



Existing Industry Report 2013



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Executive Call Program

As part of the City of West Des Moines' Executive Call Program, 70 local businesses were called upon during the 2013 calendar year to give their opinions on city services and to help the City gain a better understanding on trends in their industry.

Staff from the City of West Des Moines' Community and Economic Development Department, as well as representatives from the Greater Des Moines Partnership and the West Des Moines Chamber of Commerce conducted the executive call interviews.

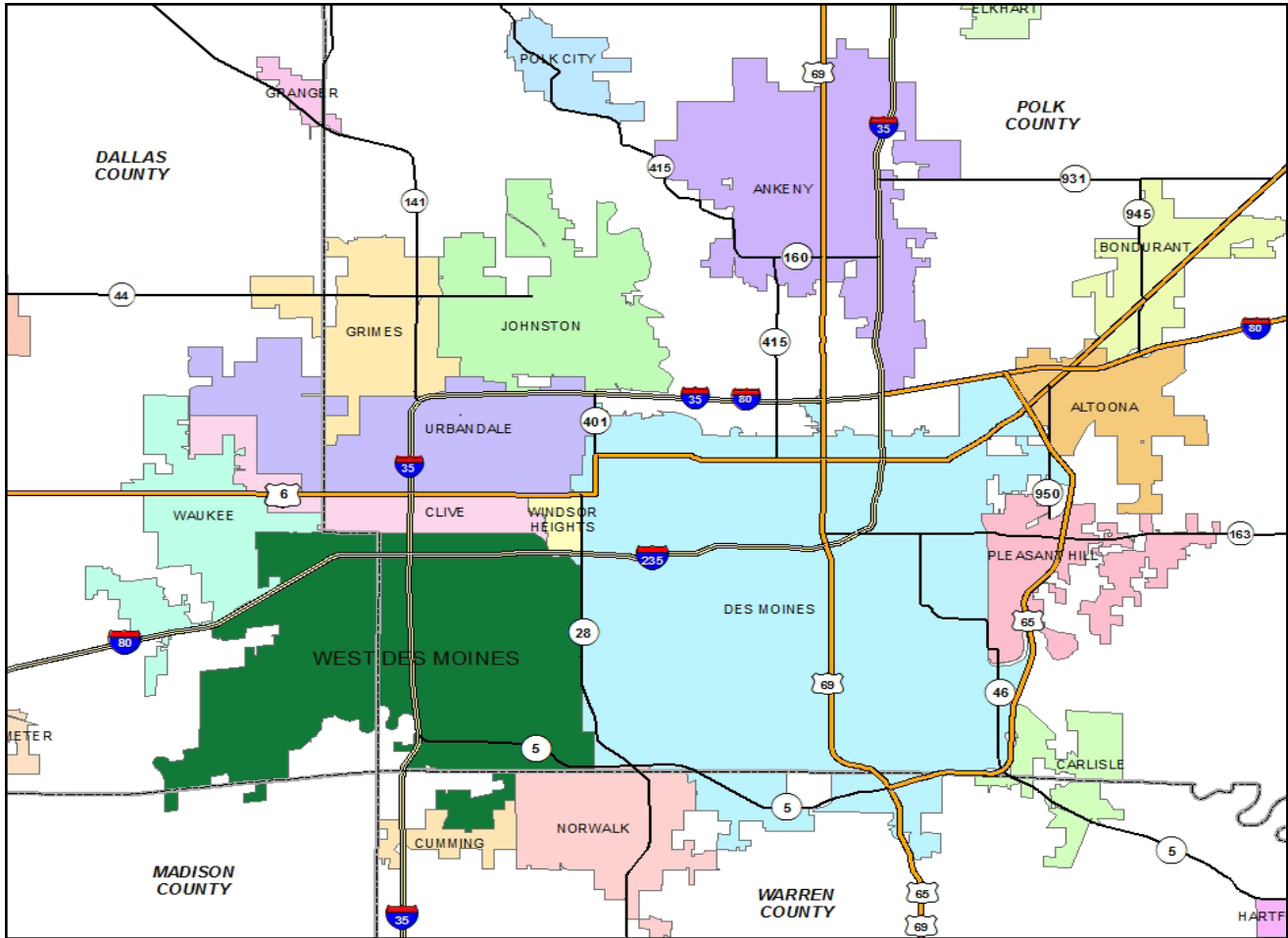
The discussions during the interviews consisted of workforce traits, job training, and potential expansion, among other things. The information gathered from these discussions allows the City to gain a better understanding of local business's needs in order to better serve the community.

The Existing Industry Report provides aggregate information about the responses gathered from all interviews; although each business's individual information is kept confidential. A gracious thank you is extended to all of the businesses who participated in the Executive Call Program. A complete list of those businesses who participated in this study can be found on page 10.

If your business would like to participate in the Executive Call Program in the future, please contact the City of West Des Moines' Community and Economic Development Department at 515-273-0770.



The City of West Des Moines



The City of West Des Moines is located in Central Iowa and is perfectly positioned in four counties including: Dallas, Madison, Polk and Warren.

Population: 63,731

Dallas: 17,305

Madison: 0

Polk: 46,340

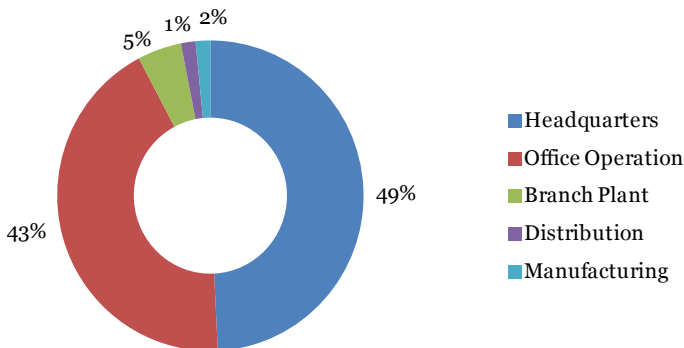
Warren: 86

There has been a 10% increase in population since 2010.

Source: City of West Des Moines, as of July 1, 2014

Company Profile

Facility Type

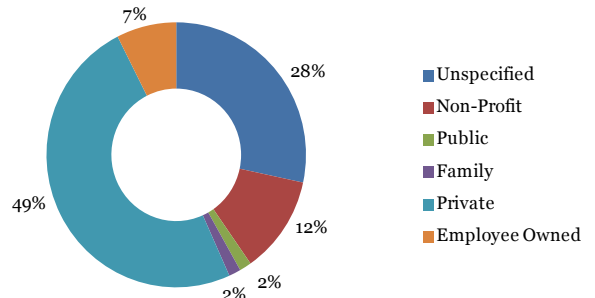


Although there are a diverse amount of business types within the City of West Des Moines, the majority of the businesses surveyed for this year's Existing Industry Report have indicated that they have headquarters that are located within the City. The second most common type of facility is office operations, followed by branch plant, manufacturing and distribution.

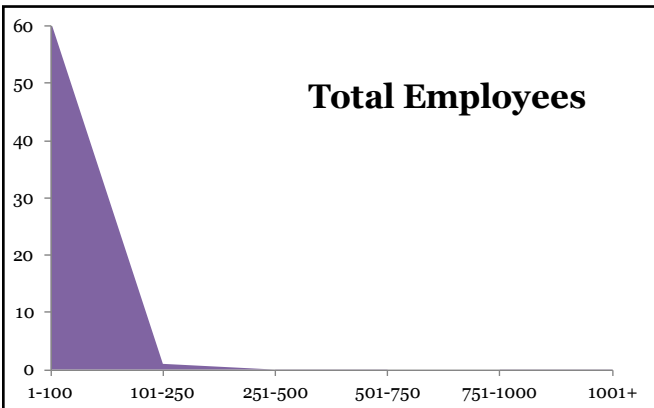


The graph to the right indicates the types of ownership for each business. Privately - owned businesses made up the largest proportion of those surveyed in 2013 (making up 49% of the total).

Ownership



Total Employees

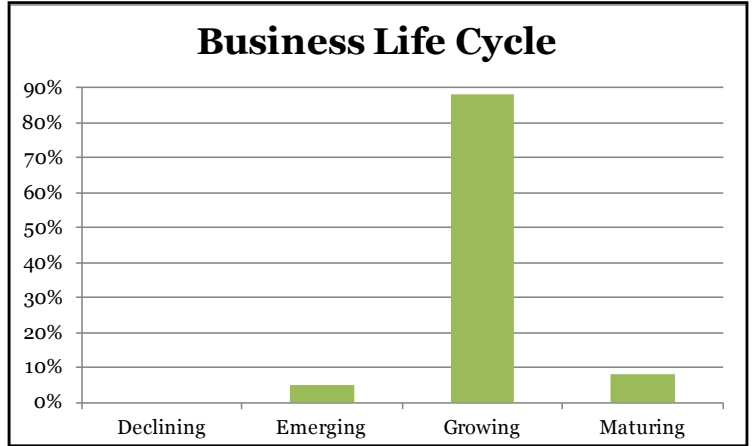


The graph to the left shows that of the businesses surveyed, 98% employ 100 or fewer employees and 2% have between 101-250 employees.

Business Performance

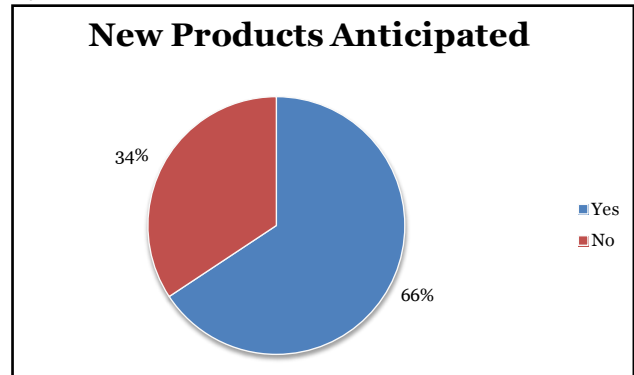
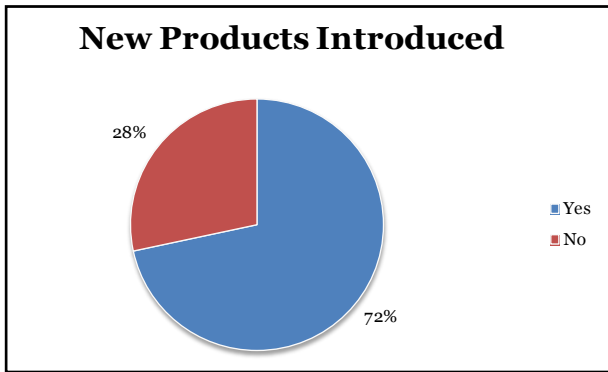
From the chart on the right, the survey results show that 88% of businesses are in the growing stage of the business life cycle. The number of growing businesses has increased from the 62% that was reported last year.

It is interesting to note that although there are both emerging and maturing companies, no businesses are in the declining stage of the business life cycle.



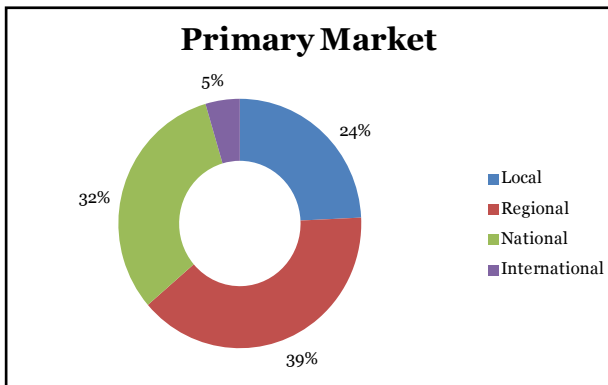
A significant number of businesses (52%) also reported that business growth, or a sales increase was their greatest achievement of the year.

Within the last 5 years, 72% of the businesses surveyed reported that they had introduced a new product, service, or capability into their company.



In addition to the introduction of new products, 66% of the businesses reported that they plan to develop and advance a new product within the next two years. Those companies looking to develop and advance new products are taking steps to grow their business operations.

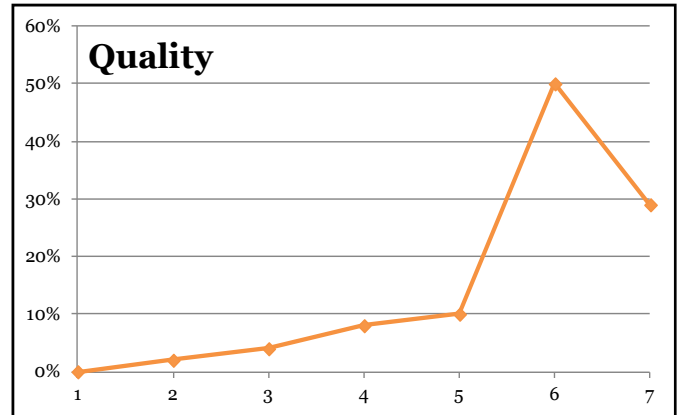
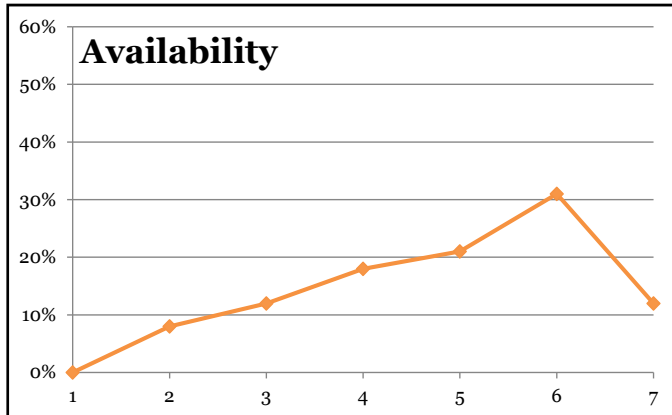
Many of the businesses surveyed noted that they cater to many different markets. Of those surveyed, 39% stated they cater to a regional market, 32% to the national market, 24% to a local market and only 5% of businesses cater to the international market.



These businesses also reported that in terms of total company sales, 85% of sales were increasing, 15% were stable and 0% were decreasing.

Workforce

Businesses were surveyed to determine their satisfaction and perception of the workforce in the local area. The following graphics are based on a 1 - 7 scale with 1 being the poorest and 7 being the greatest. Overall, the workforce characteristics scored high. The majority rating in each of the four sections was a 6. The second highest rating was a 7 in regard to quality, stability, and productivity.



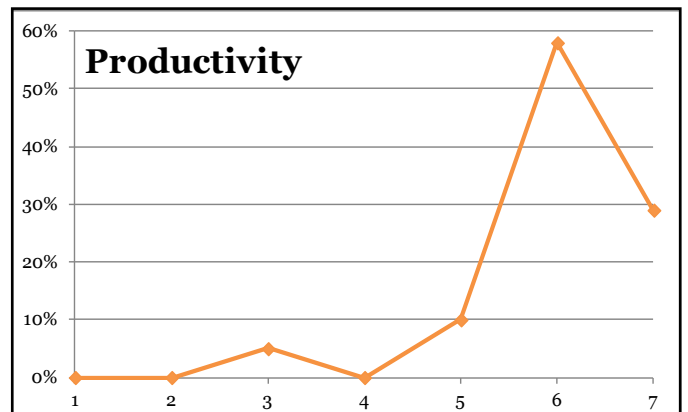
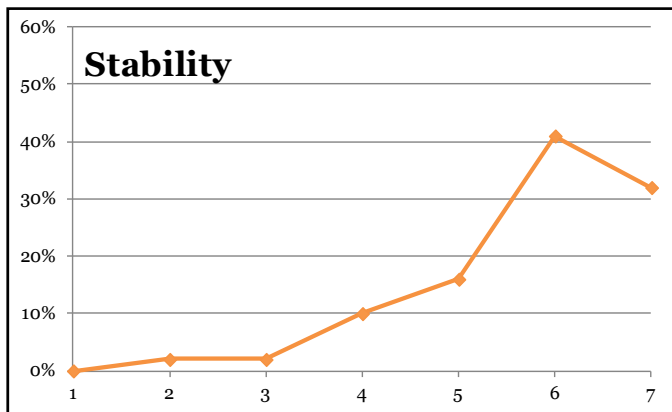
Averages of Workforce Characteristics

Availability: 4.89

Quality: 5.88

Stability: 5.86

Productivity: 6.05



In between the graphs are the averages of the responses for each of the workforce characteristics that the businesses were asked about. Productivity of the workers rates the highest with an average of 6.05, and availability of the workers rated the lowest.



Workforce



**WEST DES MOINES
BUSINESS
INCUBATOR**

The West Des Moines Business Incubator was created to strengthen the growth of small businesses within the community and provide office space and services for start-up entrepreneurs. Its mission is to accelerate growth and success by providing a supportive environment.

The Business Incubator is located at 2829 Westown Parkway, Suite 220 in West Des Moines, Iowa.

Currently, the West Des Moines Business Incubator houses ten businesses including the following: Biz-Buz, BLACK IOPS, CIRAS, eVizzit, IowaShopHop, MAKO Enterprises, SBDC International Trade Center, Social Wise Media Group, Three Razors Media and XStreaming Fitness.



The City of West Des Moines has also worked closely with Des Moines Area Community College (DMACC) at its West Campus to help create a program called IT Pathways. The purpose of this program is to help bolster high school students into becoming more involved in information technology.



Community Satisfaction

Service		Average Rating	
		2013	2012
City Provided	Ambulance & Paramedics	6.76	6.61
	Fire Protection	6.76	6.59
	Police Protection	6.49	6.57
	Community Planning	6.00	6.16
	Chamber of Commerce	6.00	6.14
	Traffic Control	6.08	6.14
	Community Services	6.00	6.13
	Economic Development	6.00	6.12
	Local Streets and Roads	5.96	6.10
	Regulatory Enforcement	5.93	5.84
	Zoning Changes & Permits	5.97	5.84
	Property Tax Assessment	4.80	4.75
Education	Colleges & Universities	6.57	6.44
	Community College	6.59	6.44
	Tech College	6.59	6.44
	Schools (K – 12)	6.54	6.41
Community	Health Care Services	6.73	6.64
	Childcare	5.94	6.24
	Highways	5.96	6.14
	Trucking	6.25	6.00
	Public Transportation	4.83	4.83
	Airline Passenger Service	4.57	4.38

The businesses surveyed were asked to rate West Des Moines' community services based on their satisfaction with each element. The ratings were completed based on a scale from 1 - 7, 1 being the poorest, and 7 being the greatest. The table to the left shows the average ratings of each specific service provided by the community in 2012 and 2013. As shown in the table, the services that averaged the highest were ambulance & paramedics, as well as fire protection, both averaging a 6.76. Health care services came in a close second averaging a 6.73.

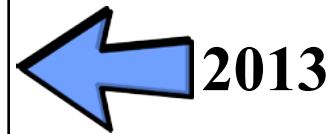
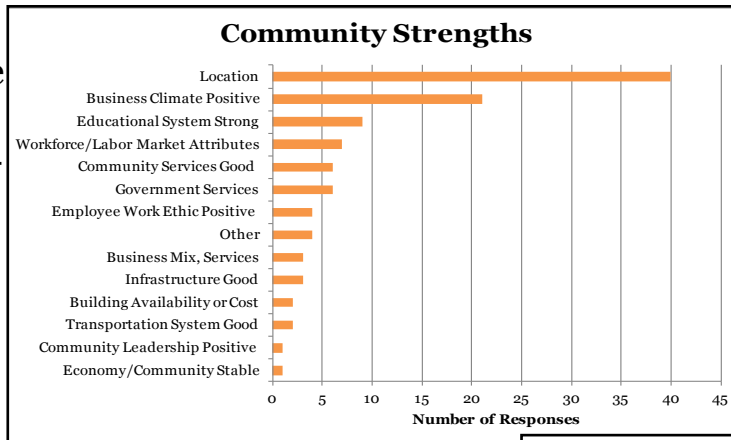


Education within the community scored very high, with community and tech colleges tied with an average of 6.59. This was closely followed by colleges and universities averaging a 6.57 and then K - 12 schooling averaging a 6.54.

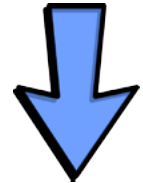


Community Satisfaction

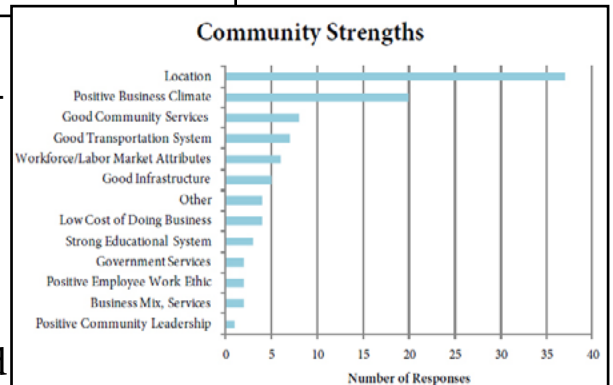
The 70 business participants were also asked to determine the community strengths within West Des Moines. They were allowed to choose more than one answer



2012



and the graph to the right shows the number of times a business responded to each element. Location was the top strength with 40 responses. The second highest community strength that businesses responded with was a positive business climate, which received 20 responses, followed by a strong educational system, workforce and labor market attributes, and good community services.



Utility Services	Average Rating
Electric	6.16
Natural Gas	6.14
Water	6.07
Cellular Service	6.06
Telecom (voice)	5.93
Sewer	5.80
Internet Access	5.79
Internet Speed	4.00

Survey participants were also asked to rate their satisfaction with utility services based on a scale of 1 - 7, 1 being the poorest and 7 being the greatest. The table on the left shows the average scores for each utility service.

It can be seen from the table on the left that businesses are most pleased with electrical needs being satisfied (averaging 6.16). This is an increase from 2012 when electric had an average score of 5.97.

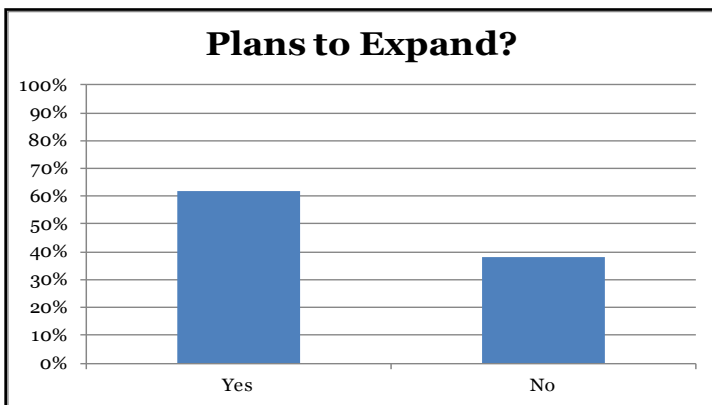
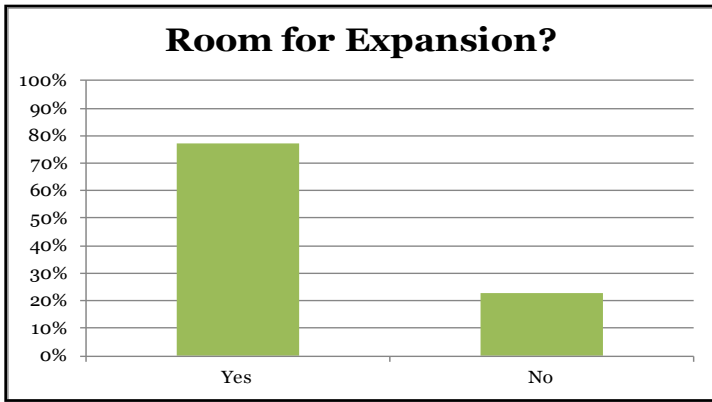


Expansion

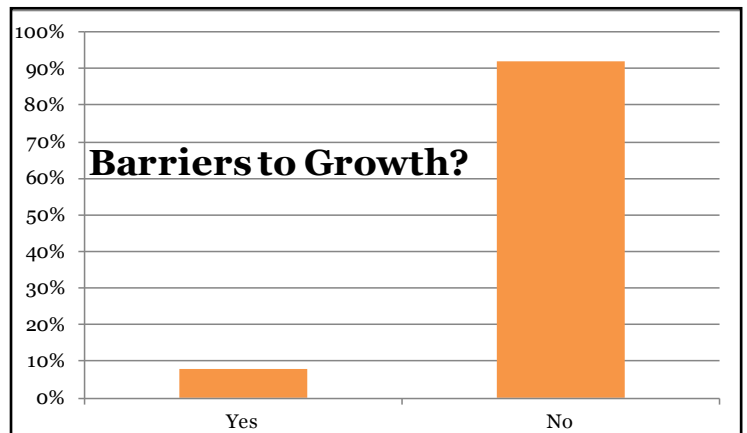
All of the surveyed businesses were asked questions about their future growth plans.

Seventy-seven percent (77%) of the businesses claimed that if needed, there would be adequate space in order to further grow within the community.

In regard to their future plans, businesses were asked if they were planning to expand within the next 3 years. Sixty-two percent (62%) of the surveyed businesses stated that they were planning to expand; this is relatively high compared to 59% in 2012 and 49% in 2010 and 2011. Business plans for growth have continued to increase throughout the years in the City of West Des Moines.



The businesses were also asked if there were any barriers to growth within the City. The graph on the right shows that an overwhelming majority of 92% said that there were not any barriers to stop them from growing any further in the community.



Thank You

The City of West Des Moines would like to thank the following businesses for participating in the Executive Call Program. The information gathered from their interviews is a crucial part of the City's efforts to create local employment and to maintain and expand its tax base.

Advanced Technologies Group	Iowa Girls High School Athletic Union
Alzheimer's Association: Greater Iowa Chapter	Iowa Medical Society
Amanda the Panda	Iowa Wealth Management
American Management Resources	Kingston Life & Health
American Retirement Systems	Mediafour
Annuities Plus LC	MetLife
Auto-Owners Insurance	Midwest Technical Partners
Barker Lemar Engineering	Morgan Stanley Smith Barney
Benefit Source	National Child Safety Council
Bituminous Insurance	Newbury Properties
Bryton Companies	Outcomes Pharmaceutical Health Care
Burt Commercial Finance Corp.	Palmer Group
Care Initiatives	PayLESS Office Products
Career Resources Group	Peterson Financial Group
Central Financial	Philadelphia Insurance Companies
Check All Valve Mfg. Co.	Portico Staffing
Commercial Appraisers of Iowa Inc.	Proferral
CoOpportunity Health	Ramco Innovations
Corell Contractor Inc.	Red Five Interactive Inc.
CPI Telecommunications	RehabVisions
Drake Homes	Scobie Group
Duracable Manufacturing/Roto-Rooter Corporation	Screenscape Studios
EmbarkIT	Sherpa Investment Management
Ensure Technologies	Shive-Hattery
Farmers National Co.	Solar Transport
Financial Care Professionals	Speck USA
Financial Partners Group	Struxture Architects
Focus OneSource	SVPA Architects
Foster Group	Tek Systems
Franke, Herr & Associates/Ameriprise Financial	The Vroman Group
Hanser & Associates	Three Razors Media
Health Systems International	Trabue Industrial Systems
Hy-Line International	Transport Permits
Integrative Counseling Solutions	UBS Financial Services
Iowa Area Development Group	WorkSource Staffing



WDM

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