

RENDERING



PHOTO

City Happenings

CHAMBER BOARD STRATEGIC PLANNING SESSION

CITY OF MIDDLETON ECONOMIC UPDATE—11/19/2020





Community Profile

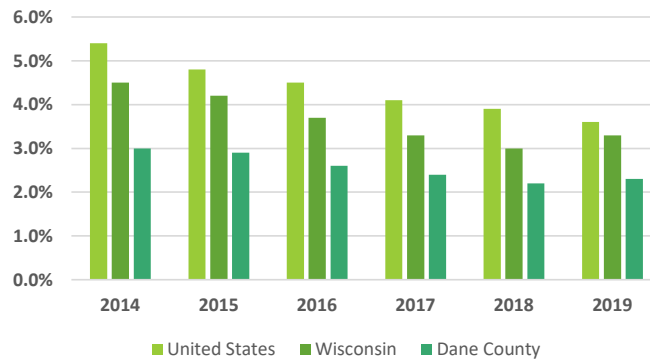


Located in Dane County,
adjacent to Madison (AAA), 7
miles west of the State Capitol
Approximately 9.1 square miles
2020 population estimate:
21,050
2019 total equalized valuation:
\$3,829,510,100



Economic Advantages

Unemployment Rate



Dane County's average 2019 unemployment rate was 2.3%

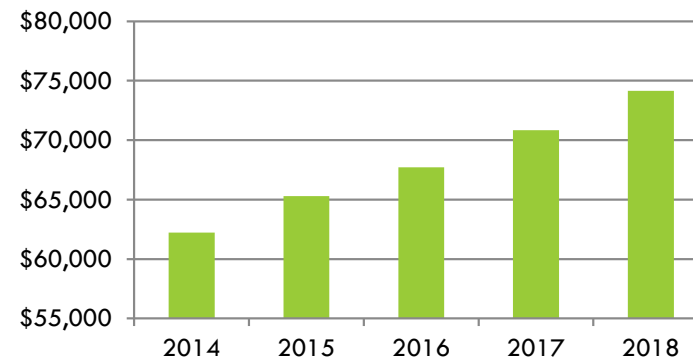
Dane County is consistently below the U.S. and Wisconsin Levels

Source: U.S. Bureau of Labor Statistics

- Middleton's 2018 median household income is \$74,141
- 119.7% of the U.S. median

Source: U.S. Census Bureau, American Community Survey

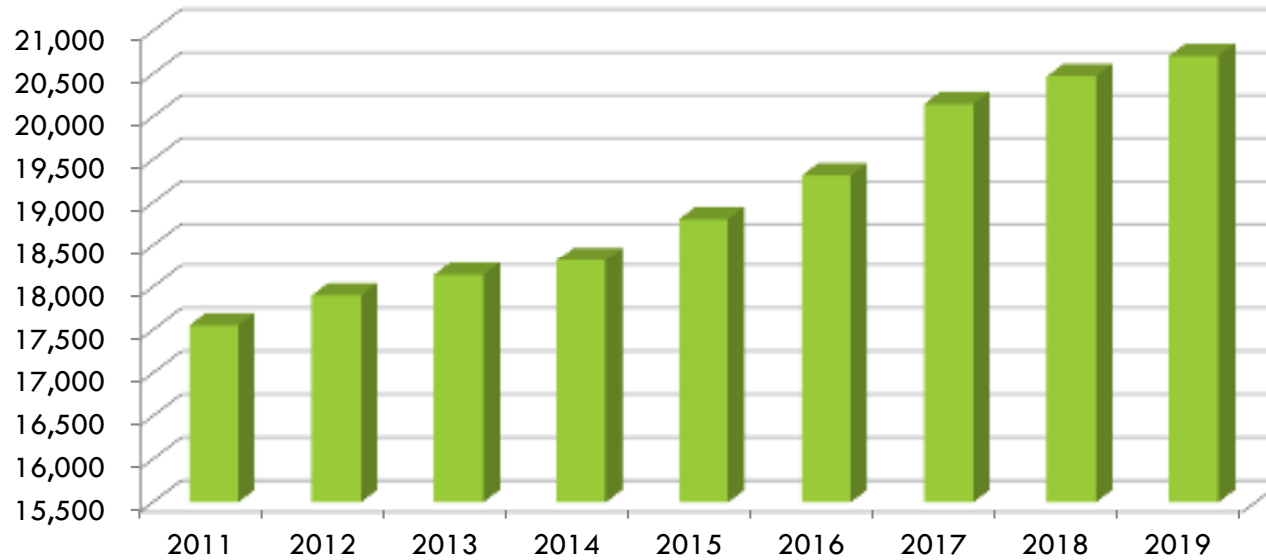
Median Household Income





Population

Population Estimates



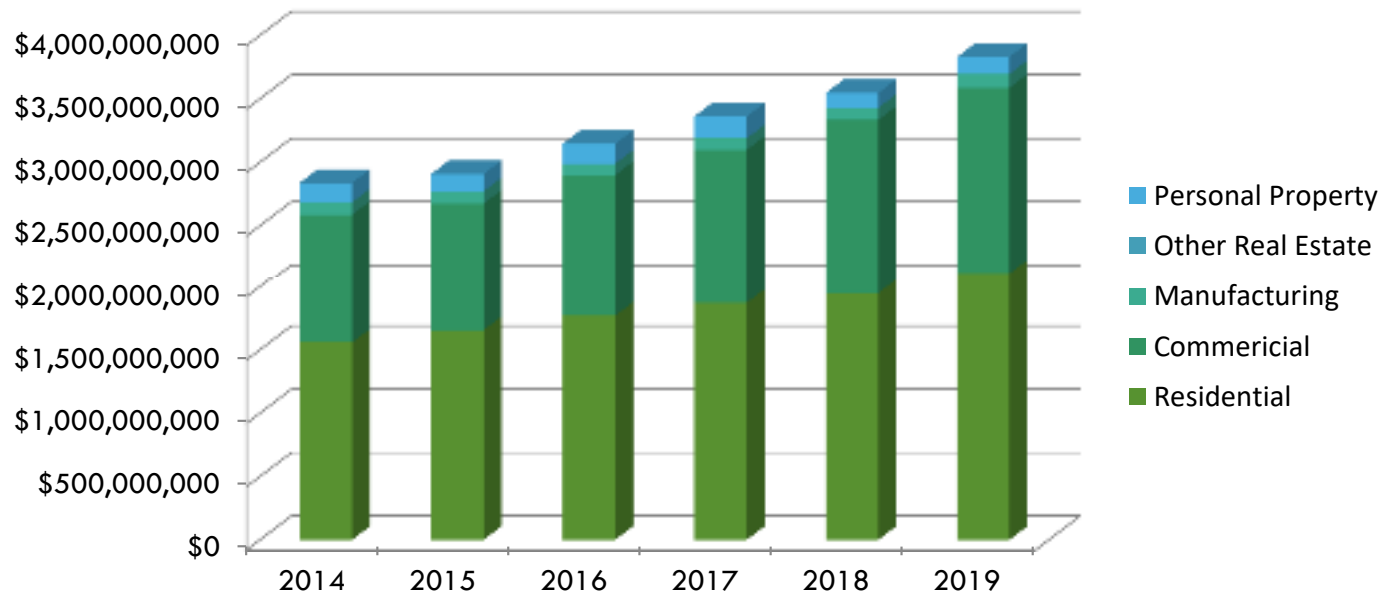
Middleton's population increased by 3,158 (18.0%) between 2011 and 2019

Source: Wisconsin Demographic Service Center



Tax Base Growth & Diversity

Equalized Value by Class



Average annual increase of 5.6% from 2014 through 2019

Source: Wisconsin Department of Revenue



Strong Employment Base

Middleton is a net contributor of regional jobs with 11,287 more people coming to Middleton to work than residents commuting to other areas.

Middleton is home to about 1,000 businesses and the headquarters for five of Dane County's largest employers:

- PPD 1,750
- Electronic Theatre Controls 954
- UW Medical Foundation 650
- Springs Window Fashions 550
- Spectrum Brands 451

MIDDLETON EMPLOYMENT DISTRIBUTION AND NET JOB CONTRIBUTION

YEAR	TOTAL EMPLOYED IN MIDDLETON	EMPLOYED IN MIDDLETON LIVES ELSEWHERE	EMPLOYED AND LIVES IN MIDDLETON	EMPLOYED ELSEWHERE LIVES IN MIDDLETON	TOTAL NETCOME LIVES IN MIDDLETON	NET REGIONAL JOB CONTRIBUTION BY MIDDLETON*
2018 (est.)	23,678	21,186	2,182	10,209	12,391	11,287
2010	16,075	15,409	1,666	7,793	9,459	8,816
2008	17,466	15,790	1,716	8,109	9,824	7,641
2006	16,788	15,015	1,773	7,233	9,006	7,782
2004	15,544	13,514	1,830	8,287	10,117	5,227

*Net Job Contribution found by subtracting Total Lives in Middleton Employed Elsewhere from Total Employed in Middleton Lives Elsewhere



Tax Increment Financing Districts

Active TIF Districts

TID	Creation Year	Expenditure Period	Legal Term	Current Base Value	2019 Total Value	Value Increment
3	1993	2025	2030	\$59,669,200	\$638,136,000	\$578,466,800
5	2009	2031	2036	\$89,665,500	\$159,954,500	\$70,289,000


- ❑ TID 3 has the second highest value increment of all active Wisconsin TIDs
- ❑ Since its creation, TID 3 subtractions have returned approximately \$344 million to the non-TID tax base
- ❑ The City is planning an additional TID 3 subtraction in 2020 to take advantage of state law that allows for a levy limit adjustment for TID subtractions.
- ❑ Approved TID projects are projected to add over \$100 million of additional value over the next two years.



Approved & Pending Projects

Project Description	District	Anticipated Completion	Projected Valuation
Holiday Inn Express (106 room hotel)	TID 3	Summer 2020	\$7.0 million
SBH Miramont (54,500 sq. ft. psychiatric hospital)	TID 3	Fall 2020	\$10.6 million
Middleton Market/The Aviary (Mixed Use market, retail & apartments)	TID 5	Phase 1: 2020 Phase 2: 2021	\$42.0 million
SACO Foods Expansion (20,895 sq. ft. manufacturing addition)	TID 3	Spring 2021	\$2.0 million
Middleton Center Phase III (Downtown Mixed Use)	TID 3	Fall 2021	\$9.5 million
Conservancy Bend (87 apartments & 19 townhomes)	TID 5	Fall 2021	\$20.7 million
Graber View Senior Housing (101 unit senior housing facility)	TID 5	Fall 2021	\$21.0 million

Middleton Economic Relief Loan (MERL) – now accepting applications

- ✓ \$600,000 in Loan Potential evenly divided between City of Middleton & Middleton Area Development Corporation (MADC); Risk split 50/50
 - ✓ 20 applications currently averaging near \$25,000
 - ✓ Interest Rate of 1% amortized over 4 years starts 1/1/2021
 - ✓ May increase the program depending on federal assistance forthcoming
- 

DRAFT City of Middleton Comprehensive Plan 2020



CITY OF MIDDLETON COMPREHENSIVE PLAN 2020

TABLE OF CONTENTS

INTRODUCTION

LAND USE — Middleton will establish a land use pattern that promotes compact development, protection of natural resources, a range of housing options, mobility, and economic growth in order to maintain an exceptional quality of life.

TRANSPORTATION — Middleton's transportation system will be safe, reliable, convenient, affordable, efficient, and less reliant on single occupancy vehicles to reduce environmental impact, promote active lifestyles, and enhance prosperity for all people regardless of age, ability, or mode of transportation.

HOUSING — Middleton will support a wide range of housing types, sizes, and costs throughout the City, including quality affordable housing, in order to meet the projected housing needs.

ECONOMIC DEVELOPMENT — Middleton will support an inclusive and innovative economy that includes a range of high-quality jobs and educational opportunities to serve the needs of the community at large.

CHARACTER — Middleton will embrace the vibrant characteristics that shape our community's evolving identity while celebrating its heritage.

GREEN CITY — Middleton will preserve, protect and enhance our unparalleled connections to nature, agriculture, and water resources, and we will continue to lead with a community-wide stewardship ethic that will equitably mitigate climate change and adapt to our changing environment.

GOVERNANCE AND PARTNERSHIPS — The City of Middleton will continually engage stakeholders, provide high quality and efficient services, and develop partnerships with other agencies and units of government to meet community needs.

IMPLEMENTATION

APPENDICES

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59
76
82
115
118
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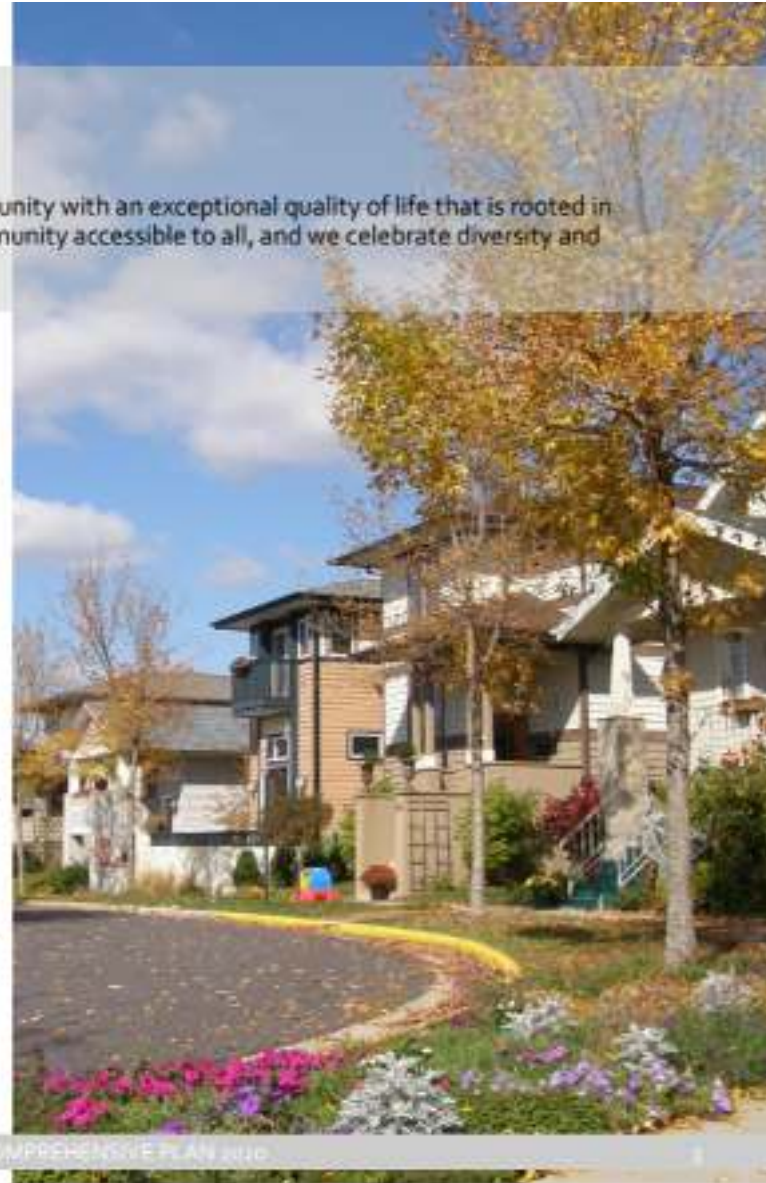
INTRODUCTION

VISION: The City of Middleton is a sustainable, urban community with an exceptional quality of life that is rooted in environmental stewardship. We are a thriving and safe community accessible to all, and we celebrate diversity and equitable opportunities for all people.

COMMUNITY VALUES

As the Good Neighbor City, Middleton embraces...

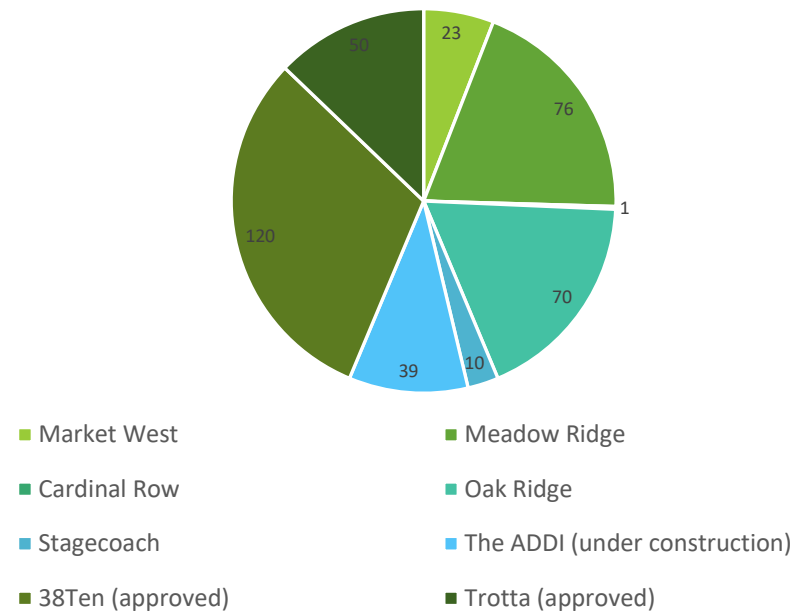
Community	We are a welcoming, inclusive city with a distinct identity, anchored by a vibrant downtown, unique neighborhoods, and our people.
Sustainability	We meet the needs of the present without compromising the ability of future generations to meet their own needs.
Equity	We celebrate diversity and strive for fair and just opportunities and outcomes for all people.
Health	We focus on the well-being of people and the environment.
Accessibility	We embrace full participation by all members of our community.
Innovation	We collaborate with individuals, businesses, and organizations to embrace new ideas that will foster strong economic growth.
Resiliency	We aspire to be a community that is capable of withstanding and recovering from adverse situations.



Workforce Housing Strategy

- City set goal of adding 295 units of workforce housing in the next 3-5 years in 2015
- Chart at right represents 389 units
- Data shows new housing gap expanded to 420 units

Workforce Housing Developments Since 2015



Current Workforce Housing Developments



The Trotta



The ADDI

Questions?

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