



# Chronicle

3rd Quarter 2022

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## mark your calendar

- September 13**  
SCEDC Board Meeting
- September 15**  
Craft Brewery Day in St. Croix County
- October 2022**  
National Co-op Month
- October 2022**  
National Apprenticeship Month
- October 7**  
National Manufacturing Day
- October 11**  
SCEDC Board Meeting



## Concepts Approved for Brewery & Stadium in Hudson

On July 18th, concept plans submitted by the development team of Lift Bridge Brewing (Stillwater MN and New Richmond WI) and developers of an adjacent baseball stadium were reviewed by the Hudson Plan Commission which recommended approval to the Hudson Common Council. The common council approved the concept plans later on the same day. The council also approved a development agreement with LB Hudson LLC, the developers of the brewery.



*Proposed brewery (Credit: Lift Bridge Brewing)*

LB Hudson will construct a two-story, 33,000 square foot facility for the production of Lift Bridge Brewing's beer, seltzers, and sodas. Also included are a taproom, dining space, event space, and outdoor patio. The facility is expandable.

Lift Bridge Brewing was launched in Stillwater, Minnesota by several partners in 2008. In March 2021, the brewery

announced plans to lease the brew house and taproom in a facility in New Richmond, Wisconsin acquired earlier by 1280 Madison Avenue LLC. The New Richmond space became operational in late April 2021.

Architects with Studio EA (Hudson, Wisc.) presented concepts for a 1,400 seat (expandable) stadium that will host a condensed summer season for college players in the Northwoods League.

The plan commission and common council will provide additional review in the future.

For more information, visit <http://liftbridgebrewery.com>.



*Proposed stadium (Credit: Studio EA Hudson, WI)*



## President's Column: St. Croix Sets the Pace

Around this time each year a couple Wisconsin agencies release information of interest to towns, villages, cities, and counties.

The Department of Revenue posts Equalized Values Reports which represent an estimate of a taxation district's total taxable value. This provides for the fair apportionment of school district and county levies to each municipality. The latest 2022 equalized values are based on property values as of January 1, 2022. More importantly, the 2022 values are based on what was happening in the real estate market during 2021.

Let's say 2021 was a very good year in St. Croix County. Total equalized values increased by \$2.113 billion, or 17 percent, to \$14.5526 billion. It's the first time the \$14 billion mark was topped. St. Croix topped \$12 billion in 2021, \$11 billion in 2020; \$10 billion in 2019; and \$9 billion in 2017. The upward trend is impressive.

From 2021 to 2022, residential properties in St. Croix (land, improvements, appreciation, and new construction values) increased 16 percent or \$1.663 billion. Commercial properties increased by 24 percent, or 372.24 million. Industrial or manufacturing real estate increased by +10 percent or +\$24.34 million. Remember, the latest reports reflect what was happening last year in the real estate market. I'm on record that the 2023 reports will be equally impressive as 2022's market is exceptional on many fronts, residential, commercial, and industrial. Stay tuned.

I'd like to compare the 2022 Equalized Value Report to what occurred during the so-called Great Recession of 2009-2012. Over those four years, Equalized Values declined \$1.807 billion or -20.7 percent. Again, the decline was a reflection of what was happening in the market. Home values and commercial-industrial properties dipped and the market went down, down, down.

St. Croix has now enjoyed 10 straight years of increases (2013-2022). Even with the increases, changes in Equalized Values do not necessarily translate into a change in property taxes. Well, death and taxes are both certainties, but don't look for a corresponding 17 percent property tax increase!

The Department of Administration (DOA) publishes population estimates between each decennial census. The U.S. census is legally mandated by the U.S. Constitution and takes place every 10 years. Every state has an agency like the DOA to establish population estimates for all Wisconsin, towns, villages, cities, and counties. DOA also makes population projections. Will St. Croix grow to a population of 111,470 in 2030 or 119,020 in 2040? Stick around and we'll find out together. That's my advice.

DOA's 2022 preliminary estimate shows St. Croix County's population as 96,269. Compared to the 2020 Census, St. Croix has grown almost three percent (+2.92%) or a numeric increase of 2,733 people.

We're often faced with bragging rights as to fastest growing or among the fastest growing. St. Croix is right there, both by percentage increase and numeric increase. The run-away leader is Dane County with an increase of 3.68 percent and 20,661 new residents. Percentage gains can be deceiving. Brown County grew by "only" 1.64 percent but added 4,420 residents. That's what happens when the 2022 preliminary estimate for Brown is 273,160.

St. Croix continues to lead the west central and northwest regions of the state in population growth. Our close proximity to the Twin Cities influences much of St. Croix's vitality. The Twin Cities metro area includes 15-counties with Wisconsin's St. Croix and Pierce as part of the federal definition.

Wisconsin eked out a 0.91 percent increase from 2020 and added 53,782 residents. A big reality check shows 13 of the state's 72 counties lost population! Many of the counties are older, grayer, and remote. Meanwhile St. Croix is mostly younger and growing.

Enjoy the rest of Summer. School is on the horizon, but that means fall sports and plenty of work for general contractors and subcontractors.



From The President  
**Aaron Sundeen**

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# Traveler Spending Shows Double Digit Increase in Greater St. Croix Valley for 2021

*State's 2021 Tourism Spending Rises +31 Percent to \$12.85 Billion*

Traveler spending in St. Croix County increased from \$90.3 million in 2020 to an estimated \$113.3 million in 2021 (a +25.4% increase) according to an annual analysis released June 8th by the Wisconsin Department of Tourism. The economic impact from travelers in St. Croix was also up, rising from \$158.1 million in 2020 to \$188 million in 2021 (up +18.7%). Spending from travelers and tourists supported an estimated 1,836 jobs in the county (up +5.1% from 2020) and generated \$12.8 million in state and local taxes (up +12.4% from 2020).

Statewide, travelers spent an estimated \$12.85 billion in 2021, an increase of +31.1% from 2020.

The total economic impact from tourists in Wisconsin during 2021 was estimated at \$20.9 billion (an increase of +21% percent from 2020). Tourism and traveler-supported employment in Wisconsin in 2021 increased +7.9% to 169,707 jobs. Tourism also provided the state and local units of government with tax revenues of \$1.39 billion in 2021, up from \$1.16 billion in 2020 (an increase of +19.1%).

Despite the increases in 2021, traveler and tourism spending is below pre-COVID levels of 2019.

St. Croix, Polk, Pierce counties comprise the Greater St. Croix Valley in Wisconsin. Visitor spending in 2021 for the region was estimated at \$241.0 million compared to \$197.5 million in 2020 (a +21.5% increase). 2021 spending in the Greater St. Croix Valley includes St. Croix's estimated \$113.3 million, \$96.3 million in Polk, and \$31.4 million in Pierce. Because of the Greater St. Croix Valley's close proximity to the Twin Cities metro area, many visitors from Minnesota enjoy day trips to the three counties and return to their homes without incurring lodging expenses. Local overnight stays would greatly increase traveler spending in the Greater St. Croix Valley.

2020 Visitor Spending and Tourism Related Employment					
	2021	2020	% Change	2021 Jobs	% Change
Pierce County	\$31.4 million	\$24.4 million	+29.0%	426	+9.5%
Polk County	\$96.3 million	\$82.7million	+16.4%	1097	+9.7%
St. Croix County	\$113.3 million	\$90.3 million	+25.4%	1836	+5.1%
Greater St. Croix Valley	\$241.0 million	\$197.5 million	+21.5%	3359	+7.38%
Wisconsin	\$12.85 billion	\$9.8 billion	+31.1%	169,707	+7.9%

The total economic impact from travelers and visitors to the Greater St. Croix Valley in 2021 was estimated at \$383 million, compared to \$330 million in 2020 (a +16.1% increase). Impact per county includes \$188 million in St. Croix, \$125 million in Polk, and \$47 million in Pierce.

Tourism-related employment in the Greater St. Croix Valley for 2021 was estimated at 3,359 jobs (up +7.38% from 2020) and includes 1,836 in St. Croix, 1,097 in Polk, and 426 in Pierce.

2021 state and local tax revenue attributable to visitors and travelers in the Greater St. Croix Valley was estimated at \$25.0 million (up +12.6% from 2020) and includes \$12.8 million from St. Croix, \$8.9 million from Polk, and \$3.3 million from Pierce.

Milwaukee is the state's top county for visitor spending, estimated at \$1.77 billion in 2021. Other counties in the Top 10 includes Sauk (\$1.48 billion); Dane (\$1.05 billion); Waukesha (\$740.1 million); Brown (\$632.7 million); Walworth (\$594.5 million); Door (\$423.0 million); Outagamie (\$312.2 million); Vilas (\$268.7 million); and La Crosse (\$262.6 million).

Tourism is one of Wisconsin's top three industries along with manufacturing and agriculture.

Read the interactive summary from Tourism at <https://www.industry.travelwisconsin.com/research/economic-impact/>.

# You're Only as Good as What You're Sticking To

By Thomas Lindfors

Chances are, if you work in the food industry at an industrial scale, you are walking and working on an Indue floor or will be someday.

Ask Indue President Tom Scanlan, the sky's the limit for his growing company headquartered in North Hudson.

"The word about us has gotten out and once it spread, we got more and more work. We work with companies like General Mills, Post and Hershey's and a lot of them have multiple facilities throughout the US," Scanlan said.

Scanlan's success is a combination of serious science, dedicated customer service, employee loyalty and a legacy of hard work and determination that started with his father.

Tom Scanlan Sr. began working in the terrazzo business at the age of 17 in 1955. He learned about the industry and began experimenting with epoxies and thin set floors as they were entering the market during his employment with Grazzini Brothers.

After a 2-year stint selling epoxy flooring, he partnered with a friend and started Industrial Commercial Flooring/Industrial Commercial Services and Contracting doing remodeling, roofing and flooring in strip malls.

In 1980 at age 42 and with five children at home, Scanlan Sr. split the company with his partner taking over the industrial commercial flooring side of the business.

With the intent of shortening the company name, Scanlan Sr. and his wife Donna toyed with "industrial" eventually arriving at Indue.

Working out of his garage with limited tools and a cargo van, Scanlan Sr. built a business relationship with Powell Candy.



Indue President Tom Scanlan

A change in ownership cost Scanlan Sr. 70% of his business, teaching him a valuable lesson and forcing him to find and develop new customers.

Specializing in epoxy industrial flooring Scanlan Sr. rebuilt his business concentrating on the food industry.

In 1994, Tom Jr. bought the business from his father and ushered in what would become the next generation of industrial flooring science.

## Science

Terrazzo and epoxy floor systems had been the industry standard prior to the introduction of urethane cement initially patented by BSAF as Ucrete in 1969.

Ucrete possessed a number of advantages over its predecessors including resistance to chemical exposure, performance in severe conditions and durability under high impact pressure, but the game changer was resistance to thermal shock. "When you compare epoxies to urethane cement, epoxies being the old technology, it's not thermal shock resistant. The epoxy expands and contracts at a different rate than the concrete below it," Scanlan explained,

"Ucrete was a concrete product that expanded at the same rate as the concrete it was bonded to. You could steam clean it in a freezer. If you tried to do that with an epoxy product, it shifted at a different rate and created a bond fracture."

When it came to urethane cement, the proof was in the pudding. "You're only as good as what you're sticking to," Scanlan said.

## Turning point

Ucrete was the science that changed the trajectory of Scanlan's company. Prior to Ucrete, Scanlan had been installing epoxy flooring systems that would slowly degrade and ultimately fail after repeated exposure to thermal shock, chemical spills and high impact traffic.

"We'd have to go back repeatedly and do warranty work and it just kept eating into our profits. Once we found this other chemistry it made a world of difference as far as customers being happy. We had always taken care of them and they were happy, but that came out of our pocket versus having a product that would just last longer," Scanlan said.

Scanlan began installing a Ucrete product for customers in 2000. In 2004, working with a manufacturer, he introduced Indu-Crete, a product manufactured to his own specifications and compliant with USDA, FDA and CFIA regulations.

“It was absolutely a pivotal point in our business,” Scanlan said.

Indu-Crete is a time and temperature sensitive system. You mix parts A and B first and then add part C to start the chemical reaction and in essence the clock. Success depends on orchestrating all the components around that clock. Crews flying or driving in are met by trucks carrying product and tools all on a schedule coordinated to accommodate the customer’s manufacturing operation, to allow him to be down for as short a window as possible.

“We are entirely reliant on timely delivery and installation. It’s about controlling the whole process and frankly the cost,” Scanlan said.

Indu-Crete has opened doors across the industrial sector from sugar and ingredient processing, cereal and dry goods, meat processing and packing, to dairies, breweries, industrial and chemical manufacturing and biofuel facilities.

From a humble start out of a garage in Lakeland, MN, and a crew of two Tom’s, one Sr. and one Jr., Scanlan has grown his father’s idea into one of the most trusted brands in the food manufacturing industry.

Indue employs more than 100 people, owns and operates its own shipping and logistics division including seven (soon to be nine) semi tractors and trailers, employs a staff chemist, ten sales reps with individual marketing support staff and a 50 member installation staff. Scanlan’s client list reads like a who’s who of the world’s top food manufacturers including names like Hormel, MillersCoors, Cargill, American Crystal Sugar and most recently Hershey’s.

Scanlan will tell you, the ingredients responsible for Indue’s success have not changed much over the years; a topnotch performance product, a well-trained, loyal workforce, knowledgeable, dedicated leadership and an abiding passion for both the industry and growing the company.

“We are very fortunate. Some of our core employees have been around practically since we started. For 3 of them, 2022 will mark 20+ years that they have been with us. We have another decent sized group coming up on 15 years. It feels like family,” Scanlan said.

Growing a small business into a recognized industry leader is a constant balancing act.

In Scanlan’s case, he has approached that dynamic cautiously. Sometimes it is the growth, the customer demand that justifies the expansion and sometimes it is the other way around, you cannot grow the demand without making an investment. And if you’ve never done it before, you are learning all these lessons on the fly.

Science gave him a tool, a solution that created demand within the industry. Then it became a matter of hiring and training enough employees to meet the demand, of purchasing enough semi trailers to facilitate expedient installations around the country, purchasing additional square footage to address warehousing and offices, adding benefits like health care and competitive pay to attract and retain quality employees.

“The ability to bring in enough workers. I think we could grow even faster but it’s kind of that balance of how much is too much as far as growth,” Scanlan said. Maintaining the right balance has been at the heart of Tom Scanlan’s success. “We’ve tried to expand based on growth, as justified and as needed. I’m always asking myself, ‘Can we incorporate these functions, should we, is it fiscally sound?’ Every decision has to be balanced against, is it fiscally responsible,” Scanlan said.

Scanlan has firsthand experience at every role in his company. “By the time my dad started Indue I was in maybe 9th grade. I helped him on weekends, sophomore, junior and senior years and then all through college. Probably until I was in my mid 30’s I was out on the crews doing the work. Having all those years into it, you become knowledgeable about it and passionate about it,” Scanlan said.

You might say, Scanlan is as good as he is because of what he is sticking to, what he knows, floors.

Scanlan readily acknowledges he wouldn’t be where he is today without his employees.

“I want to make sure I mention just how important our team is. I may be the one who received the award (EDC 2022 Business of the Year) on our behalf, but it truly is a team effort and I cannot emphasize enough how important and appreciated they are. They are the reason we received the award!”

*just the facts*

**Indue Sales & Services, Inc.**

Tom Scanlan, President  
Formed 1980

642 Brakke Drive  
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## EDC Members Enjoy Summer Networking

A nice crowd of EDC members-supporters enjoyed a late afternoon of networking and cocktails on August 11th at Tattersall Distilling in River Falls, Wisconsin.

Attendees were also introduced to 2020 and 2021 Business of the Year honorees as the global pandemic prevented in-person award dinners over the last two years. Honorees included National Tactical Security (NTS) & Applied Countermeasures Group (ACG), Laptop Chips, Nolato Contour, Aster Beverage, Alms Creative, and Indue. Patrick Thompson and Ruthie Johnston received the EDC Directors award for 2020 and 2021, respectively.



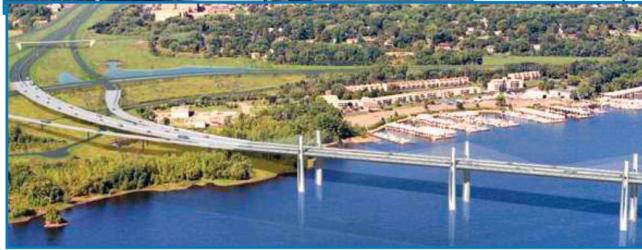
*(l to r) Board member April Nelson, former board member Scott Jones, and 2022-23 board president Aaron Sundeen enjoyed the EDC's networking event at Tattersall Distilling on August 11th*

## River Crossing Turns Five

The landmark St. Croix Crossing celebrated its fifth anniversary opening on August 2nd, 2022. It connects St. Croix County, Wisconsin and Washington County, Minnesota and was constructed between 2012-2017 after decades of debate involving local, regional, state, and federal agencies and organizations.

The project's turning point proved to be a September 2002 Executive Order signed by President George Bush requiring federal agencies to promote environmental stewardship in the national transportation system and expedite environmental reviews of high-priority transportation infrastructure projects. As a result, the facilitated environmental review of the river crossing brought almost 30 stakeholders to the table from 2003-2006. Their work culminated in a recommendation to build a replacement bridge within a designated corridor one mile south of the 1931 Lift Bridge (top photo) in downtown Stillwater, Minnesota.

Here's to many, many more milestones!



## Ribbon-cuttings Officially Opens Charging Stations

Hammond, Wisconsin-based St. Croix Electric Cooperative officially opened three electric vehicle charging (EV) stations on July 25th with ribbon-cutting celebrations at St. Croix National Golf Club in Somerset (top photo), White Eagle Golf Club in Hudson (middle photo), and Big Guys BBQ Roadhouse in North Hudson (bottom photo).

In early 2021, a coalition of 29 electric cooperatives created a regional electric vehicle charging network across Wisconsin, Minnesota, Illinois and Iowa designed to encourage co-op consumer-members to drive EVs. St. Croix Electric Cooperative was among the founding cooperatives of the EV charging network. The coalition invested over \$100,000 in more than 40 chargers to form the CHARGE EV network.

Among the first charging systems installed through the network were the three recognized at the July 25th program.

Given the tourism and business development components associated with the chargers, St. Croix EDC provided a grant to the St. Croix Electric to offset a portion of the costs.

Congratulations to St. Croix Electric Cooperative, St. Croix National, White Eagle, and Big Guys!!



## St. Croix EDC Recognizes 2022 Members-Supporters

St. Croix EDC operates as the independent economic development arm of St. Croix County, Wisconsin. The EDC was organized in 1994 and the following activities serve as its foundation: market and promote St. Croix County as a preferred location for business and industry; support business retention, expansion, recruitment, new business start-ups, and workforce development initiatives, and advocacy.

St. Croix County has many attributes, including an ideal combination of an attractive setting, major metropolitan appeal, and favorable business conditions for business and industry.

The officers, directors, and staff thank the following 2022 members-supporters:

### **Platinum Level (\$5,000 +)**

St. Croix County

### **Gold Level (\$2,500 - \$4,999)**

Bakke Norman

City of Hudson

City of New Richmond

City of River Falls/Municipal Utilities

Xcel Energy Company

### **Silver Level (\$1,000 - \$2,499)**

Amplio\*

Bremer Bank NA

Citizens State Bank

Croix Gear & Machining

Eckberg Lammerg Law Firm

First State Bank and Trust

FNC Bank

Hudson Hospital & Clinic

Laptop Chips

Market & Johnson

MidwestOne

Nolato-Contour

Nucor Harris Rebar

River Falls EDC

Royal Credit Union

Russ Davis Wholesale

SMC

St Croix Electric Cooperative

Town of Hudson

Town of Troy

Twin Cities Metro

WESTconsin Credit Union

Westfields Hospital & Clinic

Wisconsin Business Development

### **Bronze Level (\$250 - \$999)**

American Design & Packaging

Amery Telcom

Andersen Corporation

Auth Consulting & Associates

Baldwin Lighstream

Bernick Companies

Brightstar Wellness Center\*

CBRE

Chippewa Valley Technical College

City of Glenwood

County Materials

Creative Homes

Derrick Companies

Eurofins BioDiagnostics Inc

Federal Foam

First Bank of Baldwin

First National Bank of River Falls-Prescott

Gavic Construction Corp.

Greystone Commercial Real Estate, Inc.

Hiawatha National Bank

Hubbard Broadcasting

Liquid Waste Technology

Lommen Abdo Law Firm

Loparex

MidCo\*

Monarch Paving

MPSC Inc.

NCCM Company

Northwood Technical College

OEM Fabricators

Phillips-Medisize Corporation

RESCO

River Falls Area Hospital

River Falls State Bank

Ross & Associates, Ltd.

Security Financial Bank

Seek Careers/Staffing

Shefland Trucking Service

St Croix Business Park Corp.

St Croix Gas

St Croix Ventures

Stevens Engineers, Inc.

Studio EA

Town of Baldwin

Town of Warren

Turnkey/3 Square Market

UW-River Falls

VC Valley Companies

Village of Baldwin

Village of Hammond

Village of Roberts

Village of Somerset

Village of Woodville

Vital Plastics

William Rubin

Wipfli LLP

### **Associate Level (\$100 - \$249)**

8CH Print/Helmer Companies

Accumark

Amanda Berndt Com.Agent Re/Max

BigBadToyStore

Cedar Corporation

Cities Digital

Cobalt Tax Services\*

Commonweal Development

County Market

CPR Wealth Advisors

Dunn Bros Coffee/Erbert &Gerberts

E-Science, Inc.

Epson LABLEWORKS

Family Resource Center\*

Harrington Langer & Associates

Hudson Area Chamber

Hudson Flower Shop

Hudson Physicians

Indue

Interfacial Consultants

Isometric Micro Molding\*

JA Counter and Associates

Konrad Corporation

Laser Magic

McMillan Electric Company

Mississippi Welders Supply Co.

National Refund & Marketing Services

NEI Electric

New Richmond Area Chamber

Pierce Pepin Cooperative Services

Q&M Enterprises

ReforMedicine

Resolution Services LLC\*

Resultants For Business, Inc.

Rise

River Falls Area Chamber

Riverland Laser, Inc.

RVK Architects

SF Insurance

Shafer Financial Services

Sittab

Skoglund Oil Co., Inc.

Somerset Amphitheater

St Croix Advisor

St. Croix Bike & Ped Trails Coalition

St Croix Press

St. Croix Valley Food Bank

StarTech Computing

STTI/UW-Stout MOC

Town of Forest

Town of Pleasant Valley

Twin Cities Orthopedics Hudson – Therapy

VC Valley Companies

Village of Deer Park

Western WI Health

### **In-kind Members**

Guinn Vinopal & Zahradka

Star Observer

St. Croix County

Tribune Press Reporter

Woodville Leader

*\*denotes new member*



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