

# Audience Analysis Report

## Water Tower Barn Scandia Arts and Heritage Center

April 30, 2024

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## Executive Summary

Scandia Heritage Alliance (SHA) hired Jill Brown Public Relations to conduct focus groups and an online survey to help align community needs with planning for exhibitions and programming at the proposed WATER TOWER BARN SCANDIA arts and heritage center in Scandia, Minnesota. The goal was to gather feedback from diverse stakeholders and future guests to prioritize a list of potential exhibit topics and amenities. Input will help develop a long-range interpretation plan.

A total of **395 surveys** were completed. Of these, **267** are from residents who indicated a Scandia, Marine on St. Croix, or May Township zip code (Marine, May and Scandia are sister communities with overlapping zip codes).

Scandia is synonymous with Swedish culture in many ways. The town's Scandinavian roots go back to being home of the first Swedish settlement in Minnesota. For this project, two focus groups of heritage families tapped into a wealth of ideas to bring the story of Swedish descendants to life in the proposed heritage center. Swedish themes also were prevalent in the online survey.

In a list of 18 history topics tested, the No. 1 choice among over 400 survey and focus group participants when asked to select their favorite five topics was, "The history and culture of Ojibwe and Dakota Tribes in Scandia and Marine on St. Croix." In a question to rate 18 possible offerings, nearly 75% of Survey Monkey respondents said they would visit "biking/walking trails around the wetlands with stories of Ojibwe and Dakota history and culture." This was second only to an outdoor coffee shop. On a ranking of activities for children, the biking/walking trail with stories came in third.

A focus group was held with three local residents who have Native American ancestry (two Dakota and one Omaha). They live and/or work in Scandia, Marine on St. Croix, and Franconia Township (immediately south and north of Scandia). All three participants expressed great desire – and pride -- in pursuing a project to research Native American history and culture from the Scandia-Marine area and to share this history and culture in interpretive displays along a wetland trail connecting the arts and heritage center to City Hall. They would also like to see this history shared in an interpretive display inside the Water Tower Barn Museum to help build community connectedness. They were pleased – and surprised – at the strong interest in this history from the community. All three are willing to sit on an Indigenous Advisory Council to guide the research and interpretive work. Additional community members, who had scheduling conflicts with the focus group date, may also contribute to ongoing efforts.

A focus group with recent immigrants and open-ended questions in the survey show interest in sharing the historic Swedish immigration story along with present-day immigration stories from other regions of the world. What are the similarities to the Swedish experiences? How can we celebrate the richness of different cultures in the region today?

The 395-person survey and four focus groups provide ample data to point to an audience appetite for Scandia's broad history and a desire to celebrate the present day's mixture of cultural influences. Scandia is home of rich history and culture worthy of celebrating.

The data and leads garnered in the audience analysis project, which ran from February through March 2024, will inform the next stages of developing an exhibit plan and amenities for the WATER TOWER BARN SCANDIA arts and heritage center project. The full list of survey questions is provided in **Appendix A**, and a broader summary of survey results is in **Appendix B**.

## Project Background

The Minnesota Legislature appropriated \$2.2 million in the 2023 Capital Investment Bill for the creation of WATER TOWER BARN SCANDIA, an arts and heritage center that pivots around the historic Water Tower Barn Tankhouse built in c. 1895 by Scandia Mercantile owner and Swedish immigrant Frank Lake. The barn provided water to early residents and businesses. It is believed to be the state's only remaining tankhouse. Scandia Heritage Alliance is raising the remaining funds needed to build the project while simultaneously developing the interpretation plan for the museum component of the center, which will be housed inside the barn.

Plans for WATER TOWER BARN SCANDIA include a demonstration of a functioning tankhouse and windmill, displays on Scandia's history, an indoor stage, an outdoor amphitheater, a water garden play area, a wetland overlook and trails, and a summer café.

The audience analysis project and report improved Scandia Heritage Alliance's ability to:

- Identify potential audiences
- Create collaborations that meet community needs
- Align community needs with exhibitions and programming
- Prepare to develop a long-range interpretation plan

## Methods of Collecting Information

The Scandia Heritage Alliance Heritage Committee, including Committee Chair Pat Borchert and Board Chair Susan Rodsjo, worked with the consultants to develop a survey.

### Online Survey

Survey Monkey was used to create an online survey asking participants to indicate their interest levels in 18 historical topics and 18 center offerings. Additional questions were asked about behaviors that will help design the guest experience, such as preferred days and hours of operation. The survey was open to the general public March 3-25, 2024, and promoted using several methods:

- A news release was distributed to local media (see **Appendix C**). A front-page story ran March 6 in the local paper, *The Scandia-Marine Country Messenger* (see **Appendix D**). The *Pioneer Press* printed a March 18 story in the Washington County edition (see **Appendix E**).
- Flyers were created that volunteers posted around town and emailed to contacts (see **Appendix F**).
- Several social media posts were created and shared by friends and colleagues (see **Appendix G**).

Survey questions asked if participants needed a printed version or a survey in another language. A handful of people requested a hard copy. Those were mailed out, but only one was returned (but this respondent missed the deadline to be included in the results). No one asked for a different language.

The response was excellent, with **395 completed surveys**.

### Focus Groups

The committee identified three target audiences for the focus groups:

- Heritage families in Scandia
- Native American residents
- Recent immigrants

Brainstorming sessions identified potential candidates. The consultants drafted a flyer and script to aid in recruitment (**see Appendix H**). The Alliance volunteers contacted people, and the consultants used their personal connections to make inroads in the Native American and Hmong populations.

Four focus groups were conducted, each with seven or fewer people. Heritage family sessions were held Feb. 29 and March 23. Recent immigrants met March 25. Native American residents met April 1. Focus groups used various tools, including a gallery walk with notepads on the various history topics. Because of a snowstorm, Zoom was used with the recent immigrants. The Native American group focused primarily on how to include their culture in the center.

## Survey Highlights

(Percentages are rounded, full report in **Appendix B**)

### Top Exhibit Topics

***Respondents selected their top 5 choices from a list of 18 topics***

- The history and culture of Ojibwe and Dakota (57%)
- Cultural parallels between historic Ojibwe and Swedish culture (40%)
- The three immigrant men from Sweden who established the first Swedish settlement in Minnesota (38%)
- Early women entrepreneurs (38%)
- The Water Tower Barn impact on the area (33%)
- The story of Frank Lake (Scandia founder) and development of entrepreneurial businesses (31%)
- The immigrant story (30%)

### Top Features/Amenities

***Respondents indicated which features/amenities they would be likely to visit or attend at the center (18 choices – no limit on number selected)***

- Outdoor coffee shop (79%)
- Bike/walk trails around wetlands with Ojibwe and Dakota history/culture (74%)
- Scandia history displays in the barn (73%)
- Live music in the amphitheater (68%)
- Walking paths/peaceful seating near wetlands and rain gardens with interpretation on clean water (66%)
- Live music in the barn (64%)
- Theater in the outdoor amphitheater (55%)
- Art shows - local and regional artists (51%)

### Top Kids' Activities

Half of the survey respondents have children or grandchildren under age 12 who they would consider bringing to WATER TOWER BARN SCANDIA. **Following are the most selected kids'/family activities (no limit on number of choices)**

- Swedish treats, ice cream, snacks at an outdoor café (74%)
- Water garden play area (70%)
- Bike/walk trails around the wetlands with interpretation about Ojibwe and Dakota history (65%)
- Family movies in the outdoor amphitheater or indoor barn (56%)
- Children's theater in the outdoor amphitheater or indoor barn (55%)
- Art classes for kids (54%)

### **Special Things about Scandia to include in the Center (Open ended)**

- Scandia history
- Swedish heritage
- Natural history / geology / native plant life / connection to St. Croix River
- Community / social gatherings
- Indigenous history
- Stories of long-time resident families
- Immigrant history/heritage

### **Scandia is Associated with What? (Open ended)**

- Swedish/Scandinavian heritage
- Immigrants
- Farming
- St. Croix River
- Natural beauty / nature

### **Attendance Expectations**

- Up to five visits per year (41%)
- Weekend afternoons are the most convenient time (74%)
- Saturdays work best (84%)
- Paying fees would not prohibit participation (72%)

### **Topics to Avoid in a Heritage Center**

The open-ended survey question garnered 76 responses, with many in these general areas:

- Most common comments pertained to keeping politics out
- A few comments asked to avoid talking about climate change
- Any agenda associated with historical interpretation
- Don't duplicate the history shared at Gammelgården Museum (located across the street, this museum focuses on the history of Swedish immigration from 1850 to 1880)

### **Open-ended Survey Responses**

The open-ended survey responses indicate broad support for the arts and heritage center, with a small number of naysayers expressing concern over the project cost (it was not communicated in the survey that SHA is fundraising to cover the cost of building the arts and heritage center). The responses generated ideas for other possible areas of focus. The full list of responses to open-ended questions is included in **Appendix B** with the larger survey results.

## **Focus Group Insights**

Four distinct focus groups met to discuss different aspects of the proposed WATER TOWER BARN SCANDIA arts and heritage center. Two groups represented local heritage families – they are descendants of original settlers and farm families. Next, a group of recent immigrants met to discuss their perspectives and experiences on locating in Scandia or the Twin Cities metro area. Two participants live locally in Scandia, one in neighboring Forest Lake, and two in inner-ring suburbs. Members of this

group were from Laos, Togo, Kenya, Norway, and Germany. Finally, a group of local residents/business owners with Native American ancestry met and represented Dakota and Omaha peoples.

### **Heritage Focus Groups**

The format for heritage groups was centered around the shared experience of growing up in Scandia and having generational stories to share about civic and cultural life. These residents told stories about themselves, their parents and grandparents, and even exchanged information about town events that some members were unaware of. Members of these focus groups participated in a paper version of the survey, and further participated in a gallery walk where they wrote questions and responded to postings around the room. These groups were structured around the story of Scandia from 1880 to the present day (*the timeframe associated with the start of Scandia's commercial center and not covered by the interpretive focus at Gammelgården Museum across the street*).

Members of the heritage groups found shared energy on several display topics:

- Cultural life around clubs (Sew and Sew, Rod and Gun, Lions)
- Glory days of men's fast-pitch softball with local all-stars
- Building homes with catalog kits and local raw materials such as red brick and limestone
- Tools and lifestyle of logging, agriculture
- A day in the life with family trips to the mercantile and party phone lines, and
- Elim Lutheran Church

Participants offered information on where to get display materials, such as softball uniforms, an original post office desk, and other memorabilia.

### **Recent Immigrant Focus Group**

The recent immigrant group met by Zoom because of a snowstorm. In sharing their arrival stories, the similarities became clear. Immigrating to a new place caused a mixture of feelings, challenges, and opportunities -- really no different than the Swedish immigrants from previous centuries. Participants welcome sharing and celebrating their cultures in the new center.

The format of this focus group provided opportunities to share how they view their membership in the community and to discuss their cultural traditions, food, holidays, clothing, and other unique aspects of their experience as immigrants. Artwork, farming traditions, dance, and interpretation were discussed with a view that these topics would be of interest to visitors of the center.

When asked if there were things to grab for teachable moments at the new center:

- Grätias said Africa has many intricate and different cultures, not one big one. She encourages people to ask questions. The new center might help people learn how to be curious respectfully.
- Lynne (Director Emeritus of Gammelgården Museum in Scandia) offered music and food as a way to connect – and as a means to preserve and celebrate culture.
- Bee said remembering where we come from, and he suggested using art as a way to tell the stories. He shared a tapestry from his Hmong culture, which SHA Board Chair Susan Rodsjo commented feels similar to historic Swedish folk art. The group talked about the possibility of sharing tapestries from various cultures represented in Scandia and Minnesota.
- Christine said Africa is too often portrayed as poor, dirty, suffering, starving children. She'd like to see more of what life really is there. Focus on what is beautiful in the culture.

Members are interested in helping the new center locate pieces of art, clothing, musical instruments, and people who are performers.

## Native American Focus Group

The focus group with Native American residents focused on gauging interest in and discussing ideas for sharing Ojibwe and Dakota history and culture at the center. Participants discussed how the land was used before settlers inhabited the area and also shared stories about how they grew up in at a time when their heritage was not something to be shared. Members of this group agreed to participate in a future advisory panel to direct research on Indigenous history and culture in the Scandia-Marine area, to guide design of interpretive signage on the wetland trail, and to direct themes for exhibits and performances.

A few of the key take-aways from the Native American focus group include:

- Participants strongly support sharing Indigenous history and culture along the wetland trail and expressed pride that our community is pursuing this project.
- Along the wetland trail and/or near the rain gardens, they would like to include interpretation about native plants, area geology, the value of wetlands, and the natural environment of Scandia before logging (e.g., was Scandia prairie, oak savannah, white pine forest, other?)
- They support including a display on Native American history and culture inside the Water Tower Barn Museum to build community and share the area's full history.
- If SHA and the City of Scandia win a grant to study Indigenous history and culture in Scandia-Marine, they would prefer that two researchers are hired: One to study Dakota history, and one to focus on Ojibwe history. They talked about ways to share both cultures along the wetland trail – perhaps through separate interpretive displays for each culture.

Copies of notes from the four focus group meetings and results from the gallery walks can be found in **Appendix I -- Focus Group Insights**.

## Scandia Area Demographics

<u>STAT</u>	<u>2022 American Community Survey 5-Year Estimates</u>	<u>Notes from Scandia Survey</u>
Population size	3,984 Scandia 664 Marine on St. Croix 2,670 May Township Total: 7,318	68% of survey takers list ZIP codes from Scandia, Marine on St. Croix or May Township
Females and Males	Scandia Female: 1,962, Male 2,003. Marine on St. Croix Female: 378, Male: 343. May Township Female: 1,316, Male: 1,351.	More females (68.38%) for all survey takers
Median Household Income	\$97,159 Scandia \$135,000 Marine on St. Croix \$132,000 May Township	
Education	Bachelor's degree or higher: 40.9% Scandia 70% Marine on St. Croix 54.6% May Township	71.24% for all survey takers have bachelor's degree or higher
Median Age	46 Scandia 57 Marine on St. Croix 54.1 May Township	Largest group in survey was 56-65 (24.13%)

Languages Spoken at Home	Scandia 97.8% English only, 1.8% Spanish. Marine on St. Croix 95.7% English only, 0.9% Spanish, 2.5% other Indo-European, 0.7% Asian and Pacific Islander. May Township 94.2% English only, 2.7% Spanish, 1.4% Other Indo-European, 1.7% Asian and Pacific Islander.	
Native and Foreign Born	1.3% Scandia 2.1% Marine on St. Croix 2.6% May Township	
Population over 65	26.8% Scandia 32.6% Marine on St. Croix 27.4% May Township	30.46% for all survey takers
What is the most popular industry for employed population 16 and over?	Educational services, health care and social assistance: 28.7% Scandia 26.4% Marine on St. Croix 21.9% May Township	
What is the median gross rent in Scandia?	\$899 (+/- \$857) Scandia \$1,750 Marine on St. Croix N/A May Township	
What is the homeownership rate?	86.7% (+/- 8.7%) Scandia 95.8% Marine on St. Croix 98.9% May Township	
What is the percentage of children? (Under 18)	26.7% Scandia with Under 5: 5.9% 5-14: 17.3% 15-17: 3.6% 18.9% Marine on St. Croix with Under 5: 2.6% 5-14: 11.8% 15-17: 4.4% 17.8% May Township with Under 5: 3.6% 5-15: 10.2% 15-17: 4%	
Race and Ethnicity? (Based on 2020 Decennial Census)	3 communities combined: American Indian and Alaska Native: 15 individuals Asian: 54 Black or African American: 19 Hispanic or Latino: 121 Not Hispanic or Latino (white alone): 6,829 Other Race: 55 Two or More Races: 310	All survey takers: American Indian and Alaska Native: 10 individuals Asian: 2 Black or African American: 1 Hispanic of Latino: 7 Not Hispanic or Latino (white alone): 318

## Next Steps

Scandia Heritage Alliance and the City of Scandia applied for a Heritage Partnership Grant from the Minnesota Historical Society to research Indigenous history and culture in the Scandia-Marine on St. Croix area and develop an interpretive plan for an Indigenous Heritage Trail. The proposed location is a wetland trail that would connect the Scandia Community Center to the future arts and heritage center. If this grant request is not successful, the partners will explore other grant opportunities or apply at a later date.

Scandia Heritage Alliance plans to apply for a large grant from the Minnesota Historical Society to develop its Exhibit Plan for the arts and heritage center. The results of this audience analysis will guide the selection of topics for historic displays. Additional planning is underway for development of exhibits and center amenities.

In the survey, dozens of people indicated interest in joining an email list, volunteering time, donating money, and donating talents. All need to be followed up and acted on.

The focus group conversations tapped into many local resources for stories and artifacts that will be pursued.

## Appendix A – Survey Questions



# Thank you!

## **Scandia Heritage Alliance Survey**

Scandia Heritage Alliance requests your input on what to feature in a proposed arts and heritage center.

Scandia Heritage Alliance has received funds to construct an arts and heritage center that will celebrate the history of Scandia. The project will include restoring the City's original windmill-powered water tower barn, plus an outdoor amphitheater, a water garden, and a wetland overlook with interpretive markers along adjacent trails.

The goal is to highlight Scandia as a uniquely interesting and vibrant place to live in and visit through the preservation of our history, culture, arts, and rural character.

We would like you to help us by answering questions included in this survey. You may choose not to answer any of the questions below, but the more you assist, the better informed we will be as the project moves forward. Your information will be protected and not shared with anyone except those involved in the project.

Thank you for your help! To learn more, go to <https://scandiaheritage.org/water-tower-barn-project>.

Scandia Heritage Alliance





NEXT






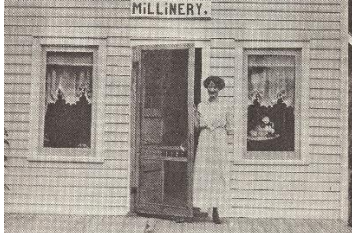
## Scandia Heritage Alliance requests your input on what to feature in a proposed arts and heritage center







1. Would you like a paper copy of the survey? If yes, please provide your name and address.
2. Would you like this survey translated to a different language? If yes, please provide your name and address.



**WATER TOWER BARN SCANDIA** will share stories from Scandia, Minnesota, including its transition from subsistence agriculture (growing enough to feed your family) to becoming a small center of commerce in the 1880s. The Water Tower Barn was integral to this transition, providing water to local homes and businesses in the Scandia Village Center. The neighboring Gammelgarden Museum focuses on Swedish immigration from 1850 – 1880, and WATER TOWER BARN SCANDIA will focus primarily on the years before and after.

Please rate your interest in exhibits that share stories on the following topics.

3	<p><b>The three immigrant men from Sweden who established the first Swedish settlement in Minnesota</b> near Hay Lake in 1850-- and the granite monument raised in their honor in 1900.</p> <p>Very Interested   10   9   8   7   6   5   4   3   2   1   Not Interested</p>	
4	<p><b>The history and culture of Ojibwe and Dakota</b> people who inhabited this area before European settlement.</p> <p>Very Interested   10   9   8   7   6   5   4   3   2   1   Not Interested</p>	
5	<p><b>The story of Frank Lake (Scandia founder) and development of entrepreneurial businesses</b>, e.g., the Farmers Store/Mercantile, cooperative creamery, banks, blacksmith, ladies hat store, feed store, butcher shops, general stores, etc.</p> <p>Very Interested   10   9   8   7   6   5   4   3   2   1   Not Interested</p>	
6	<p><b>The Water Tower Barn:</b> Why was it built? What is a “tankhouse”? How did the windmill work? How did wood water pipes deliver water to neighbors? How did access to water change life for Scandia businesses and residents?</p> <p>Very Interested   10   9   8   7   6   5   4   3   2   1   Not Interested</p>	

7	<p><b>Cultural parallels between historic Ojibwe and Swedish culture</b> as told by Melissa Walls of Anishinaabe and Swedish heritage: Love of the forest and land, similar floral designs in clothing, birch bark container designs, birch trees at the entrance to event centers, etc.</p> <p>Very Interested 10 9 8 7 6 5 4 3 2 1 Not Interested</p>	 
8	<p><b>Failed bank robbery attempt in 1914:</b> “Yeggmen” attempted to blow up the vault at Scandia State Bank, hiding their dynamite on the Soo Line Bridge to Wisconsin, and were arrested in St. Paul.</p> <p>Very Interested 10 9 8 7 6 5 4 3 2 1 Not Interested</p>	<p><b>Arrested in St. Paul.</b> The explosive was secreted by the yeggmen immediately after they had succeeded in blowing the Scandia bank. With the aid of the St. Paul police and private detective agencies, Sheriff Jarchow traced the men to O'Connor's saloon, at Third and Commercial streets, ten days ago.</p>
9	<p><b>Water Tower Barn craftsmanship:</b> Ornate details; post-and-beam design; use of tamarack (a rot-resistant wood typical of Swedish construction); how the tower withstood extreme wind power.</p> <p>Very Interested 10 9 8 7 6 5 4 3 2 1 Not Interested</p>	
10	<p><b>Infamous Chicago gangster John Dillinger's Big Marine Lake cabin hideout during Prohibition.</b></p> <p>Very Interested 10 9 8 7 6 5 4 3 2 1 Not Interested</p>	
11	<p><b>History of Scandia post office and display of postal artifacts,</b> including the oak desk, brass PO boxes, stamps, postcards, historic mailbox.</p> <p>Very Interested 10 9 8 7 6 5 4 3 2 1 Not Interested</p>	
12	<p><b>Early women entrepreneurs:</b> Hilda Mattson owned an extravagant hat shop – popular with Scandia ladies; Ella Kuno and Myrtle Shalander ran general stores with their husbands, etc.</p> <p>Very Interested 10 9 8 7 6 5 4 3 2 1 Not Interested</p>	

13	<p><b>The progression of agriculture in Scandia.</b> Early farm tools brought here by immigrants; steam engine threshing machine parties; farmers pooling resources to build cooperative creamery.</p> <p>Very Interested 10 9 8 7 6 5 4 3 2 1 Not Interested</p>	
14	<p><b>The Immigrant Story:</b> Scandia's early settlers were Swedish and came here for farming and the area's natural beauty. Who came next? Who are Scandia's recent immigrants? What are their stories, and how do they describe their shared love for the land and water? For example, Hmong families have settled here to farm, and they value the area's lakes, St. Croix River, and fishing.</p> <p>Very Interested 10 9 8 7 6 5 4 3 2 1 Not Interested</p>	 <p><small>David Hsu (in red shirt) and Tony Yang fish for white bass on the St. Croix River while photographer Mike Dwyer captures a white bass caught by Hsu. Photo: Mike Dwyer.</small></p>
15	<p><b>Logging in the St. Croix River Valley and beyond</b> – a common winter occupation for Scandia farmers.</p> <p>Very Interested 10 9 8 7 6 5 4 3 2 1 Not Interested</p>	
16	<p><b>Scandia's phone company and the operators who kept residents connected.</b> These ladies could often answer questions such as where to find local residents, who had died when the church bells chimed, etc.</p> <p>Very Interested 10 9 8 7 6 5 4 3 2 1 Not Interested</p>	
17	<p><b>Vice President Walter Mondale's love of Scandia</b> (had a Scandia home with wife Joan) and his involvement in passing the Wild and Scenic Rivers Act, making the St. Croix River a national park.</p> <p>Very Interested 10 9 8 7 6 5 4 3 2 1 Not Interested</p>	
18	<p><b>History of hamlets and towns that are now part of Scandia:</b> Vasa/Otis, Copas, Otisville, Big Marine Lake, Bonny Lake. All were originally part of Marine Mills (now Marine on St. Croix).</p> <p>Very Interested 10 9 8 7 6 5 4 3 2 1 Not Interested</p>	

19	<p><b>Social Clubs and Gatherings:</b> Residents were actively involved in the community -- Hay Lake Jolly Club, Goose Lake Social Club, Big Lake Good Cheer Club, Women's Missionary Society, coronet band, men's fast-pitch softball league, 4-H clubs, Boy Scouts, Girl Scouts, basket and pie socials, etc.</p> <p>Very Interested   10   9   8   7   6   5   4   3   2   1   Not Interested</p>	
20	<p><b>Famous Swedish actress and <i>Casablanca</i> star Ingrid Bergman's visit to Scandia during WWII</b> – Created a film to promote Swedish heritage in Minnesota showcasing visits in Scandia and neighboring towns, including Elim Church.</p> <p>Very Interested   10   9   8   7   6   5   4   3   2   1   Not Interested</p>	

21. Thank you for rating your interest in each of the different topics. If you had to pick your top five, which would you choose?

- |   |  |
|---|--|
| <input type="checkbox"/> The three immigrant men who established the first Swedish settlement in MN | <input type="checkbox"/> Chicago gangster John Dillinger's Big Marine Lake cabin |
| <input type="checkbox"/> The history and culture of Ojibwe and Dakota                               | <input type="checkbox"/> History of post office                                  |
| <input type="checkbox"/> The story of Frank Lake and development of entrepreneurial businesses      | <input type="checkbox"/> Early women entrepreneurs                               |
| <input type="checkbox"/> The Water Tower Barn impact on area  | <input type="checkbox"/> Progression of agriculture                              |
| <input type="checkbox"/> Parallels between Ojibwe and Swedish culture                               | <input type="checkbox"/> The immigrant story                                     |
| <input type="checkbox"/> Failed bank robbery 1914   | <input type="checkbox"/> Logging in the St. Croix River Valley                   |
| <input type="checkbox"/> Water Tower Barn craftsmanship   | <input type="checkbox"/> Scandia's phone company and the operators               |
|   | <input type="checkbox"/> VP Walter Mondale's love of Scandia                     |
|   | <input type="checkbox"/> History of hamlets and towns                            |
|   | <input type="checkbox"/> Social clubs and gatherings                             |
|   | <input type="checkbox"/> Ingrid Bergman's visit during WWII                      |

22. Which of the following features of WATER TOWER BARN SCANDIA would you be likely to visit or attend? (Choose as many as you'd like.)

- |   |   |
|---|---|
| <input type="checkbox"/> Scandia history displays in the barn   | <input type="checkbox"/> Live music in the amphitheater         |
| <input type="checkbox"/> Water Garden play area (splash pad)  | <input type="checkbox"/> Live music in the barn                 |
| <input type="checkbox"/> Bike/walk trails around the wetlands with stories of Ojibwe and Dakota history and culture       | <input type="checkbox"/> Outdoor movies in the amphitheater     |
| <input type="checkbox"/> Outdoor coffee shop with Swedish pancakes, ice cream, and other treats                           | <input type="checkbox"/> Movies in the barn                     |
| <input type="checkbox"/> Walking paths/peaceful seating near wetlands and rain gardens with interpretation on clean water | <input type="checkbox"/> Art classes                            |
| <input type="checkbox"/> Theater in the outdoor amphitheater  | <input type="checkbox"/> Art shows – local and regional artists |
| <input type="checkbox"/> Theater in the barn  | <input type="checkbox"/> Art shows – national artists           |
|   | <input type="checkbox"/> Pottery shows or sales                 |
|   | <input type="checkbox"/> Swing dancing events in the barn       |
|   | <input type="checkbox"/> Swing dancing lessons in the barn      |
|   | <input type="checkbox"/> Square dancing events in the barn      |

23. Do you have children or grandchildren under age 12 who you would consider bringing to WATER TOWER BARN SCANDIA? Yes / No

24. If yes, which of the following WATER TOWER BARN SCANDIA kids' activities interest you? Select one or more than one.

- |  |  |
|--|--|
| <input type="checkbox"/> <b>Water garden play area</b> (splash pad)  | <input type="checkbox"/> <b>Art classes</b> for kids   |
| <input type="checkbox"/> <b>Bike/walk trails</b> around the wetlands with interpretation about Ojibwe and Dakota history | <input type="checkbox"/> <b>Theater day camps</b> in the summer  |
| <input type="checkbox"/> <b>Family movies</b> in the outdoor amphitheater or Water Tower Barn                            | <input type="checkbox"/> <b>Environmental day camps</b> in the summer  |
| <input type="checkbox"/> <b>Children's theater</b> in the outdoor amphitheater or indoor barn                            | <input type="checkbox"/> <b>Art camps</b> in the summer  |
| <input type="checkbox"/> <b>Swedish pancakes, waffles, ice cream,</b> and other snacks at the outdoor café               | <input type="checkbox"/> <b>Writing camps</b> in the summer  |
|  | <input type="checkbox"/> <b>Group bike trips</b> from Scandia to William O'Brien State Park on the Gateway Trail |

28. How often do you attend cultural events, take cultural classes, or visit cultural sites in the St. Croix Valley between Taylors Falls and St. Croix Falls to the north and Stillwater to the south? Examples include visits to Gammelgarden Museum, Washington County Heritage Center, Franconia Sculpture Park, Festival Theatre or Frosted Glass productions, St. Croix Pottery Tour, music events at Rustic Roots Winery or Brookside Bar and Grill, art classes at Marine Mills Folk School or ArtReach St. Croix, events at Osceola Art Barn, etc.

- |  |  |
|--|--|
| <input type="checkbox"/> I have yet to visit this part of the St. Croix Valley | <input type="checkbox"/> 3-5 times per year          |
| <input type="checkbox"/> 1-2 events per year                                   | <input type="checkbox"/> 6-10 times per year         |
|  | <input type="checkbox"/> More than 10 times per year |

29. How often do you estimate that you would visit our center during open months (May through December), provided that new exhibits or events were regularly offered?

- |  |  |
|--|--|
| <input type="checkbox"/> Never because _____ | <input type="checkbox"/> 3-5 times per year          |
| <input type="checkbox"/> 1-2 times per year  | <input type="checkbox"/> 6-10 times per year         |
|  | <input type="checkbox"/> More than 10 times per year |

30. What times work well for you to visit cultural/heritage centers? (*Choose all convenient times*)

- |  |  |
|--|--|
| <input type="checkbox"/> Weekday mornings    | <input type="checkbox"/> Weekend mornings    |
| <input type="checkbox"/> Weekday lunchtime   | <input type="checkbox"/> Weekend lunchtime   |
| <input type="checkbox"/> Weekday afternoons  | <input type="checkbox"/> Weekend afternoons  |
| <input type="checkbox"/> Weekday dinner hour | <input type="checkbox"/> Weekend dinner time |
| <input type="checkbox"/> Weekday evenings    | <input type="checkbox"/> Weekend evenings    |

31. Which days of the week work well for you to visit cultural/heritage centers? (*Choose all convenient times*)

- |                                    |                                   |                                 |
|------------------------------------|-----------------------------------|---------------------------------|
| <input type="checkbox"/> Monday    | <input type="checkbox"/> Thursday | <input type="checkbox"/> Sunday |
| <input type="checkbox"/> Tuesday   | <input type="checkbox"/> Friday   |                                 |
| <input type="checkbox"/> Wednesday | <input type="checkbox"/> Saturday |                                 |

32. Would paying fees keep you from participating in an event or exhibit?

Yes / No



**47. OPTIONAL QUESTION:**

What is your race? Select all that apply.

- ☐ American Indian or Alaska Native
- ☐ Asian
- ☐ Black or African American

- ☐ Hispanic or Latino
- ☐ Native Hawaiian or other Pacific Islander
- ☐ White

48. Is there something special you enjoy about Scandia that you want to ensure the center includes in the exhibits, interpretation materials, or presentations?

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49. When you think of Scandia, what themes or topics come to mind?

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50. Are there topics or themes you prefer not to be presented with when visiting a heritage center?

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51. Please feel free to share anything about this project you think we should know:

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Again, thank you for helping us thoughtfully bring this exciting new venue to Scandia!

## **Appendix B – Survey Results**

*(See following pages)*

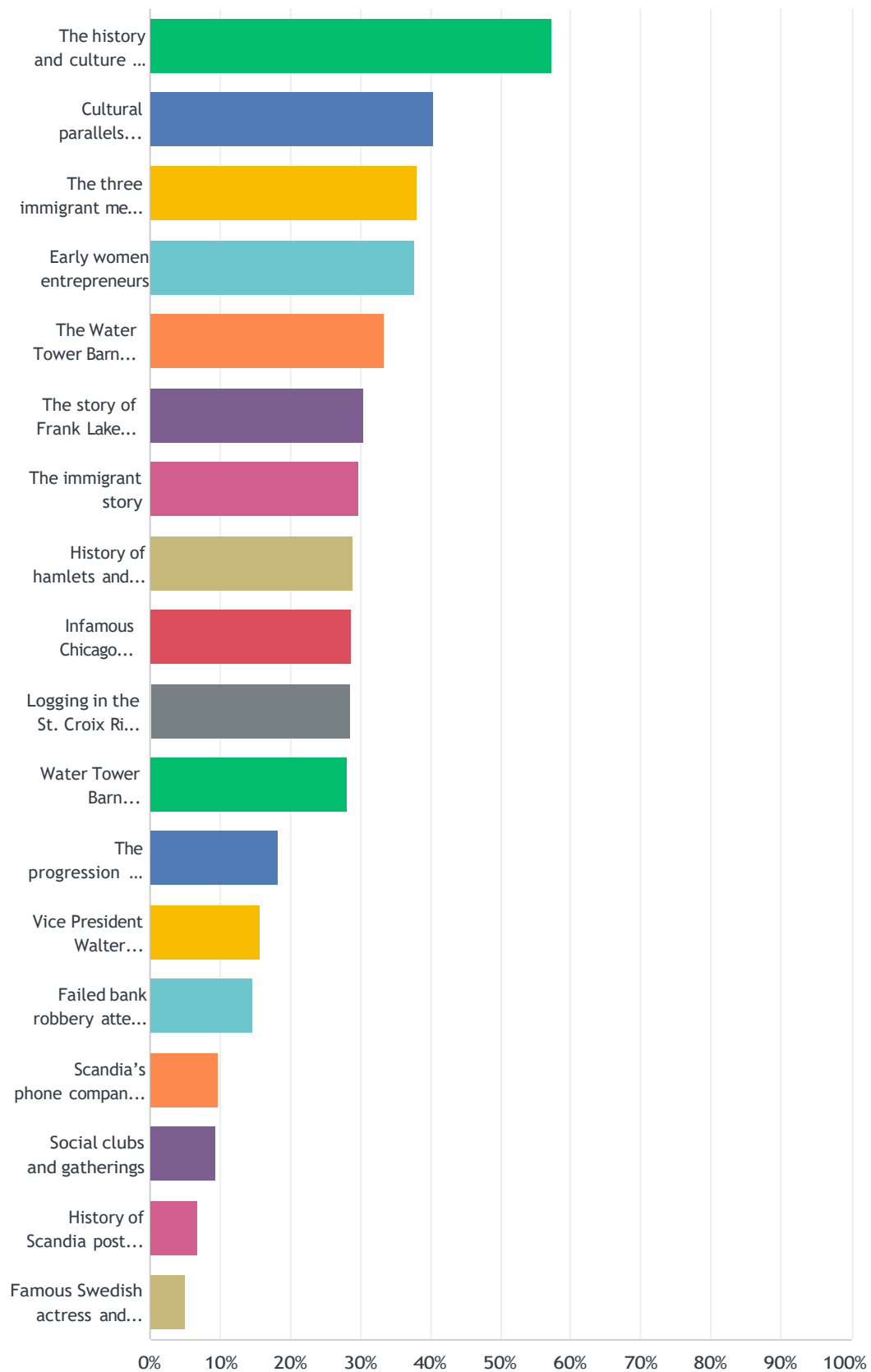
## Q21 Thank you for rating your interest in each of the different topics. If you had to pick your top five, which would you choose?

Answered: 386 Skipped: 9

### ANSWER CHOICES

The history and culture of Ojibwe and Dakota	57.25%	221
Cultural parallels between historic Ojibwe and Swedish culture	40.41%	156
The three immigrant men from Sweden who established the first Swedish settlement in Minnesota	38.08%	147
Early women entrepreneurs	37.82%	146
The Water Tower Barn impact on area	33.42%	129
The story of Frank Lake (Scandia founder) and development of entrepreneurial businesses	30.57%	118
The immigrant story	29.79%	115
History of hamlets and towns that are now part of Scandia	29.02%	112
Infamous Chicago gangster John Dillinger's Big Marine Lake cabin hideout during Prohibition.	28.76%	111
Logging in the St. Croix River Valley and beyond	28.50%	110
Water Tower Barn craftsmanship	28.24%	109
The progression of agriculture in Scandia	18.39%	71
Vice President Walter Mondale's love of Scandia	15.80%	61
Failed bank robbery attempt in 1914	14.77%	57
Scandia's phone company and the operators who kept residents connected	9.84%	38
Social clubs and gatherings	9.33%	36
History of Scandia post office and display of postal artifacts	6.74%	26
Famous Swedish actress and Casablanca star Ingrid Bergman's visit to Scandia during WWII	5.18%	20

Total Respondents: 386



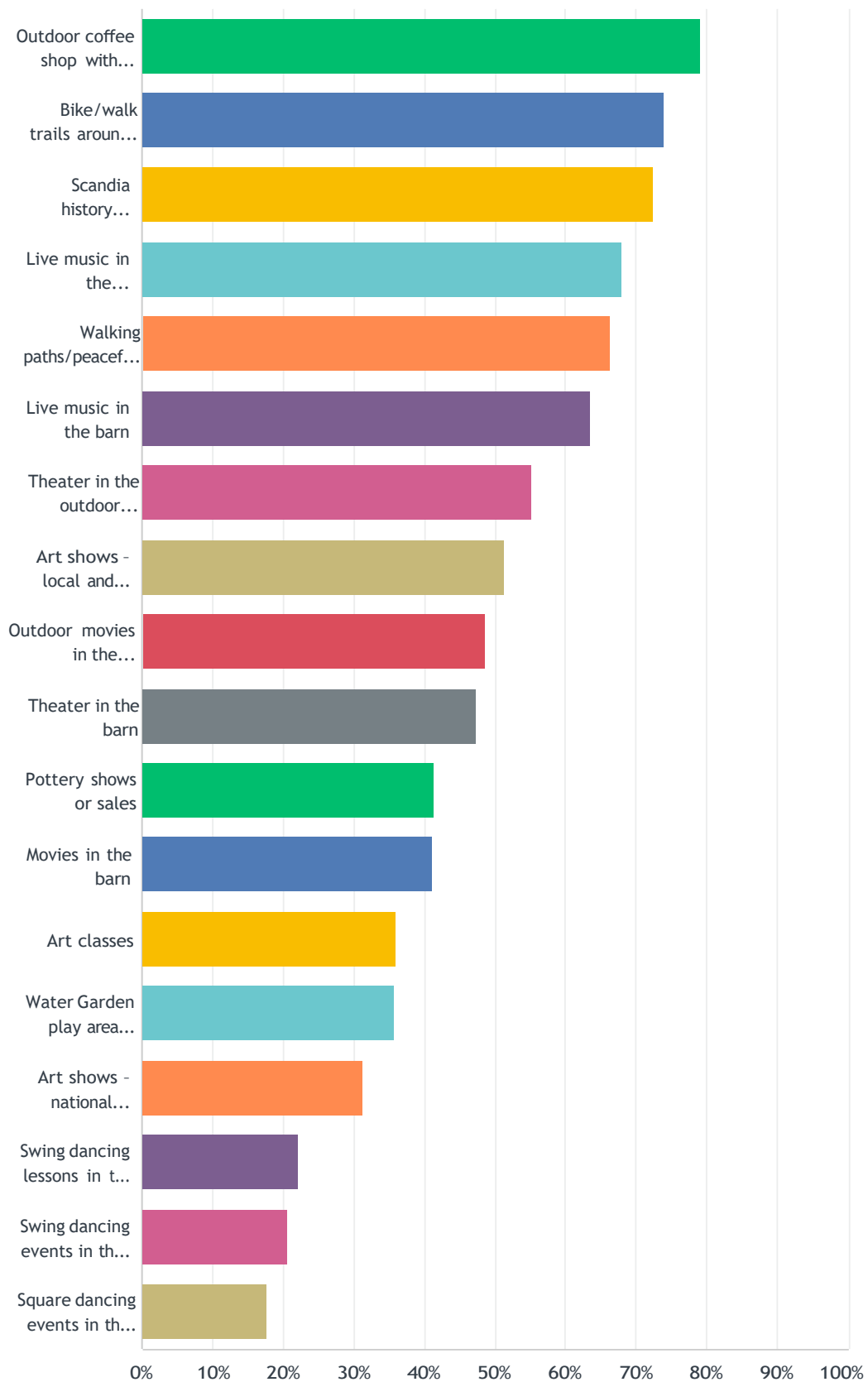
## Q22 Which of the following features of WATER TOWER BARN SCANDIA would you be likely to visit or attend? (Choose as many as you'd like.)

RESPONSES

Answered: 382 Skipped: 13

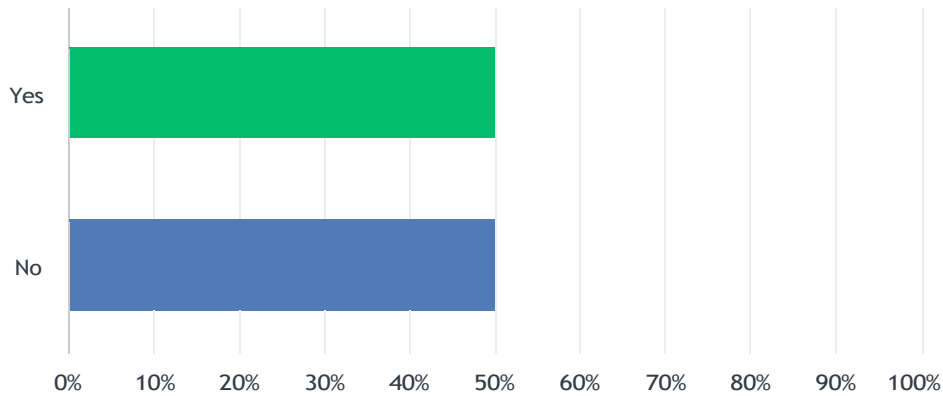
### ANSWER CHOICES

Outdoor coffee shop with Swedish pancakes, ice cream, and other treats	79.06%	302
Bike/walk trails around the wetlands with stories of Ojibwe and Dakota history and culture	74.08%	283
Scandia history displays in the barn	72.51%	277
Live music in the amphitheater	68.06%	260
Walking paths/peaceful seating near wetlands and rain gardens with interpretation on clean water	66.23%	253
Live music in the barn	63.61%	243
Theater in the outdoor amphitheater	55.24%	211
Art shows – local and regional artists	51.31%	196
Outdoor movies in the amphitheater	48.69%	186
Theater in the barn	47.38%	181
Pottery shows or sales	41.36%	158
Movies in the barn	41.10%	157
Art classes	36.13%	138
Water Garden play area (splash pad)	35.86%	137
Art shows – national artists	31.41%	120
Swing dancing lessons in the barn	22.25%	85
Swing dancing events in the barn	20.68%	79
Square dancing events in the barn	17.80%	68
Total Respondents: 382		



Q23 Do you have children or grandchildren under age 12 who you would consider bringing to WATER TOWER BARN SCANDIA?

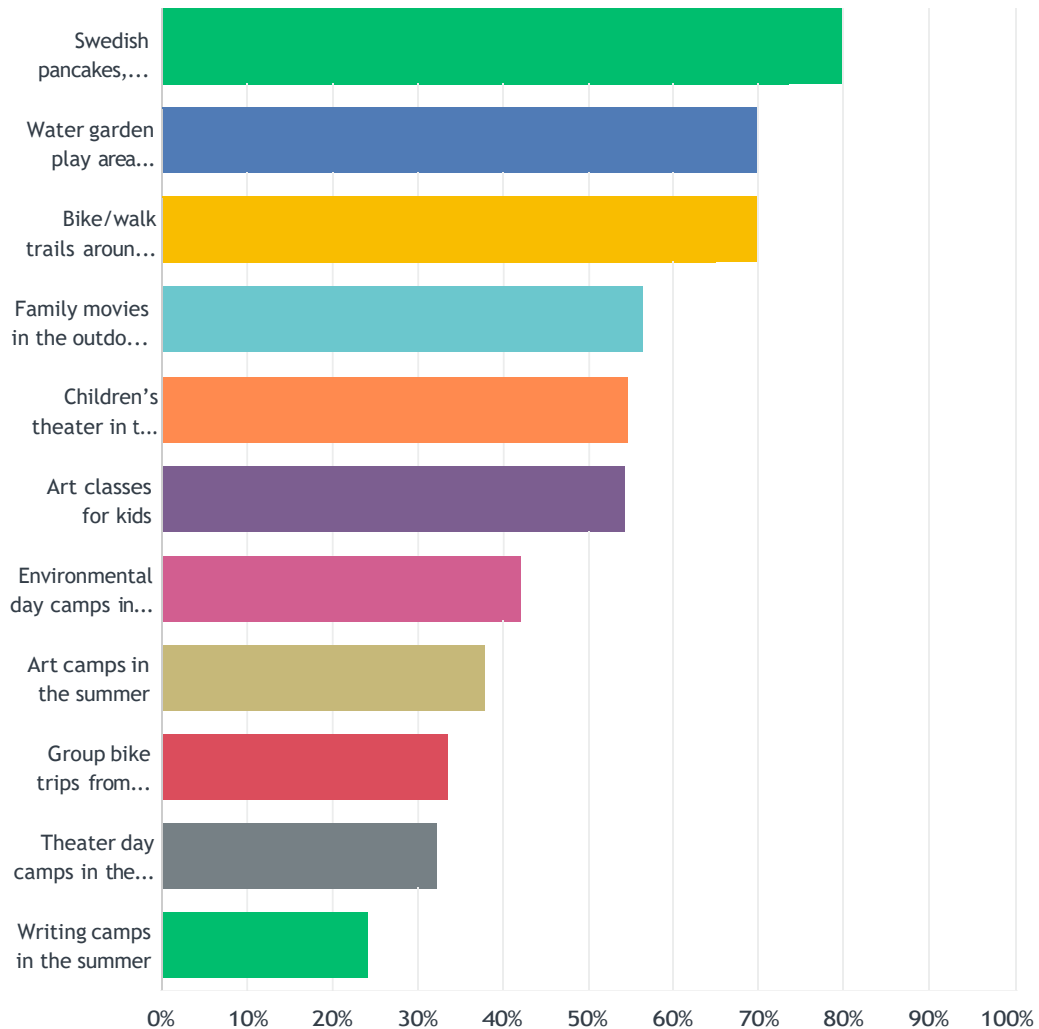
Answered: 388    Skipped: 7



ANSWER CHOICES	RESPONSES	
Yes	50.00%	194
No	50.00%	194
TOTAL		388

## Q24 Which of the following WATER TOWER BARN SCANDIA kids' activities interest you? Select one or more than one.

Answered: 234 Skipped: 161



ANSWER CHOICES Q24	RESPONSES	
Swedish pancakes, waffles, ice cream, and other snacks at the outdoor café	73.50%	172
Water garden play area (splash pad)	69.66%	163
Bike/walk trails around the wetlands with interpretation about Ojibwe and Dakota history	64.96%	152
Family movies in the outdoor amphitheater or Water Tower Barn	56.41%	132
Children's theater in the outdoor amphitheater or indoor barn	54.70%	128
Art classes for kids	54.27%	127
Environmental day camps in the summer	42.31%	99
Art camps in the summer	38.03%	89
Group bike trips from Scandia to William O'Brien State Park on the Gateway Trail	33.76%	79
Theater day camps in the summer	32.48%	76
Writing camps in the summer	4.36%	57

Total: 234

Q25 Is there something special you enjoy about Scandia that you want to ensure the center includes in the exhibits, interpretation materials, or presentations?



A word cloud of responses to the question. The words are in various shades of blue and green. The most prominent words are 'Scandia', 'history', 'community', 'people', and 'area'. Other words include 'Swedish', 'heritage', 'natural', 'land', 'buildings', 'local', 'families', 'love', 'connection', 'indigenous', 'na', 'well', 'Swedish immigrant', 'nature', 'Make', 'Wildlife', 'native', and 'see'.

Swedish Wildlife natural Make heritage nature people immigrant area  
native Scandia see history Swedish immigrant  
community connection land indigenous buildings na local well  
love families

## Q25 Is there something special you enjoy about Scandia that you want to ensure the center includes in the exhibits, interpretation materials, or presentations?

Answered: 116 Skipped: 279

#	RESPONSES	DATE
1	The abundance of natural space and parkland. I'm curious about wellness programs in Sweden (sauna / steam room) that could be added to our community- not sure this is the right place for that sort of thing	3/28/2024 11:57 AM
2	Natural history and immigrant history	3/25/2024 8:05 PM
3	parks and trails, land and water conservation, river stewardship projects	3/25/2024 7:49 PM
4	I believe you have covered it.	3/25/2024 9:10 AM
5	Vets Memorial, Lutefisk Dinner, Octoberfest	3/25/2024 7:31 AM
6	Privacy	3/25/2024 6:19 AM
7	I would love to have more history on all the old foundations you can see when walking in William o Brien, there are so many just crumbling away esp by railroad tracks	3/24/2024 8:52 PM
8	Geologic history...ice, water, trees. The truly first people: The Clovis and Dakota. Ojibwe are from the east coast. Would the Dakota People care to build a display. Pioneer life, without a lot of money, but not "poor".	3/24/2024 4:48 PM
9	The feeling of returning home	3/24/2024 2:48 PM
10	Natural geology	3/24/2024 12:12 PM
11	FIKA!	3/24/2024 10:49 AM
12	History of current buildings	3/24/2024 8:24 AM
13	Geologic history	3/23/2024 3:01 PM
14	Swedish immigrants established this area, my great-great-great grandparents and their families included. They struggled for us, lived in caves and went without comforts at first. They endured a very hard life with me and my children in mind. Please don't water that down to appease current pressures from ignorant people trying to change history into something inclusive. Swedes are amazing people. Period. Honor the truth, don't apologize for it and be proud of it.	3/23/2024 9:32 AM
15	While I understand the Swedish connection, it would be nice to have some more modern info about the town—how it's changed and what is the makeup of the community (farms, housing, businesses)	3/23/2024 7:27 AM
16	Nature walks, outdoor preserved areas, biking paths.	3/23/2024 2:13 AM
17	Different animals raised in Scandia	3/22/2024 10:17 PM
18	this is a waste	3/22/2024 10:09 PM
19	Heritage	3/22/2024 4:55 PM
20	Local nature and focus on returning original habitats (i.e., returning developed resident yards back to prairie	3/22/2024 10:27 AM
21	The dala horse on the street signs.	3/21/2024 8:59 PM
22	How about adding indigenous food to coffee shop?	3/21/2024 1:57 PM
23	Scenic viewsheds	3/21/2024 10:07 AM

24	I think it would be nice to have a dedication of the city council that made this happen.	3/21/2024 8:08 AM
25	I would love community volunteer projects to help others have better lives; food shelf, prep of food for international disasters, volunteer projects that build community	3/20/2024 3:58 PM
26	Effect of the river on Scandia heritage	3/20/2024 3:40 PM
27	connection to to croix river	3/19/2024 8:18 PM
28	History & culture	3/19/2024 6:56 PM
29	Everything has already been mentioned.	3/19/2024 4:05 PM
30	na	3/19/2024 3:59 PM
31	family stories of long time residents	3/19/2024 3:22 PM
32	Wildlife and history of the land.	3/19/2024 11:38 AM
33	Social gathers in Scandia	3/18/2024 5:19 PM
34	General history	3/18/2024 4:30 PM
35	I am glad to see the inclusion of indigenous people of the area. Are there current connections to the original residents as well?	3/18/2024 2:56 PM
36	Textiles - weaving, wool, linen Swedish traditions	3/18/2024 1:46 PM
37	Harassing sweedes	3/18/2024 1:39 PM
38	Swedish heritage	3/18/2024 11:25 AM
39	Music and Art	3/18/2024 10:34 AM
40	Since Scandia has so many Swedish ties I think it would be cool to see how those ties connect not only to how Scandia is today, but also how Sweden is today. It would be fun to see different parallels between Sweden today and Scandia today.	3/18/2024 10:20 AM
41	Our unique history	3/18/2024 10:16 AM
42	Taco Daze	3/18/2024 8:38 AM
43	The Native history is almost non existent now. I hope that changes.	3/17/2024 10:10 PM
44	I love the general history of the area and love the local/regional focus on this history group.	3/17/2024 1:24 PM
45	Peacefulness	3/17/2024 12:59 PM
46	N/A	3/17/2024 10:38 AM
47	Open spaces and rolling hills	3/17/2024 6:14 AM
48	No	3/16/2024 9:07 PM
49	I think you have covered most topics. Go talk to Brent Peterson of the wa cty historical society. Learn from him what exhibits don't do well. Make sure you differentiate yourself from others.	3/16/2024 3:14 PM
50	history of the military road, settlers landing history, steamboats	3/16/2024 1:00 PM
51	History of art and music	3/16/2024 12:36 PM
52	Don and Deloris Peterson	3/16/2024 10:41 AM
53	Coordinate with Gammelgarden	3/16/2024 9:47 AM
54	Strong community	3/16/2024 9:46 AM
55	History—Objewe Swedish culture, logging	3/16/2024 8:59 AM
56	Learn about long time residents/families and the names who have helped make Scandia "Scandia" through the years. The "old timers" families and histories	3/16/2024 8:31 AM
57	NA	3/16/2024 7:22 AM

58	You have included so many! Glad to see Indigenous history but are native communities participating in the facilitation?	3/15/2024 8:16 PM
59	Info about the demographic/cultural change since first settlement to current	3/15/2024 7:45 PM
60	The potential exhibitions and events you suggested are all terrific. I hope you succeed in preserving the barn and realizing them.realizing	3/15/2024 5:57 PM
61	Everything Frank Lake, early businessmen, business owners	3/15/2024 5:20 PM
62	Swedish and immigrant heritage	3/15/2024 3:10 PM
63	Wildlife of Scandia!	3/15/2024 11:55 AM
64	Na	3/15/2024 10:53 AM
65	History of local government and it's impact on Scandia.	3/15/2024 9:31 AM
66	I grew up in this area so I love everything about the history!	3/15/2024 9:00 AM
67	Immigrant history	3/15/2024 8:27 AM
68	The natural beauty and wildlife.	3/15/2024 8:17 AM
69	Please do not allow a dollar general store in Scandia, it will be a blight on the town for decades.	3/15/2024 7:01 AM
70	History of the Scandia Dairy	3/15/2024 6:41 AM
71	How neighbors helped to build each other's barns out of local resources. Also, would like to know more about Isaac Bernheimer, land speculator, who owned/resold many of the properties in the area, and Carl CP Meyer, the land surveyor for the original platting of the area.	3/13/2024 5:08 PM
72	The progression of people, their work, and the continuing care the community has for the continued use and protection of the natural environment.	3/13/2024 4:38 PM
73	Indian history in scandia , and farming history, local artisans	3/13/2024 3:24 PM
74	This thing is a tremendous waste of money and is not wanted by the people who live close to the proposed site	3/11/2024 11:52 PM
75	Inclusion of Native American and Hmong immigration	3/11/2024 5:48 PM
76	Don't duplicate Gammelgarden	3/11/2024 10:29 AM
77	I would like to see displays about how the Native Americans were forced off their land. Everyone seems to ignore/downplay this topic	3/11/2024 9:26 AM
78	The Swedish events, vendors, music.	3/10/2024 12:53 PM
79	Scandia has preserved so many buildings and artifacts from the past, so something about the city's appreciation of its heritage. This whole project emphasizes that dedication	3/10/2024 11:26 AM
80	The original landing on the St Croix River,	3/10/2024 10:40 AM
81	The history of the families who have been staples in the community	3/10/2024 10:08 AM
82	How about the art of tatting. The history of Swedish immigrant stories. Real stories. Connecting with others.	3/10/2024 9:58 AM
83	History of George Berglund's store	3/10/2024 9:53 AM
84	Hay lake school my dad went there, and his father did logging in Stillwater	3/10/2024 9:02 AM
85	HISTORY	3/10/2024 8:07 AM
86	Activities for older children. Pre-teens & teens in Scandia are offered very little.	3/10/2024 7:57 AM
87	No	3/10/2024 4:00 AM
88	Seems like you are planning a nice integration of Swedish culture and Scandia history, agriculture, logging, and retail activities..	3/8/2024 4:12 PM
89	The History of the area	3/7/2024 10:03 PM

91	Who is making money from this?	3/6/2024 3:39 PM
92	No	3/5/2024 7:25 PM
93	All of the above!	3/5/2024 4:37 PM
94	The Scandinavian History including all of the above options in #21	3/5/2024 9:05 AM
95	History of Scandia Elementary school, history of Elim	3/4/2024 10:24 PM
96	There will be added value by having a space that can touch on the stories of the area that are not covered by Gammelgarden. I would love to see some exhibits illustrating the historic locations of structures and businesses that were integral to the fabric of the community in years past. Historic aerial imagery with key areas/features as they changed over time would be interesting as well. It is also exciting to consider the possibility of a venue in the community that can accommodate outdoor theatre, music, etc.	3/4/2024 10:17 PM
97	Glacial geology and St Croix R	3/4/2024 9:11 PM
98	Biodiversity and health of the ecology	3/4/2024 8:42 PM
99	Elim has some amazing congregational photos. Fire Photos, etc	3/4/2024 4:28 PM
100	musicians & performances	3/4/2024 1:18 PM
101	Other local historical buildings	3/4/2024 12:45 PM
102	EARLY farming life, Schooling, & transportation	3/4/2024 12:44 PM
103	Early Swedish immigrant families and their descendants	3/4/2024 12:32 PM
104	Access to trails and information about actions	3/4/2024 11:57 AM
105	Our beautiful environment from prairies to lakes to the river	3/4/2024 11:00 AM
106	Heritage information. How to trace our heritage.	3/4/2024 10:42 AM
107	The commitment of the residents of Scandia to Elim Lutheran Church.	3/4/2024 10:36 AM
108	I'm interested in the buildings in scandia.	3/4/2024 10:09 AM
109	Keep country area	3/4/2024 9:54 AM
110	The natural history - historical plant communities prior to colonization. And the relationship of native people with the land and how they maintained it. This could be made relevant to today by showing ways people can help to restore some of that functions that have been lost (e.g. native planting, erosion control etc)	3/4/2024 9:33 AM
111	The importance of Elim church as the center of the community and largest building in town which led to serving as "community center" space as well as worship space.	3/4/2024 9:07 AM
112	Cranky old Swedes.	3/4/2024 8:34 AM
113	Celebrating local plants and resources	3/4/2024 8:33 AM
114	Scandia Market and Bank history	3/4/2024 8:22 AM
115	The open land, nature, and wildlife.	3/4/2024 8:15 AM
116	Original settlement info	3/4/2024 12:18 AM

Q26 When you think of Scandia, what themes or topics come to mind?



A word cloud of themes associated with Scandia. The words are arranged in a roughly rectangular shape, with some words being larger and more prominent than others. The colors are in shades of blue and teal. The words include: beautiful, Strong community, rural, na, Dala horse, Sweden, Immigrants, connection, Scandinavian, Elim, nature, river, Swedish heritage, downtown, history, family, Swedish, agriculture, community, Heritage, Farming, church, people, town, Scandia, Beauty, culture, Swedish settlement, Small town, Natural beauty, St Croix, River.

beautiful Strong community rural na Dala horse Sweden Immigrants  
connection Scandinavian Elim nature river  
Swedish heritage downtown history family  
Swedish agriculture community Heritage  
Farming church people town Scandia Beauty culture  
Swedish settlement Small town Natural beauty St Croix River

## Q26 When you think of Scandia, what themes or topics come to mind?

Answered: 153 Skipped: 242

#	RESPONSES	DATE
1	Farming, logging, nature	3/28/2024 11:57 AM
2	Home, community and history	3/28/2024 11:14 AM
3	The St Croix River connection	3/25/2024 8:05 PM
4	River stewardship, prairie restoration, biodiversity studies and habitat protection	3/25/2024 7:49 PM
5	Do not know scandia history that well.	3/25/2024 9:10 AM
6	Taco Daze and the whole town involvement. Calendar was great fun.	3/25/2024 7:31 AM
7	Hard working people	3/25/2024 6:19 AM
8	Swedish dala horse	3/24/2024 8:52 PM
9	That the independent, hard working, and thrifty people of Scandia didn't use state tax money to build their community. That would just encourage sloth and politics, and a loss of the true spirit that built the community. (More important that bike paths.)	3/24/2024 4:48 PM
10	Swedish Heritage	3/24/2024 2:48 PM
11	Dala horse, tranquility, St Croix River	3/24/2024 12:46 PM
12	Beautiful landscapes!	3/24/2024 12:12 PM
13	Dala horse. FIKA!!!	3/24/2024 10:49 AM
14	More business needed along 97	3/24/2024 8:24 AM
15	Swedish settlement	3/23/2024 3:01 PM
16	Swedish heritage	3/23/2024 10:39 AM
17	Farming, Swedish history, Swedish values and design, quiet, peaceful, lake life, wildlife, birds/birding, strong families, strong and determined people who work together, fishing	3/23/2024 9:32 AM
18	small town community	3/23/2024 7:27 AM
19	I love the idea of connecting the Original People's, Native history, to Scandinavian cultural similarities.	3/23/2024 2:13 AM
20	Stuck in the old theme.lets move forward and attract good paying jobs	3/22/2024 10:17 PM
21	there is nothing in scandia that makes it worth the trip	3/22/2024 10:09 PM
22	Sweden	3/22/2024 10:06 PM
23	Family Values. Community centered and healthy activities.	3/22/2024 7:04 PM
24	Scandinavian	3/22/2024 4:55 PM
25	Swedish history, nature, small but strong community	3/22/2024 10:27 AM
26	Immigrants	3/21/2024 8:42 AM
27	rural	3/21/2024 8:08 AM
28	Natural beauty, wonderful people	3/20/2024 5:38 PM
29	Miesters	3/20/2024 4:47 PM
30	I hope we can work towards a more vibrant downtown, more businesses even if just summer based; food trucks, coffee shop with baked goods, indoor farmers market during winter	3/20/2024 3:58 PM

months, keep building on the current community activities, spaghetti nights at the community center to create some funding for events, possible craft nights, travel clubs, concerts at the new amphitheater (open music nights), give folks a reason to come together.

31	Small town, Swedish,	3/20/2024 3:40 PM
32	Small town with a lot of family history - meaning - so many generations have called Scandia home & have never left the area.	3/20/2024 10:14 AM
33	Agriculture, Elim Church	3/20/2024 6:59 AM
34	Dala horses	3/19/2024 10:41 PM
35	parks and trails. Future Gateway connection	3/19/2024 8:18 PM
36	Their culture.	3/19/2024 6:56 PM
37	Swedish History, Agriculture, Small town.	3/19/2024 4:05 PM
38	na	3/19/2024 3:59 PM
39	Scandinavian culture	3/19/2024 3:48 PM
40	Our Swedish heritage	3/19/2024 2:11 PM
41	Outdoors, community, rural	3/19/2024 11:38 AM
42	Big Marine Lake, rural charm	3/19/2024 11:26 AM
43	Swedish Horses	3/19/2024 7:38 AM
44	Peaceful country living with community minded neighbors	3/18/2024 5:19 PM
45	Solid economy	3/18/2024 4:30 PM
46	I think of the museum and history of European settlement.	3/18/2024 2:56 PM
47	Gammelgarden and interpreting history	3/18/2024 2:14 PM
48	Swedish Culture	3/18/2024 1:46 PM
49	Deep pockets	3/18/2024 1:39 PM
50	Forests, Creeks, Wildlife	3/18/2024 11:40 AM
51	Swedish heritage	3/18/2024 11:32 AM
52	Swedish heritage	3/18/2024 11:25 AM
53	Farms and the people	3/18/2024 11:10 AM
54	Swedish Heritage	3/18/2024 10:46 AM
55	Swedish heritage, farm/ag	3/18/2024 10:34 AM
56	Sweden, agriculture, history	3/18/2024 10:20 AM
57	Swedish	3/18/2024 10:16 AM
58	Farm lands	3/18/2024 10:03 AM
59	Immigration, I think the combination of this and GG will bring people to both.	3/18/2024 8:39 AM
60	Farming	3/18/2024 8:38 AM
61	Swedish heritage,	3/18/2024 7:18 AM
62	Swedish settlement.	3/17/2024 11:19 PM
63	The farmers in bibs who gather for morning coffer.	3/17/2024 3:03 PM
64	Rolling hills, st croix valley, beautiful downtown - Wish it was a micro-stillwater in someways.	3/17/2024 1:24 PM
65	Outdoorsy	3/17/2024 12:59 PM
66	N/A	3/17/2024 10:38 AM

67	Swedish immigrants, community, natural resources	3/17/2024 8:52 AM
68	Bicycling	3/17/2024 6:14 AM
69	Farming	3/16/2024 10:31 PM
70	Dala Horses!	3/16/2024 9:30 PM
71	Sweden	3/16/2024 9:07 PM
72	Swedish, St. Croix River, lacking a downtown but would be super nice if they had a quaint downtown	3/16/2024 8:39 PM
73	Scandinavian history, rural character,	3/16/2024 3:14 PM
74	loss of agricultural base, loss of viable downtown core	3/16/2024 1:00 PM
75	Immigrants	3/16/2024 12:36 PM
76	Early settlers	3/16/2024 10:41 AM
77	Nature, dairy farms and Scandinavian heritage	3/16/2024 9:47 AM
78	Strong community, rich history, beautiful land	3/16/2024 9:46 AM
79	Swedish history	3/16/2024 8:59 AM
80	Beautiful, bucolic landscape, softball, Meisters, close knit community, Taco Daze, history	3/16/2024 8:31 AM
81	Community	3/16/2024 7:38 AM
82	NA	3/16/2024 7:22 AM
83	Pottery/crafts, farming, Swedish culture, Big Marine Lake history	3/15/2024 8:16 PM
84	Scandinavian influence on MN culture	3/15/2024 7:45 PM
85	Indigenous history, beautiful landscape, Swedish heritage	3/15/2024 6:26 PM
86	Dala horses, community strength/togetherness, the fire department (maybe do a historical overview of the fire department?), nature, Gammelgarden, and the cemetery.	3/15/2024 11:55 AM
87	Na	3/15/2024 10:53 AM
88	Strong community support; natural features.	3/15/2024 9:31 AM
89	Copus, Franconia, Vosa, what did they do there, what was it like? What happened to them?	3/15/2024 9:00 AM
90	Swedish, rural, river	3/15/2024 8:27 AM
91	Scandinavian	3/15/2024 8:17 AM
92	The St. Croix River, forests and natural beauty. No Dollar General!	3/15/2024 7:01 AM
93	You've covered them all.	3/15/2024 6:41 AM
94	Farming, Swedish heritage	3/14/2024 11:22 PM
95	Swedish/Norwegian immigration	3/14/2024 9:38 AM
96	History, entrepreneurs, care for the resources and environment, community sharing of the resources and history	3/13/2024 4:38 PM
97	Swedish.	3/13/2024 3:24 PM
98	Peaceful, safe, and beautiful area.	3/13/2024 9:47 AM
99	Swedish	3/12/2024 8:59 PM
100	Backwards community that was more thriving and had more businesses 100 years ago that it currently has	3/11/2024 11:52 PM
101	Fastpitch softball, Trails End restaurant	3/10/2024 5:53 PM
102	My immigrant Swedish family	3/10/2024 12:53 PM

103	history, culture, art	3/10/2024 11:26 AM
104	Swedish heritage	3/10/2024 11:26 AM
105	Immigrants, valuing nature/environment	3/10/2024 11:16 AM
106	Swedish and native	3/10/2024 11:07 AM
107	Beautiful scenery, quietness	3/10/2024 10:45 AM
108	Swedish heritage	3/10/2024 10:40 AM
109	The Swedish horses	3/10/2024 10:08 AM
110	All things Swedish.	3/10/2024 9:58 AM
111	Swedish history. Community pride	3/10/2024 9:53 AM
112	Swedish background my dads parents Otto and Stella Johnson came to Scandia and settled my dads family owned the land that is now protected and his state park	3/10/2024 9:02 AM
113	Swedish settlement	3/10/2024 8:14 AM
114	Logging and farming	3/10/2024 8:07 AM
115	Swedish heritage	3/10/2024 7:58 AM
116	Communtiy, Sweden	3/10/2024 7:57 AM
117	Old people that are out of touch with the timex	3/10/2024 4:00 AM
118	Swedish heritage, Gammelgarden, proximity to the river, beautiful country landscapes.	3/8/2024 4:12 PM
119	Swedish history	3/8/2024 7:51 AM
120	Hygge	3/7/2024 10:03 PM
121	The history & customs of the Swedish people	3/6/2024 6:42 PM
122	Swedish	3/6/2024 6:22 PM
123	Swedish heritage, small town, close community	3/5/2024 7:25 PM
124	Swedish culture	3/5/2024 5:52 PM
125	Scandinavian, arts, community, a place of gathering, nature	3/5/2024 4:37 PM
126	Scandinavian history	3/5/2024 9:05 AM
127	swedish heritage, town mercantile, outer agriculture	3/5/2024 5:54 AM
128	Scandinavian Heritage	3/5/2024 1:49 AM
129	Scandinavian heritage	3/4/2024 10:24 PM
130	Swedish Heritage, Immigrant Stories, Logging, Indigenous History, Elim, the importance of music as it was promoted through the church (organ, choir, bell choir, etc.), community-driven, Dala horse, agricultural identity, connection to the St. Croix River	3/4/2024 10:17 PM
131	Beauty/great people	3/4/2024 8:42 PM
132	Elim and how important the church was to our ancestors. All of Scandia revolved around Elim and to ignore it is to do your Heritage Society a disservice. The fire that burned the church down in 1937 (?). The farmers and townspeople that rushed to fight the fire and to rebuild afterwards.	3/4/2024 4:28 PM
133	History, nature, Swedes	3/4/2024 1:18 PM
134	Gammelgarden, John Dillinger hideout, lakes	3/4/2024 12:45 PM
135	Swedish History	3/4/2024 12:44 PM
136	Natural beauty, Gammelgarden Museum, Elim church, family connections	3/4/2024 12:32 PM

137	Beauty, nature, familt	3/4/2024 11:57 AM
138	Small town farming community	3/4/2024 11:06 AM
139	Swedish heritage, outdoor activities	3/4/2024 11:06 AM
140	First people's, immigrant culture, farming, St Croix River	3/4/2024 11:00 AM
141	Small town living, thanking the Scandia Marine Lions for their community involvement.	3/4/2024 10:42 AM
142	Swedish heritage, farmers, local businesses and Elim Lutheran Church.	3/4/2024 10:36 AM
143	Community! Everyone who lives here is happy and proud of their town.	3/4/2024 10:09 AM
144	Nature	3/4/2024 9:54 AM
145	Nature, St Croix River, Open space, not too "busy" - a sense of calmness.	3/4/2024 9:33 AM
146	Rural setting, role of St.Croix in the history of the area to present time.	3/4/2024 9:07 AM
147	Small town, history, nature	3/4/2024 9:05 AM
148	Dull	3/4/2024 8:34 AM
149	Beauty, agriculture, connection to the river valley	3/4/2024 8:33 AM
150	Making Scandia more visable,like promote the downtown area	3/4/2024 8:22 AM
151	Nature, agriculture, Swedish immigration, rural living	3/4/2024 8:15 AM
152	Swedish immigrants	3/4/2024 8:12 AM
153	Dala Horse, a welcoming place	3/4/2024 12:18 AM

Q27 Are there topics or themes you prefer not to be presented with when visiting a heritage center?

town community political also Politics culture stories learn immigrants t  
history today Logging themes NA understood events don t agenda area

## Q27 Are there topics or themes you prefer not to be presented with when visiting a heritage center?

Answered: 76 Skipped: 319

#	RESPONSES	DATE
1	No	3/25/2024 8:05 PM
2	No.	3/25/2024 9:10 AM
3	Tribute to WWI, WWII, Korea, Vietnam, etc.	3/25/2024 7:31 AM
4	Black history	3/25/2024 6:19 AM
5	Current events/farming	3/24/2024 8:52 PM
6	Keep politicians out of it. The film "The Immigrants" was partially filmed in Scandia.	3/24/2024 4:48 PM
7	No	3/24/2024 2:48 PM
8	No	3/24/2024 10:49 AM
9	Logging	3/23/2024 3:01 PM
10	Stories with a political agenda or exaggerated stories about native Americans or immigrants other than Scandinavians just for the sake of being inclusive. My great-great uncle was the postmaster who came up with the name of this town! Our family immigrated from Sweden. This area is Swedish. If people don't want to learn about that and appreciate it, oh well! It is what it is. Don't force ideas from the vantage point of today — nearly 200 years later- and make it something it wasn't just to appease pressures from our culture today. Let history be what it was in its pure form so we can learn from it.	3/23/2024 9:32 AM
11	I don't believe in glorifying outlaws.	3/23/2024 2:13 AM
12	No	3/22/2024 10:17 PM
13	do nothing there	3/22/2024 10:09 PM
14	Political themes	3/22/2024 10:06 PM
15	I dislike the LGBTQT agenda. I prefer traditional family values.	3/22/2024 7:04 PM
16	N/A	3/22/2024 10:27 AM
17	Not that heritage isn't important but I would love us to also celebrate the here and now, the current folks. How can we acknowledge our teachers, fire fighters, volunteers, celebrate who we are today!	3/20/2024 3:58 PM
18	How white people stole land for others	3/20/2024 3:40 PM
19	No	3/19/2024 6:56 PM
20	No	3/19/2024 4:05 PM
21	na	3/19/2024 3:59 PM
22	No	3/19/2024 11:38 AM
23	No	3/18/2024 4:30 PM
24	Politics	3/18/2024 1:46 PM
25	Nope - anything would be fun to learn about!	3/18/2024 10:20 AM
26	Pushing an agenda, just simple history without bias would be appreciated	3/18/2024 7:18 AM
27	Logging and Swedish people.	3/17/2024 10:10 PM

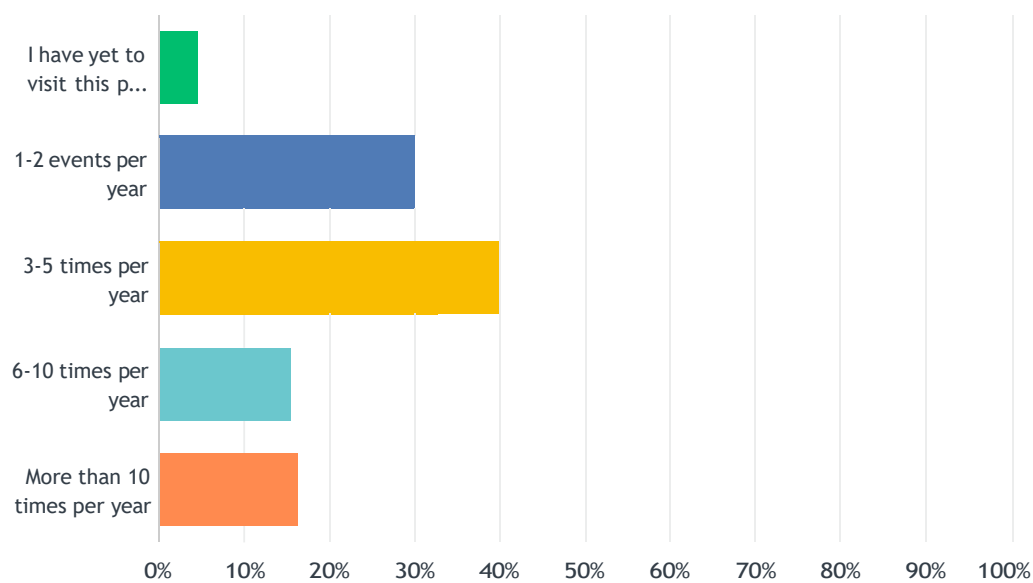
28	Shops selling junk. Trinkets, etc.	3/17/2024 12:59 PM
29	Those inappropriate for children.	3/17/2024 10:38 AM
30	No	3/17/2024 8:52 AM
31	No	3/16/2024 9:07 PM
32	Things that can't be understood unless you have a detailed pre-existing understanding of the area	3/16/2024 8:39 PM
33	Negative	3/16/2024 12:36 PM
34	Marine already has logging sites/history, I don't think this would need that. I really like the idea of the use of the barn and amphitheater for community gatherings centered around kids.	3/16/2024 12:36 PM
35	No	3/16/2024 9:47 AM
36	NA	3/16/2024 9:46 AM
37	NA	3/16/2024 7:22 AM
38	Nothing	3/15/2024 7:45 PM
39	Not that I can think of.	3/15/2024 11:55 AM
40	Na	3/15/2024 10:53 AM
41	splash pad	3/15/2024 9:31 AM
42	I could care less about Dillinger or actress	3/15/2024 9:00 AM
43	No	3/15/2024 8:27 AM
44	No	3/15/2024 8:17 AM
45	Any topics relevant to the land, resources, people and events of the Scandia area would be of interest.	3/13/2024 4:38 PM
46	pretty much everything that is planned. this is monument to the failure of a community that once was thriving and now is practically a ghost town	3/11/2024 11:52 PM
47	Anything political	3/11/2024 5:48 PM
48	Wars, ethnic conflicts	3/10/2024 11:26 AM
49	Environmental camps	3/10/2024 10:40 AM
50	No	3/10/2024 9:58 AM
51	Politics	3/10/2024 8:07 AM
52	No	3/10/2024 7:58 AM
53	any political	3/10/2024 7:57 AM
54	No	3/10/2024 4:00 AM
55	None.	3/8/2024 4:12 PM
56	No	3/8/2024 7:51 AM
57	Recent Event History	3/7/2024 10:03 PM
58	None	3/6/2024 6:42 PM
59	Drinking themes	3/5/2024 7:25 PM
60	No	3/5/2024 4:37 PM
61	NO	3/5/2024 9:05 AM
62	no	3/5/2024 1:49 AM
63	The immigrant story is covered so thoroughly at Gammelgarden, it will be interesting to have a	3/4/2024 10:17 PM

center that focuses on the many other stories that could be explored. I have always been curious about the other businesses or features within the community that were an integral part of the Town's fabric.

64	Recent Immigration	3/4/2024 4:28 PM
65	Doesn't make sense to duplicate same exhibits and historical observations as the gammelgarden.	3/4/2024 12:45 PM
66	N/a	3/4/2024 11:57 AM
67	Glorification of logging industry- important to also understand the impacts it had on the environment not just job creation and development benefits. Also glorification of Scandinavian immigrant culture without acknowledgement of who was here before and how settlements impacted their cultures and way of life. It sounds like you're being mindful of these things which is great!	3/4/2024 11:00 AM
68	Anything political, environmental and climate related.	3/4/2024 10:36 AM
69	Please no global warming preaching, especially if anybody has to use a car to get to the museum.	3/4/2024 10:16 AM
70	No	3/4/2024 10:09 AM
71	Swedish themes	3/4/2024 9:54 AM
72	Politics	3/4/2024 8:34 AM
73	Stop pushing DE&I, be authentic about the history. European immigrants were the minority.	3/4/2024 8:33 AM
74	Politics	3/4/2024 8:22 AM
75	Anything related to alcohol, drugs, and violence.	3/4/2024 8:15 AM
76	Criminals and robberies	3/4/2024 12:18 AM

Q28 How often do you attend cultural events, take cultural classes, or visit cultural sites in the St. Croix Valley, between Taylors Falls and St. Croix Falls to the north and Stillwater to the south? Examples include visits to Gammelgarden Museum, Washington County Heritage Center, Franconia Sculpture Park, Festival Theatre or Frosted Glass productions, St. Croix Pottery Tour, music events at Rustic Roots Winery or Brookside Bar and Grill, art classes at Marine Mills Folk School or ArtReach St. Croix, events at Osceola Art Barn, etc.

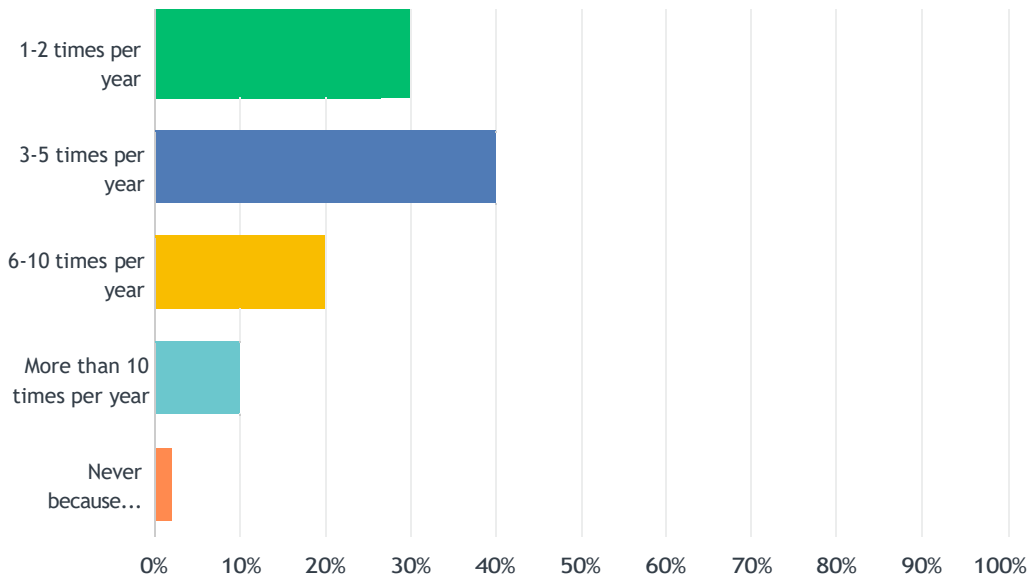
Answered: 383    Skipped: 12



ANSWER CHOICES	RESPONSES	
I have yet to visit this part of the St. Croix Valley	4.70%	18
1-2 events per year	30.29%	116
3-5 times per year	32.90%	126
6-10 times per year	15.67%	60
More than 10 times per year	16.45%	63
TOTAL		383

## Q29 How often do you estimate that you would visit our center during open months (May through December), provided that new exhibits or events were regularly offered?

Answered: 386 Skipped: 9

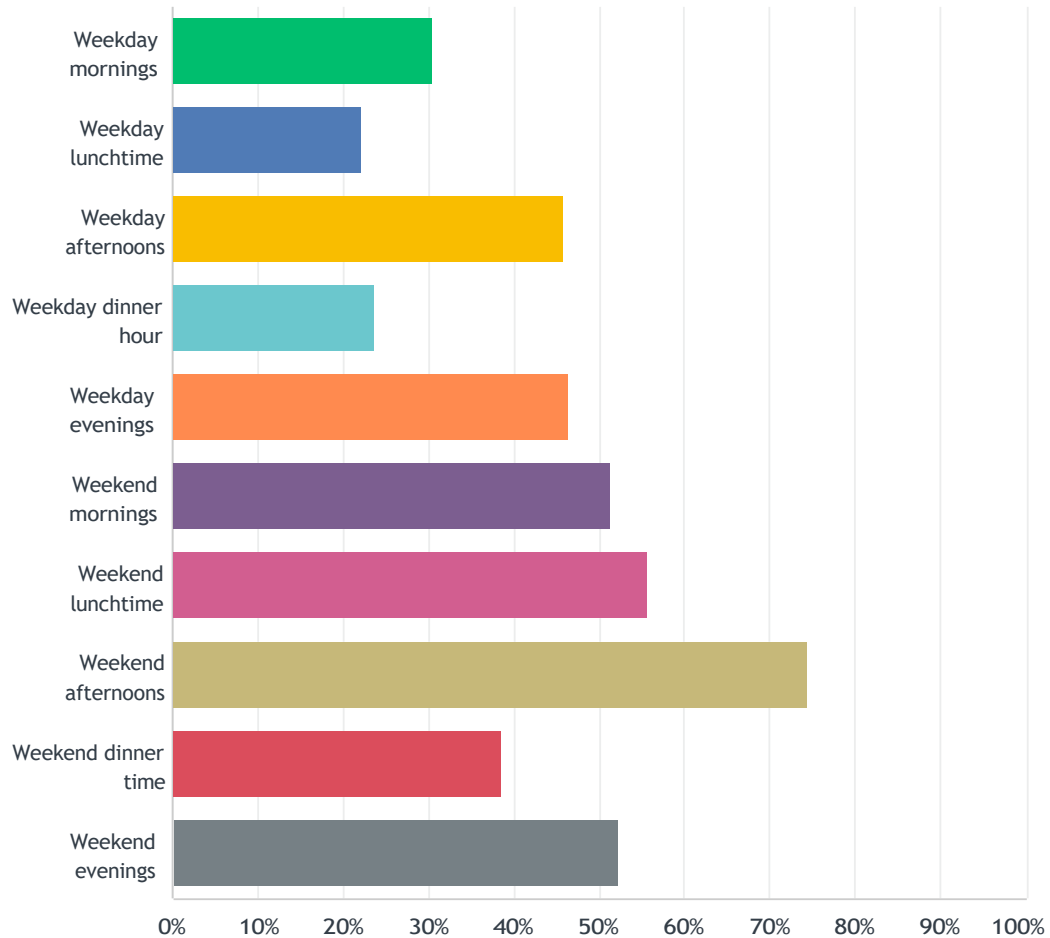


ANSWER CHOICES	RESPONSES	
1-2 times per year	26.68%	103
3-5 times per year	40.93%	158
6-10 times per year	19.43%	75
More than 10 times per year	10.88%	42
Never because...	2.07%	8
<b>TOTAL</b>		<b>386</b>

#	NEVER BECAUSE...	DATE
1	I live out of state and come back infrequently. But would enjoy visiting it when in town	3/24/2024 2:48 PM
2	Other things I enjoy doing more	3/22/2024 10:40 PM
3	Need a place to eat for lunch	3/22/2024 10:17 PM
4	.	3/22/2024 10:10 PM
5	It has nothing there for our family	3/22/2024 10:09 PM
6	It has no interest to most of the people visiting town and especially not to the residents who live nearby	3/11/2024 11:52 PM
7	Too much money for the content.	3/6/2024 6:07 PM
8	Just not that interested in the history of a water tower barn.	3/6/2024 3:39 PM

### Q30 What times work well for you to visit cultural/heritage centers? (Choose all convenient times)

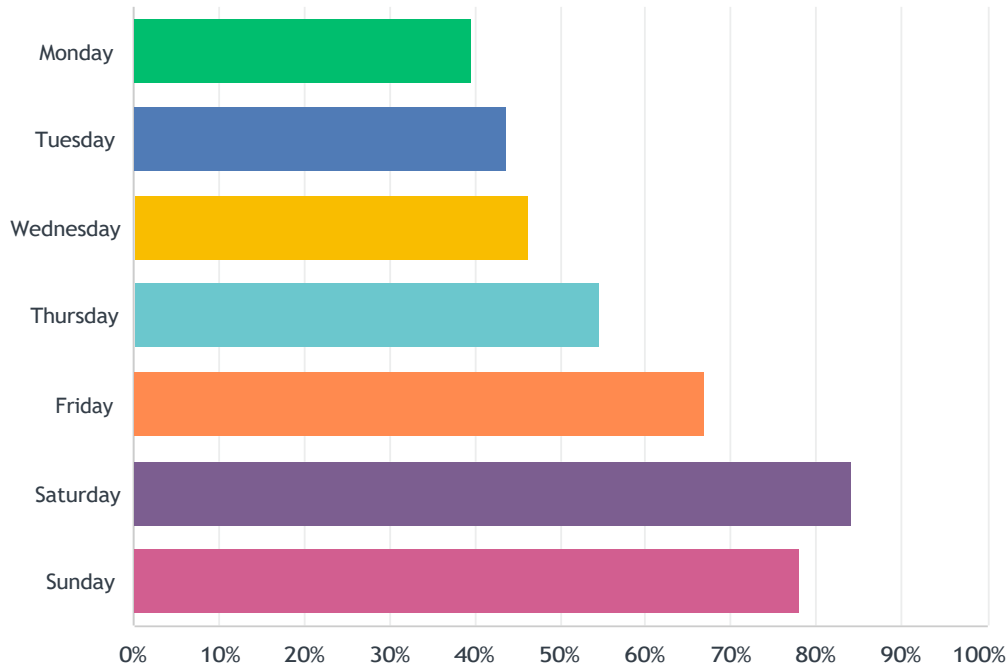
Answered: 360 Skipped: 35



ANSWER CHOICES Q30	RESPONSES	
Weekday mornings	30.56%	110
Weekday lunchtime	22.22%	80
Weekday afternoons	45.83%	165
Weekday dinner hour	23.61%	85
Weekday evenings	46.39%	167
Weekend mornings	51.39%	185
Weekend lunchtime	55.56%	200
Weekend afternoons	74.44%	268
Weekend dinner time	38.61%	139
Weekend evenings	52.22%	188
Total Respondents: 360		

## Q31 Which days of the week work well for you to visit cultural/heritage centers? (Choose all convenient times)

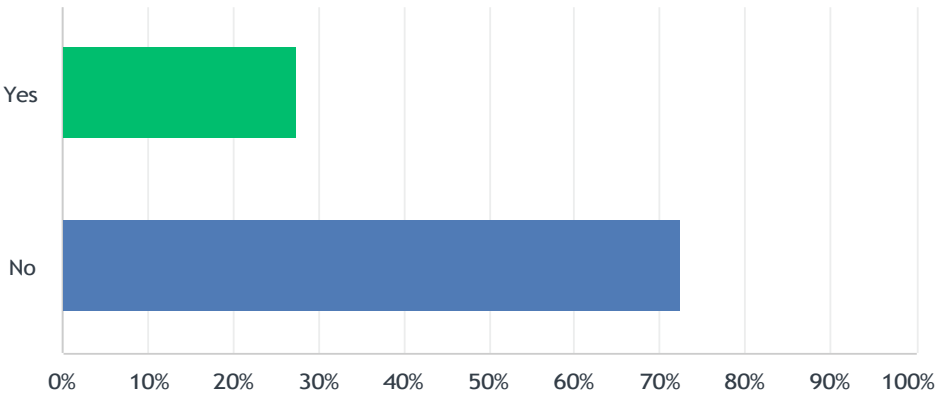
Answered: 350 Skipped: 45



ANSWER CHOICES	RESPONSES	
Monday	39.71%	139
Tuesday	43.71%	153
Wednesday	46.29%	162
Thursday	54.57%	191
Friday	66.86%	234
Saturday	84.29%	295
Sunday	78.00%	273
Total Respondents: 350		

# Q32 Would paying fees keep you from participating in an event or exhibit?

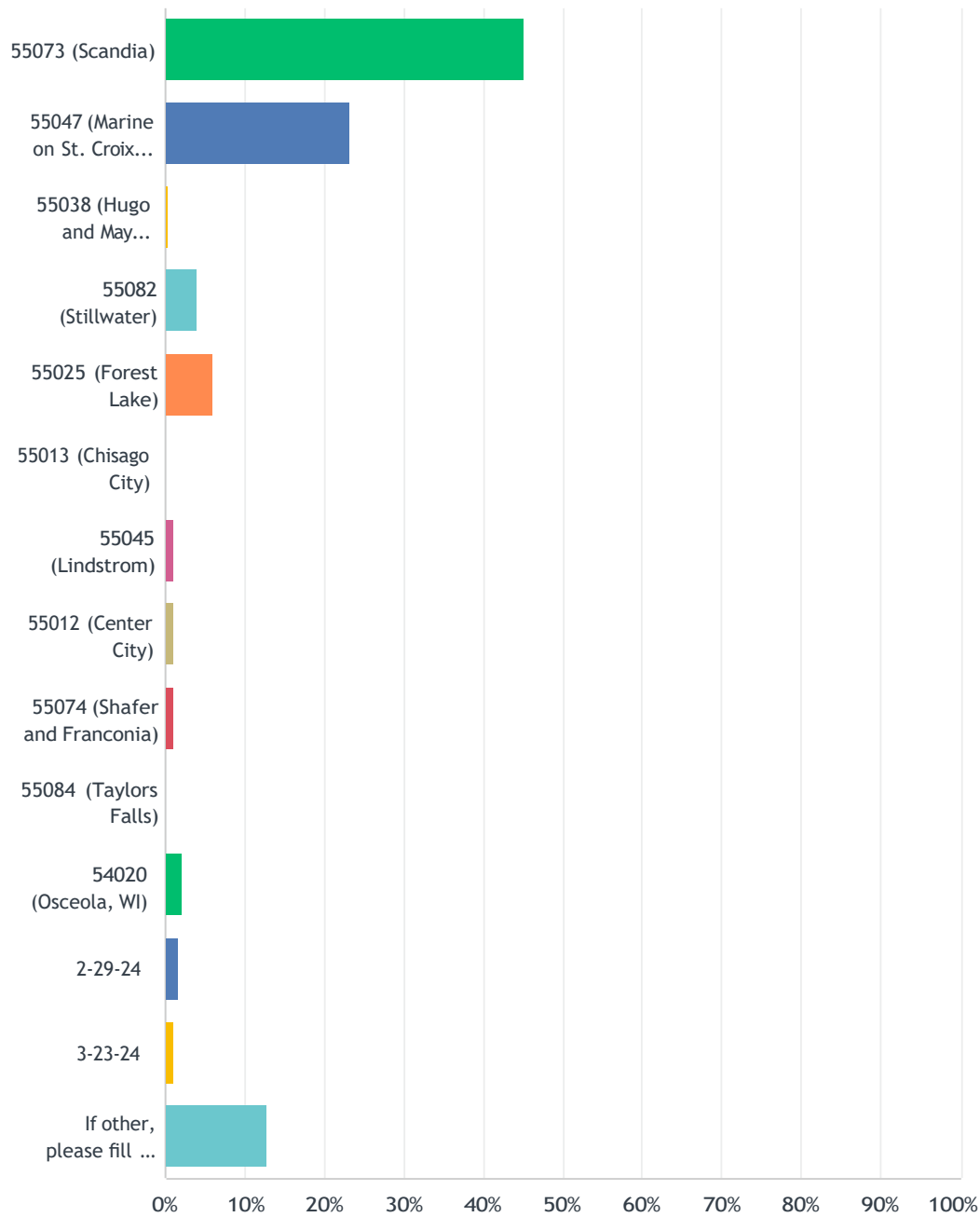
Answered: 378    Skipped: 17



ANSWER CHOICES	RESPONSES	
Yes	27.51%	104
No	72.49%	274
TOTAL		378

# Q33 What is the ZIP code where you live -- or for your cabin near Scandia-Marine?

Answered: 390 Skipped: 5

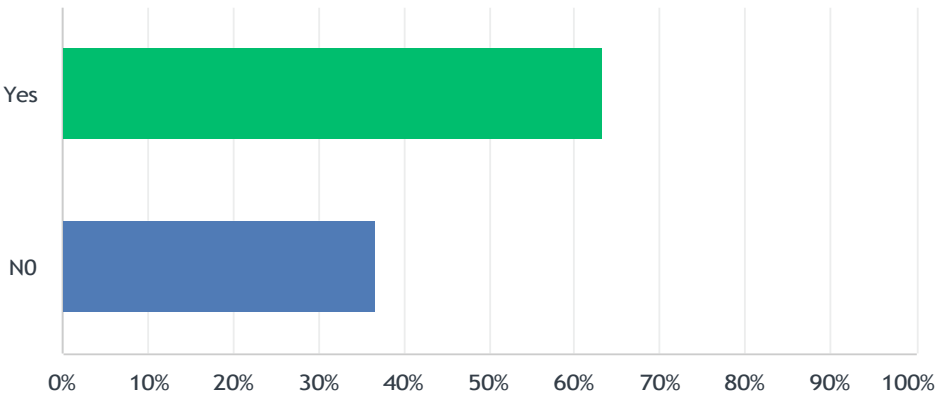


ANSWER CHOICES Q33	RESPONSES	
55073 (Scandia)	45.13%	176
55047 (Marine on St. Croix and May Township)	23.33%	91
55038 (Hugo and May Township)	0.51%	2
55082 (Stillwater)	4.10%	16
55025 (Forest Lake)	5.90%	23
55013 (Chisago City)	0.26%	1
55045 (Lindstrom)	1.03%	4
55012 (Center City)	1.03%	4
55074 (Shafer and Franconia)	1.03%	4
55084 (Taylors Falls)	0.00%	0
54020 (Osceola, WI)	2.05%	8
2-29-24 focus group	1.79%	7
3-23-24 focus group	1.03%	4
If other, please fill in the blank	12.82%	50
TOTAL		390

Other ZIP codes come from Minneapolis, St. Paul, and suburbs in Anoka, Hennepin, Ramsey, and Washington counties. A few are from Wisconsin and Greater MN.

Q38 Would you like to be added to our email list to receive updates about events and news? We promise not to over communicate, and you can opt out at any time.

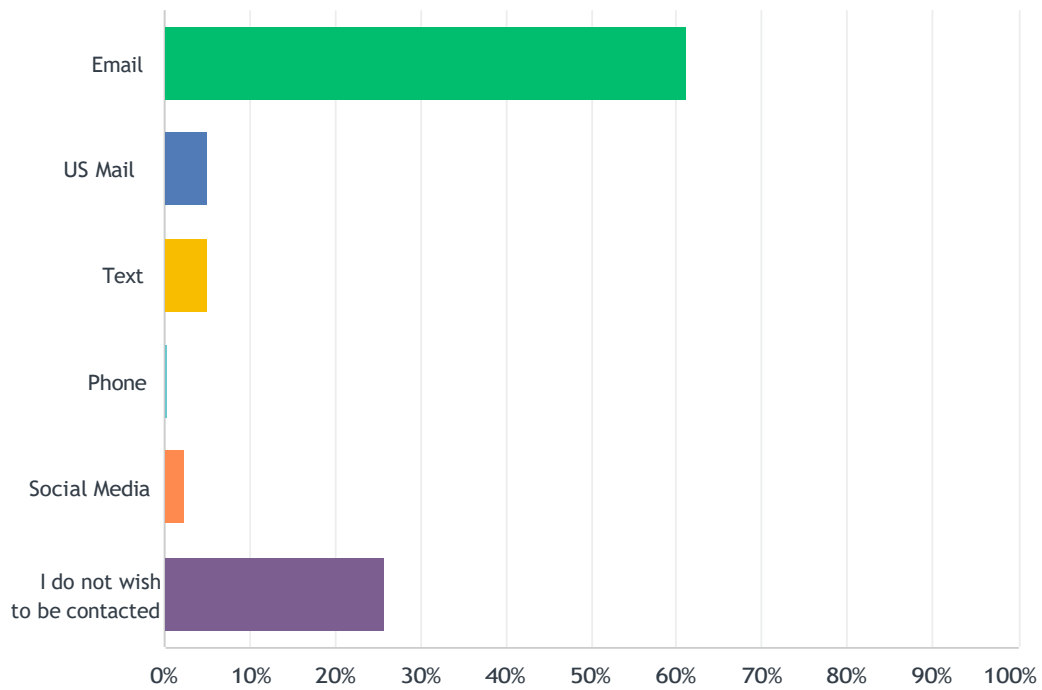
Answered: 257    Skipped: 138



ANSWER CHOICES		RESPONSES	
Yes		63.42%	163
NO		36.58%	94
TOTAL			257

## Q39 Do you have a preferred method of being contacted?

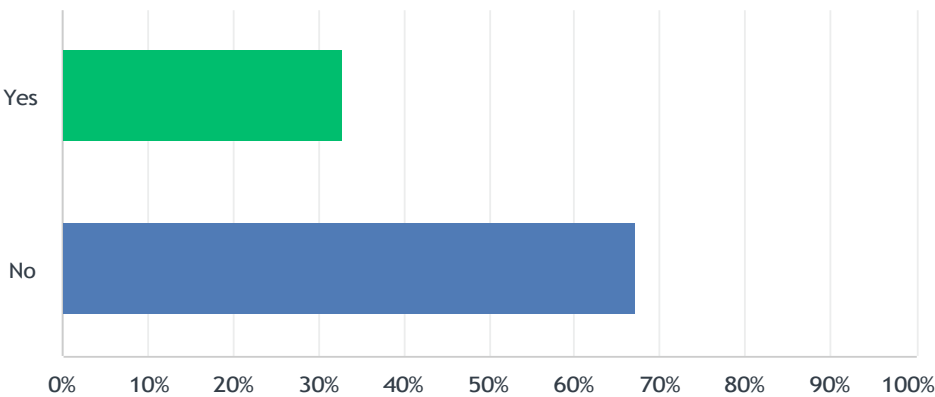
Answered: 252 Skipped: 143



ANSWER CHOICES	RESPONSES	
Email	61.11%	154
US Mail	5.16%	13
Text	5.16%	13
Phone	0.40%	1
Social Media	2.38%	6
I do not wish to be contacted	25.79%	65
TOTAL		252

Q40 Are you interested in donating time to our project as a volunteer?

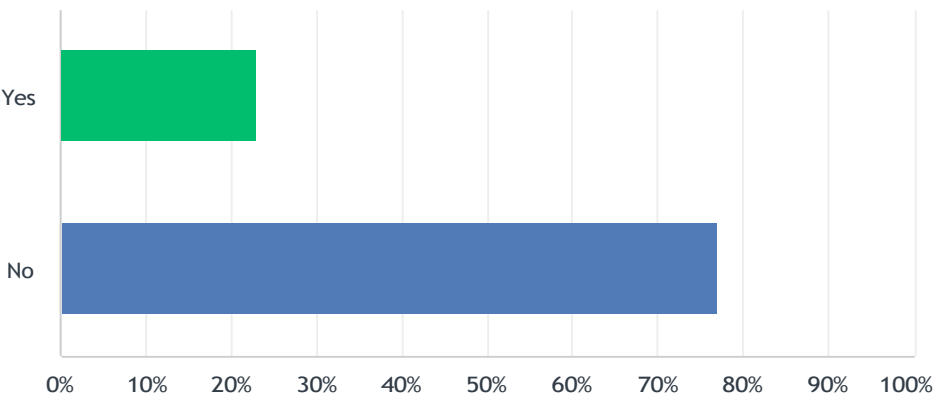
Answered: 271    Skipped: 124



ANSWER CHOICES	RESPONSES	
Yes	32.84%	89
No	67.16%	182
TOTAL		271

# Q41 Are you interested in donating money to our capital campaign?

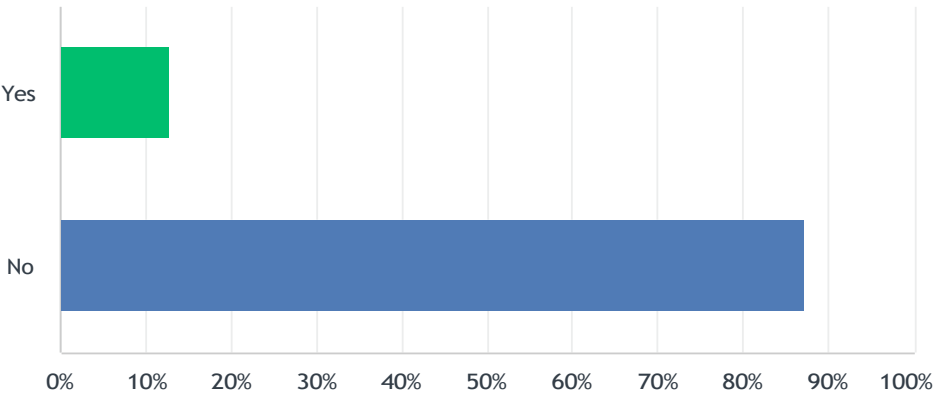
Answered: 252    Skipped: 143



ANSWER CHOICES	RESPONSES	
Yes	23.02%	58
No	76.98%	194
TOTAL		252

Q42 Are you interested in donating professional services to our capital campaign?

Answered: 250    Skipped: 145



ANSWER CHOICES	RESPONSES	
Yes	12.80%	32
No	87.20%	218
TOTAL		250

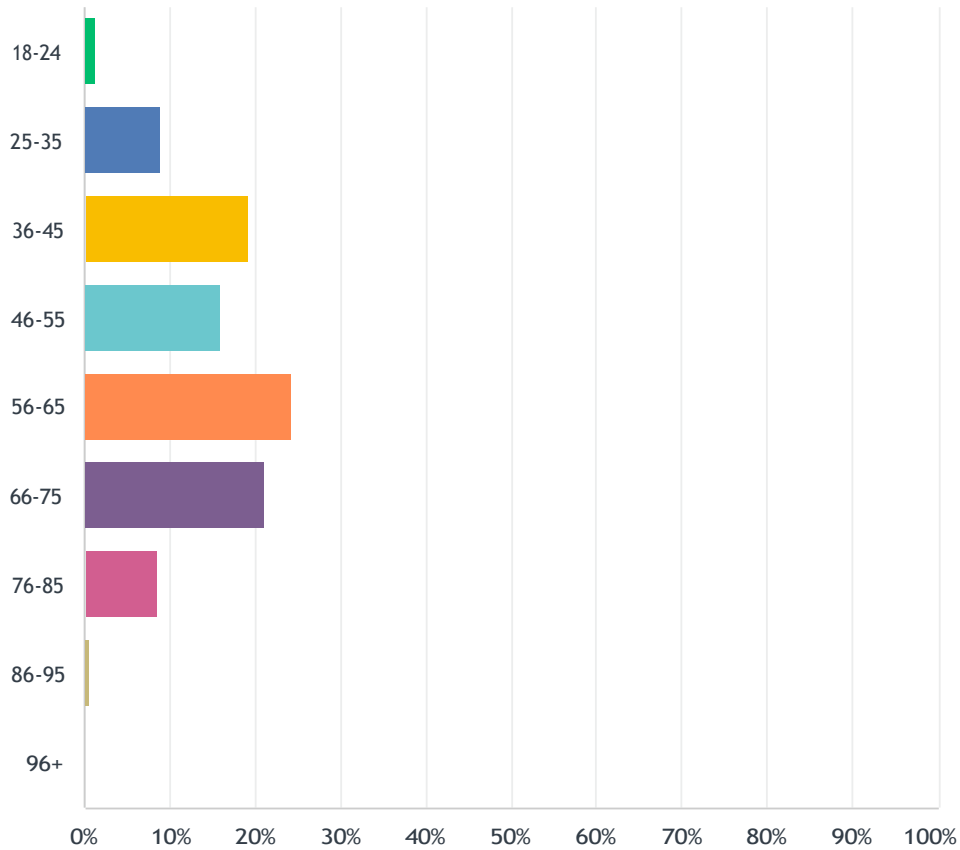
## Q43 If yes, what is your professional specialty?

Answered: 35 Skipped: 360

#	RESPONSES (Duplicates or NA removed)
1	It depends on if this a project created with donated money and sweat, or taxing the people of
2	the state for a Scandia, MN project.
3	Photography
4	General Contractor
5	Electrical work
6	meeting facilitation, strategic planning, board governance
7	Music/Sound Production
8	I have a bakery, I could put the new barn on cake or cookies
9	Writer
10	Theatre Space Design or Consulting, Programming Ideas
11	Physician with focus on osteopathic manual medicine, fourth trimester care, and breastfeeding
12	medicine
13	musician, carpenter
14	Real Estate
15	Exhibition design, Museum collection care, Art curation
16	Construction
17	Financial management
18	Museum planner
19	I'd love to help lead art/environmental classes!
20	Windows, I've restored a couple houses so I have some experience k
21	Concrete contractor
22	Legal
23	Training
24	Printing
25	Live Music Event Production Services
26	Landscape Designer
27	Performance
28	pottery
29	Sign Language Interpreter
30	Horticulture
31	I can donate gift certificates if you do an auction.
	Food Service
	marketing communications

## Q44 What is your age?

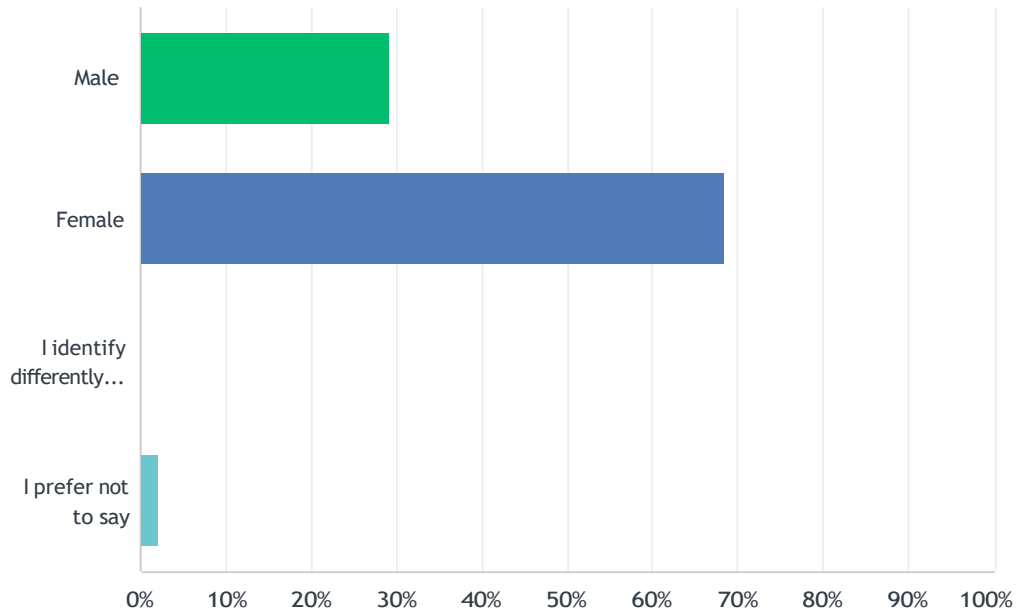
Answered: 371 Skipped: 24



ANSWER CHOICES	RESPONSES	
18-24	1.35%	5
25-35	8.89%	33
36-45	19.14%	71
46-55	15.90%	59
56-65	24.26%	90
66-75	21.02%	78
76-85	8.63%	32
86-95	0.54%	2
96+	0.27%	1
TOTAL		371

## Q45 What is your gender?

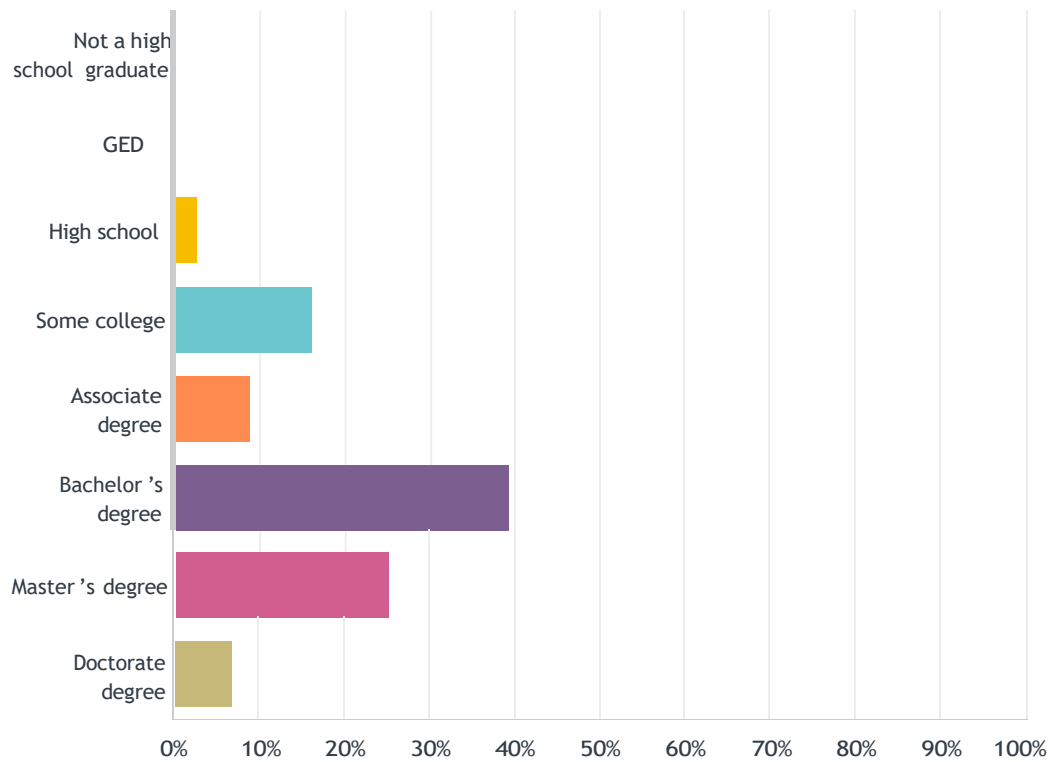
Answered: 370 Skipped: 25



ANSWER CHOICES	RESPONSES	
Male	29.19%	108
Female	68.38%	253
I identify differently than male or female	0.27%	1
I prefer not to say	2.16%	8
TOTAL		370

## Q46 What is your education level?

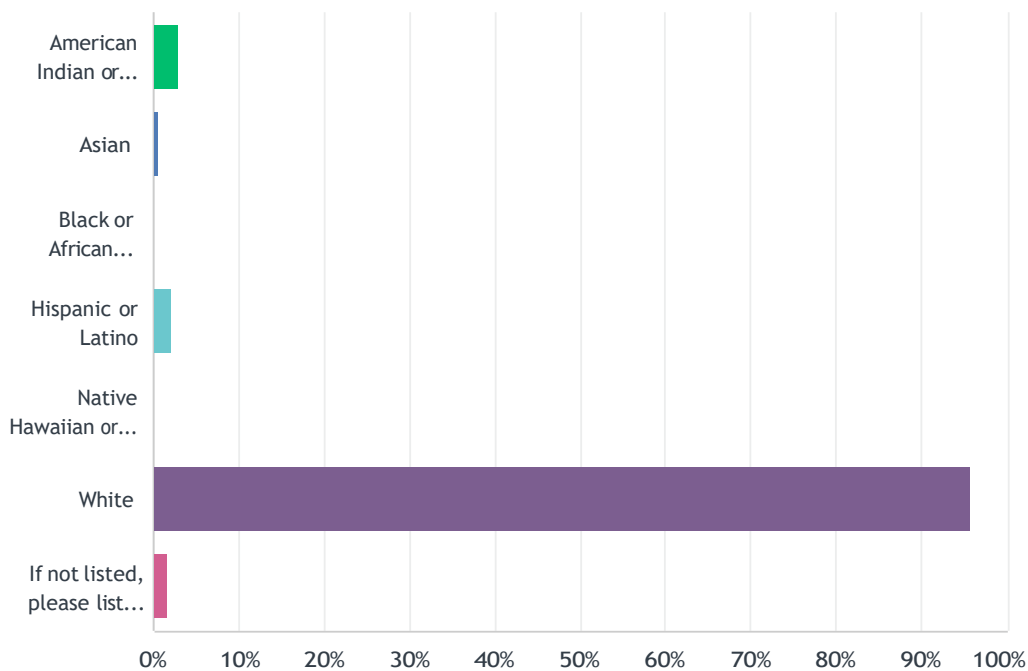
Answered: 365 Skipped: 30



ANSWER CHOICES	RESPONSES	
Not a high school graduate	0.27%	1
GED	0.55%	2
High school	2.74%	10
Some college	16.16%	59
Associate degree	9.04%	33
Bachelor's degree	39.18%	143
Master's degree	25.21%	92
Doctorate degree	6.85%	25
TOTAL		365

Q47 OPTIONAL QUESTION: What is your race? Pick all that apply.

Answered: 332    Skipped: 63



ANSWER CHOICES		RESPONSES	
American Indian or Alaska Native		3.01%	10
Asian		0.60%	2
Black or African American		0.30%	1
Hispanic or Latino		2.11%	7
Native Hawaiian or other Pacific Islander		0.30%	1
White		95.78%	318
If not listed, please list below:		1.81%	6
Total Respondents: 332			

#	IF NOT LISTED, PLEASE LIST BELOW:	DATE
1	Jewish	3/22/2024 10:17 PM
2	Norwegian viking	3/18/2024 1:39 PM
3	Scandinavian	3/18/2024 11:40 AM
4	German, Norwegian, Dutch and Greek	3/15/2024 9:00 AM
5	Human	3/6/2024 5:17 PM
6	Human	3/4/2024 8:34 AM

## Q48 Please feel free to share anything about this project you think we should know:

Answered: 67 Skipped: 328

#	RESPONSES	DATE
1	Incorporate holiday festivities into your schedule, Christmas, Easter, etc. if not already doing so.	3/25/2024 7:31 AM
2	Non-taxpayer fund riser. Self-reliance, pride of community. Swedish. <a href="http://www.bricksrus.com/fundraising/over-25-years/">www.bricksrus.com/fundraising/over-25-years/</a>	3/24/2024 5:42 PM
3	Why in the world are you asking about gender, race, age, etc..... and didn't even bother to ask if I was Swedish, German, or a darned Norwegian?? Consider going back to step "2" in this potentially worthy project.	3/24/2024 4:48 PM
4	I appreciate your project. I will try and support you from a distance	3/24/2024 2:48 PM
5	I would be interested in help assist in rebuilding the water tower barn. Also, I think highlighting the various community groups, including in the city, it would be good to have some visibility.	3/24/2024 12:12 PM
6	answer to question 32: It Depends on the price	3/23/2024 12:19 PM
7	Yes please a splash pad!!	3/23/2024 11:58 AM
8	It looks like an interesting and compelling project and I hope you succeed.	3/23/2024 8:05 AM
9	While I may not participate in a lot of events, I like the idea of a heritage center	3/23/2024 7:27 AM
10	The tax payers should NOT pay for any of this!	3/22/2024 10:40 PM
11	Waste of tax dollars	3/22/2024 10:10 PM
12	In the survey, Tech school should be listed as an education option.	3/21/2024 10:07 AM
13	I would ask that the Scandia Town Council loosen up their signage rules to direct folks traveling on 97, 95 and Olinda to our town businesses. What can we do to have more vibrancy in town, how can we become more of a destination. I know the Heritage Center will be helpful in this effort. I cannot tell where it will be located. I couldn't get the sound on the video to work on my phone. I'm very excited to hear of this project.	3/20/2024 3:58 PM
14	keep up the good work!	3/20/2024 11:27 AM
15	this is a board member which is why I didn't complete the info about being a volunteer, as I already am!	3/19/2024 3:22 PM
16	Prepare for large number of visitors	3/18/2024 5:19 PM
17	We are truly blessed to live where most vacation.	3/18/2024 4:30 PM
18	Costumed enactors on summer weekends for suitable exhibits, like some of our state parks	3/18/2024 1:46 PM
19	Thank you for preserving Scandia's rich history!	3/18/2024 11:25 AM
20	History is most important in a troubled world to be a better person in the future for a better world. You don't have space for parking for a large gathering and people without space creates tension. Tension dosen't allow the mind to absorb the history of the past to give you a better path for tomorrow.	3/18/2024 11:17 AM
21	This is a great opportunity to establish a cultural center for the area, not only creating a community of artists/musicians/performers, but also in creating more business opportunity as people discover the goodness of Scandia!	3/18/2024 10:34 AM
22	Continue to regularly keep public informed about all aspects of funding especially any taxpayer funded eg lobbying costs, as well as grant money and fundraising results.	3/18/2024 9:06 AM

23	I would like to see where exactly the new "trail" is going to run, and why are they talking about a tunnel under the road here? That is a huge waste of money.	3/17/2024 3:03 PM
24	I'm concerned this will be a financial burden on our community	3/17/2024 12:59 PM
25	N/A	3/17/2024 10:38 AM
26	I would love to see pitcher plants native to Minnesota while walking through a wetland trail.	3/17/2024 9:53 AM
27	Very excited about all of the possibilities!	3/16/2024 9:30 PM
28	It would be wonderful to see music, theater, and dance presentations from a wide range of genres both local and national. I would be interested in being involved in curating/booking/organizing.	3/16/2024 6:18 PM
29	Hello, I'm new to the area and am just learning about your project. As someone who's created a nonprofit art space and worked in a collection-based museum I have a few thoughts off the top of my head. First, I'd suggest taking a realistic view on exhibition turn over when it comes to long term versus short term exhibitions. That includes whether your target audience will be mostly locals or tourists- this piece will impact programming, the exhibition schedule, and design of the exhibition spaces. One other factor to maybe keep in mind is the phenomenon that folks in the community often overestimate their own attendance & participation. Also, and this isn't glamorous, but I'd put a major emphasis on collection storage and care, as there'll need to be proper archival storage for a broad spectrum of materials which can easily deteriorate, some which could have contaminants, not to mention the varying sizes, oh, and regulated temperature and humidity conditions. I'd recommend having a proper collection protocol to handle gifts and potential acquisitions will also be important as well. Finally, I'm not sure of your long term funding structure, but art nonprofits are renowned for being underfunded and being too reliant upon unpaid staffing, so creating a mission statement with values that include proper funding for paid professional staffing to oversee your multifaceted event space will aid in ensuring its longevity. I have more thoughts, but I'll leave it at that for now. I'm excited to see what becomes of your project and wish you the best of luck. -Eric	3/16/2024 11:53 AM
30	I may be interested in volunteering, depending on what the time commitment would be and what type of volunteering is needed.	3/16/2024 9:46 AM
31	NA	3/16/2024 7:22 AM
32	The survey is well done! The first two questions are spot on! I can't wait to see this come to life! I can possibly volunteer some time.	3/15/2024 8:16 PM
33	I think the splash pad is a bad idea because it doesn't fit with the themes, introduce unnecessary liability, and will be a headache and money drain for maintenance.	3/15/2024 9:31 AM
34	Focus on wildlife in the area, too! A nature center would be nice.	3/15/2024 8:17 AM
35	No Dollar General in Scandia, please!!!	3/15/2024 7:01 AM
36	I am the president of the Friends of the Karl Oskar House and wondering about collaboration possibilities.	3/15/2024 6:41 AM
37	I am interested in assisting with this project but I am a 24/7 caretaker for a 98 yr old, in addition to running 2 businesses. Please forgive me for not volunteering as my time is already overstretched.	3/13/2024 5:08 PM
38	As a teacher, I would LOVE to bring my students to field trips that teach local history, especially immigration issues, Native American history, Hmong history, logging, and construction of the barn.	3/11/2024 5:48 PM
39	Would like to see this open year round	3/11/2024 10:29 AM
40	Great idea to have a survey. Hopefully it reaches many different types of people for real representation. I hope this place is welcoming and inclusive and accessible to all types of people young and old. I would like to move to Scandia if life allows so I'm interested in outdoor activities. Anything with hiking, biking or mountain biking to get to the heritage center would be MAJOR in getting there. I love the splash pad idea. I would also add a little natural play area like Tamarack nature center in attracting families.	3/11/2024 5:31 AM
41	I would love to see a splash pad for kids and an outdoor movie!	3/10/2024 11:52 AM

42	My great grandfather lived in Marine & was in the Civil War.	3/10/2024 11:32 AM
43	My age, disability, and distance from Scandia preclude me getting involved in volunteering. I love the area and would eagerly visit. I would also consider a donation if my budget permits - you didn't give a "maybe" option.	3/10/2024 11:26 AM
44	I think you need to have a coffee shop that serves pasties and sandwiches	3/10/2024 10:40 AM
45	Great Project Water Tower Barn Trails and Outdoor Coffee Shop Sound Great	3/10/2024 10:28 AM
46	My mom (Shirley Ahlm) was the treasurer for Hilltop Water Company which was the name of the well that was in this building and served the downtown area.	3/10/2024 9:53 AM
47	Can't wait to come visit bring my mom and dad and my children to show them where I grew up!! We're their Grandpa grew up!	3/10/2024 9:02 AM
48	Ancestors were early settlers by Bone Lake.	3/10/2024 8:07 AM
49	Great survey! Thoughtfully covers such a wide range of topics/dimensions. Generated real excitement in the project for me. I would be interested in volunteering a little time in the future (can only manage a small donation of money) -- but if I am informed of volunteer opportunities / tasks I will respond if I can. Thank you, and all the best!	3/8/2024 4:12 PM
50	Survey is too long	3/7/2024 12:11 PM
51	I feel that too much public money is being spent and will continue to be spent for limited benefit.	3/6/2024 6:07 PM
52	I'd love to help with the audio, visual, acoustic, design and installation and perhaps operation if needed. I have 40+ years of experience in the music industry much of that time as a live sound engineer. I'm semi retired now and I live just down the road. Cheers!	3/6/2024 5:17 PM
53	would be nice to connect the Barn with the Scandia Farmers Market - maybe do joint activities to bring people to the area	3/5/2024 10:10 PM
54	I'm excited for the Water Tower Barn Scandia Arts and Heritage Center to become reality!	3/5/2024 7:25 PM
55	Thank you for all of the work you're putting into this project. This is such an exciting time for Scandia and the surrounding community with the future addition of this space and the events that will be held here. We are a young family in the area, so our financial resources are limited, but we'd be happy to assist with our time when we are able. Thanks again!	3/5/2024 4:37 PM
56	I will likely contribute volunteer time in the future upon my retirement. Thank you for keeping Scandia history alive for today and the future of the children.	3/5/2024 9:05 AM
57	So excited to know about this! I have many and much history in Scandia! My Great Grandfather is one of those fellas, whose picture was taken by the Monument. Charles Almquist.	3/5/2024 1:49 AM
58	Thank you for everything you are doing to bring this project to Scandia.	3/4/2024 10:17 PM
59	Elim Lutheran Church is celebrating it's 170th Birthday this year. Founded in 1854 I think it's the oldest entity in Scandia still doin what it started out doin. Thats pretty cool.	3/4/2024 4:28 PM
60	World's largest dala horse would bring in more people to the water tower barn	3/4/2024 4:09 PM
61	a good restaurant would be a popular addition	3/4/2024 12:44 PM
62	I think it's important that the project not become a future tax burden for Scandia & Washington County residents.	3/4/2024 12:32 PM
63	I can't commit to any volunteering but it could be possible if time allows for it. Also, if there are any volunteer opportunities for teenagers as well or even children.	3/4/2024 11:23 AM
64	If I can help in any way, please let me know. Thank you for taking on this wonderful piece of local history.	3/4/2024 10:42 AM
65	Stay focused on Scandia heritage and don't stray away too far on unrelated things.	3/4/2024 10:36 AM
66	I'd love to help in any capacity. This project is my dream come true!	3/4/2024 10:09 AM
67	Thanks for all your work on this! I think it will be a great asset for Scandia. If I can help consult	3/4/2024 9:33 AM

on the ecology/nature-related themes let me know.

---

## Appendix C – Press Release

### For Immediate Release

March 1, 2024

**Contact:** Susan Rodsjo, Chair, Scandia Heritage Alliance  
Ph: 651-233-0267 Email:  
ScandiaHeritageAlliance@gmail.com



## How would you celebrate Scandia's rich history?

Scandia Heritage Alliance, a nonprofit group of residents, is leading an effort to create an arts and heritage center. They are asking for opinions on different aspects of the center, from exhibit ideas to amenities. Participate by completing an online survey at <http://bit.ly/42WXBuY>. A printed copy can be requested at the survey site.

According to Susan Rodsjo, chair of the SHA board of directors, the center will include space to celebrate Scandia's rich history, an outdoor amphitheater, a water garden play area for kids, and a wetland overlook and trails.

"We have an opportunity to highlight Scandia as a uniquely interesting and vibrant place to live in and visit," Rodsjo said. "When people fill out the survey, they'll help us thoughtfully preserve and celebrate our rich history, culture, arts, and rural character."

The survey takes about 15 minutes to complete. People can choose to share their names or remain anonymous.

Answers will help the board prioritize exhibit ideas, such as how the Water Tower Barn impacted life, immigrant stories over the decades, social clubs and gatherings, the progression of agriculture, the failed bank robbery in 1914, and many more. The survey will also influence programming development, such as theater, music, art classes, dance lessons, and more.

"Now is the ideal time to add your voice to the discussion," Rodsjo said.

The survey is open through March 22.

The project received \$2.2 million from the Minnesota Legislature last year. Fundraising is ongoing. Learn more about the Scandia Heritage Alliance and the Water Tower Barn Scandia project at [www.scandiaheritage.org](http://www.scandiaheritage.org).

**Cutline:** Scan the QR code or type in <http://bit.ly/42WXBuY> to complete the Scandia Heritage Alliance survey by March 22.



# COUNTRY MESSENGER

Serving Marine on St. Croix, Scandia, May Township

WEDNESDAY, MARCH 6, 2024

VOL. 40 NO. 45 www.countrymessenger.com \$1.25

**SISTER CITIES:** Take a trip to Mellerud, Sweden through exchange program. **PAGE 10**



CONTRIBUTED

Tammy Dickle among friends, family, and Adaptive Program instructors at Trollhaugen who helped her ski again for the first time since her motorcycle accident. Pictured are: Back row left to right - Adaptive instructors Peter Silbernagel and Keith Deutsch, and Dickle's son Charlie. Middle row - Adaptive Program Director Gretchen Anderson and Dickle's sister, Terri Fulco. Front row - Adaptive Instructor Gretchen Arneson, Tammy Dickle and her Nephew Kyle Anderson.

## Dickie hits the slopes again with a little help

## Public input sought for Scandia arts and heritage center projects

The Scandia Heritage Alliance (SHA), a nonprofit group of residents, is leading an effort to create an arts and heritage center within the city of Scandia. To get public perspective, they are asking for opinions on different aspects of the center, from exhibit ideas to amenities. To do this, the Scandia Heritage Alliance has put together an online survey that can be taken at <http://bit.ly/42WXBuY>. A printed copy can be also be requested at the survey site.

According to Susan Rodsjo, chair of the SHA board of directors, the center will include space to celebrate Scandia's rich history, an outdoor amphitheater, a water garden play area for kids, and a wetland overlook and trails.

"We have an opportunity to highlight Scandia as a uniquely interesting and vibrant place to live in and visit," Rodsjo said. "When people fill out the survey, they'll help us thoughtfully preserve and celebrate our rich history, culture, arts, and rural character."

When taking the survey, participants will find a list of historic events in Scandia and the surrounding area and can rank them on a scale from one to 10 in terms of how interested they would be to see that particular piece of history displayed in the arts and heritage center. Participants can also vote on specific features of the Water Tower Barn they would like to attend, preferred days and hours they would most likely visit, whether fees would impact attendance rate and more.

Answers will help the board prioritize exhibit ideas, such as how the Water Tower Barn impacted life, immigrant stories over the decades, social clubs and gatherings, the progression of agriculture, the failed bank robbery in 1914, and many more. The survey will also influence programming development, such as theater, music, art classes, dance lessons, and others.

The survey takes about 15 minutes to complete. People can choose to share their names or remain anonymous. "Now is the ideal time to add your voice to the discussion," Rodsjo said.

The survey is open through March 22.

The project received \$2.2 million from the Minnesota



CONTRIBUTED

Type in <http://bit.ly/42WXBuY> to complete the Scandia Heritage Alliance survey by March 22.

Legislature last year and fundraising is ongoing. Learn more about the Scandia Heritage Alliance and the Water Tower Barn Scandia project at [www.scandiaheritage.org](http://www.scandiaheritage.org).

Contributed

## Appendix E – Pioneer Press Article

TwinCities.com PIONEER PRESS

Local News | Scandia Heritage Alliance survey open until...



### Scandia Heritage Alliance survey open until March 24

They're asking residents to weigh in on what displays and events they would like to see at a new arts and heritage center



An architect's rendering of the Water Tower Barn Arts and Heritage Center site in Scandia. (Courtesy of Scandia Heritage Alliance)

#### RECOMMENDED FOR YOU

- 1 College will cost up to \$95,000 this fall. Schools say it's OK, financial aid can numb sticker shock
- 2 Airbnb updates cancellation policy: What travelers need to know
- 3 A million simulations, one verdict for US economy: Debt danger ahead
- 4 Judge sides with conservative group in its push to access, publish voter rolls online
- 5 Twins' Byron Buxton narrowly avoids collision ... with racing bratwurst
- 6 Minnesota Twins' 2024 new food lineup: Baked potato bar, banh mi brat, chicken tinga arepas and more from local chefs
- 7 St. Paul says it still has 1,000 openings for free swimming lessons for the disadvantaged



By **MARY DIVINE** | [mdivine@pioneerpress.com](mailto:mdivine@pioneerpress.com) | Pioneer Press

PUBLISHED: March 18, 2024 at 5:11 p.m. | UPDATED: March 18, 2024 at 5:59 p.m.

Members of the Scandia Heritage Alliance, a nonprofit group leading the effort to create an arts and heritage center in Scandia, are asking people to weigh in on what displays and events they would like to see at a new arts and heritage center.

The Water Tower Barn Arts and Heritage Center site will include space to “celebrate Scandia’s rich history with an outdoor amphitheater, a water garden play area for kids, and a wetland overlook and trails,” said Susan Rodsjo, the chairwoman of the board.

Anyone interested is asked to fill out an online survey before March 24. They will be asked for opinions on different aspects of the center — from exhibit ideas to amenities, Rodsjo said.

Answers will help the board prioritize exhibit ideas. Among the suggested ideas: how [the city’s Water Tower Barn impacted life](#), immigrant stories over the decades, social clubs and gatherings, the progression of agriculture, a failed bank robbery in 1914, and Ingrid Bergman’s visit to Scandia during WWII.

The survey also will influence programming development, such as theater, music, art classes, dance lessons and more, Rodsjo said.

For more information or to request a printed copy of the survey, go to <http://bit.ly/42WXBuY>.

## Appendix F – Flyer



# How Would You Celebrate Scandia's Rich History?

Scandia Heritage Alliance **requests your input** on what to feature in a proposed arts and heritage center.

**Help Scandia Heritage Alliance** prioritize the topics for museum exhibits.

Provide feedback on other arts and heritage center components, including an outdoor amphitheater, a water garden play area, and a wetland overlook and trails.

**With your help**, the center will successfully highlight Scandia's history, preserve rural character, and contribute to Scandia being a uniquely interesting and vibrant place to live in and visit.

#### **Proposed Exhibit Themes:**

- 19th century water tower barn craftsmanship and how a water source changed the community
- Scandia as home of the first Swedish settlement in Minnesota
- Ojibwe and Dakota way of life
- Scandia bank robbery debacle of 1914
- Chicago mobster John Dillinger's prohibition hideout on Big Marine Lake
- The evolution of agriculture
- And many more!

**What would be your top priority?** Now's your chance to share your thoughts with us. Give a few minutes of your time to fill out a survey at <http://bit.ly/42WXBuY> and make a lasting impact.

**Thank you!**

**Survey deadline  
is now March 24.**

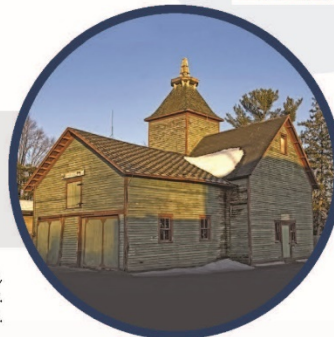
**Scan the Code**



#### **For more information**

Go to **ScandiaHeritage.org** or contact Susan Rodsjo at 651-233-0267 or [scandiaheritagealliance@gmail.com](mailto:scandiaheritagealliance@gmail.com).

Original water town barn circa 2012,  
which will be restored at the new center.  
Photo courtesy of Carol Seefeldt.




## Appendix G – Facebook Posts

### Scandia Heritage Alliance Facebook Page (463 followers)

**Scandia Heritage Alliance** Mar 4 · 🌐

SURVEY NOW AVAILABLE! What historic displays and programming would YOU like to see at the future WATER TOWER BARN SCANDIA arts and heritage center? Take our short survey at <http://bit.ly/42WXBuY> . The arts and heritage center will include space to celebrate Scandia's rich history, an outdoor amphitheater, a water garden play area for kids, and a wetland overlook and trails. This is YOUR opportunity to let us know how to make Scandia a uniquely interesting and vibrant place to live in and visit — and to thoughtfully preserve and celebrate our rich history, culture, arts, and rural character. The survey is open until March 24 and is supported by a Minnesota Historical and Cultural Heritage Grant from the Minnesota Historical Society.

 **How Would You Celebrate Scandia's Rich History?**


[See insights and ads](#) [Boost post](#)

### Marine on St. Croix Facebook Page 4.9K members

**Scandia Heritage Alliance** Mar 10 · 🌐

Hey Marine - WATER TOWER BARN is your venue too - and we would love to hear your thoughts about possible offerings! If you haven't already, please take the survey at <http://bit.ly/42WXBuY> . The arts and heritage center will include space to celebrate Scandia's rich history, an outdoor amphitheater, a water garden play area for kids, and a wetland overlook and trails. This is YOUR opportunity to let us know how to make Scandia a uniquely interesting and vibrant place to live in and visit — and to thoughtfully preserve and celebrate our rich history, culture, arts, and rural character. The survey is open until March 22 and is supported by a Minnesota Historical and Cultural Heritage Grant from the Minnesota Historical Society.

 **How Would You Celebrate Scandia's Rich History?**




16 21 2 comments

### Scandia Then and Now Facebook Page (4.9K members)

**Scandia Heritage Alliance** Top Contributor · Mar 16 · 🌐

HELP US GET TO 300 SURVEYS COMPLETED! If you haven't already, please tell us what YOU would like to see at WATER TOWER BARN SCANDIA arts and heritage center by taking the survey at <http://bit.ly/42WXBuY> . A big THANK YOU to those who have taken the survey. The arts and heritage center will include space to celebrate Scandia's rich history, an outdoor amphitheater, a water garden play area for kids, and a wetland overlook and trails. This is YOUR opportunity to let us know what's most important to YOU!




10 4 comments · 7 shares

### Scandia Then and Now – final post 4.9K members

**Scandia Heritage Alliance** Top Contributor · Mar 22 · 🌐

We're almost there Scandia - help us reach 300 completed surveys from the community! The Water Tower Barn Scandia survey closes Sunday at midnight. Tell us what YOU would like to see at the arts and heritage center by taking the survey at <http://bit.ly/42WXBuY> . The space will include Scandia history, an outdoor amphitheater, a water garden play area for kids, and a wetland overlook and trails. This is YOUR opportunity to let us know what's most important to YOU!



13 4 comments

## Appendix H – Focus Group Invite



# How Would You Celebrate Scandia's Rich History?

Scandia Heritage Alliance **requests your input** on what to feature in a proposed arts and heritage center.

**Help Scandia Heritage Alliance** prioritize the topics for museum exhibits.

Provide feedback on other arts and heritage center components, including an outdoor amphitheater, a water garden play area, and a wetland overlook and trails.

**With your help**, the center will successfully highlight Scandia's history, preserve rural character, and contribute to Scandia being a uniquely interesting and vibrant place to live in and visit.

#### **Proposed Exhibit Themes:**

- 19th century water tower barn craftsmanship and how a water source changed the community
- Scandia as home of the first Swedish settlement in Minnesota
- Ojibwe and Dakota way of life
- Scandia bank robbery debacle of 1910
- Chicago mobster John Dillinger's prohibition hideout on Big Marine Lake
- The evolution of agriculture
- And many more!

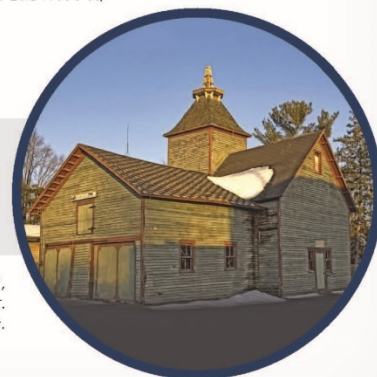
**What would be your top priority?** Now's your chance to share your thoughts with us. Join a conversation in the next few weeks by contacting Jill Brown PR, [Jill@JillBrownPR.com](mailto:Jill@JillBrownPR.com), or 612-889-2611. Make a lasting contribution.

**Thank you!**

#### **For more information**

Go to [ScandiaHeritage.org](http://ScandiaHeritage.org) or contact Susan Rodsjo at 651-233-0267 or [scandiah heritagealliance@gmail.com](mailto:scandiah heritagealliance@gmail.com).

Original water tower barn circa 2012, which will be restored at the new center.  
Photo courtesy Carol Seefeldt.



## Appendix I – Focus Group Detailed Notes

### Heritage Families Group 1

February 29, 2024 - Scandia Community Center

Five long-time residents of the area whose ancestors were early immigrants to Scandia gathered to provide insights on how the new heritage center might capture the unique aspects of life in Scandia. A mix of ages was represented, with two women and three men: **Anna Gonzalez, Karen Johnson, Greg Benson, Donover Ahlm, and Jim Lindberg.**

Lynne Moratzka, Director Emeritus of Gammelgården Museum in Scandia, provided context for the Swedish immigration story. Susan Rodsjo, Chair of the Scandia Heritage Alliance Board of Directors, provided an overview of the project and set the stage for discussion.

Focus group members filled out part of the written survey, rating their level of interest in 18 different display topics.

A gallery walk exercise encouraged them to write notes or questions on the 18 topics they had just rated. The consultant reviewed comments and encouraged people to expand on their thoughts.



*Jim Lindberg shares softball memories with Susan Rodsjo, Board Chair of Scandia Heritage Alliance.*

The consultant noted a strong positive reaction to the topic of early women entrepreneurs. Female participants noted the telling of history often favors men. There's more to know about the hard-working women who managed local stores, farms and homes while the men sometimes went logging, hunting, off to war, etc. Scandia had several stores run by husband/wife pairs, and a millinery (hat store) in the Village Center was owned and run by a woman. Clothing was important because it described social class.

As participants left the meeting, they used stickers to "vote" for up to five of their favorite topics. Logging received four stickers. A conversation about the topic noted that farmer men often worked at logging camps during the winter. Jim's grandfather broke up log jams in the river; he left his wife along with nine kids. People want to know how logging impacted Scandia.

The topic of social clubs brought up many memories of the importance of softball games and tournaments in Scandia. The game took root in the 1930s. It has been four years since a softball team has called Scandia home. There was a time in recent history when Scandia's reputation was undisputed for having outstanding ball players. The three men in this focus group are Minnesota Softball Hall of Fame Inductees. In the heyday of the sport, people knew it was time to gather at Scandia's lit ballfield to watch a game because a car with a loudspeaker drove around the community, inviting them. A display of uniforms and other memorabilia wouldn't be difficult to accumulate with help from the men in the focus group. Jim Lindberg expressed regret that he recently disposed of the team's trophies, not knowing where to continue storing them.

It wasn't just fast-pitch softball that participants discussed. Also mentioned were the Scandia-Marine Lions Club and the Rod and Gun Club after WWII. Five stickers were placed on social clubs and gatherings as a favorite display topic.

Topics they didn't see in the survey included schools and Elim Church, a unifying presence. Participant Jim is in a 1929 photo of the large congregation. The church, which is 170 years old, persisted through two fires and a tornado – rebuilding multiple times. Plat maps would help track family lines.

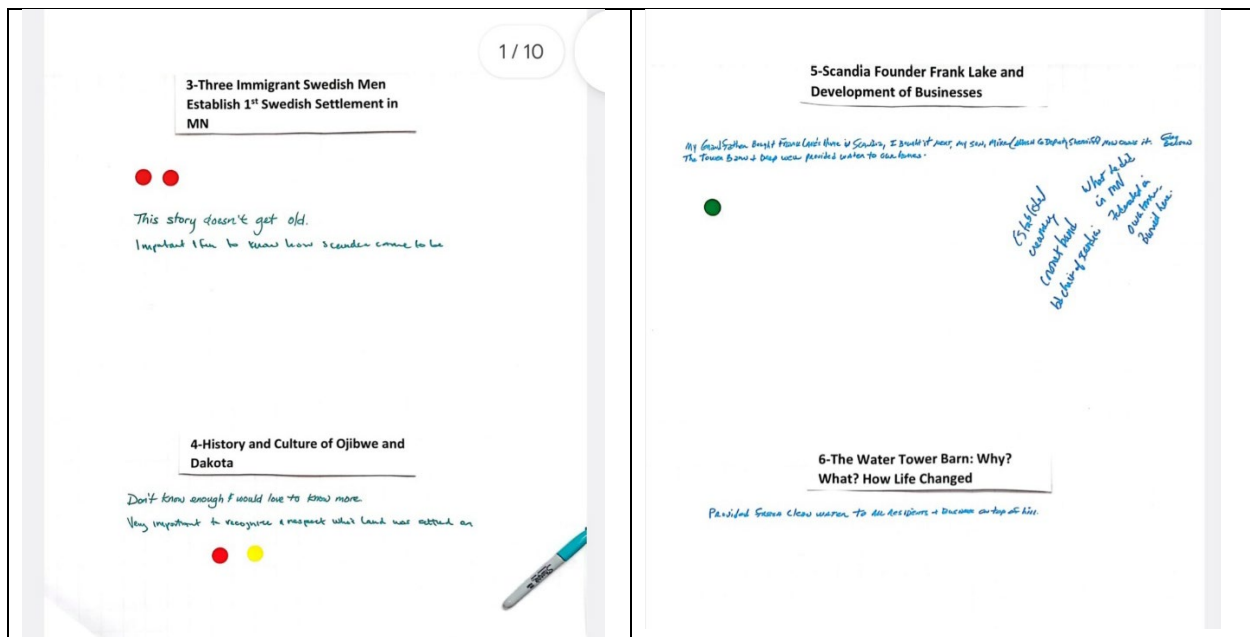
Oral histories could capture stories of kids' shenanigans with apple fights downtown. Could people articulate what made them feel safe and part of a community that wasn't rich but had wonderful people?

Sustainability is important. Questions were asked about paying for the center beyond the capital campaign. Ideas were bantered about to make sure maintenance is prioritized. Some feel it's easier to raise funds for programming than maintenance. Gammelgården Museum has an endowment fund that provides 5% for maintenance. There's no begging for operating expenses. Ideas for the new center include raising funds by welcoming family donations and recognizing their stories along a heritage trail.



Hometown pride is evident in these focus-group participants: Donover, Anna, Karen, Greg, and Jim.

## Gallery Walk Results – Heritage Group 1



### 7-Parallels between Ojibwe and Swedish Culture

Need to know more - but interested

Conflict  
signaled Swedish  
affinity

Interesting topic

### 8-Failed Bank Robbery 1914

Cool story

### 9-Water Tower Barn Craftsmanship

Great carpenters with basic tools including adze & timber stick

Ax w/  
Cross blade

Ice chisel  
no comp @  
wood

Important because the building will be such a focus.

### 10-John Dillinger's Big Marine Lake Cabin

This would be a fun story to learn more about

### 11-Scandia Post Office

When started & post mistakes & delivery

### 12-Early Women Entrepreneurs

HARD WORKING - WOMEN MANAGED FARMS + HOMES  
Very interested men got attention but slow  
clothing described social class

### 13-Progression of Agriculture

Hard breaking - wood down etc

### 14-Immigrant Story

First years - Hard ships - Larry S.  
1st year living in a hole - later barn  
Lived in a cave

Current immigrants - Language Kids from 1st What do I hang onto of my culture?  
Refugee time & future issue

### 15-Logging

2 from when he began  
a small little know name  
\* 1st person

Men went to camps  
Jim's grandfather broke up log jams in river. Wife alone w/ 9 kids.  
Cash &  
How did it impact Scandia?

### 16-Phone Company and Operators

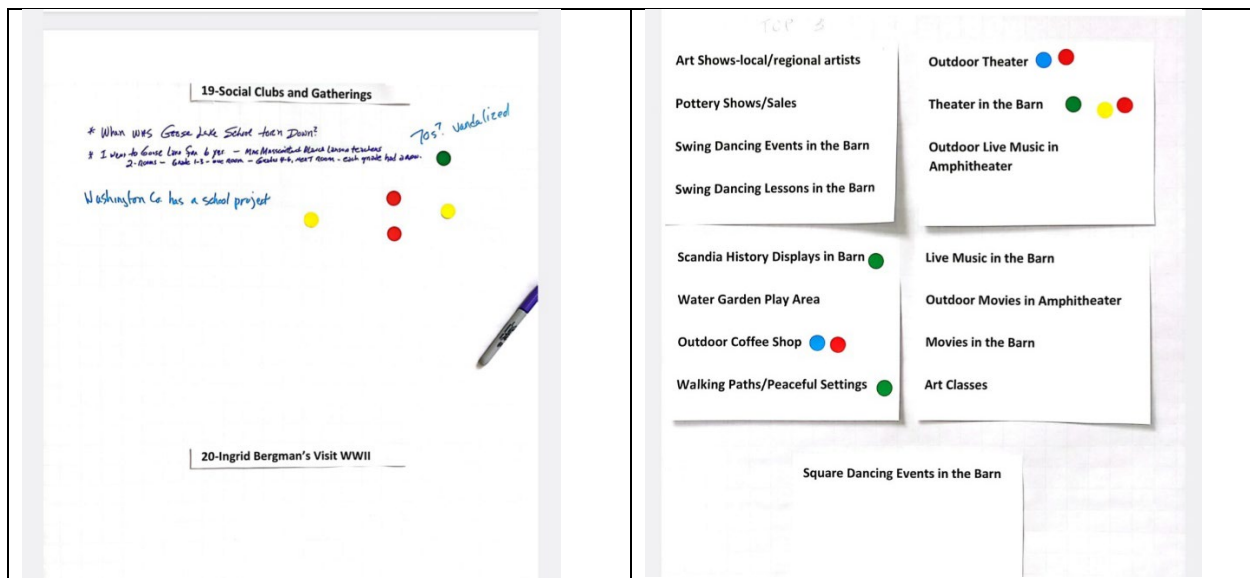
Original story  
Grofford & Henry  
How phones worked

### 17-VP Mondale's Love of Scandia

Notable St Croix Preservation Credit

### 18-Hamlets and Towns Now Part of Scandia

All areas noting areas of history - Copes - RR, road etc  
1st river than RR



## Heritage Families Group 2

March 23, 2024, Scandia Community Center

**Participants:** Bill Havener, Debbie (Larson) Havener, Christina Morrison, Lynne Moratzka, Janelle Lindberg-Kendrick, Bonnie Olson, Suzanne Lindgren, Stephanie Sandgren Pereboom, and Barbara Sackmann. SHA Board Chair Susan Rodsjo provided an overview of the project and set the stage for discussion, and Bjorn Skogquist of Jill Brown PR facilitated.

Conversation flowed easily in this group, with participants sharing fond memories from growing up in Scandia, as well as tidbits of history not covered in the survey. Following are topics discussed and highlights of the conversation.

## Scandinavian heritage and history

- Lindgren and Morrison shared stories of their Scandinavian heritage and ancestral homes. Christina is 5<sup>th</sup> generation. She lives in the house built by her ancestors in the 1870s, and it includes some original design elements, such as the basement door hardware.
- Janelle is third generation. Her grandmother was a phone operator, working in the brick 2-story phone company building on Olinda Trail.
- Bonnie's grandmother came from Sweden. John's side of family...grandfather bought land in 1850 and built a house in two phases over time. 1917 added porch. Original desk from the post office is handmade and in her possession. It's in two pieces, hand-carved walnut. Doesn't think original log structure is still there in the house.
- Barbara shared that her family history traces back to the 1850s and 1860s.
- Stephanie lived in her grandparents' house for a few years. After getting married, they built a new house. Great-great grandfathers settled in the area.

### How were homes built?

- Sometimes homes were ordered from catalogs – such as Sears Roebuck kit homes - with material shipped via railroad to the depot in nearby Copas.

- A red brick manufacturer was located on 230<sup>th</sup> Street in Scandia. One participant believes the bricks in Elim Church may have been from there – and could have been the source for several historic brick homes in Scandia. In 1890s, the brick maker went out of business.
- A.D. Morrison labels are on the boards in the basement at Christina’s house.
- Palmer style house was a catalog option.
- Where were raw materials sourced for building? Members find topic fascinating.
- Limestone is a local product from the St. Croix River valley. A quarry was located on the St. Croix River in Scandia below Quarry Avenue.

### **Local history and family stories**

- Random relatives of Frank Morrison stop by the original farm. They sometimes have better records of history. Gather in the summer. Christina will give Frank assignments to share more.
- Jim Lindberg was president of Security State Bank of Marine and has lots of history. Could talk to him about bank robbery.
- Myron Lindgren is another good contact to learn about Scandia history.
- Ask Myron about playing hockey. Was it casual? Was it organized? Zephyrs was the name of the team. Chisago County has information. Not just a pick-up team. A league. Like the baseball team. Cool stories to find.
- Mercantile – the Scandia Cooperative Store -- was the favorite place to be as a kid. Co-op had annual event with prizes. It sold shares. One participant won a pillow when she was 10.
- Mercantile auction when store was closing. Streets were flooded at night for that auction. Made impression on young girl because she had never been to town at night.
- Multi-party phone lines with operators. Bonnie said that as a teenager, she remembers saying “please get off the line.” You’d hear a click, but then another click when someone rejoined. Rings were different for each residence. If you were a Nosy Rosey, you’d pick up other people’s calls to listen in.
- Uncle was a ham radio operator.
- Frank Morrison family diary. Christina will scan materials. In English.
- Native communities are mentioned in Frank Morrison’s notes. Swedish kids wore wooden shoes handed down. Start with many layers of socks. Leather moccasin making learned from Native Americans. Thrilled to have another kind of footwear.
- 1886 letter -- Grandfather received letter from mother in Sweden. She has translation.
- Knapp’s Cave on the St Croix River – Minnesota side -- both immigrants and Indians used the cave and seemed to get along.
- 1918 pandemic. Marker on end of driveway to indicate if house had illness. Spanish flu.
- Polio impacts. Medicine stuff is fascinating.
- Include stories about Dakota and Ojibwe that lived in this area. What happened after the treaties? How did it reshape the area? Not a lot mentioned of Native groups. Seemed like things were pretty peaceful with settlers in the area.
- Excerpts of history of tribes printed in area newspapers. Chippewa band. Bjorn was asked to scan and provide copies to Scandia Heritage Alliance, which he sent to Susan Rodsjo.

### **Cabins and resorts**

- Cabins, resort areas began appearing in Scandia -- when did that start happening? Bill said half-dozen cabins in 1950s and then grew.
- Bliss edition on Big Marine Lake located off of Manning started developing after the 50s. Bill has photos from that time.
- Shady Birch was a resort on Big Marine Lake in the ‘20s or ‘30s (Washington County acquired it by eminent domain in early 2000s for Big Marine Park Reserve)

- River cabins...some are hard to find today. No cell phone service, no electricity.
- Bill says when he was a kid probably 6 places rented boats. Now there's none. No place to buy bait on the lake. No place to spend money on the water.
- Nice to see Washington Co. has acquired some property. Down by the old beach is now county land. There will be more public access. They closed Shady Birch Resort to build public landing.
- If you wanted to swim on Big Marine, you had to pay 25 cents to walk across property to a swimming area -- memory from childhood.

### Social Clubs

- Sew and Sew Club was community based, not church. Lasted a long time.
- Rod and Gun Club was big; the building is still there – the garage across from Meister's Bar. Local kids learned to shoot there.
- Scandia-Marine Lions are huge to this day.

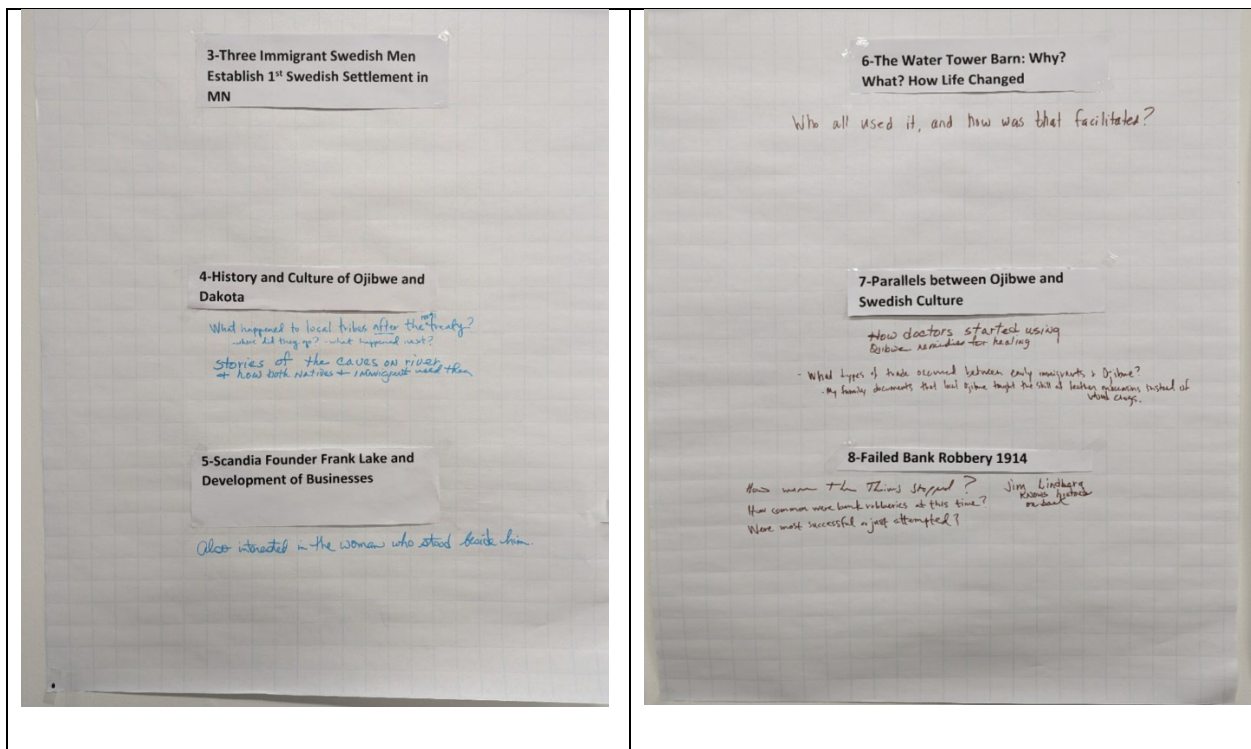
### There was discussion of recent and upcoming milestones.

- The Gateway Trail is coming to Scandia and will go to Meister's parking lot
- Trail parking and trail access in the area were discussed.

### Voting on Amenities

Participants were given stickers to vote on amenities they'd like to see at the arts and heritage center. Top choices were walking paths/peaceful settings, water garden play area, and live music in the barn.

### Gallery Walk Results – Heritage Group 2



### 9-Water Tower Barn Craftsmanship

Where were building materials sourced?  
Interested in locations for local quarries, lumber sources  
and brick + mode of transport to Scandia.  
- Other construction in town: Common "Palmer House"

### 10-John Dillinger's Big Marine Lake Cabin

Where was the cabin? Does it still exist?  
Would SHA be willing to open up S-M Lions if we did a gangster house  
for Taco Day 2025?

### 11-Scandia Post Office

House is now for sale/  
Artifacts still available.  
Was there delivery service to homes, or was it a pick-up service.

### 12-Early Women Entrepreneurs

Entrepreneurs and other SCANDIA leaders

### 13-Progression of Agriculture

Would be interesting to follow this through to when  
most Scandia families stopped farming - was it the  
family-farming crisis of the 1920s/30s?

Need historical connections to inventions or mass production of machines

### 14-Immigrant Story - Historic & Modern-Day Experience

Do we have current day stories?

### 15-Logging

Where were the logging camps?  
Were owners local and recruited workers?  
More here about logging contacts.  
Were there specific skillsets the Swedish immigrants had  
that made them ideal candidates for the logging camps?

### 16-Phone Company and Operators

Stories a very funny!

When/how was electricity brought to Scandia?

Fire Department

### 17-VP Mondale's Love of Scandia

### 18-Hamlets and Towns Now Part of Scandia

Copas - Rise to Ghost town  
- Various names of area: Vasa, Copas, Otisville  
Businesses around Big lake: eg: cobbler

### 19-Social Clubs and Gatherings

Were the clubs through church, communities, ...?

Panola Hockey Team = Zephyrs

Current day Bone Lake group  
Women's Soc & Sen Cld  
Gun Club

Scandia Marine  
Lions

### 20-Ingrid Bergman's Visit WWII

Sure... how was she invited & for what?

Live Music in the Barn ●●●●●  
Prairie Anthem

Outdoor Movies in Amphitheater ●

Movies in the Barn ●●

Art Classes

Scandia History Displays in Barn ●●●●●

Water Garden Play Area ●●●●●

Outdoor Coffee Shop ●●

Walking Paths/Peaceful Settings ●●●●●

## Recent Immigrant Focus Group

March 25, 2024, via Zoom

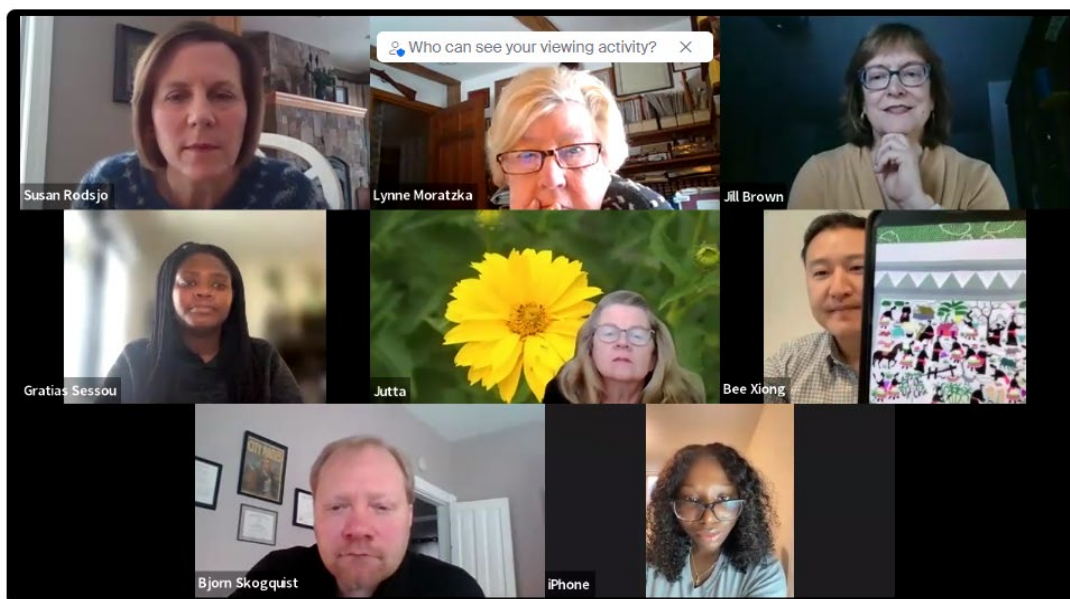
Bad weather (snowstorm) moved the recent immigrants focus group to Zoom. The four participants in attendance were **Gratias from Togo, Africa** (lives in St. Paul); **Jutta from Germany** (lives in Scandia); **Christine from Kenja** (lives in Minneapolis), and **Bee from Laos** (lives in Forest Lake, a neighbor community to Scandia). Susan Rodsjo, SHA Board Chair, shared comments from her husband, Paul Rodsjo, an immigrant from Norway who could not attend due to a last-minute work conflict. Susan and Lynne Moratzka, Director Emeritus of Gammelgården Museum in Scandia, provided background information on the project and the Swedish immigration experience. Consultant Jill Brown facilitated the conversation.

Christine has a 3-year-old son. She's a marketing major at Metro State. She came from Kenya when she was five and grew up in both cultures. She shared that what she experiences inside her parents' home still differs from what she experiences outside of the house. Swahili was spoken at home.

Gratias was about five when her family moved from Togo, Africa, to Minnesota. Her experience was similar to Christine's. The primary language in the home became English. She ate cultural food. She understood the different worlds inside and outside the home. It was difficult to balance at first, but it became easier. Today, she works with Paint Care, an organization that helps people responsibly manage waste paint.

Bee works in sales at a car dealership. His boss's family helped a nonprofit organization that serves orphans. Bee's family arrived in 1996. He is a second-generation American who was born in Laos. He was 8 years old when the family came here. As a child he experienced translating for his parents with medical care and more. Parents are still traditional with emphasis on religion, Shamanism. Ancestors play a vital role in their religious practice. Newer generations are more Americanized. His parents told stories to the children about farming in the mountains. During the focus group, he showed a craft tapestry that tells a story line on cloth. Bee knows a person who still makes them.

Jutta was born in Germany and moved here in 2000. She and her husband were drawn to it because of the heritage. Her husband had lived in Stuttgart, Germany, for 28 years before relocating to Scandia.



*Bee shares an image of a story cloth. It's one way to share Hmong culture at the new center.*

Susan shared some of her husband's experiences to see if there were parallels with other participants. Paul Rodsjo first came from Norway as a foreign exchange student at age 15 and returned to the United States for college. He married Susan at age 22, and today he is a pilot and part owner of a charter aviation company. Susan explained that Paul tells people he loves the United States for the amazing entrepreneurial opportunities that he would not have had living in Norway. He believes that overall, immigrants are a hard-working group -- driven by a dream of providing a better life for their children and grandchildren. Focus group participants agreed there's a strong entrepreneurial thread. The American Dream is still alive.

Gratias shared that winning the visa lottery became their way of accessing more opportunities. Things were tough at first.

Christine's mother also won a visa lottery. The whole village was involved in the family's decision to move. They knew one person in America, and they lived in the Twin Cities. Christine's family moved in with them. She remembers the drive to get an apartment and improve their situation. Her dad worked any kind of jobs. "I have to run because my parents walked. Or even fly because my parents ran." She has a drive because she saw her parents overcome. She remembers being pushed in the stroller, taking the bus, and waiting in a different room while her mother attended classes.

Bee's family came when their refugee camp closed. There were rumors of slaves in the US. His mother wanted education for the kids. School wasn't offered in refugee camps or in Thailand. His uncle was in the US first helping with a nonprofit serving orphans. The uncle sponsored the family. Without sponsorship, a family could be sent anywhere.

Jutta agreed with Paul's experience that a better life for the kids was a big reason to move to the area. Her daughter was interested in horses, but there wasn't space or a lot of money for that in Germany. They have family members in Minnesota and Wisconsin. The oldest son stayed in Germany and started his own family. Jutta enjoys German meet-up groups in the area and events at the German American Institute.

A common theme was that all had help to assimilate into the American culture.

Families celebrate their culture through holidays, clothes, food, and wedding traditions. Jutta orders German hot dogs from Chicago and serves them with German potato salad for Christmas—a 50-year tradition.

Bee said chicken is a staple of cultural foods. During New Year celebrations in November, Bee's family gets fresh chicken from a St. Paul store off of Hwy 52. River Center in St. Paul hosts a Hmong New Year event where you'll see traditional Hmong clothes. The different style tells the story of where families come from (which Susan noted is similar to the traditional clothing of Sweden and Norway). Weddings are still traditional. Hmong clothes are common at the weddings. Some people do both a traditional and an American wedding. Traditional weddings include a dowry paid by the groom.

Clothing is universal as a way to communicate status and resources.

Christine says there are 50 different tribes in Kenya, each with its language in addition to Swahili. Jewelry helps tell the tribes apart. Food is uniting. Something similar to mashed potatoes is a staple used to hold other foods. She is a self-proclaimed foodie and believes food is a great way to make connections between people.

Gratias's family celebrated Christian holidays. She said Thanksgiving seemed weird at first, a foreign concept. Traditional foods include a cornmeal-based carrier for stews and other things.

When asked if there were things to grab for teachable moments at the new center:

- Gratias said Africa has many intricate and different cultures, not one big one. She encourages people to ask questions. The new center might help people learn how to be curious respectfully.
- Lynne offered food as a way to connect and to preserve the home culture. Rice is treated differently in different cultures, for example.
- Bee suggested using art as a way to tell the stories of different cultures – and he shared a traditional tapestry from his Hmong culture. The group discussed the idea of sharing traditional tapestries from various cultures at the arts and heritage center.
- Christine said Africa is too often portrayed as poor, dirty, suffering, starving children. She'd like to see more of what life really is there. See what is beautiful in the culture.

The outdoor amphitheater proposed for the center would offer an opportunity to highlight the storytellers' talent and the culture's values. Susan said she would welcome knowing about cultural theater productions and children's books. She also asked for suggestions on music. The group was willing to assist.

A two-question survey in Zoom provided a tool to collect opinions and share the results instantly. The first question asked them to select up to five features of WATER TOWER BARN SCANDIA that they would be most likely to visit to attend. The top vote-getter was a tie between Scandia history displays in the barn and walking paths/peaceful seating near wetlands and rain gardens. A three-way tie for second place was the water garden play area, art shows and regional artists, and bike/walk trails around the wetlands with stories of Ojibwe and Dakota history and culture.

The second Zoom survey question asked them to select up to five historic displays on Scandia history that they would be interested in visiting. Tied for first were the three immigrant men who established the first Swedish settlement, the history and culture of Ojibwe and Dakota, and the parallels between Ojibwe and Swedish culture. Water Tower Barn craftsmanship came in next, along with the progression of agriculture.

It's important for the center to be accessible to people at all income levels.

## Native American Focus Group

April 1, 2024, Scandia Community Center

This focus group was led by interpretive planner Regine Kennedy of Blue Willow Planning, a consultant who has experience collaborating with Native Communities to develop interpretation for Indigenous heritage trails and other projects.

**Three local residents participated:** **Diane Wilson** is an author who lives in Franconia Township just north of Scandia. **Rosetta (Rosie) Peters** -- part owner of Brookside Bar and Grill -- lives and works in neighboring Marine on St. Croix; she is also a poet. **Jan Lynn** is owner of Crabtree's Garden Gate, a long-standing garden and gift store in Scandia. She and her husband raised their children in Scandia before moving to a nearby community. Diane and Rosie shared that they are Dakota, and Jan is Omaha, originally from South Dakota.

At the time of the focus group, SHA and the City of Scandia had recently applied for a Heritage Partnership Grant from the Minnesota Historical Society to study the history and culture of Ojibwe and Dakota tribes in the Scandia-Marine area and to develop a preliminary interpretive plan for an Indigenous Heritage Trail around the wetland that lies between the future arts and heritage center and

Scandia City Hall. SHA Board Chair Susan Rodsjo provided an overview of the concept for research and the Indigenous Heritage Trail, and also provided an overview of the future arts and heritage center. In addition, Rodsjo shared with the group the extremely strong community support for sharing Native American history and culture at the center per results of the audience analysis survey, which had completed the day before.

The three focus group participants were enthusiastic about including Dakota and Ojibwe history and culture at the arts and heritage center. High-level takeaways from this group are:

- Participants strongly support sharing Native American history and culture along the wetland trail and expressed pride that our community is pursuing this project.
- Along the wetland trail and/or near the rain gardens, they would like to include interpretation about native plants, area geology, the value of wetlands, and the natural environment of Scandia before logging (e.g., was Scandia prairie, oak savannah, white pine forest, other?)
- They support including a display on Native American history and culture inside the Water Tower Barn Museum to build community and share the area's full history.
- If SHA and the City of Scandia win the Heritage Partnership Grant to study Indigenous history and culture in Scandia-Marine, they would prefer that two different researchers are hired: One to study Dakota history and culture, and one to study Ojibwe history and culture. They talked about ways to share both cultures along the wetland trail – perhaps through separate interpretive displays for each culture.
- The participants said they were aware that the Scandia-Marine area was home to Dakota tribes, but they questioned the history that Ojibwe were living in the area. Susan Rodsjo told them about the significance of Scandia as the location where the two tribes crossed paths. A boundary was created between the two tribes in the 1825 Prairie du Chien Treaty, a line that ran through northern Scandia on the St. Croix River at a "Place called Standing Cedar" (known today as Cedar Bend).
- Susan offered to send scans of historical accounts from the St. Croix Valley. In a follow-up email to the group, Susan provided additional information that she found indicating that Ojibwe were the prominent tribe in the Chisago Lakes area just north of Scandia. Other accounts mention Dakota settlements on Fish Lake in Scandia and Big Marine Lake, which is located in Scandia and neighboring May Township.
- Focus group participant Diane Wilson, a successful author who lives in Franconia Township, expressed possible interest in being the researcher. Susan Rodsjo indicated that she would check with the MNHS to find out if it's acceptable to hire a professional writer who does not have research credentials. (**NOTE:** a response was provided by John Fulton, Grants Specialist with the Minnesota Historical Society, who wrote, "We don't vet qualifications of consultants, but we do hope researchers are qualified. If the need for the position is mainly familiarity with Dakota culture or history, perhaps Diane is qualified in that sense. If she has done any amount of non-fiction research previously, that certainly helps as well. Her locality is also a bonus. Hope that helps.")
- All three participants indicated that they are interested in leading projects around Native American history and interpretation as part of an Indigenous Partner Group and agreed to meet again in April or May 2024 to identify and contact possible researchers for the project.

## Gallery Walk

### GRANT PROJECT OUTLINE

- + RESEARCH
- + THEMES/TOPICS/STORIES
- + DESIGN GUIDELINES/PRINCIPLES
- + CONTENT/INTERPRETIVE MESSAGE
  - + text - languages
  - + images - photos, custom art
- + NEXT STEPS →
  - Design Development
  - Engagement
  - Production & Installation

### WHO ELSE SHOULD BE HERE OR INVOLVED?

- Plant - Hope Flannagan - forager
- Jim Rock - star knowledge
- Dakota/language
- Artist - ~~Anna~~ Bernadine Garagola
- UMN - researcher
- Diane Wilson
- + support research
- + critical review
- St. Croix
- THPOs - for Research
- + Dakota
- + Ojibwe
- Artist
- Marlene Myles
- Angela Two Stars
- Mona Smith
- Native Plants - Prairie Restoration
- Maps of Historic Landscape
- + Plant for Climate Change/Shift (Forward Thinking)
- SUBJECT MATTER EXPERTS
- CULTURAL KNOWLEDGE
- LANGUAGE

### AREAS OF INTEREST

- Native Plants
- Wetlands
- Plants - Rain garden ⇒ Restoration
- Cultural Knowledge
- Poetry & Art
- Geology
- Collective History
- Building Community → model for other cities