



*Mark Goad, Facilities Maintenance Manager, keeps the City buildings in top shape*

# City of Middleton Annual Report 2015

# Mayor & Common Council – 2015

Middleton's Common Council meets the first and third Tuesday nights of every month at City Hall, 7426 Hubbard Avenue, at 7:30 p.m. 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**  
Kathy Olson



**District 2**  
Gurdip Brar



**District 3**  
JoAnna Richard



**District 4**  
Briana Giosta



**District 5**  
Howard Teal



**District 6**  
Susan West  
(Council President)



**District 7**  
Hans Hilbert



**District 8**  
Mark Sullivan

# WELCOME

Mike Davis, City Administrator & Director of Community Development



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 hope you enjoy the vibe of the **Good Neighbor City**. Middleton is a dynamic 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 (2005-2013) 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 larger urban community.

## 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 high quality facilities such as the community's Performing Arts Center and Kromrey Middleton School 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, Standard Imaging (multiple winner of Wisconsin's Best Small Manufacturer Award), Spectrum Brands, Natus Neurology (North American Headquarters) and soon Fiskars' headquarters of the Americas, among many other great businesses in a dynamic regional economy.
- Strong environmental ethic, sustainable city plan and initiatives**, Tree City U.S.A. designation 20 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 and a Gold Medal Finalist (National Recreation & Park Association) for best small city (under 30,000 population) park system in the nation in 2013, 2014 and 2015.
- Great neighborhoods!** 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 and in 2014 won the "Super Awesome Library Award" from the South Central Library System; nationally- and state-accredited senior center and police departments; the scenic Pleasant View Golf Course ("Best of Madison's Burbs"); 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 1,000 hotel rooms in seven hotels.**

# WELCOME continued . . .

- A regional employment center, we are a net importer of nearly 9,000 jobs, 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 52 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”.
- Celebrating our **160th birthday in 2016** 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.
- For our work to have over half of all City employees trained in 2014, Middleton officially is the **first “Dementia-Friendly” community in this area (as of January, 2015), and probably in the entire State of Wisconsin**, as designated by the Alzheimer’s and Dementia Alliance of Wisconsin . Below is a picture of some of our employees from a broad spectrum of City departments who participated in this endeavor.



“Picture credit: Matt Geiger, Editor Middleton Times-Tribune. To learn more about Middleton’s initiative, see the article in the Middleton Times-Tribune at the following link: <http://middletontimes.com/articles/2015/01/16/middleton-becomes-dementia-friendly>”

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# INTRODUCTION

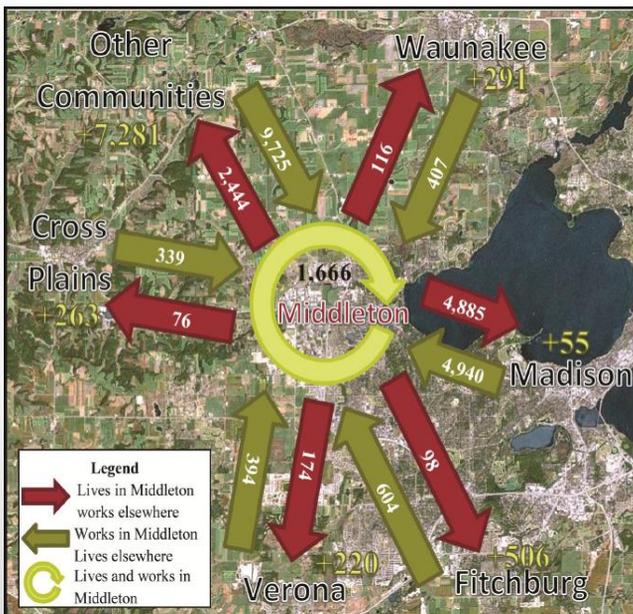
The successes chronicled in this year's Annual Report highlight only some of the amazing work done by our City elected officials and staff in 2015.

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: <http://ci.middleton.wi.us/list.aspx>. You can also sign up to follow us on Facebook and Twitter. Finally, you can watch Common Council and Plan Commission meetings on demand on our City Website.



# Employers & Jobs

- Middleton has about 19,000 jobs, but only about 10,000 working residents in a population of 18,810 in 2015.
- More workers come to Middleton daily (about 17,000) to work than leave Middleton (8,000) to work elsewhere.



Middleton's Top Ten Employers		
	Company	Employees
1	PPD	980
2	UW Medical Foundation	705
3	Electronic Theatre Controls, Inc.	700
4	Spectrum Brands	560
5	American Girl	546
6	Spring Window Fashions	510
7	West Corporation	425
8	Humana Inc.	367
9	Veterans Health Administration	270
10	North Central Group	239

# FINANCE

## Dane County Peer Property Cumulative Tax Comparison

<u>Municipality</u>	<u>Fair Market Value Tax Rate per \$1,000</u>	<u>2015 tax on a \$200,000 home</u>
<b>Middleton</b>	<b>\$20.80</b>	<b>\$4,159</b>
Waunakee	\$20.36	\$4,073
Fitchburg	\$22.53	\$4,507
Stoughton	\$22.41	\$4,483
Sun Prairie	\$23.19	\$4,638
Verona	\$21.37	\$4,273
Madison	\$23.45	\$4,690

\*Wisconsin State Journal, December 31, 2015

### 2015 Accomplishments

- 1) Attained another Aa1 credit rating from Moody's Investors Service for the City's fall borrowing. This is the best rating in Wisconsin achieved by cities of Middleton's size.
- 2) Created an online tax bill calculator.
- 3) Procured a fourth polling place at the Heritage Senior Complex on Allen Boulevard.
- 4) Initiated an employee wellness program including participation incentives.
- 5) Remodeled the Finance Department including employee painting the main area, opening up a second service counter to improve customer assistance.
- 6) Completed the Citywide, multiyear property assessment revaluation project.
- 7) Participated in the implementation of the City's new Storm Water Utility.
- 8) Received for the 2014 Audit an unmodified (formerly referred to as unqualified) opinion
- 9) Developed and implemented with Payment Service Network, the City's current electronic online payment provider, an online, electronic dog licensing capability for Middleton's dog owners.

# INFORMATION SERVICES

- Designed and installed network for the Municipal Operations Center.
- Expanded fiber network to connect City Hall, the High School and Police Department.
- Redesigned Middleton's Geographic Information Site.

# MUNICIPAL COURT

- Consistently provides excellent customer service in one of the higher volume municipal courts in Dane County.
- Accurately keeps records for reports to the court, the City, the county, the state and the Department of Transportation.
- Developing new procedures in coordination with state and community initiatives to resolve outstanding citations.

**Court Clerk Rebecca Weiss**



# POLICE

## Middleton Police work on Racial and Ethnic Disparity Issues

In 2015, the Middleton Police Department began a comprehensive review of arrest statistics, policies and procedures which disproportionately affect minorities and people of poverty; including the fine structure in Municipal Court, incarceration policies, outreach efforts in the minority community, use of force and officer training. Chief Foulke has worked to strengthen ties with minority communities by participating in countywide committees including the NAACP/United Way Leaders from Communities of Color and Law Enforcement Leaders, Dane County Jail Length of Stay Committee and as Vice President of the Dane County Chiefs of Police Association, working with the African American Council of Churches.



## Community Outreach

The police department continues to prioritize community relations programs. While we have a dedicated Community Awareness Officer, the department works on a philosophy that all of our staff, from the Chief to Dispatchers to civilians, are Community Awareness Officers and we truly believe in the Community Policing model.

A sampling of our work with the community includes School Resource Officers, Citizens Police Academy, National Night Out, Shop With a Cop, Battle of the Badges, Med Drop, United Way Day of Caring, Family Safety Day, Senior Car Care Clinic and Business Watch.



## Collaboration with Middleton Cross Plains Area School District

In 2015, the Middleton-Cross Plains Area School District and the Middleton Police Department continued to put great effort and focus on keeping all of our local schools safe. Jointly, the MCPASD and Middleton Police Department participated in a number of tabletop exercises and one functional exercise testing various components of our emergency plans for those infrequent but critical emergencies. Looking forward, the school district and emergency responders are preparing for a full-scale major incident exercise which is planned for the summer of 2016.



# POLICE

## Communications Center

The Middleton Police Communication Center answers an average 2720 phone calls a month with about 255 of them being from either landline or wireless 9-1-1. Dispatchers have been busy working on several special projects this past year. One is an effort to reduce the number of accidental 9-1-1 calls that come into the center. Like other communications centers nationwide, we see many accidental 9-1-1 calls each day. Some result from an unlocked phone within a pocket or a purse and then the emergency button gets pressed. Others are from employees at businesses who hurriedly dial a long distance number and have phone systems that require dialing a '9' to get an outside line. We also see many calls from phones that aren't connected to a service plan, but still have battery power. These are typically old cell phones that are given to children to play with when their parent's upgrade their own. They will still dial 9-1-1 with battery power, but because they don't have service it is impossible to determine who to call back or where they might be calling from. All of these calls need to be handled with the possibility in mind that a true emergency exists and they take up valuable resources.

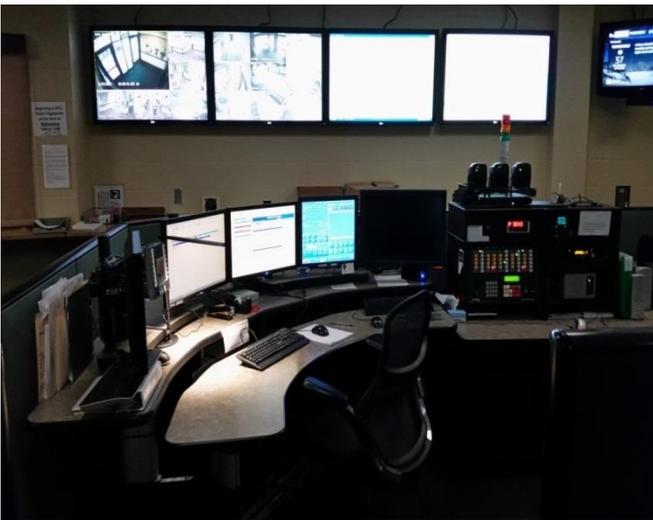
To help reduce the number of these calls, we've identified those people or businesses that have repeat accidental calls. An educational brochure has been created and is included with any warning letters we send. In most cases a phone call or a visit by a dispatcher or officer to explain the concern and how it impacts the center has helped. We appreciate this collaborative effort by those we serve.

### 2015 statistics on 911 calls (landline and wireless):

89% were answered within 10 seconds.

97% were answered in 20 seconds.

99% were answered in 30 seconds.



# EMS

## Annual Highlights

- \* Ten (10) cardiac arrest “saves”
- \* Trained and prepared for responses to the West African Ebola virus regional epidemic
- \* Became the first “Dementia Friendly” EMS in Dane County.
- \* The Town of Springfield signed a 5 year EMS Service Agreement with the City of Middleton (similar to the Town of Middleton agreement that was signed in 2014).
- \* Completed a comprehensive revision and update to the Dane County EMS System Medical Protocols.
- \* Became a community partner in the Dane County PulsePoint program (see link): <http://www.unitypoint.org/madison/pulsepoint.aspx>



## Successful Community Programs

- AED placement and support program
- Fleet Feet New Year’s Day Run
- DMBA Easter Egg Hunt
- Pooh Bear Child Care Safety presentation
- Ashton Church Picnic
- EAA Chapter Fly-In breakfast
- Arbor Lakes Apartments “Mini Safety Night”
- Great Lakes Hemophilia Foundation “Drive-In Movie Night”
- Lakeview Apartments “Village Meeting”
- “Reach-A-Child” fundraiser
- Gilda’s Club “Noogie Fest” Halloween Party and “Heroes” Event
- Northside Elementary School 5K Run/Walk
- Sauk Trail School Summer Camp
- Tri-4-Schools Kid’s Triathlon
- National Night Out
- Battle of the Badges Charity Softball Game
- United Way Day of Caring
- Good Neighbor Festival (5K Race/Parade)
- Family Safety Day
- Gilda’s Club Run/Walk
- Prairie Chase Run/Walk
- Safe Kids Coalition Car Seat Installation Clinic
- Haunted Hustle 5K/10K Run/Walk and Marathon
- CPR, CCR and AED training for police, dispatchers, and municipal staff
- Middleton Police Department Citizens Academy
- Advisory Committees for area EMS training centers

# PUBLIC WORKS

## Engineering & Operations

### Street Improvement Projects

Continuing a trend begun in 2013, the Common Council again allocated more financial resources in 2015 than in the previous year for street work. In the 2015 construction season, the City completed the following major street improvement projects:

- **Parmenter Street Reconstruction** – This project was funded through Tax Incremental District #3, and included not only new pavement from University Avenue to the roundabout, but also undergrounding of the electric lines, replacement of old water pipes, improved pedestrian crosswalks and the addition of bike lanes.
- **Valley Ridge Road Resurfacing** – After a lengthy wait, the planning for a necessary sanitary sewer force main upgrade was recently completed, and the street was repaved. The project also included the addition of street lights on the block nearest Century Avenue.
- **Allen Boulevard Resurfacing** – In partnership with Dane County, the City participated in the resurfacing of Allen Boulevard (County Highway Q). The City also upgraded several pedestrian crossing features, including the installation of Rectangular Rapid Flashing Beacons at two intersections.

### Opening of Municipal Operations Center



In conjunction with Meriter's (Unity Point's) plans to redevelop land between USH 12 and Laura Lane, the City sold Unity Point the site of the former municipal garage and began constructing a new facility at the park & ride site further north on Parmenter Street. The construction work concluded last spring, and City crews moved equipment at lesser cost than contracting. The new facility features the most efficient use of City equipment, materials and personnel to deliver effectively all of the public works, public lands and utility services that are expected by the citizens of Middleton, now and into the long-term future.

# PUBLIC WORKS

## Engineering and Operations

### Opening of the Middleton Recycling Center

- As part of the design of the new Municipal Operations Center at 4330 Parmenter Street, the Common Council allocated resources to create a recycling center to allow residents a place to drop off recyclable materials that wouldn't fit or couldn't be recycled in the curbside carts. That had previously been done through the semi-annual Clean & Green events organized by the Middleton Sustainability Committee. The Recycling Center will help the City toward the Sustainable City Plan goal of reducing the total solid waste collected per capita in Middleton and to increase the percentage of solid waste that is recycled.
- The Middleton Recycling Center is open Saturday mornings from 8a.m. to noon. Middleton residents can recycle electronics, hard plastics, textiles, block Styrofoam, clean wood, cardboard, durable medical equipment, printer cartridges, eyeglasses, books, latex paint, and more at the center. Check the City's Recycling Center web page <http://cityofmiddleton.us/recyclingcenter> for detailed information of materials accepted and applicable charges.
- The new oil drop off shed is located just outside of the Recycling Center, next to the pile of chipped wood that is free for the taking.



### DNR Recycling Excellence Award

- The City of Middleton was recognized by the Wisconsin Department of Natural Resources (DNR) with the Recycling Excellence Award for Overall Program. The award recognizes recycling outreach efforts that are robust and constantly improving, while demonstrating a commitment to improve the overall recycling program.



# PUBLIC WORKS

## Engineering and Operations

### Weekly Curbside Recycling Collection

- Pellitteri, the City's contractor, began weekly collection of blue carts placed curbside. Not only has the solid waste collection program been simplified (no more need to remember when blue carts could be put out), but Pellitteri also increased the listing of recyclable materials that can be put into the blue carts, and reduced the price charged to the City for collection of solid waste.

### Saturday Leaf Collection

- In response to the comments from residents requesting more time spent collecting leaves in fall, the Common Council allocated funds for overtime leaf collection on Saturdays. With more mature trees in the City, and the same number of people and vacuums available, Saturday work allows more hours to be spent within the short window of time between when leaves are raked to the curb and the end of November when trucks need to be converted for snow and ice control.



# Water Resources

## Acquisition of Land for Confluence Pond Dredging

The City's single most important storm water management feature is the Confluence Pond, a detention and flood control pond that was constructed in 2001 at the confluence of the North and South Forks of Pheasant Branch Creek. In addition to controlling large storm events, this pond traps sediments and pollutants in storm water runoff to prevent their conveyance to surface waters downstream, most notably Lake Mendota. Periodically, the accumulated sediments must be removed from the bottom of the pond. To reduce the cost of transporting such dredged materials, an area of land is needed on which the saturated sediments can be temporarily stored and dewatered. The City reached an agreement with American Girl for the purchase of an ideally located parcel of land immediately adjacent to the pond. The City anticipates holding this land in perpetuity for use as a dewatering site for periodic dredging. The first such dredging of the Confluence Pond is scheduled for Fall 2016.



## Launch of Storm Water Utility

In 2009, the City began investigating the feasibility of creating a storm water utility to fund maintenance of major storm water management features. In November of 2014, the City conducted a Referendum on the subject which voters approved by a 2:1 ratio. In the Fall of 2015, the City sent out the first storm water utility billings with the water bills. The Utility anticipates annual revenues of approximately \$270,000 to fund major storm water system maintenance.

# SENIOR CENTER

## Senior Center National & State Accreditations

The Senior Center achieved its 5th state accreditation and its 3rd national accreditation in 2015. State accreditation is earned through the Wisconsin Association of Senior Centers and documents dedication to operating at the highest standards as well as a commitment to excellence in programs and activities. The award is valid for 5 years and was first awarded to the Middleton Senior Center in 1995.

The National Institute of Senior Centers awarded the 3rd consecutive national accreditation to the Middleton Senior Center in April, 2015. This review highlighted the impressive collection of over 260 collaborative partnerships in the community and accomplishment as the first dementia-friendly city in Dane County and the State of Wisconsin. National accreditation is also valid for five years.

The Middleton Senior Center is among 120 centers nationally to achieve this award, recognizing Middleton's as one of the finest senior centers in the nation, operating at the highest standards nationally. Staff, volunteers, participants, committee members and community supporters should be commended for their participation in this senior center self-evaluation and review process throughout both the state and national accreditation!





## **National Recreation and Parks Association Gold Medal Finalist**

For the third year in a row, the Public Lands, Recreation and Forestry Department was one of 4 finalists for the National Recreation and Parks Association Gold Medal. The Public Lands, Forestry and Recreation department continues to be a leader not only in Wisconsin, but in the nation.



## **CONSERVANCY LANDS**



## **Wisconsin Parks and Recreation Park Association Design Award Winner**

The Wisconsin Parks and Recreation Association Park Design Award of Merit (Under \$250,000) honored the department for the Graber Pond Accessible Trail. The trail features an ADA-accessible kayak/canoe port and fishing pier, the first of it's kind in Wisconsin.

## **Pheasant Branch Stream Stabilization**

The Pheasant Branch /Kromrey Middle School Stream Bank Relocation project concluded in the Spring of 2015 with the help of Cardno, an environmental services company. The project relocated approximately 480 linear feet of stream from eroding stream banks and steep eroded slope by creating a new channel using ecologically-sensitive techniques to mitigate erosion created as a result of increased storm water inputs into Pheasant Branch Creek. The project increases flood flow capacity by allowing water to spread out over the newly created floodplain, dissipating energy, and offering increased protection at the toe of the slope below where Kromrey Middle School sits.



# **RECREATION**

## **Enrichment Programs**

2015 brought several new one day programs – from Princesses and Spa Day to Messy Fest, Down on the Farm and a visit from the Henry Vilas Zoo EdZOOcation program.

The Rec Department also offered another successful drama program culminating in the performance of “The Jolly Roger and the Pirate Queen” the weekend of July 23-25. Participants from the program not only were the performers, but they also designed the scenery and props.



## **Youth Center**

Early in the year, the Youth Center was selected to join Dane County's Partners for After School Success (PASS) AmeriCorps program which provides an AmeriCorps member to coordinate academic support and provide middle school students with school-day literacy tutoring. The Youth Center currently serves an average of 36 students per day, involving them in homework help, recreation programs, volunteering, and leadership development.



## **Bauman Aquatic Center**

The Walter Bauman Aquatic Center continues to make some nice improvements to the 18 year old facility including repainting as well as installation of new floors in 2015.



# FORESTRY

## Emerald Ash Borer

In March of 2014 the Emerald Ash Borer (EAB) was discovered in Middleton. In 2015 the Forestry Division, following the approved plan to combat EAB, has:

- Removed 300+ ash trees around the city
- Planted 295 street and park trees of different varieties
- Produced a brochure describing how to combat EAB and ash tree alternatives for use.

In addition Forestry helped to transplant over 150 oak trees into the Bock Community Forest as well as update the entire street tree inventory for the City. Residents can also call or email the City Forester with questions and advice on this subject (821-8345 or [mwegner@ci.middleton.wi.us](mailto:mwegner@ci.middleton.wi.us)).



# LIBRARY

The Middleton Public Library continues the long history of supporting lifelong learning through advanced technology, high quality author discussions and programs for children, tweens, teens and adults and free access to a rich collection of materials, both physical and digital. The South Central Library System Foundation Board recently recognized our Library for significant achievements in community engagement and unique collaborations, as **SUPER AWESOME Library of the Year**.



In 2015, the Library announced the addition of a **media maker lab** consisting of hardware, high end software and hands-on training for all ages. Among the list of media maker lab equipment are a 3D printer, 3D scanner, video cameras, tripods, microphones, 8 media laptops and 14 workstation PCs with quad-core processors and wide touchscreen monitors.

**Outreach** to young children, school age students, teens, the underserved, and non-users increased in 2015 as a result of adding a 50% Outreach Librarian. Outreach highlights include visits to thirteen 4k classrooms in Middleton, establishing a partnership with the Youth Center as well as three YMCA afterschool sites, hosting all 2<sup>nd</sup> grade classes at the library, and continuing book club visits to all grades at Kromrey Middle School.



Other new outreach initiatives include a collaboration with the Middleton Outreach Ministry offering library visits to their food pantry lobby, monthly visits to the Arbor Lakes Apartment Complex bringing a small library to their community center during afterschool hours, and working with Public Lands Recreation & Forestry Department to establish a highly successful outreach program at Lakeview Park's Splash Pad and the Bauman Aquatic Center throughout the summer.

# PLANNING & ZONING

## Update of the 2006 Comprehensive Plan

As part of the process to update the City's 2006 Comprehensive Plan, the planning staff conducted eight (8) public outreach meetings at various locations, dates and times in the months of February, March, and April 2015. The public input received is being shared with the Plan Commission as the City continues the public planning process and updates the Comprehensive Plan in 2016.



## Reconstruction of Parmenter Street and Rohlich Court

Building on 2014's beautification work in downtown Middleton, this project entailed reconstructing a four-block stretch of Parmenter Street (between University Avenue and the roundabout) and Rohlich Court, undergrounding overhead wires, updating street lighting, adding bicycle lanes, installing crosswalks at Franklin Avenue and Lee Street with pedestrian-activated solar-powered beacons, and widening the sidewalk on the west side of the street. The \$1.6 million project was paid by tax increment financing (TIF) and substantially completed ahead of schedule, several weeks prior to the City's annual Good Neighbor Festival in August.



## Amendment of TID #3

The City amended its tax incremental financing district #3 (TID #3) in 2015, subtracting property valued at \$73 million dollars. This combines with three previous subtractions to mean that \$340 million dollars in value has been created and returned to the taxing jurisdictions (the City, School District, County and Madison College). TID #3 is still valued at well over \$300 million dollars and will continue to provide funding for public improvement projects and economic development activities which help fulfill the goals of the TID, including creation of well-paying jobs and tax base.



# Bike & Pedestrian

## City Earns Bronze-Level Bicycle Friendly Community Status

In November, the League of American Bicyclists designated Middleton as a Bronze-level Bicycle Friendly Community, making the City one of 16 communities in Wisconsin with at least a bronze-level rating. The BFC program is part of the League's national Bicycle Friendly America initiative that recognizes states, communities, universities, and businesses for their efforts to provide safe conditions and encouragement for bicycle transportation and recreation. The program assesses community applications across five action areas: engineering, education, enforcement, encouragement and evaluation. Since first receiving an "honorable mention" in 2012, the City has completed the east-west backbone of its 18-mile shared use path network, established bike lanes along most major north-south streets, added bicycle parking facilities throughout downtown while encouraging businesses to do the same and facilitated significant expansion of the mountain biking trails at the Pleasant View Golf Course. Meanwhile, the school district has promoted "bike rodeos" and other programs at the elementary schools, and several apartment developers have installed bike parking and maintenance stations in their buildings.



# TOURISM

## Middleton Trolley

On the heels of a successful trial period in 2014, the Tourism Commission trolley returned for its second year, this time with a brand new vehicle, an expanded route and extended hours. The new custom-designed, accessible trolley met with great success, often attracting 50-80 riders on weekdays and 120 riders per day on the weekends. The most frequent riders were visitors in town for trainings and conferences – exactly the folks it intended to target.



## Successful Promotions

The Tourism Commission hosted four extremely successful promotions, garnering more than 3,300 total entries (and counting) from potential visitors. The final promotion of the year, the Holiday Shopping Spree Sweepstakes, received more than 450 entries after just one week. Through the 2015 quarterly giveaways, the Commission has been able to promote thirteen local businesses, including lodging properties, restaurants and local attractions.



## Social Media Success

In 2015 (through November 10) the Visit Middleton Facebook page gained 5,006 fans (a **35% increase**) currently over 19.4K with a steady, strong engagement. The Twitter account gained 64 followers (a **14.4% increase**) and the Pinterest account added 99 pins (an **11% increase**) and gained 51 followers (a **34% increase**). The Facebook page posted 298 times, and the Twitter account Tweeted 276 times



# PLEASANT VIEW GOLF COURSE



## Best of Madison – Silver Winner

The Best of Madison Readers' Poll is an annual survey asking local customers to vote for their favorite establishment and people. Pleasant View Golf Course received the silver medal for best public golf course in the Madison area in 2014 and 2015.

## Ted Donker Retires

After 24 years of working at Pleasant View, including 11 years as General Manager, Ted Donker retired.

Under Ted's watch as the General Manager, Pleasant View added nine holes and a beautiful 4,500 square foot clubhouse. In addition, Donker was widely recognized for providing the area with one of the best junior programs in the state. On an annual basis, over 200 juniors make the course their home during the summer months. Middleton High School has one of the best boys and girls golf programs in Wisconsin, and Ted has played a very large role in their success. We offer our profound thanks to Ted for all he did for Pleasant View and wish him all the best in his retirement.



## Revenue Continues to Grow

At the end of October, Pleasant View's gross revenue was up roughly \$170,000 compared to 2014's gross revenue. Continued focus on efficiency, customer service, and both golf and non-golf outings all played a large roll in driving our revenue in the right direction. Pleasant View also saw an early start due to warm temperatures in March along with a terrific finish as September and October's weather was very favorable.

## Best of the Burbs – Golf Winner

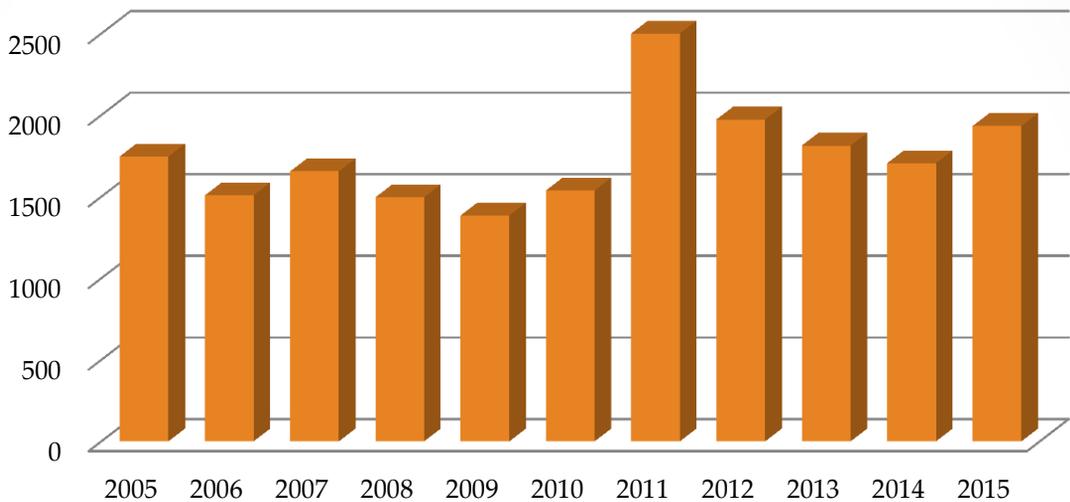
Similar to the Best of Madison Reader's Poll, Madison Magazine also runs a survey that targets Madison's suburban cities. In 2015, Pleasant View Madison Magazine proclaimed through its readers Pleasant View to be the best public golf course in the suburban area.



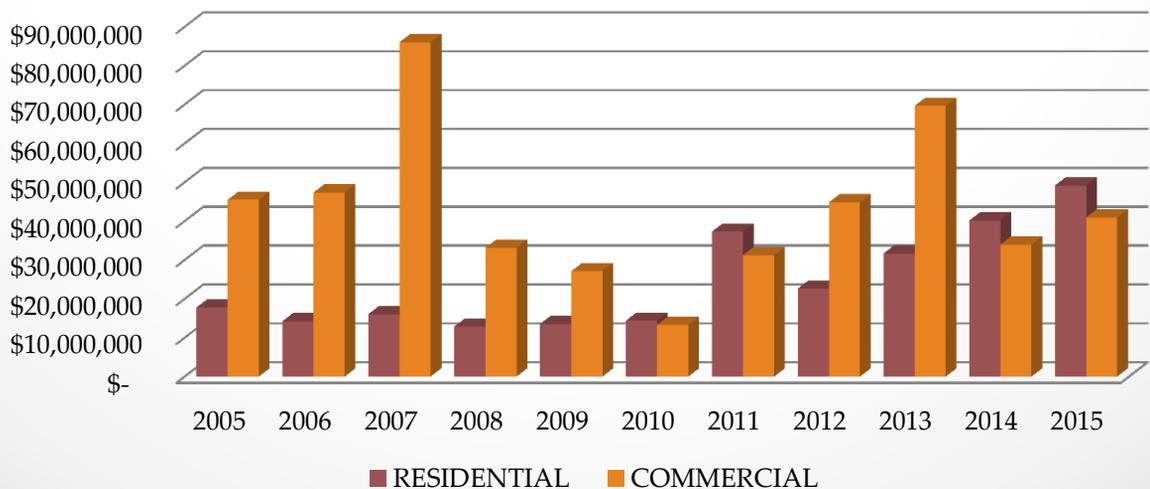
# BUILDING INSPECTION

Middleton issued permits for over \$85 million worth of construction through November 30<sup>th</sup>. This includes 63 new single family homes, 7 new commercial buildings, including 4 multifamily and numerous additions, alterations and repairs. Middleton's Historic Landmark, the Stamm House, was remodeled and has re-opened. And the final phase for Kromrey Middle School that was permitted in 2013 was just completed.

**# of Construction-Related Permits Issued: 2005-2015**



**\$ Value of Construction Permitted**



# Community/Economic Development

**PPD (Pharmaceutical Product Development) Expansion** is underway as part of a package of assistance from the City's Tax Increment Financing (TIF) and the State of Wisconsin. The City has partnered with PPD's landlord (Vanta Development) to ensure Middleton's largest employer can expand in place. The City's \$2 million developer-financed TIF investment is expected to spur over \$21 million in new real and personal property values through the expansion. Over 70,000 square feet of new and renovated space in the existing building will be developed with the help of the City's investment in new parking and a pedestrian bridge to connect to the Aspen Commons parking ramp. PPD is already the City's largest employer, and this dynamic new expansion is projected to enable the growth of their workforce to over 1,000 employees by the end of 2016. With projected additional growth over the next few years, PPD anticipates that as many as 1,200 employees will call Middleton their work home.



**Fiskars**, a leading global supplier of consumer products for the home, garden and outdoors, announced that it will be establishing its Americas' corporate headquarters (\$26.3 million construction costs) to Middleton in a new building on Discovery Drive scheduled for opening in fall 2016. The new headquarters location would support the company's growing business and associated workforce. Fiskars is planning to combine its Madison, WI, and Peoria, IL, offices together into the new facility.



## **Fiskars continued . . .**

Mayor Kurt Sonnentag stated, “We are enthused that Fiskars has chosen to stay in the Madison area, having selected Middleton to be its headquarters in the Americas. Fiskars has had a longstanding commitment to this area, and we are pleased to have found the means to keep them thriving in our community. My understanding is that Fiskars will bring about 276 employees (55 new) and a very strong pay and benefit plan to Middleton from both the east side of Madison and Peoria, Illinois. On behalf of the Middleton community, I welcome Fiskars and its employees in their initiative to create a world class and innovative research and development presence here. I’m confident the Good Neighbor City will embrace Fiskars’ employees with our well-rounded community amenities for work/life balance”.

The State of Wisconsin is providing \$800,000 in tax credits, and with the use of developer-financed Tax Increment Financing (TIF) in the amount of \$3.15 million, the City is providing assistance that will facilitate the development of the site chosen by Fiskars at the corner of Deming Way and Discovery Drive in Middleton. Fiskars’ selected site has challenges from poor soils, and the proposed assistance will enable a level playing field for development at the site. It will also aid in the building of a parking ramp and greater and more sustainable development of the site at higher development density. The developer is John K. Livesey.

## **Community of Bishops Bay**

The City was a host in the 2015 Parade of Homes with the Community of Bishops Bay (CBB) having been selected as a site. CBB won recognition from the National Association of Home Builders several years ago as the Gold Award for the “Best on the Board” project. The design of the project is very much in line with Middleton’s Sustainable City Plan and planning ethic.



CBB is planned to have up to 2,950 housing units with approximately 85% of those in the City, and the rest in the Town of Westport. The City’s housing share of the development includes up to 1,600 multi-family units, divided between apartments and condominiums. The development will also have a town center with office uses and neighborhood-serving retail in addition to some of the proposed residential uses. The development will also have a mix of public and private open space, as well as space for neighborhood civic uses such as a school.

## **CBB continued . . .**

This past year, the City worked with CBB to develop a Utility District for provision of water and sanitary sewer that will serve the development's long-term viability as well as future growth outside of CBB in the City's planned growth areas. The developer is paying for the entire Utility District improvements.

**Middleton Station Apartments on Terrace Avenue** opened in the late summer of 2015, and the City celebrated the opening of Middleton Station Apartments (\$1 million in TIF support), as well as the \$3.8 million Terrace Avenue reconstruction. The combination of those two developments and the Downtown brick/storm water project (\$1.1 million) bodes extremely well for Downtown Middleton. Altogether in 2014-15 Downtown Middleton experienced an infusion of nearly \$6 million in public investment.

Madison-based New Urban Focus, Inc. is the developer of this multi-family development. The City's investment of TIF for this project is expected to leverage a \$6.2 million development that nicely fits within the City's sustainable development plan. Middleton Station features 39 studio, one-, and two-bedroom market-rate apartments; two levels of underground parking; a community room, fitness center, bicycle storage and shop space and pet-washing facility, rooftop terrace patio, top floor community outdoor lounge and resident gardens; and public art funded through the City's TIF. The base value of the property was less than \$300,000, but with the leveraging value of TIF and great private sector partners, the City estimates at least \$5.9 million in new property value over the next two years.



**Primrose School of Middleton (Pre-K)** has broken ground and should be completed in 2016 on Deming Way across from Spectrum. With the help of up to \$300,000 in developer-financed assistance for difficult soil work, Primrose will produce new property value of about \$1.8 million and, more importantly, day care options for the City's many employers and their employees.

**Parmenter Circle Apartments (Phase 2)** is a multi-family housing development of Nakoma Partners based in Middleton, and the apartments opened their doors in late July. The new 74 unit luxury apartment building is located on the Parmenter Street roundabout just north of Downtown Middleton, and it complements the successful first phase building completed in 2007. The new four-story building will be a landmark, highly visible along Parmenter Street from as far north as Century Avenue.

Parmenter Circle features 12 studio, 28 one-bedroom, 11 one-bedroom with den and 23 two-bedroom apartments. The building includes heated underground parking, a club room with fireplace and kitchen, fitness room, bicycle storage and repair station, car wash and pet wash area. The roof also has the largest multifamily solar panel array in Wisconsin and supplies car charging stations as well. Apartments have luxury finishes, including granite and quartz countertops, stainless appliances, in-unit laundry, built-in microwave, wood plank flooring, walk-in closets and nine and ten foot ceilings.



Mayor Kurt Sonnentag stated, "Parmenter Circle's first phase, completed in 2007, was a milestone development in the City's long-term redevelopment of the former Highway 12 corridor, from the roundabout to Airport Road. The phase two building adds to that momentum, and the City is proud of its support. All of the local retail businesses along Parmenter Street will benefit from Parmenter Circle's addition of 74 new households, in addition to the City's tax base."

The City is investing nearly \$1.3 million of developer-financed TIF to leverage an overall \$9.2 million value in new development.

**Parmenter Center** developers Brad Hutter and Brad Duesler of MIG and Food Concepts, respectively, have worked collaboratively with City staff and elected officials on this exciting and architecturally-appealing new professional office building. The City's \$1.1 million investment of tax increment financing for this project is expected to leverage up to \$30 million in development that nicely fits within the City's sustainable development plan. The City is looking forward to future phases of development for Lucigen's expansion, the envisioned Parmenter Place (at the former Colonial Motel site) and the fulfillment of Parmenter's renaissance in TID #5.



Parmenter Center  
ARCHITECTURE | INTERIORS

2014



**Tribeca Apartments (Phase 3)** has been completed for mixed use including retail and 75 residential units. Phase 3 is a residential development consisting of a three story apartment building, of approximately 64,584 square feet that may permit conversion of up to 9,543 square feet of first floor space to retail space in the future. T. Wall Enterprises is the developer, and their project will bring a new property value estimated at \$7 million with developer-financed TIF assistance of up to \$338,000 for site development solutions.



## Coming in 2016:

**Aspen Commons Apartments**, developed by LZ Enterprises adjacent to Greenway Station, is scheduled to be completed by late summer 2016 and consists of 82 apartment units and a 27,000 square foot health center, with an expected value of \$12 million plus, leveraged through a \$1.8 million investment of TIF. The development is a meaningful pioneering infill development that fulfills the vision of the City at the outset of the Greenway Station development to include residential . The City believes this project will assist long-term viability and sustainability of the commercial sector at Greenway Station. Phase 2 development will likely start within the next two years.



**Meadow Ridge Apartments**, developed by JT Klein Company, will provide an additional and much needed affordable workforce housing alternative in Middleton. With Wisconsin Housing and Economic Development Administration (WHEDA) tax credits approved for the project, 80% of its 96 units must be affordable to people at less than 80% of median income. Also, disabled persons and veterans will be allocated 25% of the units. In addition, the project will be a catalyst for redevelopment of the properties between its location (the former Bowling Green on Lisa Lane) and the future Meriter (Unity Point) Ambulatory Care Center on Laura Lane, the first phase of which the City expects to be constructed fully by the end of 2018. The Common Council approved \$2,100,000 in TIF for Meadow Ridge, and the City is waiving \$59,830 in impact fees for critical workforce housing. The City's financial commitment is a strong statement for how important this project is.

Many notable employers are nearby. These employers, along with many others in proximity to this site, import over 17,000 workers to Middleton per day.



**Middleton Center Development** will, pending final approvals early this year, bring another exciting mixed-use project including office, retail and multi-family housing (including some affordable units) starting in 2016. Middleton Center is a redevelopment of Old Middleton Centre which has graced the Downtown since the early 1980s. This project is proposed for a City developer-financed TIF investment of approximately \$7.7 million, and the City is expecting a \$41 million value development, including over 200 new apartments. The Developer is T. Wall Enterprises.



Middleton Center  
View from Hubbard Avenue  
September 22, 2015



## **Workforce Housing Strategy**

In September, the Common Council adopted a Workforce Housing Strategy to combat the lack of affordability of housing for Middleton area workers. The Dane County Housing Needs Assessment identifies a *present* affordable housing “gap” or “need” of between 295 to 795 units in the City of Middleton. 295 units represents the gap between the number of very-low income households currently living in Middleton and the number of units which would be affordable to these households. 795 units represents the number of “cost-burdened” very-low income<sup>2</sup> renter households (paying more than 30 percent of their income in rent) currently residing in Middleton.

At the recommendation of the Workforce Housing Task Force the Council adopted a goal to encourage, facilitate, and support affordable homeownership for families earning up to 80% of the AMI and to increase Middleton’s supply of affordable housing units by at least 295 units in the next 3-5 years. This supply of affordable housing can come either through new construction or through rehabilitation of existing units (with subsidies attached). Developers seeking residential developments in the City are expected to align their strategies with the City’s Comprehensive Plan and incorporate workforce housing for families earning up to 80% of the area median income (AMI).

# UTILITY

## Water Conservation Program

The City began a water conservation program on July 1<sup>st</sup>, 2015. The program includes a 50% reimbursement for commercial water audits, a \$25 rebate for commercial pre-rinse spray valves, and a \$100 toilet rebate for residential and commercial customers. The program is off to a great start with about 90 toilet rebates issued in 2015. The program's intent is to reduce water usage City-wide as outlined in the Middleton Sustainable City Plan. The plan outlines goals and action steps for decreasing the gallons of groundwater pumped per capita per year.

To learn more about qualifying toilets, spray valves, and about the water audit program, visit the City website at <http://cityofmiddleton.us/waterconservation> . We encourage all properties to take advantage of these rebate savings.

**RESIDENTIAL PROPERTIES:**  
**DON'T FLUSH THIS OPPORTUNITY!**

**\$100 Toilet Rebate\***  
when you replace an old or inefficient fixture with a WaterSense labeled toilet

1 Shop for a new toilet with a WaterSense label

2 Submit your receipt and rebate form to:  
City of Middleton  
7426 Hubbard Avenue  
Middleton, WI 53562

3 Receive up to \$100!

look for WaterSense  
\*Meets EPA Criteria

Hurry! Limited Quantity Per Year

Visit [cityofmiddleton.us/waterconservation](http://cityofmiddleton.us/waterconservation) for more details.  
Questions? Call 608-821-8370

\* Limit 1 per address per year. Single-family and duplex owners and renters eligible for above rebate.

**DON'T FLUSH THIS OPPORTUNITY!**

**\$100 Toilet Rebate**

**COMMERCIAL PROPERTIES**

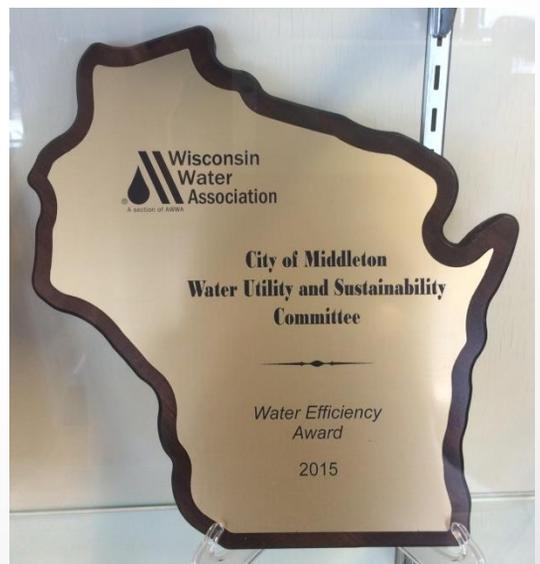
\*\* Including triplices, multi-family, commercial, industrial, and public authority.

A 50% water audit reimbursement, \$100 toilet rebate, and \$25 pre-rinse spray valve rebate are available for commercial customers.\*\*

The audit program is subject to pre-approval. Audit reimbursements and rebates available while funding lasts.

## Wisconsin Water Association

The Middleton Water Utility and the Middleton Sustainability Committee were honored by the Wisconsin Water Association (WWA) with the water efficiency award in 2015. The award recognizes utilities that demonstrate leadership, innovation, and progress in promoting the wise use of water resources through water efficiency and conservation. The award recognized the City's innovation Water Conservation Program, the Sustainable City Plan, as well as the 2013 Water Conservation Challenge (whereby Middleton residents competed to reduce their gallons of water used).



## City Continues Participation in Professional Fellowship Program through ICMA / U.S. State Department

For the second straight year, Middleton had the privilege of hosting two young leaders from Southeast Asia. Following City Administrator Mike Davis's reciprocal visit to Timor-Leste (East Timor—see picture below) during the winter, Siou Woon Ong (Penang, Malaysia) and Brian Patrick Tan (Singapore) spent four weeks in Middleton this fall, spending much of their time with Assistant Planning Director Mark Opitz, who organized their visit with many individuals and organizations. Woon and Brian were among a group of Professional Fellows who came to the U.S. to learn about local governance practices, accountability, and transparency. The International City/County Management Association (ICMA) facilitated their stay, sponsored by the U.S. State Department's Young Southeast Asian Leaders Initiative (YSEALI) Professional Fellows Program. ICMA has invited Opitz to participate in a State Department-funded reciprocal visit to Singapore in late winter 2016

