



City of Middleton Annual Report 2013

Mayor & Common Council – 2013

Middleton's Common Council meets the first and third Tuesday night of every month at City Hall, 7426 Hubbard Avenue. Council agendas are posted on the City's website and at City Hall. The public is welcome to attend Council meetings.

The Common Council consists of eight alderpersons elected by districts and a mayor elected at large. The current Common Council consists of:



Mayor
Kurt Sonnentag



District 1
Miriam Share



District 2
Gurdip Brar



District 3
JoAnna Richard



District 4
James Wexler



District 5
Howard Teal



District 6
Susan West
(Council President)



District 7
Hans Hilbert



District 8
Mark Sullivan

WELCOME



Welcome to the City of Middleton! This community is very well-rounded, and whether you're seeking a place to live, work, play or just visit, we're glad you're here. Middleton is a vibrant urban ring city on the west side of Madison, the state capital. We were honored by Money Magazine and CNN as one of the top ten small city places to live in the U.S. (under 50,000 population) for eight years in a row, including "America's Best Place to Live" (2007). Our community offers the best of living and working in a small city while having all the great attributes of a dynamic larger City.

SIGNIFICANT CITY FEATURES

- The Middleton-Cross Plains Area School District, its high level of academic and co-curricular achievements, prominent athletic programs, outstanding staff, and quality facilities such as the community's Performing Arts Center are keys to the community's success
- Corporate headquarters and home base for American Girl (Mattel), Capital Brewery (America's #1 Rated Brewery), Electronic Theatre Controls (ETC), Gilson Medical Instruments, the National Mustard Museum, Springs Window Fashions, Standard Imaging (multiple winner of Wisconsin's Best Small Manufacturer Award), and Spectrum Brands among many other great businesses in a dynamic regional economy
- We are proud of our environmental ethic, sustainable city plan and initiatives, Tree City U.S.A. designation 18 years running, and as a Wisconsin Water Star, Bird City and legacy Green Tier community. Moreover, Middleton was an All-America City finalist in 2010
- Home to the acclaimed Middleton Hills, the first "new urbanism" subdivision in the Midwest, and the Downtown Middleton neighborhood, honored as the State's Best neighborhood in 2012 by the Thousand Friends of Wisconsin, the foremost statewide environmental group.
- Public amenities include a nationally recognized library that was named the "Library of the Year" for 2007 by the Wisconsin Library Association; a nationally-accredited senior center; the scenic Pleasant View Golf Course; Middleton Municipal Airport-Morey Field; outstanding public safety services, diverse and charming parks and ample public lands, the Capitol Ice arena, two Middleton historic museums (the Rowley House and the Depot), extensive and cost-effective public services and an Aa1 bond rating.
- Visitors are welcomed by our historic Middleton Depot Visitors Center and over 70 eclectic dining establishments and nearly 1,000 hotel rooms in seven hotels
- A regional employment center, we are a net importer of jobs--nearly 8,000--according to the 2010 Census--and an exporter of income to surrounding communities. Moreover, the City, Middleton Chamber of Commerce and Middleton Area Development Corporation have forged a sustainable and strong partnership in economic development.
- The "Good Neighbor City", host of Good Neighbor Festival for the past 50 years, partners in development with neighboring communities in Dane County, as well as the City of Madison and the University of Wisconsin through the regional economic development organization "Madison Region Economic Partnership".
- Celebrated our Sesquicentennial (150th birthday) in 2006 and are proud of our heritage which started with the advent of the railroad between Madison and the Mississippi River in 1856. On April 9, 1963, Middleton transitioned from a village to a city, and we celebrated our 50th anniversary as a city in April, 2013
- For those in our larger community who struggle with life's challenges, we exhibit Good Neighborliness through our local churches and service clubs, Middleton Outreach Ministry, Restoring Hope Transplant House, Gilda's Club, Gio's Garden, the Middleton Community Endowment, and many other individual and group philanthropic efforts

Mike Davis

City Administrator & Director of Community Development

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INTRODUCTION

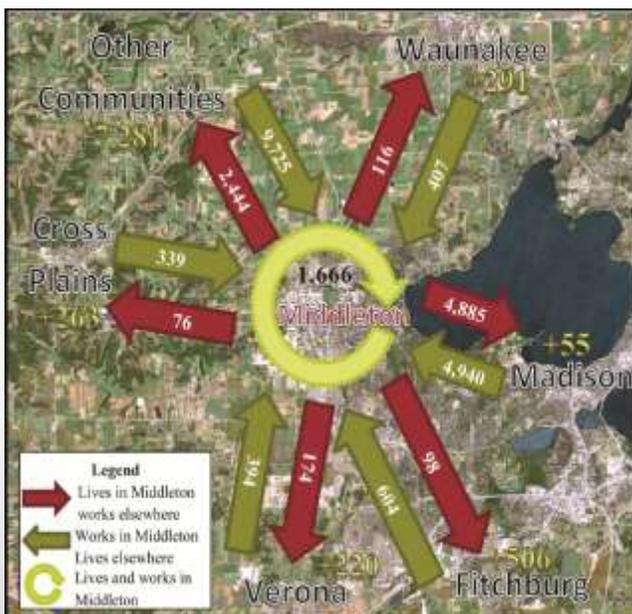
The successes chronicled in this year's Annual Report highlight only some of the amazing work done by our City staff in 2013.

The Annual Report is a snapshot of some of the great things our City is doing. However, if you're interested in receiving more information about events or a given department, you can do so by signing up for Notify Me on our City website at: www.ci.middleton.wi.us/list. You can also sign up to follow us on Facebook and Twitter. Finally, you can watch all of our Common Council and Plan Commission meetings on demand on our City Website.



Employers & Jobs

- Middleton has over 18,000 jobs, but only about 9,600 working residents in a population just over 18,000.
- More workers come to Middleton daily (over 16,000) to work than leave Middleton (8,000) to work elsewhere.



Middleton's Top Ten Employers	
Company	Employees
1 PPD	685
2 UW Medical Foundation	650
3 Springs Window Fashions	605
4 Electronic Theatre Controls, Inc.	584 F/T 37 P/T
5 Spectrum Brands	560 F/T
6 American Girl	546 F/T 300 Seas.
7 Veterans Health Administration	350
8 West Corporation	340
9 Humana Inc.	306 F/T 3 P/T
10 Capitol Indemnity Corp.	250 F/T 4 P/T

FINANCE

Dane County Peer Property Tax Comparison (City portion only)

<u>Municipality</u>	<u>Rate</u>	<u>Med. Value</u>	<u>Total</u>
Middleton	6.55	265,900	1,742
Waunakee	6.64	309,700	2,056
Verona	6.77	243,700	1,650
Fitchburg	7.84	270,600	2,122
Stoughton	8.26	194,400	1,606
Sun Prairie	8.42	212,500	1,789

The City of Middleton continues to have the lowest mill rate in Dane County for communities over 10,000 population.

2013 Major Accomplishments

- Bid out City banking relations
 - a) Selected Park Bank
 - 1) No monthly service fees saving on an annual basis at least \$5,000
 - 2) Initiated “remote capture” check scanning capability eliminating daily check deposits
- City’s credit rating
 - a) Rating related to 2013 general obligation promissory note issuance Moody’s Investors Service re-affirmed Aa1 credit rating
- Initiated electronic on line payment capabilities for:
 - a) Property tax collection
 - b) Utility billings

INFORMATION SERVICES

- Upgraded the City's infrastructure to provide a quicker and more reliable network for the staff. This will allow the City to host many of its web services in-house
- Added wireless connectivity to the Senior Center, and added video replay of meetings to the City web site
- Upgraded equipment and began providing single sign-on capabilities to Middleton Police officers

MUNICIPAL COURT

- Consistently provides excellent customer service in one of the higher volume municipal courts in Dane County.
- Accurate record-keeping to the court, the City, the county, the state and the Department of Transportation.
- Developing innovative approaches to administrative challenges.



POLICE

Emergency Preparedness

The Middleton Police, Fire and EMS departments trained with the Middleton School District at a full scale "Mock Bus Accident" exercise designed to test their emergency response capabilities. Police staff worked with the District to update their Critical Incident Response Plans with an emphasis on the response to Active Shooter situations in 2013. Critical Incident Response Training with all disciplines will continue in 2014.



Accreditation

For over a year the department has been engaged in a process of self-assessment and preparation in an effort to attain accreditation. Accreditation means that the Middleton Police Department meets the state-of-the-art standards deemed essential to the protection of the life, safety, and rights of the citizens it serves, and exemplifies the best professional practices in the conduct of its responsibilities. The department was assessed by a team of law enforcement executives over a three day period in January. The Governing Board of the Wisconsin Law Enforcement Accreditation Group will meet in early February to consider the assessment team report and determine if the department will be awarded the coveted Certificate of Accreditation. Statewide only 19 of Wisconsin's 339 Law enforcement agencies have achieved accreditation.



Heroin Epidemic

Police and EMS responded to six overdose calls in 2013. Two of those calls resulted in the death of the users. Arrests of those responsible for delivering the drug were made after the most recent death. Middleton Police continue to work closely with area law enforcement agencies and others to try to curb this epidemic which is responsible for many of the crimes that are committed in our community.



EMS

Increasing Interagency Cooperation

Working with the Middleton Fire Department to improve interagency relationships through integrated training, development of SOGs, establishment of MABAS response matrices, and definition of common goals and incident management objectives.



Challenge: Rising Pharmaceutical Costs

The City's EMS continues to struggle with huge increases in the cost of pharmaceuticals due to nationwide supply shortages (having experienced price increases as high as 400% for some items in 2013). EMS must look for creative ways to meet the demands for emergency medical treatment of its patients by maintaining sufficient stock quantities of medical supplies and drugs as dictated by current medical protocols, while simultaneously controlling costs in order to stay within budget limitations.

BUILDING INSPECTION

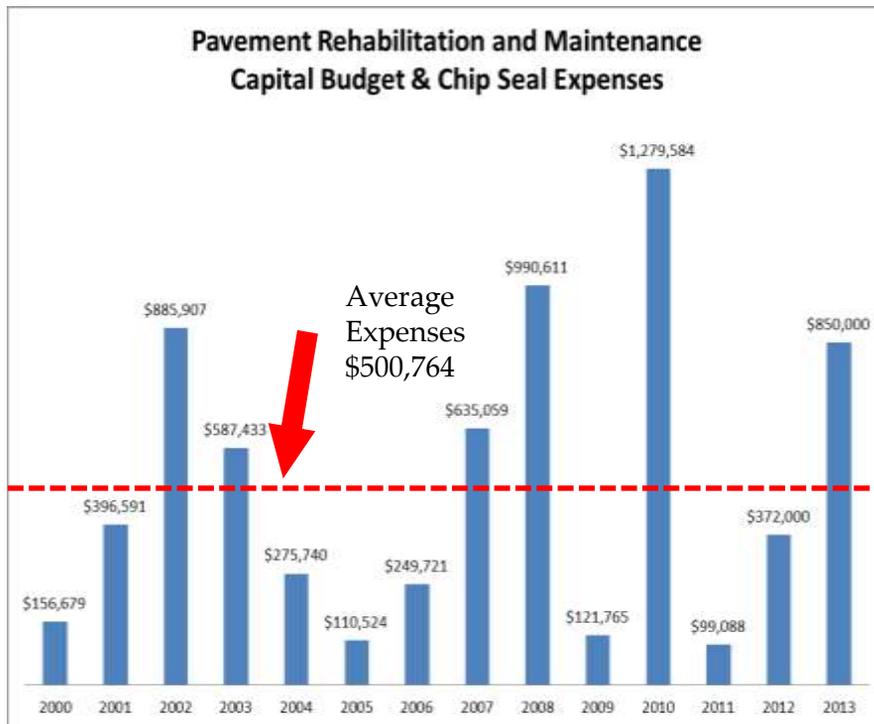
Construction Activity Strong Following Recession

The City Inspections Department has issued over **2,300 permits** for building, electrical, plumbing, HVAC, sprinkler, alarm and erosion control since 1/1/2013. **These permits are** for construction projects **worth over \$100,000,000**. They include 64 new single family homes, 1 new duplex, 2 new apartment buildings and 10 new commercial building along with a large number of remodels, repairs, alterations and additions on commercial and residential building. The City is experiencing an upward trend in construction volumes, and forecasts that the current upward construction trend will continue into 2014.

PUBLIC WORKS

Engineering & Operations

After recent tough budget years forced decreases in pavement maintenance spending in 2011 and 2012, the Council has made a major commitment to road improvement funding by allocating more in 2013 than the prior two years combined, and has allocated more than a million dollars for work to be done in 2014.



Water Resources

MIDDLETON ST RECONSTRUCTION:

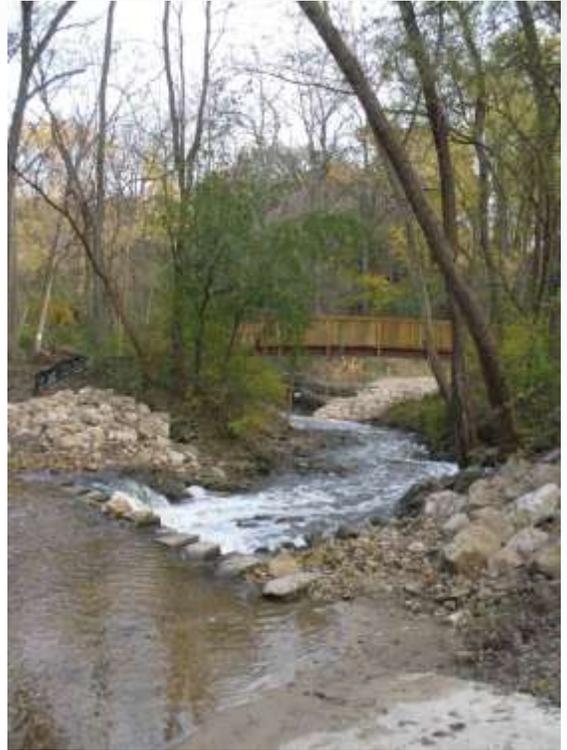
In addition to repairing the pavement, curb and gutter and sidewalk, this project addressed a long-standing local drainage problem, particularly in the block just north of Voss Parkway. It also:

- Added surface course for the first time to the block south of Voss
- Provided a bona fide cul-de-sac at the south end
- Improved the storm overflow system between Stricker and Tiedeman Ponds

Water Resources

DANE COUNTY URBAN WATER QUALITY GRANT:

With the help of Vierbicher, the City successfully applied for a water quality grant to construct a detention / sedimentation pond and infiltration basin southeast of the Police Station on City conservancy land. The City was awarded a grant in the amount of \$266K. The estimated construction cost is \$355K plus engineering. The facility will support existing developed areas with no storm water management plus planned redevelopment along Parmenter Street.



SOUTH FORK BANK STABILIZATION:

This project addressed for the first time the reach of badly eroded stream between Greenway Boulevard and Well #6. It removed invasive species, opening up the vista in this area, which nicely coincided with the recent completion of the bike path and bridge north and west of Raven Software.

SENIOR CENTER

The Middleton Senior Center enriches the lives of older adults!

Nimble Fingers

The Nimble Fingers Sewing group gave back to our community by donating 1,147 home-made items to 17 organizations in Middleton and the greater Madison area.

- Lucky recipients included 277 items to MOM, 202 to Veteran's Hospital and 112 to Agrace Hospice. The group makes quilts, knit hats and mittens, pillows, walker bags and many more beautiful pieces for those in need.



Brain Fitness

Programming to promote brain fitness was prominent this past year, including Brunch for the Brain, Mindful Meditation, Memory Café, Life Long Learning Brain Fitness and reminiscing class.

History Project

The Senior Center began an ambitious project to interview and write the stories of our Middleton residents, Military Veterans and Senior Center participants. Everyone participating, including the writers, are volunteers, and a fascinating and important part of history is being preserved for generations to come. To date 20 interviews have been conducted.



RECREATION

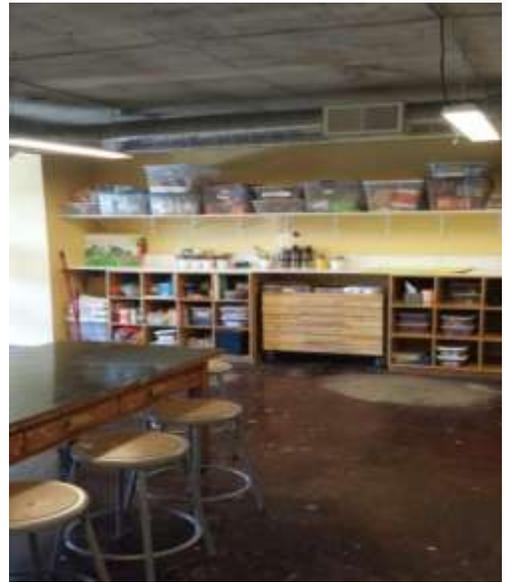
NRPA Gold Medal Award

Middleton Recreation, along with Public Lands and Forestry, was one of four finalists for the National Recreation and Parks Association Gold Medal Award. This award honors communities throughout the U.S.A. that demonstrate excellence in the parks and recreation field.



Hubbard Art Center

The Hubbard Art Center in downtown Middleton had its grand opening on March 21. This facility hosts enrichment and fitness programs for all ages. It will also be hosting monthly art shows for local artists.



All City Swim Meet

Middleton Recreation and Middleton Gators Swim and Dive hosted a successful All-City Swim Meet at the Walter R. Bauman Aquatic Center from August 1-3.



LIBRARY

In 2013 the Middleton Public Library served the community by reaching beyond the walls of the facility and beyond our bookshelves by offering:

- Outreach literacy programs at schools, hospitals and to students in afterschool care, involving book clubs, stories, songs and art projects;
- Inspiration and education through cultural and humanity-based performances, through collaborations with other Dane county libraries;
- Enhanced digital Library for news, instruction and entertainment, through more e-books, additional online databases for small business owners, job seekers, investors, independent learners, and over 50 titles of digital magazines.

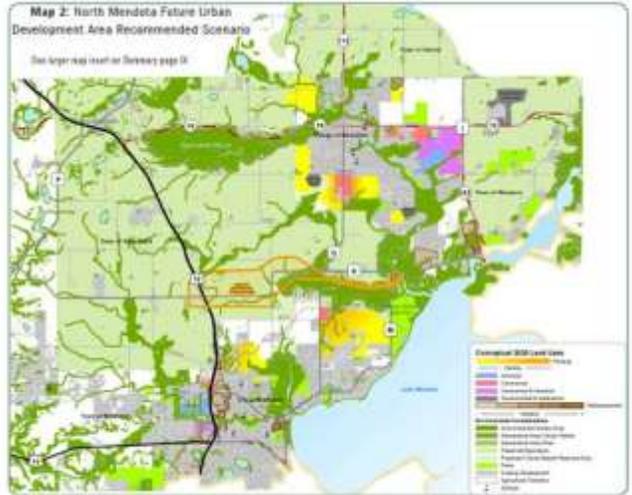
Compared to 5 years ago, Middleton Public Library total registered cardholders of 20,752 was an increase of 25%!



PLANNING & ZONING

Deming Way / Highway 14 Intersection Improvements

The City added turn lanes, upgraded the traffic signals, and completed the “missing link” in the backbone of the City’s path network. Traveling through this intersection is now safer for vehicles, pedestrians, and bicyclists. It is now possible for pedestrians and bicyclists to travel five miles along one continuous trail between Orchid Heights Park and the Pleasant View Golf Course.



NOTE: This map is not intended to represent the Planning Commission's, Board of Zoning Appeals or other public entities' final decisions on the FUDA study area. It is based on a staff and consultant's preliminary analysis of the study area and is subject to change. The map also shows the location of the FUDA study area. It is based on a staff and consultant's preliminary analysis of the study area and is subject to change. The map also shows the location of the FUDA study area. It is based on a staff and consultant's preliminary analysis of the study area and is subject to change.

Ongoing support of the Business Park development

The planning staff has reviewed several new business park projects bringing several hundred additional jobs to Middleton. Recent developments include Spectrum Brands (560 employees), Mead & Hunt (200 employees), ACD Distribution (35 employees), ACS (20 employees) and ACI which expanded in Middleton.



Future Urban Development Area (FUDA) Study Completion

The City of Middleton, working with the Town of Westport and the Town of Springfield, completed a Future Urban Development Area study to protect vital natural resources, promote efficient development, and preserve farmland through cooperative planning for long-term growth and conservation.



CONSERVANCY LANDS



Drain Tile Removal Project

City staff, in partnership with Alice Thompson & Associates, Friends of Pheasant Branch and the US Fish and Wildlife Service, worked in Pheasant Branch Conservancy to remove hundreds of feet of drain tile and restore the hydrology of this wetland area. A \$20,000 project w/ \$8,000 donated from US Fish and Wildlife Service and the Friends of Pheasant Branch in supplies and services.



New Trail Linkages

City staff completed design, planning and construction of two Projects funded by WDNR Rec Trail Grants: the first at South Fork to Pleasant View Golf Course, and the second from Graber Pond Road to the Middleton Ridge Neighborhood. These linkages are vital to our goal of furthering regional trail connections. Work was completed in partnership with Burse Surveying & Engineering, the Madison Community Foundation and private donors, as well as DNR. DNR RTP grants, which totaled over \$110,000, were a major help in completing these projects. Private donations to these projects totaled over \$10,000.



FORESTRY

The 2013 Arbor Day in the Hidden Oaks neighborhood (shown below) was the best attended Arbor Day in many years.



PARKS

Harvey John & Lucille Taylor Memorial Park Agreement

City Resident Lucille Taylor made a generous donation of \$100,000 to build the new community park at the Community of Bishops Bay. At 82, Lucille is an avid outdoor person loves our parks & trails, and she is an avid biker. She also volunteers weekly at the Senior Center-further helping others in our community-a great example of the altruism and citizenship we have in Middleton!



Emerald Ash Borer

Middleton has been preparing for the arrival of the emerald ash borer since 2009. With the recent confirmation of the beetle in the Warner Park area, we feel confident that the plans we have in place and in practice have Middleton on solid ground. Our urban forest will weather this pest and come out of it in much better shape.



Lakeview Park Fishing Pond Restoration Project

Parks Crew Member Kurt Breunig and many community groups raised over \$34,000 in cash donations and received a Dane County Partners for Recreation and Conservation (PARC) Grant for \$23,000 in matching funds.

TOURISM

NEW MIDDLETON VISITORS APP
it's *better* here.



MIDDLETON PICK-N-PLAY APP

Designed a true interactive map

- Doesn't direct users to our responsive mobile website

Launched early July

- Downloadable through all smart phones:
- To download go to:
 - Apple App Store on your phone
 - Android Play Store on your phone

Having fun in Middleton is easy just...

Pick-N-Play

- Ideas galore – Find lists of fun things to do based on themes, from relaxation to kids activities.
- Suggestions – Can't decide what you want to do? The Middleton Pick-N-Play app will give you some cool options.
- All the details – Get everything you need to know about Middleton's shops, restaurants, lodging, trails, attractions and more.

MIDDLETON VISITORS
it's *better* here. **ADDITIONS & CHANGES FOR THE BETTER...**

Event Coordinator Liaison - This person is the event planner's guide through the City's permitting, licenses, inspection and insurance requirements specifically as it pertains to the Special Event Permit, which is required for events that take place on public property with 200 or more individuals taking part or attending. Also, any event involving the use of public streets or closure of public trails. This position is the "go to" for these planners helping them navigate the often confusing, world of municipal requirements. This continues to make Middleton an attractive choice for many of these public going's out.

Depot building improvements/repair - Over \$50,000.00 funded 100% by the Middleton Tourism Commission. Many improving the building's accessibility & energy efficiency. A few examples of the work done are insulation, upgraded entrance approaches, interior painting, new lighting fixtures, new bathroom fixtures.

MIDDLETON VISITORS
it's *better* here. **NEW TV ADS**



NEW /UPDATED TELEVISION ADVERTISING:

View the commercials on our website VISITMIDDLETON.COM by going to the 'more info' tab and clicking on 'video'. We think they're fun & fresh!

[It's Greener Here, Spring/Summer](#)

[It's Tastier Here, Spring/Summer](#)

[It's Bolder Here, Spring/Summer](#)

[It's Tastier Here, Fall/Winter](#)

PLEASANT VIEW GOLF COURSE



Improvements on the Golf Course

With the help of John Docter of Docter Evergreens, Pleasant View planted sixty-three trees in 2012 and 164 trees in 2013 for a total of 227 new trees ranging from 5 to 20 feet tall. The new vegetation has enabled some holes to be reshaped in order to enhance the scenery and quality of golf provided while ensuring the health of foliage for the future. At the suggestion of many patrons, Pleasant View has taken a proactive approach to improving the overall golf experience by working

diligently at increasing green speed and bunker conditions. As seen in the photo above, staff is laying sod upside down to help prevent rocks from protruding through the soil. New sand will then be placed on top of the sod, which will give customers a nice, rock-free playing surface.

Continued support of junior golf and growth of the game

Pleasant View is extremely lucky to have a resource such as the par-3 course, which allows the course to host a junior program that has exceeded 350 children in the past. While this year's number didn't reach 350, it did grow to 25 new juniors compared to 2012. This asset also allows Pleasant View to support the Middleton High School boys and girls golf programs, which have consistently been some of the largest and best programs in the State as proven by the ladies after finishing third in the 2013 State Championship. Beyond junior golf, the course also provides new beginner and ladies clinics to help educate novice golfers so that one day they start patronizing the regular course. The par 3 is a tremendous opportunity for the beginner golfer and a nice revenue source for the City as it brings in \$60,000 annually in green fees alone.



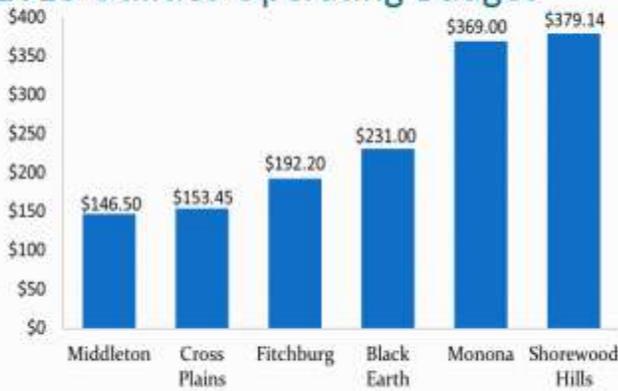
Outing and F&B success help combat slow start

Pleasant View opened its doors this year 29 days later and over \$100,000 behind 2012 in gross revenue due to weather. However, a more cost efficient food and beverage menu allowed the staff to manage net profits more effectively, which provided Pleasant View with an increase in approximately \$58,000 in net operating revenue in the F&B department. Both golf and non golf outings had a large part in F&B's success as 2013

saw increases in the number of golf functions and the clubhouse opening its doors to reunions, birthday parties, company gatherings, and cross country skiers. In the end, 2013's gross outing revenue exceeded 2012 by over \$50,000. Despite losing roughly one month of potential revenue, Pleasant View made a significant comeback by climbing its way to being \$14,000 short in net revenue compared to a blockbuster and unusually long 2012 golf season.

UTILITIES

2013 Utilities Operating Budget



Comparison of annual Water Utility charges based on 75,000 gallon use. Public Service Commission data of nearby Dane County municipalities w/o separate Public Fire Protection charge.

Lower Cost

This additional efficiency represents a savings of about 250 crew hours each year that can be used in system maintenance. This allows the Middleton Water Utility to provide great quality drinking water at a low cost compared to other municipalities and at a very low cost compared to other sources of drinking water.

Improved Efficiency

The Water Utility made another leap in the efficiency of meter reading. Meters and meter reading equipment now in place allow the Utility to gather billing information in about 8 hours. The door-to-door quarterly meter reading process used to take about 200 hours (in addition to manual re-entry of data by the clerk), which was reduced to about 72 hours when the radio reading equipment was installed.

2013 Utilities Operating Budget

Water Cost Comparison per 1,000 Gallons

