



City of Middleton 2020 Annual Report

The City of Middleton featured many heroes of the Pandemic in 2020: our frontline workers, including the Police Department (above); Lorie Burns, City Clerk, and Michelle Marx, Deputy City Clerk, who provided election staffing leadership; and the Information Technology Staff (Dave Tallman, Drew Montour & Stephen Cavill) kept us working safely.



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Introduction

The City of Middleton has a strong history of being a leader in public service as well as a dynamic place to live, work and play. This annual report serves to highlight some of the many accomplishments of 2020 despite the pandemic. Our dedicated elected officials and staff have worked very hard during this unusually trying year. Their work is critical in keeping Middleton as the Good Neighbor City.

As you peruse this report, please visit our website (<https://www.cityofmiddleton.us/>) if you find something that you wish to learn more about. You can find many of the updates in this report in much greater detail there. In addition, you can sign up for the Notify Me (<https://www.cityofmiddleton.us/list.aspx>) email update system to know the how, what and when of community meetings and events. Finally, we highly recommend you follow us on Facebook (<https://www.facebook.com/goodneighborcity>) and YouTube (<https://www.youtube.com/user/MiddletonWeb>) for news, meetings and updates.



Editor in Chief: City Administrator Mike Davis

Production and Design: Administrative Intern Gertrude Waigumbulizi (pictured)



Content: City Department staff members

Mayor and Common Council

Middleton's Common Council meets the first and third Tuesday night of every month at City Hall, 7426 Hubbard Avenue. Council agendas are posted on the City's website, on Notify Me and at City Hall. The public is welcome to attend Council meetings. The Common Council consists of eight members elected by districts and a mayor elected at large.



Gurdip Brar
Mayor (2017)



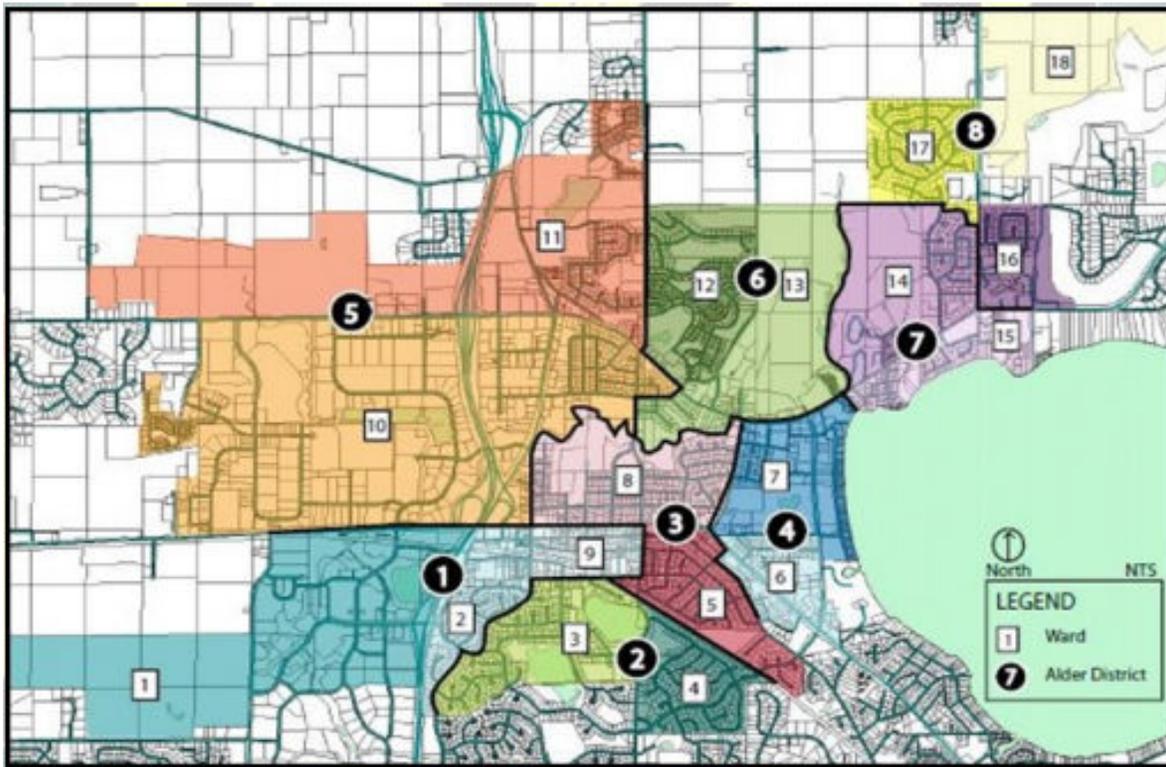
Kathy Olson
District 1 (2015)



Robert Burck
District 2 (2017)



Katy Nelson
District 3 (2019)



Emily Kuhn
District 4 (2018)



Luke Fuszard
District 5 (2019)



Susan West
District 6 (2008)



Dan Ramsey
District 7 (2017)



Mark Sullivan
District 8 (2010)

2020 Incumbent City Staff Leadership (*Year Started*)



Mike Davis
City Administrator
1998



Police Chief
Troy Hellenbrand
(2020)



**Assistant City Administrator/
Director of Finance**
Bill Burns
(2016)



Director of Public Works
Shawn Stauske
(2010)



Director of Tourism
Julie Peterman
(2016)



Director of Senior Services
Tammy Derrickson
(2018)



**Director of Public Lands,
Recreation & Forestry**
Matt Amundson
(2016)

Fire Chief
Aaron Harris
(2003)



EMS
Steve Wunsch
(1994)



**Director of Planning &
Community Development**
Abby Attoun
(2019)



Director of Library Services
Jocelyne Sansing
(2016)



**General Manager of
Pleasant View Golf Course**
Jeremy Cabalka
(2014)



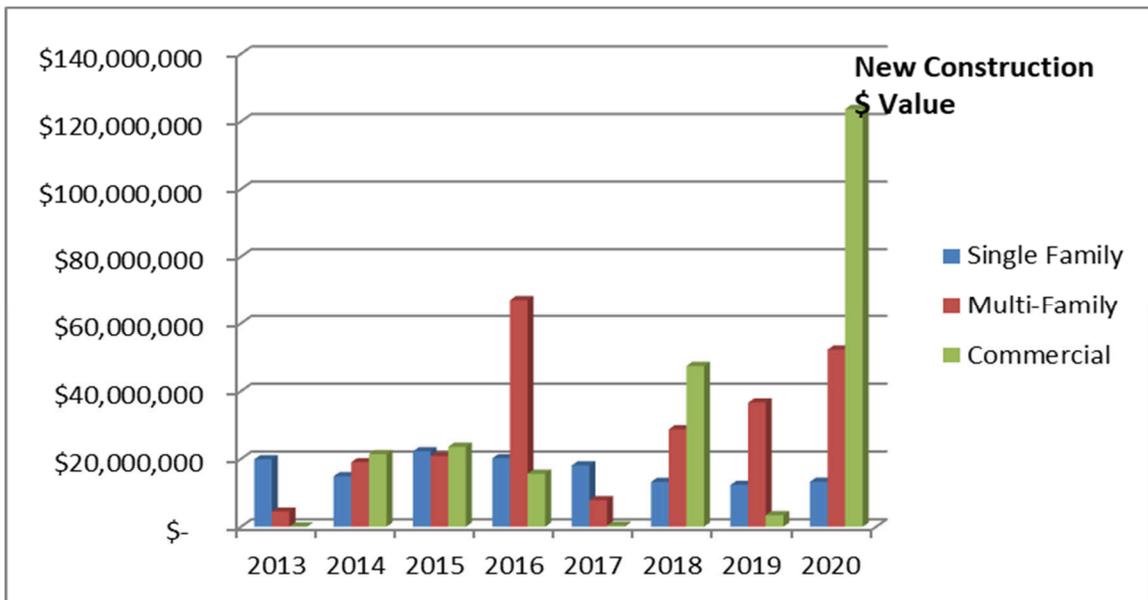
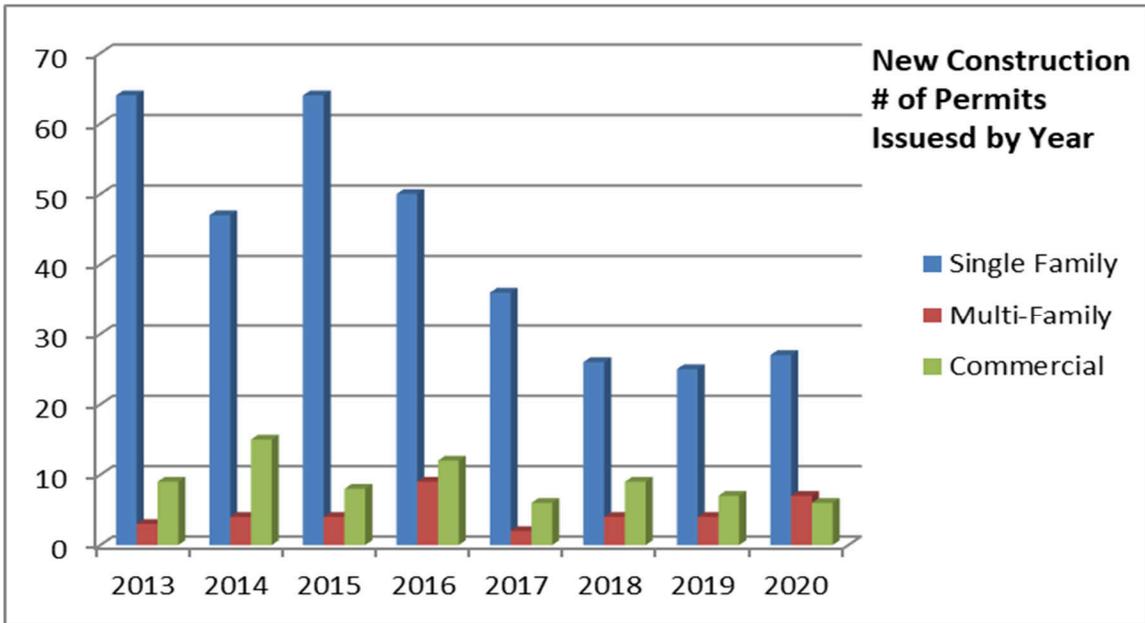
Building Inspector Manager
Jim Sjolander
(2020)



Building Inspection

Construction

The City issued permits for \$189,162,847 worth of construction in 2020. This includes 27 New Single-Family Homes, 7 New Multi-Family Buildings, 6 New Commercial Buildings and 1,169 other permits for additions, alterations and repairs.



Building Inspection

Numerous projects have been recently started that will enhance the city for years to come.

Major projects in 2020 included:

- Middleton Center Phase 3, Parmenter and Terrace Ave, 2 new multi-family buildings
- The Aviary/Middleton Market, Lisa Lane, 2 new multi-family buildings
- Middleton High School, addition and interior alterations
- Cardinal View Senior Living, Tribeca Drive, new senior assisted living facility
- Marriot Townplace Suites, Deming Way, new hotel

Commercial Plan Review Delegation

Mid-2020 we hit our 1-year mark in Commercial Plan Review Delegation. We are currently reviewing commercial building plans, HVAC plans and plumbing plans. This has been a great first year. Just in 2020 we completed 122 building/hvac plan reviews and we completed 39 plumbing plan reviews. These ranged from several new buildings to remodels and additions. We brought in **\$109,053** in plan review fees for 2020. In November we decided to add Fire Suppression and Fire Alarm reviews to our services, and we are currently waiting for delegation from the State of WI for those plan review services. With those we now can provide a full-service plan review to our clients making for a full-service building inspection department.

Covid-19 Operations and Building Inspection

As we all know 2020 presented a lot of new issues that we all had to overcome. The Building Inspection Department was no exception, we started out Covid-19 issues with a new department manager, Jim Sjolander. Jim came from Madison and as such is used to our local developers and builders, so he seemed to fit right into the swing of things. Building Inspection stayed working from the office throughout the pandemic. We continued to perform plan review and issue permits, and we also continued our inspection process. Lots of things changed for us, with City Hall closed to the public, we had to change gears, and all permits and plan review had to go fully digital. We incorporated a drop box and we still had the U.S. mail option for those that required paperwork options. The digital plan review was and remains one of the harder concepts we had to incorporate. The commercial jobs pose problems with large file sizes and where to transfer and store them, but we developed new methods and means to accommodate those, and things flowed right along. Inspections were another concern. How do we keep ourselves safe while we are out on the jobs and in people's homes? Our staff did great, we took all the proper safety considerations and we have all stayed safe so far. We really did not see a slowdown in permitting with the pandemic--matter of fact, we were busier as were most municipalities around the State. With the 3 inspectors we completed 2978 inspections in 2020, which is a lot of in and out of houses and commercial buildings during a pandemic. During this packed year of issues, we also took on revamping our 8-year-old fee schedule to make it relevant to our times as well as with our surrounding communities.

City Planning

Full Draft of the Comprehensive Plan and circulation to Committees / Commissions

Working closely with the Plan Commission, Planning & Community Development staff has completed a full draft of the City of Middleton Comprehensive Plan. The Comprehensive Plan prioritizes the City's values and maps out our future with a 20-year vision. The Plan contains the following Chapters: Introduction, Land Use, Transportation, Housing, Economic Development, Character, Green City, Governance and Partnerships, and Implementation. The Draft City of Middleton Comprehensive Plan can be found online here:

www.cityofmiddleton.us/comprehensiveplan. This draft was circulated to 15 Committees for review. City staff expects the plan to be adopted in the first quarter of 2021.



CITY OF MIDDLETON COMPREHENSIVE PLAN 2021

City Planning

Grants-\$1 million Multimodal Local Supplement (MLS) grant; and a \$15,000 Madison Community Foundation (MCF) grant for Stone Horse Green programming.

Planning & Community Development staff, and specifically Daphne Xu, Associate Planner, spearheaded efforts to secure \$1,015,000 in grant funding for City projects. The MLS grant is from the State of Wisconsin to support reconstruction of Parmenter Street north of Century Avenue. The project will replace aging infrastructure, while also adding sidewalks, bike lanes, and a bike path. The second grant from MCF will provide seed funding for a full year of programming at the Stone Horse Green, once the construction of the Green is completed. Staff expects to host events ranging from fitness classes to plays to music events at the Green.

Award - Wisconsin Policy Forum Jean B. Tyler Leader of the Future Award

Planning & Community Development Director Abby Attoun received the Wisconsin Policy Forum’s Jean B. Tyler Leader of the Future Award. This is a statewide award that is given annually to an individual (40 years of age or under) for excellence or innovation in local government. Attoun was nominated by City Administrator Mike Davis.



City Planning | Sustainability

Grants and Awards

In February, the U.S. Green Building Council (USGBC), creators of the LEED green building rating system, announced that the City of Middleton was among 20 new cities (the first in Wisconsin and the smallest overall) and counties selected to participate in the **2020 LEED for Cities and Communities Grant Program**. This program helps committed local governments accelerate and track progress on climate change, resilience and social equity planning.

LEED is the most widely used green building rating system in the world and is now being used by cities and communities to hone metrics around sustainability initiatives; benchmark performance relative to peers; and communicate and partner with stakeholders. The City will obtain certification in 2021.

In December 2020, Middleton was designated a **Dane County Climate Champion**, along with two other entities in Middleton: HGA Engineering and the Middleton Cross Plains Area School District. The award recognizes local entities that are leading on climate action and leadership. To find out more about Middleton's local climate champions, see the Dane County Office of Energy and Climate Change's website: <https://daneclimateaction.org/initiatives/Climate-Champions-2020>

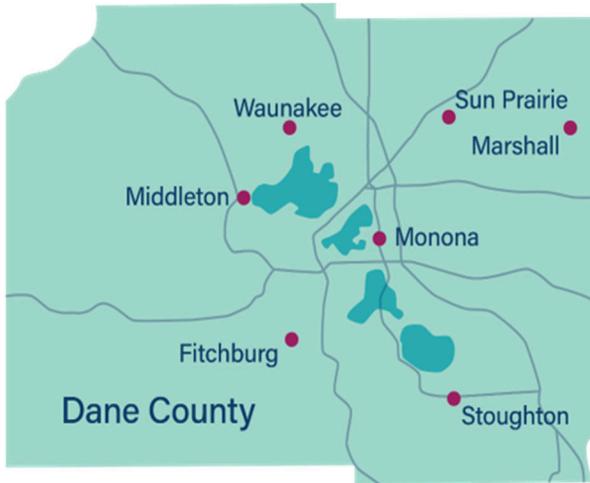


Daphne Wu, Middleton High School representative on the Sustainability Committee, was nominated for Sustain Dane's prestigious **Live Forward Award** celebrating local sustainability advocates. Daphne leads the Middleton High School's Green Team where she is spearheading an effort to pass a school resolution to Address Global Warming through Clean Energy, Waste Reduction, Sustainable Choices, and Environmental Education. She also volunteers at the Middleton Recycling Center and leads the Dane County Youth Environmental Committee.

Comprehensive Energy Plan Funded by an Office of Energy Innovation Grant

The City of Middleton, in conjunction with 6 other Dane County cities and villages, completed a City Energy Plan thanks to a 2018 State Office of Energy Innovation Comprehensive Energy Planning Grant. Slipstream, our consultant on this project, wrote the plan in collaboration with all seven communities. The City Energy Plan prioritizes actions the city can take to reduce energy use and emissions and help us meet our goals written within the City's 2018 Resolution to Reduce Global Warming by Using 100% Renewable Energy. Initial priorities suggest that we transition our fleet vehicles to electric and hybrid (police squad cars), finish our LED streetlight upgrades, continue building efficiency upgrades, and install more solar. The City plans to complete solar installations on three municipal buildings spring/early summer of 2021.

City Planning | Sustainability



Progress toward Sustainable City Plan Update

The Sustainability Committee, in conjunction with and on the heels of the City’s Draft Comprehensive Plan, is in the process of re-writing the Sustainable City Plan. The City’s first Sustainability Plan was written in 2010 and many of its goals and targets have been met or are now obsolete. The revised plan aims to prioritize actions laid forth in the City’s new Draft Comprehensive Plan and use selected metrics to track and measure success. Priorities have shifted with increased knowledge of the timeframe constraint we have to successfully address climate change and also how racial equity and resilience must be centered within any sustainability framework. Sustainability Coordinator, Kelly Hilyard, would like to thank community members Sherrie Gruder, Bob Owen, and Carol and Andy Phelps as well as the Sustainability Committee for all of their research and time spent launching this review process.

City Planning / Community & Economic Development

- **Adoption of the City's first Tax Increment Financing (TIF) Policy**

The City established a [TIF Financing Policy](#), which establishes goals, policy guidelines, eligible project types and costs, and an application and approval process for TIF financing.

- **Negotiated TIF incentives of \$4.2 million in order to create over \$37 million in private development**

The City negotiated \$4.2 in developer-financed TIF assistance in 2020 to support two developments that will create over \$37 million in private development. The two projects that received TIF support in 2020 are The Trotta and Cardinal View Senior Living.

The Trotta is a redevelopment of the former Colonial Motel site on Parmenter Street and it will include 124 apartments. The development will include 50 units of housing that are income-restricted and affordable to households earning 60% or less than area median income. The TIF incentive assisted with extraordinary development costs related to demolition of an existing structure, piers necessary to support a 4-story building, infrastructure costs, and the value of the workforce housing rental units.

Cardinal View Senior living is a 103-unit senior living center within the Tribeca development. The TIF incentive assisted with extraordinary development costs related to piers necessary to support a 4-story building, soil costs, and a rooftop solar energy system.



The Trotta

City Planning/ Community & Economic Development



Cardinal View Senior Living

The Stone Horse Green

The City of Middleton continues to pursue development of Downtown Middleton's only green space to encourage community gathering. The Stone Horse Green design will transform the space into an accessible, beautifully designed green area brimming with activity.

The City has contributed \$1 million toward construction of the Green, and the Stone Horse Green Capital Campaign Committee seeks to fundraise \$600,000 to build the Green. Already, supporters have contributed nearly \$45,000 to support the project.

For individuals who contribute \$1,000+, the City is offering an opportunity to Sponsor a Tile which shows a historic image of Middleton. Please visit www.stonehorsegreen.org to learn more about the project, and to Sponsor a Tile and select your historic image!

This tile will be displayed on the donor wall, which will be displayed on the north side of the bandshell (visible from the Elmwood Avenue sidewalk) once construction is complete. The tile can include your family name or business name and you can select the historic Middleton photograph to be included by your Tile! There are 40 photograph options left from which to choose.

City Planning/ Community & Economic Development



Thanks to the Olson Family for sponsoring a tile at the Stone Horse Green!



Stone Horse Green approved design.

City Planning/ Community & Economic Development

Response to COVID-19

- A loan program, relaxation of requirements, and use of Stone house Green due to the COVID-19 pandemic.

The Middleton Arts Committee and the Middleton Community Development Authority (CDA) collaborated with the Downtown Middleton Business Association (DMBA) to bring a positive message to the entryway to Downtown Middleton. The Love Your Neighbor mural is located on the side of the Roman Candle building at 1920 Parmenter Street. The mural was created by OhYa Studio Artists Emily Balsley, Ray Mawst, and Brian Kehoe. The aim of the sign is to welcome visitors into town, while adding an element of art to the design.



The Love Your Neighbor Mural

Middleton Economic Relief Loan (MERL) Program

During the fall of 2021, the Middleton Common Council allocated \$300,000 to match \$300,000 from the independent non-profit Middleton Area Development Corporation (MADC) to create MERL. MADC will manage the program. In early 2021, about \$500,000 in loans have been committed. Loan amounts are 1% interest and amortized over up to 4 years with amounts ranging up to \$25,000. If all goes well, the loans will be a helpful bridge to Middleton's small business community which has been suffering from the pandemic.

City Planning/ Community & Economic Development

Pedestrian/Bicycle/Transit

- **North Mendota Trail--North Mendota Trail Construction Gets Under Way**

After several years of planning, the City took a big step forward during 2020 by constructing the first segment of the North Mendota Trail along the north side of Century Avenue between Branch Street and Allen Boulevard. City officials are also pleased to report that they have reached amicable agreements with adjoining property owners to widen the sidewalk by six feet to allow construction of the second phase of the trail between Allen Boulevard and Highland Way in 2021.

- **Transit Service Trends, Plans**

The pandemic has had a dramatic negative impact on Madison’s Metro Transit service with which the City contracts for service. November ridership on Routes 70 and 72 was down about 75% compared with the same month in 2019, and Route 71 (the peak-hour route serving southern Middleton) has not operated since March. The one bright spot is that Route 78, which formerly operated only on Saturdays, now serves Middleton on Sundays. Introducing Sunday service helped Metro streamline its operations. Service levels and ridership are unlikely to rebound to pre-pandemic levels for quite some time due to public health concerns and the increase in telework and online shopping. The transit system faces severe funding challenges, which may require further changes in Middleton’s bus service. At the same time, City officials are actively working with Metro Transit to ensure that Middleton has strong connections with the Bus Rapid Transit route that is being planned for the University Avenue corridor east of Middleton.

- **Deployed Pedestrian Crossing Signs**



In the fall of 2020, the City purchased and installed ten “STATE LAW—Yield to Pedestrian within Crosswalk” signs at various locations around the community. Aside from reminding drivers and pedestrians about an important “rule of the road,” these popular signs help draw attention to high-use crosswalks serving schools, parks, and intersections with trails that cross the road. Their arrival this year is particularly timely given the dramatic increase in walking and other outdoor activities observed around Middleton this past year.

City Planning/ Community & Economic Development

Airport

- **Airport Master Plan Progress Update**

The City’s airport consultant, Mead & Hunt (headquartered in Middleton), continues to work on drafting a new **master plan** for the airport, known to pilots as C29. During 2020, the firm refined its aviation forecast for C29, evaluated facility requirements, prepared an overview of the airport’s environmental setting, and began development alternative concepts for the east-west runway, the crosswind (north-south) runway, and potential locations for additional hangar development. A “No Build”

option is part of this evaluation. The Airport Master Plan Advisory Committee, which consists of a broad cross-section of the community, including non-pilots and residents of the Towns of Middleton and Springfield—is helping guide the planning process. City officials will schedule a public open house in the spring of 2021 as well as conduct a community survey and hold a public hearing before the Common Council considers adoption of the master plan.

- **Airport Solar Project**

The Morey Field Solar array is now delivering locally generated clean energy! This Shared Solar array, located at the Middleton Municipal Airport, is a 5-megawatt array owned by MGE. Of the 5-megawatts, 1 megawatt is dedicated to the Middleton-Cross Plains Area School District’s operations and ½ megawatt is dedicated to City of Middleton operations. The City’s solar shares represent enough clean energy to charge 87,069,060 cell phones, or eliminate 76,717 gallons of gas, or reduce 1,505,685 pounds of carbon dioxide on an annual basis. There are still shares available for MGE utility customers. Middleton residents who take part in the program help our community work toward our 100% renewable energy goal by 2050. Customers may visit mge.com/sharedsolar to enroll in Shared Solar. Participation is available on a first-come, first-served basis.



City Planning/ Community & Economic Development

- **Airport Noise Abatement Efforts**

City officials are working diligently to respond to an increase in noise complaints, most of which come from residents who live west of the airport. At least 60% of airplane take-off operations are to the west. The City has developed an online noise complaint reporting system (accessible through the Airport page on the City's website: <https://www.cityofmiddleton.us/93/Airport>), and in June the Airport Commission voted to update C29's voluntary noise abatement procedures and a pilot handbook to help pilots reduce their noise footprint over residential areas. The City's aviation consultant is studying aircraft noise and traffic patterns as part of the airport master planning process.

Community/Economic Development Project Updates



Middleton Market & The Aviary

- Redevelopment of private ball fields on Lisa Lane.
- 30,000 sf of commercial, including the European-style “food hall” & 263 apartments
- Developer: Treysta



The Kestrel

- Redevelopment of home on University Avenue
- 39 apartments
- 8 units affordable at 50% Area Median Income
- Developer: Wisconsin Housing Preservation Corporation



Middleton Center Phase III

- Redevelopment of mixed-use buildings on Parmenter/Terrace
- 57 apartments & corner commercial
- Developer: T. Wall Enterprises

Community/Economic Development Project Updates



Conservancy Bend

- Redevelopment of office buildings on Parmenter east of the roundabout
- 87 apartments & 19 townhomes
- Developer: T. Wall Enterprises



i3 Product Development

- 13,000 square foot product research office on Pleasant View Road
- i3 Product Development offers product design, engineering, software development, & prototyping/manufacturing



Newcomb Mixed-Use Development Prospect

- Up to 100,000 square foot office building
 - Up to 48 apartments
- Location is directly across from the Marriott Hotel on John Q Hammons
Developer: Bret Newcomb

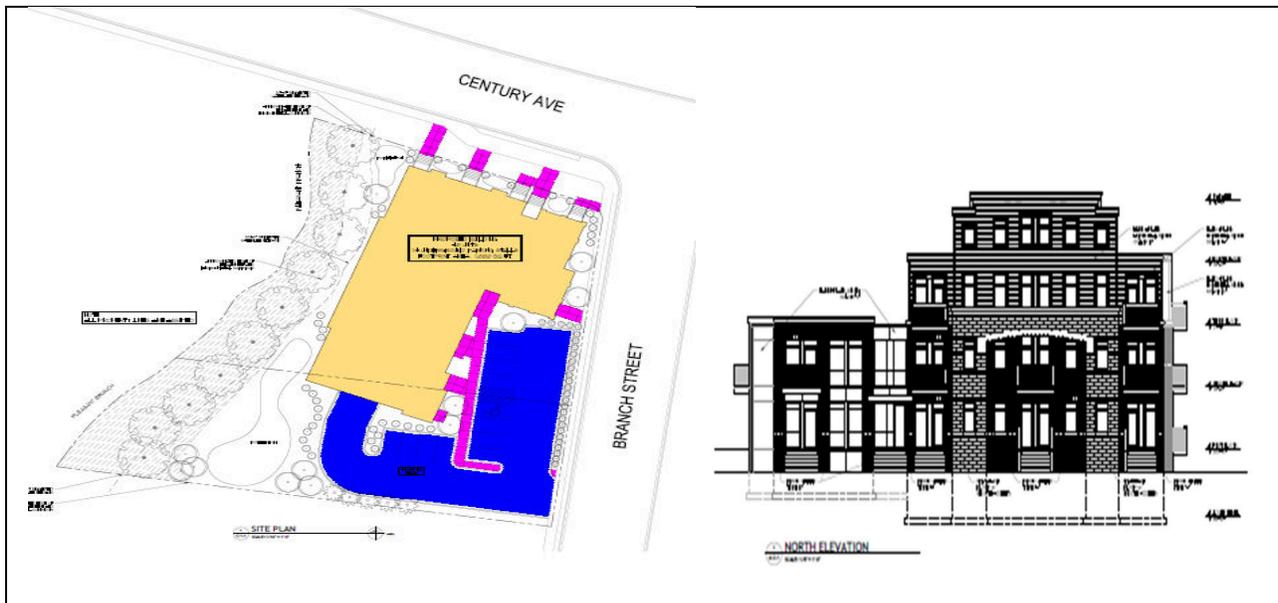
Community Campus Plan

- Future planning for the City-owned land in Downtown Middleton
- Encompasses City Hall, Library, Senior Center, & parking lots



Erdman Park Prospect

- Cross country ski facility near Pleasant View Golf Course
- Potential Olympic training facility
- Will be owned by private non-profit Central Cross Country Skiing Association



The Conservancy

- No approvals in place
- Redevelopment of the Branch Street Retreat
- Proposal for 40 apartments

Community/Economic Development Project Updates



University Avenue Corridor Plan

Plan for the corridor to ensure cohesive design as properties redevelop. Encourage re-investment along this key corridor. Future bus rapid transit (BRT) may use University



Sustainability Initiatives

Grant to add battery storage at the Police Department solar array
LEED for Cities and Communities “small but mighty!”

Zoning Ordinance Overhaul

- Overhaul of outdated ordinance in order to implement Comprehensive Plan.
- Process will be led by outside consultant in 2021

LU1B: Update Zoning and Land Division Ordinances to reflect adopted land use strategies and to encourage a greater diversity and mixture of land uses.

LU1C: Update zoning ordinance to allow recycling and composting facilities in all commercial and industrial zoning districts as a conditional use.

LU1D: Create and standardize ordinances relating to short-term rentals, accessory dwelling units (ADUs), and missing middle housing.

LU1G: Preserve the long-term viability of community gardening by using zoning or other regulatory tools to designate specific lands within the city for agricultural use.

LU4A. Amend the Floodplain Overlay Zoning district to better protect properties in flood-fringe areas.

Municipal Court

Achievements of Middleton Municipal Court

- **Switch to Virtual Court**

In 2020, the Court closed in March and reopened with video appearances in May. Kivette Koeppel and Dawn White managed the transition including coordinating appearance notices, becoming familiar with Zoom video for court hearings, and finally operating fully virtual municipal court. The Court worked through all backlogs of tickets and trials, and now manages all court sessions virtually.



Municipal Court

- **Transition to a new Municipal Judge**

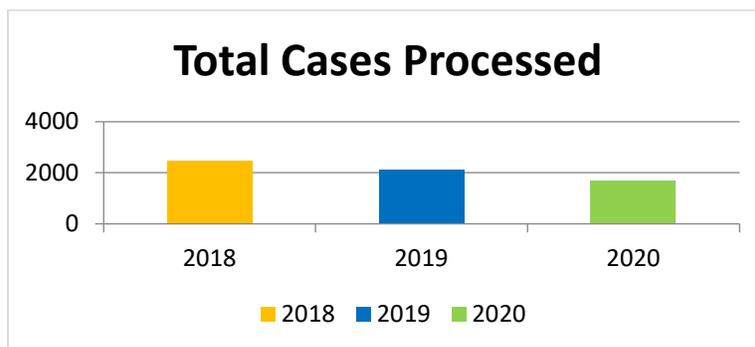
April 30, 2020, marked the last day of work for Municipal Judge Marjorie Schuett. Judge Schuett presided for 12 years over Middleton Municipal Court with a great deal of care and concern for the community. She will be missed. May 1, 2020, marked the first day of work for the new Municipal Judge Ben Schulenburg. With the pandemic and the beginning of virtual court, it was an exciting time for a transition. However, with the guidance of Judge Schuett and the supervision of Dawn White and Kivette Koepp, this peaceful transition of power occurred with few hitches.



Municipal Judge Benjamin Schulenburg

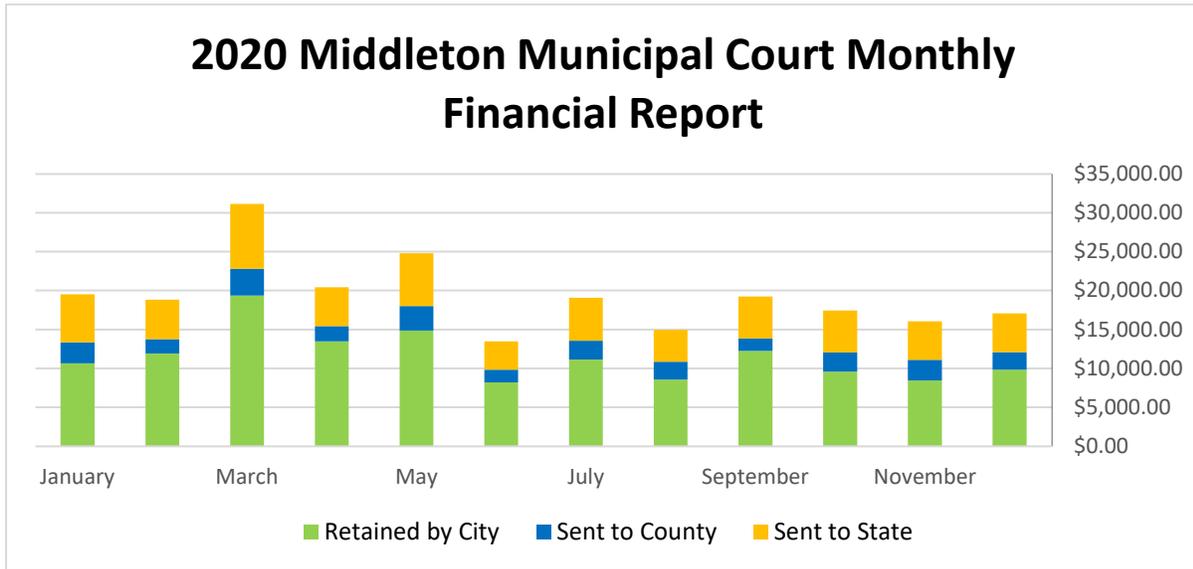
2020 Statistics

The number of cases processed by the Municipal Court in 2020 was significantly lower than previous years due to the pandemic.



Municipal Court

The Court collected a total of \$232,012 in 2020 of which \$138,310 was retained by the City. The remaining was transferred to the county and state.



Emergency Medical Services

New Equipment Purchases

In late May, Middleton EMS took delivery of two brand new state-of-the-art ambulances. After installation of radio communications and computer equipment, stocking of medical supplies, as well as staff training and final state inspection, the ambulances were placed into service on October 27th. A team of 3 paramedics and the EMS Chief worked together in an extensive specification and design process that lasted almost two years. In the end, we were able to purchase vehicles that offer the latest elements of safety, technology, and innovation. We are extremely pleased with the final outcome and are confident that we have acquired quality apparatus that will provide our paramedics with the best possible work environment, while also providing vehicles that will endure the rigorous demands of our profession and continue to serve our community years into the future.



Emergency Medical Services

Thanks to some generous donations from community organizations and foundations, we also acquired a complete set of training manikins that allow Middleton Paramedics to stay proficient in a wide variety of hands-on skills and scenario-based patient care simulations.



In early 2020, all Dane County EMS agencies participated in a full-day "Resuscitation Academy" hosted by representatives from the Seattle "Medic One" program. The goal of this program is to implement 10 core refinements to the treatment of sudden cardiac arrest patients in order to achieve even higher rates of survival. This requires focused hands-on training of Middleton EMS paramedics to integrate the recommended components into their daily practice.



Emergency Medical Services



As a result, we expect to improve the number of cardiac arrest resuscitation “saves” going forward. A “save” is a classification given to a patient who experienced a sudden cardiac arrest event, and after resuscitation is performed by the paramedics, had a return of spontaneous circulation (ROSC). The patient is also subsequently discharged from the hospital in a status that is equal or better than their overall medical condition prior to their cardiac arrest event. In 2020 Middleton EMS paramedics were involved in four (4) cardiac arrest resuscitation “saves”.

Beginning in mid-March, the entire staff of Middleton EMS was forced to adapt to the ever changing challenges of delivering quality patient care in a safe and effective manner in the midst of the COVID-19 pandemic and a sustained period of civil unrest that lasted throughout the remainder of 2020. This required considerable effort to maintain the health and safety of our paramedics in an environment that presented an ongoing increased risk of exposure to the disease, coupled with the potential threat of harm related to repeated protests taking place in the public arena.

In a very short period of time we had to ramp up our infection control procedures with severely limited resources. The learning curve for COVID-19 was steep and the pace at which information was being disseminated was overwhelming. Almost as quickly as policies and procedures were put into place, revisions and modifications had to be implemented based on constantly changing guidelines and recommendations from the CDC and scientists.

Emergency Medical Services

Availability of Personal Protective Equipment (PPE) for those working on the front lines was severely limited, but thanks to support from many community organizations, donations came forth to help support our EMS personnel. We could no longer approach patients in the same way because as soon as the statistics verified that COVID had achieved the status of “community spread”, we had to assume that every patient we encountered was potentially a source of exposure. Soon we were dealing with EMS staff members who had to be quarantined and removed from duty due to exposures and development of symptoms suggesting possible COVID infection. Most would thankfully test negative for COVID, but several paramedics actually became infected with the disease.



As fall came around, the numbers of COVID patients began to climb to unprecedented levels taxing the medical care system to the near breaking point. Hospitals in Madison were full and despite the expansion of COVID units in each facility, the availability of Intensive Care Units (ICU) beds in some hospitals had reached the point that ambulances were being diverted. Even more stressful were occasions in which protesters were blocking major streets and highways and preventing or delaying ambulances from reaching their intended destination.

But despite all of these difficulties, the entire staff of Middleton EMS demonstrated their resilience and never wavered from their mission and dedication to the Middleton community. This could be seen in many other ways when the paramedics joined with other Middleton First responders to hold emergency vehicle parades through city neighborhoods in celebration of birthdays, needed relief from stay-at-home cabin fever, and as a substitute for other holiday gathering traditions that could not be conducted in the usual manner.

Emergency Medical Services



We also worked with Public Health of Madison and Dane County and Dane County Emergency Management to host several “drive-through” COVID-19 testing events at our EMS Station. These sessions allowed public safety responders from across Dane County to receive timely health status checks after encountering a potential COVID exposure while providing care to patients.



Emergency Medical Services



At long last, Middleton Paramedics were given an opportunity to receive their first dose of the Pfizer COVID vaccine starting on December 29th. It was expected that all EMS personnel in Dane County would be fully vaccinated by the end of January, 2021.

In December, we reached the final stage of a comprehensive revision and redesign of our inventory and ordering processes for pharmaceuticals, disposable medical supplies and equipment. As a result, we have reduced inefficiencies and eliminated items that are no longer used or applicable to current practice. Over the past several years, the cost of pharmaceuticals used by EMS providers has continued to rise to unprecedented levels, which in turn has caused a significant negative impact on the EMS annual operating budget. We have been working cooperatively with other partners in the Dane County Advanced Life Support (ALS) Consortium to address the ongoing challenges of managing repeated medication supply shortages through better vendor purchasing processes, and have now leveraged the expanded purchasing power of regional hospitals to help alleviate the ongoing cost increases.

Emergency Medical Services



Beginning in 2021, we will implement an innovative program involving specialized medical “vending machines” that will be installed in each of the Dane County hospitals. These devices will allow participating EMS agencies to source most of their pharmaceuticals via large volume hospital supply chains and eliminate unnecessary waste due to burdensome regulations that have recently been imposed upon small health care organizations by the Food & Drug Administration (FDA). The major benefits of this initiative are achieved through shared access to pharmaceuticals and other high-cost EMS medical supplies in order to reduce or stabilize the net annual cost of these essential products to each participating EMS agency.

2020 Statistical Data:

The EMS annual call volume has **decreased 3.9%** from 2019 to 2020, as shown in the following table:

WORKLOAD ACTIVITIES	2018 ACTUAL	2019 ACTUAL	2020 ACTUAL	2021 PROJECTED
Annual Number of EMS Responses	1,893	1,975	1,898	2,018

Notes: We have seen a sustained growth in call volumes each and every year since 2001, (as demonstrated by the 4.33% increase from 2018 to 2019). We started 2020 with a similar growth trajectory for call activity; however, due to the effects of the COVID-19 pandemic, Middleton EMS faced a significant decrease in total call volume by the end of the year. This trend can be attributed to an overall reduction in daily activities that our community would have otherwise been engaging in (work, travel, leisure activities, etc.), as well as a reluctance by some patients to seek emergency medical care due to a fear of potential exposure to COVID patients cared for at local hospitals. This same effect was seen by all EMS providers across the local, state, and national arenas. Although the net result was an approximate 3.9 % decrease in calls for 2020, we expect to see the normal trend resume again in 2021, giving rise to a projected 6.3% increase in call volume.

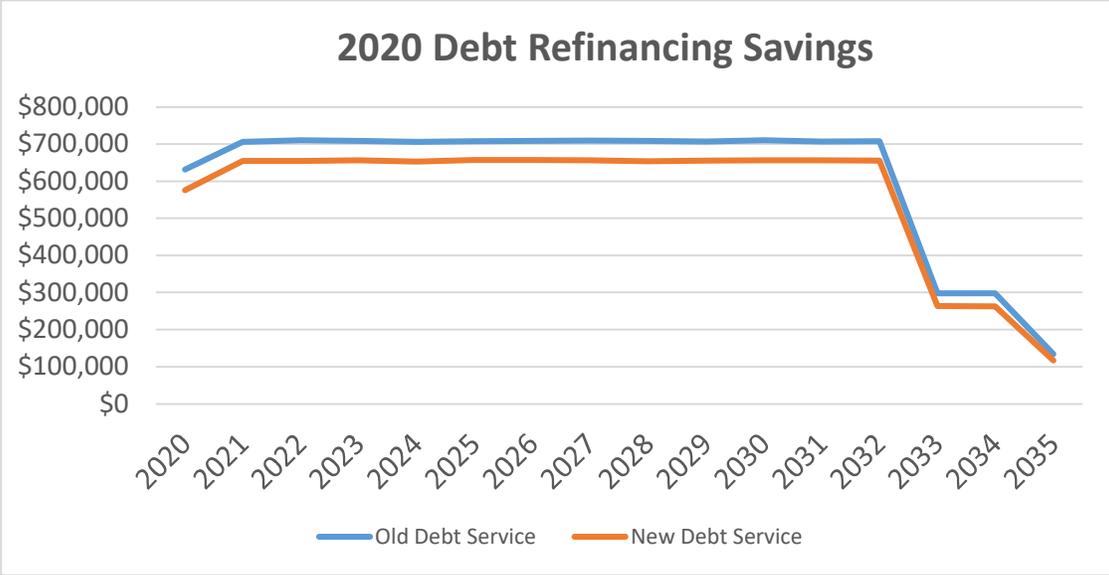
City Administration & Finance

Finance

- **City’s Aa1 Bond Rating Affirmed and Savings from Debt Refinancing**

Annually Moody’s Investors Service evaluates the City’s financial condition and assigns a credit rating for the City’s outstanding debt. In 2020 Moody’s affirmed Middleton’s Aa1 bond rating. This is the second highest possible rating after AAA and reflects that the City’s debt obligations are of high quality and subject to very low credit risk. This strong credit rating helps to keep interest costs low for the City’s debt. In their most recent credit report, Moody’s noted that Middleton has a large tax base and strong resident wealth and income. They also stated that the rating reflects the City’s strong reserves, stable revenues, average debt levels, and a track record of good budget management and level finances.

In July of 2020, the City took advantage of low interest rates to refinance three outstanding debt issues for Tax Increment Financing District #5. By refinancing the debt, the City was able to reduce future debt service payments by \$716,994 resulting in present value savings of \$660,834 which is 9.9% of the amount refinanced.



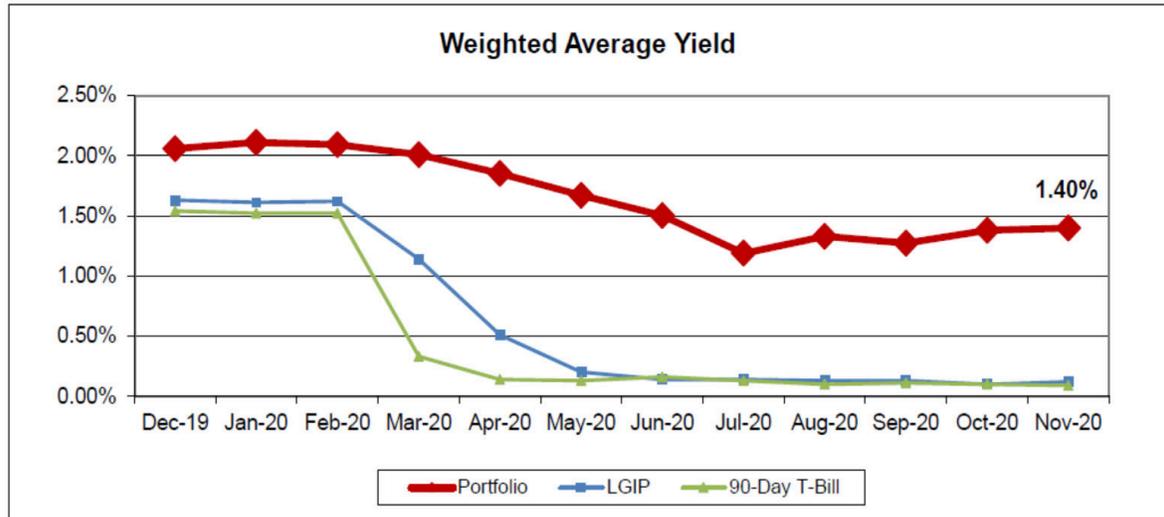
- **Investments Portfolio Earnings**

Despite a significant drop in interest rates during 2020, the City is projected to meet budget targets due to the City’s laddered investment portfolio. As a municipality, Middleton is restricted by state law and its own policy as to the types of allowable investments. The City’s investment policy prioritizes the objectives of safety, liquidity and return. The City has developed a diversified and laddered investment portfolio that seeks to obtain a reasonable return while ensure the protection and availability of public funds.

The yield on a three-month Treasury bill dropped over 94% from 1.52% in January to 0.09% in November. During this period the weighted average yield on the City’s investment portfolio

City Administration & Finance

decreased by 34% from 2.11% to 1.40%. Yields on City's investments are projected to decline further in 2021 as investments mature and are reinvested at lower rates. However, the City's laddered portfolio has helped to cushion the City from the sharp drop in interest rates and helped to provide interest income to maintain City services during the pandemic.



- **Certificate of Achievement for Excellence in Financing Reporting**

In 2019 the City of Middleton was awarded a Certificate of Achievement for Excellence in Financing Reporting from the Government Finance Officers Association (GFOA) for its 2018 Comprehensive Annual Financial Report (CAFR). This program recognizes governments that go beyond the minimum requirements of generally accepted accounting principles to prepare comprehensive reports that demonstrate superior transparency and full disclosure.

The 2019 CAFR was prepared in early 2020 during the COVID-19 pandemic. There were several challenges including City Hall offices being closed, staff vacancies, and the need to conduct the audit remotely. Despite these difficulties, the City received a clean audit opinion and the CAFR was prepared on time and submitted to GFOA for review for the Certificate of Achievement for Excellence in Financial Reporting. We are pleased that the GFOA again acknowledged the City for the Certificate in 2019, making it two years in a row!

City Clerk and Elections' Administration

The City Clerk's office administered four elections in 2020 and registered 4,516 new voters. Use of the Badger Books, (electronic poll books), were used in two of the four elections.

During the four elections, a total of 32,025 votes were cast and a total of 26,737 absentee ballots were mailed. Over 350 election workers were trained and worked approximately 4,600 hours. **For the November election, the City recorded an historic 90% turnout of registered voters.** The clerk's office would like to thank the community and staff for their overwhelming support in making sure our elections were housed, equipped, and staffed during the pandemic.

City Administration & Finance



Resident Julann Jatzak drops ballot in drop box



Daphne Xu volunteered for election duties

Human Resources

- **Establishing Full-Time Human Resource Manager Position**

This year brought the City of Middleton its first full-time Human Resources Manager, Brian Wolhaupter. Identifying professional and dedicated HR support for the staff and departments of the City, the Common Council approved creation and filling of a new HR Manager position.

This role provides direct support to City staff and employees in all personnel related areas. This allows for faster and more complete resolution of issues, better consistency in application of policies and regulatory guidance across the many and vastly different departments and functions that make up the city, and the adoption and integration of new HR best practices

- **Human Resource Information System (HRIS) Advances**

The year saw a manifold increase in the use and functionality of our HRIS systems to automate, support and increase accessibility for department heads and staff. The personnel records for all current staff were digitized for better recorded keeping and security. Processes including recruiting, reporting, Workers Compensation incident management and many others are already expanded within the various systems the City uses with many more planned for 2021.

- **Compensation Review and Planning**

Human Resources collaborated with City staff and an external consultant, Baker/Tilly, to complete a review and revision of the salary plan and compensation rates for all employees included in the plan. This effort allowed the city to apply a number of industry standard compensation evaluation and design tools and practices to set the near-term compensation plan and begin considering any mid-term or long-term efforts.

City Administration & Finance

Information Technology Department

The City of Middleton's Information Technology department underwent some significant changes during 2020. Leadership changes, a pandemic and partnering with Marco Technologies started a domino effect of events. A few highlights follow.

As a result of the COVID pandemic City buildings were closed to the public and City staff were provided limited access. With a rapidly changing COVID situation the City's employees required an immediate flexible Work from Home Strategy to provide our staff the ability to continue to perform their day-to-day work to keep the municipality functioning and to provide services to our citizens. This required the Information Technology Department to rapidly develop and implement a plan to procure, configure and deploy technology (laptops, cell phones, data modems) to administrative staff, migrate our City staff to the MS Office 365 cloud for file access and collaboration, and provide training to all City staff on this new way to perform their work.

With the City's new Work from Home strategy in place, the Information Technology department implemented a Security Awareness Training and Phishing Campaign for City employees. This provided our City staff some much needed additional knowledge on the pitfalls of user cyber security and a way to evaluate and reinforce that newly gained knowledge. During 2020 Middleton's Information Technology Department also performed a City Server Replacement/Consolidation Project designed to consolidate our existing physical servers with redundancy and migrate them to a virtual environment.



(From left to right, Dave Tallman, Drew Montour, Stephen Cavill)

Pleasant View Golf Course



Improved Check-in Process

A customer self-check-in kiosk, similar to grocery stores or airlines, has been a solution we have been searching for over the past five years. We found an answer to our quest last year by creating our own app, through Gallus Golf. The Pleasant View Golf Course app would allow one to check-in and pay via their own phone, beginning 24 hours before their tee time; thus, creating a completely contactless payment solution for our clientele. Originally, in 2019, we had searched for this option in an effort to create a simpler and more convenient process for our customers. Little did we know at the time, this solution, or something similar, would be mandated by government in order to remain open during the pandemic earlier this year. In the end, we are very proud to offer our golfers the option to prepay through our app, or the ability to check-in and pay when they arrive on property – the choice remains theirs. For those that decide to pay

upon arrival at our course, we created an outdoor check-in solution and eliminated the need for our guests to come indoors, in an effort to keep them safer.

Growth of the Game through Diversification

Our summer Chip and Sip program is an opportunity for women to learn the game of golf in a fun, comfortable environment. Each class is four weeks long and consists of three different levels based on ability: beginner, intermediate, and more advanced. Run by our Head Golf Professional, Becky Halverson, this popular program has consistently sold out with very impressive growth – beginning with sixteen women in 2017 to over eighty in 2020! Along with creating a fun environment for women, we have also been focusing our efforts on our youth. Not so long ago, in 2014, our season pass for a junior was over \$700. We recently dropped that rate to \$295 and have kept that price structure since. As a result, we have grown our junior season pass numbers from one junior in 2012 to ninety-eight juniors in 2020!



Online Booking FTW (For the Win)

Over-the-phone interaction with our customers is one of the most time consuming, and sometimes stressful, jobs that our staff encounters. These phone calls have a propensity to reduce our face-to-face customer service, sometimes restricting our staff from best serving those standing right in front of us. We understand the need for human contact or phone interaction over a machine; however, coupled with the Pleasant View Golf Course app, we have strived to drive golfers to our website – specifically for the online booking of tee times. In an effort to shift the culture, we offer a reduced price through our website, www.golfpleasantview.com, for those who book online rather than over the phone or in person. It was rather neat to see the results after a year’s worth of marketing efforts. In 2019, 25% booked reservations online, while 75% booked over the phone or in person. In 2020, in opposition, 75% booked online and 25% booked over the phone or in person.

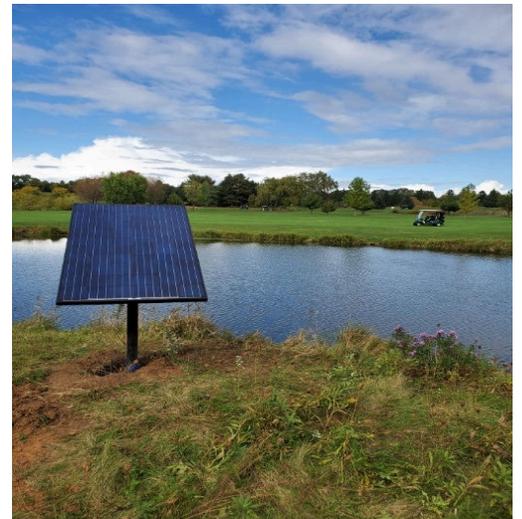
Oak Savanna Restoration



We have cleared out invasive species, fallen branches, and foliage from the right side of the driving range, near Lake #7 green, to showcase the beautiful oak trees. Through this process, we found thousands of range balls that were lost amidst the fallen branches and weeds. Our hope is that range balls will now roll off that hillside into the open area for the range-picker to easily collect. This area of oak savanna management has now grown into multiple restorations across the golf course, with a plan to continue these restorations going forward.

Mosquito Control

We have installed a Pond Hawk Solar Pond Aerator in the small pond on the left side of Prairie #3. The aerator provides sub-surface aeration, allowing us to release higher quality water into the pond by increasing circulation, adding oxygen, reducing algae and promoting organic decomposition. All of this in turn will help reduce those pesky mosquitoes from thriving around a usually stagnant pond. We have also mowed the entire perimeter of the irrigation pond between Prairie #1 and Woods #1. We will be continuing this process around the remainder of the ponds not only to control the mosquito population, but to showcase the beauty of the water. It is our goal to maintain some of the areas that come into play at standard rough-cut height. In addition, we have cleared out some trees to the left of the tee boxes on Woods #9, in an effort to increase airflow and further to alleviate mosquitoes in the area.



Library

On March 14th, 2020 the library staff and board of trustees made the difficult decision to close the facility to the public in response to the fast-spreading COVID-19 virus. What began as a two-week closure, eventually turned in to the rest of the year as the pandemic surged across the globe. Library staff in Middleton responded by pivoting essential services and overhauling operations to meet the needs of the community.

First, staff returned to the building in April and got to work evaluating work spaces for social distancing, telecommuting, and establishing best practices for cleaning, sanitizing, and disinfecting. Staff adopted personal protective equipment (PPE) while working in the building, and the library contracted with a new cleaning company, Environmental Controls. All wireless routers moved to the perimeter of the building so users could have better access from Hubbard Ave, Terrace Ave, and the parking lot. **Users accessed 91,000 wifi sessions in 2020.**

Working closely with South Central Libraries and our delivery system, the library restored material hold services by May. This was available through an online scheduling and zero-contact curbside service. **The library ended the year with 191 days of curbside service at 1,137 hours and over 33,547 appointments.**



During the warmer months of summer and autumn, pop-up services offered patrons a chance to browse popular materials. **The service continued for 63 days and 137 hours.** Carry Out Crafts, which provided projects for all ages, proved to be a popular service.

Library



Carry Out Crafts

To meet the need for readers' advisory, staff created Librarians' Choice, a service allowing patrons to fill out an online preference form and receive a personalized stack of materials. All programming moved online and staff quickly became experts on livestreaming, as well as multiple social media platforms including Facebook, Instagram, YouTube, Discord, and Zoom. While this virtual shift may have created a barrier to access, it also fostered an opportunity to expand participation beyond the walls of the building.



Virtual Little Kids Story Time



Virtual Story time

Library

From story times and lectures, to escape rooms and book discussions, **2020 offered 725 programs with 32,062 attendees!** While nothing will replace the need and importance of gathering in



Outreach at Orchid Heights Park

person, the overhauling of these essential services is a testament to the dedication, innovation, and determination of library staff and support of the library board trustees. Outreach continued in 2020 with an extra effort to reach senior citizens isolated at home. To do this, the library collaborated with the Middleton Senior Center's Errand Runner Volunteer Program to offer a weekly delivery service. This started in May with just one senior request for 2 books and now has provided over **740 books, magazines, audio books, and DVDs to Middleton seniors.**

The library gave away a total of 4,407 items at various sites, such as local laundry mats and senior housing sites. This includes monthly visits to The Heritage, Middleton Glen, Pheasant Branch, The Jefferson, and Sauk Gardens. The library underwent a rebranding effort. This included a website refresh with all new colors, fonts and logo that are more responsive for mobile devices. Internally, the library reorganized its staffing structure to reflect the 21st century and meet the guidelines of the City of Middleton's reclassification and compensation plan. While 2020 budgets shifted in response to COVID-19, the library budget remained stable and all staff remained employed.



Staff Show off New Logo Apparel



Library Staff during Pop-up at Halloween

Library

Fundraising efforts continued for the Next Chapter campaign, which is on track to meet its \$200,000 goal early in 2021. Over 480 individual donors, along with the Friends of the Library, contributed to the success of the campaign. Final phase implementation includes upgraded meeting room furniture, technology and signage. Middleton is truly a community of library supporters!



- **Next Chapter Campaign**

The 2019 goals of the Next Chapter campaign are more relevant now than ever before:

1. Increase public square footage
2. Create flexible spaces for new ways of gathering
3. Improve the customer service experience.

As staff and trustees work and advocate for these goals, flexible spaces remain a top priority for the facility. With guidance from Dane County Public Health, the library continues to create the safest possible environment for employees and the public. This includes the continued and diligent use of PPE and sanitizing, staffing for social distancing, and quarantining returns. When the library begins its phased reopening, the public can expect these measures to remain in place along with an ‘express service model’ that limits the number of visitors in the building, encourages grab-and-go self-checkout and prioritizes computer use. Curbside pickup and virtual programs and gatherings will continue.

Lastly and most importantly, 2020 brought a commitment to fighting racism and creating systemic change. 2021 will focus on staff development to create a shared framework, shared understanding, and shared language around the system of racial inequity. Systemic change cannot happen by one lone organization. The library will engage with city departments and community partners to organize and operationalize efforts. As the community continues to navigate the ongoing pandemic and an equally historic revolution of racial equity, we see repeatedly that public libraries are more than just buildings and gatherings aren’t just events. They are often experiences, connections, and moments that remind us of who we are, who we have been, and who we might become. We look forward to opening your library’s doors and gathering in person soon.

Police Department

- **Department Promotions**

2020 saw a significant number of changes for the Police Department as several staff promotions took place throughout the year. On January 16, Chief Troy Hellenbrand was chosen to replace retired Chief Chuck Foulke who, in late 2019, ended his 38 plus career with the City of Middleton. Chief Hellenbrand has been a member of the Police Department since 1999 and has held a number of positions at the department throughout his career.



In March, Travis Kakuske was selected as the Operations Captain to replace Chief Hellenbrand. Captain Kakuske has been a member of the Middleton Police Department since 2005 and started his law enforcement career with the Village of Shorewood Hills Police Department in 2002.

After the promotion of Captain Kakuske, Steve Ziegler was promoted to the rank of Sergeant in March. Sergeant Ziegler is originally from North Dakota and was hired by the Middleton Police Department in 2012. Sergeant Ziegler is a department instructor, field training officer, and a member of the department's special events team.



Police Department

Based on the recommendations of a 2018 staffing study completed by the University of North Texas, the Police department re-established the position of Lieutenant back into the department's command structure. Implementing Lieutenants allows each shift to have a designated shift commander instead of the former structure of having two Sergeants of equal rank guiding a patrol division. In the fall of 2020, the department promoted four Sergeants to Lieutenant: Terry Hanson, Darrin Zimmerman, Scott Moen and Tyler Loether.

Lt. Terry Hanson has been a member of the department since 1992. He has a bachelor's degree from Mount Scenario and is a graduate of Northwestern University Staff and Command and Leadership in Police Organizations. Hanson was promoted to the rank of Sergeant in 2005 and was previously a supervisor of our field training and motorcycle officer programs.



Lt. Hanson



Det. Lt. Zimmerman



Lt. Moen



Lt. Loether

Detective Lieutenant Darrin Zimmerman has been a member of the Middleton Police Department since 1999 and started his law enforcement career with the Village of Shorewood Hills Police Department in 1998. Previously, Zimmerman was a School Resource Officer and Detective and promoted to the rank of Sergeant in 2008. Zimmerman will be in charge of the Investigative Services Bureau. He has a bachelor's degree from UW-Lacrosse and is a graduate of Northwestern University Staff and Command and Leadership in Police Organizations.

Lt. Scott Moen started his law enforcement career with the City of Whitewater Police Department in 2006. Moen joined the Middleton Police Department in 2009 and was promoted to Sergeant in 2014. Lt. Moen has been the supervisor in charge of our Canine Unit and a Commander of our Special Events Team. Moen has a bachelor's degree from UW-Madison.

Lt. Tyler Loether joined the Middleton Police Department in 2012 after starting his law enforcement career with the Janesville Police Department in 2011. Loether was a School Resource Officer at the Middleton High School in 2018/2019 and was promoted to the rank of Sergeant in 2019. Lt. Loether has a bachelor's degree from UW-Madison and is currently working on his master's degree from the University of Platteville.

Police Department

- **Accreditation**

In 2020 the Middleton Police Department was scheduled for our on-site reaccreditation assessment performed by the Wisconsin Law Enforcement Accreditation Group (WILEAG). After some delays related to the COVID pandemic, the three-day on-site assessment was completed in late September by several assessors who analyzed the last three years of our files.



The goal of this voluntary assessment was to verify the department is meeting the 242 standards of professional excellence which have been established by the WILEAG Board. We are proud to say we were notified in November that we were approved for reaccreditation for the third time. The Middleton Police Department has been accredited since 2014, and we are one of only four agencies in Dane County and 41 agencies in the state accredited through WILEAG.

- **New Records Management System**

In October of this year the Middleton Police Department transitioned to a new records management system after over 15 years with Global Records Management. This was a project that was long anticipated and several years in the making. The new system owned by Central Square Technologies, is called Zuercher, and it is a very robust records management program purchased by our Multi-jurisdictional Public Safety Information System (MPSIS) group. This means that Middleton, along with Fitchburg, Sun Prairie, Verona and Monona all share the same records management program. Members from each department began the process of planning for the transition in early 2018. The new system will improve the efficiency of the MPSIS group and bring our departments into compliance with the National Incident-Based Reporting System mandated by the U.S. Department of Justice.

Police Department

- **Police Department Covid-19 Response**

Starting in Mid-March of 2020, the day-to-day operations of the Middleton Police Department changed dramatically, as they did for most organizations during Covid-19. From the beginning of the pandemic, we took significant steps to protect our staff and limit their exposure to the virus, while still maintaining the high level of police service that our community expects. Where possible, our office staff began working from home, or only working in the police department on a limited basis. Essential employees such as police officers and dispatchers continued to work normally. We also modified our response to some non-priority calls by having officers speak to more people via phone instead of in-person. Our dispatchers also played a key role by asking questions about callers' health status or possible exposure to the virus. Operationally, we also temporarily suspended our shift briefings in order to limit gatherings, modified seating arrangements throughout the building to promote social distancing, mandated mask wearing by our staff, suspended our ride-along and citizens' academy programs, closed the department to visitors, and in April held the department's first ever all-virtual command staff meeting via Zoom. Overall, our staff has done an excellent job adjusting to these challenges while still maintaining a high level of service, making the Covid-19 response one of our greatest accomplishments of 2020.



Police Department

- **Social Unrest**

In May our country witnessed the tragic killing of George Floyd while he was being taken into custody by members of the Minneapolis Police Department. This incident caught the attention of everyone in our country which renewed the demands for equality for everyone, especially African Americans, and calls for a major overhaul and reform to our criminal justice system. Locally, in Madison and near the State Capitol, many nights of social unrest occurred with local businesses and monuments were defaced and destroyed as many in our community called for more police accountability, criminal justice reform and just treatment for everyone in society.

The Middleton community, along with many others throughout Dane County, also united over this tragic incident and joined as one for a march in July to bring awareness to the injustices in our society. This march, “United We Stand” was attended by hundreds and brought members of our community together to show a commitment to making changes in our community and to address the inequalities that exist in society.

Additionally, the Middleton Police Department was proud to be part not only of the United We Stand March but to also be able to inform many in our community, who were demanding police reform, that most of the changes which were being called for throughout our country were already implemented at our police department. The Police Department was pleased to report that it had already implemented all of the “8 Can’t Wait” campaign policy recommendations and principles which are aimed at reducing deadly force incidents by law enforcement officers.



Police Department

- **Department Retirements**

On December 18, the Police Department saw the retirement of long-time employee Detective Patricia Faust, who had been a Police Officer with the City of Middleton since November 13, 1989. During her time as a Middleton Police Officer, Faust held several roles for the department including D.A.R.E Officer, School Resource Officer, and since 2006 as a Detective. Additionally, Patty played an important role in establishing two significant community outreach programs which are still in existence today – the National Night Out event and the Police Department’s Sub for Santa program. Detective Faust’s knowledge, experience, and friendship will be missed by many at the Police Department and with her colleagues across City departments.



Public Lands, Recreation & Forestry

Parks



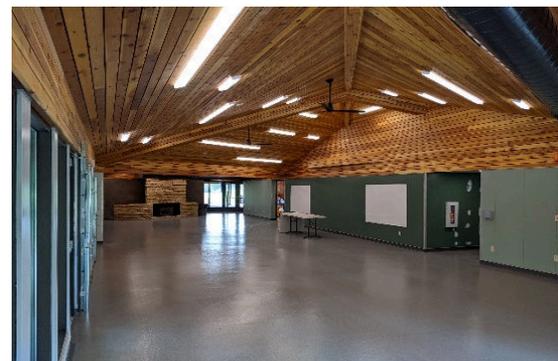
Lakeview Shelter before



In 2019 Aro Eberle architects completed design work for the Lakeview Shelter renovations. The shelter, originally built in 1972, had served the park and visitors well over the years. Concerns about restroom access and conflicting uses drove the need for improvement discussion. The City contracted Harmony Construction to serve as project manager and bids were awarded by the Common Council on February 18. Highlights of the project include exterior restroom access for the public, 2 family restrooms that face the splash pad, garage door openings to expand onto the patio and a modernization of the entire facility. The \$1.4 million construction project was substantially completed on October 23, 2020.



Lakeview Shelter after



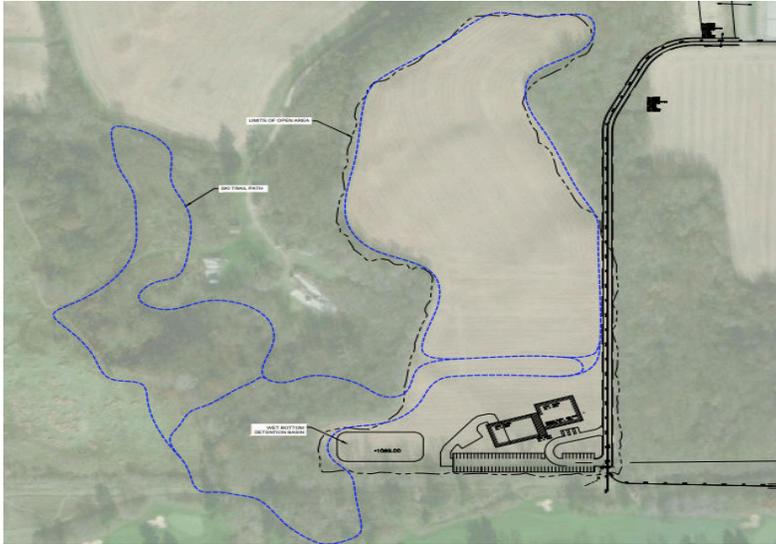
- **Comprehensive Outdoor Recreation Plan**

Every 5 years the City updates this plan to establish park planning priorities for the entire system and to comply with grant requirements. The plan, which was developed by MSA, was approved by the Park, Recreation & Forestry Commission (PRFC) in November, Plan Commission in December and by the Common Council in January, 2021. Highlights of the plan include strategies to add parkland in in-fill development projects, park improvement priorities, and increasing park development fees to keep pace with increasing costs for parkland and park improvements.



Public Lands, Recreation & Forestry

- **Erdman Donation & Lease Approval with Central Cross-Country Ski Association**



Four years of planning culminated in the donation of roughly 8 acres of land and a trail easement from Dan Erdman to the City in December. Erdman petitioned to have his property annexed to the City of Middleton and this donation will be used to develop a world class cross-country ski facility by the Central Cross-Country Ski Association to which the City will lease the land. The trail system will be publicly accessible year-round. Additionally, the City will be making improvements to the adjacent bike park including a new trailhead, asphalt pump track and skills course.

- **Parisi Park Playground**

A new playground was installed at Parisi in the fall. This project was completed as part of the playground replacement program developed in 2017. The prior playground had been installed in 1994. The playground was supplied and installed by Lee Recreation.



Parisi Park Playground

Public Lands, Recreation & Forestry

Conservancy & Forestry

- **Pheasant Branch Creek Corridor Planning & Design**

After a lengthy process, the Pheasant Branch Creek Corridor Master Plan resulted in a direction to move toward completion of streambank, trails and bridge improvements and was a collaborative approach between City departments and committees. Requests for design and engineering work were sent out in May and 5 submissions were reviewed for the streambank restoration work while 3 submissions were reviewed for the trail and bridge work. The decision was made to split the work into two different projects to cater to firms who may be more tailored to each aspect of work. After review, the Common Council awarded the streambank design and engineering project to Cardno and the bridge and trail design and engineering project to MSA. Both projects were started in the latter half of July.

The original timeline for this work to be completed was the end of December. For a variety of reasons (COVID being one unfortunately) this has not been achieved. As of this writing the 60% drawings for the streambank project is set to be presented to the Water Resources Management Commission on January 21st. The design work for the trail and bridges will follow closely behind as their work is dependent upon what comes from the streambank work. The City is hopeful that the original intent of soliciting for construction of the final design plans will still occur in March with construction to follow in the summer and fall of 2021. The wildcard in all of this of course is the Federal Emergency Management Agency (FEMA) funding and what requirements, and their time in responding, they may have. Unfortunately, such setbacks have been experienced with other projects in the City, namely the restoration/stabilization of the South Fork of the Pheasant Branch.

On a positive note, early indications are that the existing bridges will be re-used but placed at a much higher elevation to allow for higher water volumes to pass beneath. This will reduce the overall costs needed for reconstruction while still permitting a higher level of resiliency for future events. Also, the majority of the trail will remain in its existing configuration. Additional width will be included where possible and smaller pedestrian-only paths will be constructed as well, thereby minimizing conflicts while allowing for a different user experience.

- **Tree Planting & Pruning Statistics**

Planted: 178

Pruned: 1145

Removed: 92

- **Middleton Hills Boardwalk**

A new replacement boardwalk was installed in the Middleton Hills neighborhood. The previous boardwalk was over 15 years old and had spent some of the past few years under water. The new boardwalk is a first in our system to utilize helical piles for its supports. This allows for greater stability and will also have a much longer life span due to both the piles and the frames being constructed of galvanized steel. Public lands field crews handled all of the old boardwalk removal and installation of the new.

Public Lands, Recreation & Forestry



Middleton Hills Boardwalk

Recreation

2020 started off strong with record numbers in youth basketball and volleyball. Unfortunately, the seasons came to an abrupt end in mid-March with the Safer at Home order. The Recreation Division did not offer any programs during the Safer at Home order. During that time, professional staff participated in numerous virtual meetings to determine protocols for safe return to play and reopening of aquatic venues. Professional staff also conducted all summer staff interviews virtually and converted the staff training to online and virtual.

When the Safer at Home order was lifted, the Recreation Division introduced virtual yoga offerings and limited recreational activities. Having a designated Public Health Madison & Dane County liaison for Park and Recreation departments helped the Division determine what could be offered in a modified format. The guidelines included:

- Development of a COVID-19 Safety Protocol Policy
- Skills & Drills sports programming only
- Size of classes reduced to gathering limits
- Put kids into pods keeping with same leaders and groups
- Physical distancing of 6 feet at all times and using markers to indicate spacing for physical distancing
- Sanitation stations
- Supply cleaning breaks during programs
- No contact activities
- Pre-program communication which included the COVID-19 Safety Protocol Policy
- Masks required at indoor classes

Public Lands, Recreation & Forestry

This led to an increase in 1 Day programs and collaborations with other City of Middleton Departments to offer new programs. As a result, the department had many full or nearly full programs for the summer. We also extended our summer programming three weeks to accommodate for the later return to school and our staff not having fall sports. Of particular note this summer was the Creative Drama program. Always a significant program for the Department, the program had to be reformatted to fit public health guidelines. As a result, three cohorts of 10 were established. Each cohort prepared and performed one of the trilogies from The Roman Comedies - Mostellaria (A Haunted House), Trinummus (A Three Dollar Day) and Aulularia (A Pot of Gold). Each performance was filmed, and the premier was hosted on the PLRF YouTube Channel -

https://www.youtube.com/channel/UCII07b0c7buOXGMTTA7uj1A?disable_polymer=true

With a virtual return to school, Wednesdays were considered asynchronous learning days. As a result, in addition to our typical fall programming, the Recreation Division hosted a variety of in person programs on Wednesdays until Emergency Order #10 went into effect on November 17, 2020. From November 17 until December 21, all program offerings were held virtually via Zoom. For classes that needed supplies, staff made supply bags that were available for pick-up prior to the class. As a result of Emergency Order #10, the Downtown Tree Lighting became an entirely virtual event. The Candy Cane Hunt was also repurposed and became a scavenger hunt utilizing historical locations and information provided by the Middleton Area Historical Society. The Recreation Division also hosted a Costume Contest as part of the October Story Walk, participated in the Santa Parade and supported the Christmas Eve Jingle.

Aquatic Center

The Walter Bauman Aquatic Center (WBAC) opened for the 2020 season on June 7th thanks to the support of the Middleton Common Council. This season was unlike any other season that staff and participants have known. Rebecca Price, Assistant Director, was highly active within in the state and nation, to help promote the safe return to aquatic operations. The reopening plan for the Aquatic Center was a tool that many others used to help formulate their reopening. Various communities and organizations asked to come view operations at the WBAC, as it was considered an ideal model for reopening. The differences in open swims from prior seasons were numerous and included the following:

- Masks are recommended to be worn by all persons when out of the pool water.
- Physical distance of 6 feet between all people not from the same household is required, both in and out of the water.
- Come dressed ready to swim.
- After checking in, go through the respective locker room, use sanitizer and swimmers should rinse off in the shower and head straight to the pool area. Locker rooms are to be used to go to the restroom, not to store belongings.
- The concession stand is closed. Patrons may bring water in a sealable, non-glass container. No carry in food or drink.

Public Lands, Recreation & Forestry

- There is no pool furniture; you may bring your own lawn chair. Seating will be available in the grass and spectators must physically distance. The concrete deck apron will be limited to staff only.
- The sand play area and playground are closed.
- One waterslide is available, and patrons are not able to be "caught" off the slide.
- There are no lap lanes available during open swim.
- Exit will be out the side fence only and participants are not to re-enter the bathhouse to shower or change. There is no re-entry once a patron has left.
- Preregistration & prepayment is required. NO DROP-INS permitted.

A video was recorded to demonstrate the process for accessing the pool and highlighted the one-way traffic in some areas. Each day, two sessions of open swim was offered – 1-3pm and 4-6pm. Capacity was limited, and the summer began with 99 participants being allowed per open swim session. Capacity ultimately evolved to a 25% limit allowing for 160 patrons per open swim. Almost every open swim session sold out. We did offer two modified special events that required sign-up and did not have any special activities.

Due to the restriction of one person allowed per lap lane, as well as other restrictions, swim team was not offered. The operating season was also extended as staff was available due to school start dates being pushed back and no fall sports being offered. Swim lessons also looked very different this summer. All levels under Level 3, required an adult from the same household to be in the water with the participant (instructors were not permitted to give hands-on assists). Also, per the Public Health guidelines, only one person or household pair was allowed per lane, limiting most classes to 4 persons. Instructors wore masks. Given the limited spaces available, most classes sold out within a matter minutes from when they were made available.

Youth Center

- **New Virtual Youth Center Program:** When school closed in mid-March due to COVID-19, the Youth Center launched a new Virtual Youth Center. The Virtual Youth Center engaged students in daily zoom meetings with staff running weekly mini-courses, mentor sessions, and academic support sessions, all online. During the summer, staff continued to provide virtual resources for the students by creating weekly YouTube videos including art Do It Yourselfs (DIYs), science experiments, cooking demos, and video editing! We even found a way to celebrate the graduating 8th graders virtually.



Public Lands, Recreation & Forestry

- **COVID-19 Food and Supply Boxes:** The very first week that school was closed, Youth Center staff began packing boxes for Youth Center students and haven't stopped since! This year, Youth Center students received over 800 boxes of snacks, art kits, school supplies, and books donated by the Middleton Public Library. The boxes have been an important way for the center staff to continue staying in touch with and supporting families throughout the pandemic.



Following are some photos showing some of our social distancing & safety measures in 2020. These photos feature our social distancing this summer, while we engaged in different activities.



Cooking Classes at the HAC



Arts & Craft Enrichment at Taylor Park



SPLASH! Collaboration with Fire Department



Summer Parks Program

Public Lands, Recreation & Forestry

- **Reimagined In-Person Program:** The Youth Center restarted in-person programming in June. Without access to building space at Kromrey Middle School or to bus transportation, the summer program shifted to a new model based at neighborhood parks. Students were divided into four groups that each met weekly at a different park, with almost every student within walking distance of one location. Due to a generous community donation, the Youth Center was also able to host three free open swim nights at the Walter Bauman Aquatic Center. In the fall, the Youth Center launched a redesigned after school program at two different temporary locations before relocating to a semi-permanent location at Lakeview Park (until Kromrey Middle School reopens). The after-school program runs three days per week for longer hours each day and includes weekly mini-courses, social-emotional activities, and an increased focus on supporting students academically with their online schooling.



Open Swim Night

Academic Support



Public Works

- **Reduced Road Salt**

Following a multi-year implementation, the Streets crew plow trucks are now each outfitted with improved controls for the salt spreading equipment. Preliminary data indicate significant reductions of salt applications. In 2016, the average amount of salt applied was nearly 50 tons per winter storm event. In 2020, with all trucks now outfitted with improved controls, the average salt use has dropped to about 30 tons per event. This not only helped protect the budget from increasing prices of road salt, but also kept a significant amount of salt out of Lake Mendota--a quality environmental benefit.

- **New Traffic Control Devices**

To better draw driver attention to pedestrian crossings of busy roadways, the City directed installation of rectangular rapid flashing beacon (RRFB) equipment with pedestrian crossing warning signs on:

- Parmenter Street at South Avenue
- Allen Boulevard at Marshall Park and nearby Metro bus stops.

The City also purchased and deployed several in-street pedestrian crossing signs at crosswalks throughout the City. Both the RRFB and In-Street warning signs have been shown to increase driver compliance with yielding to pedestrians.

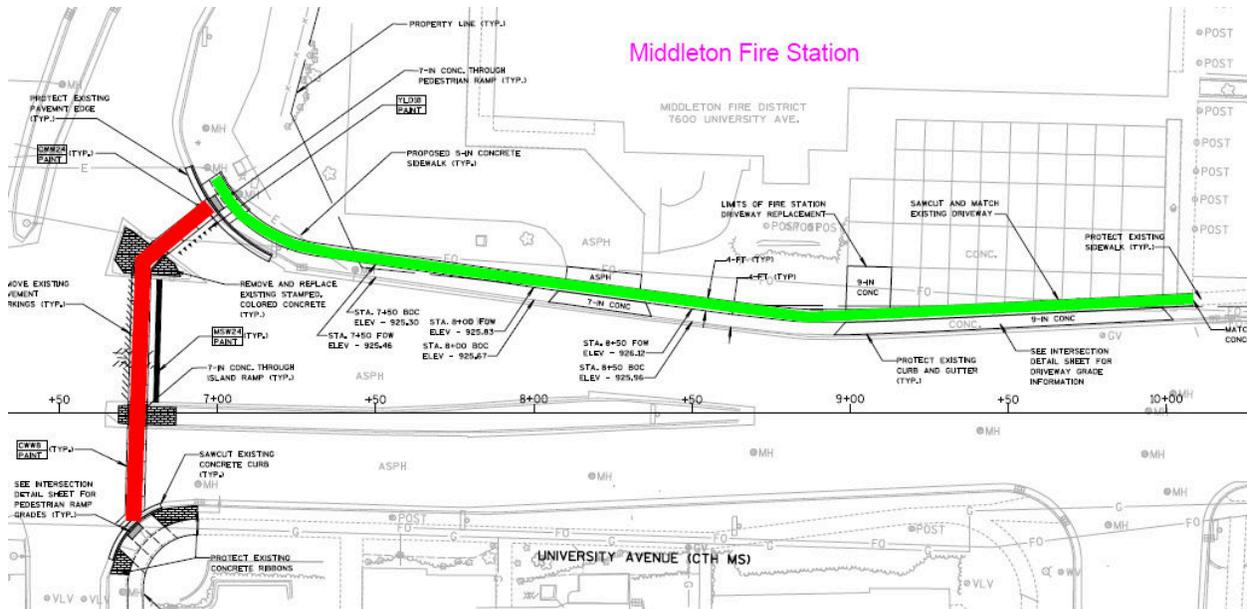


New In-Street Pedestrian Crosswalk Signs

Public Works

- **New Pedestrian Connection**

A new sidewalk was constructed along the north side of University Ave. in front of the Fire Station, to a new signalized crosswalk of University Ave. at the east side of Cayuga St. This provides a convenient pedestrian connection from the municipal parking lot east of the Fire Station to the businesses south of University Ave.



New sidewalk and crosswalk at University Ave. / Cayuga St.

- **Street Maintenance**

In addition to routine filling of potholes and patching work done by the Streets crew, the City hired a contractor to seal pavement cracks on more than 7 miles of roads. The rubber crack filler is intended to prevent water intrusion into the pavement which can lead to potholes. This is a very cost-effective way to keep relatively good roads in good condition and prolong their useful life.

The City also hired a contractor to apply chip seal (asphalt + stone chips) to about 3.5 miles of roads that are in fair condition, and to apply a thin asphalt seal coat on about 6 miles of roads that are in good condition. The seal coats help prevent oxidation of the asphalt that holds the pavement together.

Public Works



Streets Crew

Street Improvements

The Common Council allocated the majority of the 2020 capital budget for reconstruction and rehabilitation of existing streets, including:

- Reconstruction of several streets in a couple of neighborhoods. Deficient portions of curb & gutter and sidewalk sections were replaced and new asphalt pavement was placed throughout.



Water Utility Crew

Public Works

The **Water & Sewer Utilities** funded water main replacements and sanitary sewer repairs in coordination with reconstruction projects, and our Streets Crew assisted with storm sewer repairs, pavement markings and street sign changes. Road reconstruction work this year included:

- Wood Road and courts
- Parkside Heights neighborhood – Reconstruction of Donna and Prairie Drives east of Park Street, Brookdale Drive, Meadowbrook Road, Forest Glade Court and Glenview Court. A median island was added near the Donna Drive crosswalk at Spring Grove Court as a pedestrian safety enhancement.



New Median Island in Donna Drive at Spring Grove Court

- Several residential streets were resurfaced to eliminate extensive cracking and minor surface defects, and crosswalk ramps were updated to new standards, including at:
 - Sunrise Court
 - Jonquil Court
 - Several cul-de-sac roads in the Foxridge neighborhood (Hunter's, Blackwood, Elderwood, and Foxridge)

Staff Changes

Retirements / New Faces

Sherry Niesen retired on July 10 from her position as the **PW Administrative Assistant**, having provided support for our field service operations for over 26 years. Sherry not only took care of the majority of the material ordering, filing, correspondence and the accounts payable and receivable, but more importantly Sherry took care of the people who take care of the City's streets, utilities, machinery and recycling center.

Jesse Ruegsegger joined our team on August 3 as the new Administrative Assistant. Sherry Niesen was gracious in answering questions as they came up early in the transition, and Jesse has been more than a quick study in taking on this role. He's taken a fresh look at how he can best support the field service operations, and he's off to a great start in making the job his own.

Dean Dahmen retired on August 10 from his position as the **Street Crew Foreman**, after providing more than 30 years of service on Middleton's Street crew. Dean was a dedicated public servant and team leader in the best senses of those words – doing what needed to be done and doing it the right way the first time. We joked that this would be the first winter in a very long time that he would get to sleep through the night regardless of the forecast, and it's a well-deserved break for him.

Kevin Peternell moved from the Public Lands crew to the Street crew on December 7 and not a moment too soon. At the end of his first week, Middleton got a significant snow event and Kevin seamlessly integrated with the full crew in clearing our streets, parking lots and bus stops. We'd been operating with a reduced crew for several months, and it's great to have Kevin with us.

Pandemic

This year took plenty from us – especially early in the pandemic, when we didn't understand the nature or degree of the risk, and we couldn't quite get our footing. We certainly don't want to minimize the losses, because they're significant, but living in this time of pandemic has also given us some things. Many of us found a new appreciation for simple things like a walk in a park, or a family game night, or a drive-by parade, or a video chat or a Sunday drive. Also, we found hope in the actions of grocery workers, and teachers, and parcel delivery drivers, and restaurateurs and medical staff. We saw people push forward to meet the needs of others in creative, relentless and heroic ways. When we couldn't get out, it was amazing what came to us.

But mostly in this pandemic, we found that we're resilient and strong, and that we can serve each other in ways we wouldn't have thought possible last year – whether we're 6 feet away or working from our homes.

Public Works/ Water Resources

Pheasant Branch

The City continued its efforts at recovery from the impacts of the flood in 2018. High on the priority list was the repair of Pheasant Branch. After significant study and evaluation, the City selected two consulting firms to proceed with the design of the repairs to the streambanks.

Repairs will begin at the upstream end and proceed downstream. MSA was selected to design bank stabilization measures for South Fork, using a minimalist approach. This was deemed the most effective way to protect abutting property while controlling cost and allowing the channel some room to shift and meander in the manner of a natural stream. Bids were opened in November, and construction began in the last weeks of 2020. The project is scheduled to be completed in spring, 2021.



South Fork Following 2018 Flood



South Fork During Construction of Repairs, December, 2020

Design for two other reaches – Confluence Pond to Century Avenue and north of Century Avenue – are underway. The City entered into an agreement with Cardno for the design of stream bank repairs for both, and with MSA for repairs to the trails and pedestrian bridges. Construction is scheduled for later in 2021.

Public Works/ Water Resources

Tiedeman and Graber Ponds

To reduce the risk of flooding to homes near Tiedeman and Graber Ponds, the City engaged the services of MSA Professional Services to design a more effective means to draw down the pond elevations between rain events. While this won't provide absolute protection from all flood scenarios, it will provide two principal benefits: when flooding does occur, the ponds can be restored to "normal" elevations in much shorter time; and by maintaining a lower normal water surface, the ponds will store more flood volume before nearby properties are at risk.

The design for Tiedeman Pond consists of substantially upsizing the existing pump station with new facilities. It will include a smart communications system to avoid active pumping during a rain event, so as not to exacerbate flooding issues downstream. Construction is scheduled to begin early in 2021.

The design for Graber Pond will feature a passive gravity pipe system and should proceed later this spring once all required permits have been obtained.



Aerial View of Graber Pond, Showing Chronically Flooded Boardwalk (East Shore)

Middleton Hills Pond Dredging

The City completed the dredging of accumulated sediments in the outer crescent of Concentric Pond in Middleton Hills. This crescent portion of the pond receives the first flush of storm water runoff and was designed to settle out most sediments, allowing cleaner water to flow downstream. The substantial accumulation of sediment attests to the pond's effectiveness.

Public Works/ Water Resources

Concentric Pond



During Dredging Operations



After Dredging, Showing Bank Stabilization

Miscellaneous Repairs

In addition to these major projects, City crews continue to make repairs of the storm water system throughout the City as time allows. Work in 2020 included stabilizing and re-grading the drainage way along the westerly blocks of Greenway Boulevard and the steep west bank of South Pond. In response to reports of chronic flooding to the properties abutting Esser Pond, City crews dredged the flow channels to facilitate flow from the street inlets to open water on the pond and from the open water to the outfall control.



Re-Graded Greenway Boulevard Drainage Way, Prior to Seeding and Matting

Public Works/ Water Resources



Re-Stabilized West Bank of South Pond near Greenway Station

Senior Center

2020 Highlights of the Middleton Senior Center

Enriching the lives of older adults in Middleton



- **Volunteers and Nutrition**

With the close of 2020 we can reflect on the many challenges, changes, and the ability to thrive under adverse conditions. We are reminded of how resilient we can be when we work together. The dedication of staff and volunteers is the story and highlight of 2020. The Nutrition program was also certainly a main area of focus throughout, and included more than 15,043 meals delivered to local seniors by a core of dedicated volunteers who, despite the risk, made all of the deliveries and provided wellness checks for those who were homebound. Senior Center volunteers logged 6579 hours during the pandemic, and we think that is amazing. This does not include the unmeasured hours of the community volunteer mask sewers who made hundreds of masks that were picked up and delivered to area seniors. It does not include the behind the scenes volunteers who made deliveries and adopted phone buddies for support.

- **Case Management**

The case management year was certainly a mix of happy resolution with sad and difficult situations. The pandemic brought transportation issues, food insecurity, housing and eviction issues, as well as substance abuse and social isolation as the months went on. The case management team and senior center staff made over 6800 phone calls checking on those in our data base. Case managers also worked on their skills and were awarded additional State Health Insurance Assistance Program (SHIP) funding to assist people. We also completed mental health training from Boston University to improve our mental health knowledge, and three staff members graduated from the program this past July. The University of Wisconsin School of Social Work also proved to be a wonderful case management partner with their internship program. In 2020 we provided two internship opportunities to U.W. students. This experience provided the informational weekly Facebook program and additional hands-on support.

Senior Center

- **Programming and Inclusiveness**

It was the year of online opportunities and partnerships in an ever-changing environment. The senior center offered exercise, wellness, support groups, book delivery and programs in the virtual format. The assistance of Dane County Public Health, the ADRC of Dane County and advice and support from senior centers all over the state also guided us and provided benchmarks for small group activities that could be offered safely. We are also proud to say the foundation was put in place to offer more inclusive programming, as we strive to be a senior center where all are welcome.

- **Front Desk Computerization, and a look to the future**

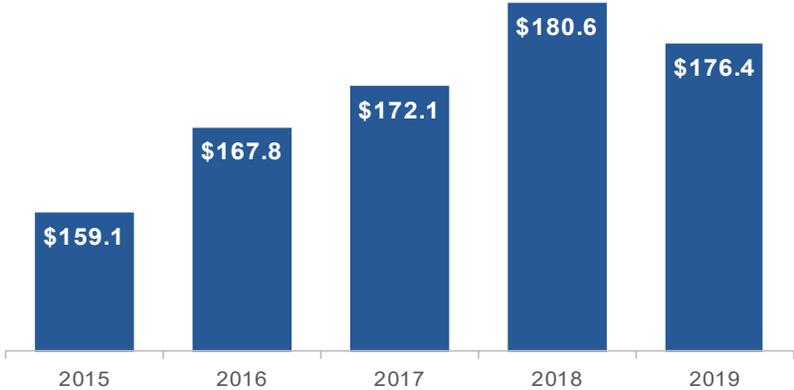
The pandemic did allow us to take on additional internal projects including the elimination of paper binders, and the implementation of a computer sign-up system for the front desk staff and volunteers. This will enhance our ability to serve all of our 2021 customers as we look forward to being together again.

Tourism

- **Economic Impact Results**

Middleton Tourism engaged Philadelphia-based Tourism Economics, a consulting firm that specializes in tourism analysis, to gauge the local impact of visitor spending. The firm’s analysis found visitor spending in Middleton totaled slightly more than \$176 million in 2019, a 2.3% decrease over the prior year. A hotel renovation project affected lodging results and contributed to the fall in spending.

Middleton visitor spending (\$ millions)



Source: Tourism Economics

Some other key findings of the study:

- Visitor spending in Middleton is still over \$17 million higher than in 2015
- Between 2015 and 2019 visitor spending has increased by 11%
- 1,836 Middleton jobs are supported by visitor activity
- Visitor spending on food & beverages has grown by \$7 million since 2015, the largest increase by any category measured
- Wisconsin State and local governments benefitted by collecting \$35 million in tax revenue generated by visitor spending, visitor supported jobs and business sales

The economic impact of tourism spending in 2020 will be significantly less due to the pandemic. Data from Tourism Economics will be available in the second quarter of 2021.

Tourism

- **Strategic Plan-Branding Project**



In February 2020, Middleton Tourism began the process of hiring a firm to conduct a rebranding of the department. Requests for proposals went out to 19 firms with 11 responses. Five finalists were chosen for interviews, which were postponed until May due to the pandemic. Boelter + Lincoln, out of Milwaukee, was chosen.

Though the pandemic has affected how often teams are able to meet in person – all but one meeting in 2020 was conducted virtually – and any video and photography has been postponed until summer/fall of 2021, the project has maintained course. Phase I for discovery and research, along with a public survey and a branding workshop, was completed in 2020, as well as Phase II for development with a brand framework. Phases III-IV with creative, including a logo, graphic example for an ad, naming, fonts and color choices, as well as a style guide and a commercial, are set for 2021.

The goal for end of creative is May 2021, with the exception for the commercial, which is scheduled to take place during the summer months in order to shoot fresh video. May-December 2021 will include execution of the new brand and the public launch tentatively set for late January 2022 with a new visitor guide.

- **Big Bundle Up Campaign**



For the fifth year, Middleton Tourism partnered with the Wisconsin Department of Tourism's Big Bundle Up campaign, which collected warm coats, gloves, hats and other winter clothing items to help local families in need. Items were collected from four Middleton locations: Middleton City Hall, KEVA Sports Center, The Little Gym, and Willy Street Co-op West. The campaign ran Nov. 16, 2020, through Jan. 4, 2021, and Middleton's donors contributed a total of 1,673 items to the drive which far exceeded the Middleton Tourism's team goal of 500.

New this year, Middleton Tourism partnered with Lake Mills Cleaners & Dryers which generously cleaned some of the items for free prior to being donated. The response this year was overwhelming, so the department was able to spread the donations out to several worthy organizations, including: Middleton Outreach Ministry, Joining Forces for Families, the Middleton Cross Plains Area School District and the Salvation Army of Dane County.

Tourism

- **Regional Marketing**

In response to the COVID-19 pandemic, Destination Madison created an Explore Outdoor Madison campaign. Middleton Tourism collaborated with Destination Madison on this effort to promote outdoor experiences in our area along with the Fitchburg Chamber Visitor & Business Bureau, Sun Prairie Chamber of Commerce and Verona Chamber of Commerce. This campaign aimed to keep the greater Madison area top of mind as a travel destination for residents and regional visitors. It showcased how to safely explore the outdoors and support the local economy.

The campaign ran June 15 through Sept. 1 and took a multi-channel approach to achieve set goals. A unique logo, photography, video series, iconic adventures, blog posts and a landing page was all used to enhance the digital campaign. With a helpful park search feature and links to find picnic-friendly restaurants to order carryout meals, folks were able to create their own special outdoor adventure. Pheasant Branch Conservancy was featured as one of the iconic adventures and there was an individual listing created to highlight each the following locations in Middleton:

- Firefighters Memorial Park
- Harvey John & Lucille Taylor Memorial Park
- Firemen's Park
- Lake Street Boat Launch
- Lakeview Park
- Community Dog Park
- Bike Park
- Orchid Heights Park
- Penni Klein Park
- Pleasant View Golf Course
- Quarry Skate Park
- Walter Bauman Aquatic Center

Destination Madison continues the campaign on its website and Middleton Tourism has retained its page on visitmiddleton.com/explore Middleton, but marketing the initiative ended in the fall 2020. All pages Middleton Tourism submitted for Middleton parks do remain on the Destination Madison website for future use and visitor searches.

Marketing Strategies

Middleton Tourism's 2020 goals for marketing took a sharp turn with the pandemic. Initially, staff hoped to explore additional markets, which of course was halted due to the pandemic. Once the Safer at Home order was in place, and travel prohibited or strongly discouraged, Middleton Tourism pivoted away from leisure travel, meetings and conventions and sports tourism, and focused on local economic development.

Tourism

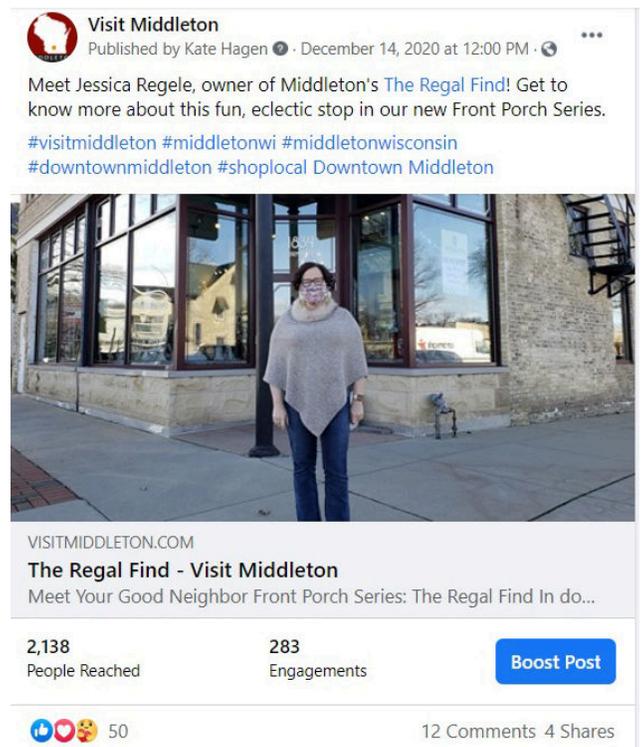
Marketing was cut or reduced for online and TV marketing significantly in the second and third quarters and time and funds for social media were used for local promotions. Some of these promotions included: Shop Local, restaurant carryout, and several initiatives with the Middleton Public Library, Downtown Middleton Business Association, Middleton Times/Tribune, and city events like the census and election (voter information). The overall goal in 2020 was to be a resource to local businesses navigating state and county pandemic guidelines (through a Covid-19 Resource Page on visitmiddleton.com) and to promote local support for Middleton businesses and restaurants.

Middleton Tourism also developed a video for “When we can meet again in Middleton,” which was shared via its YouTube channel, tourism newsletter and social media channels. This video was to express hope that when it is safe to do so, visitors will return to Middleton and find welcoming hotels and businesses waiting for them.

The following pages describe some of Middleton Tourism’s campaigns, initiatives or other online engagements.

Local promotions:

- **The Front Porch Series** – A bi-monthly business spotlight feature and photo package shared on social media, through the website and tourism e-newsletter (September-present). (Example of Front Porch Series at right.)
- **Monday business spotlights** – Local business spotlights. Began in June and carried through the fall, though not on a regular basis due to scheduling.
- **Promoted outdoor activities** – Tourism partnered with Destination Madison on Explore Outdoor Madison (promoting Middleton parks). Staff also created posts and newsletter blogs on outdoor trails, parks, Pleasant View Golf Course, Marshall Boats, winter sports, etc. Traveler sentiment data indicated leisure travelers were looking for outdoor recreation. This made Middleton a desirable destination, leading to heightened promotion of outdoor assets.



Visit Middleton
Published by Kate Hagen · December 14, 2020 at 12:00 PM ·  

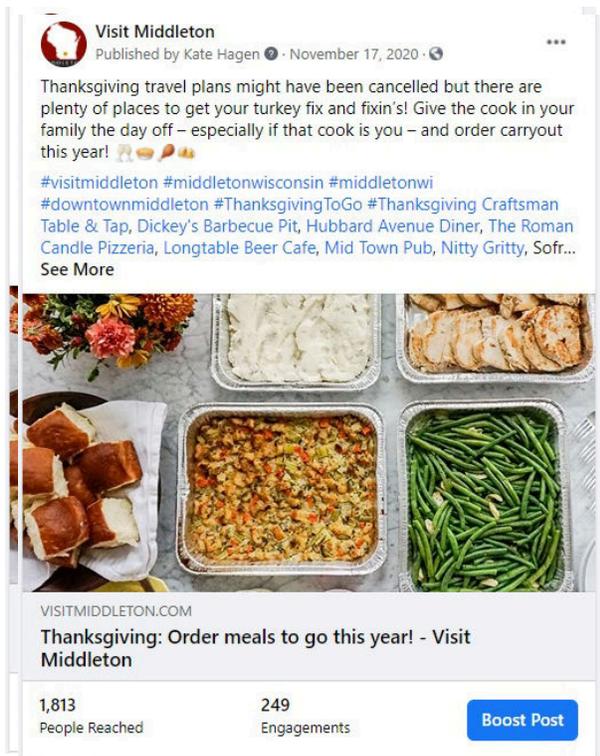
Meet Jessica Regele, owner of Middleton's [The Regal Find](#)! Get to know more about this fun, eclectic stop in our new Front Porch Series.
[#visitmiddleton](#) [#middletonwi](#) [#middletonwisconsin](#)
[#downtownmiddleton](#) [#shoplocal](#) Downtown Middleton



VISITMIDDLETON.COM
The Regal Find - Visit Middleton
Meet Your Good Neighbor Front Porch Series: The Regal Find In do...

2,138 People Reached 283 Engagements [Boost Post](#)

   50 12 Comments 4 Shares



•**Promoted restaurants and Shop Local** – Shared/created posts for: gift cards, Shop Local, and restaurants (Thanksgiving meals to-go (shown at left); Holiday meals to-go; Cocktail kits to-go; cheese curds, National Chocolate Day, etc.).

Virtual events – Tourism promoted virtual Mustard Days, the virtual Good Neighbor Festival, and virtual beer tastings with Capital Brewery and Longtable Beer Cafe. Through social media, the department also promoted a virtual shopping day which was produced by a Madison vendor and featured a Middleton vendor.

Billboards – Redirected two city billboards to promote: Middleton Public Library’s winter StoryWalk and Middleton Times/Tribune’s Middleton Takeout Takeover. Other billboards included: Greenway Farmers Market, Mustard Days,

and Good Neighbor Festival.

Content created for engagement/entertainment:

Flashback Friday – A weekly historical photo post. It has remained in rotation as scheduling and photos allow.

VISITMIDDLETON.COM
MIDDLETON TOURISM COMMISSION

Quarantine Bingo

Taken a stroll outside (Pheasant Branch has great trails!)	Thanked a teacher!	Found dystopian novels have lost their luster	Already ate all the snacks	Purchased a gift card online to support local!
Get carryout mustard from the MUSTARD MUSEUM	Created new recipe from weird ingredients	Thanked a health care worker!	Filled out an absentee ballot	Started planning your next vacation
Thanked a police officer!	Joined a virtual book club	FREE SPACE MIDDLETON TOURISM	Filled out the 2020 Census	Checked on a neighbor
Ordered carryout to support local!	Discovered Quarantine Karaoke on Facebook (No? You are welcome.)	Written your own Hallmark pilot with Middleton as the location	Thanked a firefighter!	Checked out an eBook from Middleton Public Library
Wore pajama pants during a video conference	Cut your own hair	Secured the essentials	Thanked an essential worker!	Discovered how easy it is to start a tiger zoo in America

Games – Tourism created a Middleton springtime word search, Middleton-inspired coloring pages that could be downloaded (two were borrowed from the National Mustard Museum), and a Middleton quarantine Bingo card (shown at right). Staff also posted photos for a Middleton scavenger hunt.

Thanksgiving recipes – To promote the National Mustard Museum, staff recreated two Thanksgiving side dishes, designed branded recipe cards and posted to social media and the website, along with hosting a mustard giveaway.

National Travel and Tourism Week – Though travel was prohibited or largely discouraged, Middleton Tourism celebrated National Travel and Tourism Week in May. This included the “Meet Again in Middleton” video and other posts to inspire travel to Middleton when it’s safe.

Tourism



Tourism partnered with local groups on marketing:

- **Middleton Public Library’s StoryWalks** – Tourism staff assisted with and distributed press releases for the Halloween and winter StoryWalks, took media art for the Halloween StoryWalk, created billboard art for the winter StoryWalk, and shared posts on social media. (Example of photo and one social post at left.)
- **Community Development Authority (CDA) and Downtown Middleton Business Association (DMBA) – Pick Your Picnic** – Tourism staff put together a full media and graphics package: press release, two sizes of sign art, and social media graphics. Also shared on social media. (Example of art bottom right)

- **DMBA’s Local Love campaign** – Tourism staff distributed its press release and shared posts on social media.
- **Middleton Times/Tribune Middleton Takeout Takeover** – Tourism created social media graphics, a billboard and shared on social. (Facebook post shown below.)



Tourism

Giveaways/Sweepstakes

Sweepstakes/Weekend Getaway

- Middleton Weekend Getaway prize for one participant in the Middleton Tourism Branding Survey. Advertised on social media through the survey and in newsletter.
- Foodie Sweepstakes in November-December 2020, promoting three restaurants and a hotel. Advertised on social media, in the newsletter and on Wisconsin Travel Best Bets.

Small giveaways:

- January 2020: Four tickets to Capital Brewery's Bockfest (donated)
- November 2020: Two jars of mustard from The National Mustard Museum (donated)

City Celebrations



Building Inspection Manager since 2017, Bill Neitzel retired in January after a distinguished career in Madison and Middleton. Bill's pictured here with his family at his retirement party.



Municipal Judge Ben Shulenburg is sworn into office by City Clerk Lorie Burns after his election in April. Judge Shulenburg's family participated in the occasion. He replaced outgoing Judge Marjorie Schuett who had reliably and faithfully fulfilled her duties for the past 12 years.

City Celebrations



In early 2020, the Mayor and Common Council celebrated with Assistant City Administrator/Finance Director Bill Burns & Assistant Finance Director/Human Resources Manager Melissa Bohse the City's Certificate of Excellence in Financial Reporting from the Government Finance Officers Association for 2018. At the beginning of 2021, the City again received this honor for 2019.

Brian Wolhaupter became the City's first full-time Human Resources Manager in May. Brian joined the City with tremendous experience from the Wisconsin National Guard, U.W. Whitewater and the Willy Street Co-op.



Jim Sjolander joined the City team in March as the new Building Inspection Manager after having served the City of Madison for 10 years in a senior building inspection capacity as well as work as a contractor in the private sector for many years.

City Celebrations

In April, Mayor Brar and the Common Council honored the Middleton High School Girls Basketball team as the Virtual State Champions. The team finished the year 25-1, won a share of the Big Eight Conference championship and reached the WIAA Division 1 state tournament. The Cardinals were the #1 seed at state, and the first state championship in school history seemed quite possible. However, less than 24 hours before Middleton's state semifinal game, the WIAA canceled the season due to the pandemic. Kudos to Coach Jeff Kind and his team for a historic and highly successful season.



The Wisconsin Policy Forum named Abby Attoun its statewide winner of the Jean B. Tyler Award for municipal leaders under age 40. Abby has skillfully managed and led the City's sustainability and public arts programs, and she has been an invaluable resource for workforce housing and community development initiatives since she started her employment with the City in 2007. Since 2019 as Director of Planning and Community Development, she is leading the City's Planning Department and the completion of the City's updated Comprehensive Plan.



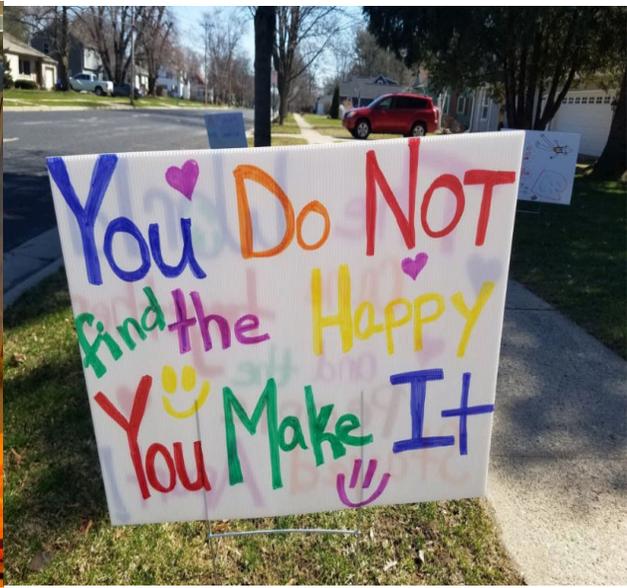
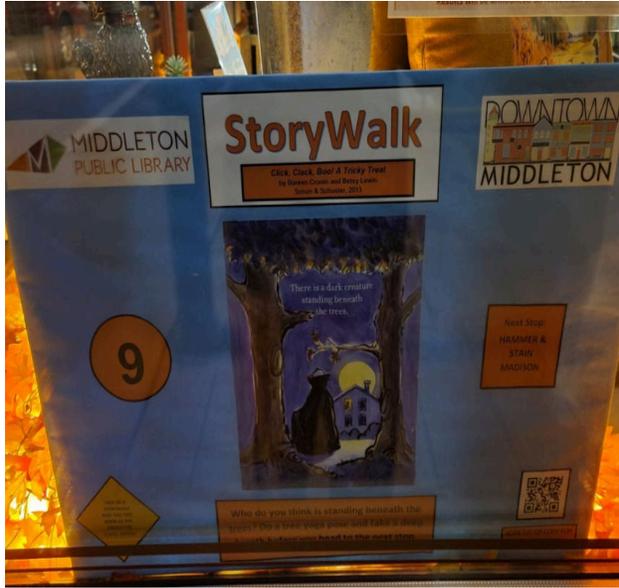
Special Feature

Images from the Covid-19 Pandemic



The United We Stand March at City Hall in July. The City through organization by local residents came together to promote racial justice and unity.







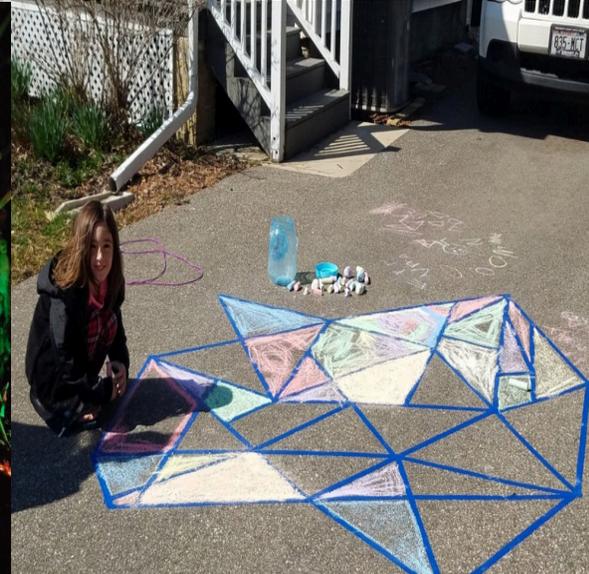
**POLLING
LOCATION CHANGE!**

DUE TO COVID-19,
ALL VOTING FOR THE APRIL 7TH
ELECTION ONLY HAS MOVED TO:

**KROMREY
MIDDLE SCHOOL
7009 DONNA DR**

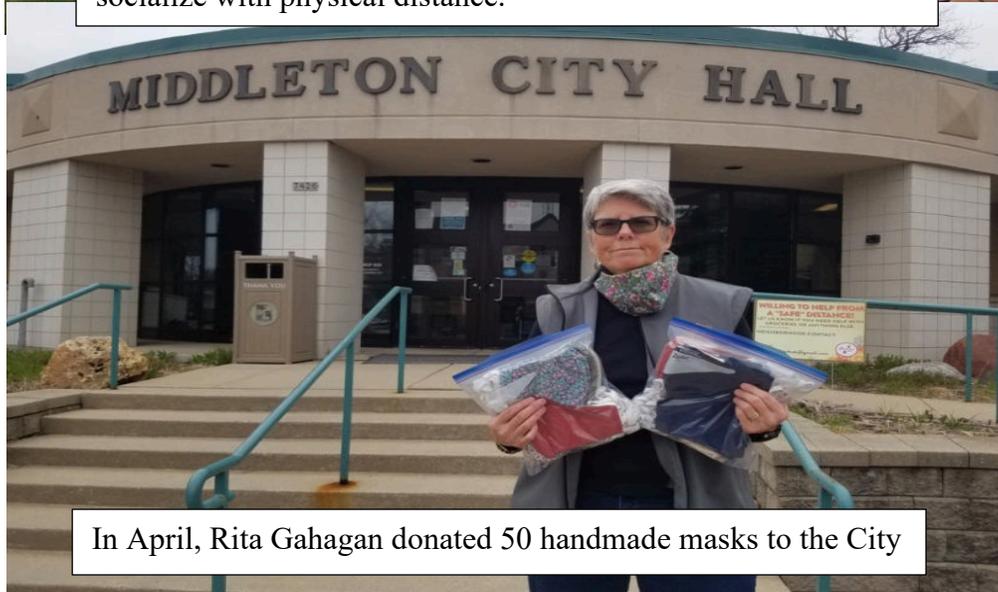
A sign with a light blue background and a subtle rainbow pattern. The text is in bold black and red fonts, providing information about a polling location change for an election on April 7th.







Pick Your Picnic, an outdoor venue at the future Stone Horse Green, was created by the City for residents and businesses to socialize with physical distance.



In April, Rita Gahagan donated 50 handmade masks to the City

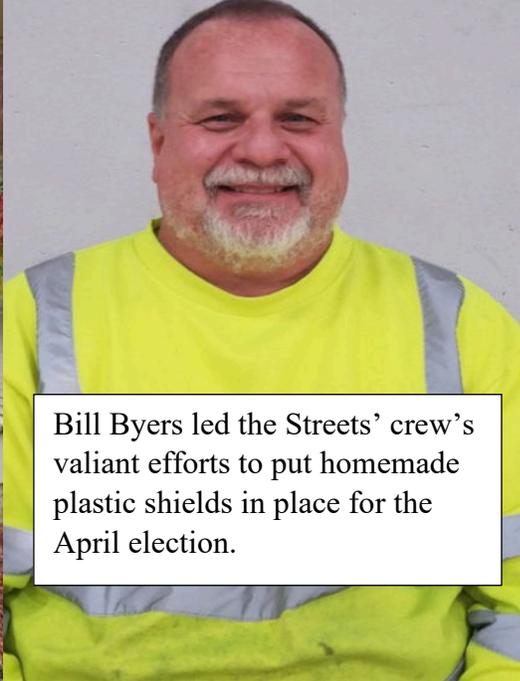




Santa (Brian Zander of the Streets' crew), pictured with police officer Tom Wilson, delighted City residents with the Santa Parade December in Middleton.



The popular Recreation Candy Cane Hunt in December provided families with outdoor recreation options.



Bill Byers led the Streets' crew's valiant efforts to put homemade plastic shields in place for the April election.