

THE CITY of *Altoona*

2024 State of the City

Plan The Work, Work The Plan

Mayor Brendan Pratt

City Administrator Mike Golat

THE CITY of *Altoona*

Mayor
Brendan
Pratt



THE CITY of *Altoona*

Mayoral Priorities

Priorities

①

②

③

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THE CITY of *Altoona*

City Council

Mayor Brendan Pratt

Matt Biren

Tim Lima

Kaitlyn Leopold

Dale Stuber

Susan Rowe

Jon Olson



THE CITY of *Altoona*

Closure of TID 3

RIVER PRAIRIE – BEFORE



RIVER PRAIRIE – AFTER



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Affordable Housing Fund



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Never
Again....





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Plan the Work,
Work the Plan

City Administrator

Mike Golat



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Gratitude!

Unearned Blessings

THE CITY of *Altoona*

Altoona City Council

- Communication
- Vision
- Teamwork
- Dedication
- Stability



City Staff 45 FT

- Teamwork
- Passion
- Ownership
- Dedication



Mayor Altoona W1-15

Vote For 1

	TOTAL VOTE %	
Brendan Pratt	1,166	97.17%
Writein	34	2.83%
Total Votes Cast	1,200	100.00%

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Taylor

- Eras Tour
- Football Games
- Won a Grammy
- Made the billionaires list
- Unfounded Conspiracies



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Audience Participation

- **When I say,
“Coincidence?”**
- **You say, “I don’t
think so!”**

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What is the
Mayor's
Profession?

THE CITY of *Altoona*

Realtor



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Taylor's Lyrics
Reference
"Home" 146
Times

Taylor Swift Lyrics: Search & Explore



home ×

146 matching lines were found

MIDNIGHTS

Maroon Line 19 [Chorus]

The rust that grew between telephones

The lips I used to call home

So scarlet, it was maroon

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Coincidence?

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What Year
Was Altoona
Founded?

THE CITY of *Altoona*

1887



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Travis Kelce's Number



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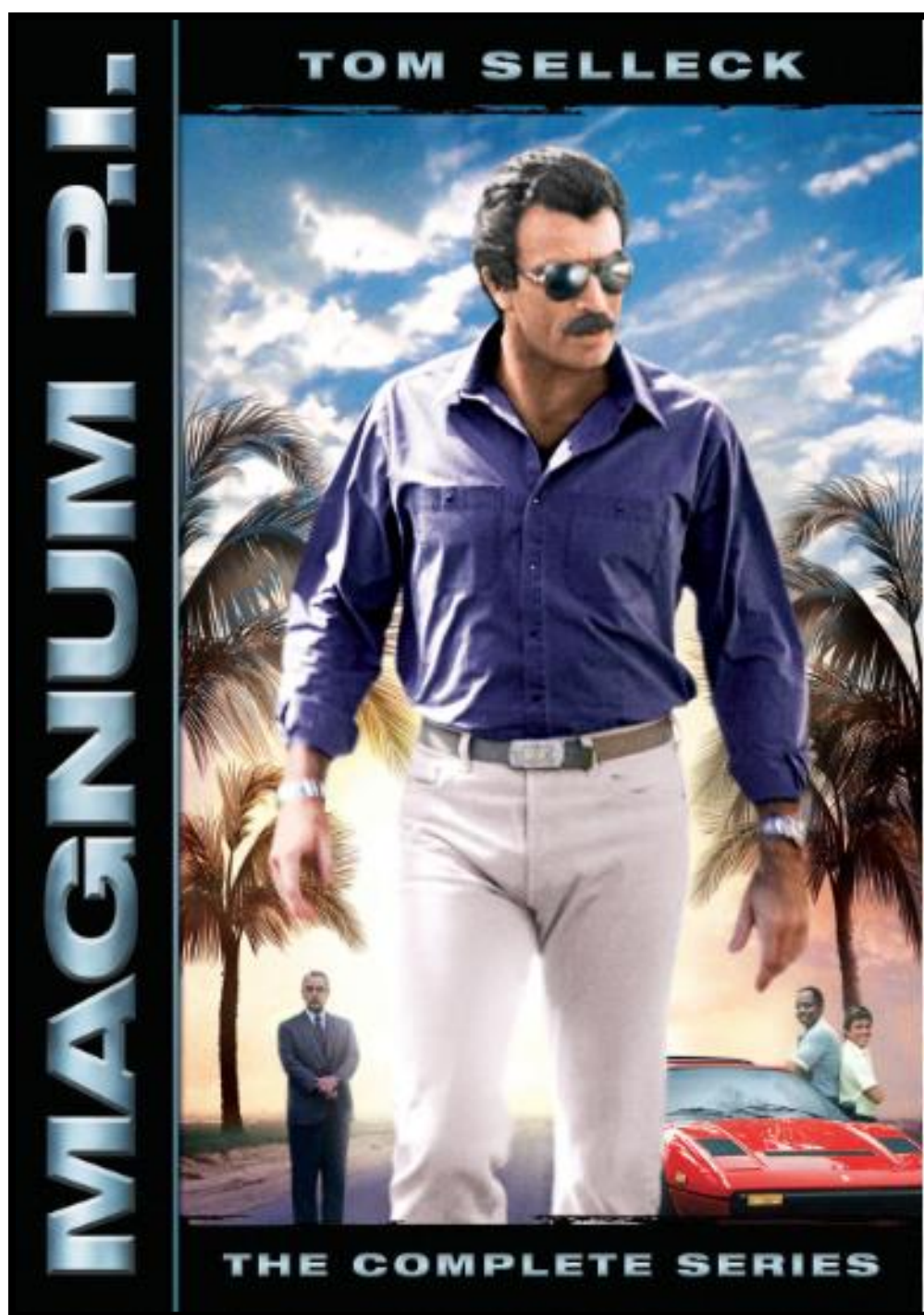
Coincidence?

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What is Taylor's
Favorite Show?

THE CITY of *Altoona*

Magnum
PI



THE CITY of *Altoona*

Midwest
Magnum
PI



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Coincidence?

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How Old is
Taylor?

THE CITY of *Altoona*

34



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67



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Coincidence?

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Why Would
Taylor Swift
Endorse the
Mayor?



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Dance Moves



Speaking of Rockstars....

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Mission Statement

To provide ROCK STAR
service to Altoona's citizens
while continuously
improving their
community.

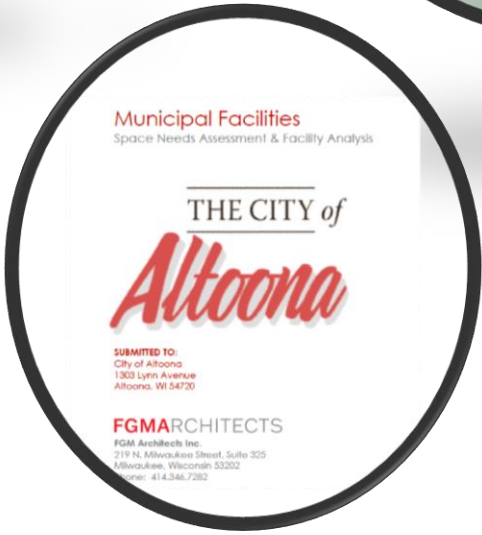
THE CITY of *Altoona*

Altoona is
Booming!

C. Altoona	
2020 Pop.	8,293
2023 Pop.	9,320
Numeric Change	1,027
% Change	12.38%
2020 E.V.	\$806.01
2023 E.V.	\$1,288.5
% Change	59.86%
2020 E.V. per Capita	\$97,192
2023 E.V. per Capita	\$138,251
% Change	42.25%

THE CITY of *Altoona*

It Starts with
Planning!



Everything
Needs to Tie
Together...

2021 Strategic Planning Session Report

Introduction

On Thursday, December 17, 2021, Altoona City Administrator Mike Golat and Wisconsin League of Municipalities Executive Director Jerry Duschane, facilitated a strategic planning session with the Altoona City Council and City Leadership Team.

The agenda included four general sections:

- Overview of strategic planning.
- Review of missions, values, vision.
- Update SWOT Analysis.
- Focus on strategic planning goals.

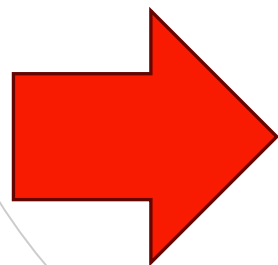
Following ground rules for the retreat were established:

• Everyone's opinion counts.

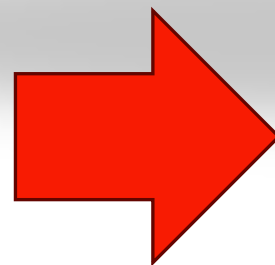
• All comments are addressed constructively.

• What is important—everyone was encouraged to chime in.

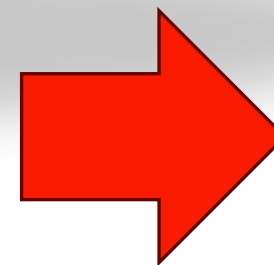
General Plans



Strategic Plans



Workplan



Budget

The Process

- **Strategic plan reviewed annually and implemented through workplan and budget.**

THE CITY of *Altoona*

Challenges



THE CITY of *Altoona*

Rising Costs



Outfitted Police Cruiser

2018

~\$45K

2024

~\$70K



Water Main

**\$41.82 per
linear foot**

**\$75 to \$225
per linear
foot**



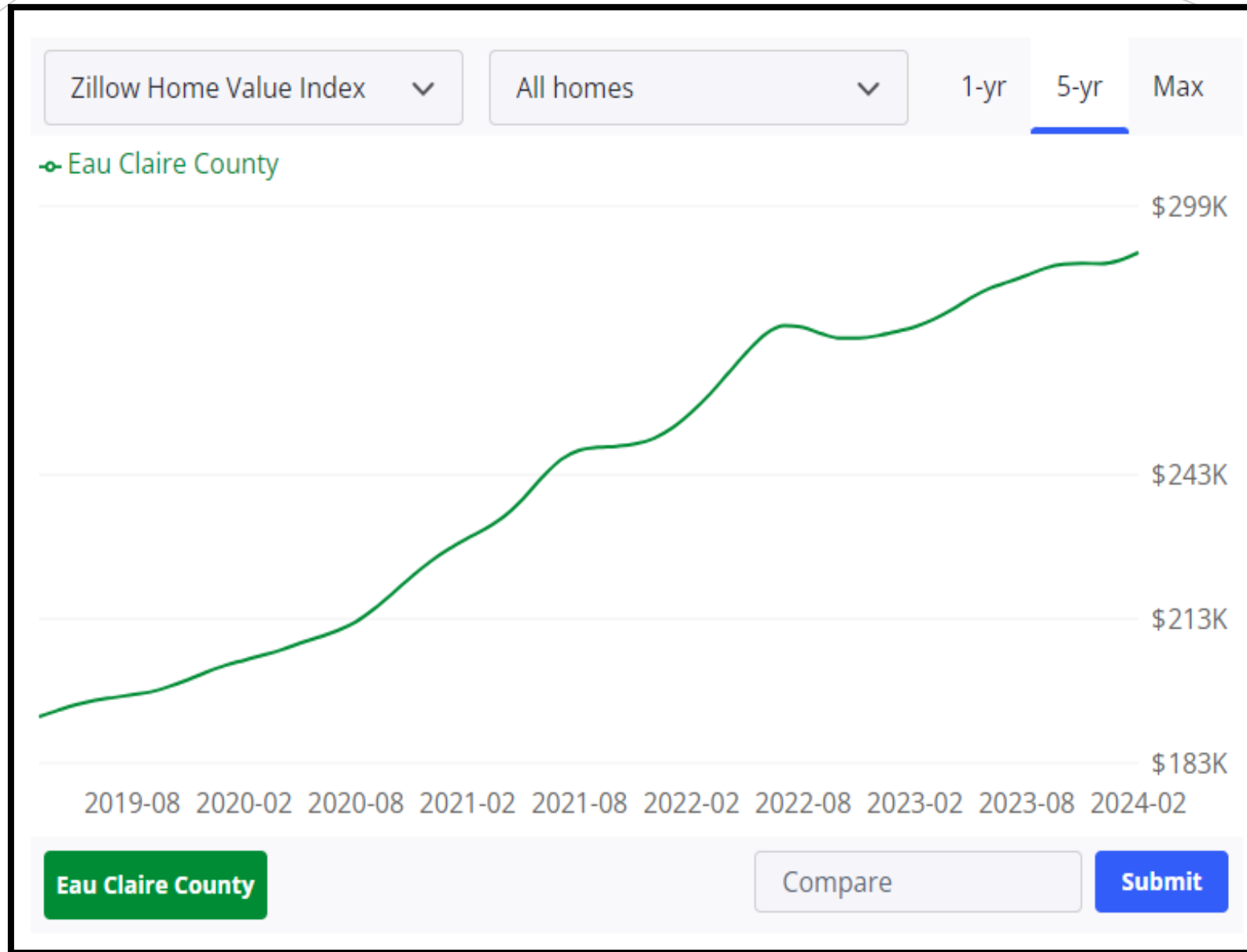
Concrete

**\$119.44 Per
Cubic Yard**

**\$160 -\$210 Per
Cubic Yard**

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Affordability of Housing



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Development Headwinds



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Closure of
HSHS/Prevea

HOSPITALS, CLINICS CLOSING IN WESTERN WI



■ SACRED HEART HOSPITAL
IN EAU CLAIRE

■ ST. JOSEPH'S HOSPITAL IN
CHIPPEWA FALLS

■ 1,405 COMBINED
EMPLOYEES AFFECTED

4:05 30°

2 FIRST ALERT
LIVE ALERTS
ON APP

THE CITY of *Altoona*

Police Calls



	2022	2023
Uncategorized	33	352
Animals	117	134
Person crimes	294	488
Property crimes	368	377
Service calls	415	505
Child crimes	145	55
Mental health	78	288
Traffic	776	724
Drugs	38	55
Warrants/probation	70	85
Other	755	782
Total	3089	3845

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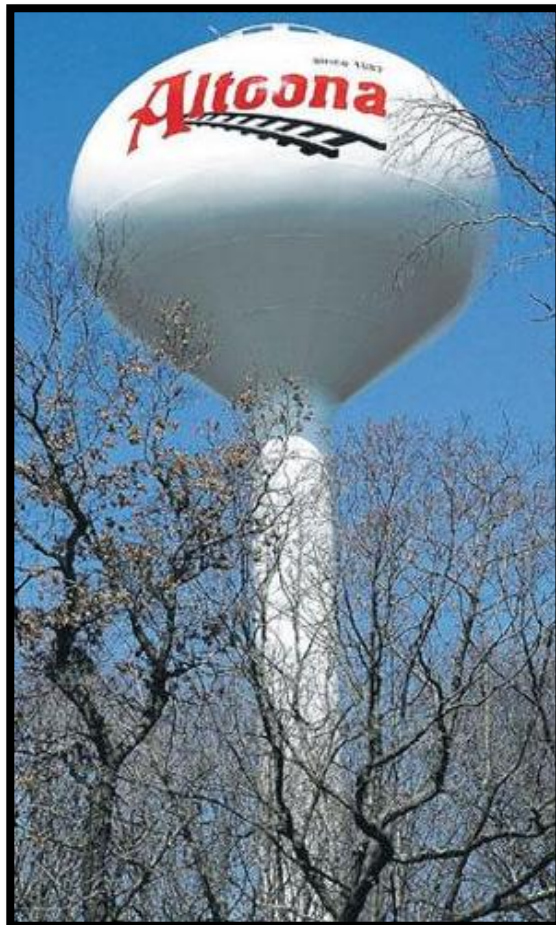
Fire Calls



Year	Total Calls
2020	1057
2021	1169
2022	1234
2023	1472

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Infrastructure



Water Use

Year	Total
2022	256,803,860 Gallons
2023	312,471,324 Gallons

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Recruiting/ Workforce Challenges



STATE IMPOSED LEVY LIMITS!

STATE IMPOSED LEVY LIMITS!

THE CITY of *Altoona*

Levy Lid Challenges

STATE IMPOSED LEVY LIMITS!

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STATE IMPOSED LEVY LIMITS!



THE CITY of *Altoona*

Identify Opportunities for Economic Growth



Residential and
Commercial
Building Growth
Remains Strong

Equalized Value by Property Type for Select Jurisdictions (\$Millions)

C. Altoona	
Residential E.V. 2020 Percent of Total	\$462 57.31%
Residential E.V. 2023 Percent of Total	\$698.5 54.21%
Commercial E.V. 2020 Percent of Total	\$311.7 38.7%
Commercial E.V. 2023 Percent of Total	\$547.1 42.5%
Manufacturing E.V. 2020 Percent of Total	\$15.2 1.9%
Manufacturing E.V. 2023 Percent of Total	\$23.5 1.8%

Benefits of Compact Development

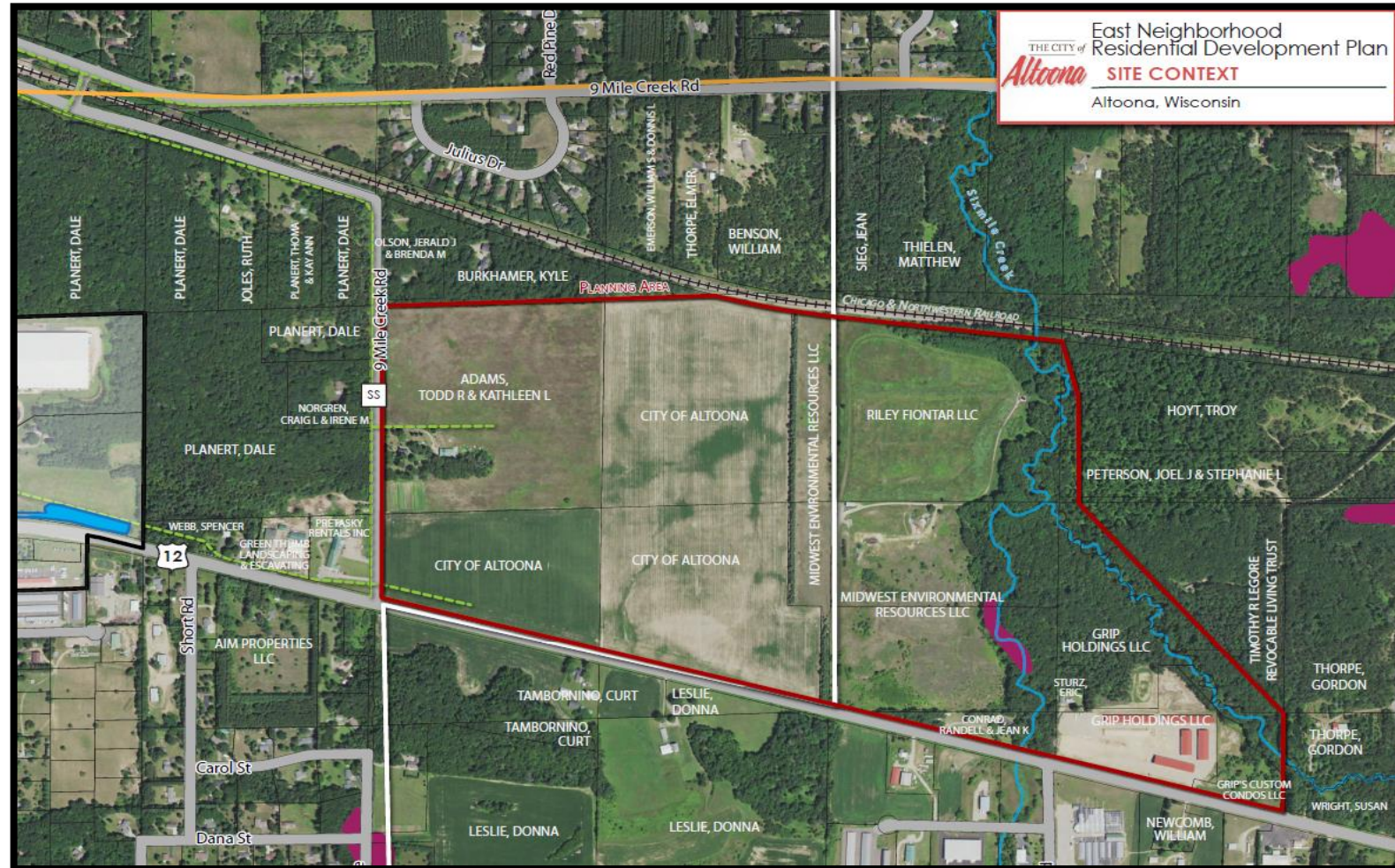
- **Preserving Open Space**
- **More Efficient Transportation Network**
- **Efficient Use of Infrastructure—More Economically Sustainable**
- **More Diverse Housing Options**
- **More Environmentally Sustainable**
- **Reduced Sprawl**
- **Walkability**
- **Density Leads to More Available Goods and Services**
- **Supports Increased Tax Base for Sustaining General Fund Services**

CITY OF ALTOONA, WISCONSIN
**EAST NEIGHBORHOOD
RESIDENTIAL
DEVELOPMENT PLAN**

ADOPTED: 7.14.22

THE CITY of *Altoona*

East
Neighborhood
Plan



THE CITY of *Altoona*

Whitetail Woods Development



DAIRYLAND POWER
COOPERATIVE

A Touchstone Energy® Cooperative



THE CITY of *Altoona*

Establish Sustainability Priorities

***Eau Claire Energy
Cooperative***

Your Touchstone Energy® Partner



East Neighborhood Microgrid

 **Xcel Energy®**

PARTNERS IN ENERGY
An Xcel Energy Community Collaboration

- Establish specific environmental strategies to implement our energy policy goals.
- Do our part to address climate change and climate resiliency.
- Better enable our residents and businesses to benefit from increased energy efficiency and renewable energy.





THE CITY of *Altoona*

**Focus Efforts
on Long
Range
Planning**

THE CITY of
Altoona

welcomes you to the

**ZONING CODE
UPDATE
PROJECT KICK OFF
OPEN HOUSE**

October 11, 2023



Municipal Facilities

Space Needs Assessment & Facility Analysis

THE CITY of

Altoona

SUBMITTED TO:

City of Altoona
1303 Lynn Avenue
Altoona, WI 54720

FGMARCHITECTS

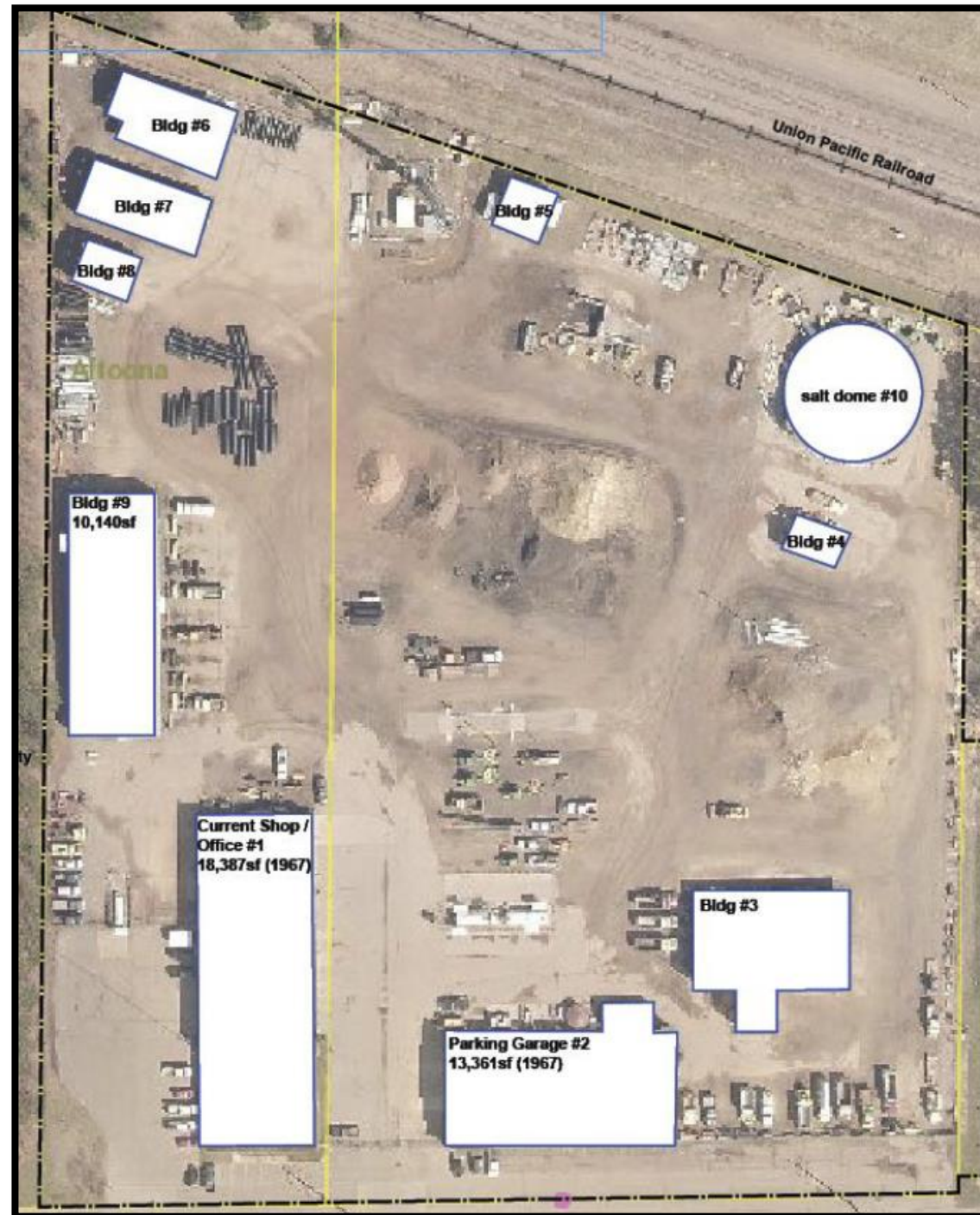
FGM Architects Inc.
219 N. Milwaukee Street, Suite 325
Milwaukee, Wisconsin 53202
Phone: 414.346.7282

THE CITY of *Altoona*

Implement Space Needs Program

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Public Works Department Relocation



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Police
Department
Facility
Upgrades



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Fire Department Relocation





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Regional Cooperation



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Rural Partners Network

USDA Rural Development
U.S. DEPARTMENT OF AGRICULTURE

Rural Partners Network (RPN) Wisconsin Community Networks

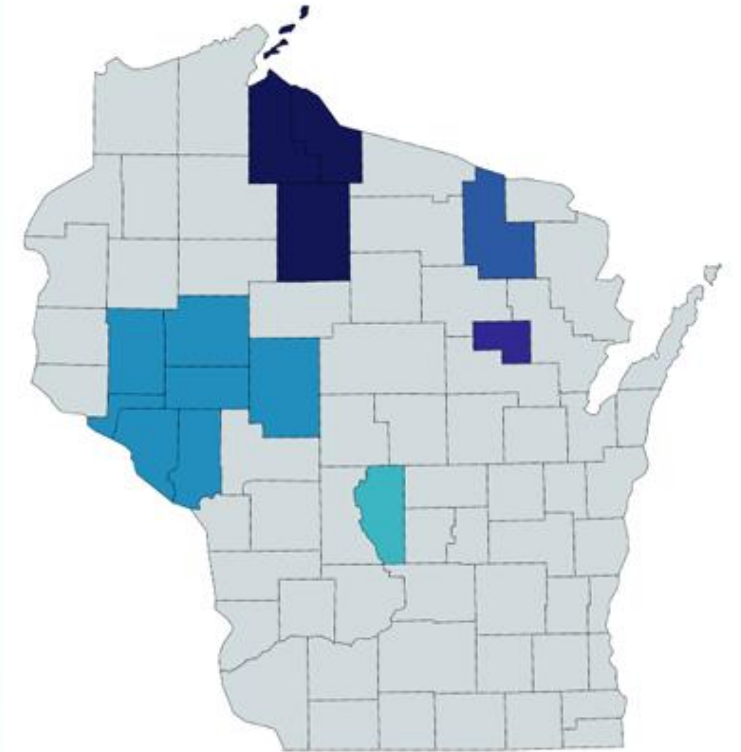
Adams County Visionary Community Network

Forest County Community Network

Greater Menominee Community Network
Menominee Indian Tribe of Wisconsin and
Menominee County

Northern Wisconsin Community Network
Ashland, Iron and Price Counties

Northwestern Wisconsin Community Network
Eau Claire, Dunn, Clark, Buffalo, Pepin,
Trempealeau, and Chippewa Counties



THE CITY of *Altoona*

Regional EMS in Eau Claire County



THE CITY of *Altoona*

HSHS/Prevea Recovery Task Force

WEAU  NEWS

HSHS/PREVEA
RECOVERY TASK
FORCE UPDATE





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Repair and Replace Aging Infrastructure

THE CITY of *Altoona*

Fairfax Street Reconstruction



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Two New Municipal Wells



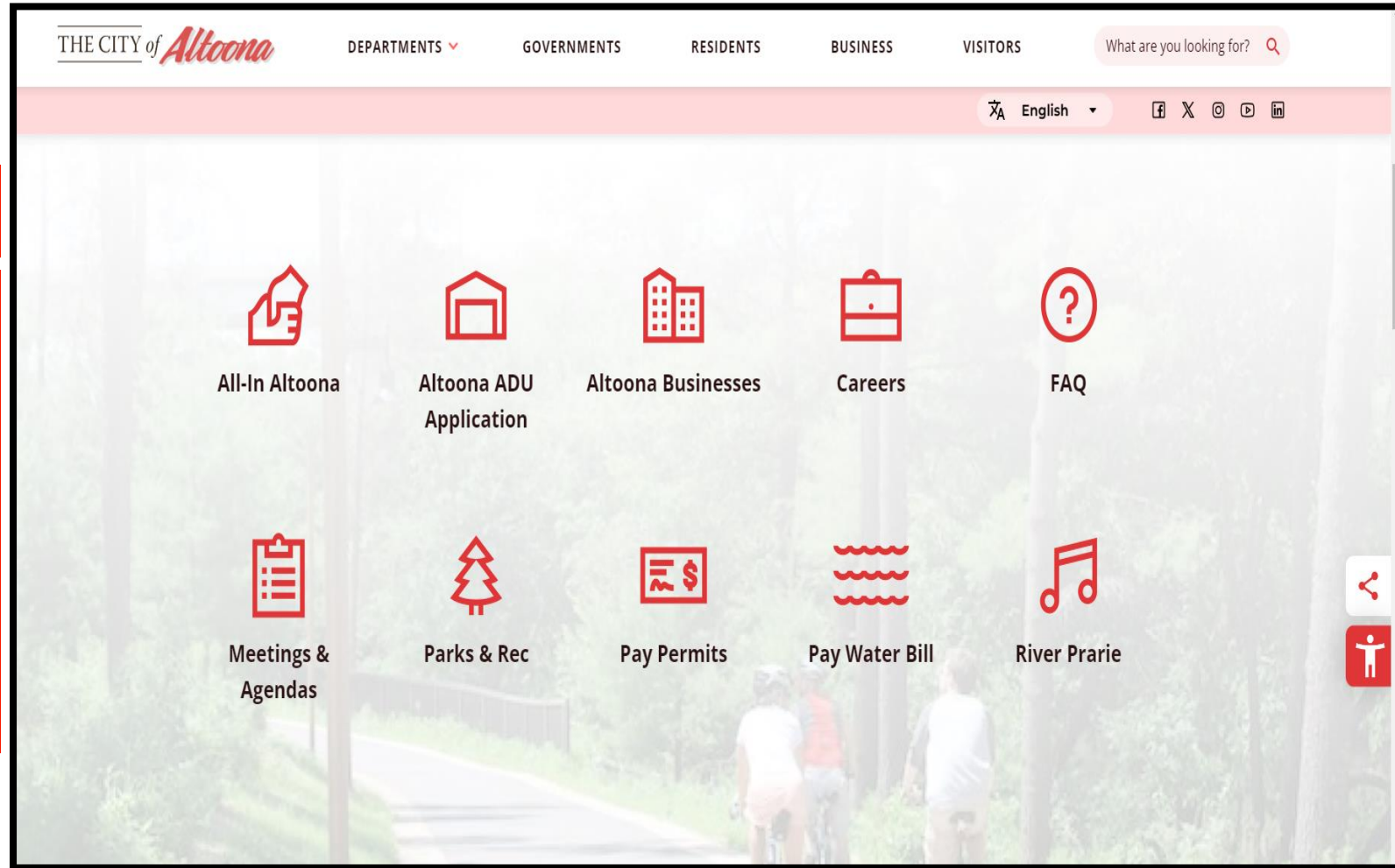


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Evaluate Tech Needs

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New City Website



THE CITY of *Altoona*

Flock License Plate Readers





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Investing in Quality of Life



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Veterans Tribute Trail



THE CITY of *Altoona*

Container Park



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Perseverance Park



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Highland Park Project



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Festivalization and Events

- **RP Ginormous Pumpkin Festival**
- **River Prairie Celebration of the Arts**
- **Independence Day Celebration**
- **Holiday Events**
- **Frosty Fun Series**
- **Music in the Park**





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Succession Planning & Staff Update

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Public Works
Director/City
Engineer Dave
Walter Left Us



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Retirement of
Recreation
Manager Debra
Goldbach



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Promoted Public
Works
Superintendent Scott
Kwick to Public Works
Director



THE CITY of *Altoona*

Hired Parks and
Recreation
Director Chad
Duerkop



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Hired Assistant
Public Works
Director/City
Engineer Christien
Huppert



THE CITY of *Altoona*

Return of
Assistant City
Administrator
Roy Atkinson



THE CITY of *Altoona*

CVTC
Distinguished
Alumni Award
Police Chief Kelly
Bakken



THE CITY of *Altoona*

Favorite Local Celebrity

VolumeOne

 Sign In



Favorite Local Celebrity

When we say Donut made the first-place ranking for Best Local Celebrity, we don't mean the baked good; we mean the...

[read more »](#)



**Donut, Altoona PD's
Therapy Dog**





THE CITY of *Altoona*

Save The Dates



April 18, 2024 – Container Park Open House

May 11, 2024 – River Prairie Celebration of the Arts

June 5, 2024 – 1st Night of Rock'n on the River Summer Concert Series

June 6 – 9, 2024 – Cinder City Days

June 10, 2024 – 1st Night of Kickin' It Country Summer Concert Series

June 29, 2024 – Altoona Independence Day Celebration

September 28, 2024 – River Prairie Ginormous Pumpkin Festival

October: HALLOWEEN IN ALTOONA (More To Come)

THE CITY of *Altoona*

Questions?

Thank You For Attending!

Mike Golat, City Administrator

715-839-6092

michaelg@ci.altoona.wi.us