$99,999	17.2%
\$100,000 - \$149,999	12%
\$150,000 - \$199,999	2.3%
\$200,000+	1%



## Economic Development

Despite the median household income, many residents of Goodview live below the poverty level. 17.1% of residents under the age of 18 are below the poverty level, as compared with 7.3% of those age 18-64. 6.6% of the population over the age of 65 are below the poverty level.

