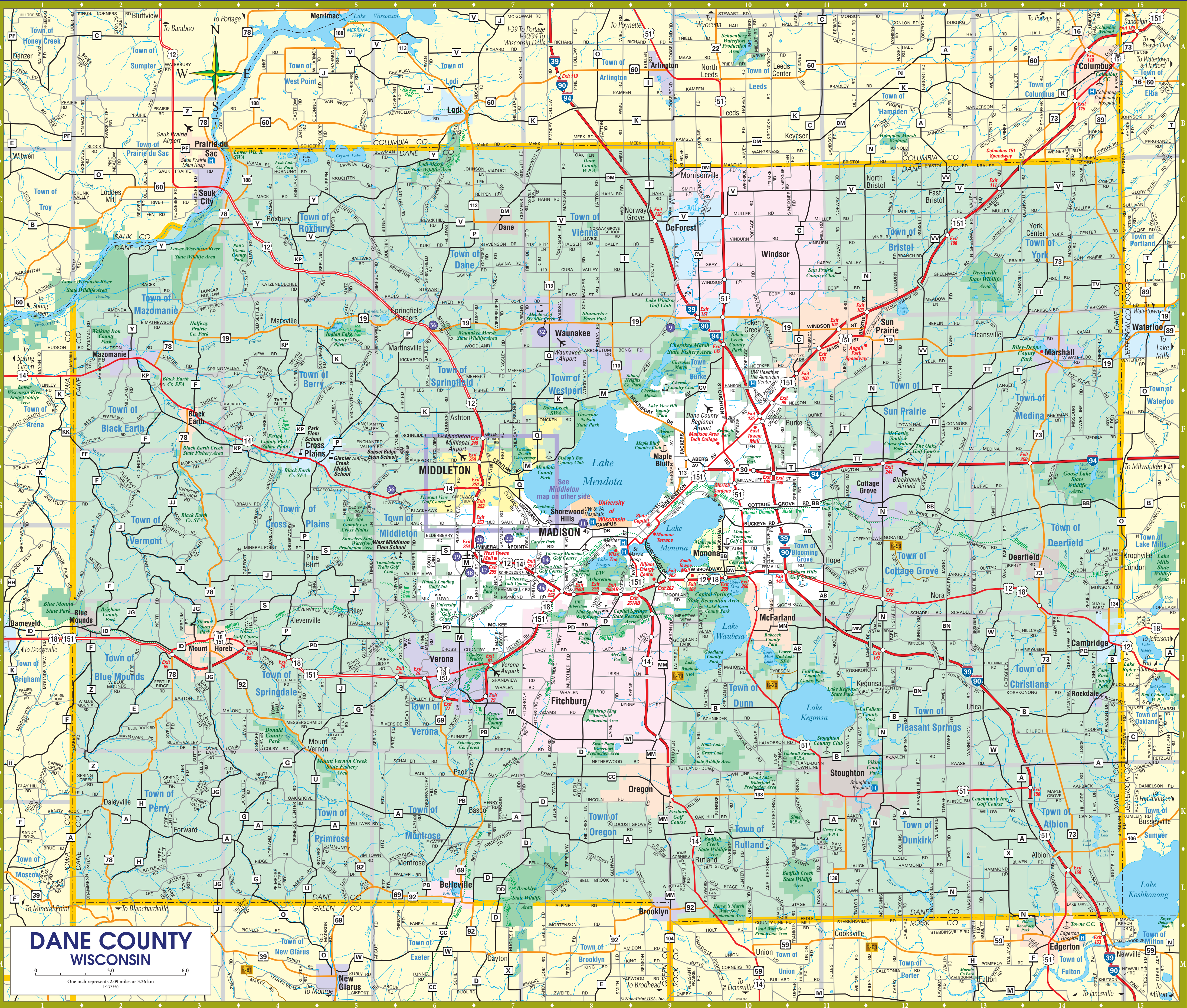


# MIDDLETON

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## MIDDLETON wisconsin

With an outstanding quality of life, the "Good Neighbor City" is a dynamic hub of commercial activity, recreation, entertainment, dining and environmental treasures on the western edge of Madison, the Wisconsin state capital. Unlike most other cities of its size (approx. 20,100 population), Middleton features the amenities and activities of much larger cities while maintaining its own unique small-town charm with friendly and spirited people, earning consistent mention on Money Magazine's top 100 "Best Small Cities to Live" list.

### DYNAMIC AND PROSPEROUS BUSINESS VITALITY

Middleton benefits from its proximity to Madison, as well as the University of Wisconsin and the UW Research Park. Our business community features a strong cluster of high-tech, biotech, pharmaceutical, medical research and agri-businesses as well as emerging and expanding commercial enterprises. Key businesses include: Greenway Center, home to PPD and Greenway Station, featuring Wisconsin's first "life style" shopping center; Middleton Corporate Center, home to Standard Imaging and Fiskars Brands; Middleton Business Park, home to American Grill, Electronic Theatre Controls, Inc. and Wiking Cakes; Discovery Springs; Airport Road Business Park; and Downtown Middleton, which houses some of the finest family owned restaurants in the area. With a collaborative partnership between the City, School District and the Chamber of Commerce, the City's tax base has grown from about \$1 billion in tax valuation in 1998 almost \$3.4 billion in 2018.

### CULTURAL AND RECREATIONAL AMENITIES

Our community embraces a vast interest in quality of life amenities such as:

- The Performing Arts Center (PAC) at Middleton High School - home to Middleton Players Theater
- Middleton Municipal Airport - Morey Field, the second largest airport in Dane County
- Pleasant View Municipal Golf Course - 27 Holes, Par 3 course, and driving range
- The Annual Good Neighbor Fest and parade (late August)
- A nationally ranked and highly respected Public Library
- A nationally accredited Senior Center, the second accredited in Wisconsin
- An Aquatic Center, Splash Park, Quarry Skate Park, Youth Center, Pump Track, 22 beautiful parks, 25 conservancy areas, 2 dog parks, Lake Mendota boat launch
- Capital Brewery and its Bier Garten, hosting numerous summer/fall outdoor events
- Capital Ice Arena, home of the Madison Capitols and weekly public skating
- Two Farmers' markets
- A vast and growing network of accessible bike/pedestrian trails connecting the community
- The pristine treasure of the Pheasant Branch Conservancy and its 3.5 mile hiking/biking loop
- Outstanding neighborhoods, including the nationally acclaimed Middleton Hills
- Community soccer and baseball complexes, plus indoor soccer, baseball and tennis facilities
- Marriott Hotel & Convention Center (total hotel rooms in Middleton = nearly 1,000)
- An eclectic variety of about 70 top-notch restaurants and taverns to meet all dining desires

### EXCELLENCE IN EDUCATION

The Middleton-Cross Plains Area School District encompasses 68 square miles, ranging from rural to urban areas. The District serves an estimated 28,300 residents in eight municipalities. Enrollment for the 2017-2018 school year is approximately 7,312 students in grades K-12. The District employs approximately 611 teaching staff (full time equivalent) and 348 support staff (full time equivalent) with an annual budget of \$86.9 million. Three of the District's six elementary schools are located within the City of Middleton: Elm Lawn, Northside and Sauk Trail. Middle school-aged students in Middleton are served by Kromrey Middle School. All of the District's high school students are served by Middleton High School and the adjacent Clark Street Community School. Middleton High School is nationally recognized as a model of education excellence.

U.S. News and World Report has rated Middleton High School #1 in Wisconsin in 2014 and the school has continued to be in the top 10 every year since. The District had eight of its nine schools rated as significantly exceeding or exceeding standards on the 2017 Wisconsin Department of Public Instruction School Report Cards. MCPASD, Kromrey Middle School, Middleton High School, Park Elementary School and West Middleton Elementary School have been recognized as U.S. Department of Education Green Ribbon Award winners for outstanding measures for sustainable practices and environmental education efforts. Sunset Ridge Elementary School is a Blue Ribbon Award winner. Middleton High School, and its support programming at the elementary and middle school levels has consistently produced statewide recognition in state competitions in athletics, academics, and other clubs/activities.

Several post-secondary institutions have collaborative relationships with MCPASD. They include the University of Wisconsin-Madison, the University of Wisconsin-Oshkosh, Viterbo University, Edgewood College, and Madison College/Madison Area Technical College. Other institutions in close proximity to MCPASD include Cardinal Struthers University, Madison Media Institute, Lakeland College, and Upper Iowa University.

I invite you to visit the "Good Neighbor City" and enjoy the spirit and harmony of small town charm with big city amenities.

Contributing Author: Mike Davis, City Administrator

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