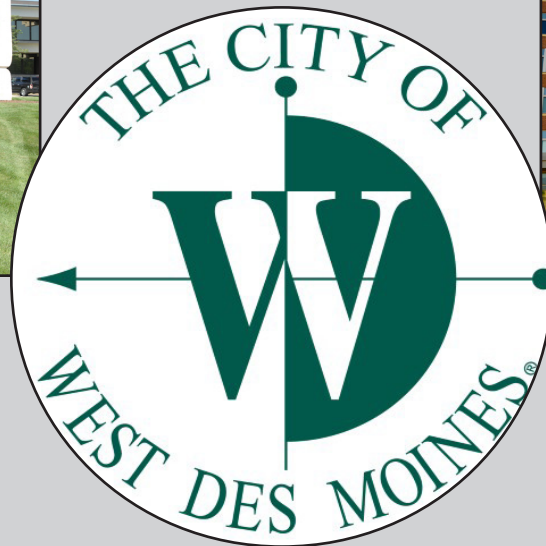
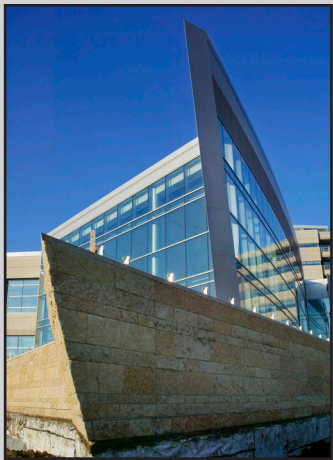


The City of West Des Moines



Development Retrospective
Fiscal Year 2013-2014



WEST DES MOINES

Positioned. Perfectly...

This Fiscal Year 2013-2014 Development Retrospective was
created by:

City of West Des Moines

Community and Economic Development Department

4200 Mills Civic Parkway, Suite 2E

West Des Moines, Iowa 50265

Phone: 515-273-0770

E-mail: ced@wdm.iowa.gov

www.positionedperfectly.com



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Letter from the City Manager

Dear West Des Moines Supporter:

On behalf of the Mayor and City Council of West Des Moines, thank you for your continued interest in our community. The “Development Retrospective” provides a comprehensive overview of the growth and economic activity in the City for the past year.

The growth of high quality jobs continues to expand inside West Des Moines. This is evident by the fact that number of establishments and jobs in West Des Moines increased again in the past year. The City was also greatly honored by Forbes Magazine, which named the Des Moines-West Des Moines metro as the best metro for jobs in the country. West Des Moines also saw its commercial and industrial construction numbers reach their highest total since 2008. With the continued build-out of the Wells Fargo campus on Mills Civic Parkway and Microsoft’s Project Alluvion data center, West Des Moines is in an exceptional position to continue this growth.

West Des Moines continues its tradition of being an excellent place to call home. Residential construction units saw some of their highest numbers ever in 2013. This fact, combined with projects like the construction of the Bellmeade and Broadmoor apartments currently under way, shows that West Des Moines is, and will continue to be, an extraordinary place to live.

West Des Moines would not be in the remarkable position we are in without the cooperation and hard work of its residents, volunteers, business leaders, elected officials, and City staff. I am pleased to share this “Development Retrospective” with you, which illustrates the unique and dynamic City of West Des Moines.

Tom Hadden, City Manager
City of West Des Moines



Year in Review





West Des Moines Recognitions

- Forbes Magazine named the Des Moines - West Des Moines metro as the Best City for Jobs in June 2013.
- The Des Moines - West Des Moines metro was named a worthy contender for the nation's top life and health insurance hub, according to InsuranceNet.com. But when it came to Indexed Annuities, they claimed the metro was in a league of its own.
- The City of West Des Moines Emergency Medical Services Department received reaccreditation from the Commission on Accreditation of Ambulance Services for compliance with national standards of excellence.
- Google recognized West Des Moines in August 2013 as the recipient of the inaugural eCity of Iowa award, which identifies the strongest online business community in each state - the digital capitals of America.
- West Des Moines was recognized by Livability.com as one of the Top 100 Places to Live. West Des Moines ranked very high for economics and education.
- According to the Milken Institute, The Des Moines - West Des Moines Metropolitan area is now ranked in the top 50 performing cities based on job growth, wages and economic environment.
- Movoto.com in January 2014 ranked West Des Moines as the #2 Best Small City to Retire and as the #26 Most Exciting Small City in the Nation.
- The Des Moines - West Des Moines Metropolitan area was named the #1 Best Medium - Sized Metro Area for Homeownership by NerdWallet Finance Blog. Three major factors were used to determine the selection: home availability, affordability, and growth within the area.
- Policom Corp named the Des Moines - West Des Moines Metropolitan #1 in a ranking of economic strength amongst metropolitan areas. The ranking is derived using data that includes per capita income, construction and retail.
- West Des Moines has been named as one of the Top Ten Best Small Cities for Education in America by Movoto.com.
- The National Association of Realtors ranked the Des Moines - West Des Moines metro #4 in the nation on a list of Best Metros for Millennial Homebuyers.
- The 50266 zip code became the 4th hottest zip code for attracting new homeowners for 2014 according to Simple Movers, LLC.

West Des Moines Projects

Completed projects in West Des Moines during the 2013 - 2014 fiscal year include:

- Dick's Sporting Goods completed a 55,138 square foot store.
- Hilton Garden Inn added 42,000 square feet to their hotel.
- Meals from the Heartland completed a new 14,554 square foot building.



Current projects in West Des Moines during the 2013 - 2014 fiscal year:

- Nordstrom's Rack and Home Goods to open in Fall 2014.
- Microsoft is building a 113,000 square foot data center which is in phase 3 of their existing data center.
- Microsoft will also construct a second data center, valued at \$1.12 billion.
- Wells Fargo will continue to add on to its Mills Civic Parkway Campus with the addition of 238,536 square feet.
- Three hotels are currently under construction in West Des Moines, including the Hampton Inn, Homewood Suites, and Townplace Suites.
- Bellmeade Apartments, consisting of 174 units, is under construction.
- Broadmoor II is expanding and adding 252 apartment units.
- Sierra Point Apartments, consisting of 127 apartment units, is under construction.





Citizen of the Year

Ted Ohmart



The West Des Moines Chamber is pleased to announce Ted Ohmart as the recipient of the 2014 West Des Moines Citizen of the Year Award. He is the 69th recipient of this annual award.

Ted has been unanimously selected as the 2014 Citizen of the Year based on a long history of service to the West Des Moines Community. He served as West Des Moines City Councilman 2nd Ward for 4 years and Councilmember-at-Large for 16 years. Previous to his terms on the Council, he served as a 12-year member and 10-year Chairman of the West Des Moines Park Board. Ted has also served on many local boards and committees including Public Works Committee Chair, Clive/West Des Moines Joint Fire/EMS Management Committee, and the Community Development Committee to name just a few. He also served as President of the WDM Development Corporation.

His service has reached into the metro region with active participation as past Chair of the Metropolitan Planning Organization, Growth Scenario Task Force, Vice-Chair of the Wastewater Reclamation Authority, and a member of the Des Moines River Greenbelt Advisory Committee and Greater Des Moines Sports Authority. He currently serves as Chair of the Polk County Resource Enhancement and Protection Committee and Chair of the Disciplinary Committee for the USA Hockey Affiliate (Mid West Amateur Hockey Association) serving Iowa, Kansas and Nebraska.

Ted has coached amateur hockey, Little League Baseball, Girl's Softball, YMCA Girl's Basketball, and is Past President of the Greater Des Moines Hockey Association and Mid West Amateur Hockey Association.

He is a co-owner of a second-generation family business, Hawk Metal Products, Inc., located in the West Moines Industrial Park for over 40 years. He is a graduate of Valley High School and attended Grand View College and Wisconsin State University, River Falls. He and his wife of 43 years, Cindy (Byers,) have three children, Eric (and his wife, Michelle,) Alane and Kristin; and one grandson, Cypress.

Business Community





Business Recognitions

West Des Moines has maintained a strong business community, as demonstrated by the many recognitions received by both regional and national organizations. Below are some highlights from the 2013-2014 fiscal year:

- American Bankers Association recognized West Bank for being ranked number 15 among 252 similar sized banks for average return on equity in 2013.



- CNBC ranked Foster Group Inc. #13 on their inaugural list of the Top 100 Fee-Only Wealth Management Firms in the nation.



- Engineering News-Record named Architectural Wall Systems Co. #317 on the list of top 600 specialty contractors; top 14 in the country working in glazing and curtain walls; and top 20 in handling sheet metal.



- Ernst & Young named Jerry Foster, founder and chairman of Foster Group Inc., one of three finalists in the Ernst & Young Entrepreneur of the Year in the Upper Midwest.



Business Recognitions

- Hubbell Realty Company was inducted into the Iowa Volunteer Hall of Fame, Business & Corporation category, for making extraordinary volunteer efforts in the community in 2014.



- During fiscal year 2013-2014 there were three new inductees to the Midwest Commercial Real Estate Hall of Fame: Hubbell Realty Company, Hurd Real Estate Services, and R & R Realty Marketing Group.



- Three West Des Moines insurance companies were recognized by the National Association of Insurance Commissioners as the Top 25 of the nation's top annuity insurers: American Equity Investment Life Holding, Athene, and Sammons Financial Group.



- Five West Des Moines life-health insurance companies were recognized by Ward Group as being among the 50 top-performing life-health companies in the nation: American Equity Investment Life Holding, American Republic Insurance Company, Farm Bureau Life Insurance Company, GuideOne Insurance, and Homesteaders Life Company.



Executive Call Program

As a 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 gain input 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 allowed the City to gain a better understanding of local businesses' needs in order to better serve the business community.

The Existing Industry Report provides aggregate information about the responses gathered from all of the interviews conducted, but each business's individual information is confidential. The report can be found on the City's Economic Development website at:

www.positionedperfectly.com

A gracious thank you is extended to all of the businesses that participated in the Executive Call Program.

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.



Existing Industry Report 2013



Positioned. Perfectly...

Department of Community and Economic Development
4200 Mills Civic Parkway, Suite 2E
West Des Moines, Iowa 50265
515.273.0770
www.positionedperfectly.com



Executive Call Program

The City of West Des Moines would like to thank the following businesses for participating in the 2013 Executive Call Program:

Advanced Technologies Group
Alzheimer's Assn: Greater Iowa Chapter
Amanda the Panda
American Management Resources
American Retirement Systems
Annuities Plus LC
Auto-Owners Insurance
Barker Lemar Engineering
Benefit Source
Bituminous Insurance
Bryton Companies
Burt Commercial Finance Corp.
Care Initiatives
Career Resources Group
Central Financial
Check All Valve Mfg. Co.
Commercial Appraisers of Iowa Inc.
CoOpportunity Health
Corell Contractor Inc.
CPI Telecommunications
Drake Homes
Duracable Manufacturing/
Roto-Rooter Corporation
EmbarkIT

Ensure Technologies
Farmers National Co.
Financial Care Professionals
Financial Partners Group
Focus OneSource
Foster Group
Franke, Herr & Associates/
Ameriprise Financial
Hanser & Associates
Health Systems International
Hy-Line International
Integrative Counseling Solutions
Iowa Area Development Group
Iowa Girls High School Athletic Union
Iowa Medical Society
Iowa Wealth Management
Kingston Life & Health
Mediafour
MetLife
Midwest Technical Partners
Morgan Stanley Smith Barney
National Child Safety Council
Newbury Properties
Outcomes Pharmaceutical Health Care
Palmer Group

PayLess Office Products
Peterson Financial Group
Philadelphia Insurance Companies
Portico Staffing
Proferral
Ramco Innovations
Red Five Interactive Inc.
RehabVisions
Scobie Group
Screenscape Studios
Sherpa Investment Management
Shive-Hattery
Solar Transport
Speck USA
Strustructure Architects
SVPA Architects
Tek Systems
The Vroman Group
Three Razors Media
Trabue Industrial Systems
Transport Permits
UBS Financial Services
WorkSource Staffing

Demographics





Population

West Des Moines Population, 1990 - Present



Source: City of West Des Moines

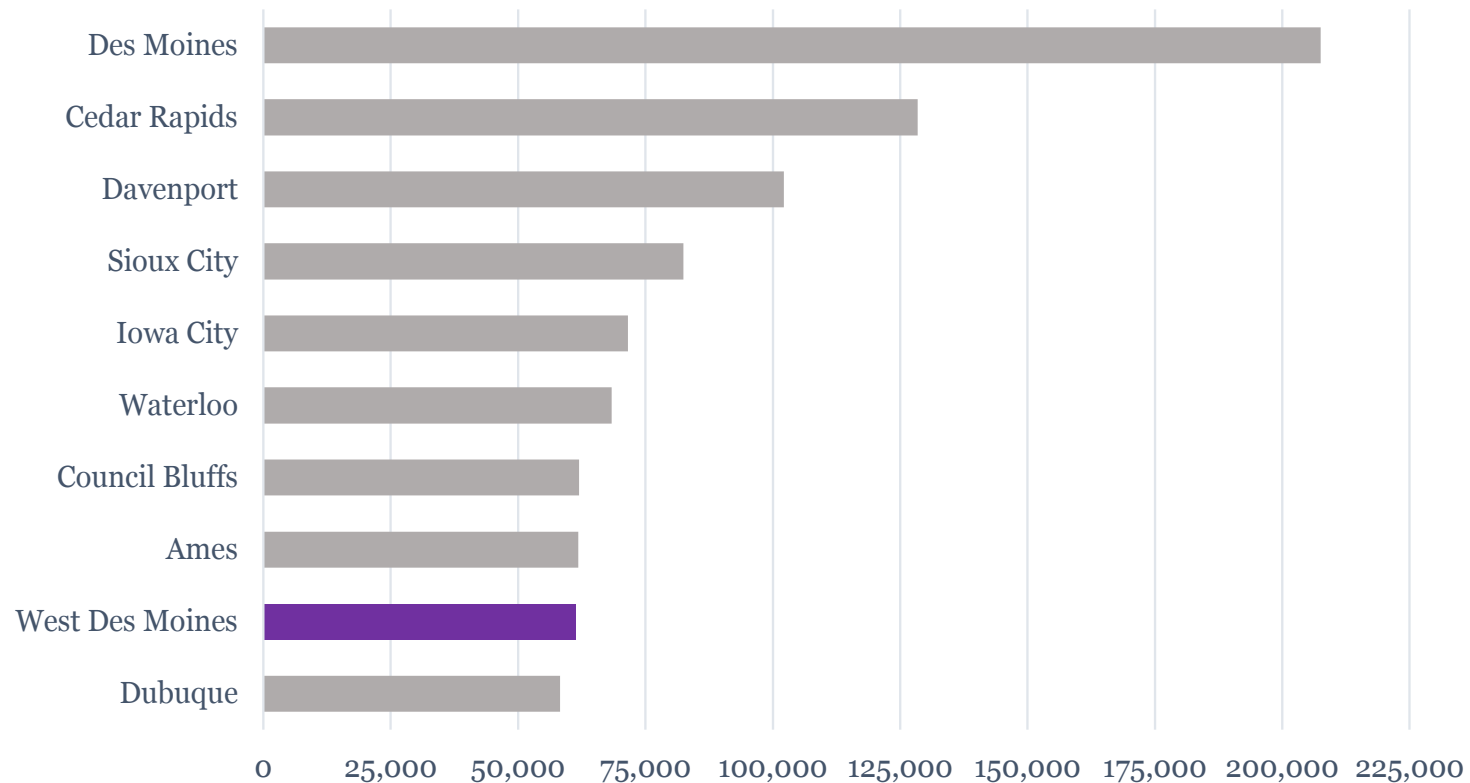
*as of June 1, 2014

As of June 1, 2014, the population of West Des Moines was 63,471. The City's population has steadily increased over the recent years and is projected to see continued growth throughout the future.



Iowa's Top 10 Cities by Population

2013 Population for Top Ten Iowa Cities

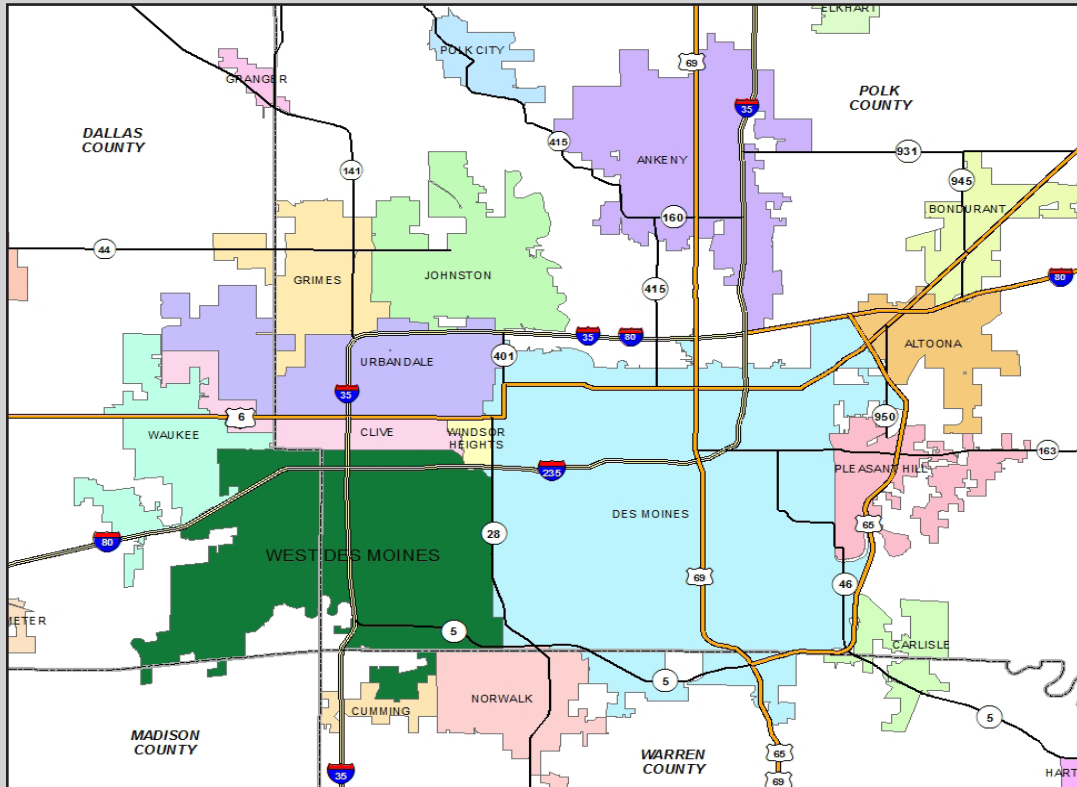


Source: US Census

West Des Moines is ranked 9th in the top ten cities in Iowa based on total population in 2013.



Daytime Population



Where the West Des Moines Workforce Lives

City	Count	Share
Des Moines	12,537	21.3%
West Des Moines	9,770	16.6%
Urbandale	4,355	7.4%
Ankeny	2,707	4.6%
Waukee	2,001	3.4%
Clive	1,825	3.1%
Johnston	1,471	2.5%
Norwalk	883	1.5%
Altoona	824	1.4%
Grimes	824	1.4%
All Other Locations	21,601	36.7%

Non-Resident Employees	49,087
Residents Staying in West Des Moines	42,032
Visitors and Non-Resident Shoppers	49,583
Non-Resident Students	800
Total Daytime Population	141,502

Source: US Census, Iowa Workforce Development, Jordan Creek Town Center, City of West Des Moines



Major Employers

2014 Major Employers in West Des Moines



Wells Fargo & Company	8,393
West Des Moines School District	1,114
Athene USA Corporation	1,051
FBL Financial Group, Inc.	979
Hy-Vee, Inc.	876
Mediacom	538
MetLife	496
Sammons Financial Group	470
GuideOne Insurance	450
The Iowa Clinic	445
General Dynamics Information Technologies	418
Methodist West Hospital	411
American Equity Investment Life Holding Company	400
ITA	385
Business Solvers	366



*Source: City of West Des Moines,
Community and Economic Development Department*



Number of Jobs

Number of Establishments and Jobs in West Des Moines, 2002-Present

Year	Establishments	Jobs
2002	1,897	39,099
2003	2,180	42,492
2004	2,324	44,613
2005	2,405	45,724
2006	2,491	47,665
2007	2,512	50,979
2008	2,514	51,481
2009	2,521	52,117
2010	2,589	52,580
2011	2,563	55,494
2012	2,668	58,477
2013	2,785	58,857

The number of establishments in West Des Moines is counted as the number of business locations in the area. The number of jobs in West Des Moines is the number of reported jobs within the businesses in the area.

Both the number of establishments and number of jobs have generally maintained an upward trend and reached an all time high in 2013. The number of establishments reached in 2013 was 2,785, and those establishments produced a total of 58,857 jobs in West Des Moines.

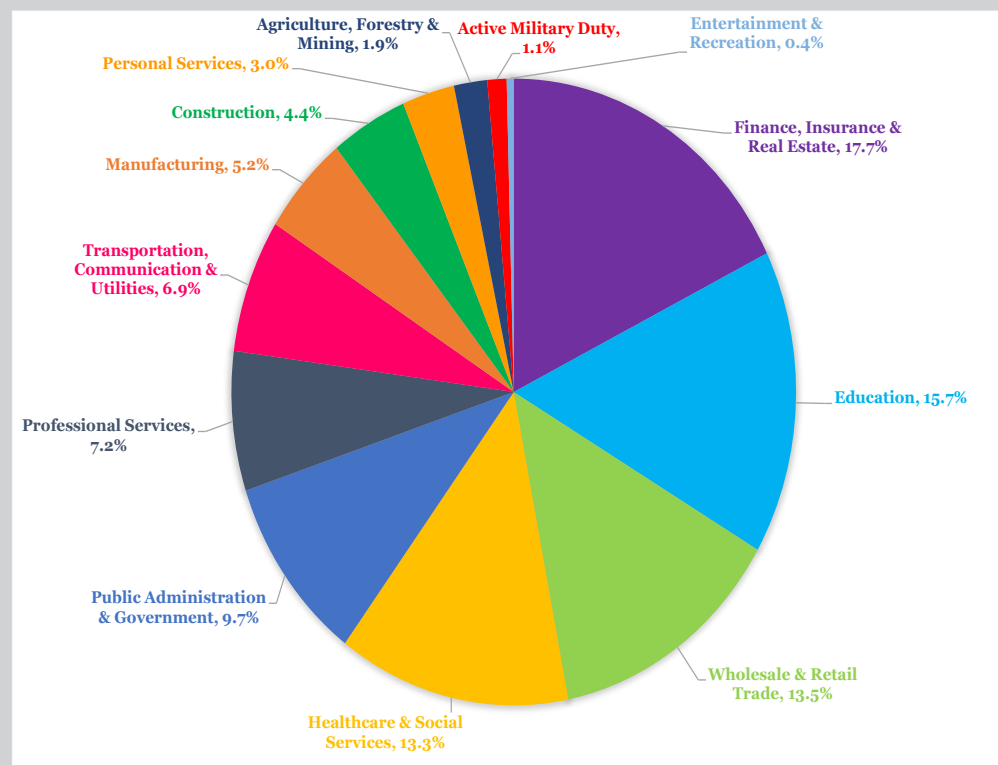
Source: Iowa Workforce Development



West Des Moines, Clive and Waukee Workforce by Industry

Iowa Workforce Development conducts a bi-annual laborshed analysis for the West Des Moines, Clive and Waukee area. The West Des Moines, Clive and Waukee Laborshed was released in July 2014 and was based on information provided by the U.S. Census, Bureau of Labor Statistics, and Iowa Workforce Development. Finance, Insurance and Real Estate have consistently been a large percentage of West Des Moines and the metro.

Industry	Percent of Workforce
Finance, Insurance & Real Estate	17.7%
Education	15.7%
Wholesale & Retail Trade	13.5%
Healthcare & Social Services	13.3%
Public Administration & Government	9.7%
Professional Services	7.2%
Transportation, Communication & Utilities	6.9%
Manufacturing	5.2%
Construction	4.4%
Personal Services	3.0%
Agriculture, Forestry & Mining	1.9%
Active Military Duty	1.1%
Entertainment & Recreation	0.4%



Source (table and chart): West Des Moines, Clive & Waukee Laborshed 2014



Workforce

Post-Secondary Education of West Des Moines, Clive & Waukee

Industry	Percent of Workforce
Agriculture	72.7%
Construction	76.2%
Education	95.8%
Entertainment & Recreation	*
Finance, Insurance & Real Estate	94.8%
Healthcare & Social Services	80.4%
Manufacturing	54.2%
Personal Services	88.2%
Professional Services	88.2%
Public Administration & Government	80.0%
Transportation, Communication & Utilities	71.1%
Wholesale & Retail Trade	71.8%

Median Wage of West Des Moines, Clive, & Waukee Workforce by Industry

Industry	Salary (Per Year)	Non Salary (Per Hour)
Agriculture	*	*
Construction	\$53,000	\$16.00
Education	\$57,000	\$12.30
Entertainment & Recreation	*	*
Finance, Insurance & Real Estate	\$75,500	\$14.00
Healthcare & Social Services	\$80,000	\$11.57
Manufacturing	\$52,300	\$15.00
Personal Services	\$29,500	\$11.50
Professional Services	\$60,000	\$19.50
Public Administration & Government	\$71,500	\$20.17
Transportation, Communication & Utilities	\$80,000	\$21.52
Wholesale & Retail Trade	\$67,500	\$10.00

Source: West Des Moines, Clive & Waukee Laborshed 2014

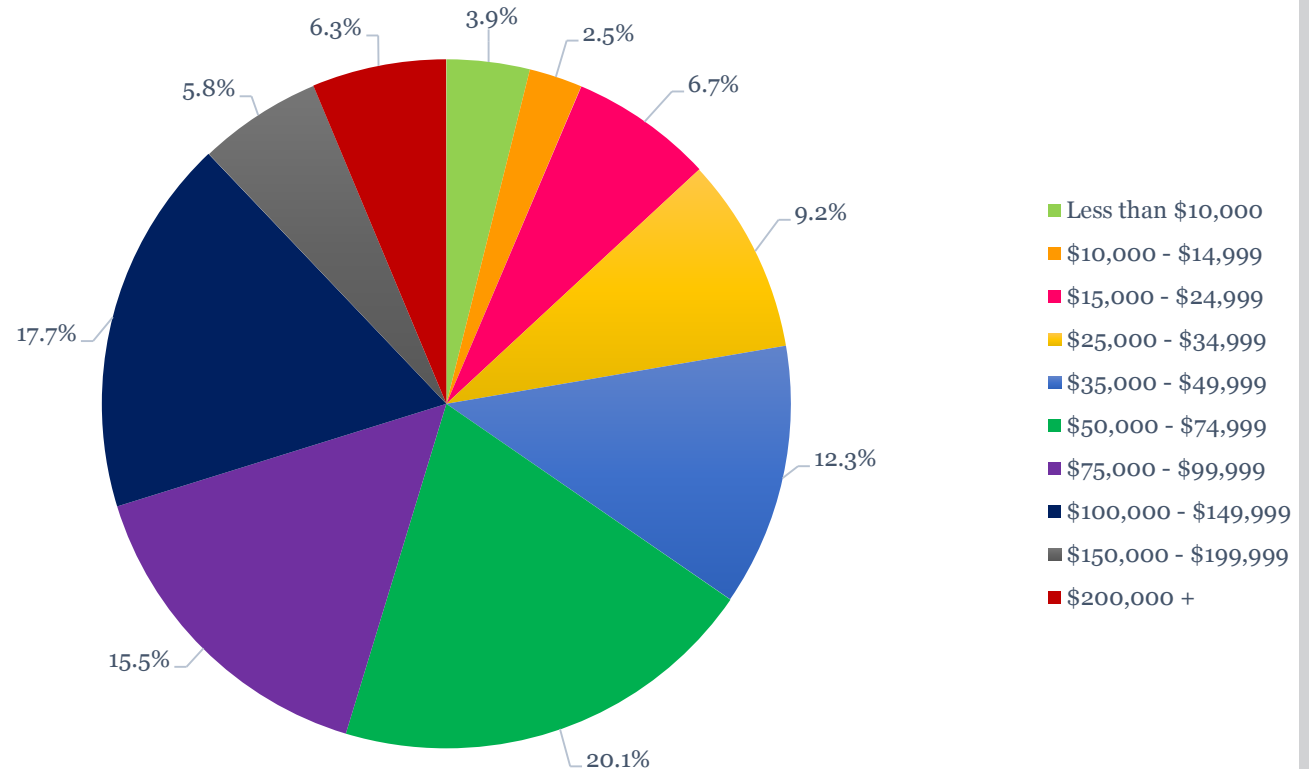
*Insufficient survey data



Median Household Income

West Des Moines' median household income in 2013 was \$74,900 according to the U.S. Department of Housing and Urban Development. West Des Moines is very diverse with a wide range of income amounts; from less than \$10,000 to more than \$200,000. The majority of the population's household income, about 65%, makes between \$35,000 and \$149,999. The largest majority of the population in West Des Moines, 20.1%, makes between \$50,000 and \$74,999. When compared to the State of Iowa and the United States, West Des Moines has a significantly higher median household income.

West Des Moines Median Household Income



2013 Median Household Income by Region

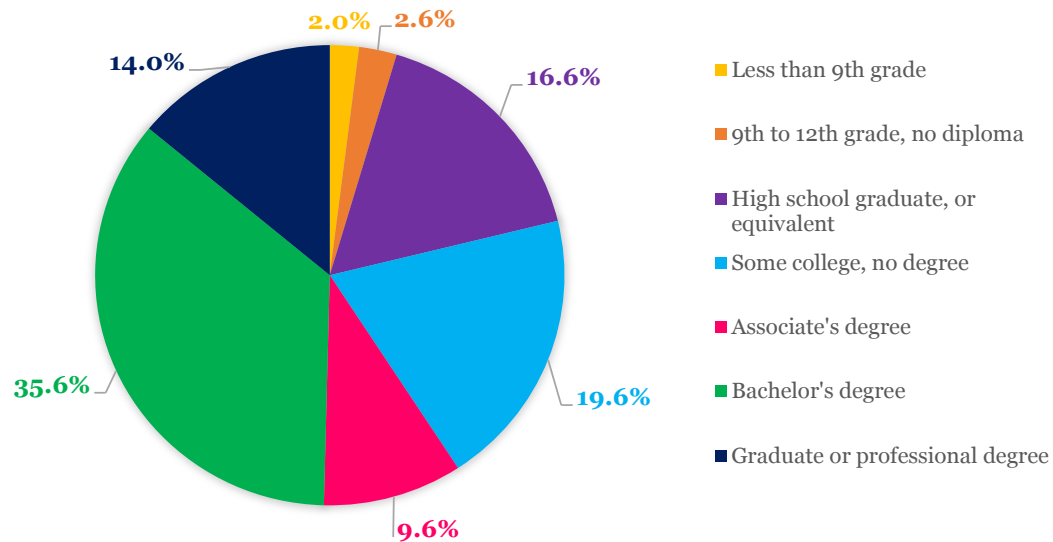
West Des Moines	Iowa	United States
\$74,900	\$65,300	\$64,400

Source (table): U.S. Department of Housing & Urban Development

Source (chart): U.S. Census Bureau, 2008 - 2012 American Community Survey 5-Year Estimates

Education Attainment

**West Des Moines Education Attainment:
Population 25 Years and Over**



**Education Attainment by
Region: Population 25 Years
and Over**

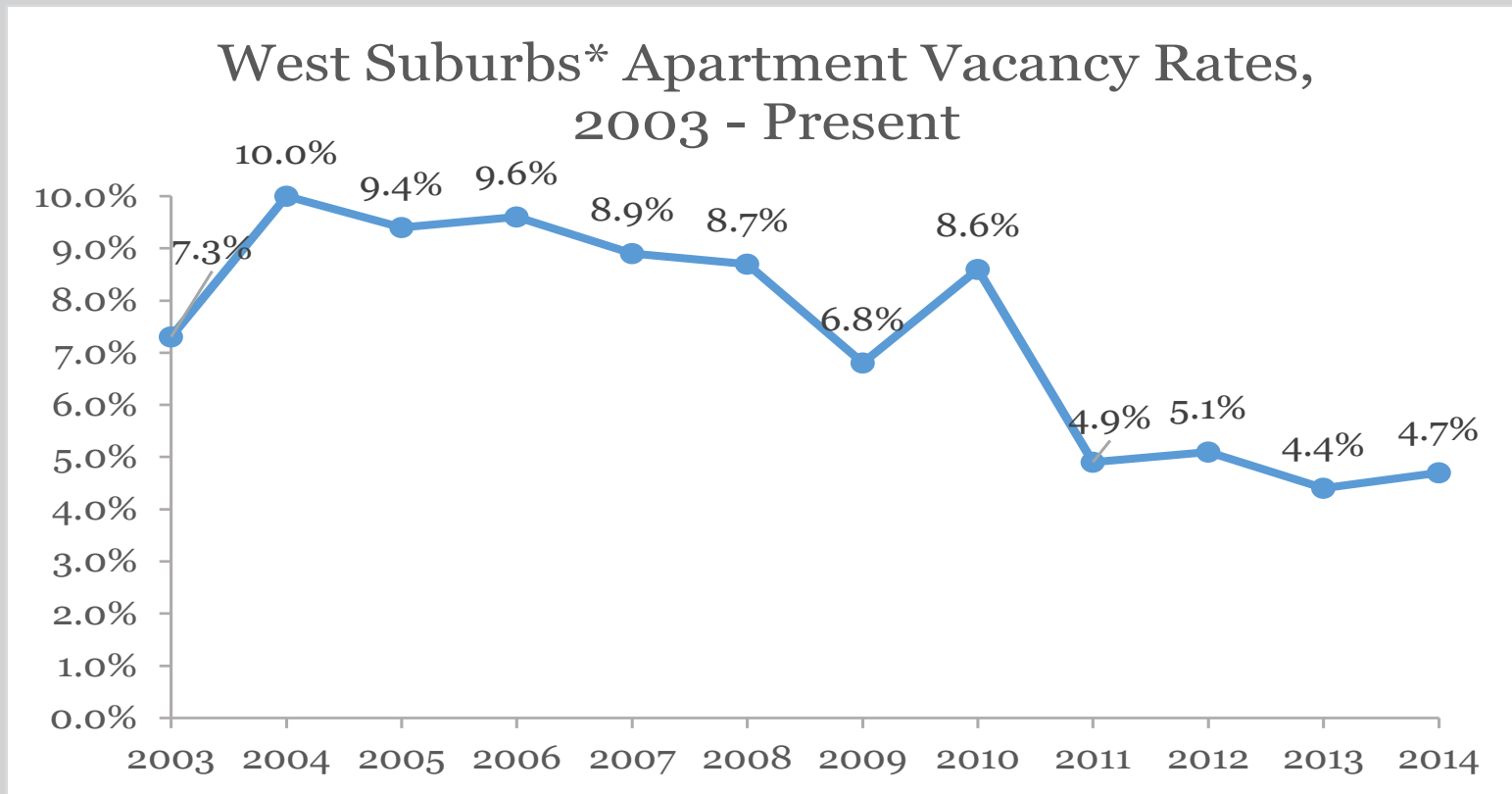
	High School Graduate or Higher	Bachelor's Degree or Higher
West Des Moines	95.5%	49.6%
Iowa	90.7%	25.3%
United States	85.7%	28.5%

Source (table and chart): U.S. Census Bureau 2008-2012 American Community Survey 5-Year Estimates

Over one third (35.6%) of West Des Moines' residents aged 25 and older held a bachelors degree. The next most common education attainment is some college experience, but no degree. A graduate or professional degree held an impressive portion as well with 14.0%. West Des Moines has a very well-educated population, and has a greater percentage of education attainment than both Iowa and the United States.



Apartment Vacancy Rates



*West Suburbs include the following cities: Clive, Urbandale, Windsor Heights, West Des Moines, Grimes, Waukee, and Johnston

Source: CBRE | Hubbell Commercial, Des Moines Metro Apartment Survey 2014

There are 11,211 rental units in the West Suburban area. As can be concluded from the data, vacancy rates are close to an all-time low, only rising three tenths of a percent since last year. Vacancy rates vary by unit type. In the West Suburban area, vacancy is at 2.8% for efficiency, 3.8% for one-bedroom, 4.8% for two-bedroom, and 6.3% for three-bedroom apartments.



Rental Housing Costs

West Suburbs* Average Rent, 2008 - Present

Year	One – Bedroom	Two - Bedroom
2014	\$756	\$830
2013	\$743	\$813
2012	\$704	\$779
2011	\$691	\$755
2010	\$677	\$743
2009	\$680	\$741
2008	\$673	\$739

Average rent is increasing in the West Suburban area. Both one - bedroom and two - bedroom apartment costs have steadily increased over the years. The increase in rent is due to the decrease in vacancy rates. As vacancy rates decrease, rental costs increase. Percent change in rent from 2013 - 2014 in the West Suburbs for a one - bedroom apartment is 1.7%, less than the 3.0% average of the Greater Des Moines area. The percent change for a two - bedroom apartment is 2.1% just below the 2.4% Greater Des Moines average.

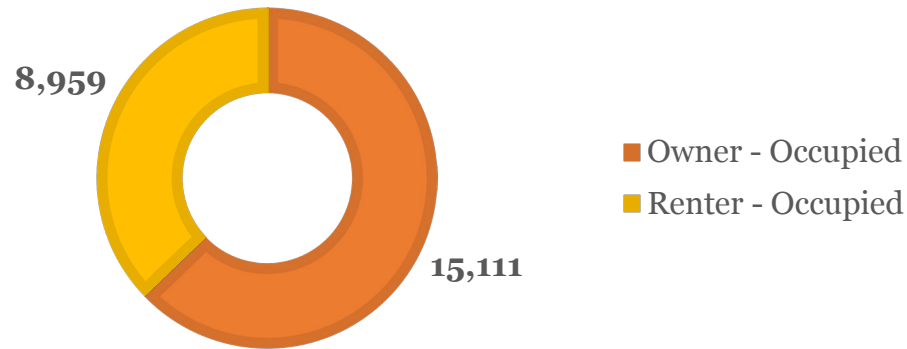
West Suburbs* Average Rent by Unit Type

Unit Type	Average Rent
Efficiency	\$708
One – Bedroom	\$756
Two – Bedroom	\$830
Three - Bedroom	\$1,049

*West Suburbs include the following cities: Clive, Urbandale, Windsor Heights, West Des Moines, Grimes, Waukee, and Johnston
 Source: CBRE | Hubbell Commercial, Des Moines Metro Apartment Survey 2014

Housing Occupancy

West Des Moines Housing Occupancy



Housing Occupancy by Region

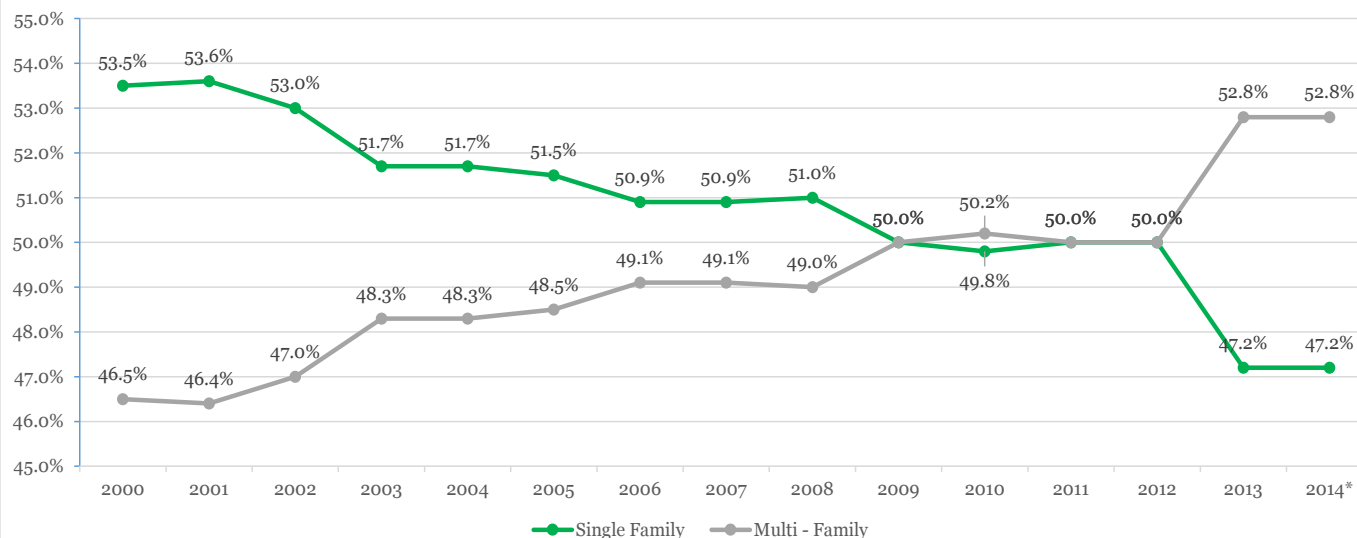
	Owner - Occupied	Renter - Occupied
West Des Moines	62.8%	37.2%
Iowa	72.6%	27.4%
United States	64.7%	35.3%

Source (table and chart): U.S. Census Bureau
2008-2012 American Community Survey 5 - Year Estimate

In West Des Moines, 62.8% of housing units are occupied by owners, while 37.2% are occupied by renters. These numbers for the community have stayed relatively the same over the last few years. As shown in the table above, the three regions, West Des Moines, Iowa and the United States, are fairly close in numbers.

Housing Units

West Des Moines Housing Units by Structure Type



*as of July 1, 2014

West Des Moines Housing Units

	Single Family	Multi – Family
2013	47.2%	52.8%
2014	47.2%	52.8%

Source (table and chart): City of West Des Moines



As of July 1, 2014, total number of single family dwelling units was 13,758 and the total number of multi-family dwelling units was 15,383.

In 2010, multi-family housing surpassed single family housing units in West Des Moines, as the need for multi-family housing units has increased throughout recent years. West Des Moines is seeing a need for townhouses, condominiums, and apartments for a community with a growing population of young people.

At least 553 more units will be added to this total next year, as there are three apartment complexes currently under construction.

2013 West Des Moines Housing Sales by County

	Polk County	Dallas County
Median Price	\$174,000	\$196,805
Average Price	\$213,234	\$259,168
Units Sold	882	700

Source: *Polk County Assessor*
Dallas County Assessor

Housing sales in both the Polk County and Dallas County areas of West Des Moines had a very large number of units sold in 2013. Polk County sold 882 units, while Dallas County sold 700 units.

The sale price of the houses in both counties are relatively similar, but are slightly higher in the Dallas County section of West Des Moines. Polk County had a slight decrease in the median price from 2012



Construction

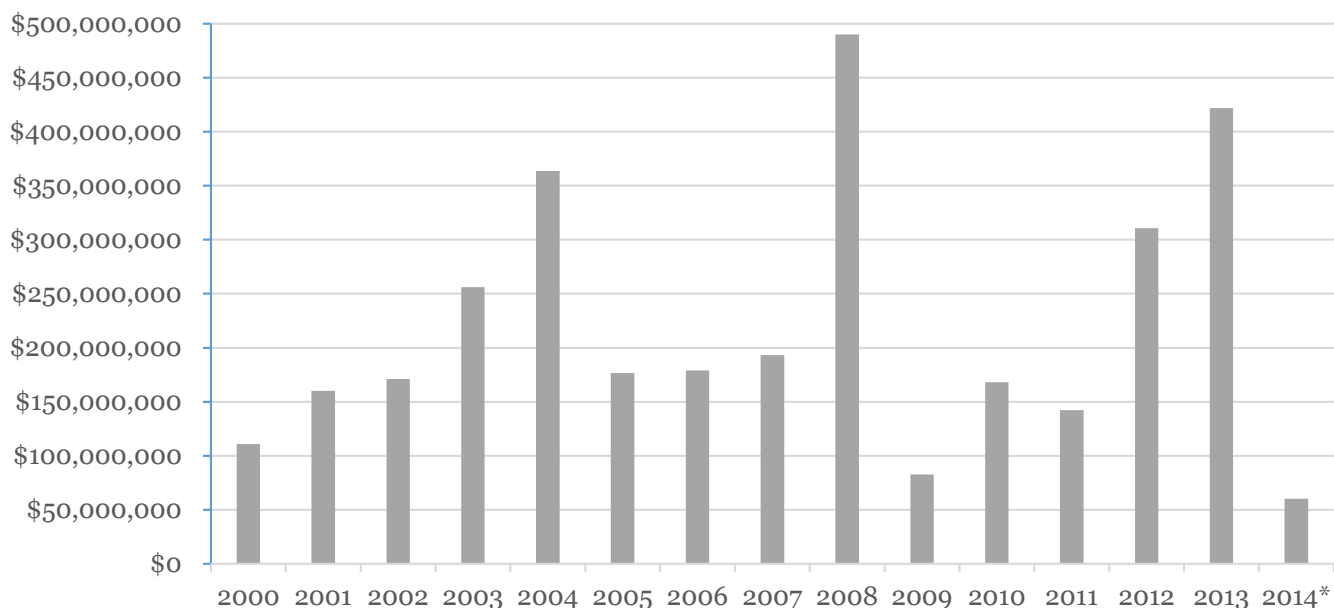




Construction Valuation

Year	Valuation
2014*	\$60,130,071
2013	\$421,746,147
2012	\$310,595,751
2011	\$142,361,135
2010	\$168,206,809
2009	\$82,767,511
2008	\$490,098,655
2007	\$193,234,279
2006	\$179,052,330
2005	\$176,762,250
2004	\$363,813,418
2003	\$255,989,203
2002	\$171,167,853
2001	\$160,202,428
2000	\$110,819,476

Total Construction Valuation in West Des Moines:
Commercial & Residential, 2000 - Present



Source (table and chart): City of West Des Moines, Development Services Department
*as of July 1, 2014

Construction in West Des Moines had an outstanding year in 2013; between commercial and residential construction, valuation was \$421,746,147. Building activity in 2014 has started off very well and should be another big year for construction in West Des Moines. Construction has continued to grow again since the economic downturn in 2008, and shows a lot of promise for the future of the West Des Moines community.

Construction Valuation

Breakdown of West Des Moines Construction Valuation, 2012 & 2013

	2012	2013
Residential*	\$146,995,140	\$186,902,341
Commercial	\$94,948,601	\$208,715,656
Tax Exempt	\$59,928,892	\$19,081,950
Miscellaneous**	\$5,513,046	\$4,646,970

Source: City of West Des Moines, Development Services Department

*Single family + Multi-family

**Miscellaneous = fences, swimming pools, additions, etc.



Construction site of Fareway

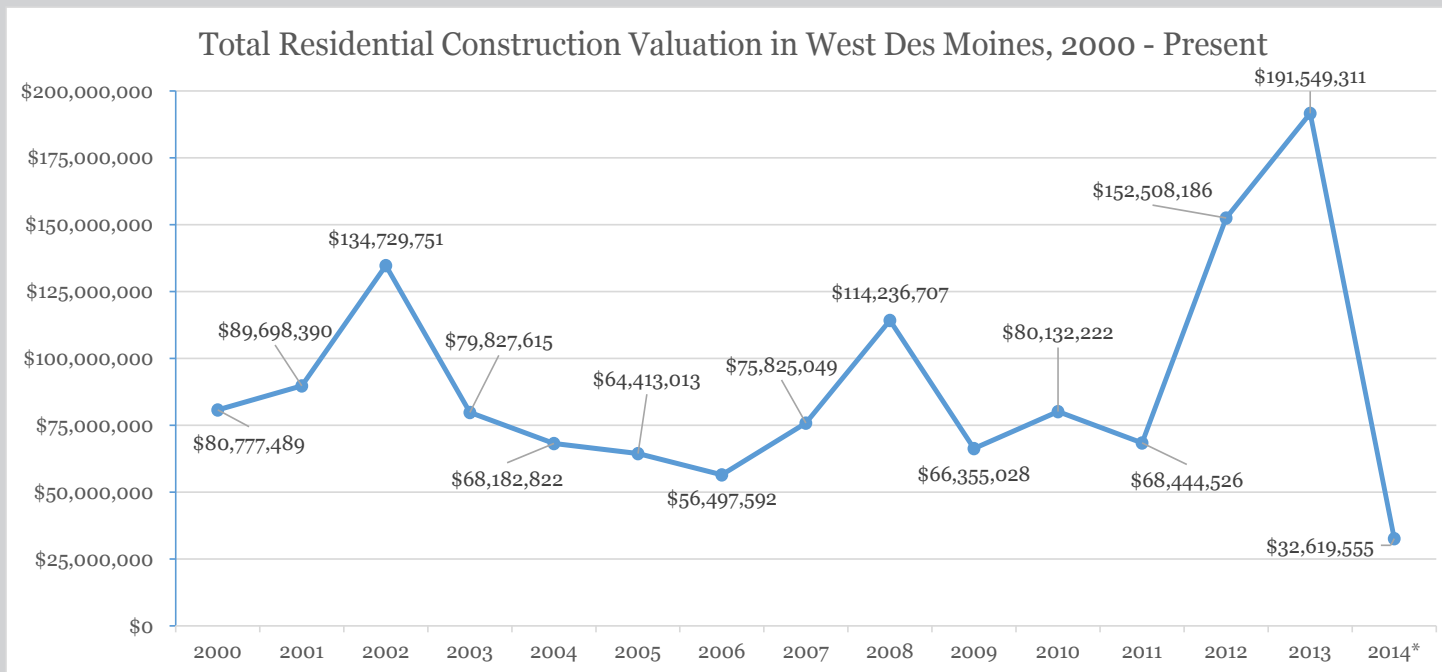
From the table above, 2013 shows an incredible increase in both residential and commercial construction. From 2012 to 2013, residential construction increased over \$39 million and commercial construction increased over \$113 million.

Commercial construction was an all time high for the City of West Des Moines, more than doubling the amount of commercial construction valued for 2012 due to major projects like Wells Fargo construction on their Mills Civic Parkway Campus and Microsoft's data center expansions.

West Des Moines has seen an excellent year for construction in 2013 and expects construction activity to continue to be robust.



Residential Construction Valuation



In 2013, the value of residential construction reached a record high in West Des Moines at \$191,549,311. West Des Moines has continued to recover from the recession and 2013's successful construction is a good sign for the future.

Source: City of West Des Moines, Development Services Department
 *as of July 1, 2014

The City met demands for multi-family housing as the value for multi-family residential construction was \$116,381,302 in 2013, more than \$39 million than the value of residential construction for multi-family in 2012. Not only was it a record high year for residential construction but it was a record high for both single family and multi-family construction separately.

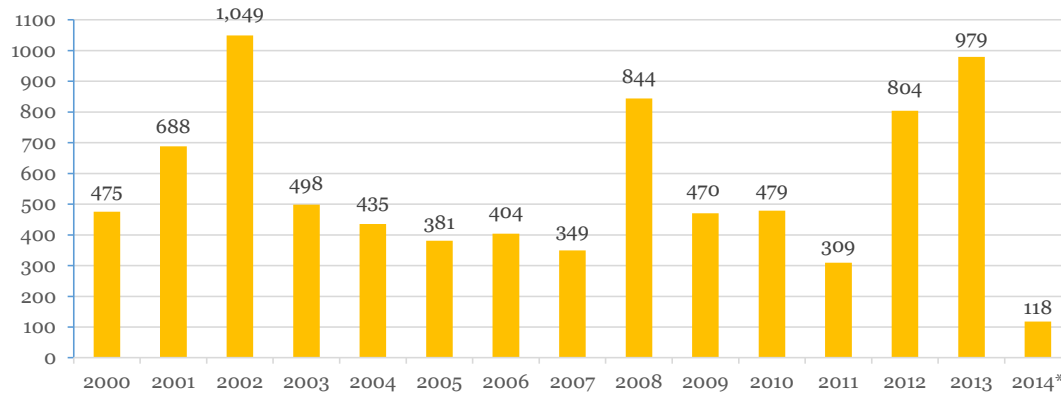
West Des Moines Residential Construction Valuation by Type, 2012 & 2013

Residential Type	2012	2013
Single Family	\$52,288,643	\$70,521,039
Multi – family	\$94,706,497	\$116,381,302



Residential Construction Units

Total Residential Construction Units in West Des Moines, 2000 - Present



*as of July 1, 2014

With 2013 being a great year for construction, West Des Moines was able to produce a total of 979 housing units. 874 of which were constructed in Dallas County and 87 of which were constructed in Polk County. Residential construction in 2013 was the highest number of units produced since 2002.

The trend in number of units being built in each county has changed in West Des Moines over the years. In recent years, the numbers in Dallas County have been increasing rapidly, whereas the construction in Polk County is growing stagnant because most of the construction was done in the 1990's, and very little little vacant residential property remains.

West Des Moines Residential Construction Units by County 2000 - Present

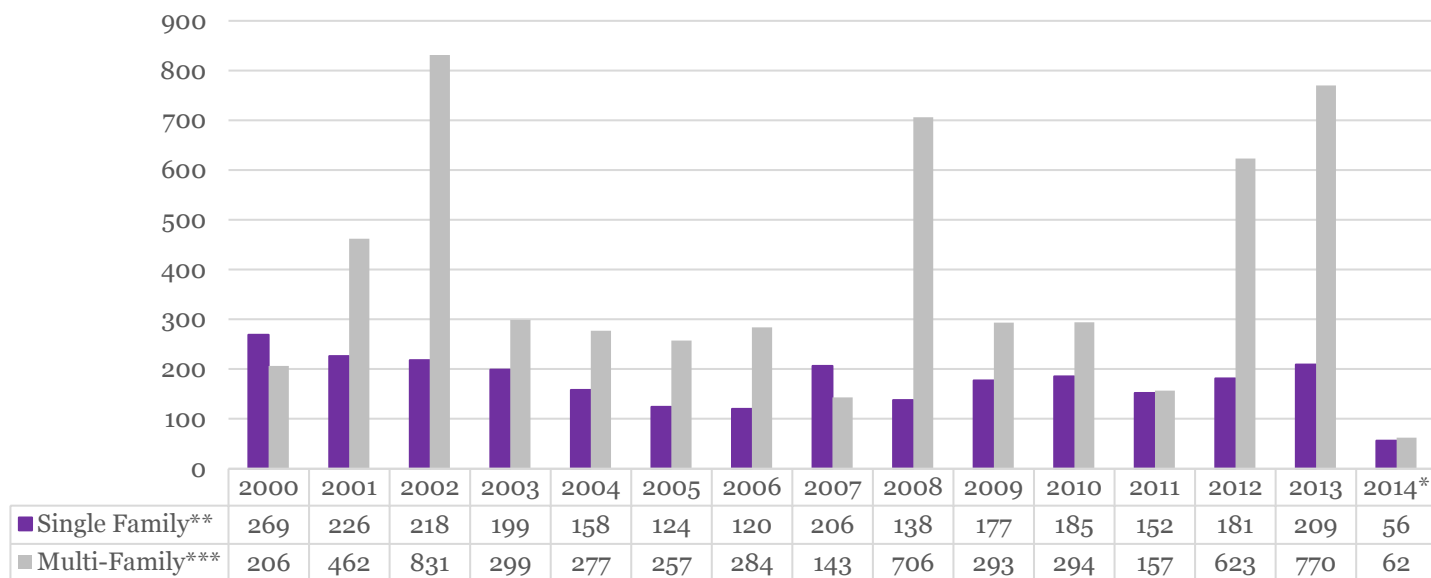
Year	Dallas County	Polk County
2000	210	264
2001	210	466
2002	857	178
2003	317	197
2004	323	112
2005	344	37
2006	353	51
2007	296	53
2008	559	285
2009	445	25
2010	461	18
2011	285	22
2012	769	35
2013	874	87
2014*	99	0

Source: City of West Des Moines, Development Services Department



Residential Construction Units

West Des Moines Residential Construction Units by Type, 2000 - Present



Source: City of West Des Moines, Development Services Department

*as of July 1, 2014

**Single Family Detached Units

***Includes Townhouses, Condominiums, and Apartments

Of the 979 residential construction units in 2013, 209 were single family housing units and 770 were multi-family dwelling units. The multi-family housing units have fluctuated over the years as needs increase with the expanding dynamics of the City of West Des Moines' population. There was an increase in 2013 in both single family and multi-family housing units from 2012.



Residential Building Permits

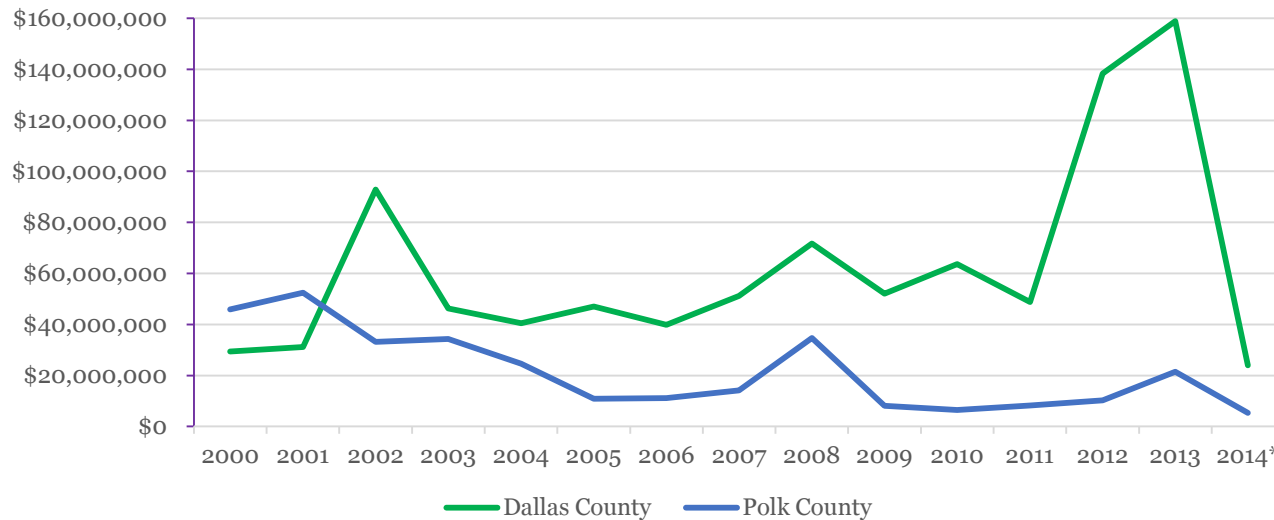
2013 West Des Moines Building Permit Valuation by County

Residential Type	Dallas County	Polk County
Single Family	\$58,610,701	\$10,019,257
Multi-Family	\$100,196,038	\$11,447,754

As of July 1, 2014 the value of residential building permits in the West Des Moines portion of Warren County totaled \$1,880,181.

Both Dallas and Polk counties still show a large increase in building permit valuations in 2013. As mentioned before, the Dallas County portion of West Des Moines has continued to grow tremendously in recent years. Although most of the Polk County section was constructed in the 1990's, the Dallas County portion of the City is still seeing growth, especially in multi-family units which tripled in value from 2012.

Total Residential Building Permit Valuation in West Des Moines by County, 2000 - Present



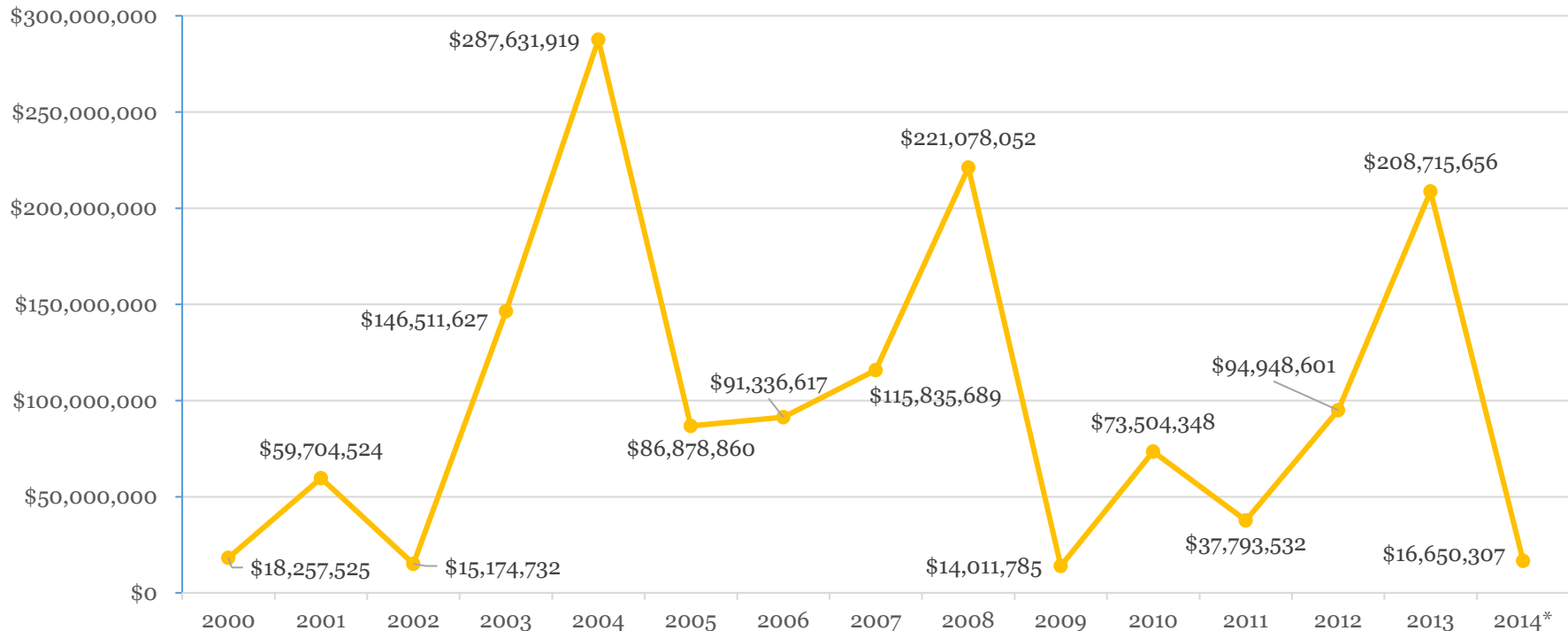
Source (table and chart): City of West Des Moines, Development Services Department

*as of July 1, 2014



Commercial Construction Valuation

Total Commercial Construction Valuation in West Des Moines, 2000 - Present



Source: City of West Des Moines, Development Services Department

*as of July 1, 2014

The value of commercial construction in West Des Moines was very promising in 2013 with \$208,715,656. This is the highest commercial construction valuation West Des Moines has seen since 2008.



Commercial/Industrial Construction

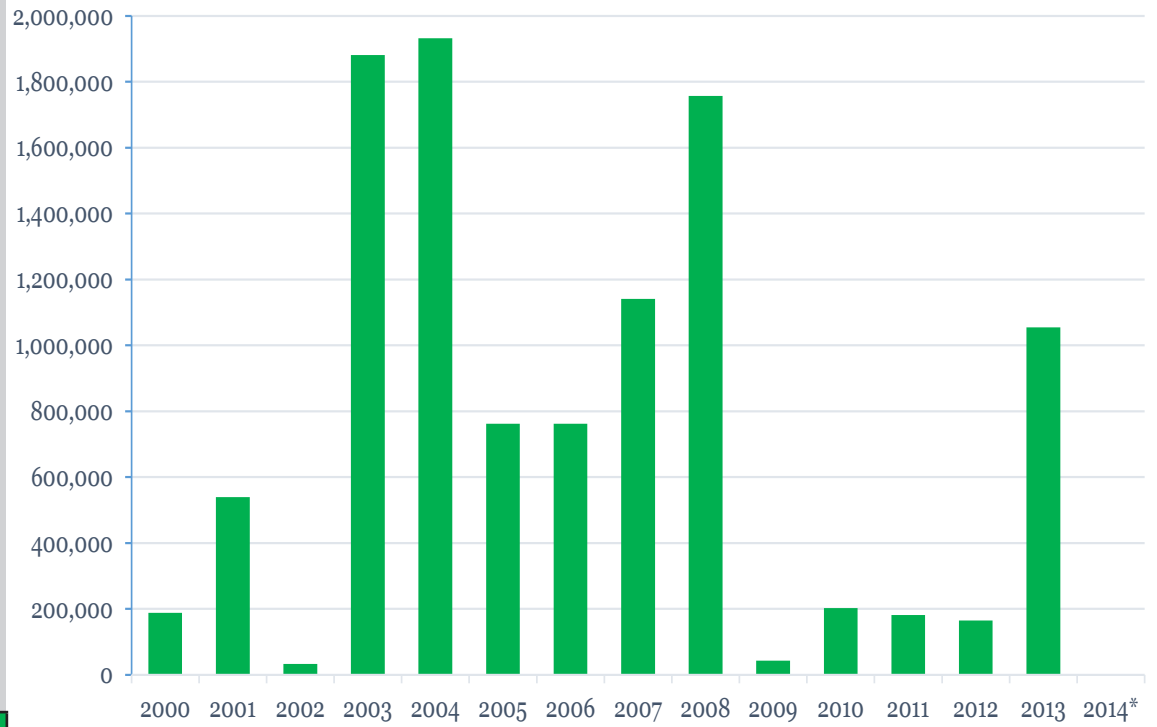
The total square feet of construction includes general commercial, professional office space, and industrial construction. In 2013, square feet of commercial and industrial construction was 1,054,208, which is the highest it has been since 2008.

Between January 1 and July 1, 2014, no commercial or industrial building permits were issued, although permits have been approved for the remaining portion of the year.

2013 Breakdown of Square Feet of Commercial and Industrial Construction in West Des Moines

General Commercial	213,889
Professional Office	722,719
Industrial	117,600

Total Square Feet of Commercial and Industrial Construction in West Des Moines, 2000-Present



Source (table and chart): City of West Des Moines, Development Services Department

*as of July 1, 2014

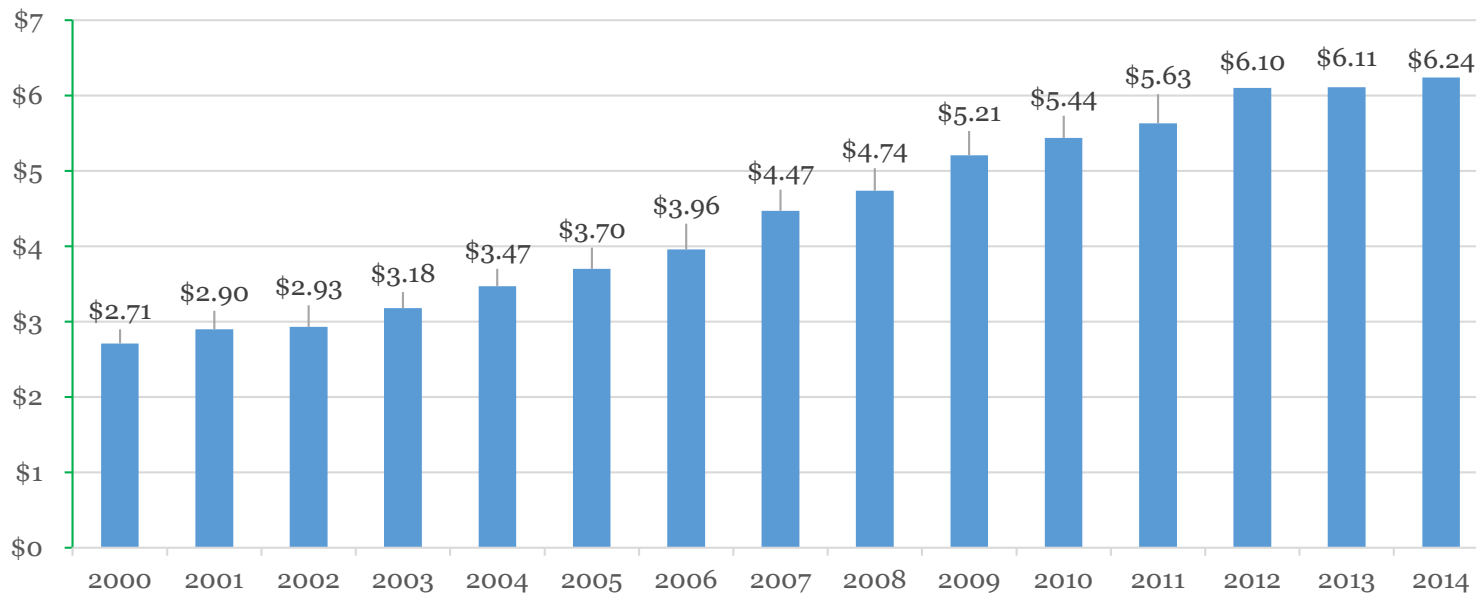
Property & Retail





West Des Moines Property Valuation

Total Property Valuation in West Des Moines,
2000 - Present
In Billions



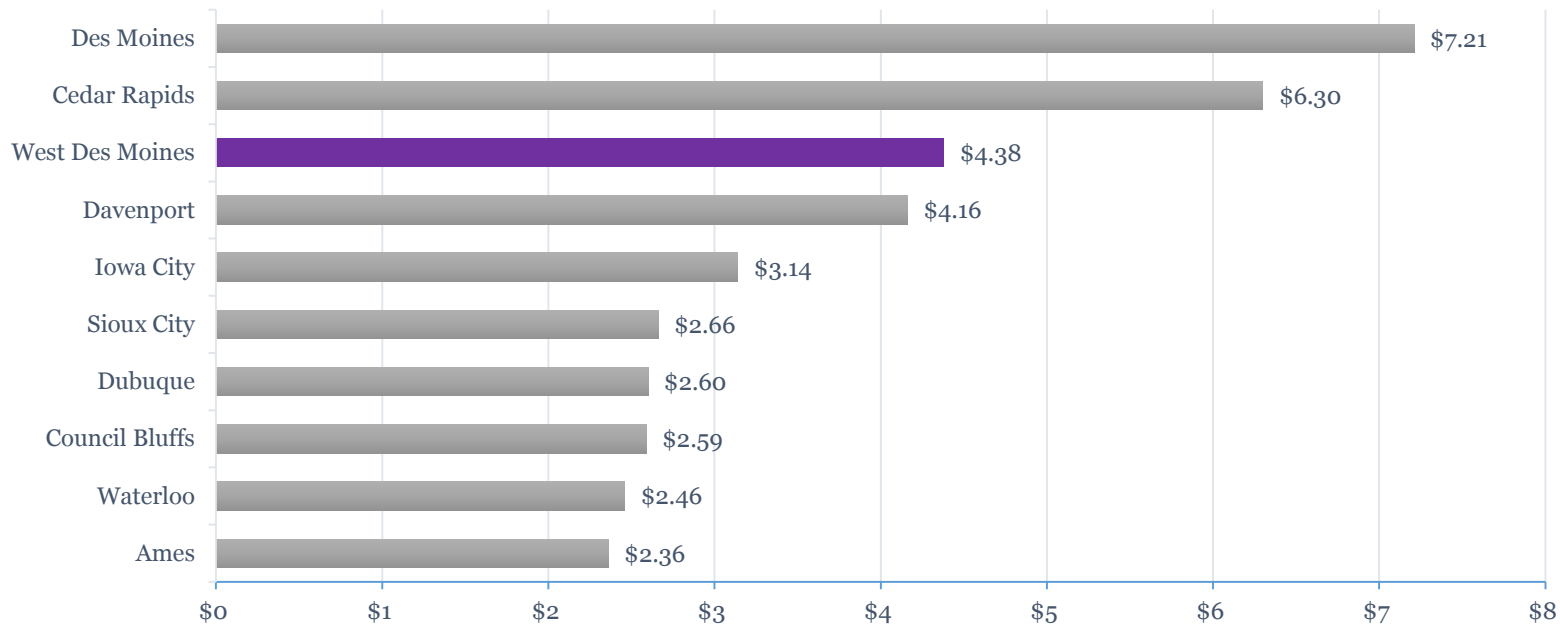
Source: City of West Des Moines, Finance Department

Total property valuation in West Des Moines reached \$6.11 billion in 2013, a slight jump from \$6.10 billion in 2012. Property valuation has increased steadily over the years in West Des Moines, reaching a peak of \$6.24 billion as of July 1, 2014. Some years have had more dramatic increases than others, but having a steady increase in property valuation is good for the West Des Moines community. It is important to note that schools, government buildings, hospitals, and buildings of that sort are included in West Des Moines' property valuation.



Taxable Property Valuation

Taxable Property Valuation for Iowa's Ten Largest Cities, FY 2014 - 2015 In Billions



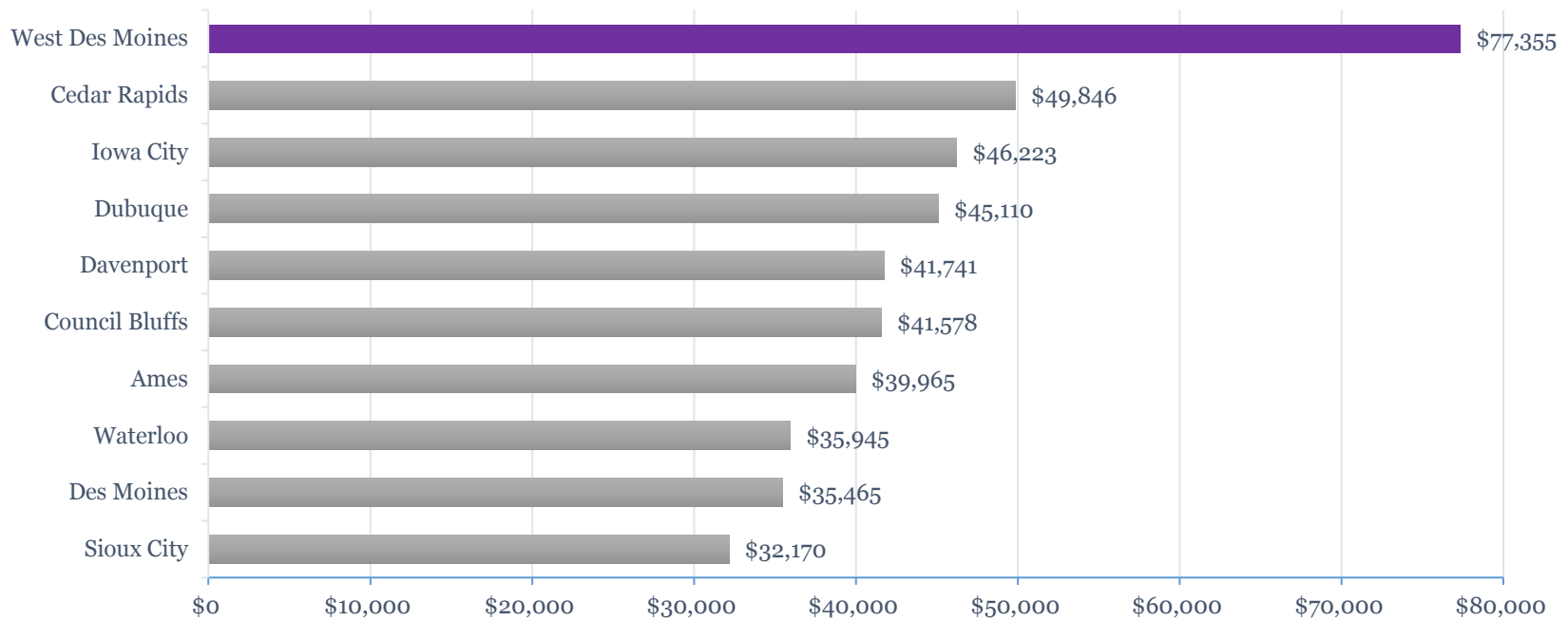
Source: City of West Des Moines, Finance Department

On the list of taxable property valuation among Iowa's ten largest cities, West Des Moines is the third highest city in Iowa for taxable property valuation at \$4.378 billion. West Des Moines is the ninth largest in regard to population, but is third in taxable property valuation behind the two largest cities in Iowa, Des Moines and Cedar Rapids. Just below West Des Moines is Davenport, and the remaining five cities remain steady around \$2.5 billion.



Per Capita Taxable Property Valuation

Per Capita Taxable Property Valuation for Iowa's Ten Largest Cities FY 2014 - 2015



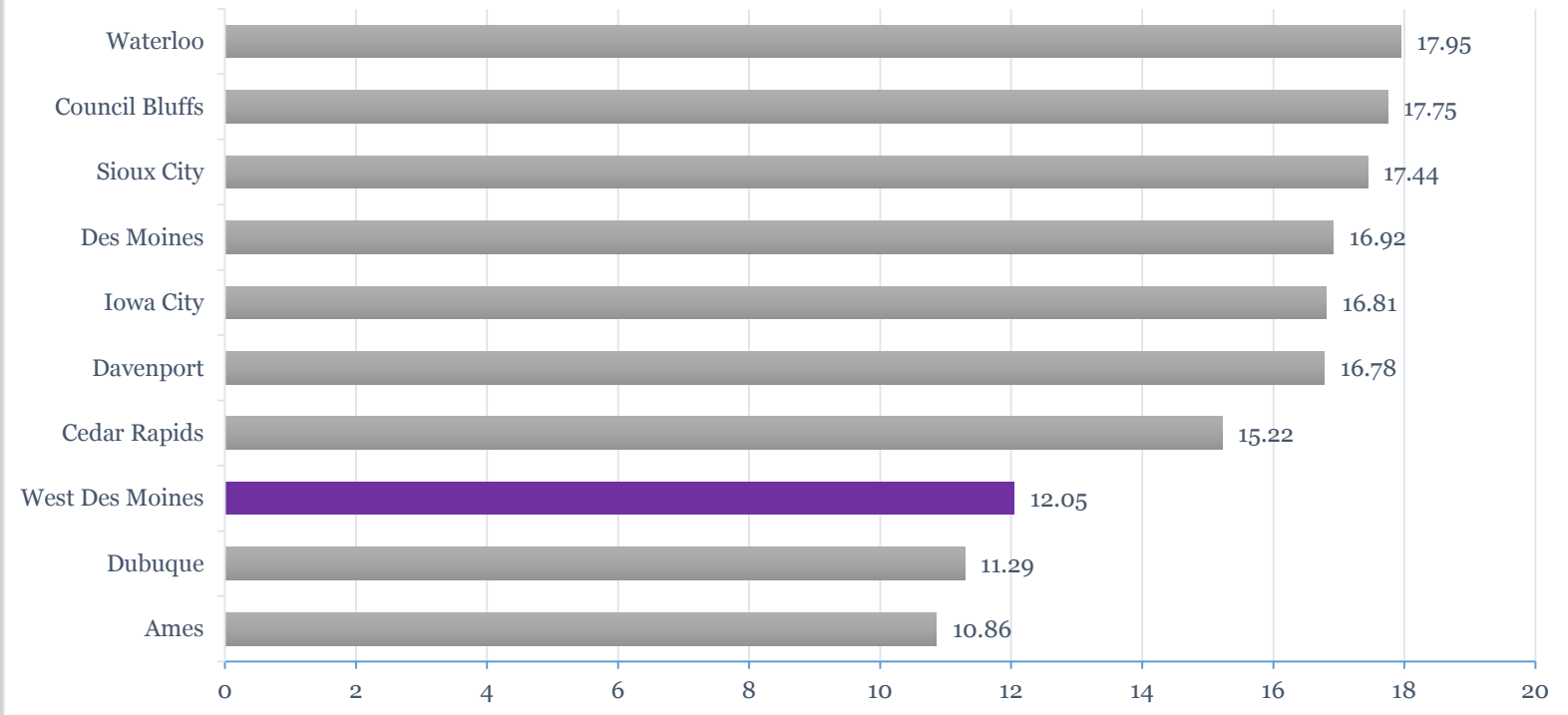
Source: City of West Des Moines, Finance Department

Even though West Des Moines has a relatively smaller population than the other cities listed above, it is capable of being the highest ranked in regard to per capita property valuation. West Des Moines' per capita taxable property valuation is \$77,355, which is over \$27,000 above the next closest city. Out of the ten largest cities in Iowa, West Des Moines ranks number one in this category, with Cedar Rapids being the second highest on the list with \$49,846.



City Property Tax Rate

City Property Tax Rates for Iowa's Ten Largest Cities FY 2014-2015



Source: City of West Des Moines, Finance Department

Out of the ten largest cities in Iowa, West Des Moines ranks eighth on the list for city property tax rates with 12.05. It is interesting to note that West Des Moines had the largest per capita taxable property valuation out of the ten cities.



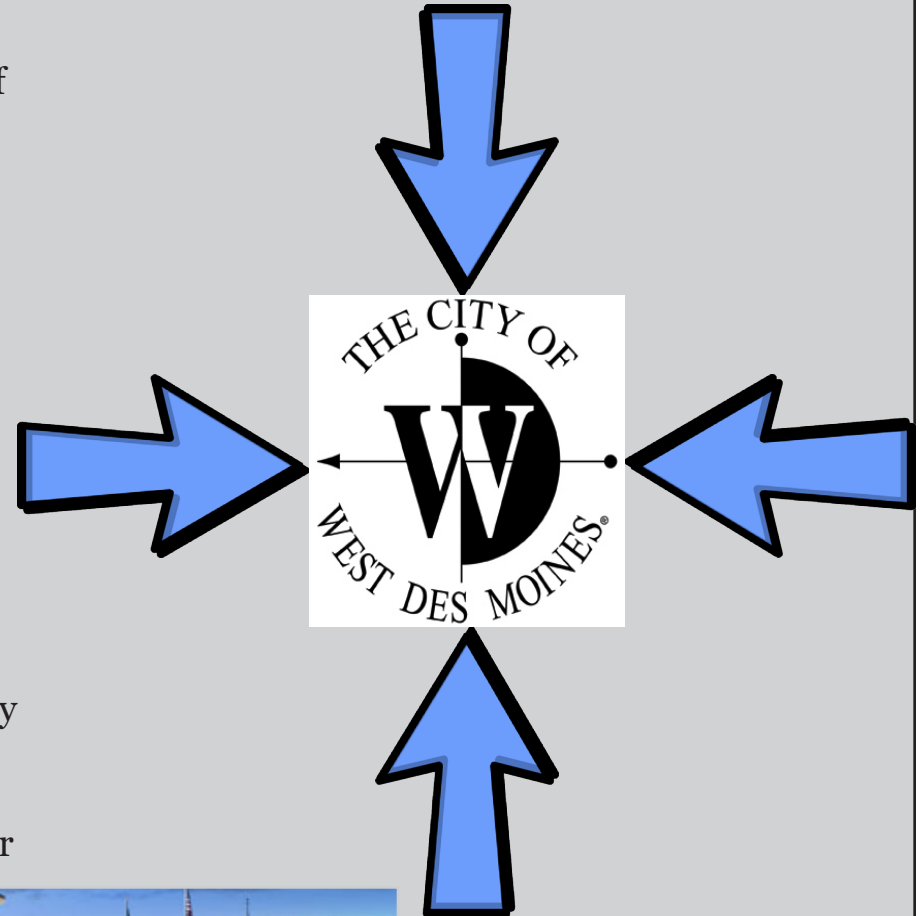
Pull Factors

Pull factors are the ratio of local sales per person to the state average sales per person. They are a good measure of sales activity because they reflect changes in population, inflation, and the statewide economy.

Pull factors are calculated by taking the per capita current dollar sales of a community, and dividing it by the per capita sales of the state.

For example: If a city's per capita sales in a given industry were \$20,000 per year and the state per capita sales were \$10,000 per year, the pull factor would be 2.0 ($\$20,000/\$10,000$). This number indicates that the city captured twice as many dollars of goods or services sold in that industry than the state did (the city is experiencing twice as many sales than the state). In other words, the city is selling 200% of their full-time customer equivalents.

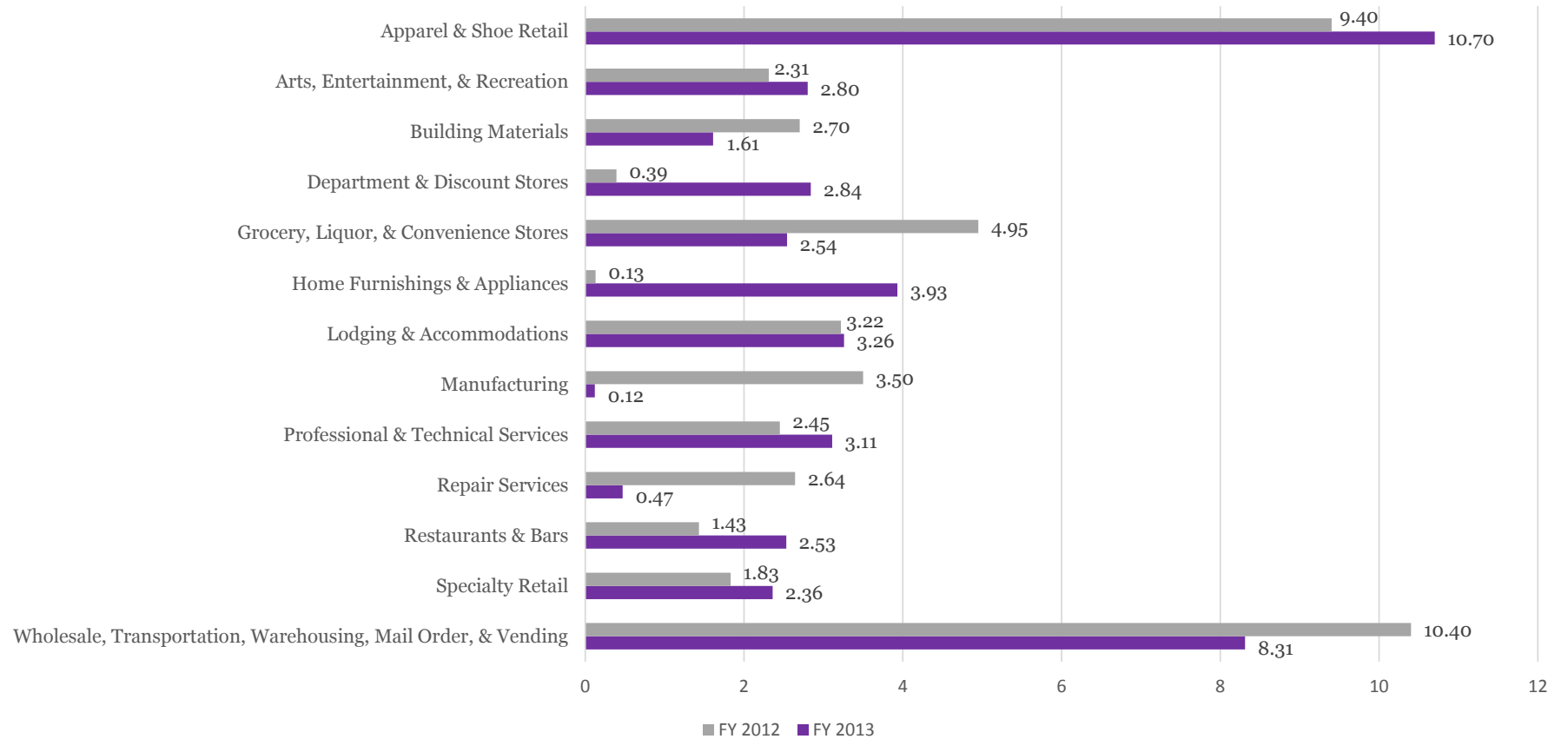
The pull factors on the following pages are not adjusted for purchasing power.





Pull Factors

West Des Moines Pull Factors by Industry, FY 2012 vs. FY 2013



Source: Iowa Department of Revenue



Pull Factors

Pull Factors Summary:

The pull factors for West Des Moines were excellent for each industry in the 2013 fiscal year. Apparel and shoes retail had the largest pull factor in West Des Moines with a 10.70. West Des Moines experienced over ten times as many sales than the state average for the industry. The large pull factor in the apparel and shoes retail industry can be attributed to West Des Moines' diverse selection of shopping centers, including such large locations as Jordan Creek Town Center, Valley West Mall, West Glen, Historic Valley Junction, and other smaller stores throughout the community.

Compared to the 2012 fiscal year, there was a fair amount of change in the pull factors, and most changes were in the positive direction. There was a large increase in pull factors in the following industries: apparel and shoes retail; department and discount stores; home furnishings and appliances; and also restaurants and bars. There were also a few other industries that had a modest increase in pull factors including the industries of professional and technical services and also specialty retail.

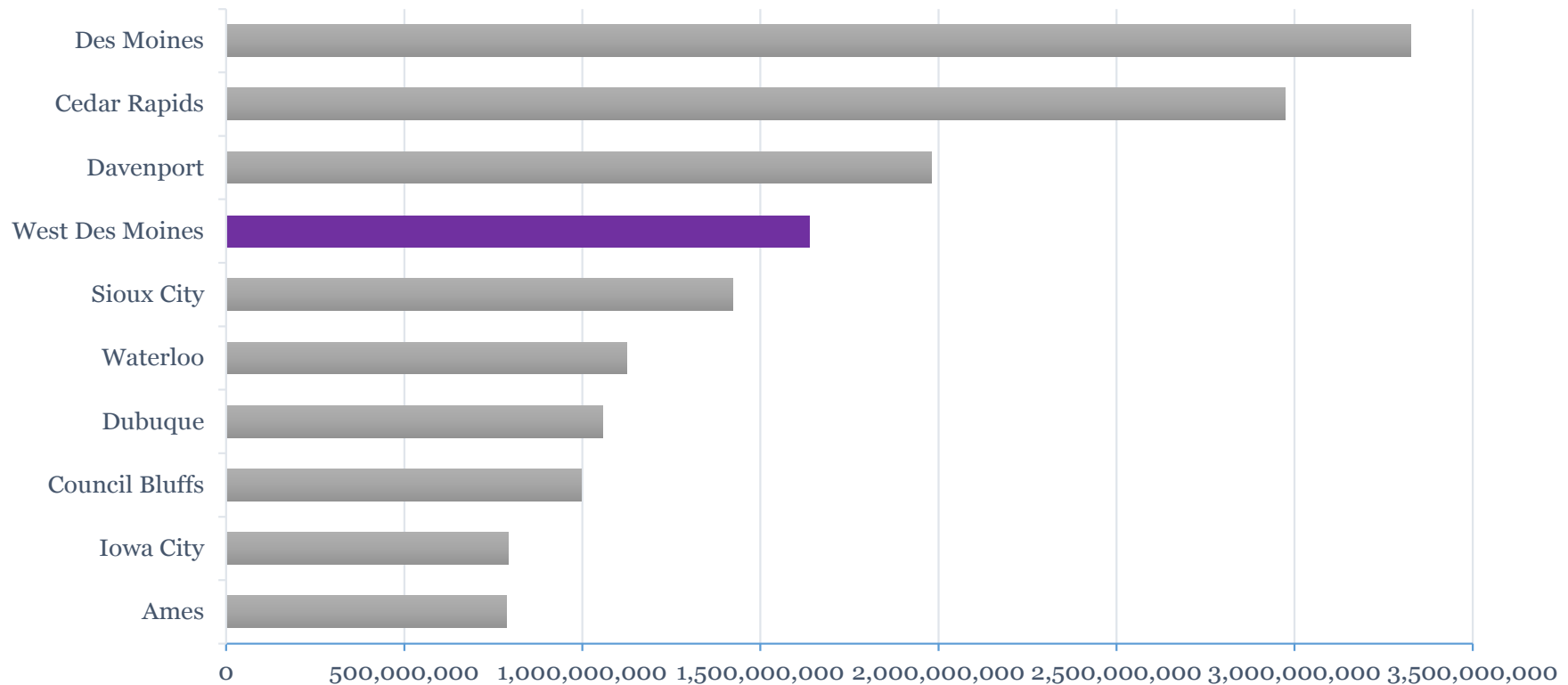
The majority of the industries' pull factors in West Des Moines fall between a two and four. These numbers show that most industries in West Des Moines have sales two to four times higher than the rest of the state of Iowa. The fiscal year 2013 was another great year for the pull factors and industries of West Des Moines.





Taxable Sales

Taxable Sales for Iowa's Ten Largest Cities, FY 2012-2013



Source: Iowa Department of Revenue

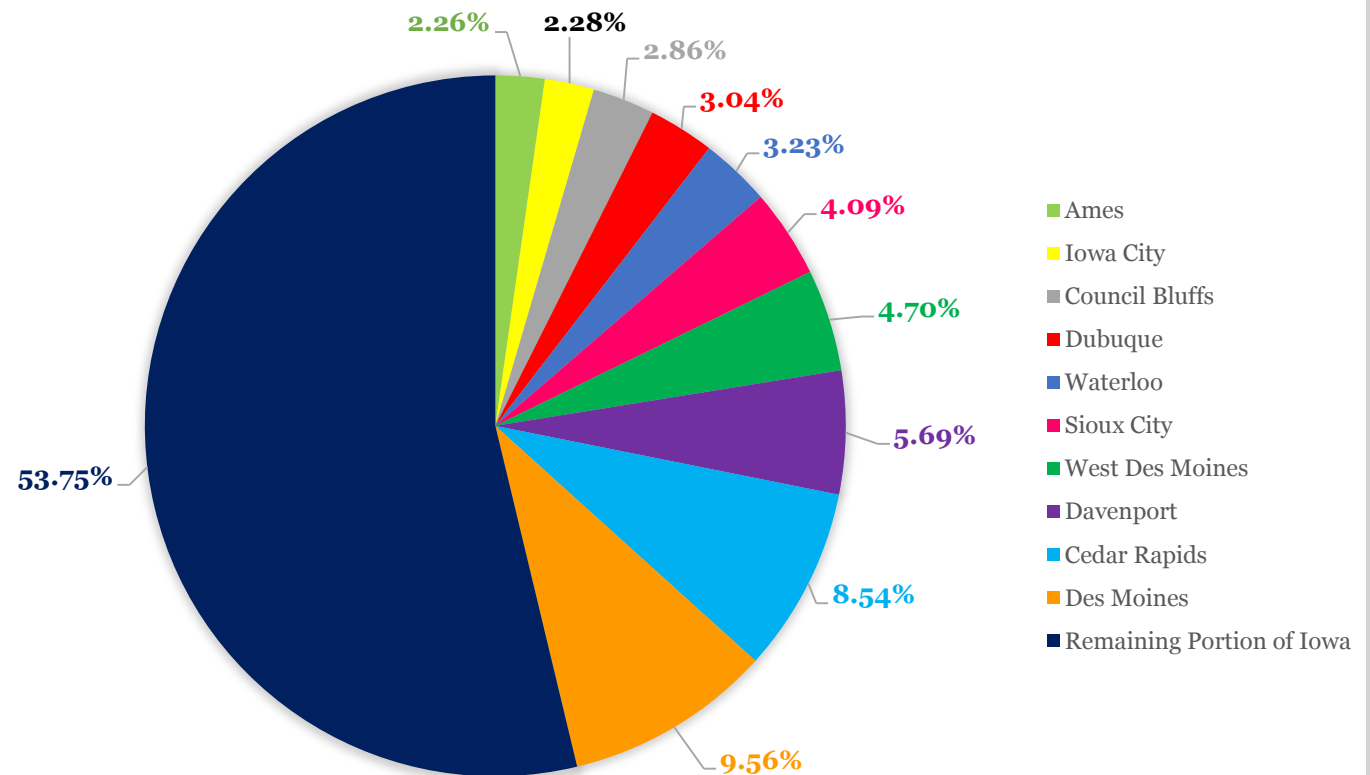
West Des Moines taxable sales for fiscal year 2012-2013 were \$1,636,714,660. West Des Moines was the fourth largest in taxable sales out of Iowa's top ten largest cities. Taxable sales have decreased slightly since the last fiscal year, which accrued \$1.7 billion.



Taxable Sales

Iowa's ten largest cities make up nearly half (46.25%) of the state's taxable sales for the 2013 fiscal year. The remainder of Iowa makes up 53.75% of the total taxable sales. West Des Moines' taxable sales as a percentage of Iowa's total taxable sales was 4.70%. As the ninth largest city in Iowa, West Des Moines impressively reaches almost 5% of total sales in the state. It is the fourth highest city in taxable sales in Iowa, behind Des Moines, Cedar Rapids, and Davenport.

Taxable Sales for State of Iowa and Iowa's Ten Largest Cities FY 2013



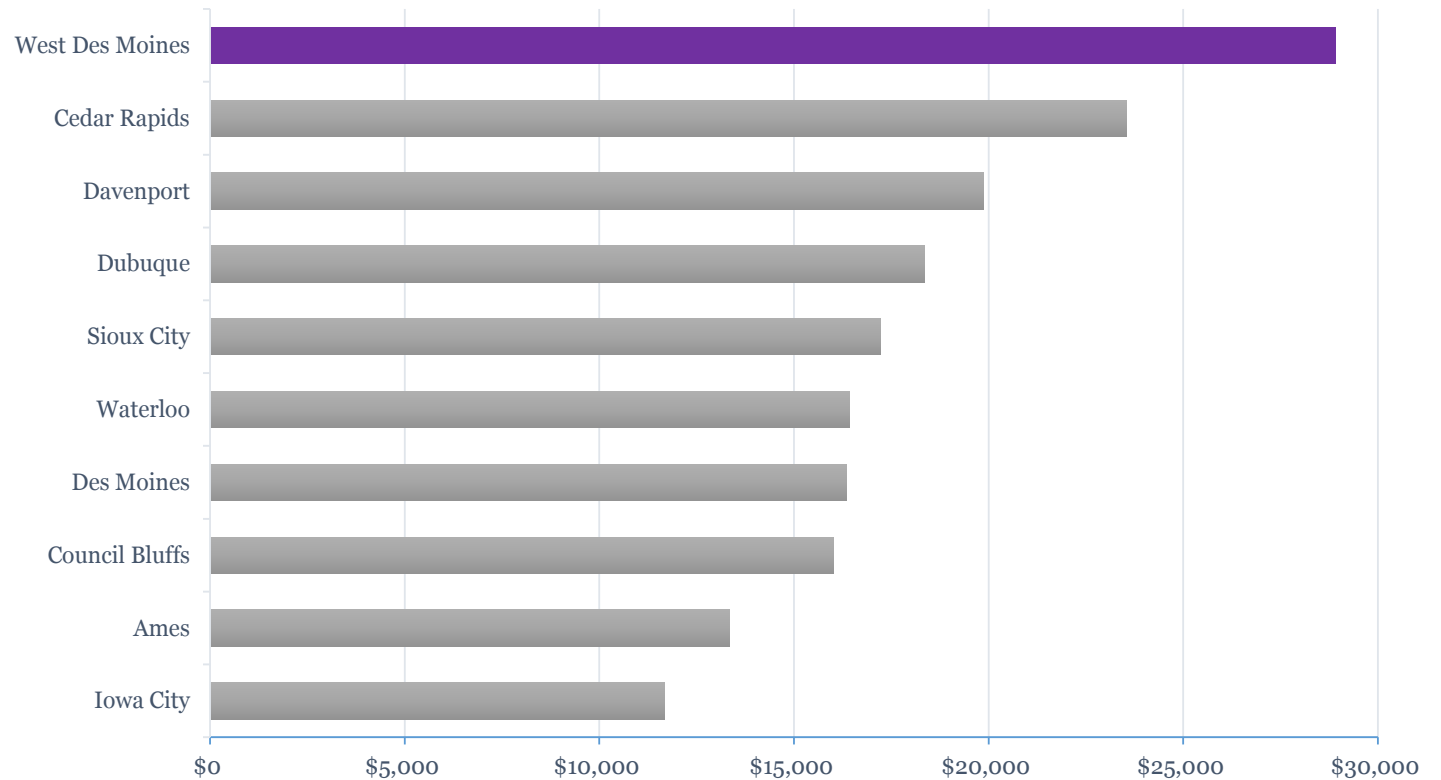


Per Capita Taxable Sales

West Des Moines' per capita taxable sales for the fiscal year 2012-2013 was \$28,913, the highest per capita taxable sales out of all of the ten largest cities in Iowa. The next highest was Cedar Rapids with \$23,530.

West Des Moines' high per capita taxable sales demonstrates the strong retail base within the community. Even though the City's taxable sales overall were not ranked the highest, it is very impressive that even with a smaller population of the ten cities, West Des Moines continues to produce valuable sales.

Per Capita Taxable Sales for Iowa's Ten Largest Cities FY 2012 - 2013

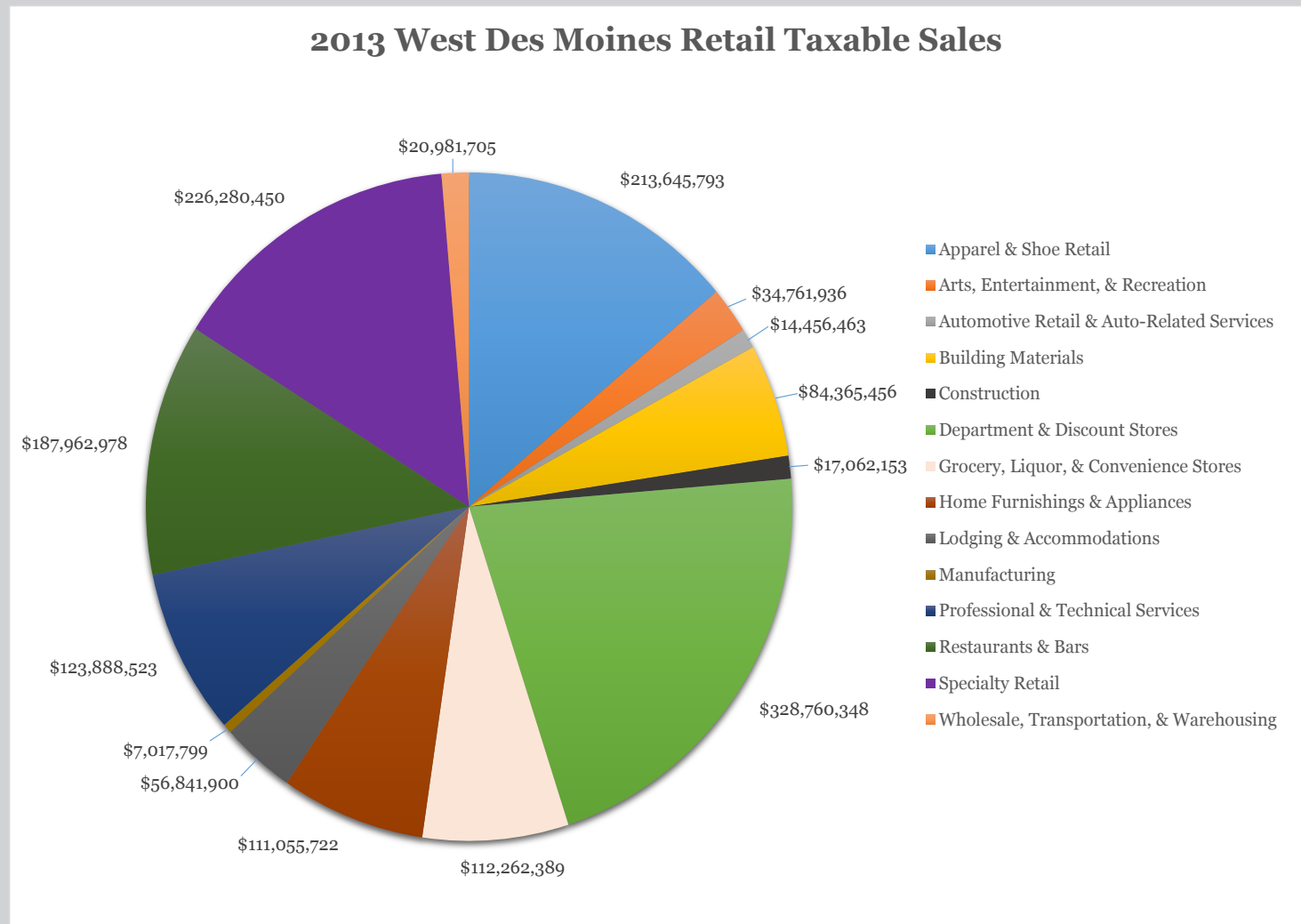


Source: Iowa Department of Revenue, U.S. Census Bureau



Retail Taxable Sales

Many areas in the West Des Moines retail sector had impressive increases in their retail taxable sales from 2012. The largest increase from 2012 was in the Department & Discount Stores category which saw its retail taxable sales grow to \$328,760,348. This was an increase of \$37,873,538 from the year 2012. Home Furnishing and Appliances also had a substantial increase in retail taxable sales, with its total coming out to \$111,055,722.



Source: Iowa Department of Revenue



Retail Taxable Sales

West Des Moines Retail Taxable Sales, 2011-Present



Source: Iowa Department of Revenue



Hotel/Motel Tax Collected

For the fourth consecutive year, West Des Moines has the second highest hotel/motel tax revenue in the state of Iowa. West Des Moines' hotel/motel tax revenue was \$3,287,208 in the 2013 fiscal year.

Hotel/Motel Taxes Collected in Ten Iowa Cities with Highest Revenue FY 2011-2013



Source: Iowa Department of Revenue



Development Retrospective Summary

- The West Des Moines population increased from 61,648 in 2013 to 63,471 as of June 1, 2014.
- Median household income and education attainment in West Des Moines remained very high and are both above the levels in both the State of Iowa and the United States.
- The average home valuation between the Polk and Dallas County sections of West Des Moines was \$236,201.
- For the fourth year in a row, West Des Moines has had the highest per capita property valuation out of the ten largest cities in Iowa, even though, comparably, it has one of the smallest populations.
- West Des Moines is the ninth largest city in Iowa, yet comprises nearly 5% of the state's total taxable sales. The City has the highest per capita taxable sales in Iowa.
- In 2013, West Des Moines had its 2nd best construction season ever. Total construction valuation in West Des Moines reached an impressive \$421,746,147.



This Fiscal Year 2013-2014 Development Retrospective was created by:

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