ECONOMY 11/02/2016 L. ERICKSON

The Wisconsin Department of Administration released a study at the end of 2013 predicting that St. Croix County will be the fastest-growing county in Wisconsin through the year 2040. Polk and Pierce counties are following close behind. Lisa Erickson has the story.

MP3 RUNS 1:21 O/C: … I’M LISA ERICKSON

LISA ERICKSON: COLEMAN PEIFFER (PIE-fer), THE BUSINESS AND INVESTMENT ATTRACTION DIRECTOR OF THE WISCONSIN ECONOMIC DEVELOPMENT CORPORATION SAYS THESE ARE OUR FASTEST GROWING COUNTIES BASED ON PERCENT GROWTH, BUT THEY ARE BY NO MEANS ARE LARGEST OR EVEN CLOSE TO OUR MOST POPULATED COUNTIES. PEIFFER GOES ON TO SAY IN A LOT OF CASES, BUSINESSES ARE LOOKING TO EXPAND AND CONSIDER MULTIPLE STATES BEFORE MAKING THEIR DECISION. WE HAVE HAD RECENT SUCCESS IN WINNING THESE COMPETITIVE PROJECTS AGAINST MINNESOTA AND ILLINOIS, HE SAID. THE DIRECTOR OF THE CENTER FOR INNOVATION AND BUSINESS DEVELOPMENT, DANIELLE CAMPEAU (CAMP-oh), SAYS THEY ARE WORKING HARD TO GET READY MORE BUSINESS MOVING TO WESTERN WISCONSIN. I CAUGHT UP WITH HER AT A LOCAL COFFEE SHOP.

DANIELLE CAMPEAU: THE BUSINESS INCUBATOR IS GOING TO BE A MULTI-USE FACILITY AND LIKE MANY PHYSICAL INCUBATORS WILL OFFER SPACE FOR LEASE TO ENTREPRENEURS AND SMALL BUSINESSES. SO WE DEFINITELY HOPE TO ATTRACT AND BRING BUSINESSES IN FROM THE TWIN CITIES AREA TO LOCATE HERE, START IN THE INCUBATOR, COME THERE FOR A COUPLE, TWO, THREE YEARS AND THEN HOPEFULLY WE CAN PLACE THEM SOMEWHERE IN THE REGION OF WESTERN WISCONSIN.

LISA ERICKSON: SOME BUSINESSES ARE ALREADY BEGINNING TO MOVE ACROSS THE BORDER, ACCORDING TO CAMPEAU. WINFIELD SOLUTIONS A SUBSIDIARY OF LAND O' LAKES BROKE GROUND IN SEPTEMBER AND IS BUILDING WHAT WILL BE ONE OF THE LARGEST BUSINESSES IN RIVER FALLS. FOR THE FALCON NEWS SERVICE, I'M LISA ERICKSON.

The WinField Solutions facility is under construction in the Sterling Ponds Corporate Park on the north side of River Falls.

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