

INSIGHT

2024

City of Watertown
Annual Report



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2024 ALDERS

LEADERSHIP TEAM

DISTRICT 1

Ald. Dana Davis

DISTRICT 2

Ald. Jon Lampe

DISTRICT 3

Ald. Steve Board

DISTRICT 4

Ald. Dan Bartz

DISTRICT 5

Ald. Brad Blanke

DISTRICT 6

Ald. Fred Smith

DISTRICT 7

Ald. Eric Schmid

DISTRICT 8

Ald. Bob Wetzel

DISTRICT 9

Ald. Myron Moldenhauer

DPW - BUILDING, SAFETY, AND ZONING

Brian Zirbes

DPW - ENGINEERING

Andrew Beyer

DPW - STREETS AND SOLID WASTE

Stacy Winkelman

DPW - WATER SYSTEMS

Peter Hartz

PARKS, RECREATION, & FORESTRY

Kristine Butteris

FIRE DEPARTMENT

Tanya Reynen

POLICE DEPARTMENT

Dave Brower

DEPARTMENT OF PUBLIC HEALTH

Carol Quest

LIBRARY

Peg Checkai

MEDIA PRODUCTIONS

Lisa Famularo

FINANCE DEPARTMENT

Mark Stevens

ADMINISTRATION DEPARTMENT

Emily McFarland

CITY ATTORNEY

Steven Chesebro

Dear Community Friends and Neighbors,

As we reflect on the past year, I am incredibly proud of the progress we've made together as a community. The 2024 Insight Annual Report highlights the significant accomplishments of our city departments, each playing a crucial role in shaping Watertown's future.

This year, we made tremendous strides in housing and economic development. We broke ground on Rock River Ridge, a transformative project that will bring 78 single-family homes, 18 twin home units, and 92 rental apartments to our community. To support this growth, we created Tax Increment District #9, ensuring continued investment in our city's future. In addition, the RDA Housing Rehab Grant Program launched to help preserve our existing housing stock, while the RDA Revolving Loan Fund and the Beltz Foundation Downtown Watertown Grant Program continued to support local revitalization efforts. At present, nearly 900 housing units are in our development pipeline, a testament to Watertown's vitality and bright future.

Watershed restoration was also a priority, with the completion of Riverside Park Creek Restoration and Riverwalk Shoreline Restoration, enhancing the beauty and sustainability of our natural spaces. Our Senior and Community Center continues to thrive, welcoming 813 members, including 119 new members, and offering 19 enrichment programs that engaged over 441 individuals and families.

Across all departments, we've seen remarkable achievements. Public Works completed safety improvements on Welsh Road at Highway 26 Bypass using safety grant funds, enhancing road safety for our residents. The Watertown Police Department had a banner year, with officers receiving multiple awards from Jefferson and Dodge Counties, as well as notable graduations from the FBI National Academy and the FBI LEEDA Command Leadership Institute. At the Watertown Public Library, engagement continued to grow, with 1,458 new library cards issued and an impressive 282,554 items checked out this year.

These accomplishments are just a glimpse of what's inside this year's report. I encourage you to explore the full Insight Annual Report to see the dedication and hard work of our city departments in action. Thank you for your ongoing support and commitment to making Watertown a thriving, welcoming place to call home.

A WORD FROM YOUR MAYOR



"As we reflect on the past year, I am incredibly proud of the progress we've made together as a community."

EMILY MCFARLAND, MAYOR

DPW-BUILDING, SAFETY & ZONING

Notable Projects

- Watertown Humane Society addition
- Watertown Fire Station
- YMCA
- Behavioral Health Unit and Sleep Lab at WRMC
- First Kindergarten building addition at the Octagon House
- Jordy's Steakhouse

Processed 144
new code
enforcement files



Over \$26 million
in
commercial
property
improvements



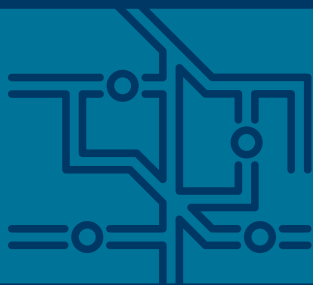
Over \$17
million in
residential
property
improvements

22
building permits
for single-family
homes



DPW- ENGINEERING

Structural deficiency
repair on S. Water St.
boardwalk



Began one-way
street traffic
study

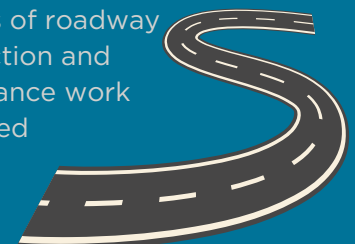


Grant funds used for
sandy biofilter construction
at the city Yard Waste Site
and
Safety improvements on
Welsh Rd at Highway 26
Bypass

3.5 miles of roadway
construction and
maintenance work
completed



Main Street bridge
work started



DPW-STREET & SOLID WASTE



Curbside collection of
2,650 tons of recycling



Curbside collection of
5,363 tons of garbage and
solid waste



Curbside collection of
4,650 tons of leaves

13 salting operations for
snow and ice control

3 plowing operations for
snow and ice control

Construction Projects

Riverside Park Creek Restoration
Riverwalk Shoreline Restoration
Dig, prep, and finish the Senior Center Retaining Wall
Mill, overlay, & storm sewer work on city roads
N. Church St. fill site maintenance and compliance
Repaired manholes and inlets
Dug and prepped water main breaks and patches



DPW-WATER SYSTEMS

Secured a \$300,000 grant and awarded a solar panel project for the Water/Wastewater Treatment Plant facility. When completed, the system will generate 495kW of DC power to offset electricity purchased from the grid.



Water:

- Replaced 4,473 feet of vintage water main
- Rehabilitated city drinking water well #5



Wastewater

- Rehabilitated 7,589 feet of sanitary sewage main
- Installed two emergency stand-by generators at the Front St. and Watertown East sewage Lift Station area

PARK, RECREATION, & FORESTRY



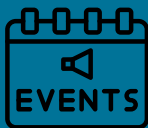
Senior and Community Center

- 813 members with 119 new members
- 19 enrichment programs with 441 individual and family participants



Rental Programs

- 273 total rentals
- 168 Community Recreation Programs with 3000 participants



Bentzin Family Town Square

- Raised \$49,000 in grants, sponsorships and rentals
- 85 events with 8876 attendees



Aquatics

- Attendance was 30,937
- Sold 357 individual and family passes for the year
- 98 aquatic programs with 663 participants



Parks Division

- Maintained 330 acres of parks
- Neighborhood park restroom restorations
- Shelter roof replacements

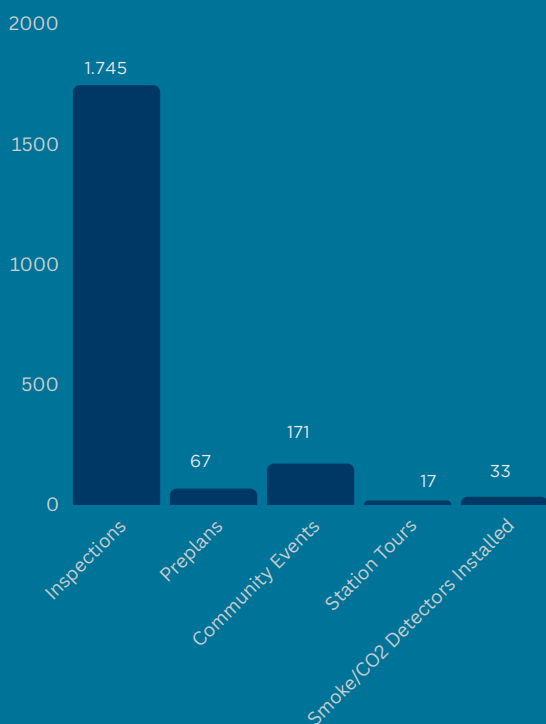


Forestry Division

- Removed, planted, & pruned city trees
- 112 total tree planted
- Cleaned up storm damage to trees

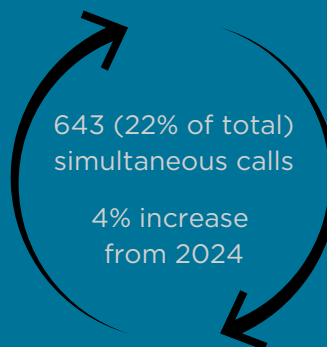


PREVENTION AND COMMUNITY OUTREACH

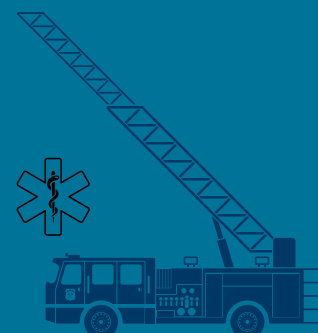


FIRE DEPARTMENT

- Clifton Strengths assessments and training for staff
- Acquired 3rd party inspection reporting software
- Tornado siren on Boughton St. was replaced
- Annual training plan outlined
- Probation binders update



Responded to 2,904 calls for fire and EMS service



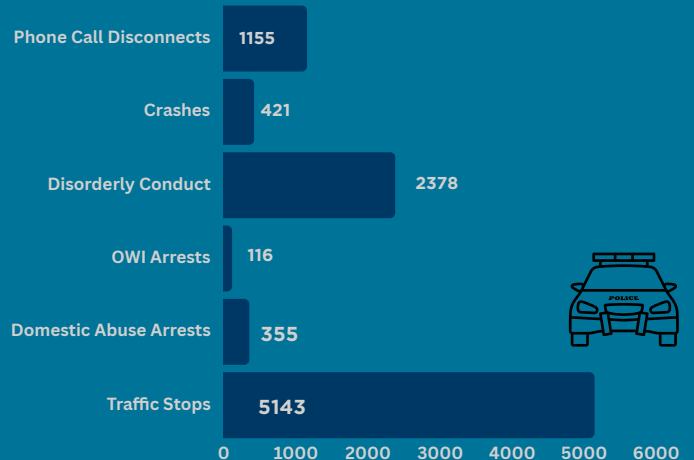
POLICE DEPARTMENT



There were 2 retirements, 4 promotions, and 8 new hires within the department

- Updated the servers for Digital Evidence
- Hosted the Bicycle Rodeo, Donut Dash, Lights and Sirens, Shop with a Cop, and Citizen Police Academy
- Hosted the FBI LEEDA Command Leadership Institute-local officers graduated
- Five awards given in the department including: Drug Lifetime Achievement, Jefferson County & Dodge County Support Person of the year, and Officer of the Year

17,419 TOTAL SERVICE CALLS

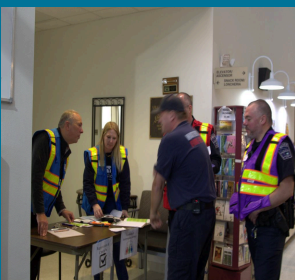


DEPARTMENT OF PUBLIC HEALTH

Instituted an in-house water analysis lab to analyze transient non-community public water system samples for bacteria and nitrate.



Incorporated updates to the city's smoking ordinance which prohibits smoking within 25 ft of public park and recreation areas except where an agreement or special event permit exists with a private party. This is a step to ensure that public spaces remain safe for everyone.



Held a city leadership table top exercise on the warming and cooling shelter plan. The after-action plan from the exercise will improve operations before, during, and after an emergency.



Community events included a baby shower and seal a smile.

In 2024, 1,314 pounds of sharps were disposed of between community member drop off and used vaccine syringes. 85 sharp containers were sold to community members.



PUBLIC LIBRARY



The Milwaukee Ballet visited

- Total circulation of physical materials was 282,554
- 41,458 new cards given out
- 740 programs offered to children, teens, and adults



- 73,387 website visits
- 53,268 WiFi sessions
- 44,953+ ebooks/audio books checked out
- 6,008 Facebook followers

The Grandfather clock, gifted to the library in 1907, was repaired.



MEDIA PRODUCTIONS

YouTube

38,430 total views
246 new subscribers
1,299 total subscribers



Watertown TV

1,288 unique
programs aired



Facebook

1,277,321 total post views
918 new followers
8,636 total followers



Press Releases

60 press releases sent to
media outlets

City Website

99,916 users
(326,000 total views)



FINANCE DEPARTMENT



Replaced all city department printers with a consolidated printer fleet management (average age was 10 years old)

Awarded \$10,000 employee safety grant for high-vis clothing and office window security film



2025 General Fund budget approved with no increase in tax levy



34.9% of registered voters in the city cast a ballot in the April 2024 election

35.1% of registered voters in the city cast a ballot in the August 2024 election

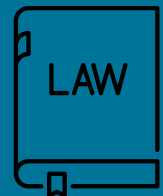
95.6% of registered voters in the city cast a ballot in the November 2024 election

ADMINISTRATION DEPARTMENT & CITY ATTORNEY'S OFFICE



The city underwent a compensation study

The city changed their insurance carrier from ETF to Dean Health Care



Opened 330 citations

Closed 378 citations

45 closed cases were impaired driving related

26 closed cases were disorderly conduct



Broke ground on **Rock River Ridge**, a new housing development including 78 single-family homes, 18 twin home units, and 92 rental apartments.

Created TID #9 to support the development and foster continued economic growth

Continued the **RDA Revolving Loan Fund** and the **Beltz Foundation Downtown Watertown Grant Program**

Opened the **RDA's Housing Rehab Grant Program** to help preserve existing housing stock in the city.

900 housing units, owned and rented, currently are in the pipeline