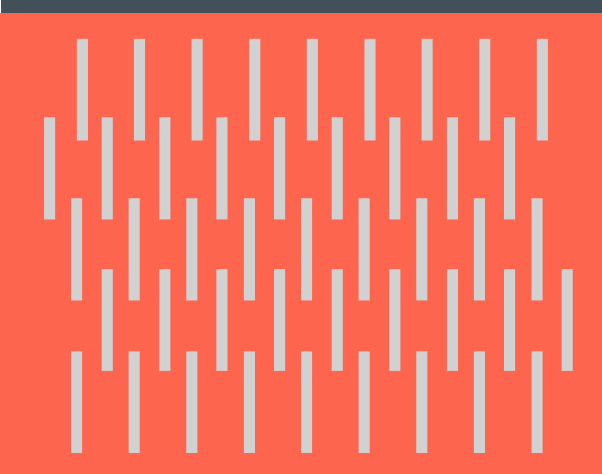




Middleton ANNUAL REPORT

2024





Photos Courtesy: Middleton Parks & Rec, Middleton Public Library, Visit Middleton

INTRODUCTION



From the Mayor

To the Residents of the City of Middleton:

It is my honor to present the 2024 Annual Report, a reflection on the shared achievements for our community. Whether through strategic planning, infrastructure improvements, or environmental stewardship, we have worked together to build a city that prioritizes progress while honoring our shared values. The dedication of our city staff, elected officials, businesses, and residents has been the driving force behind Middleton's success.

Through collaboration and perseverance, we have strengthened the foundation of what makes Middleton a truly exceptional place to live and work while ensuring its growth remains focused on innovation and sustainability. This annual report serves as both a milestone and a roadmap—a testament to what we have accomplished and a vision for what lies ahead.

I extend my deepest gratitude to everyone who has contributed to our city's growth and prosperity. Your passion and commitment inspire the work we do every day.

Thank you for your continued support, engagement, and trust. I am looking forward to another year of progress, collaboration, and opportunity as we shape the future of Middleton together.

A handwritten signature in black ink that reads "Emily K." with a stylized flourish at the end.



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Photo Courtesy: Mark Opitz

Strategic Plan

◆ Stability ◆ Equity ◆ Transparency ◆ Sustainability

The City of Middleton remains dedicated to a vision of financial stability, sustainability, equity, and community engagement. By investing in long-term financial and operational strategies, the city ensures a strong economic future while proactively addressing environmental and infrastructure challenges. Sustainability efforts will continue to protect natural resources, and equity-centered decision-making will foster inclusivity and opportunity for all residents.

Looking ahead, every department will play a role in advancing this vision. Planning and Community Development drive responsible growth, Public Works, Parks & Forestry, and Water Resources Management enhance environmental resilience, and Communication efforts strengthen transparency and engagement. With a focus on innovation and collaboration, Middleton remains committed to building a thriving, connected, and sustainable future for residents and businesses alike.

Administrative Services

♦ Stability ♦ Equity ♦ Clarity ♦ Sustainability

Stability, Transparency & Efficiency

In 2024, Middleton's Administrative Services team upheld financial integrity, streamlined city operations, and enhanced public accessibility.

From managing city funds and tax collections to supporting elections, licensing, and human resources, this six-member team ensured the city's financial and administrative backbone remained strong in 2024.

Award-Winning Financial Leadership!

Distinguished Budget Presentation Award – For excellence in long-term financial and operational stability.

Certificate of Achievement for Excellence in Financial Reporting – For the sixth consecutive year.

Popular Annual Financial Report – User-friendly summary of the city's finances, submitted for GFOA* review.

BY THE NUMBERS



6,810 Real estate parcels assessed



6,882 Property Tax bills generated

\$98.6M Funds Invested



680 Dog licenses and 290 Operator licenses issued



2025 Priorities

✓ Closure of Tax Increment Financing District #3

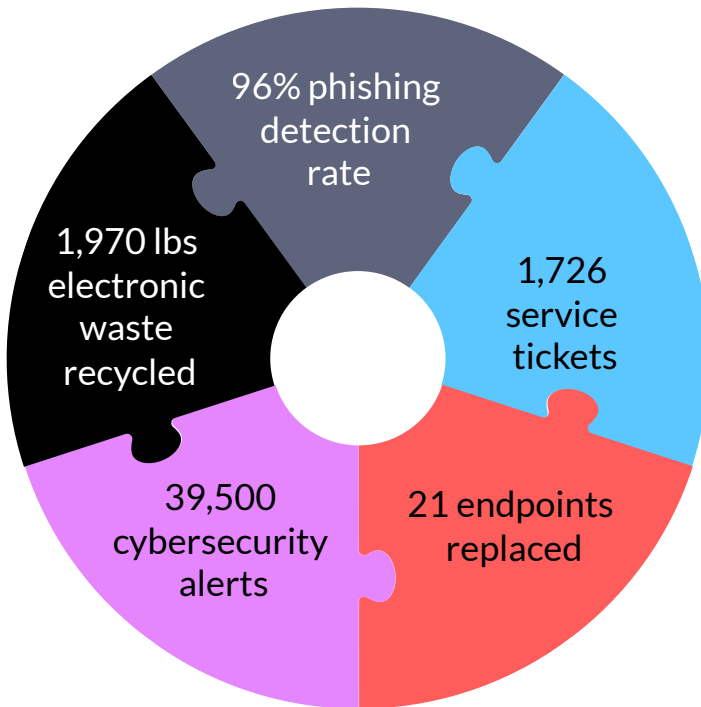
✓ Enterprise Resource Planning (ERP) Evaluation – Researching an integrated system for finance, payroll, and HR.

✓ Long-Term Budget Planning – Strengthening forecasting for capital projects, borrowing, and city staffing needs.

Information Technology

◆ Adaptability ◆ Security ◆ Efficiency ◆ Sustainability

BY THE NUMBERS



Enhancing Security & Connectivity

Citywide Security System Upgrade – Improved video & card access across city buildings, reducing physical security threats.

Police Fleet In-Squad Video System – Modernized video tech for greater public safety and accountability.

Public Wi-Fi at Lakeview Park – Expanded free, reliable internet access for residents and visitors.

Powering Middleton's Digital Future

The Information Technology (IT) Department is the backbone of the City of Middleton's digital infrastructure, ensuring seamless operations, cybersecurity, and technological innovation across all departments. In 2024, the IT team tackled over 1,726 service requests, enhanced public safety with fleet-wide video system upgrades, and strengthened cybersecurity defenses to protect city data.

Driving Innovation & Efficiency

- ✓ Golf Course Network Expansion
- ✓ City YouTube & Web Services Management – Supporting digital transparency and community engagement.
- ✓ Microsoft 365 & Tech Upgrades – Enhancing collaboration, security, and efficiency across departments.

Building a Smarter, Safer City

- 🛡️ Firewall Replacements & Redundant Systems – 100% network security redundancy
- ➡️ Social Media & SMS Archiving – Compliance with Wisconsin Public Records Law
- 🔒 Criminal Justice Security Policies – Ensuring full CJIS compliance

2025 Priorities

PUBLIC LIBRARY

♦ Literacy ♦ Interactivity ♦ Adaptability ♦ Accessibility



2024 – A Year of VIBES ✨

If one word defined 2024, it was VIBES! With record-breaking attendance, viral moments, and a game-changing Bookmobile campaign, we connected, inspired, and served our community in exciting ways.

Creating Connections 🤝

Libraries are more than books—they're hubs of activity and engagement! We welcomed 267,350 visitors, an 11% increase, and hosted our biggest event ever—the Ren Faire at Lakeview Park, drawing over 900 attendees. And that viral moment? A simple post about a book-chewing dog racked up 128,000 likes, shares, and comments, putting us in the national spotlight.

Inspiring Learning 📖

Every Middleton second grader visited the library in 2024, sparking a love of reading. Study room usage rose 17%, and our Children's Play Space got a fresh update for young learners.

Serving the Community

We're hitting the road! Our Bookmobile launches in April 2025, delivering books and programs across Middleton. We're also celebrating Kristen Mildenhall, named Volunteer of the Year by the Wisconsin Library Association! With 3,167 open hours over 334 days, Middleton Public Library remains a vital part of our community. Here's to another year of growth, learning, and all the VIBES!





Parks, Recreation & Forestry

◆ Sustainability ◆ Activity ◆ Community ◆ Vitality

The Parks, Recreation & Forestry Department expanded recreational opportunities, conserved natural areas, and improved public spaces for Middleton residents' enjoyment, health, and well-being. With new parks, major infrastructure upgrades, and strategic forestry initiatives, 2024 marked a year of growth, sustainability, and community engagement.

BY THE NUMBERS

- 🌳 215 trees planted, enhancing the city's urban canopy
- 🏞️ 1,353 reservations made for shelters, fields & courts
- 🏊 329 pool memberships at Walter Bauman Aquatic Center
- 🎉 6,894 registered program participants in recreation activities
- 👦 184 youth participants engaged in Middleton Youth Center

2024 Infrastructure Improvements & Sustainability Investments

- 🏞️ New Lake Street Park Constructed
- 🌱 First Bare Root Tree Gravel Bed Nursery




2025 Priorities


- 🌳 Update tree inventory / sustainable pruning block program.
- 📄 Adopt the Conservancy Lands Master Plan (2025-2030).
- 🚲 Create a citywide trail system maintenance plan.
- 🏠 Major Park & Facility Upgrades:
 - Reconstruct Lakeview Park Tennis & Pickleball Courts.
 - Build a new Parisi Park restroom & shelter facility.
 - Replace Hawkridge Playground.
 - Reconstruct Middleton Hills Basketball Court.


Planning & Community Development

◆ Equity ◆ Resiliency ◆ Livability ◆ Community






Middleton is on the move! In 2024, the Planning & Community Development Department made the city more livable, sustainable, and future-ready. From affordable housing to EV charging and bike-friendly infrastructure, we're building a greener Middleton. With ordinance updates, public art, and record digitization, we're modernizing while preserving our past.

 Big wins for affordable housing! Thanks to the Efficiency Navigator Program, 27 affordable units were upgraded for lower energy costs and better living. The Mill Apartments opened, adding 52 workforce housing units. And with plans to extend TID #3 for another year, even more affordable housing is on the way!

 Middleton made significant strides in sustainability efforts. We energized new charging stations for our City's electric vehicles and helped secure funding for more public charging around Dane County. A Sustainable Purchasing Policy launched, and plans were finalized for extending the shared-use path along Allen Blvd. and developing a new path connecting the University/Cayuga intersection with the Parmenter roundabout."

 Looking ahead to 2025, we're finalizing plans for a modern, sustainable Community Campus, expanding public art, and upgrading bike/walk infrastructure. Middleton is on the move—growing smart, thriving together! 

BY THE NUMBERS

-  27 (NOAH*) units retrofitted
-  4 major ordinance overhauls
-  8 Sustainable Middleton Awards
-  Grant funding for EV charging
-  Statewide Planning Award (APA**)

2025 Priorities

-  Community Campus Plan
-  Pedestrian/Bicycle Infrastructure
-  EV Infrastructure
-  Sustainability Initiatives

* Naturally Occurring Affordable Housing

** American Planning Association





Pleasant View Golf Course solidified its reputation as a premier golf destination in the region by earning multiple awards, expanding accessibility, and implementing cutting-edge sustainability initiatives. With over 84,000 rounds of golf played, a thriving community impact program, and a strong financial outlook, Pleasant View continues to serve as a model for public golf courses.

BY THE NUMBERS

- 🏆 Best of Madison Gold Winner
- 🏅 2024 Executive Choice Awards
- 🏆 Madison.com People's Choice Award
- 💰 \$4 million in gross revenue
- 🧡 \$750,000 raised for local charities

Photo Courtesy: Pleasant View Golf Course

Pleasant View Golf Course

◆ Legendary ◆ Responsibility ◆ Inclusivity ◆ Connectivity

2025 Priorities

- ◆ Final TID #3 Payment
- ◆ Safety Enhancements at Practice Range
- ◆ Expanding Green Initiatives

FINANCIAL SUCCESS

- ✓ Paid second-to-last TIF payment of \$450,000, with the final payment scheduled for 2025—four years ahead of plan.
- ✓ Contributed \$130,000 in payment in lieu of taxes to the City of Middleton, supporting broader community initiatives.






Police Department

◆ Reliability ◆ Adaptability ◆ Capability ◆ Community







The Police Department responded to 18,251 calls for service, ensuring the safety and well-being of residents through proactive policing and community engagement. With 98% of all emergency calls to dispatch answered within 15 seconds, far exceeding national standards, the department remains committed to rapid, professional service.

- ◆ Honoring Service – Retirement of Chief Hellenbrand & Sgt. Mike Wood after years of dedicated leadership.
- ◆ New Leadership – Police Chief Steven Thompson was sworn in January 24, 2025

-  18,251 Calls for service.
-  0.13% (25 incidents) of calls required use of force.
-  26,104 Calls & texts processed by Communications Center.
-  13.7% increase in 911 calls.
-  98% of 911 calls were answered by dispatch within 15 seconds.

2025 Priorities

-  Expand Hybrid Vehicle Fleet
-  Citizen & Youth Academy
-  Continued Training
-  Emergency Preparedness



Photos Courtesy: Middleton Police Department

Public Works, Water & Sewer, Stormwater Utility

◆ Safety ◆ Stability ◆ Reliability ◆ Resiliency



Investing in Middleton's Future: Utility & Infrastructure

Middleton made big moves in infrastructure this year! We expanded water & sewer networks for Belle Farm & Redtail Ridge and replaced vital water mains on Lake Street & Dewey Court. Routine inspections of Water Towers 1 & 2 ensured reliability, while wells were reprogrammed for efficiency.

Stormwater upgrades are here! Thanks to voter-approved funding, we're tackling deferred maintenance and future improvements. A \$500K Dane County Grant is helping fund the Tribeca stormwater basin, and FEMA funds are rolling in for Pheasant Branch flood restoration.

Better streets = better Middleton! We chip-sealed 4.6 miles, resurfaced 1.2 miles, and completed the full reconstruction of Lake Street & Dewey Court. The Pleasant View Road project added road widening, utility upgrades, and new bike & pedestrian paths.

What's next? A new bridge over Pheasant Branch Creek, intersection upgrades at Century & Allen, and Parmenter Avenue reconstruction.

BY THE NUMBERS

 4.6 miles of streets chip sealed to extend roadway life.

 1.2 miles of streets resurfaced.

 \$500,000 Dane County Water Quality Grant.

 EV charging infrastructure expanded.



Building Inspection & Community Services


◆ Efficiency ◆ Accountability ◆ Accuracy ◆ Quality


Ensuring Safety, Compliance & Quality Construction

The Building Inspections Division provides thorough plan reviews, permitting services, and inspections for new and existing construction projects. Through code enforcement, conflict resolution, and collaboration with other agencies, the team ensures that Middleton's built environment remains safe, efficient, and compliant with all regulations.


BY THE NUMBERS

 538 building permits


 320 electrical permits

 432 plumbing permits

 374 HVAC permits

 987 building inspections

 35 solar permits

 147 property complaints

 23 snow removal incidents

2025 Priorities

- ✓ Continue top-tier plan review & inspection services for homeowners, businesses, and contractors.
- ✓ Implement an asset tracking system for more efficient facility management.
- ✓ Stay up-to-date on code changes through cost-effective training for staff.



Enhancing Quality of Life & Neighborhood Compliance

The Community Services & Code Enforcement Division is vital in ensuring property maintenance, ordinance compliance, and assisting residents with municipal concerns. Working alongside the Police, Building Inspections, and Planning & Community Development Departments, the division helps enforce city regulations, educates residents about local codes, and ensures neighborhoods remain clean, safe, and well-maintained.



Senior Center

◆ Vitality ◆ Connectivity ◆ Accessibility ◆ Inclusivity

Photos Courtesy: Middleton Senior Center







A Year of Growth, Connection & Community Support

The Middleton Senior Center experienced continued growth across all program areas in 2024. With rising participation in meal services, case management, fitness programs, and social events, the center remains a vital hub for older adults. To meet growing demand, the Senior Center has expanded volunteer support, improved front desk operations, and implemented initiatives to combat social isolation, fostering a welcoming and supportive environment.






By the Numbers: Growing Engagement & Services

-  48,983 total visits in 2024 (+32% from 2023!).
-  170 active volunteers contributing 14,000 hours.
-  520 RSVP Medical Rides provided (up from 450 in 2023).
-  21,341 newsletters mailed & 25,640 downloaded.



Program Participation Soared in 2024

-  Total Event Sign-ins: 23,318 (up from 20,035 in 2023).
-  Total Program Swipes: 23,867 (up from 20,142 in 2023).
-  Travel Program: 226 seniors joined group trips in 2024.

“Visit Middleton” is the destination marketing organization for the City of Middleton Tourism Department, promoting the city to leisure travelers, group tour operators, meeting/event planners, and sports tourism. In 2024, these efforts led to an 8.3% increase in hotel occupancy over 2023, with a record \$2,269,832 in hotel tax revenue—4.2% higher than the previous year.

Visit Middleton retains 70% of its revenue for marketing, tourism staff, grants, and the Visitors Center, while the city receives 30% (\$680,949.68) for administrative purposes. Total visitor spending in Middleton increased 9.5% in 2023 to \$200 million, a \$17 million jump from 2022 and 13.5% higher than 2019.

BY THE NUMBERS

📍 4 Group Tour Sales Trips

💰 16 Tourism Grants Given

📅 20 Meeting Planners Assisted

🏠 787 Visitor Center Visitors

🌐 830,127 Website Views

📢 450 Social Media Posts

👍 34,848 Facebook Followers

📧 12,674 Newsletter Subscribers



Tourism

◆ Publicity ◆ Visibility ◆ Connectivity ◆ Hospitality

Photo Courtesy: Visit Middleton





Photo Courtesy: Mark Optiz

