

Green for Growth. Green for Fun.

Economic Development • Community Development



www.madcwi.com
www.ci.middleton.wi.us
www.visitmiddleton.com
www.middletonchamber.com



For more information
contact Abby Attoun
Director of
Community
Development
aattoun@ci.middleton.wi.us



The **CITY OF MIDDLETON** is a Money Magazine top-ten city. The city and its economic development partner, the Middleton Area Development Corporation, facilitate a diverse and strong business climate.

It features several major manufacturers and a vibrant cluster of 59 high-tech businesses. In 2012, those businesses employed more than 3,600 people in a city with 18,146 population a few miles west of the University of Wisconsin and adjacent to Madison--the state capital. Through a superb collaborative partnership with its school district and chamber of commerce, and in concert with regional partners in the Madison Regional Economic Partnership (MadREP), Middleton aspires to further its climate for research and sustainable development.

- Corporate headquarters and home base for American Girl, Capital Brewery, Fiskars, Electronic

Theatre Controls (ETC), Standard Imaging (2007 Winner of Wisconsin's Best Small Manufacturer Award and 2010 Winner of "In Business" Magazine's Sustainable Business of the Year), Gilson Medical Instruments, Lucigen, Natus Neurology, Springs Window Fashions and WTS Paradigm, as well as the home to the National Mustard Museum, and many other businesses in a dynamic regional economy.

- The "Good Neighbor City," host of Good Neighbor Festival since 1964, is pleased to partner in economic development with our neighboring Dane County communities, the City of Madison,

and the University of Wisconsin through the regional economic development organization — Madison Region Economic Partnership (MadREP) www.thrivehere.org.

- The Middleton-Cross Plains Area School District, with its high level of academic and co-curricular achievements, outstanding staff and quality facilities such as the Performing Arts Center, are keys to the community's success.
- A regional employment center, we are a net importer of employees with 11,287 pro-rated from the 2010 Census, as well as an exporter of income to surrounding communities. The city, the Middleton Chamber of Commerce www.middletonchamber.com, and the Middleton Area Development Corporation www.madcwi.com have forged a sustainable and strong partnership in economic development.

MIDDLETON

- More than 25 percent of the city's land mass is "green space", including the pristine Pheasant Branch Conservancy and an extensive 22-mile trail system. The city is home to the acclaimed Middleton Hills, the first "new urbanist" subdivision in the Midwest.
- Visitors are welcomed by our historic Middleton Depot Visitors Center and more than 80 eclectic dining establishments and nearly 1,000 hotel rooms in eight hotels.
- Public amenities include a nationally recognized library (named "Library of the Year" in 2007 by the Wisconsin Library Association); a nationally-accredited senior center; a state-accredited police department, the scenic Pleasant View Golf Course; Middleton Municipal Airport — Morey Field; diverse and charming parks; Capitol Ice Arena; two



historic museums (Rowley House and the Museum at the Depot); extensive and cost-effective public services, and an Aa1 bond rating.

- City employees received training in 2014 to become the first "Dementia-Friendly" community in the entire State of Wisconsin, as designated by the Alzheimer's and Dementia Alliance of Wisconsin. Many local businesses have also received this designation.



- Middleton is committed to sustainability as evidenced by the City's Sustainability Plan. Middleton was recognized as *In Business* magazine's 2010

Sustainable Community of the

Year in Dane County. In addition, Middleton was named an All-America City Finalist in 2010 and a National Chamber of Commerce Siemens Sustainability Award Finalist in 2012.

- 2016 marked Middleton's 160th birthday, a testament to our proud heritage which started with the advent of the railroad between Madison and the Mississippi River in 1856.
- 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, and many other individual and group philanthropic efforts.

GREEN FOR GROWTH

TAX INCREMENT FINANCING IN MIDDLETON

TIF DISTRICT #3

The City of Middleton created Tax Incremental Financing District #3 (TID #3) in 1993. In the original 1993 TIF District 3 Project Plan, the base value of the TIF district was listed as \$34.1 million. At the time, projected expenses were \$15.8 million, with projected new development of \$44.9 million. To date, the city has spent approximately \$80 million, and created more than \$800 million in new value.

www.ci.middleton.wi.us/TIF

MIDDLETON AREA DEVELOPMENT CORPORATION

The singular focus of Middleton Area Development Corporation (MADC) is facilitating business growth in Middleton. MADC offers financial assistance to businesses moving to, or expanding in Middleton. MADC was capitalized by the sale of the former RotoZip property for \$2,000,000. Over the years, MADC has leveraged those funds in loans to the several businesses or owners of the real estate of those businesses. MADC is now worth \$4,200,000 and has \$2,500,000 available to lend.

www.madcwi.com

Conway Projects Database

Qualifying criteria for new and/or expanded corporate real estate facilities



New construction MUST take place and meet one or more of the following:

- Employees = 20 or more new jobs created
- Square Footage = 20,000 or more
- Investment = \$1,000,000 or more (construction cost, land, and building) Renovations to buildings qualify based on investment (\$1 million or more) or employees (20 or more). Renovations do NOT qualify based on square footage alone.

Office/Industrial leases:

Leases must be for office or industrial purposes only. Leases must involve an investment of at least \$1 million in lease costs, renovations, or leasehold improvements. Additionally, a lease must add at least 20 jobs to the corporate lessee's payroll or consist of at least 20,000 square feet of new space. Leases that are 50,000 square feet or more automatically qualify if they add at least 20 jobs. Build-to-Suit projects can be included as leases.

Project type (use the appropriate abbreviation)

MF	Manufacturing	DT	Data Center	OF	Office
CC	Call Centers	DW	Distribution Warehouse	RD	Research and Development
HQ	Headquarters				

Although we do not count anything retail related, we will count a project if they create a Headquarters, Data Center, Distribution Warehouse, Call Center, or Research and Development facility.

Development stage (use the appropriate number):

1. Announced
2. Under Construction
3. Completed

Facility Category:

- N** New
- E** Expansion

Manufactured product and SIC/NAICS code (NAICS preferred)

Project types that do NOT qualify:

- Retail including shopping malls, restaurants, banks and or financial service (ex. Charles Schwab, etc.) branches, insurance branches, museums, elementary and secondary schools and other non-commercial educational facilities, government facilities, self-storage facilities, airports, arenas, business parks and spec buildings, hotels, casinos, destination resorts, theme parks, highway projects, hospitals and other medical facilities, power plants, rail and rapid transit systems, university research facilities, water and waste units

Excel template for new/expanded facilities report:
http://siteselection.com/conway_analytics_report/template.cfm

BUSINESS CLIMATE

APPROVED AND PENDING PROJECTS

Project Description	District	Anticipated Completion	Projected Valuation	Expansion/New
Conservancy Bend (87 apartments & 19 townhomes)	TID 5	Fall 2021	\$20.7,000,000	New
Graber View Senior Housing (101 unit senior housing facility)	TID 5	Fall 2021	\$21,000,000	New
Holiday Inn Express (106 room hotel)	TID 3	Summer 2020	\$7,000,000	New
Middleton Center Phase III (Downtown Mixed Use)	TID 3	Fall 2021	\$9.5,000,000	New
Middleton Market/ The Aviary (Mixed Use market, retail & apartments)	TID 5	Phase 1: 2020 Phase 2: 2020	\$42,000,000	New
SACO Foods Expansion (20,895 sq. ft. manufacturing)	TID 3	Spring 2021	\$2,000,000	Expansion
SBH Miramont (54,500 sq.ft. psychiatric hospital)	TID 3	Fall 2020	\$10.6,000,000	New
The Addi (39 apartments)	Non TID	Summer 2021	\$4.9,000,000	New
The Trotta (125 apartments)	TID 5	Fall 2021	\$25,000,000	New

Source: City of Middleton, 2020

MIDDLETON BUSINESS OWNERS AND MANAGERS GIVE HIGH MARKS TO THE BUSINESS CLIMATE IN THE CITY.

Ninety percent of businesses said they were very or somewhat likely to recommend operating a business in Middleton (higher than the nation) and to keep their business in Middleton for the next five years (on par with the nation). Additionally, about 9 in 10 business owners and managers felt that Middleton was an excellent or good place to do business and a similar proportion gave the same evaluations to the overall economic health of Middleton, ratings that were higher than the national benchmark. Middleton businesses also gave assessments that exceeded the national average for the City welcoming business involvement, retaining existing businesses, attracting new businesses, and supporting or creating new jobs. Between 59% and 70% of respondents said each of these government supports was excellent or good.

BUSINESSES APPRECIATE THE COMMUNITY AMENITIES PROVIDED IN MIDDLETON.

The city as a place to visit, overall image or reputation, cleanliness, and overall appearance in Middleton were rated as excellent or good by at least 92% of respondents; each of these were rated higher than the national benchmark. About 8 in 10 businesses said that the vibrancy of the downtown or commercial area and the overall quality of commercial development were excellent or good. The

vast majority of business owners and managers also gave high marks to hotel and lodging options in the city as well as the quality of restaurants and places to eat. About three-quarters of respondents gave favorable reviews to the quality of shopping opportunities, a rating that was lower than the national average.

BUSINESS OWNERS AND MANAGERS NOTE IMPROVEMENTS COULD BE MADE TO COMMUNITY SUPPORTS FOR THE WORKFORCE.

Overall, a majority of business owners and managers gave positive reviews to Middleton as a place to work and employment opportunities. These community aspects were rated higher than the nation. However, respondents tended to give lower evaluations to community supports for Middleton employees. About two-thirds of business owners said that the availability of jobs that pay a livable wage was excellent or good. The cost of living in Middleton was rated positively by about 4 in 10 respondents. About half of respondents said that the variety of housing options and transportation options for people who work in Middleton were excellent or good. The affordability of housing for people who work in Middleton as well as affordable childcare received positive assessments from only one-third of business owners. *Source: The NBS Business Climate Report-Middleton 2020.pdf*



MIDDLETON'S business community consistently is diverse and strong. Middleton

is home to over 2,000 companies* and headquarters for 5 of Dane County's 5 largest employers, including: PPD (1,350) Electronic Theatre Controls (817), the UW Health Medical Foundation (800), Spectrum Brands (648), and Springs Window Fashions (550). In addition, Spectrum Brands built a new corporate headquarters in Middleton, which opened in 2013. In addition to many types of service industries and major manufacturers, the Middleton business community also features a strong cluster of high-tech businesses, including those specializing in health/ medical/ wellness, pharmaceutical, biotech agribusiness and research and development.

*2012 US Census Survey of Business Owners

With a superb collaborative partnership between the city, school district, and the Middleton Chamber of Commerce, the city's tax base has grown from about \$1 billion in tax valuation in 1998 to \$3.36 billion in 2018.

Through continued investments in infrastructure as well as natural and cultural amenities, the City of Middleton aspires to maintain its regional status as a premier locale for high-tech businesses and entrepreneurs.

Available sites and buildings may be found at www.thrivehere.org.

MIDDLETON'S TOP TEN EMPLOYERS (2019)

	COMPANY	FULL TIME EMPLOYEES	PART TIME EMPLOYEES
1	PPD	1,400	
2	Electronic Theatre Controls, Inc.	938	16
3	UW Health/Medical Foundation	800	0
4	Middleton-Cross Plains Area School District	924	280
5	Spectrum Brands	448	3
6	Springs Window Fashions	550	0
7	American Girl	294	87
8	North Central Group	348	197
9	Humana Inc.	285	0
10	Fiskars Brands Inc.	280	6

LABOR MARKET



U.S. CENSUS BUREAU

data shows that Middleton's labor force increased from 9,573 in 2000 to 10,549 in 2010, representing a 10 percent increase. During the same year, 10,349 Middleton residents were employed. This equated to an unemployment rate of 2.8 percent, which was lower than the Dane County-wide figure of 3.7 percent. These trends are expected to continue given the consistent growth and success of Middleton's business community.

JOBS BY SECTOR

Employment in the manufacturing sector is strong among workers employed in Middleton with 3,037 jobs (17 percent). Employment in manufacturing is followed by; retail trade employment (2,153); professional, scientific, and management; and administrative and waste management services employment (1,548).

JOBS BY SECTOR

JOB SECTOR	EMPLOYEES
Manufacturing	3037
Retail Trade	2153
Accommodations/Food Service	1765
Professional/Scientific/Management	1548
Administration-Support/Waste Management Services	1382
Health Care/Social Assistance	1314
Educational Services	1233
Wholesale Trade	1101
Management of Companies	995
Finance/Insurance	638
Public Administration	629
Construction	483
Other Services	395
Arts/Entertainment/Recreation	392
Real Estate/Rental/Lease	334
Information Management	318
Transportation/Warehousing	225
Utilities	52
Agriculture/Forestry/Fishing	41

LABOR MARKET

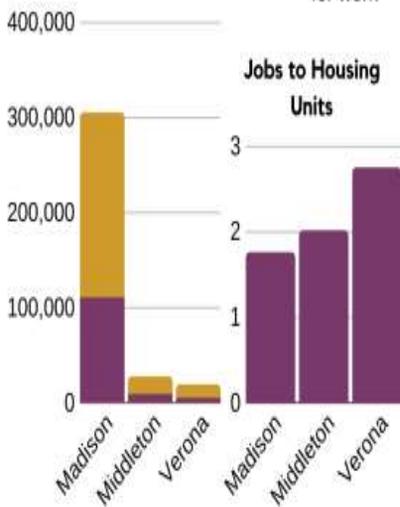
MIDDLETON JOBS

18,706 people come to Middleton for work



8,675 people leave Middleton for work

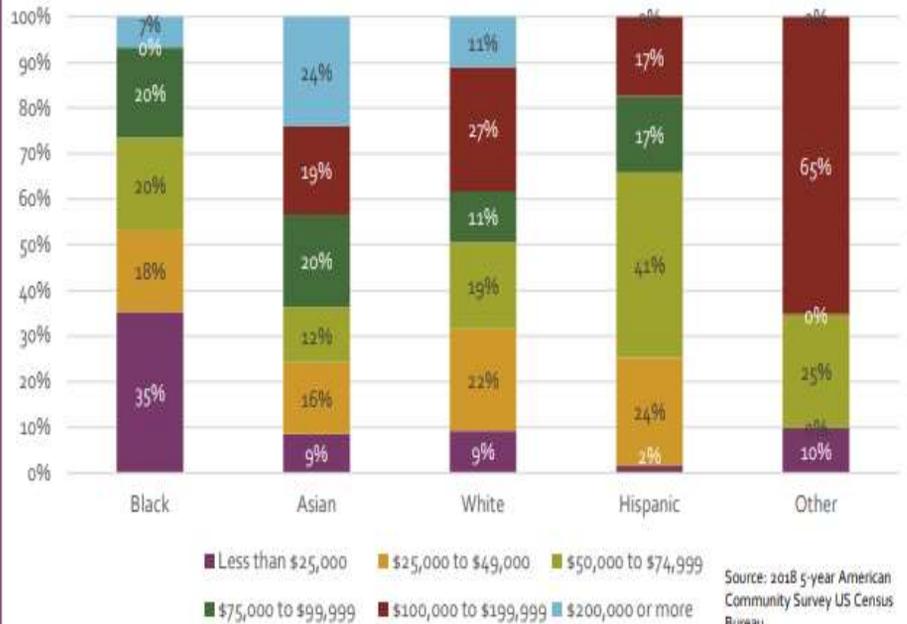
Number of Jobs and Housing Units



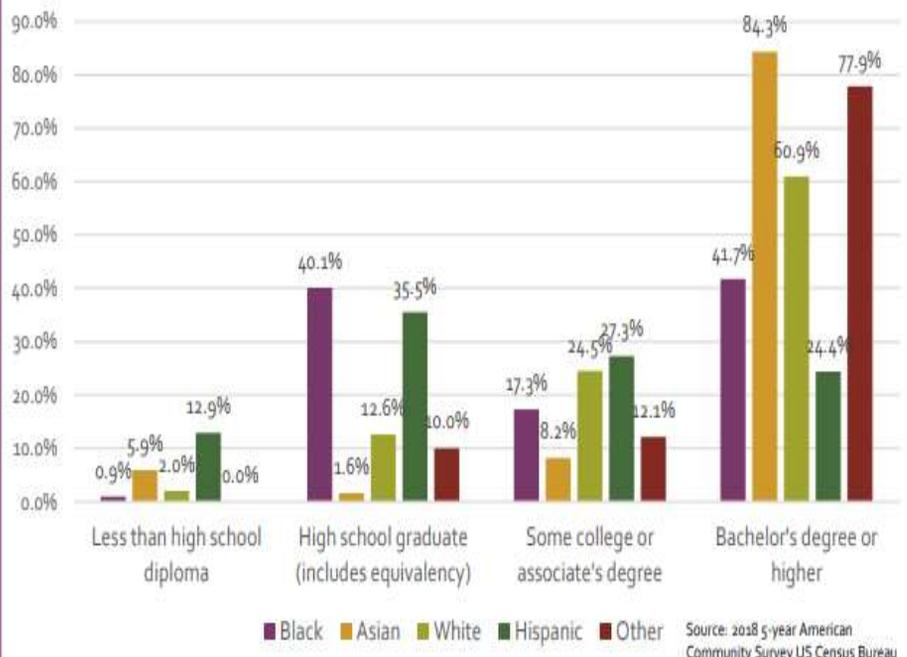
Of the communities in Dane County with more than 4,000 jobs, Middleton has the **second highest jobs/housing ratio at 2.011**.

Source: 2016 5-year American Community Survey US Census Bureau. 2017 OnTheMap

Percent Household Income by Race/Ethnicity



Educational Attainment



Source: City of Middleton Comprehensive Plan 2020.

LABOR MARKET

WORKER DEMOGRAPHICS

The City of Middleton is consistently a net provider of jobs to the region. According to the 2012-2016 American Community Survey data there are 18,707 residents in Middleton, with 10,580 participating in the workforce. In 2010 Middleton had 18,075 jobs, of these 1,666 workers lived in Middleton, and 16,409 resided in surrounding communities. Conversely, 7,793 workers resided in Middleton and were employed outside the city. Consequently, the net contribution of jobs hosted by Middleton to the residents of the region was 8,616.

Middleton typically provides employment for greater number of workers residing in of each of the adjacent municipalities than those communities provide to Middleton Residents. Specifically, Middleton employers provide a net of 55 jobs to Madison residents, 506 jobs to Fitchburg residents, 220 jobs to Verona residents, 263 jobs to Cross Plains residents, and 291 jobs to Waunakee residents. Middleton had a net exchange of 7,281 jobs to residents of all other communities.

As of 2016 over 65 percent of Middleton residents have associate, bachelors or advanced degrees. In addition, a significant proportion of workers (44.7 percent) are employed in positions which earn more than \$75,000 per year.

HOUSEHOLD YEARLY INCOME

INCOME PER YR.	NUMBER	PERCENT
\$34,999 or less	1,895	22%
\$35,000-\$74,999	2,740	31.8%
\$75,000 or more	3,989	46.3%

8,615

2013-2017 American Community Survey

MIDDLETON EMPLOYMENT DISTRIBUTION AND NET JOB CONTRIBUTION

YEAR	TOTAL EMPLOYED IN MIDDLETON	EMPLOYED IN MIDDLETON LIVES ELSEWHERE	EMPLOYED AND LIVES IN MIDDLETON	LIVES IN MIDDLETON EMPLOYED ELSEWHERE	TOTAL WORKERS LIVING IN MIDDLETON	NET REGIONAL JOB CONTRIBUTION BY MIDDLETON*
2018 (est.)	23,678	21,496	2,182	10,209	12,391	11,287
2010	18,075	16,409	1,666	7,793	9,459	8,616
2008	17,465	15,750	1,715	8,109	9,824	7,641
2006	16,788	15,015	1,773	7,233	9,006	7,782
2004	15,344	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 Middle Lives Elsewhere"

WHERE MIDDLETON WORKERS LIVE

CITY	NUMBER	PERCENT
Madison	4,940	27.3%
Fitchburg	604	3.3%
Waunakee	407	2.3%
Verona	394	2.2%
Cross Plains	339	1.9%
All Others	9,725	53.8%
Subtotal	16,409	90.8%
Middleton	1,666	9.2%
Total	18,075	

2010 U.S. Census Bureau

WHERE MIDDLETON RESIDENTS WORK

CITY	NUMBER	PERCENT	DIFFERENCE
Madison	4,885	51.5%	55
Fitchburg	98	1.0%	506
Waunakee	116	1.2%	291
Verona	174	1.8%	220
Cross Plains	76	0.8%	263
All Others	2,444	25.8%	7,281
Subtotal	7,793	82.4%	8,616
Middleton	1,666	17.6%	
Total	9,459		

WORKER EDUCATIONAL ATTAINMENT (age 25+)

EDUCATION	NUMBER	PERCENT
High School or Less	2,249	17.1%
Some College, No Degree	2,155	16.4%
Associate Degree	1,087	8.3%
Bachelor's Degree	4,341	33%
Graduate or Professional Degree	3,342	25.4%

2013-2017 American Community Survey

COMMUNITY DEMOGRAPHICS

MIDDLETON DEMOGRAPHICS



POPULATION

	1990	2000	2010	2018
Population	13,785	15,770	17,442	20,151
Median Age		36.2	39.1	38.8
Regional Population	793,454	904,617	1,000,187	1,009,368

*Regional population is the county population plus all contiguous county populations



Median Value Single Family Home
 2013-2017
 \$309,900
 2013-2017 American Community Survey (ACS) 5-Year Estimates

HOUSEHOLDS

Total Number of Households	8,615
Average Household Size	2.19
Median Household Income	\$70,105

2013-2017 American Community Survey

HOUSING

Owner Occupied Housing Units	4,700
Renter Occupied Housing Units	3,915
Vacant Units	318
Total Housing Units	8,933

2013-2017 American Community Survey

EDUCATIONAL ATTAINMENT

(AGE 25+)

DEGREE	PERCENT
Associate Degree	8.3%
Bachelor's Degree	33 %
Graduate or Professional Degree	25.4%

2013-2017 American Community Survey

BUILDING PERMITS

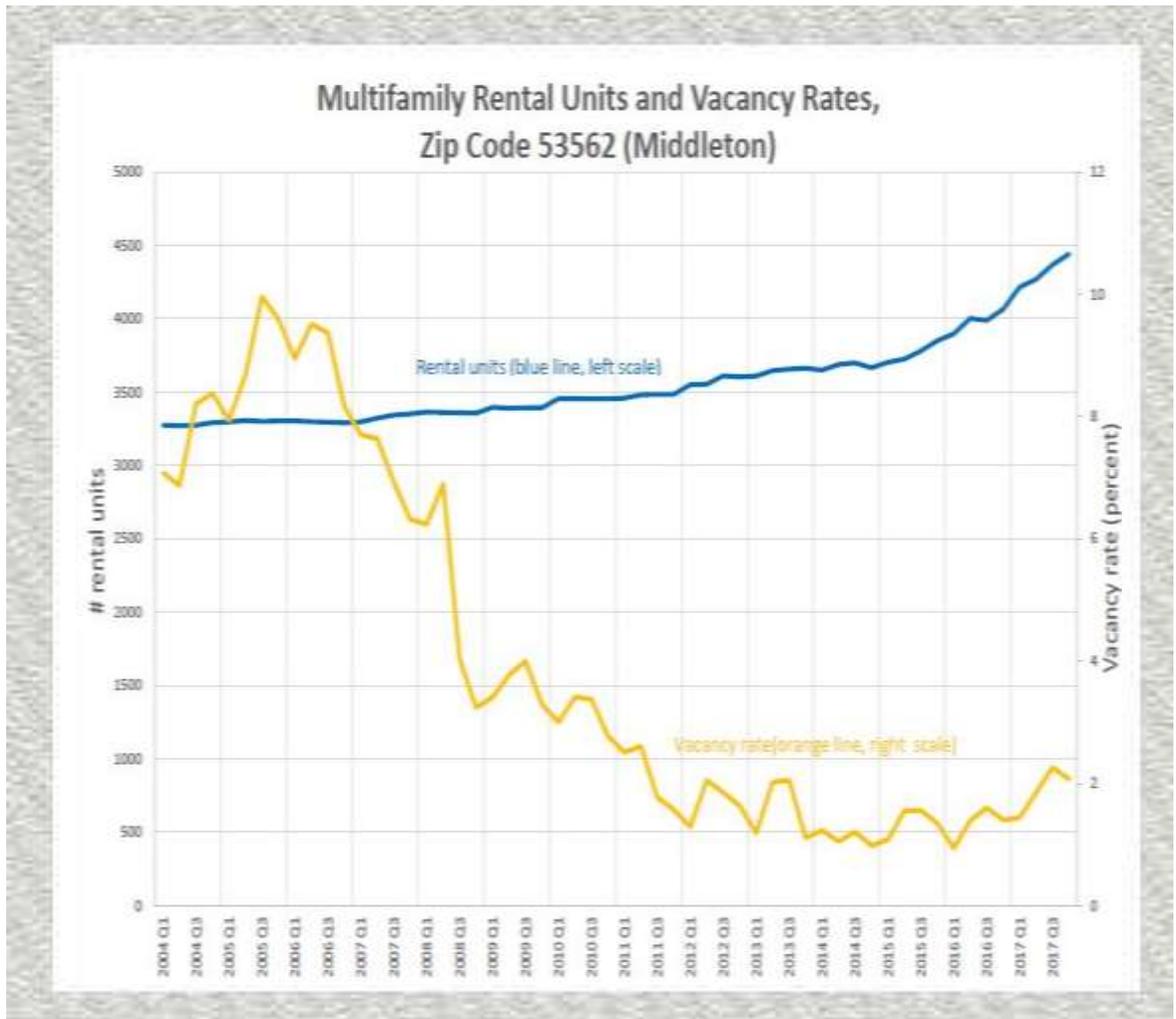
2010	43 Single-Family	1 Multi-Family	0 Commercial
2013	64 Single-Family	3 Multi-Family	9 Commercial
2017	34 Single-Family	1 Multi-Family	6 Commercial
2019	25 Single-Family	4 Multi-Family	7 Commercial

Multi-Family Housing Demand

The low vacancy rate for multi-family housing in Middleton and the surrounding area is fueling the demand for more multi-family housing, and the market and the City have responded.

A driver of the demand is that Middleton has about 16,000 people who commute to Middleton for work while only about 8,000 commute from Middleton to other locations.

Therefore, the demand from workers coupled with the success of the Middleton-Cross Plains Area School District likely is encouraging the interest in housing supply.



Two of the new apartment buildings constructed in the last few years are featured here. On the left is The Foundry located adjacent to the Greenway Station shopping center. Below are the Parmenter Circle apartments, located just west of Middleton High School.



HOUSING

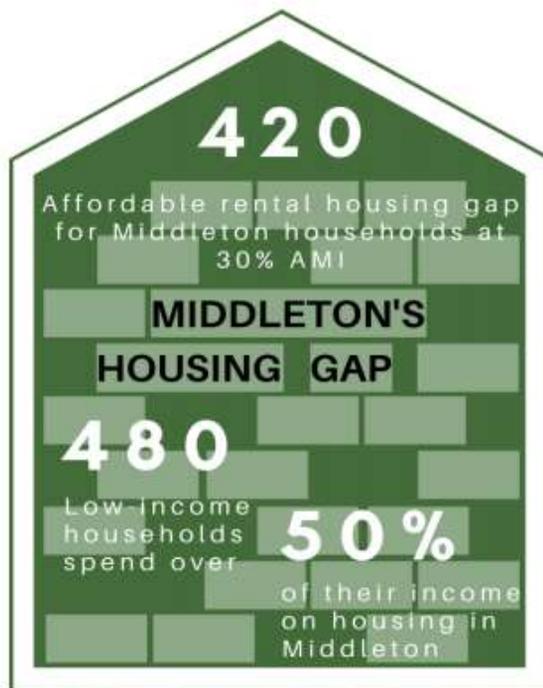
Housing is a fundamental need for all people. In addition to providing safety and shelter, housing provides a source of stability and investment. The location, affordability, and density of housing is directly related to transportation needs and economic development of a city. These impacts are felt by residents in the City of Middleton whose primary comments expressed by participants in the public input sessions were about the need for more affordable housing, the inadequate supply of particular types of housing, and a desire for better integration of residential and non-residential uses.

This plan seeks to better align the housing supply with the future housing needs in Middleton and to reduce the “housing gap.” The housing gap for a community is the gap between the wages paid to the workforce in the community and the price and supply of housing available in the community. The lack of workforce housing negatively affects Middleton employers, causing higher employee turnover due to longer commute times and lower job satisfaction. In 2015, the City adopted a Workforce Housing Strategy goal of “Encouraging compact development and a mixed-income and diverse community where people who work in Middleton are able to afford to live in Middleton” as a natural follow-up to the major theme of Compact Urban Development in the 2006 Comprehensive Plan.¹ The City’s Workforce Housing Committee oversees the Workforce Housing Strategy and makes policy recommendations to the City Council which aim to increase the supply of housing affordable to the workforce and all residents in Middleton. As a community, we recognize that the housing needs in Middleton are changing, and a housing type that works for a working family with children may not work for a senior on a fixed income. As Middleton grows, we must support a wide range of housing types throughout the City, while also maintaining flexibility that comes with a changing housing market.

Strategies

1. Increase the amount of housing units available in the City, while ensuring that the overall density of housing (measured in dwelling units per acre) is either maintained or increased with growth.
2. Ensure that all land annexed to the City for housing is planned as a complete neighborhood that includes a range of housing types; a range of costs; and access to services, transit, and open space.
3. Preserve and support rehabilitation of the housing stock in existing residential neighborhoods.
4. Support, and where possible incentivize, housing that meets the highest standards for energy efficiency and renewable energy generation.
5. Promote homeownership opportunities for first-time buyers.

6. Provide incentives for the creation and preservation of affordable and income restricted housing.



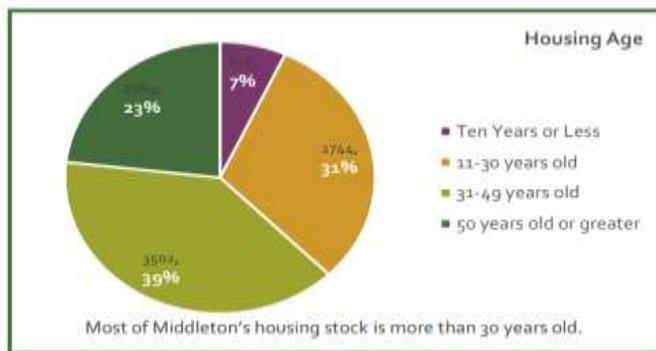
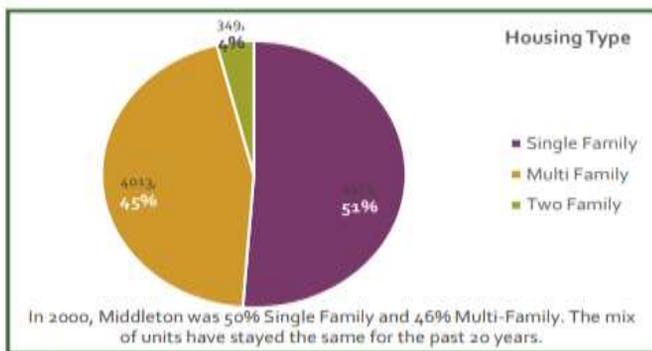
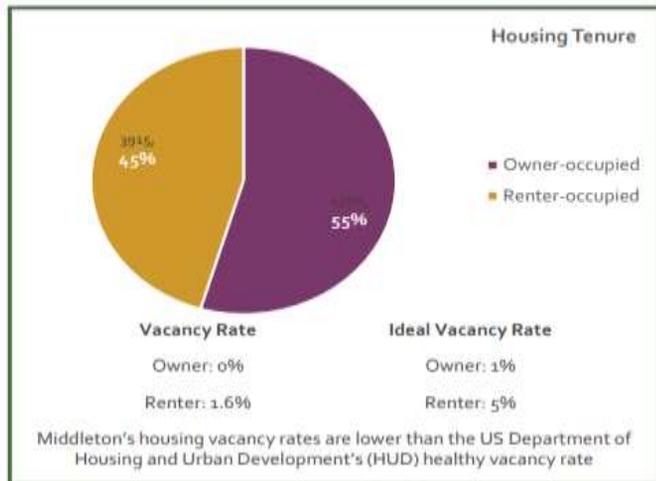
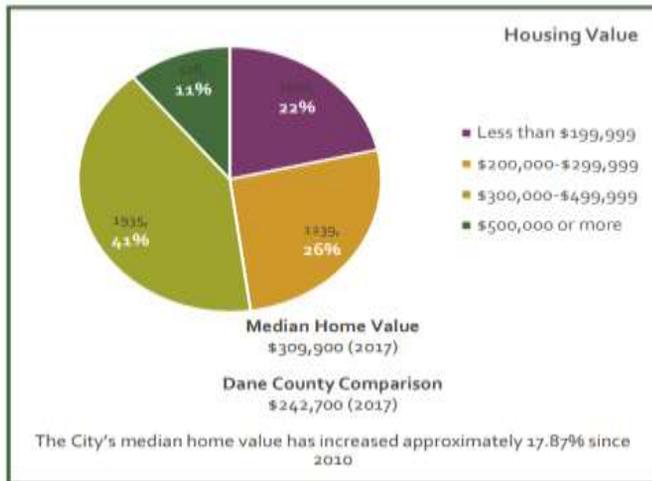
Data source: Dane County Housing Needs Assessment

Middleton Housing Corporation

Neighborhood	Average Lot Sizes (sqft)
Middleton Hills	6149
Hidden Oaks	7150
Middleton Ridge	7307
Downtown Middleton	8444
Northlake	14658

Apartment	Building Height
Oak Ridge 7635 Lisa Lane	46' 6"
The Aviary 7622 Lisa Lane	53'
Stagecoach Trails 6620 Century Avenue	53' 10"
Middleton Station 7710 Terrace Avenue	59' 6"
Heritage Senior Housing 6202 Maywood Avenue	60'

HOUSING



Source: United States Census American Community Survey 2013-2017 5-year estimates, DP-04

Allow “missing middle” housing types, characteristics, and assembly in modifications to existing subdivisions. “Missing middle” housing is a range of multi-unit or clustered housing types scaled between single family detached houses and larger apartment buildings.

Missing middle housing can be an affordable option that can help meet the growing demand for walkable urban living. These housing types typically have a footprint no larger than a large detached single-family home, making them easier to integrate into existing neighborhoods. When distributed throughout a block, these housing types can help transition from a single-family neighborhood to a higher density commercial corridor.



EDUCATION

MIDDLETON STUDENTS consistently outperform their statewide peers on Advanced Placement Program Exams and the ACT College entrance exam.

During the 2016-2017 school year, students in the Middleton-Cross Plains Area School District scored nearly 4 points higher than the state average on the ACT college entrance exam. This marked the sixth straight year where District students performed at least 3 points above the state average. The Middleton-Cross Plains Area School District also had 5 schools significantly exceed expectations on the 2018-2019 Wisconsin Department of Public Instruction School Report Cards.

ACT TESTING

Middleton High School	
ACT Score	23.95
Wisconsin Average	
ACT Score	20.3

ELEMENTARY AND SECONDARY EDUCATION

The Middleton-Cross Plains Area School District encompasses 68 square miles, ranging from urban to rural areas. The district serves an estimated 28,300 residents in eight municipalities. Enrollment for the 2017-2018 school year is approximately 7,450 students in grades 4K-12. The district employs over 500 teaching staff (full-time equivalent) and approximately 300 support staff (full-time equivalent) with an \$86 million operating budget for 2017-2018.

Three of the district's six elementary schools are located within the City of Middleton: Elm Lawn (6701 Woodgate Road), Northside (3620 High Road), and Sauk Trail (2205 Branch St.).

Middle school-aged students in Middleton are served by Kromrey Middle School (7009 Donna Drive). All of the district's high school students are served by Middleton High School (2100 Bristol St.) and the adjacent Middleton Alternative Senior High School (2429 Clark St.). Middleton High School is recognized statewide as a model of excellence. MHS was one of 27 schools to receive the inaugural 2018-2019 Award of Excellence from the WIAA. This is the second time Middleton has received this award. The award recognizes member schools for their efforts and achievements in the areas of sportsmanship, ethics, integrity, leadership and character. Since 2012, the Middleton-Cross Plains School District has consistently been awarded the Green Ribbon School District Sustainability Award by the Department of Education, honoring schools and districts for their efforts to reduce

environmental impact and utility costs, promote better health, and ensure effective environmental education.

U.S. DEPARTMENT OF EDUCATION GreenRibbonSchools	
2012	Middleton High School
2014	Park Elementary School
2015	Middleton-Cross Plains School District
2016	West Middleton Elementary School
2017	Kromrey Middle School

HIGHER EDUCATION

The following institutions of higher learning are located within a 15-mile radius: University of Wisconsin-Madison, Cardinal Stritch University, Edgewood College, Herzing College, Lakeland College, Madison Area Technical College, Madison Media Institute, and Upper Iowa University.



CITY UTILITIES

WATER AND SEWER

Middleton Water and Sewer

Middleton, Wis.

Ownership: Municipal

608-821-8370

<http://cityofmiddleton.us/111/Water-Sewer-Utilities>



ELECTRIC

Madison Gas & Electric

Madison, Wis.

Investor Owned

State Regulated

Peak Demand: 742,000 kW

Generation Capacity: 780 MW

Customers Served

State: 153,000

System: 153,000

608-252-7000

www.mge.com

NATURAL GAS

Madison Gas &

Electric Madison, Wis.

Customers Served

State: 161,000

System: 161,000

Pipeline Source: ANR,
Northern Natural Gas Co.



TELECOMMUNICATIONS

TDS Telecom/Metrocom

Middleton, Wis.

Telephone/Internet

DSL /Fiber Optic

Customers Served:

7,250,000

877-205-5470

www.tdstelecom.com

www.tds.net

Charter

Madison, Wis.

Cable/Telephone

DSL/Fiber Optic

Customers Served

State: 555,000

System: 5,308,000

800-581-0081

www.charter.com



INTERSTATES AND HIGHWAYS

- **U.S. Highway 12** (also known as the West Beltline Highway): Part of the State's "Backbone" system, this four-lane, and limited-access freeway connects Middleton with Madison and Interstate Highway 39/90 to the south and east. To the north, this route has been recently reconstructed as a four-lane divided expressway connecting



METRO DISTANCES

EDUCATION	MILES
Downtown Madison	6
Dubuque	88
Milwaukee	93
Green Bay	153
Chicago	156
Minneapolis	260
Des Moines	296
Indianapolis	336
St. Louis	368
Omaha	435
Detroit	437

Middleton with Sauk City. Farther to the north, U.S. Highway 12 alternates between a two-lane or four-lane design as it continues to Baraboo and eventually Interstate 90/94 at Wisconsin Dells.

- **U.S. Highway 14:** Also part of the backbone system, this route leads west out of Middleton as a two-lane highway, connecting the city with Cross Plains, the Wisconsin River valley, and eventually La Crosse. Within Middleton, the route is constructed as a four-lane divided expressway.
- **Allen Boulevard/County Highway Q:** This four-lane, divided route connects Century Avenue with University Avenue. It provides the most direct link for traffic traveling around the west end of Lake Mendota.
- **County Highway Q:** This two-lane route connects Middleton with Waunakee and other northern Dane County communities.

Century Avenue/County Highway M: This four-lane route carries traffic around Lake Mendota to the northeast side of Madison (County Highway 113) as well as Interstate 39/90/94.

RAILWAY INFRASTRUCTURE

Since the city's origins, Middleton has been served by the rail line that connects the city with Madison to the east and communities to the west. Today, Wisconsin & Southern Railroad (WSOR) provides freight rail service along this corridor. While most freight today is shipped by truck, a few Middleton businesses continue to rely on the rail corridor for shipping and receiving products. WSOR has been expanding its market in recent years and is expected to continue to serve the Middleton community in the foreseeable future. The City and region are anticipating that commuter rail will operate in this corridor in the future.





PUBLIC TRANSIT AND BICYCLE TRAILS

The City of Middleton contracts with Madison’s Metro Transit to provide fixed-route and para-transit bus service during weekdays and all-day Saturday.

Middleton’s service provides connections to the following key destinations: Metro’s West Transfer Point, the growing business parks west of the Beltline Highway, and the University of Wisconsin Campus and Capitol Square.

Over the past decade, substantial investments have been made in the development of a City-wide, off-road trail system, to the benefit of people engaged in either recreation or commuting. The backbone of this network is a multi-use trail that runs along Pheasant Branch Creek and provides an east-west connection through the heart of the community. Underpasses have been installed at major road crossings, including Airport Road, Pleasant View Road, Deming Way, U.S. Highway 12 and Parmenter Street.

AVIATION CONNECTIONS

The Dane County Regional Airport (MSN) is located within 15 miles of the City of Middleton. More than 85 commercial flights serve the airport each day.

The City of Middleton also owns and operates the only general aviation facility in western Dane County. Middleton Municipal Airport — Morey Field (C29), which now defines the northwestern edge of the city, was established by Howard Morey in the 1940s, when his business was relocated from the site of present-day Dane County Regional Airport on the northeast side of the Madison.

For more than 60 years, the airport existed amidst farmland and remained largely unchanged, relying upon the Morey Airplane Company’s successful charter, pilot training and repair activities.

In 1998, the Middleton City Council decided to purchase Morey Airport to maintain the airport as part of the region’s transportation infrastructure, to provide a buffer

between city business parks and prime farmland, and to enhance storm water management in the vicinity of the North Fork of the Pheasant Branch Creek.

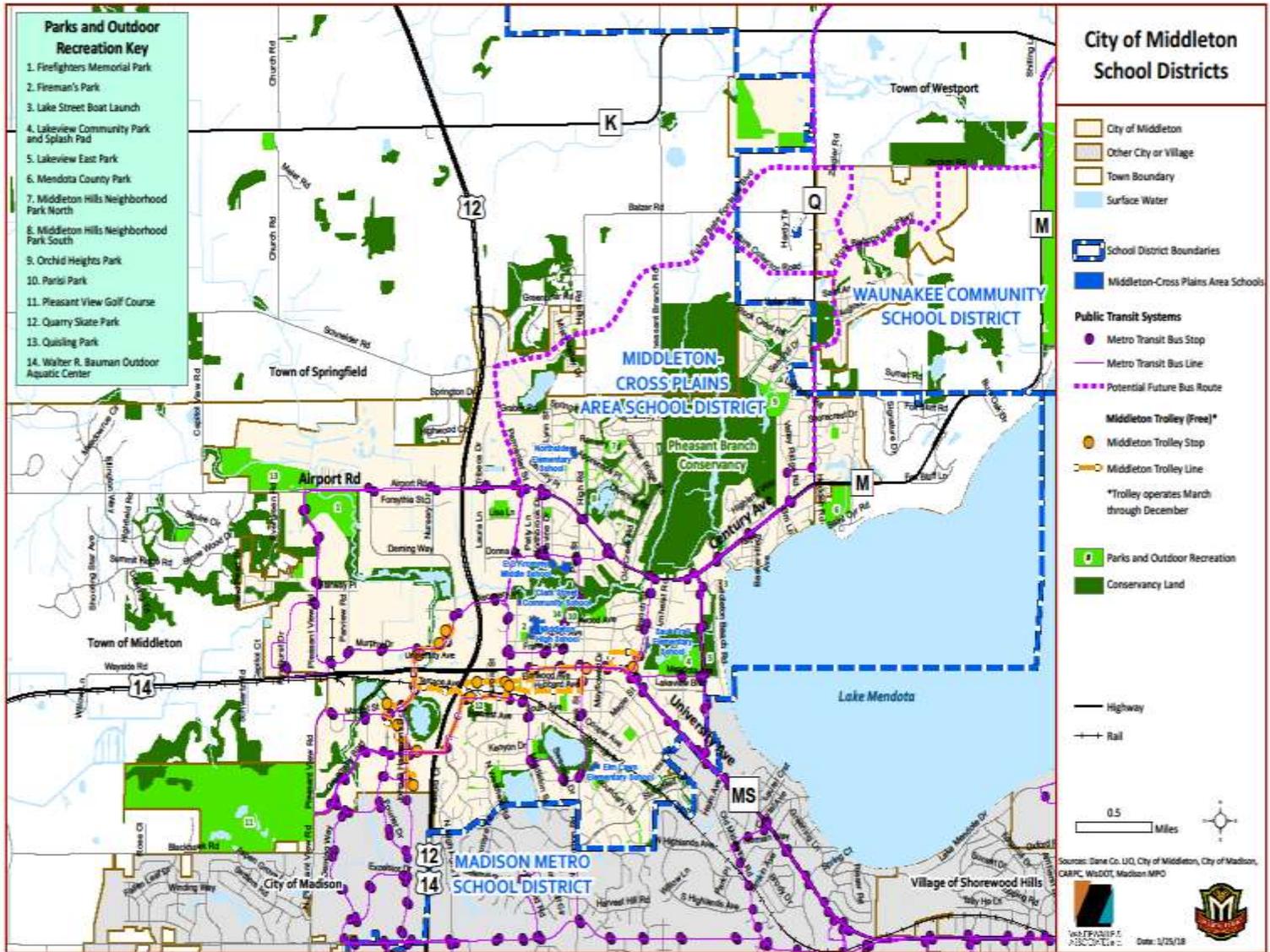
Today, the airport consists of approximately 252 acres, with an additional 6.6 acres devoted to aviation easement and 32 acres devoted to clear zone easement. In addition, the airport planning process led to the creation of 39 lots for hangar development, two of which are reserved for multi-unit hangar buildings. A waiting list is being used to track demand for future hangar space.

WATERWAY INFRASTRUCTURE

The Middleton community enjoys public access to Lake Mendota via a city-owned pier at the end of Lake Street, near the Middleton Springs Business District. Public lake access is available adjacent to Middleton via the City of Madison’s Marshall Park off Allen Boulevard and via Mendota County Park off County Highway M/Century Avenue.



MIDDLETON MAP



OUTDOOR RECREATION

- | | |
|----|---|
| 1 | Firefighters Memorial Park |
| 2 | Firemen's Park |
| 3 | Lake Street Boat Launch |
| 4 | Lakeview Community Park and Splash Pad |
| 5 | Lakeview East Park |
| 6 | Mendota County Park and Campground |
| 7 | Middleton Hills Neighborhood Park North |
| 8 | Middleton Hills Neighborhood Park South |
| 9 | Orchid Heights Park |
| 10 | Parisi Park |
| 11 | Pleasant View Golf Course |
| 12 | Quarry Skate Park |
| 13 | Penni Klein Park (formerly Quisling Park) |
| 14 | Walter R. Bauman Outdoor Aquatic Center |



GREEN FOR FUN

The Middleton Public Lands Department manages approximately 500 acres of active park sites throughout the city.

A city-wide comprehensive system of recreational trails provides area bicyclists and pedestrians with convenient access to park sites and other regional recreational systems.

Middleton's recreational trail system has garnered national recognition for excellence, including portions of the system being noted for excellence in innovative and sustainable design in 2010 by the Wisconsin Parks & Recreation Association and an American Trails award in 2004 for best design and construction. Middleton was chosen by the National Recreation and Parks Association to be one of four finalists for National Gold Medal Awards for "Excellence in Park and Recreation Management" (less than 25,000 population) in 2013, '14, '15, and '16.

Middleton contains 527 acres of conservancy lands, or approximately 9 percent of the city's total land area. The city has

also earned recognition as a Tree City USA, and Bird City USA Community.

CITY PARKS FACILITIES

- **Ice Skating Rinks:** Meadows Park, Parkside Heights, Orchid Heights, Tiedeman Pond, Stricker Pond and Capitol Ice Arena www.capitolicarena.com
- **Tennis Courts:** Lakeview Park, Orchid Heights, Park Lawn Place, Stonefield Park, and Stricker Park.
- **Baseball/Softball Diamonds:** Firefighters Memorial Park, Lakeview Park, Orchid Heights Park, and Parisi Park.
- **Basketball Courts:** Fireman's Park, Hillcrest Park, Lakeview Park, Meadows Park, Middleton Hills South Park, and Orchid Heights Park.
- **Skateboarding:** Quarry Park
- **Splash Pad:** Lakeview Park



RECREATION FACILITIES

- **GOLF COURSES** Pleasant View Golf Course offers 27 holes and a 9-hole par three course. www.golfpleasantview.com.
- **SWIMMING POOLS** Walter R. Bauman Aquatic Center
- **PUBLIC PARKS** Middleton has 22 public parks, including some with special amenities such as a splash pad, tennis courts, baseball diamonds, and shelters.
- **HEALTH CLUBS** Four private health clubs
- **CAMPGROUND** Mendota County Park www.countyofdane.com/lwrparks/mendota.aspx
- **COMMUNITY GARDENS** Bock & Middleton Station





HOTELS/MOTELS

Middleton offers eight hotels and motels with over 1,000 available rooms.

The city has two conference centers. Madison Marriott West is Middleton's largest conference center with 50,000 square feet of meeting space. The Hilton Garden Inn is the second largest with 3,700 square feet of meeting space.

TOURISM

For more information on Middleton area events, attractions, recreation, shopping, dining, and lodging visit the Middleton Tourism Commission's website: www.visitmiddleton.com

MEDIA

- **The Middleton Times Tribune** is Middleton's local newspaper.
- **The Middleton Review** is a new local community newspaper published every two weeks.
- **Charter Communications** provides Middleton with digital cable services. Charter offers an expanded basic 107 channel service to HDTV. Showtime, HBO and other premium channels are available upon request.
- **Satellite television** is available from Dish and DirecTV.
- **Broadcast television** offers 10 available stations.

RELIGIOUS INSTITUTIONS

More than 100 places of worship exist in the City of Middleton and surrounding communities, representing most major denominations. These places of worship enrich the spiritual life of area residents and offer many valuable services to the community.

The following is a list of places of worship located within or near the City of Middleton:

BAPTIST

Northern Light Baptist Church 608-836-1423
Seventh Day Baptist Church 608-249-7373
Twin Valley Free Will Baptist Church 608-824-8995

CATHOLIC

St. Bernard's Catholic Church 608-831-6531
St. Peter's Catholic Church 608-831-4843
St. Thomas Aquinas Catholic Church 608-833-2600

COMMUNITY

Gateway Community Church 608-824-1800

EPISCOPAL

St. Dunstan's Episcopal Church 608-238-2781

JEHOVAH'S WITNESSES

Jehovah's Witnesses
608-833-0440

LUTHERAN

Good Shepherd Lutheran Church
608-271-6633
Hope Lutheran Church
ELCA 608-222-0422
Lutheran Church of the Living Christ
608-829-2136
St. Andrew Lutheran Church
608-831-8540
St. Luke's Lutheran Church-
ELCA 608-831-6084
St. Martin's Lutheran
Church 608-798-2777
St. Paul Lutheran Church of Marxville
608-767-2274
West Middleton Lutheran Church
608-833-5815

LUTHERAN CHURCH OF THE LUTHERAN CONFESSION

Peace Through Christ
Lutheran 608-233-2244

METHODIST

Asbury United Methodist Church
608-238-9211

NON-DENOMINATIONAL

Calvary Bible Fellowship
608-271-8085
High Point Church 608-836-3236

PRESBYTERIAN

Dale Heights Presbyterian
Church 608-233-0134

SIKH

Sikh Temple 608-831-4401

UNITED CHURCH OF CHRIST

Middleton Community Church –
United Church of Christ 608-
831-4694

VARIOUS DENOMINATIONS

Blackhawk 608-828-4200
Calvary Gospel
Church 608-249-6445
Highland Memory Gardens
& Chapel Mausoleum
608-208-1174
H Wisdom Monastery
608-836-1631

HEALTH FACILITIES

AREA HOSPITALS

**University of Wisconsin
Hospital & Clinics**

600 Highland Ave., Madison

Meriter Hospital

202 S. Park St., Madison

St. Mary's Hospital

700 S. Park St., Madison

William S. Middleton Memorial Veterans Administration Hospital

2500 Overlook Terrace, Madison

American Family Children's Hospital

1675 Highland Ave., Madison

Mendota Mental Health Institute

301 Troy Drive, Madison

RETIREMENT COMMUNITIES

Middleton Glen

608-836-7998

Pheasant Branch

Senior Apartment

Homes 608-836-5905

The Elmwood

608-798-4516

Heritage Middleton

608-831-7004

NURSING HOMES

Attic Angel Place

608-662-8842

Middleton Village Nursing and Rehabilitation Center

608-831-8300



PUBLIC SAFETY

EMS

Middleton EMS is the exclusive 911 paramedic-level ambulance provider for a designated geographical response territory that includes the entire City of Middleton, Town of Middleton, and a portion of the Town of Springfield. The latest resident population for this area is approximately 29,500 persons, with a significantly larger weekday commuter population. Some of the basic services that Middleton EMS provides to residents throughout the response territory include advanced life support, basic life support, and public education.

FIRE DEPARTMENT

The Middleton Fire Department is a joint fire district comprised of two stations staffed by about 100 highly trained, paid-on-call firefighters. The Department serves the City of Middleton, the Town of Middleton, the Town of Springfield, and the Town

of Westport. The entire District covers approximately 54 square miles and the department protects about 33,000 people. The department maintains an excellent ISO rating of 3.

POLICE DEPARTMENT

The Middleton Police Department staffs more than 47 people; including the police chief, two captains, seven sergeants, five detectives, and 21 patrol officers, among other staff members.

Each of the public safety departments co-hosted a yearly "National Night Out" for more than 23 years. Typically, the event draws more than 500 people and featured K-9 units from Waunakee, Fitchburg, UW PD, and helicopters from Med-Flight and the DEA. There were plenty of activities for kids and families, including a bounce house, a celebrity dunk tank, door prizes including bike helmets and refurbished bicycles, as well as plenty of food and ice cream.





Green for Growth. Green for Fun.



Economic Development • Community Development



www.madcwi.com
www.ci.middleton.wi.us

www.visitmiddleton.com
www.middletonchamber.com



For more information
contact Abby Attoun
Director of Community
Development
aattoun@ci.middleton.wi.us