



CITY OF GLENDALE,
WISCONSIN

ANNUAL REPORT
2022

RICH PAST. BRIGHT FUTURE.



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MISSION STATEMENT

The City of Glendale is a municipal corporation operating under the constitution and laws of the State of Wisconsin and the ordinances of the City to:

- Provide the most cost effective municipal services consistent with the reasonable desires and expectations of the people who live and work in Glendale;
- Provide for the health, safety and welfare of Glendale which will foster an acceptable quality of living environment within the City;
- Provide a positive, progressive, and proactive approach to the administration, management, and operation of the City; and
- Provide a climate for continual economic development and redevelopment within the City to ensure a fiscally sound and growing tax base.

CITY PROFILE

Glendale is tightly woven into the fabric of the Milwaukee metropolitan area, bordered by Milwaukee and several other suburban communities. Still, it has retained its own distinctive character and independence.

Glendale boasts a rich array of affordable homes in quiet and appealing neighborhoods. Wide boulevards, large residential lots, four county parks, and one community park, give the community a spaciousness not found in cities that rub shoulders with bigger communities. The parks add to the many recreational opportunities enjoyed by residents.

The schools of Glendale are excellent in every way. Three award-winning school districts serve the community, as do several high quality parochial schools. Glendale serves the Glendale-River Hills and Maple Dale-Indian Hill school districts, including Nicolet Union High School, who ranked fourth in Wisconsin and first in the North Shore Washington Post article in a 2015 ranking of America's Most Challenging Schools. Cardinal Stritch, the state's second largest independent university, hosts its main campus in Glendale. Bayshore is also home to Bryant & Stratton College's newest campus.

Business is attracted to Glendale's redeveloped business and commercial areas by a variety of economic incentives. New office buildings and corporate facilities are joining the famous business names already in Glendale, such as Johnson Controls.

THE HISTORY OF GLENDALE

Potawatomi Indian villages once stood on land that is now Glendale. Their burial mounds in Kletsch Park attest to the civilization that once flourished there. In 1833, the Potawatomi and Winnebago tribes ceded their land to the United States government and moved west to the banks of the Mississippi River. Before then, only a handful of settlers, traders and trappers occupied the area. Soon after, more settlers, spurred on by the prospect of cheap land, rich soil, and a favorable climate, began to arrive from the east. European immigrants, mostly German, settled in places like Good Hope, located at the present intersection of West Good Hope Road and North Green Bay Avenue. Jefferson Davis, before becoming president of the Confederacy, once camped in Good Hope while working on a government road project.

In 1836, the Town of Milwaukee became a part of Milwaukee County in Wisconsin Territory; it had been part of the Michigan Territory. When Wisconsin became the nation's 30th state in 1848, the area was solidly fixed as a part of the Town of Milwaukee and remained that way until after World War II. The Town of Milwaukee's first public school was built in the late 1840's on the east side of the Milwaukee River, adjacent to the old Sauk Indian Trail. The one-room school measured 18 by 22 feet and was constructed of logs.

Before the Town of Milwaukee built its first meeting hall in 1872, town fathers met in a gristmill on the west bank of the Milwaukee River, near the waterfall in present day Kletsch Park. The City has thoughtfully preserved the first Town of Milwaukee Hall. The 1872 landmark structure stands amid the modern complex of government buildings on North Milwaukee River Parkway. A tiny graveyard, Milwaukee Union Cemetery, is also preserved. Some 100 graves, many unmarked, are the City's link with the early settlers who came to the frontier in search of a better life.

The City of Milwaukee resisted Glendale's first efforts to incorporate in 1946. Glendale won a lengthy court battle after the census of 1950, and incorporated as a city on December 28, 1950, with a population of 3,100. At the time of incorporation, Glendale was a growing community with early commercial development, heavy industry, some agriculture, and residential neighborhoods of single-family homes.

Today, Glendale's population exceeds 13,000. As Glendale plans for the future, the heritage of the past is treasured and preserved and the City remains a dynamic commercial and business center, as well as a delightful place to live.



CITY LEADERS ON 12/31/2022**ELECTED OFFICIALS**

Mayor	Bryan Kennedy
First Aldermanic District	Tomika Vukovic
Second Aldermanic District	James Daugherty
Third Aldermanic District	John Gelhard
Fourth Aldermanic District	Phillip Bailey
Fifth Aldermanic District	Steve Schmelzling
Sixth Aldermanic District	JoAnn Shaw
Municipal Judge	Christopher Lipscomb

ADMINISTRATION

Administrator	Karl Warwick
Deputy Administrator	Shawn Lanser
Attorney	Nathan Bayer
Clerk	Megan Humitz
Community Development Planner	John Fellows
Fire Chief	Robert C. Whitaker, III
Health Department Officer	Becky Rowland
Library Director	Rhonda Gould
Police Chief	Mark Ferguson
Public Works Director	Charlie Imig
Water Commission Manager	Eric J. Kiefer

CITY DEMOGRAPHICS

Estimated Population
13,357 Residents

GENDER

Males	6,211
Females	7,146

AGE

Under 5	4.3%
5 - 17	19.8%
18 - 64	49.5%
65 & Over	26.4%

RACE

Caucasian	63.9%
African American	14.1%
Asian	5.9%
American Indian/Alaska Native	0.3%
Native Hawaiian/Other Pacific Native	0.0%
Hispanic or Latino	6.8%
Two or More Races	1.9%

GENERAL INFORMATION**GENERAL**

Date of Incorporation	December 28, 1950
Form of Government	Mayor/Council
Area	5.76 Square Miles
Full-Time Employees	72
Assessed Valuation	\$1,929,155,000
2022 Building Permit Value	\$84,826,076
Median Family Income	\$78,027

PERCENT OF CITY IN EACH SCHOOL DISTRICT

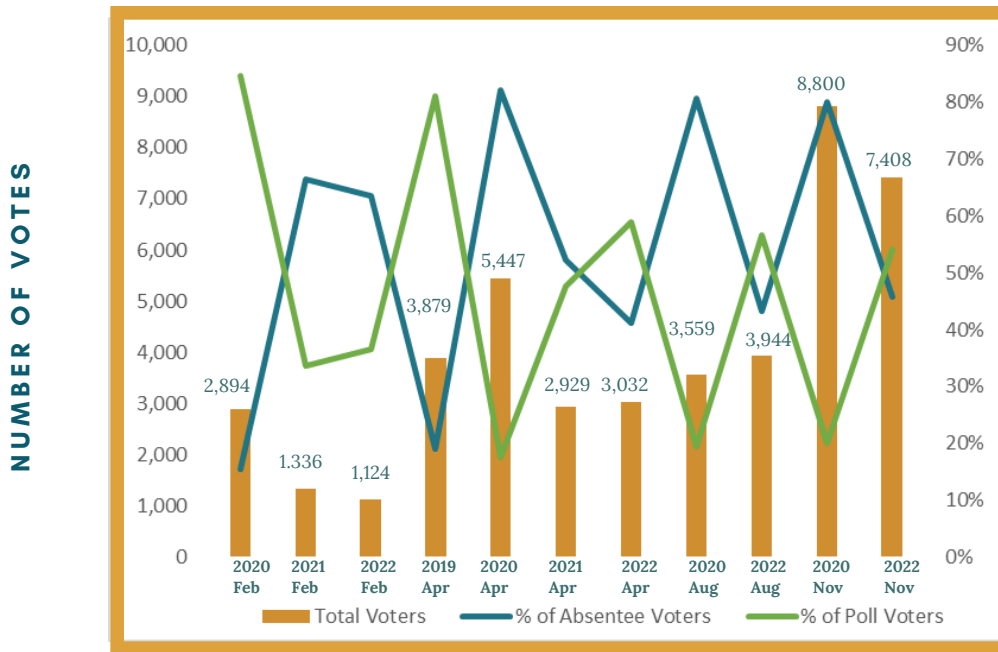
Glendale-River Hills K-8	97%
Maple Dale K-8	3%
Nicolet High School	100%

HOUSING STATUS

Owner Occupied	69.6%
Average Household Size	2.22

ELECTIONS

VOTER TURNOUT



In 2022, the City elected Alderman Jim Daugherty (District 2); Alderman Phillip Bailey (District 4); and Alderwoman JoAnn Shaw (District 6) to two-year terms.

In 2022, four elections were held. The chart above indicates a three-year trend of voter statistics.

In the state of Wisconsin voters must show a photo ID. The photo ID must contain the elector's photo, name and an expiration date. Absentee voters (some exceptions apply) requesting a ballot by mail must provide a copy of their photo ID with the absentee ballot request. Voters voting by absentee ballots in the Clerk's office are asked to provide proof of identification.

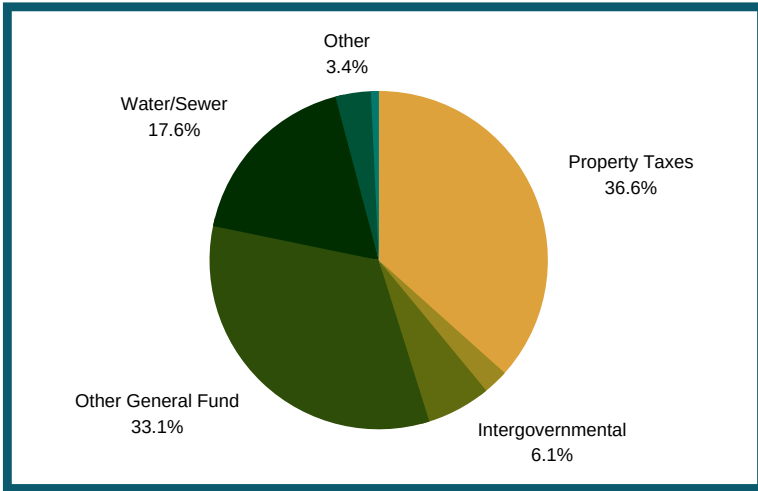
Voters must register if they moved or changed their name. When registering voters must show a proof of residence. The document provided must contain a current and complete first and last name, residential address, and must be valid on the day used to register.

WHERE DOES YOUR MONEY GO?

Many people wonder how property tax dollars are spent. Although the City collects the entire tax bill, it receives only about 26¢ for each \$1.00 paid for property tax.

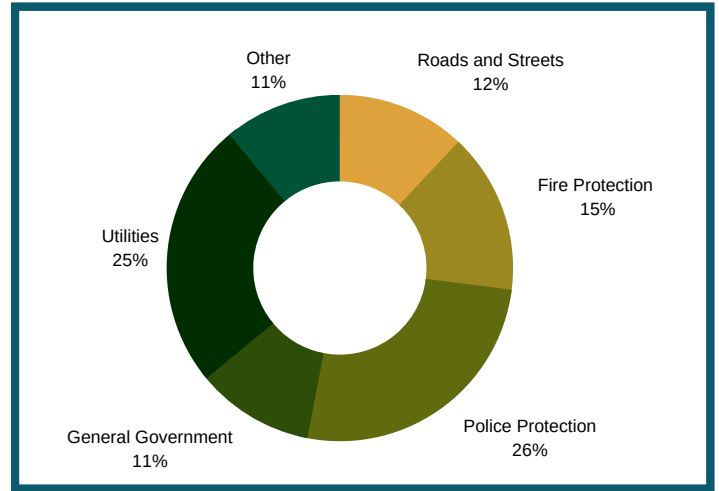
REVENUES

The graph below shows the 2022 revenues. Property taxes accounted for approximately 37% of the overall revenues.



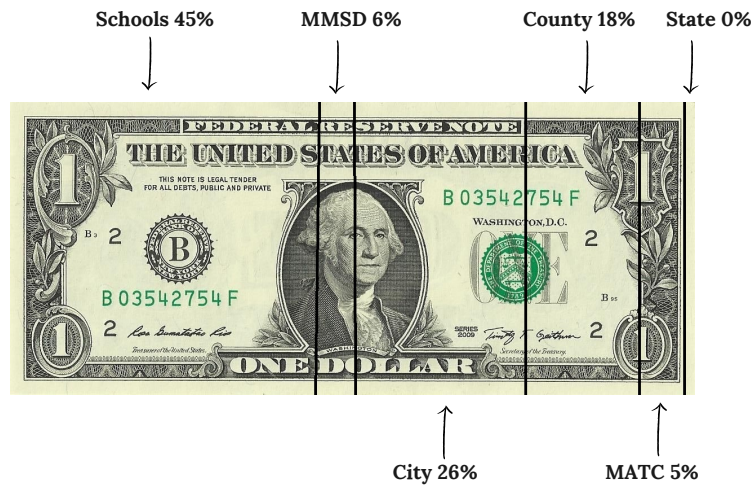
EXPENDITURES

The graph below shows the 2022 expenditures.



TAX DOLLAR DISTRIBUTION

The dollar bill below shows where property tax money is distributed.



TAX PAYERS

Below is a list of the ten largest taxpayers in Glendale.

Taxpayer	2022 Assessed Valuation	2022 Equalized Valuation
• Bayshore	82,149,500	99,015,700
• Johnson Controls, Inc.	36,232,600	43,671,600
• Columbia St. Mary's	31,814,800	38,346,700
• Weyco Group	27,794,900	33,501,500
• Orthopaedic Hospital of Wisconsin	25,270,100	30,458,300
• Wheaton Franciscan	25,007,700	30,142,100
• Advocate Aurora Healthcare	24,832,200	29,930,500
• East Lake Towers Corp Center	20,150,000	24,287,000
• Umansky UBG	16,121,000	19,430,800
• General Capital/La Macchia Shores	14,663,100	17,673,600

The City of Glendale had two active Tax Incremental Districts (TID) at the end of 2022. The two districts are TIF #7 (Technology District) and TIF #8 (Bayshore). TID valuations totaling \$127,043,600 have been excluded from the City's tax base for the 2021 tax roll (collectible 2022). Taxes on the amounts go toward paying costs related to the project improvements.

EMPLOYMENT

Below is a list of the ten largest employers in Glendale.

Employer	Number of Employees
• Bayshore Town Center	1,725
• Johnson Controls	680
• Weyco Group	640
• Titus HVAC	350
• DCI Artform	260
• Orthopaedic Hospital of Wisconsin	241
• Aurora Advanced Healthcare	225
• Strattec Security, Corp.	200
• Milwaukee Gear Co.	200
• Glendale-River Hills School District	151



Bayshore

GLENDALE POLICE DEPARTMENT

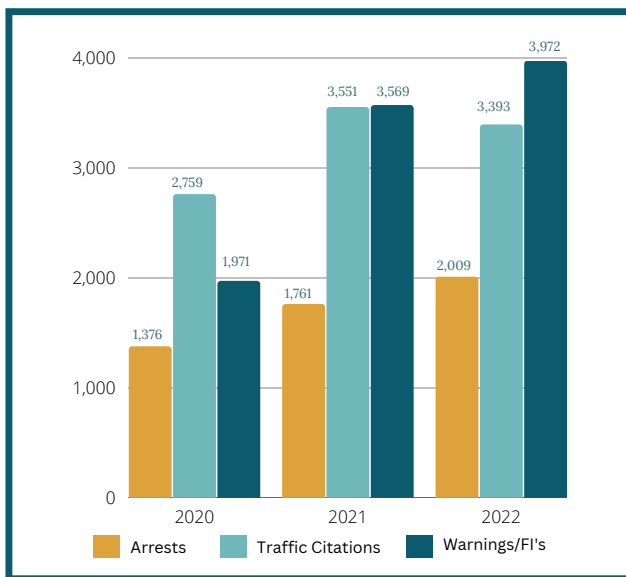
CALLS FOR SERVICE

Glendale police officers respond to a variety of calls. In 2022, they responded to a total of 17,350 calls for service. Below is a list of the most common calls for service over the past three years.

	2020	2021	2022
Accidents	312	351	432
Alarms	482	500	511
Disabled Vehicles	276	287	273
Parking Complaints	187	193	163
Retail Theft	301	286	322
Suspicious Activity	609	662	1,066
Thefts	256	233	265
Vehicle Stops	4,199	5,661	5,244
Welfare Checks	561	644	654

OFFICER ACTIVITY

2022 had 9,374 enforcement contacts. Enforcement contacts include arrests, traffic citations, warnings, and field interrogations. Field interrogations are included as warnings in the recording system.



INCIDENT BASED REPORTING

Below is a comparison of all reportable offenses for the past three years.

	2020	2021	2022
Assault	86	71	82
Burglary	17	25	22
Homicide	1	0	0
Larceny	452	474	520
Motor Vehicle Theft	66	130	105
Sexual Assault	5	5	8
Robbery	15	11	14

VEHICLE PURSUITS

In 2022, the Glendale Police Department reported 131 vehicle pursuits. Pursuits included 41 for criminal offenses, 80 were for traffic offenses and 10 were for wanted/other status. There were 79 pursuits terminated, 40 pursuits ended in apprehension, and 12 pursuits ended in suspects eluding police. There were 5 Pursuit Intervention Technique applications and 26 Stop Stick applications in 2022. The Department reported 129 pursuits in 2021 and 78 pursuits in 2020.

All officers should be commended for their judgement and abilities regarding their involvement with vehicle pursuits.

DEPARTMENT AWARDS

The following officers received Lifesaving Awards in 2022:

Sergeant Eric Guse
Detective Sam Krenn Officer Nicholas Smith

The following officers received Commendation Awards in 2022:

Officer Kevin Fernandez Officer Andrew Reischl

The following officers received Valor Awards in 2022:

Officer Rob Wilson
Officer Jaimie Byrnes Officer Andrew Reischl

RETIREMENTS

- Desk Clerk William Elbert - April 30, 2022 (36 Years)



POLICE DEPARTMENT DETECTIVE BUREAU

The Detective Bureau recorded 892 bookings and 644 investigations in 2022. Of the 644 investigations, 211 were full investigations and 433 were follow-up investigations from patrol. The Detective Bureau recorded a 87% clearance rate for investigations.

Detectives also continued to actively participate in the Milwaukee Area Investigative Team, which is responsible for investigating all officer-involved death incidents in Milwaukee County.

WILEAG ACCREDITATION

The Department continues to maintain our accreditation status through the Wisconsin Law Enforcement Accreditation Group. The Department was awarded re-accreditation status in 2022. The Department received its initial accreditation award under the 2nd Edition Standards in 2006, was re-accredited under the 3rd Edition Standards in 2009 and 2013, then re-accredited under the 4th Edition Standards in 2016, and became re-accredited in 2019 under the 5th Edition.

The WILEAG accreditation program requires agencies to comply with state-of-the-art standards in four basic areas: policy and procedures, administration, operations, and support services. The 5th Edition Standards consists of 242 standards, divided into 602 dimensions, that incorporate the best police practices and requires agencies to be reevaluated every three years. After this on-site, we will transition to the 6th Edition Standards.

CITY INSPECTIONS

The Inspection Services Department provides residential and commercial building, plumbing, electrical and HVAC inspections for new, updated or remodeled buildings as well as administers the property maintenance inspections and floodplain program. The City contracts with SAFEbuilt Inc. to reduce the overall costs associated with inspections. Revenues generated offset the operating costs of the department.

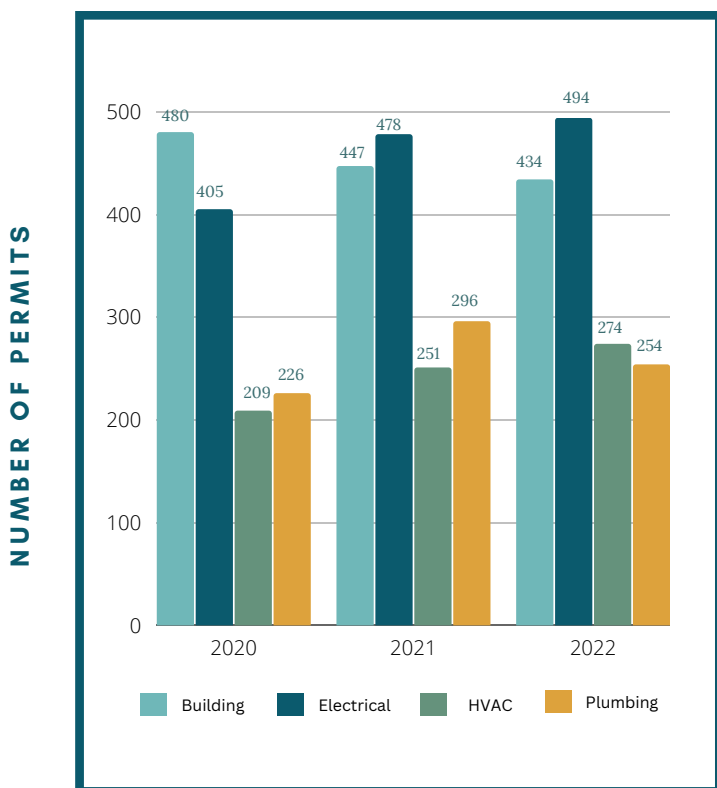
Permits are issued based on valuation of the project. Below are the valuations for the past three years of building, electrical, HVAC, and plumbing permits.

2022 Permit Value - \$84,826,076

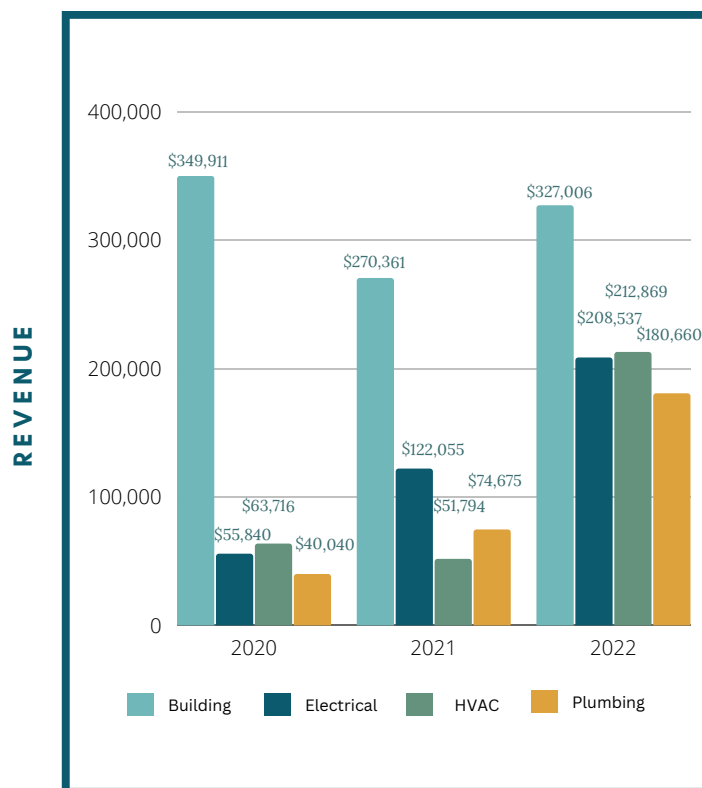
2021 Permit Value - \$62,014,023

2020 Permit Value - \$41,182,807

PERMITS ISSUED



PERMIT REVENUE



In order to be more efficient in its spending and productivity, the City of Glendale has partnered up with other communities in the North Shore and Milwaukee area by consolidating various departments.

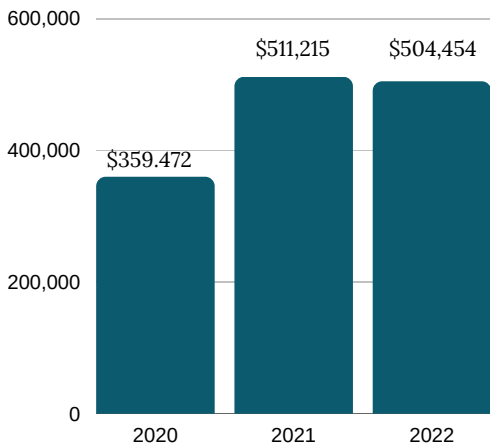
NORTH SHORE MUNICIPAL COURT

The North Shore Municipal Court was established in 2013. Judge Christopher Lipscomb continues to preside over North Shore Municipal Court, which includes the City of Glendale, Village of Brown Deer and the Village of Bayside.

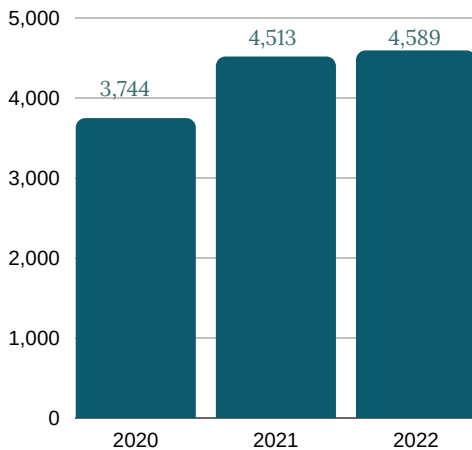
The Court hears cases for traffic, ordinance violations, code violations, and OWI first offenses, among others. Court is in session five times per month in the Kenehan Civic Center.

The North Shore Municipal Court continues to implement policy changes to increase staff efficiency, decrease expenses and increase revenues.

NSMC - GLENDALE & BAYSIDE REVENUES



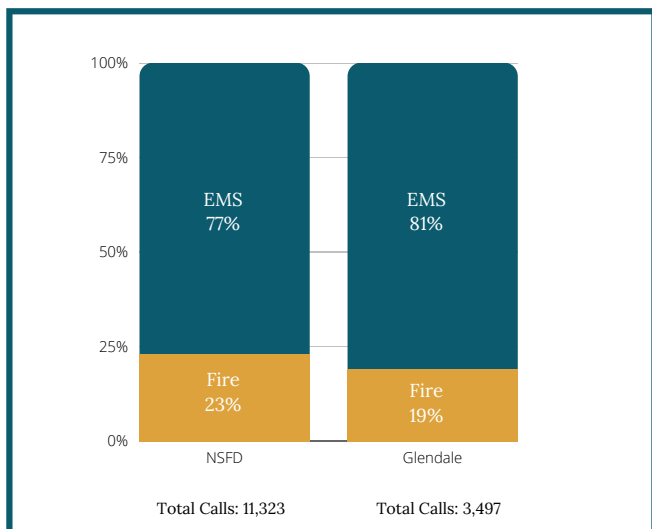
GLENDALE & BAYSIDE CASES RESOLVED



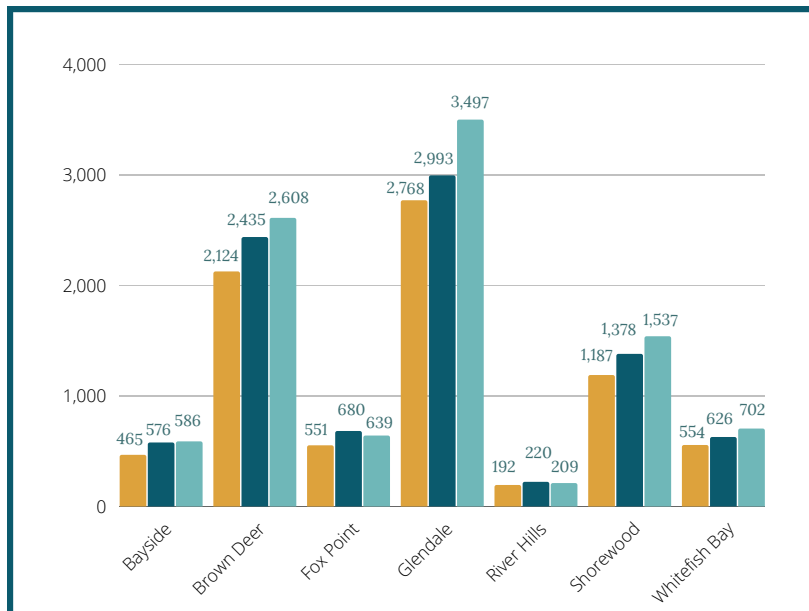
Service	Communities Involved
Emergency Government	All North Shore Communities, Milwaukee County
Joint Ownership/Operation Compost Yard	Whitefish Bay
Milwaukee Area Domestic Animal Control Center	All Milwaukee County Communities
Milwaukee County Intergovernmental Cooperation Council	Milwaukee County and All Milwaukee County Communities
North Shore Central Dispatch	All North Shore Communities and North Shore Fire Department
North Shore Fire Department	All North Shore Communities
North Shore Health Department	All North Shore Communities
North Shore Library	Bayside, Fox Point, River Hills
North Shore Municipal Court	Bayside, Brown Deer
North Shore Storm Water Management Program	All North Shore Communities with DNR
North Shore Water Commission	Fox Point, Whitefish Bay
Police Postol Range	Brown Deer
North Shore Information Technology	Bayside, North Shore Fire Department

NORTH SHORE FIRE/RESCUE

TOTAL CALLS FOR SERVICE - NSFR



CALLS FOR SERVICE BY COMMUNITY



- The Department experienced a 9.8% increase in incidents in all seven North Shore communities compared with 2021. Glendale incidents rose 16.8% over 2022.
- 2022 Notable Incidents in Glendale:
 - Water rescue at 1000 West Hampton Avenue.
 - House explosion and the house was deemed a total loss.
 - The NSFD Board of Directors approved the replacement of Fire Station 82 located in the City of Glendale. There will be a joint location of the health department and fire/rescue.
- In 2022, the Department conducted 1,105 fire inspections in Glendale.
- The Department issued 163 permits for fire protection systems and construction work in 2022.

SUMMARY OF EMS STATISTICS AND CARDIAC ARREST STATISTICS

Year	Total Patients	Cardiac Arrests	Return of Circulation
2022	8,561	175	23%
2021	7,821	158	26%
2020	6,701	158	25%

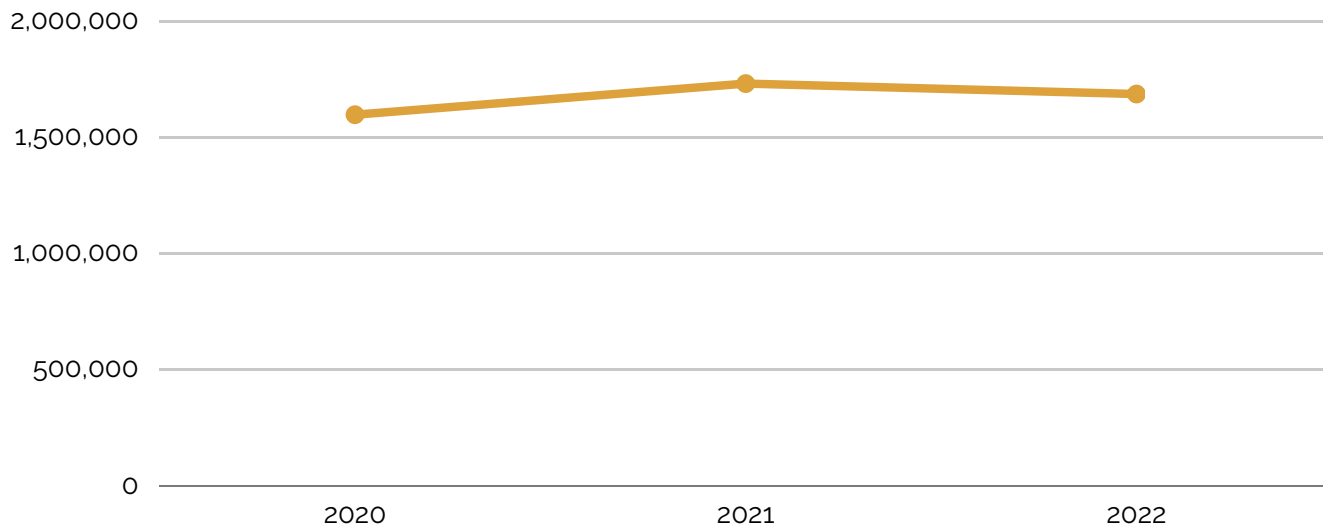
NORTH SHORE WATER COMMISSION

DID YOU KNOW?

Based on pumpage to members and wholesale water customers, the City of Glendale received 47% of the water distributed from the North Shore Water Commission. The annual commitment to process clean water was \$716,043 to pay for its share of operating expenses.

On average, Glendale used an average of 1,687,000 gallons of water each day in 2022. On August 17, 2022, Glendale used 3,133,000 gallons, the most of any day that year.

AVERAGE NUMBER OF GALLONS OF WATER USED EACH DAY



WATER QUALITY

The North Shore Water Commission (NSWC) once again met all Environmental Protection Agency (EPA) and State drinking health standards last year. By continuing to carefully preserve their water supplies, the NSWC has not violated a maximum contaminant level or any other water quality standard.

NORTH SHORE HEALTH DEPARTMENT

SERVICES

The North Shore Health Department (NSHD) provides public health services for the seven North Shore municipalities of Bayside, Brown Deer, Fox Point, Glendale, River Hills, Shorewood, and Whitefish Bay. The mission of the health department is to work in partnership with the communities to assure, promote, and protect the health and safety of the people of Glendale and the North Shore. Below is a list of some of the NSHD's services.

PRIORITY AREAS

During 2022, the North Shore Health Department aligned its work with the department's four priority areas within the Community Health Improvement Plan.



IN 2022...

- Began updating the North Shore Health Department's Strategic Plan to redefine the mission, vision, and values and to set new goals as a department.
- Conducted a community survey from May 2022 - September 2022 to gather the public's thoughts on the most critical health issues in the North Shore, which will assist in the creation of the next Community Health Improvement Plan.
- Performed 42 tuberculin skin tests.
- Promptly investigated 58 domestic animal bites for potential rabies exposure and none of these investigations resulted in a rabies case.
- Administered 1,850 vaccinations, with 60% of them being COVID-19 vaccines.
- Hosted three virtual Overdose Fatality Review meetings and reviewed six overdose fatalities that occurred in the North Shore.
- Held a Back to School Clinic at Brown Deer Middle/High School that coincided with school registration for students who were either behind or unvaccinated for school required vaccines.
- Responded to eight environmental hazard complaints.
- Oversaw the North Shore Environmental Health Consortium (NSEHC), which hired an additional Sanitarian to assist with inspections and licensing for the seven North Shore municipalities.
- Staff members attended multiple trainings concerning mental health, substance use, and injury prevention.
- Expanded partnerships with local businesses to encourage physical activity and nutrition.

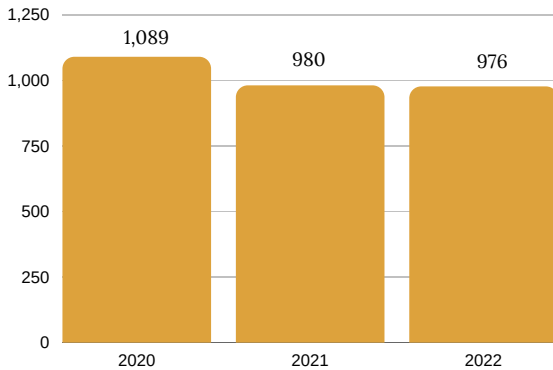
RECYCLING

Garbage and recycling is a service contracted by GFL Environmental. The City receives a credit on the invoice for tonnages of recycling collected. The City also has reduced tipping fees per ton of recycling collected.

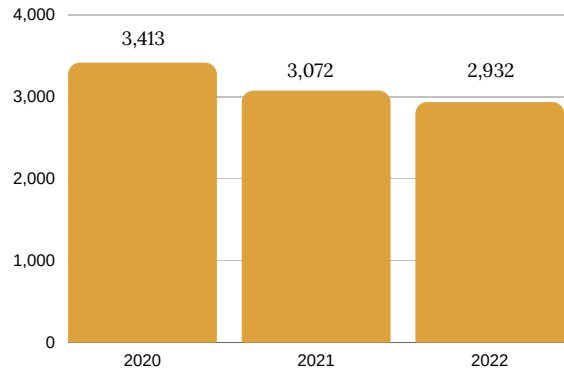
Each year, the City of Glendale receives an annual recycling grant to assist in the costs of the program.

The charts below show the tonnages from recycling and refuse collections respectively since 2020. The goal is to see the tonnages from recycling increase and to see the tonnages from refuse decrease.

RECYCLING TONS



REFUSE TONS



ELECTRONIC RECYCLING PROGRAM

In 2017, the City of Glendale started up an electronic recycling program, where residents can bring their old, unused or unwanted electronics to the Department of Public Works to be safely recycled. The total weight collected in Glendale for 2022 was 32,969 pounds of electronics.

THERE ARE APPROXIMATELY 70 MILES OF CITY STREET IN THE CITY OF GLENDALE.



The Leaf Collection Program is very important to the City of Glendale. Keeping leaves out of the gutters and storm sewers prevents potential flooding throughout the City.

Leaf collection begins each fall around early October lasting into November. Collected leaf materials are composted at jointly shared Glendale and Whitefish Bay compost site monitored by the Wisconsin Department of Natural Resources.

The leaf material is stored and compacted on site. Excess compost is collected by various contractors. In 2022, the City of Glendale coordinated the removal of approximately 11,500 cubic yards of excess compost leaf material.

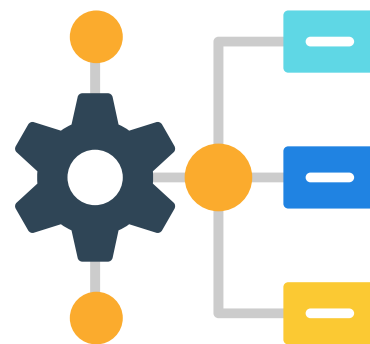
2022 CAPITAL IMPROVEMENT PROJECTS

Each year the City budgets for major projects to ensure the best infrastructure for Glendale residents. Below is a list of the 2022 Capital Improvement Projects.

- 2022 Watermain Program
 - N Port Washington Road (Bender to Daphne) I-43 expansion
 - N Jean Nicolet Road (Fairfield to Daphne) I-43 expansion
 - W Good Hope Road (75 ft to WM replacement at Strattec)

- 2022 Roadway Program
 - N Port Washington Road (As part of the I-43 expansion)

- Public Works Equipment Replacement
 - Plow Truck with Wing
 - Knuckleboom/Log Grapple Truck



BIRD CITY WISCONSIN

In 2022, the City received the Bird City Wisconsin Award for the 7th consecutive year.

Bird City is a program created by the Wisconsin Bird Conservation Initiative which encourages communities to implement smart bird conservation practices. A "bird-friendly" city works to protect and enhance habitats for bird life. To receive a Bird City designation, communities must meet at least seven of 22 criteria such as having a park system with many species of birds or encouraging nature education.

For more information on Bird City Wisconsin, you can visit the website: www.birdcitywisconsin.org.



TREE CITY USA

In 2022, the City of Glendale received the Tree City USA status for the 24th consecutive year. Tree City USA is a program sponsored by the Arbor Day Foundation in cooperation with the United States Department of Agriculture Forest Service and the National Association of State Foresters which provides direction, technical assistance, public attention, and national recognition for urban and community forestry programs, awarding communities that effectively manage their public tree resources.



COMMUNITY ENGAGEMENT

WELCOME TO GLENDALE

In 2022, Welcome to Glendale (WTG) continued to showcase our community as a tourism destination. Full of events, live music, seven hotels, and delicious food options! WTG hosted the "World's Largest Root Beer Float Festival", Root Beer Bash at BAYSHORE, in partnership with Sprecher Brewery, BAYSHORE, Culvers, and various other local businesses.

With this, WTF also assisted with the marketing promotion of various Glendale Community Events, was featured in publications and marketing opportunities, and rebranded their website.



THE NORTH SHORE CHAMBER OF COMMERCE

In 2022, GABA (Glendale Area Business Association) member voted at their annual meeting to change the name of their Business Association/Chamber of Commerce, to the North Shore Chamber of Commerce (NSCOC). In 2022, the NSCOC grew in membership by 73%, and continued to support their community.

GLENDALE K-9 GOLF OUTING



The annual Glendale K-9 Golf Outing was held at Brown Deer Golf Course in August. This event is sponsored by The Brick Pub & Grill and is a fundraiser for the Glendale K-9 Unit. 150 golfers participated in the event and had a great time while raising funds to maintain the K-9 Unit. A special thanks to all the sponsors and participants for making this a successful event.

NORTH SHORE NATIONAL NIGHT OUT

On August 5, 2022, Glendale Police Department (GLPD) participated in the North Shore National Night Out hosted by the Village of Shorewood. All 7 of the North Shore Police Departments, North Shore Fire Department, and other law enforcement agencies and community groups participated in a community get-together that included crime prevention tips, demonstrations, children's activities, and other opportunities to interact with community members.

MUSIC IN THE GLEN

The City of Glendale sponsors Music in the Glen, a once per week summer concert series. All concerts are free to attend and are held in the Amphitheater at Richard E. Maslowski Community Park. There were record audiences and a variety of performances for all to enjoy!



YEAR IN REVIEW

NORTH SHORE LIBRARY 2022



77,235

VISITORS TO THE LIBRARY

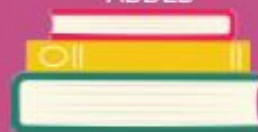


2,956

TOTAL HOURS
OPEN
TO THE PUBLIC

6,393

NEW BOOKS
ADDED



216

PROGRAMS
OFFERED



1,323

PROGRAM
ATTENDANCE



181,445

TIMES ITEMS
WERE CHECKED OUT



5,856

PUBLIC COMPUTER
SESSIONS



1,051

FACEBOOK
FOLLOWERS



47,767

WEBSITE VISITS



63,286

E-LIBRARY
CHECKED OUT

7,895

ACTIVE
BORROWERS



690

NEW CARDHOLDERS



RICH PAST. BRIGHT FUTURE.