

Middleton

Economic Development **Community Development**



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

Middleton Area Development Corporation: www.madcwi.com
For available properties, go to: www.thrivehere.org

Middleton: One of “America’s Best Places to Live” and a Great Place to do Business



The City of Middleton, named in 2011 as one of Money Magazine’s “Best Places to Live” in America (and ranked #1 in 2007). The City and its economic

development partner, the Middleton Area Development Corporation, facilitate a diverse and strong business climate that features several major manufacturers and a thriving cluster of 56 high-tech businesses. In 2012, those 56 businesses employed over 3,300 people in a City with 17,905 population a few miles west of the University of Wisconsin and adjacent to Madison—the state capital. Through a superb collaborative partnership with its School District and Chamber of Commerce, and in concert with regional partners in Thrive, Middleton aspires to further its climate for research and sustainable development.

- Corporate headquarters and home base for American Girl, Capital Brewery (America’s #1 Rated Brewery), Electronic Theatre Controls (ETC), Standard Imaging (2007 Winner of Wisconsin’s Best Small Manufacturer Award and 2010 Winner of In Business Magazine’s Sustainable Business of the Year), Gilson Medical Instruments, and Springs Window Fashions, as well as the home to the National Mustard Museum, and many other businesses in a dynamic regional economy.
- The “Good Neighbor City,” host of Good Neighbor Festival since 1964, is pleased to partner in economic development with our neighboring Dane County communities, the City of Madison, and the University of Wisconsin through the regional economic development organization of “Thrive” www.thrivehere.org.
- The Middleton-Cross Plains Area School District, with its high level of academic and co-curricular achievements, outstanding staff and quality facilities such as the Performing Arts Center, are keys to the community’s success.
- A regional employment center, we are a net importer of employees (8,616) according to the 2010 Census, as well as an exporter of income to surrounding communities. The City, the Middleton Chamber of Commerce www.middletonchamber.com, and the Middleton Area Development Corporation www.madcwi.com have forged a sustainable and strong partnership in economic development.

- Over 25% of the City’s land mass is “green space”, including the pristine Pheasant Branch Conservancy and an extensive 17-mile trail system. The city is home to the acclaimed Middleton Hills, the first “new urbanist” subdivision in the Midwest.
- Visitors are welcomed by our historic Middleton Depot Visitors Center and over 60 eclectic dining establishments and nearly 1,000 hotel rooms in seven hotels.
- Public amenities include a nationally recognized library (Named “Library of the Year” in 2007 by the Wisconsin Library Association); a nationally-accredited senior center; the scenic Pleasant View Golf Course; Middleton Municipal Airport—Morey Field; diverse and charming parks; Capitol Ice Arena; historical museum; extensive and cost-effective public services, and an Aa2 bond rating.
- Middleton is committed to sustainability as evidenced by the City’s Sustainability Plan. Middleton was recognized as In Business Magazine’s 2010 Sustainable Community of the Year. In addition, Middleton was named an All-America City Finalist in 2010 and a National Chamber of Commerce Siemens Sustainability Award Finalist in 2012.
- 2006 marked Middleton’s Sesquicentennial (150th birthday) a testament to our proud heritage which started with the advent of the railroad between Madison and the Mississippi River in 1856.



Middleton’s Historic Train Depot (Left) and Public Library (Right)

- For those in our larger community who struggle with life’s challenges, we exhibit Good Neighborliness through our local churches and service clubs, Middleton Outreach Ministry, Restoring Hope Transplant House, Gilda’s Club, Gio’s Garden, and many other individual and group philanthropic efforts.

Business Climate

The City's business community is diverse and consistently strong. Middleton is headquarters for 6 of Dane County's 30 largest employers, including: the UW Medical Foundation (1,900 full time employees in Dane County), The North Central Group (687), PPD (685), Springs Window Fashions (605), Electronic Theatre Controls (584), and American Girl (493). In addition, Spectrum Brands is currently building a new corporate headquarters in Middleton, and is expecting to open in 2013 with 560 employees.

In addition to many types of service industries and major manufacturers, the Middleton business community also features a strong cluster of high-tech businesses, including those specializing in health/medical/wellness, pharmaceutical, biotech, agribusiness, and research & development.

With a superb collaborative partnership between the City, School District, and the Middleton Chamber of Commerce, the City's tax base has grown from about \$1 billion in tax valuation in 1998 to \$2.7 billion in 2012. Through continued investments in infrastructure as well as natural and cultural amenities, the City of Middleton aspires to maintain its regional status as a premier locale for high-tech businesses and entrepreneurs. Available sites and buildings may be found at www.thrivehere.org.

Middleton's Top Ten Employers

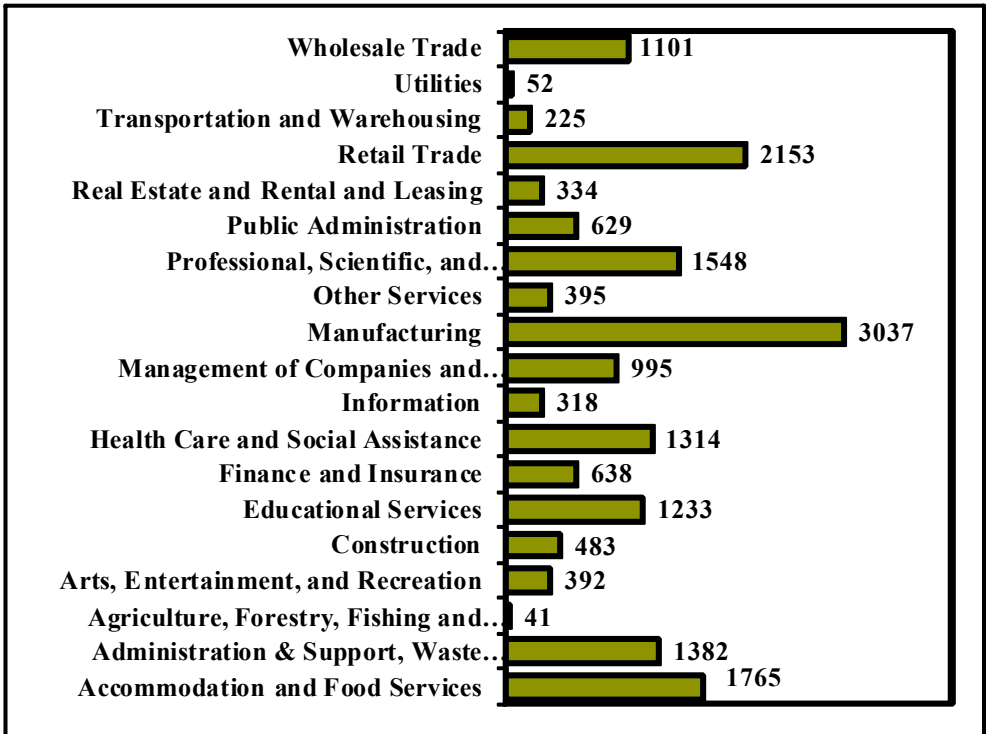
Company	Employees
1 PPD	685
2 UW Medical Foundation	650
3 Springs Window Fashions	605
4 Electronic Theatre Controls, Inc.	584 F/T 37 P/T
5 Spectrum Brands	560 F/T
6 American Girl	493 F/T 111 P/T
7 Veterans Health Administration	350
8 Humana Inc.	306 F/T 3 P/T
9 Captial Indemnity Corp.	250 F/T 4 P/T
10 Parts Now!	210 F/T 6 P/T

Labor Market

Census Bureau data shows that Middleton's labor force increased from 9,573 in 2000 to 10,549 in 2010, representing a 10 percent increase. In addition, also according to Census information, 10,349 people are employed within the city of Middleton. The 2010 census also shows that Middleton's unemployment rate of 2.8% was lower than the Dane County-wide figure of 3.7%. These trends are expected to continue given the consistent growth and success of Middleton's business community.

Jobs By Sector

Among the 18,075 jobs based in the City, the NAICS sector with the largest number of workers is Manufacturing with 3,037 workers (17%), followed by; Retail Trade (2,153); and Professional, Scientific, and Management, and Administrative and Waste Management Services (1,548).



Worker Demographics

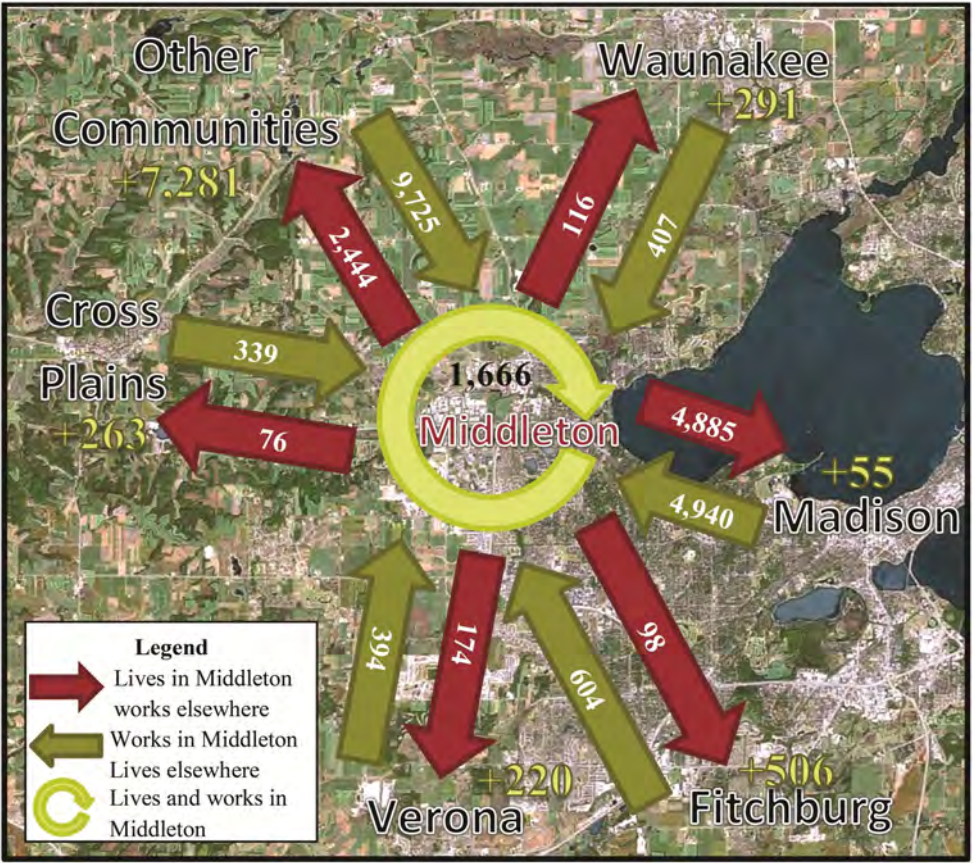
The City of Middleton is consistently a net provider of jobs to the region. According to statistics from the Census Bureau during 2010 there were 18,075 jobs based in Middleton, with 9,459 workers among Middleton's 17,442 residents. Of the 18,075 jobs, 1,666 workers were from the City, and 16,409 resided in surrounding communities. Conversely, 7,793 workers resided in Middleton and were employed outside of the city. Consequently, the net contribution of jobs hosted by Middleton to the residents of the region was 8,616.

Year	Total Employed In Middleton	Employed In Middleton Lives Elsewhere	Employed and Lives In Middleton	Lives In Middleton Employed Elsewhere	Total Workers Living In Middleton	Net Job Contribution To Region By Middleton
2010	18,075	16,409	1,666	7,793	9,459	8,616
2008	17,465	15,750	1,715	8,109	9,824	7,641
2006	16,788	15,015	1,773	7,233	9,006	7,782
2004	15,344	13,514	1,830	8,287	10,117	5,227
2002	14,789	12,930	1,859	8,238	10,097	4,692

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



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



Where Workers Employed in Middleton Live			Where Workers Living in Middleton Work			
City	Number	Percent	City	Number	Percent	Difference
Madison	4,940	27.3%	Madison	4,885	51.6%	55
Fitchburg	604	3.3%	Fitchburg	98	1.0%	506
Waunakee	407	2.3%	Waunakee	116	1.2%	291
Verona	394	2.2%	Verona	174	1.8%	220
Cross Plains	339	1.9%	Cross Plains	76	0.8%	263
All Other	9,725	53.8%	All Other	2,444	25.8%	7,281
Subtotal	16,409	90.8%	Subtotal	7,793	82.4%	8,616
Middleton	1,666	9.2%	Middleton	1,666	17.6%	
Total	18,075		Total	9,459		

Worker Age

	2010	Percent
29 or Younger	4,684	25.9%
30 to 54	10,540	58.3%
55 or Older	2,851	15.8%

Worker Educational Attainment

	2010	Percent
Less Than High School	936	5.2%
High School or Equivalent, No College	3,774	20.9%
Some College or Associate Degree	4,430	24.5%
Bachelor's Degree or Advanced Degree	4,251	23.5%

Worker Monthly Income

	2010	Percent
\$1,250 per Month or Less	4,487	24.8%
\$1,251 to \$3,333 per Month	6,509	36.0%
More Than \$3,333 per Month	7,079	39.2%



Community Demographics

Population

	1990	2000	2010	2012
Population	13,785	15,770	17,442	17,903
Median Age		36.2	39.1	
Regional Population	793,454	904,617	1,000,187	1,003,651

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

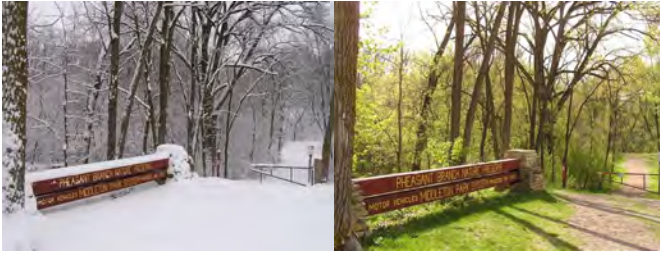
Households

	2010
Total Number of Households	8,037
Average Household Size	2.16
Median Household Income	\$60,234



Housing

	2010
Owner Occupied Housing Units	4,726
Renter Occupied Housing Units	3,030
Vacant Units	971
Total Housing Units	8,727
New Construction Permits	41
Median Housing Value	\$292,900



Educational Attainment (age 25+)

	2010
Associate Degree	9.1%
Bachelor's Degree	32.5%
Graduate or Professional Degree	24.0%

Education

Middleton students consistently outperform their statewide peers on AP Placement Program Exams and the ACT college entrance exam.

During the 2009-2010 school year, students in the Middleton-Cross Plains Area School District scored three points higher than the state average on the ACT college entrance exam and a significantly higher percentage of students chose to take the exam. Middleton students perform in the top one percent of the state in proficiency tests.

MCPASD Average ACT Score	25.4
WI Average ACT Score	22.3
MCPASD Students Taking ACT	75.6 %
WI Students Taking ACT	55.7%

Elementary and Secondary Education

The Middleton-Cross Plains Area School District encompasses 68 square miles, ranging from urban to rural areas. The District serves an estimated 28,300 residents in eight municipalities. Enrollment for the 2011-2012 school year was approximately 6,421 students in grades K-12. The District employs approximately 533 teaching staff (full time equivalent) and 273 support staff (full time equivalent) with an annual budget of \$89 million.

Three of the District's six elementary schools are located within the City of Middleton: Elm Lawn (6701 Woodgate Road), Northside (3620 High Road), and Sauk Trail (2205 Branch Street). Middle school-aged students in Middleton are served by Kromrey Middle School (7009 Donna Drive). All of the District's high school students are served by Middleton High School (2100 Bristol Street) and the adjacent Middleton Alternative Senior High School (2429 Clark Street).

Middleton High School is nationally recognized as a model of educational excellence. In 2005, the U.S. Department of Education honored Middleton High School with a National Blue Ribbon Award, a distinction recognizing the demonstration of a strong commitment to academic success for all students achieved through high academic standards. In 2011, the Middleton High School marching band performed in the prestigious New Year's Day Parade in London, England. The High School also houses several high-quality amenities – including the Performing Arts Center and an indoor pool – that serve residents of all ages throughout the District.

Higher Education

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

City Utilities

The following tables contain information on the City of Middleton's main utility providers.

Water

Name	Middleton Water Utility
Location	Middleton, Wisconsin
Rated Capacity (mgd)	7.50
Average Capacity (mgd)	2.43
Peak Demand (mgd)	4.40
Storage Capacity (gal)	2,350,000

Sewer

Name	Madison Metro Sewerage
Location	Madison, Wisconsin
Ownership Type	Municipal
Rated Capacity (mgd)	40.20
Average Daily Demand (mgd)	1.70
Peak Demand (mgd)	2.20
Phone Number	608-222-1201
Web Address	madsewer.org

Electric



Greenway Station lifestyle shopping center

Name	Madison Gas & Electric
Location	Madison, Wisconsin
Ownership Type	Investor-Owned
Regulated	Yes
Peak Demand (kW)	742,000
Generation Capacity (MW)	780
Customers Served (State)	139,000
Customers Served (System)	139,000
Phone Number	608-252-7000
Web Address	www.mge.com

Natural Gas

Name	Madison Gas & Electric
Location	Madison, Wisconsin
Customers Served (State)	144,000
Customers Served (System)	144,000
Pipeline Source	ANR, Northern Natural

Telecommunications

Name	TDS Telecom / Metrocom
Location	Middleton, Wisconsin
Service Type	Telephone/Internet
Customers Served (System)	7,250,000
DSL	Yes
Fiber Optics	Yes
Phone	1-866-571-6662
Web Address	www.tdstelecom.com , www.tds.net

Name	Charter
Location	Madison, Wisconsin
Service Type	Cable/Telephone
Customers Served (State)	555,000
Customers Served (System)	5,308,000
DSL	Yes
Fiber Optics	Yes
Phone	1-800-581-0081
Web Address	www.charter.com



Transportation

Metro Distances

CITY	MILES
Chicago	156.0
Minneapolis	260.0
Dubuque	88.0
Milwaukee	93.0
Downtown Madison	6.0
Green Bay	153.0

Interstates and Highways

USH 12 (also known as the West Beltline Highway): Part of the State's "Backbone" system, this four-lane, limited-access freeway connects Middleton with Madison and Interstate Highway 39/90 to the south and east. To the north, this route has been recently reconstructed as a four-lane divided expressway connecting Middleton with Sauk City. Farther to the north, USH 12 alternates between a two-lane or four-lane design as it continues to Baraboo and eventually Interstate 90/94 at Wisconsin Dells.

USH 14: Also part of the Backbone system, this route leads west out of Middleton as a two-lane highway, connecting the city with Cross Plains, the Wisconsin River valley, and eventually La Crosse. Within Middleton, the route is constructed as a four-lane divided expressway.

Allen Boulevard / CTH Q: This four-lane, divided route connects Century Avenue with University Avenue. It provides the most direct link for traffic traveling around the west end of Lake Mendota.

CTH Q: This two-lane route connects Middleton with Waunakee and other northern Dane County communities.

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

Railway Infrastructure

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

Public Transit and Bicycle Trails

The City of Middleton contracts with Madison's Metro Transit to provide fixed-route and paratransit bus service during weekdays and all-day Saturday. Middleton's service provides connections to the following key destinations: Metro's West Transfer Point, the growing business parks west of the Beltline, and the University of Wisconsin Campus and Capitol Square.

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

Aviation Connections

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

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

For over half a century, the airport existed amidst farmland and remained largely unchanged, relying upon the Morey Airplane Company's successful charter, pilot training, and repair activities.



In 1998, the Middleton City Council decided to purchase Morey Airport for several reasons: to maintain the airport as part of the region's transportation infrastructure, to provide a buffer between city business parks and prime farmland, and to enhance stormwater management in the vicinity of the North Fork of the Pheasant Branch Creek.

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

Waterway Infrastructure

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

Quality of Life

Recreation Facilities	Total Public	Total Private
18-Hole Golf Courses	1	1
9-Hole Golf Courses	1	0
Swimming Pools	2	1
Parks	19	0
Health Clubs	0	4
Camp Grounds	1	0
Community Gardens	1	2
Swimming		Yes
Camping		Yes
Sail Boating		Yes
Motorized Boats		Yes
Water Skiing		Yes



The Middleton Public Lands Department manages approximately 500 acres of active park sites and conservancy throughout the City. A city-wide comprehensive system of recreational trails provides area bicyclists and pedestrians with convenient access to park sites and other regional recreational systems.

The eastern edge of the City of Middleton is located directly on Lake Mendota, the largest of the area's four lakes. Middleton's boat launch (off Allen Boulevard) provides two piers for the loading and launching of small watercraft. The boat launch is free and parking is available both on-street and in the parking lot.



Pleasant View Golf Course (above) and the Lakeview Park Splash Pad (right)

City Parks Facilities

Ice Skating Rinks: Meadows Park, Parkside Heights, Orchid Heights, Tiedeman's Pond, and Stricker's Pond.

Tennis Courts: Lakeview Park, Orchid Heights, Park Lawn Place, Stonefield Park, and Stricker's Park.

Baseball/Softball Diamonds: Firefighters Memorial Park, Lakeview Park, Orchid Heights Park, and Parisi Park.

Basketball Courts: Fireman's Park, Hillcrest Park, Lakeview Park, Meadows Park, Middleton Hills South Park, and Orchid Heights Park.

Skateboarding: Quarry Park

Splash Pad: Lakeview Park

Hotels / Motels

Number of Hotels and Motels	7
Number of Rooms Available	993
Number of Conference Centers	2
Capacity of Largest Conference Center	50,000 s.f.

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

Tourism

For more information on Middleton area events, attractions, recreation, shopping, dining, and lodging visit the Middleton Tourism Commission's Website:

www.visitmiddleton.com

Media

Number of Newspapers	1
Number of Local Radio Stations	0
Number of TV Channels without Cable	10
Cable Antenna TV Available	Yes
Number of Cable Channels Received	107

The Middleton Times Tribune is Middleton's local newspaper. Charter Communications provides Middleton with digital cable services. Charter offers anywhere from an expanded basic 107 channel service to HD-TV. Showtime, HBO, and other premium channels are available upon request.

Religious Institutions

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

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

Baptist

New Life Baptist Church:

(608) 836-1423

Seventh Day Baptist Church:

(608) 249-7373

Twin Valley Free Will Baptist:

(608) 824-8995

Catholic

St. Bernard's Catholic Church:

(608) 831-6531

St. Peter's Catholic Church:

(608) 831-4843

St. Thomas Aquinas Catholic Church:

(608) 833-2600

Community

Gateway Community Church:

(608) 824-1800

Episcopal

St. Dunstan's Episcopal Church:

(608)238-2781

Jehovah's Witnesses

Jehovah's Witnesses: (608) 833-0440

Lutheran

Good Shepherd Lutheran Church:

(608) 271-6633

Hope Lutheran Church ELCA:

(608) 222-0422

Lutheran Church of the Living Christ:

(608) 829-2136

St. Andrew Lutheran Church:

(608) 831-8540

St. Luke's Lutheran Church-ELCA:

(608) 831-6084

St. Martin's Lutheran Church:

(608) 798-2777

St. Paul Lutheran Church of Marxville:

(608) 767-2705

West Middleton Lutheran Church:

(608) 833-5815

Lutheran Church of the Lutheran

Confession

Peace Thru Christ Lutheran:

(608) 233-2244

Methodist

Asbury United Methodist Church:

(608) 238-9211

Non-Denominational

Calvary Bible Fellowship:

(608) 845-5852

High Point Church: (608) 836-3236

Presbyterian

Dale Heights Presbyterian Church:

(608) 233-0134

Sikh

Sikh Temple: (608) 831-9520

United Church of Christ

Middleton Community Church –

United Church of Christ:

(608) 831-4694

Various Denominations

Calvary Gospel Church:

(608) 249-6448

Highland Memory Gardens & Chapel

Mausoleum:

(608) 222-4335

Health Facilities

Number of Hospitals in Area	5
Number of Beds in Hospitals	1,898
Number of Outpatient Clinics in Area	10

Retirement Communities

Middleton Glen: (608) 836-8900

Pheasant Branch Senior Apartment Homes: (608) 836-5905

The Elmwood: (608) 798-4516

Nursing Homes

Attic Angel Place: (608) 662-8842

Middleton Village Nursing and Rehabilitation Center
(608) 831-8300

Public Safety

EMS

Middleton EMS is the exclusive 911 paramedic-level ambulance provider for a designated geographical response territory that includes the entire City of Middleton, Town of Middleton, and a portion of the Town of Springfield. The latest resident population for this area is approximately 22,500 persons, with a significantly larger weekday commuter population. Some of the basic services that Middleton EMS provides to residents throughout the response territory include advanced life support, basic life support, and public education.

Fire Department

The Middleton Fire Department is a joint fire district comprised of two stations staffed by about 70 highly trained, paid-on-call firefighters. The Department serves the City of Middleton, the Town of Middleton, the Town of Springfield, and the Town of Westport. The entire District covers approximately 54 square miles and the Department protects about 30,000 people. The Department maintains an excellent ISO rating of 3.



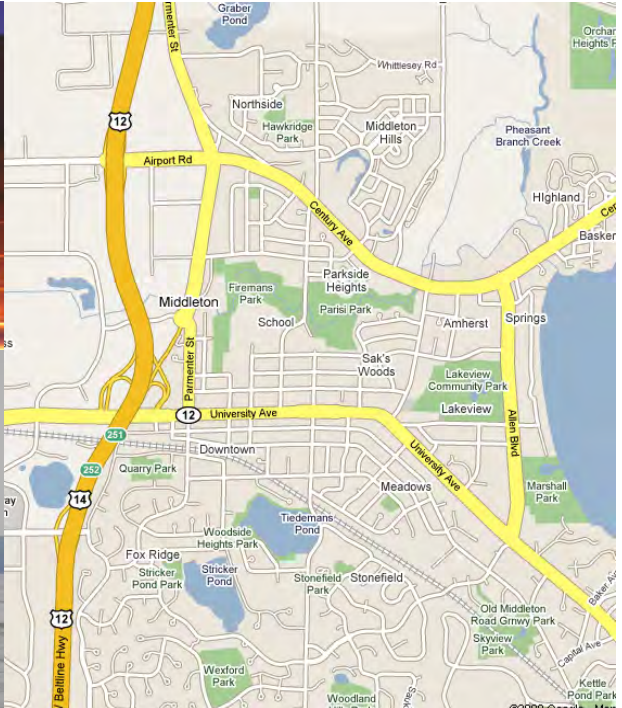
Police Department

The Middleton Police Department staffs over 45 people; including the Police Chief, 2 Captains, 6 Sergeants, 5 Detectives, and 19 Patrol Officers, among other staff members.

Each of the public safety departments have cohosted a yearly “National Night Out” for more than 20 years. In 2010, the event drew over 500 people and featured K-9 units from Waunakee, Fitchburg, UW PD, and helicopters from Med-Flight and the DEA. There were a plethora of kids and family activities, including a bounce house, a celebrity dunk tank, door prizes including bike helmets and refurbished bicycles, as well as plenty of food and ice cream.



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