

THE CITY OF  
West Des Moines®

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Jennifer Maffucci, JM Impressions

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# Letter from the City Manager



Dear West Des Moines Supporters:

On behalf of the Mayor and the City Council of West Des Moines, thank you for your interest in our community. This fifth edition of the annual “Development Retrospective” publication provides a comprehensive overview of the economic activity and structure of our community in the past year.

Many cities across the country have continued to be plagued by an economic downturn that has seen a road to recovery with many stops and starts. Despite that, the 2010 Year in Review reveals a city that is still strong and weathered the recession very well while remaining focused on providing the highest level of service to its citizens. West Des Moines continues to be an attractive location for business expansion as evidenced by Trader Joe’s and Whole Foods entering into the Iowa market and choosing our city for their first locations.

West Des Moines has remained strong due to the cooperation and hard work of residents, volunteers, business leaders, elected officials, and city staff working to create a community together. This high level of involvement strengthens our community, creating an atmosphere of cooperation that shows the commitment we all share to this great city. It was this high level of community that attracted my wife and me to West Des Moines. I am pleased to share this “Development Retrospective” with you, which tells the story of a great and vibrant city we all call home.

Greg L. Sparks, City Manager

# Year in Review



# Recognitions of the City of West Des Moines



- BestPlaces.net searched America for the Top 10 cities to move to and named Des Moines - West Des Moines as the 6th rated metro in their October 2010 listing. The listing considered such data points as cost of living, crime rate, number of colleges, health of population, access to museums, sporting events, shows and other events, and stability.
- POLICOM ranked Des Moines-West Des Moines as the 6th Strongest Metropolitan Area for Economic Strength in May 2011.
- Bloomberg Business Week identified Des Moines - West Des Moines as the 12th strongest job market in America for their July 16, 2010 issue.
- Area Development Magazine named the Des Moines-West Des Moines metro area as one of the “Most Attractive Metros for Business” in its August/September 2010 issue. Locations were ranked by eight site-selection criteria including: business costs, fast-track permitting, and shovel ready sites.
- The Principal Charity Classic, held in West Des Moines at Glen Oaks Country Club was named the number one stop on the 2010 PGA Champion’s Tour by the tour players. In 2009 the tournament was named ‘Best Managed Event’ on the tour.
- Forbes magazine ranked the Des Moines metro area as the best city in the nation for young professionals in their July 2011 issue.

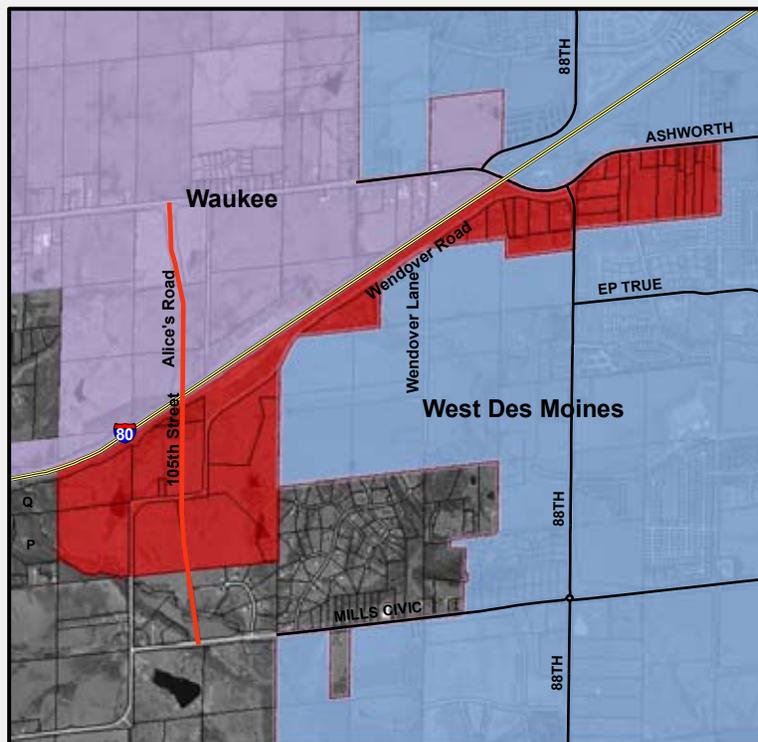


# Major Projects in West Des Moines



- The West Des Moines Business Incubator opened for business in late 2010 and will offer business counseling and workshops to new business owners and entrepreneurs, as well as offer space for 14 business tenants.
- Aviva USA opened its North America Headquarters in West Des Moines in August of 2010.
- Out of several different metropolitan areas, West Des Moines was chosen by Microsoft Corporation to be the location of a new data center. The construction of the facility is almost complete.
- Trader Joe's, a specialty chain grocery store, chose to locate its first Iowa location in West Des Moines and opened its doors on November 5, 2010.
- Whole Food's, which sells natural and organic foods and focuses on locally produced goods, announced that West Des Moines will be the location for their first store in Iowa.
- Renovations were completed on the West Des Moines Historic City Hall in Valley Junction and the rededication ceremony was held on April 28, 2011. Historic City Hall is now home to the Historic Valley Junction Foundation.
- Valley Junction played host to the National Historic Trust's "Big Bash" which concluded the celebration of the National Main Streets National Conference.

# Annexation



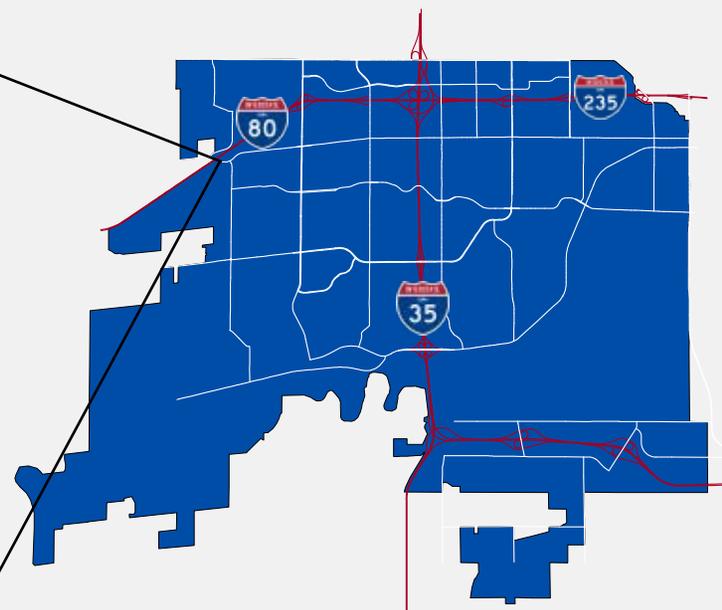
**Legend**

**CITY**

- WAUKEE
- WEST DES MOINES
- Annexation Area = 428.48 ac. (.66 sq.mi.)

Government Acres = 77.14 ac  
 Total Area = 428.48 ac (0.66 sq. mi.)

0:\CD\WIP\Annexation\105th\_Ashwroth\&bdry\_dec2010



During the 2009-2010 fiscal year 4,600 acres were annexed into the City. In the 2010-2011 fiscal year, the City of West Des Moines received approval for the 105th Street/Ashworth Road Annexation, which brought an additional 428.8 acres of land within Dallas County into the City of West Des Moines, primarily along Ashworth Road and in the vicinity of the future 105th Street Interchange. The City now encompasses 47.2 square miles.

# Business Community



# Recognitions



## **Architectural Wall Systems**

Mike Cunningham and Tom Schloftfeldt received Master Builders of Iowa outstanding safety achievement award in the specialty contractors' category

## **Aviva USA**

Certified as a LEED Gold building.  
Presented the Spirit of Central Iowa Award.

## **Bartlett and West Inc.**

Awarded Sustainable Infrastructure Achievement Award from Uni-Bell PVC Pipe Association

## **Bearence Management Group**

Presented President's Award by Indiana Insurance Company.

## **Caleria Inc.**

Sheldon Ohringer received the Prometheus Award for Chief Executive Officer.

## **Country Financial Agency**

Phil West was presented with the Diamond International Management Award from GAMA International.

## **Energy Control Technologies**

Won the grand prize at the John Pappajohn Iowa Business Plan Competition.

## **Hanser & Associates**

Awarded the American Marketing Association "Best of Category" honor during the 6th annual NOVA Awards ceremony.  
Received the International Communicator award from the International Academy of the Visual Arts.

## **Hubbell Realty**

Received the Business Record award for Best Developer and Best Real Estate Management Company.

## **Iowa Realty**

Received the Business Record award for Best Commercial Real Estate Company.

## **ITA Group**

2011 Top Small Company Workplaces competition sponsored by Inc. Magazine and Winning Workplaces.  
Best New Publication Magnum Opus Award for their Performance Magazine.  
Business Record award for Best International Travel Associates.

## **JE Dunn Construction**

Received Master Builders of Iowa outstanding safety achievement award in the general contractors' category.

# Recognitions



## **Kum and Go**

William A. Krause was recognized by the John Pappajohn Center with a lifetime achievement award.

Awarded the 2011 Biodiesel Marketing Award.

Kyle Krause was named a Des Moines Business Record 2011 Forty Under 40 Alumnus of the Year.

## **LMC Insurance**

Received the Gold Well Workplace award from the Wellness Council of America.

## **McGowen, Hurst, Clark, & Smith**

Presented the Best Workplace for Young Professionals award sponsored by the Greater Des Moines Partnership, Business Record and the Young Professionals Connection.

## **Palmer Group**

Received Business Record's award for best Executive Search Firm and Best Temporary Employee Service.

## **Sammons Annuity Group**

Awarded the Economic Impact Award sponsored by The Greater Des Moines Partnership and Business Record.

## **Screenscape Studios**

Received the Business Record award for Best Video Production Company.

## **SmartyPig**

2011 Paybefore Awards winner in categories of: Best General Purpose Reloadable Program: Online Sales Channel and Best Consumer Value in Prepaid.

Listed on Entrepreneur Magazine's 100 Most Brilliant Companies list.

## **Strategic America**

Awarded American Marketing Association "Best of Category" honor during the 6th annual NOVA Awards Ceremony.

Received Business Record award for the Best Small Company with the Most Promising Future, Best Advertising Agency and Best Public Relations Firm.

## **Strawhacker & Associates**

Named Iowa Financial Services Champion of the Year by the U.S. Small Business Association.

## **Sum Total Systems**

Included on the Trainingindustry.com "2010 Top 20 Learning Portal Companies" list.

## **Wellman's**

Received Business Record's award for Best New Restaurant and Best Happy Hour.

## **William Knapp**

Received the Iowa Award which is given to the State's top citizen.

# Citizen of the Year Award



## LORETTA J. SIEMAN

The West Des Moines Chamber announced Loretta J. Sieman as the recipient of the 2011- 2012 West Des Moines Citizen of the Year Award. She is the 66th recipient of this annual award.

Ms. Sieman was employed by Business Publications Corporation as the Vice President of Community Relations for many years and currently is the owner of LJS Consulting. LJS provides consulting services on a wide range of topics for organizations throughout the Central Iowa region. Loretta is the recipient of numerous professional awards and designations including: Who's Who in Secondary School Education, Main Street Governor's Office Individual Volunteer of the Year, Greater Des Moines Leadership Institute A. Arthur Davis award, and the 2009 Business Record Woman of Influence award.



Loretta has been unanimously selected as the 2011-2012 Citizen of the Year based on a long history of service to the West Des Moines community. She served as WDM Ward 3 City Councilperson for 16 years, and prior to that held positions as a Board Member, Vice President and President for the West Des Moines Community School District. Loretta has been actively involved in numerous charitable and youth organizations some of which are: Junior League, WDM Little League, WDM Soccer, Variety Club, American Heart Association, Arthritis Foundation, Bras for the Cause, BRAVO, and the WDM Foundation. She has served on the Board of Science Center of Iowa, Junior Achievement of Central Iowa, Winefest, Prairie Meadows Grants Board, the Metro Advisory Council and others throughout the Central Iowa region. In addition to her charitable involvement, Loretta is active in a wide variety of professional and trade organizations and is an alumna of Drake University with a BA in English and an MSE in Secondary School Education.

# West Des Moines' Executive Call Program



Staff from the City of West Des Moines' Community and Economic Development Department, along with representatives from the Greater Des Moines Partnership, the West Des Moines Chamber of Commerce and MidAmerican Energy called on 101 local businesses in the 2010 calendar year to get their opinions on city services and gain input on trends in their industry.



Discussions included legislative issues, workforce traits, job training, potential expansion, and business networking. This input is valuable to the City as a way to better understand the needs of the local business community and to identify ways that the City can better serve them.

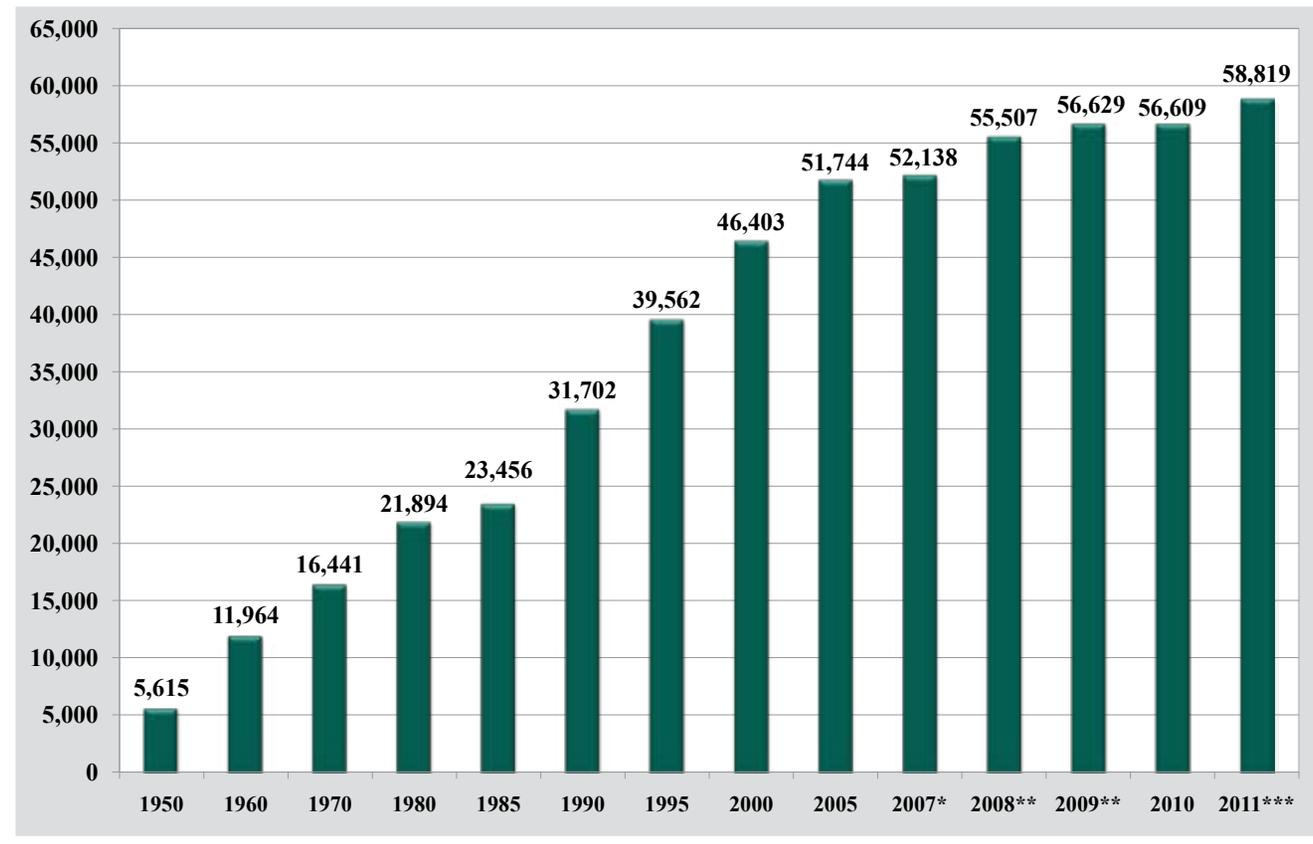
Information gathered from the Executive Calls was used to create a 2010 Existing Industry Report. A copy of the 2010 Existing Industry Report can be found on the City's website by clicking on the Publications link under the Community and Economic Development Department page, or by going to the link below.

<http://www.wdm.iowa.gov/Index.aspx?page=552>

# Demographics



# West Des Moines Population



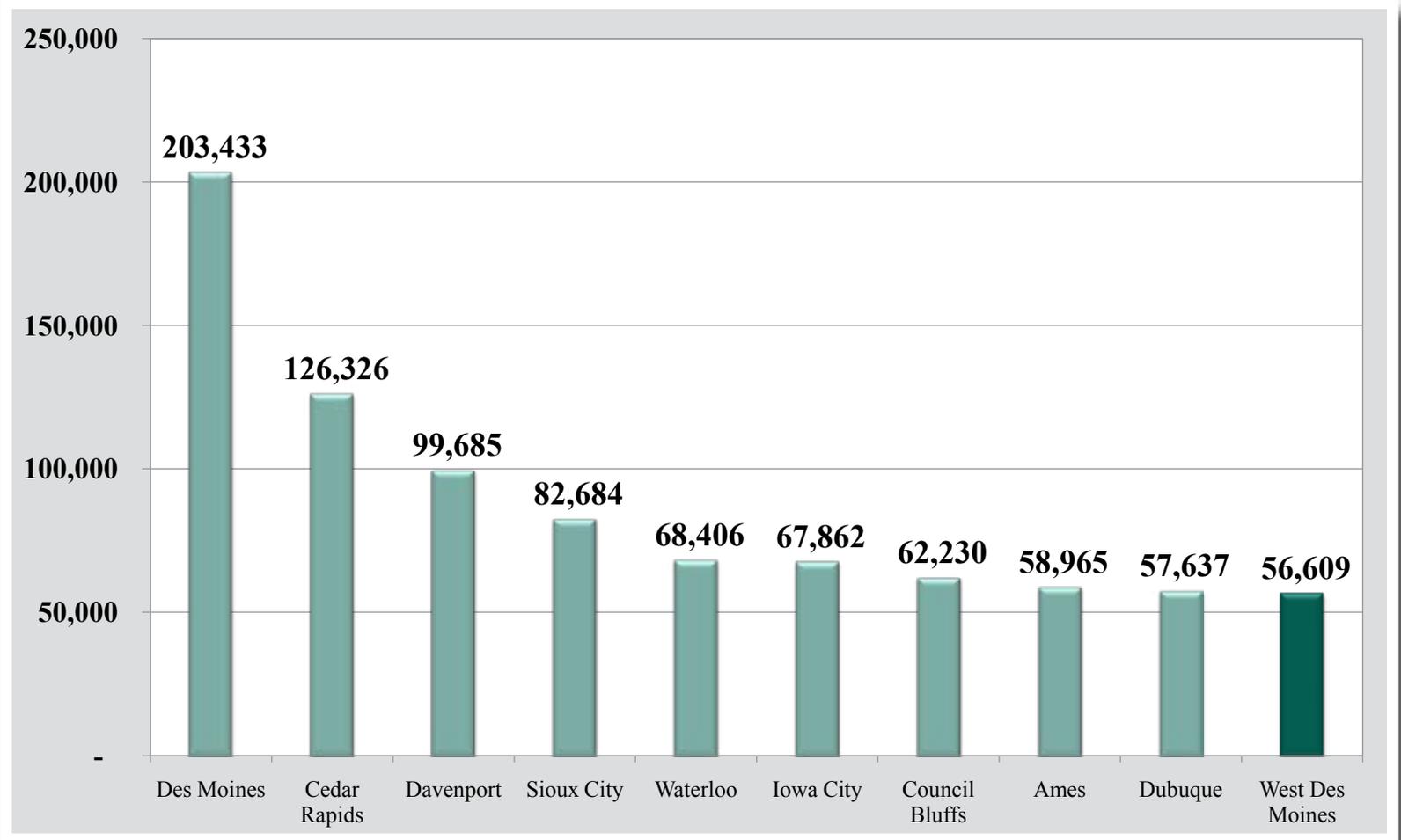
Source: US Census

\*Applied Geographic Solutions

\*\*City of West Des Moines, as of April 1 of year

\*\*\*City of West Des Moines, as of June 1, 2011

# Top Ten Iowa Cities By Population: 2010

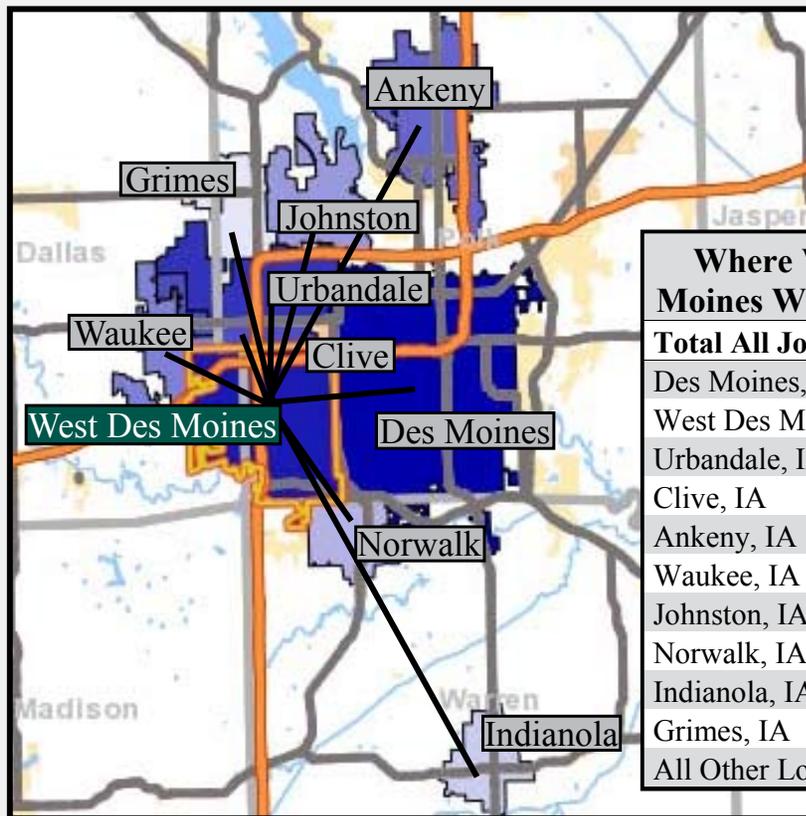


Source: 2010 US Census

# West Des Moines' Daytime Population



## Where West Des Moines Workers Reside



- 44,939 Non-resident Employees
- 35,006 Residents Staying in West Des Moines
- 800 Non-resident Students
- 45,803 Visitors and Non-resident Shoppers
- 126,548 Total Daytime Population

Where West Des Moines Workers Live	2009	
	Count	Share
<b>Total All Jobs</b>	<b>53,466</b>	<b>100.0%</b>
Des Moines, IA	13,411	25.1%
West Des Moines, IA	8,527	15.9%
Urbandale, IA	3,208	6.0%
Clive, IA	2,114	4.0%
Ankeny, IA	1,829	3.4%
Waukee, IA	1,239	2.3%
Johnston, IA	906	1.7%
Norwalk, IA	895	1.7%
Indianola, IA	774	1.4%
Grimes, IA	683	1.3%
All Other Locations	19,880	37.2%

Source: Iowa Workforce Development

# Number of Jobs in West Des Moines



Year	Number of Employers	Number of Jobs
2002	1,762	40,634
2003	2,172	39,805
2004	2,286	42,516
2005	2,414	45,594
2006	2,308	47,579
2007	2,505	50,423
2008	2,541	51,772
2009	2,100	53,466

Although there was a very large drop in the number of employers from 2008 to 2009, the number of jobs increased greatly. The overall trend in number of jobs has been very positive with only a small decrease from 2002 to 2003 and an increase of over 12,800 jobs since 2002.

*Source: Iowa Workforce Development*

# Major Employers in West Des Moines



Wells Fargo Mortgage & Home Equity	6,534
Aviva USA	1,609
West Des Moines School District	1,128
Farm Bureau Insurance & Financial	1,048
Wells Fargo Card Services	870
Hy-Vee Inc.	802
MetLife	534
ADP National Service Center	520
GuideOne Insurance	493
Iowa Realty Co. Inc.	469
The Iowa Clinic	400

It is quite apparent that West Des Moines' largest employers are in the Finance and Insurance sectors. That sector had a large increase in total employees when the headquarters of Aviva USA moved to West Des Moines. West Des Moines is a valuable employment center for the Des Moines Metropolitan Area. Another employment sector that has been growing rapidly in West Des Moines is the medical sector. With multiple new medical campuses in the community, West Des Moines' medical sector has been on the rise over the past few years. The largest of these medical campuses is the Iowa Clinic which opened in 2003 and now employs 400 people. Two other notable campuses that opened up at the end of 2009 are Methodist West Hospital, which employs 320 people, and Mercy Medical Center West Lakes, which employs 238 people.

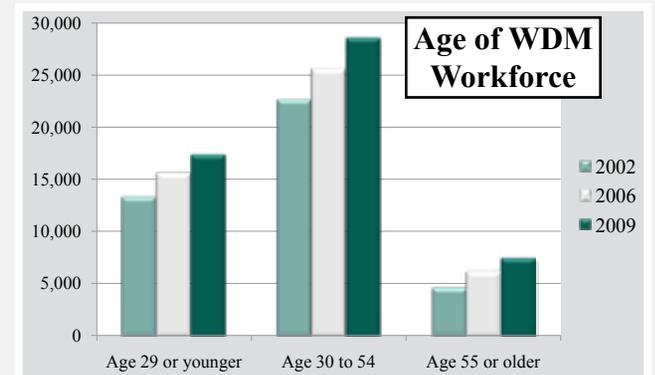
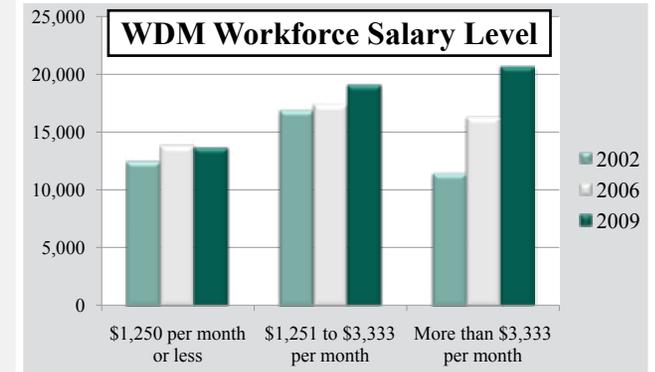


*Source: City of West Des Moines*

# West Des Moines Workforce



NAICS Industry Sector	2002		2006		2009	
	Count	Share	Count	Share	Count	Share
Agriculture, Forestry, Fishing and Hunting	41	0.1%	35	0.1%	81	0.2%
Mining, Quarrying, and Oil and Gas Extraction	16	0.0%	0	0.0%	27	0.1%
Utilities	56	0.1%	42	0.1%	92	0.2%
Construction	1,628	4.0%	2,405	5.1%	982	1.8%
Manufacturing	1,384	3.4%	1,223	2.6%	1,678	3.1%
Wholesale Trade	1,319	3.2%	1,237	2.6%	1,762	3.3%
Retail Trade	6,254	15.4%	7,850	16.5%	6,446	12.1%
Transportation and Warehousing	157	0.4%	120	0.3%	1,026	1.9%
Information	1,287	3.2%	1,689	3.5%	2,314	4.3%
Finance and Insurance	11,661	28.7%	12,504	26.3%	10,735	20.1%
Real Estate and Rental and Leasing	937	2.3%	1,071	2.3%	866	1.6%
Professional, Scientific, and Technical Services	2,493	6.1%	2,905	6.1%	3,120	5.8%
Management of Companies and Enterprises	821	2.0%	1,255	2.6%	1,243	2.3%
Administration & Support, Waste Management and Remediation	2,295	5.6%	3,529	7.4%	3,844	7.2%
Educational Services	1,685	4.1%	1,958	4.1%	2,520	4.7%
Health Care and Social Assistance	2,479	6.1%	2,890	6.1%	7,973	14.9%
Arts, Entertainment, and Recreation	686	1.7%	675	1.4%	1,132	2.1%
Accommodation and Food Services	3,555	8.7%	4,096	8.6%	4,421	8.3%
Other Services	1,327	3.3%	1,497	3.1%	2,416	4.5%
Public Administration	553	1.4%	598	1.3%	788	1.5%
<b>Total Jobs</b>	<b>40,634</b>		<b>47,579</b>		<b>53,466</b>	



Statistics on this page represent jobs in West Des Moines and individuals who are employed in West Des Moines. Although its proportion has been decreasing over the years, the Finance and Insurance industry is the largest sector in West Des Moines. The age of people working in West Des Moines is encouraging because the number of young adults just coming out of college and looking for jobs in West Des Moines has been steadily increasing over the years. The Health Care and Social Assistance sector more than doubled from 2006 to 2009, in part because of the Iowa Clinic doubling in size and Methodist West Hospital and Mercy Medical Center West Lakes opening in West Des Moines in 2009.

Source: Iowa Workforce Development

# Median Household Income



	<u>2000</u>	<u>2009*</u>	<u>2010*</u>
West Des Moines	\$54,139	\$71,501	\$73,200
State of Iowa	\$39,469	\$62,000	\$62,400
United States	\$41,994	\$64,000	\$64,400

The table above shows that median household income in all three places has increased over the past ten years, but the City of West Des Moines increased much more in 2010 than the State of Iowa and the U.S. with an increase of \$1,700.

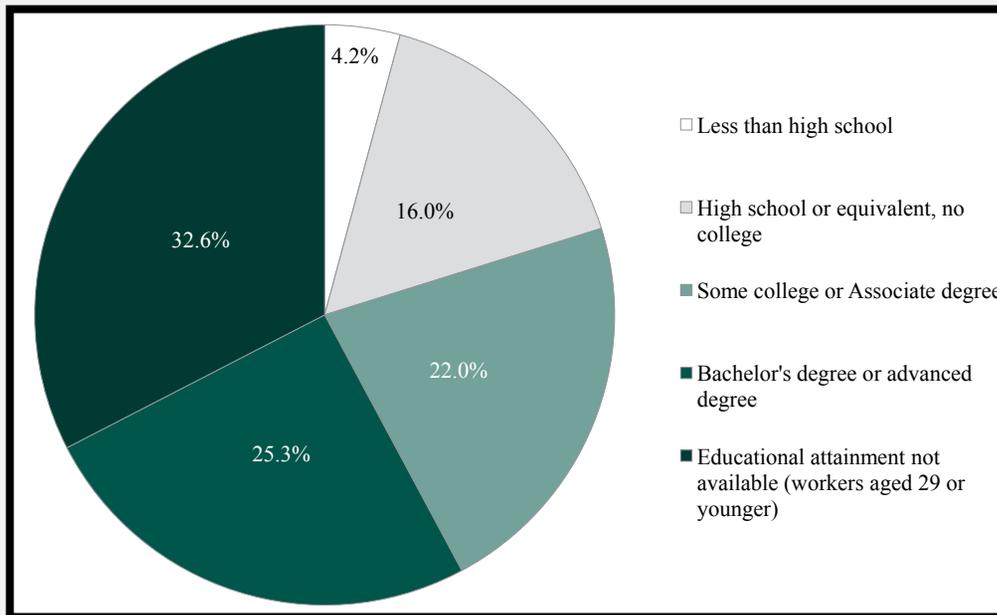
*Source: US Census Bureau*

*\*US Department of Housing and Urban Development*

# Education Attainment: Persons 25 Years and Older



	<b>West Des Moines</b>	<b>Iowa</b>	<b>US</b>
<b>High School Diploma</b>	95.3%	89.6%	84.6%
<b>Bachelors Degree or Higher</b>	48.1%	24.2%	27.5%
<b>Graduate or Professional Degree</b>	13.8%	7.4%	10.1%



As seen in the table above West Des Moines has a very high percentage of its population with a high school diploma at 95.3%, but what is even more impressive is the percentage of people with their bachelor's degree or higher. Not only is that percentage fairly high, it is very impressive when compared to the United States' percentage of people with their bachelor's degree or higher. Another impressive statistic is that 13.8% of the City's population holds a graduate or professional degree. The chart at the left represents the educational attainment of people employed in West Des Moines.

Source: 2009 American Community Survey

# Housing by Occupancy Type



Occupancy Type	West Des Moines			Iowa	US
	2000	2005*	2010**	2010**	2010**
Owner-occupied	70%	65%	62%	72%	65%
Renter-occupied	30%	35%	38%	28%	35%

West Des Moines is often perceived as a “single-family-detached” community, but as current and past trends have shown, the West Des Moines owner-occupied percentage is below that of the Iowa percentage, as well as the US percentage which could represent the number of young professionals in the community. The other noteworthy statistic is that the percentage of renter-occupied housing has increased significantly over the past ten years. The City of West Des Moines still has a majority of owner-occupied housing, but the gap is shrinking and it is already much smaller than that of the State of Iowa. This shows that West Des Moines offers a variety of housing types at a variety of price levels which is an important factor for companies looking to relocate.

*Source: 2000 US Census*

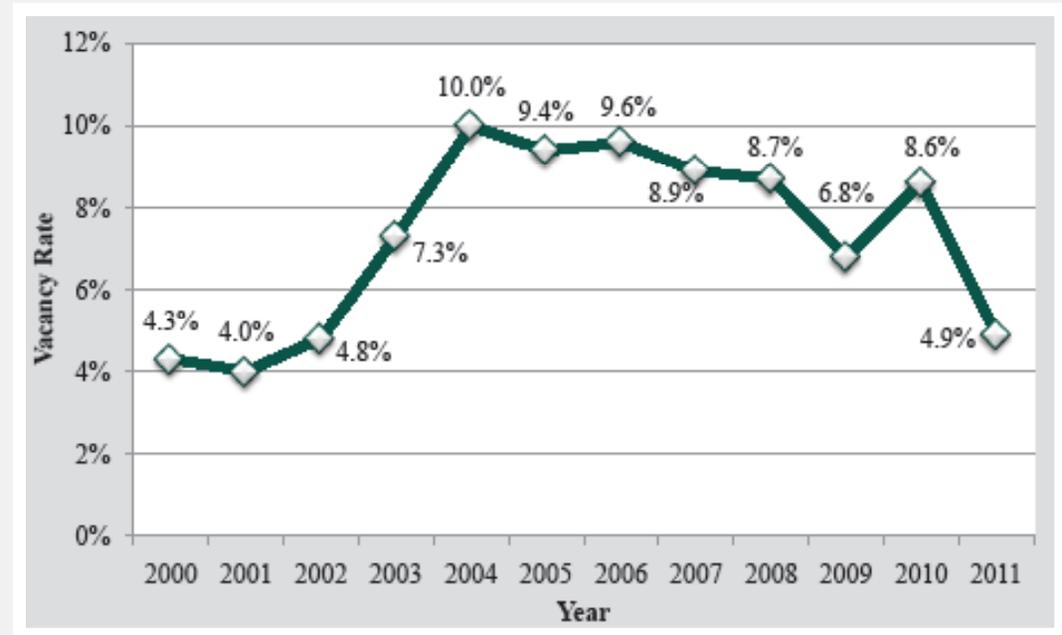
*\*2005 US Special Census*

*\*\*US Department of Housing and Urban Development*

# Apartment Vacancy Rates in Des Moines' Western Suburbs



<b>2006</b>	<b>9.6%</b>
<b>2007</b>	<b>8.9%</b>
<b>2008</b>	<b>8.7%</b>
<b>2009</b>	<b>6.8%</b>
<b>2010</b>	<b>8.6%</b>
<b>2011</b>	<b>4.9%</b>



After a five-year steady decline from 2004 to 2009, the apartment vacancy rate in Des Moines' Western Suburbs increased in 2010 when it bumped back up to 8.6%. Fortunately, as of January 2011, the vacancy rate had decreased significantly to 4.9% which matches levels of the early 2000s, as seen in the table above. This low vacancy rate has spurred a new round of apartment construction.

*Source: CB Richard Ellis/Hubbell Commercial Apartment Survey January 2011  
Western Suburbs: Clive, Johnston, Urbandale, Waukee, West Des Moines, and Windsor Heights*

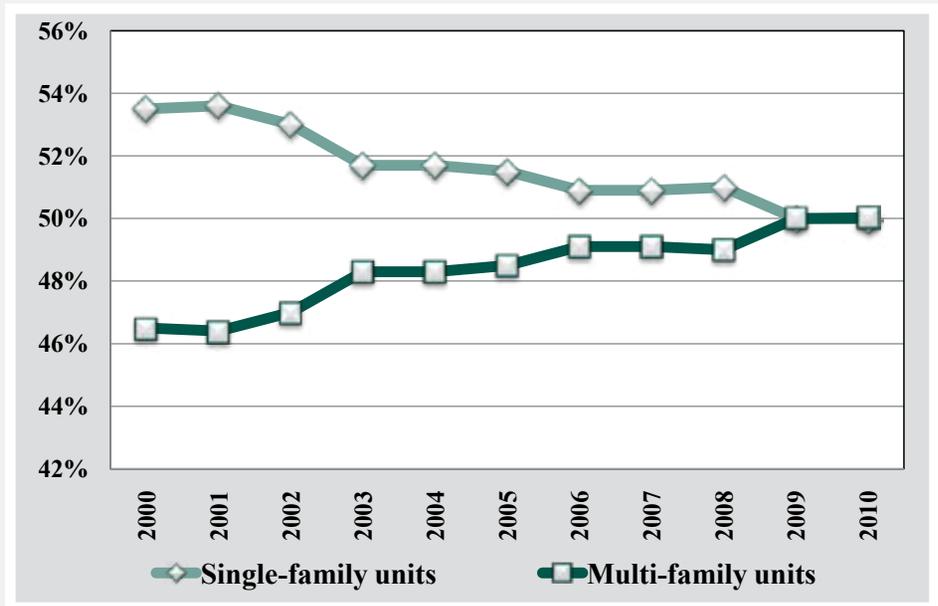
# Number of Housing Units in West Des Moines by Structure Type



Structure Type	2000		2005		2010	
Single Family Units	10,805	54%	12,125	51.5%	13,197	49.98%
Multi Family Units	9,373	47%	11,425	48.5%	13,208	50.02%

The steady rise in multi-family units, which include owner-occupied condos and townhouses, and decline in single-family detached units construction over the past ten years speaks to the fact that West Des Moines is a desirable place to live for more and more younger people and empty-nesters each year. Although the difference is very small, 2010 marked the first year that there were more multi-family units in West Des Moines than single-family detached units.

*Source: City of West Des Moines*



## Rental Apartment Costs: Western Suburbs



<b>Year</b>	<b>One-Bedroom</b>	<b>Two-Bedroom</b>
<b>2006</b>	\$675	\$708
<b>2007</b>	\$651	\$717
<b>2008</b>	\$673	\$739
<b>2009</b>	\$680	\$741
<b>2010</b>	\$677	\$743
<b>2011</b>	\$691	\$755

Both one-bedroom and two-bedroom rental apartment costs have generally increased over the past five years, but it has been justified by the apartment vacancy rates, as seen on page 19 which have generally been declining, over those same years, especially from 2010 to 2011.

*Source: CB Richard Ellis/Hubbell Commercial Apartment Survey January 2011  
Western Suburbs: Clive, Johnston, Urbandale, West Des Moines, and Windsor Heights*

# Housing Sales in West Des Moines by County



<b>Fiscal Year 2010</b>	<b>Polk</b>	<b>Dallas</b>	<b>Entire City</b>
<b>Median Price</b>	\$160,000	\$182,750	\$168,900
<b>Units</b>	385	282	667

The Polk County section of West Des Moines saw just over 100 more residential sales than the Dallas County section of the City in the 2010-2011 fiscal year. Although it saw fewer sales, the Dallas County section of West Des Moines had a significantly higher median sale price, which contributed to a somewhat higher median residential sale price for the entire City of West Des Moines.

*Source: Polk County Assessor, Dallas County Assessor*

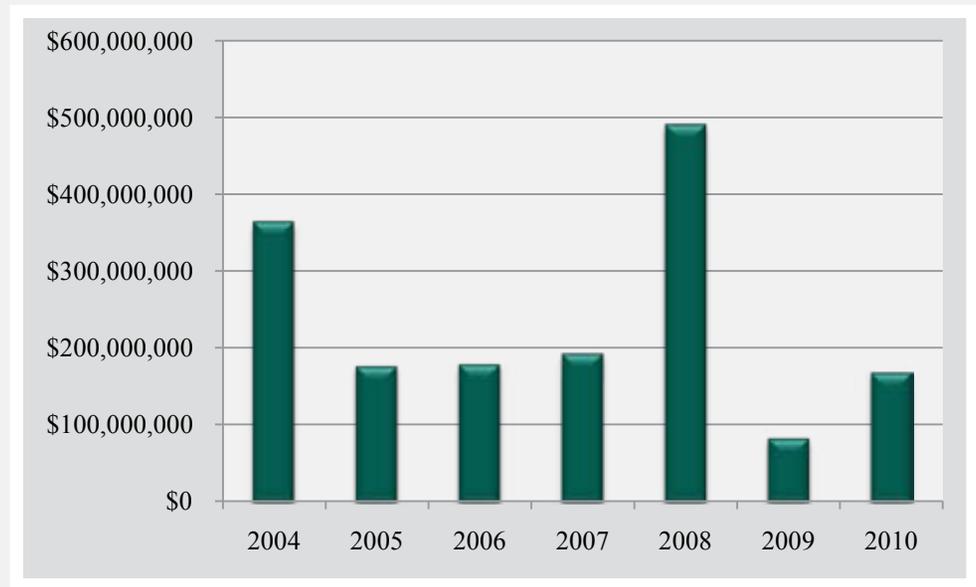
# Construction



# Total Construction Valuation Comparison: 2004-2011



2004	\$363,813,418
2005	\$176,762,250
2006	\$179,052,330
2007	\$193,234,279
2008	\$490,098,655
2009	\$82,767,511
2010	\$168,206,809
2011*	\$58,769,765



Total Construction Valuation increased by over \$85 million from 2009 to 2010, bringing the value closer to the numbers of the mid 2000s. Although the total construction valuation is still far from the numbers prior to the recession, the 2010 valuation could be a sign of improvement for the near future.

*Source: City of West Des Moines, Development Services Department  
\*As of July 1, 2011*

# Construction Valuation by Type: 2010



Residential	\$80,132,222	48%
Commercial	\$73,504,348	44%
Tax-Exempt	\$12,451,672	7%
Miscellaneous	\$2,118,567	1%
Total	\$168,206,809	100%

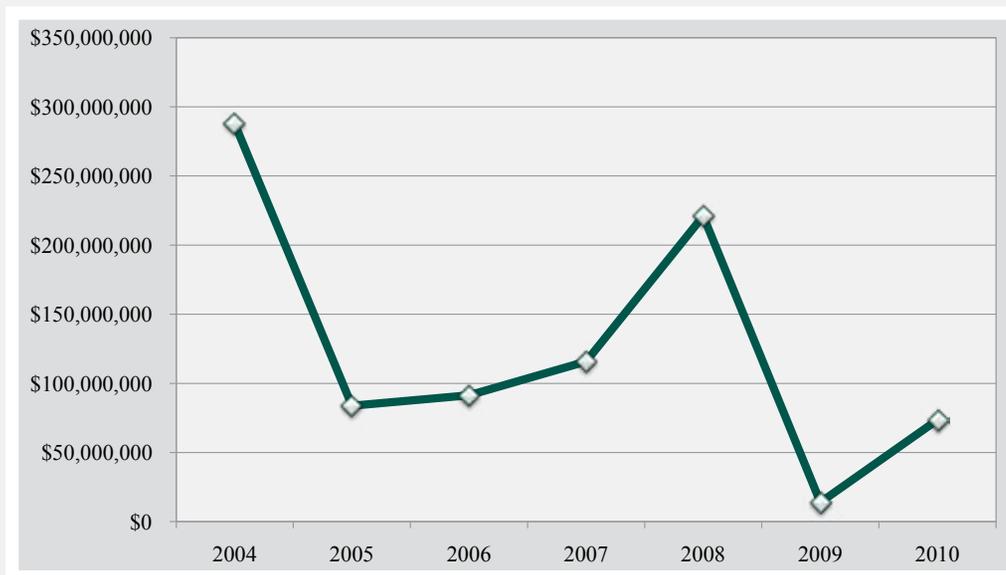
After a year in which every type of construction valuation was down, as mentioned on the previous page, West Des Moines' 2010 total construction valuation was double that of the 2009 total construction valuation (\$82,767,511). The most significant increase was the commercial construction valuation which increased by \$59.5 million from 2009 to 2010. The economic downturn in 2008 and 2009 surely had an impact on construction valuation in 2009, but the 2010 data shows that construction in West Des Moines has rebounded well even though the downturn is still affecting cities across the country.

*Source: City of West Des Moines*

# Commercial Construction Valuation: 2004-2010



2004	\$287,631,919
2005	\$83,878,860
2006	\$91,336,617
2007	\$115,835,689
2008	\$221,078,052
2009	\$14,011,785
2010	\$73,504,348



Commercial construction looks to be on the rise again after the recession brought commercial construction values down to values seen in the 1990's. Even though there was a \$59.5 million increase from 2009 to 2010, the valuation is still not as high as previous years. A large amount of the 2010 commercial construction valuation came from the construction of the Microsoft Data Center.

*Source: City of West Des Moines, Development Services Department*

## Commercial/Industrial Square Footage of Construction: 2006-2010



	2006	2007	2008	2009	2010
<b>Industrial</b>	168,350	0	0	2,300	190,946
<b>Retail</b>	388,067	560,568	98,316	18,600	11,484
<b>Office</b>	206,042	580,502	1,658,833	21,558	0
<b>Total</b>	762,459	1,141,070	1,757,149	42,458	202,430

The total commercial/industrial square footage was up significantly from 2009, but was still substantially lower than '06, '07 and '08. One positive point is that the industrial construction square footage was higher than it has ever been, due to the construction of the Microsoft Data Center.

*Source: City of West Des Moines, Development Services Department*

## Residential Construction Activity by Type: 2006-2010



<b>Residential Type</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
<b>Single-Family Detached</b>	120	206	138	177	185
<b>Townhomes</b>	56	99	201	85	128
<b>Multi-Family Condos</b>	88	44	0	0	50
<b>Multi-Family Rental</b>	140	0	505	208	116
<b>Total</b>	404	349	844	470	479

In the past year all forms of residential construction increased in number of units constructed except for multi-family rental. Multi-family condos showed activity for the first time since 2007 with 50 units constructed. Although construction activity for three out of the four housing types increased, the total number of residential units constructed (479) was a small increase in 2010, and was still short of the 844 units constructed in 2008.

*All figures expressed in dwelling units*

*Source: City of West Des Moines*

## Residential Construction Activity by County: 2010



County	Single-Family	Multi-Family	Total Units
Dallas	173	288	461
Polk	12	6	18
<b>Total</b>	185	294	479

Of the City's total residential construction in 2010, a large majority of it occurred in Dallas County, even more than in past years. In 2008, 66% of the City's total residential construction was in Dallas County, and grew significantly to 95% in 2009. That percentage did grow again from '09 to '10, although not as dramatically, to 96%. This should come as no surprise as most of the Polk County portion of West Des Moines is already built out, and there has not been any residential activity in the Warren and Madison County portions of the City yet.

*All figures expressed in number of dwelling units*

*Source: City of West Des Moines, Development Services Department*



## Residential Construction Valuations by County: 2009 & 2010



<b>Residential Type</b>	<b>Year</b>	<b>Dallas County</b>	<b>Polk County</b>	<b>Total</b>
<b>Single-Family</b>	2009	\$28,609,083	\$6,615,821	\$35,224,904
	<b>2010</b>	\$37,351,737	\$5,015,545	\$42,367,282
<b>Multi-Family</b>	2009	\$23,420,670	\$1,546,694	\$24,967,364
	<b>2010</b>	\$26,266,973	\$1,489,021	\$27,755,994
<b>Total</b>	2009	\$52,029,753	\$8,162,515	\$60,192,268
	<b>2010</b>	\$63,618,710	\$6,504,566	\$70,123,276

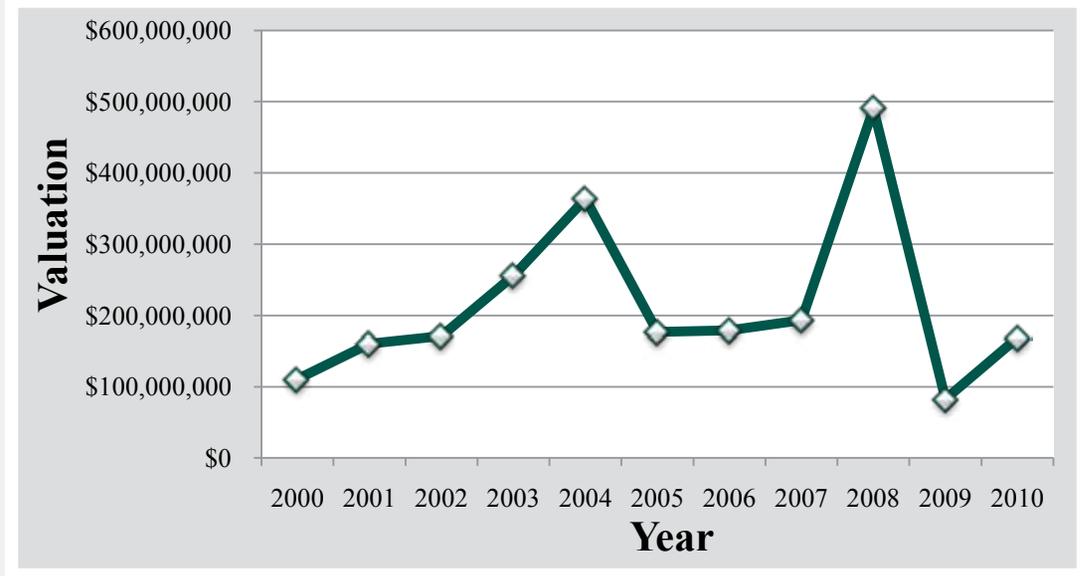
West Des Moines' significantly higher residential construction valuations in Dallas County in both 2009 and 2010, again, emphasizes the fact that the Dallas County area is the expanding area of West Des Moines. West Des Moines' Polk County residential construction has significantly dropped off in the past two years, whereas the Dallas County residential construction has remained somewhat steady.

*Source: City of West Des Moines, Development Services Department*

# Value of Building Permits Issued: 2000-2010



2000	\$110,819,476
2001	\$160,202,428
2002	\$171,167,853
2003	\$255,989,203
2004	\$363,813,418
2005	\$176,762,250
2006	\$179,052,330
2007	\$193,234,279
2008	\$490,098,655
2009	\$82,767,511
2010	\$168,206,809



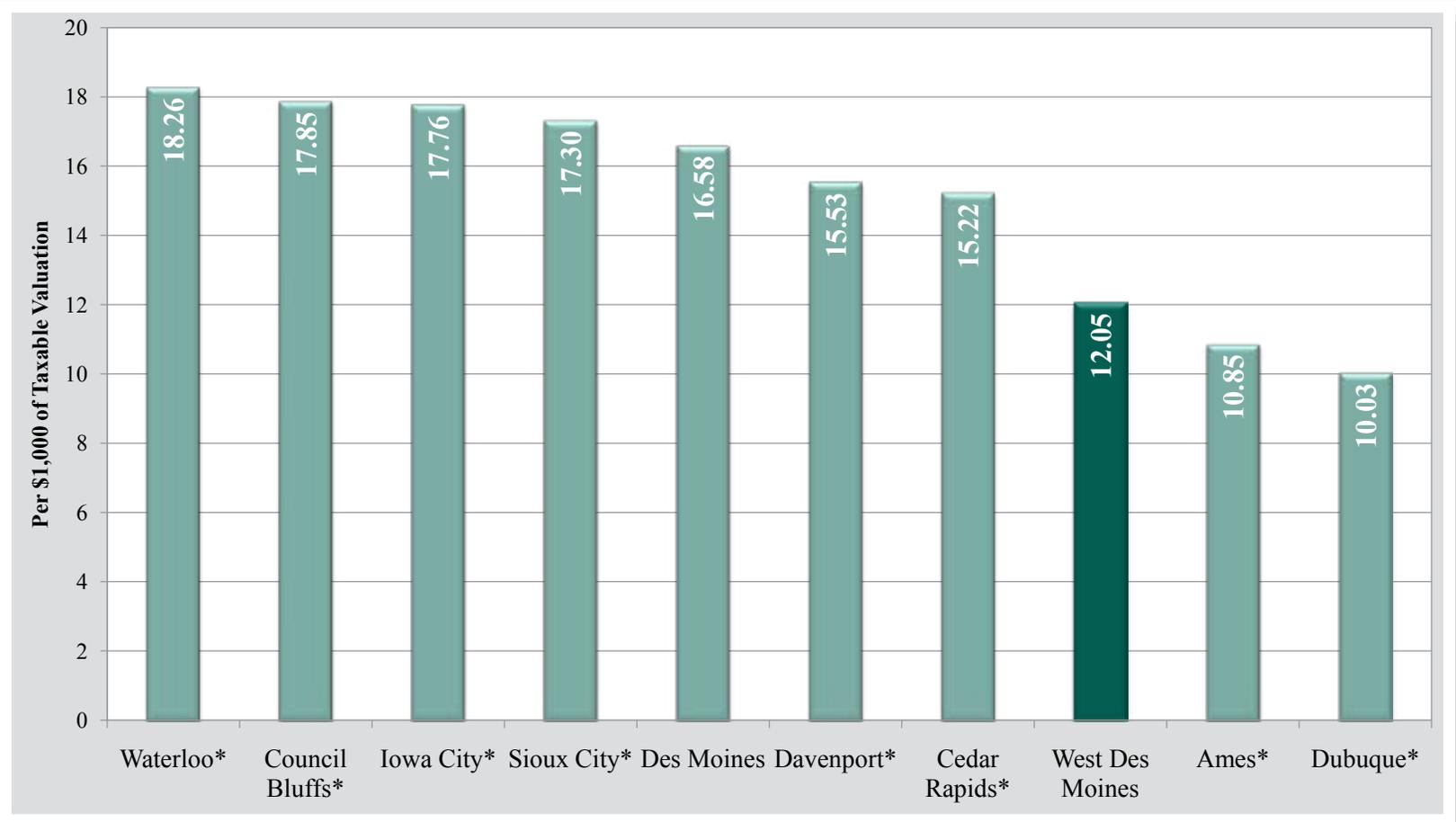
After a sharp decline from 2008 to 2009, the value of building permits issued in West Des Moines increased in 2010 to similar levels of '05, '06 and '07, indicating West Des Moines is still an attractive city to developers even while the economic downturn continues.

*Source: City of West Des Moines, Development Services Department  
Based upon building permits issued by the Building Division*

# Property & Retail

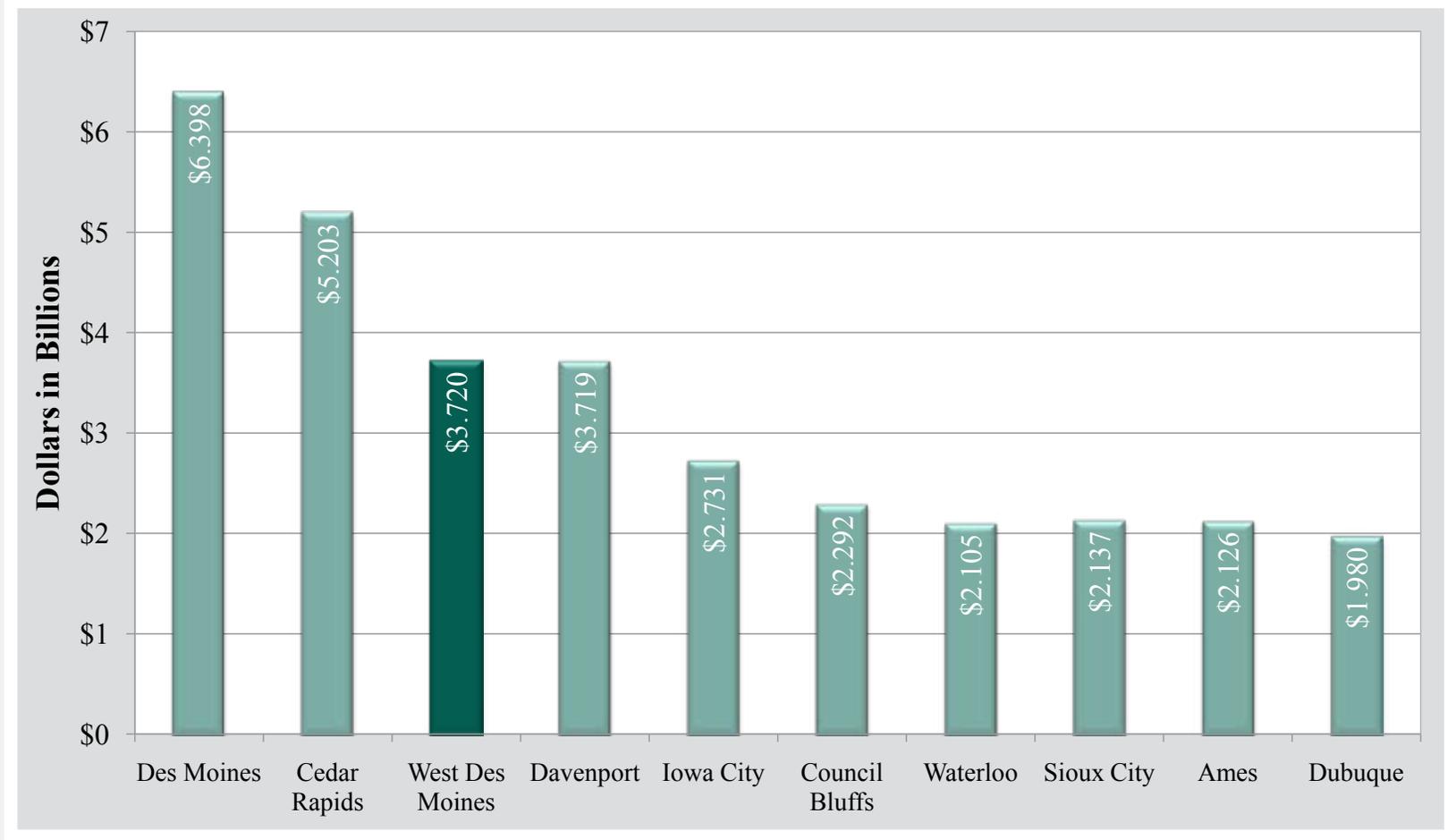


# Property Tax Rates for Iowa's Ten Largest Cities: FY 2010-2011



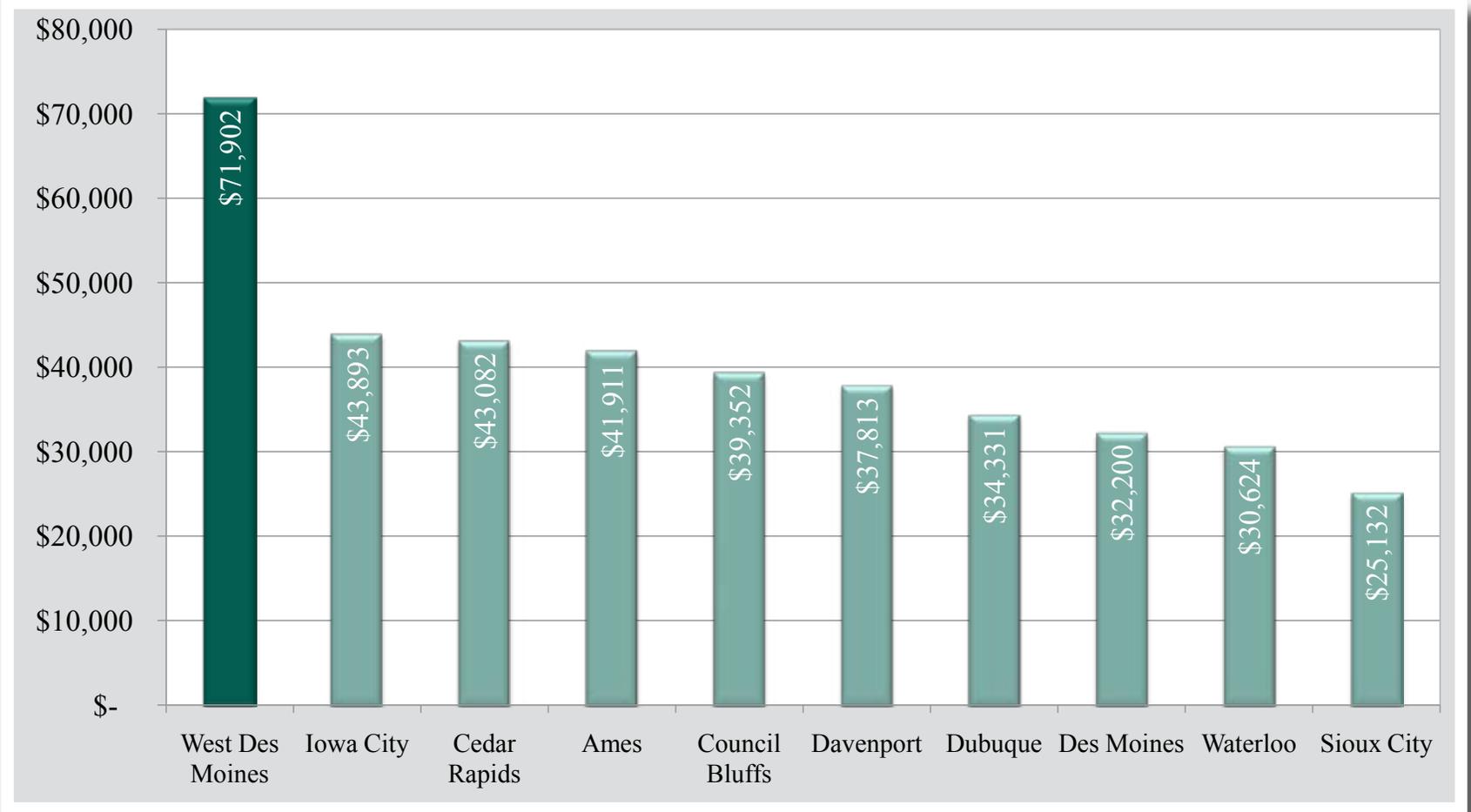
\* Indicates communities with Local Option Sales Tax Revenue  
Source: Iowa Department of Management

# Taxable Property Valuation for Iowa's Ten Largest Cities: FY 2010-2011



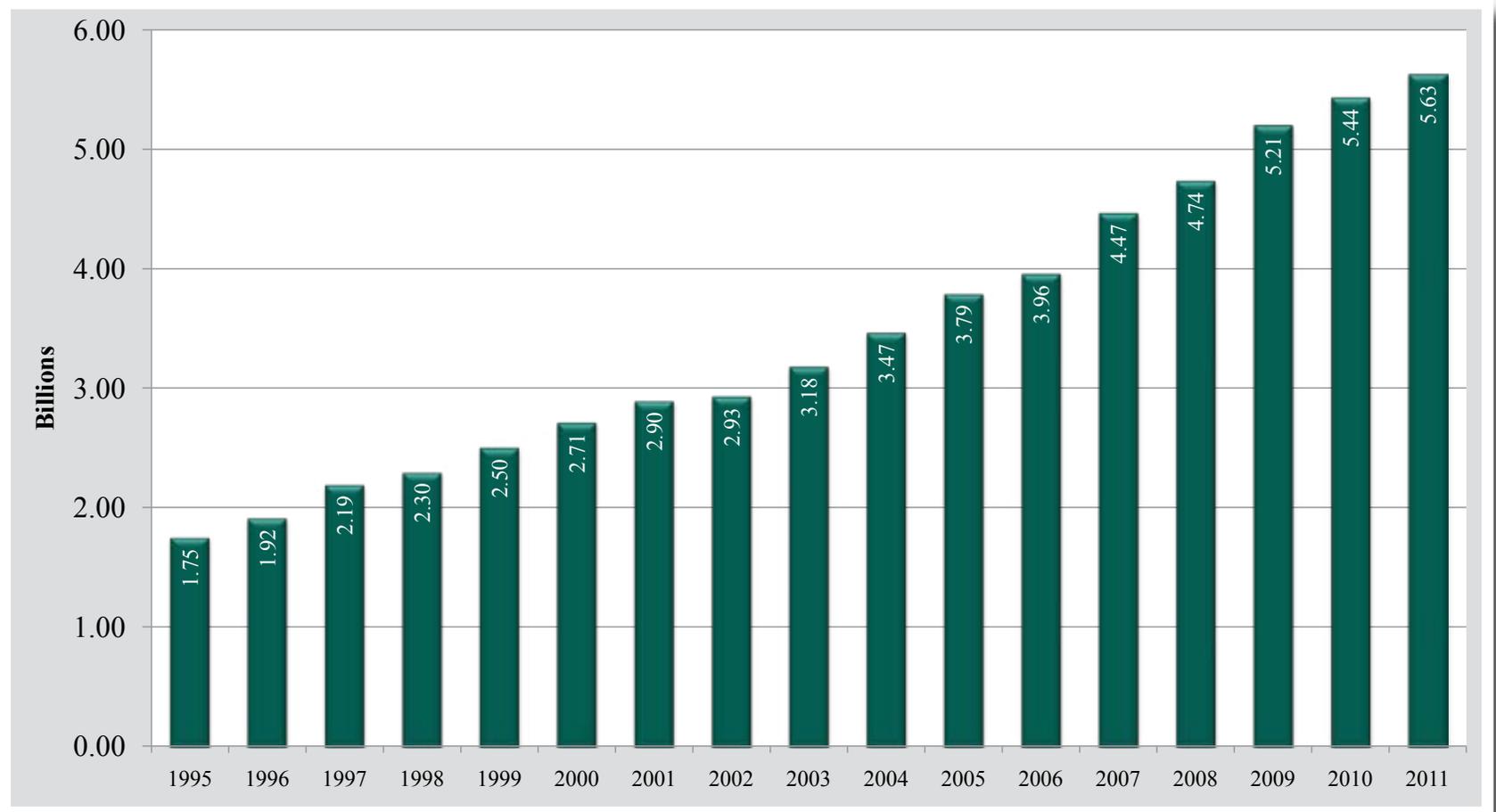
Source: Iowa Department of Management

# Per Capita Property Valuation in Iowa's Ten Largest Cities: FY 2010-2011



Source: Iowa Department of Management

# Property Valuation in West Des Moines: 1995-2011



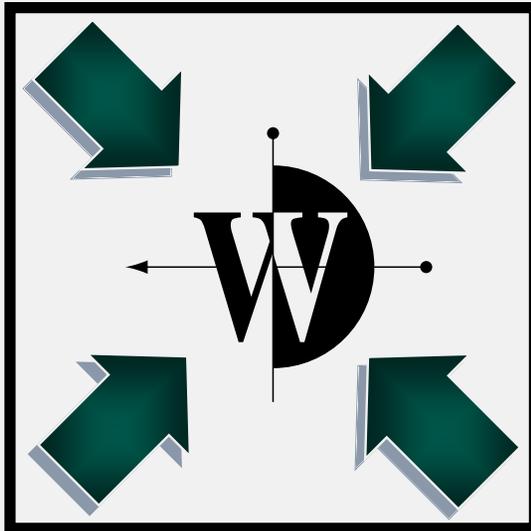
Source: Polk, Dallas, & Warren County Auditors

# Pull Factors



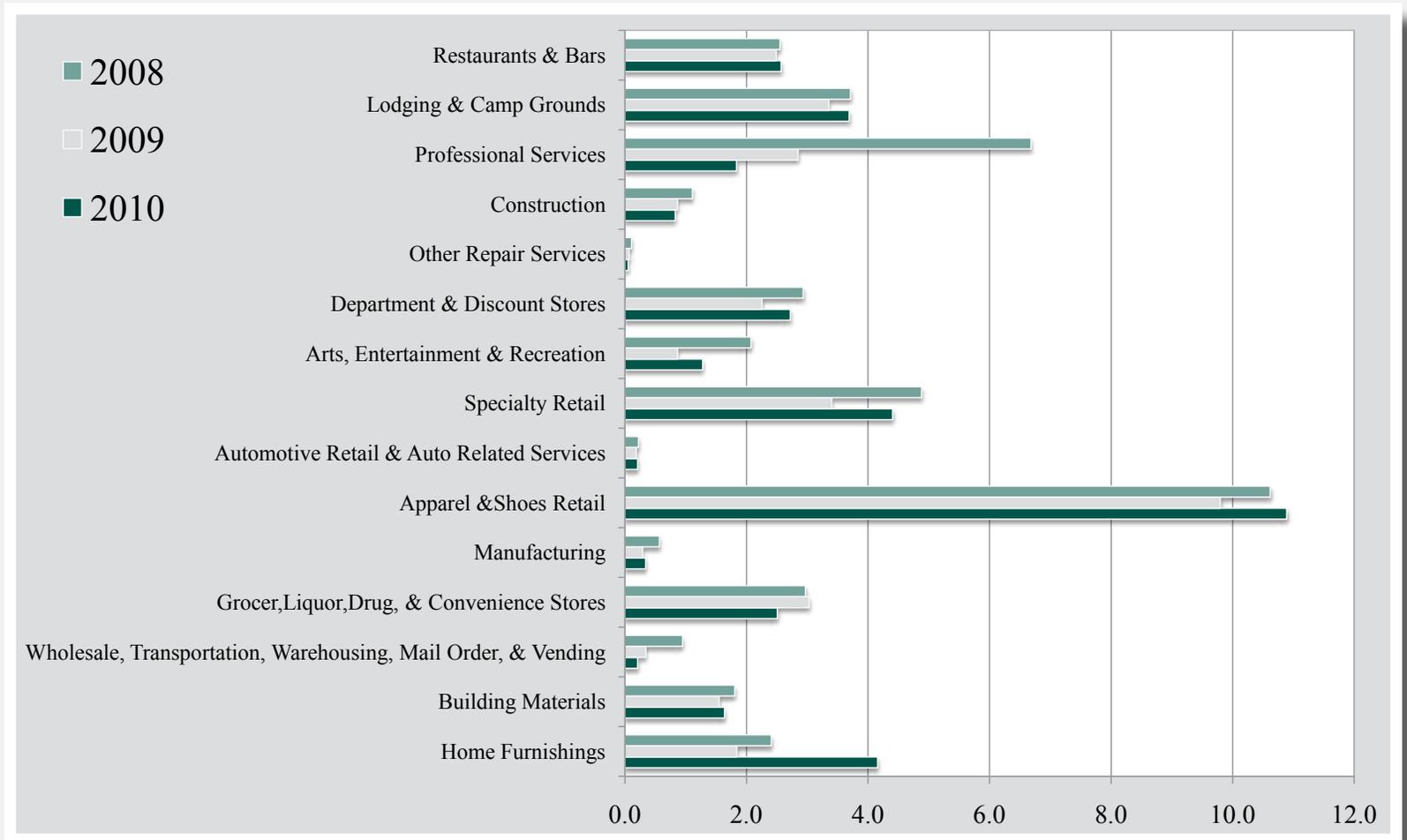
Pull factors are a good measure of sales activity because they reflect changes in population, inflation, and the statewide economy. The following pull factors are not adjusted for purchasing power; they are simply the ratio of local per person sales to the state average per person sales.

Pull factors are calculated by taking the per capita current dollar sales of a community divided by the per capita sales of the state.



Example: If a town'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 is 2.0 ( $\$20,000/\$10,000$ ), meaning the town captured twice as many dollars of goods or services sold in that industry than the state did. The town is experiencing twice as many sales as expected by the state average. In other words, they are selling 200% of the town's full-time customer equivalents.

# West Des Moines Pull Factor by Industry



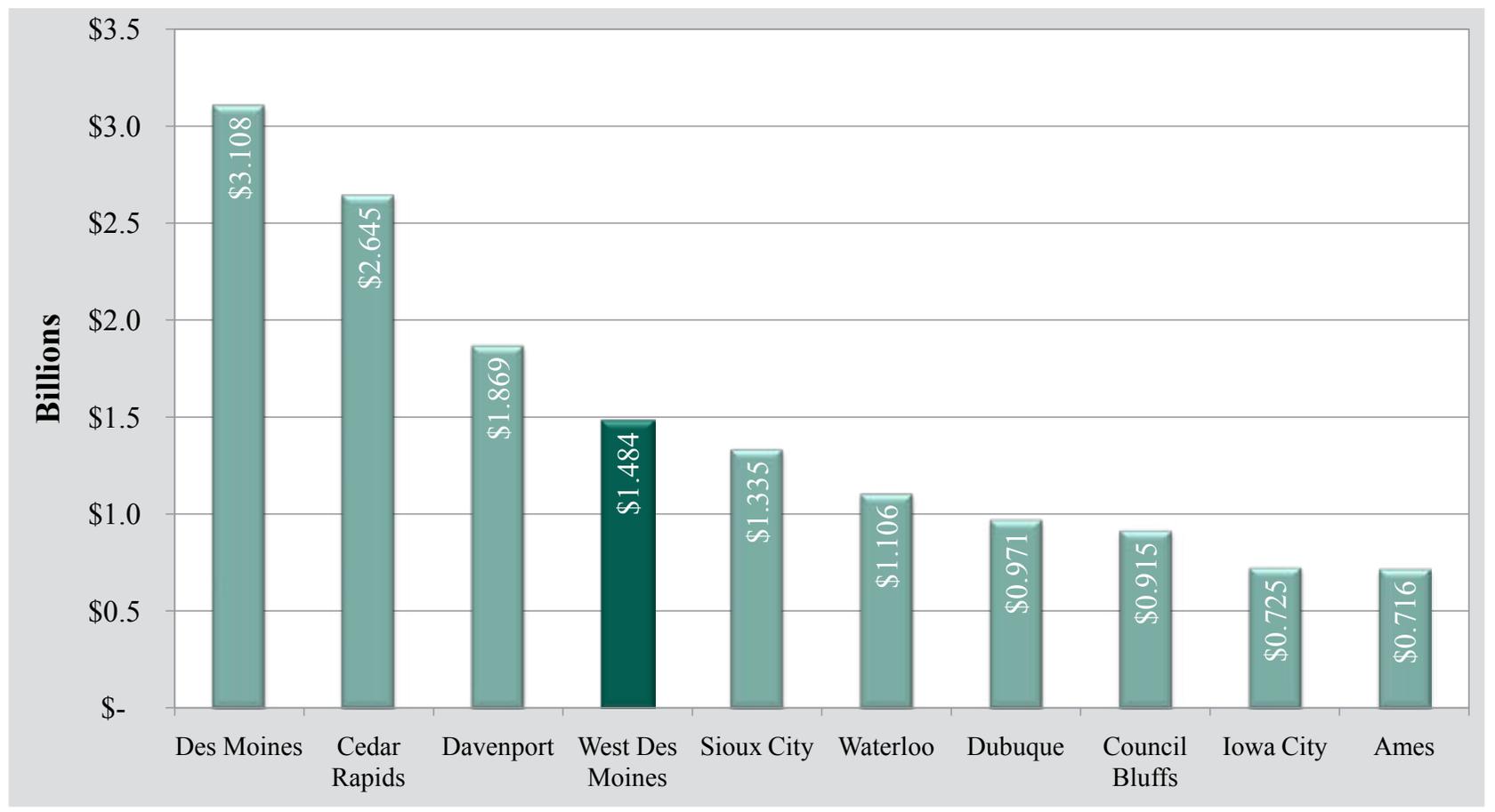
Source: Iowa Department of Revenue & Finance

# Pull Factors



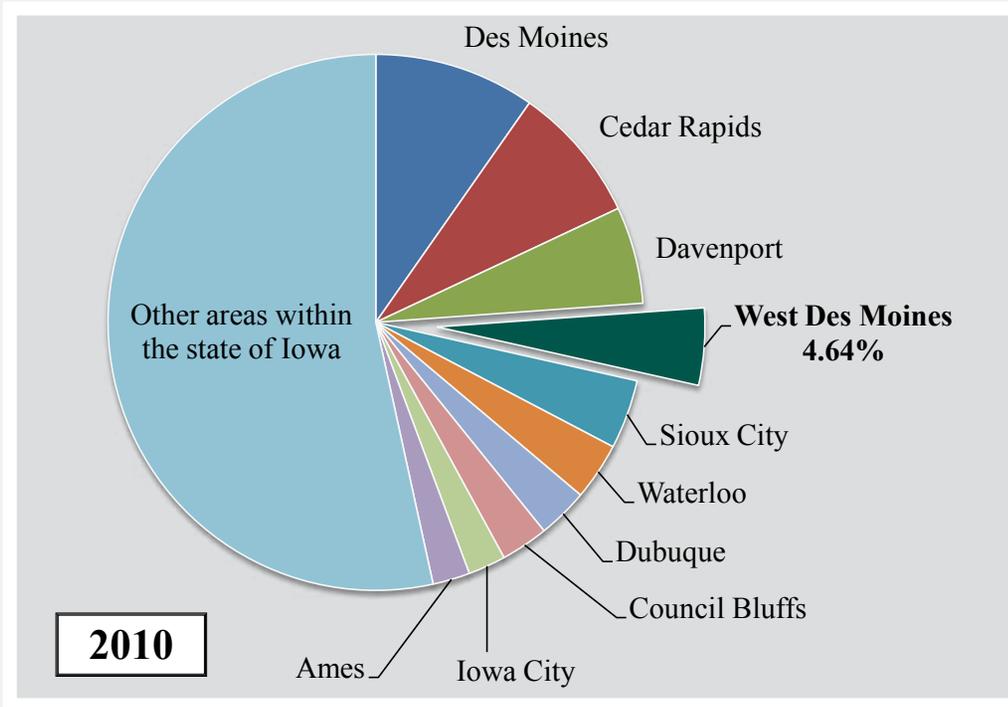
- Home Furnishings had the biggest increase in its pull factor from 2009 to 2010 with a 2.3 increase from 1.84 to 4.16.
- Only five categories had a decreasing pull factor from 2009 to 2010, the largest being Professional Services with a 1.01 decrease. The other four decreasing categories were: Wholesale, Transportation, & Warehousing, Grocer, Liquor, Drug, & Convenience Stores, Other Repair Services, and Construction.
- Just like in years past, Apparel & Shoes Retail had the largest pull factor at 10.89, which increased from a pull factor of 9.8 in 2009. With many shopping centers such as Jordan Creek Town Center, Valley West Mall, West Glen, Governors Square, Clocktower Square as well as others, this should come as no surprise.
- After West Des Moines' per capita sales declined from 2008 to 2009, it increased by about 13% in 2010 from \$20,297 in 2009 to \$23,034 .

# Taxable Sales for Iowa's Ten Largest Cities: 2011

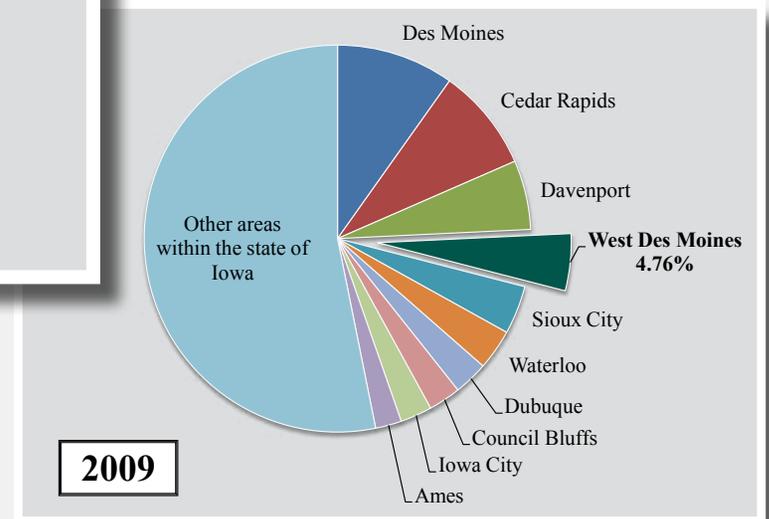


Source: Iowa Department of Revenue & Finance

# State of Iowa and Ten Largest Cities Taxable Sales

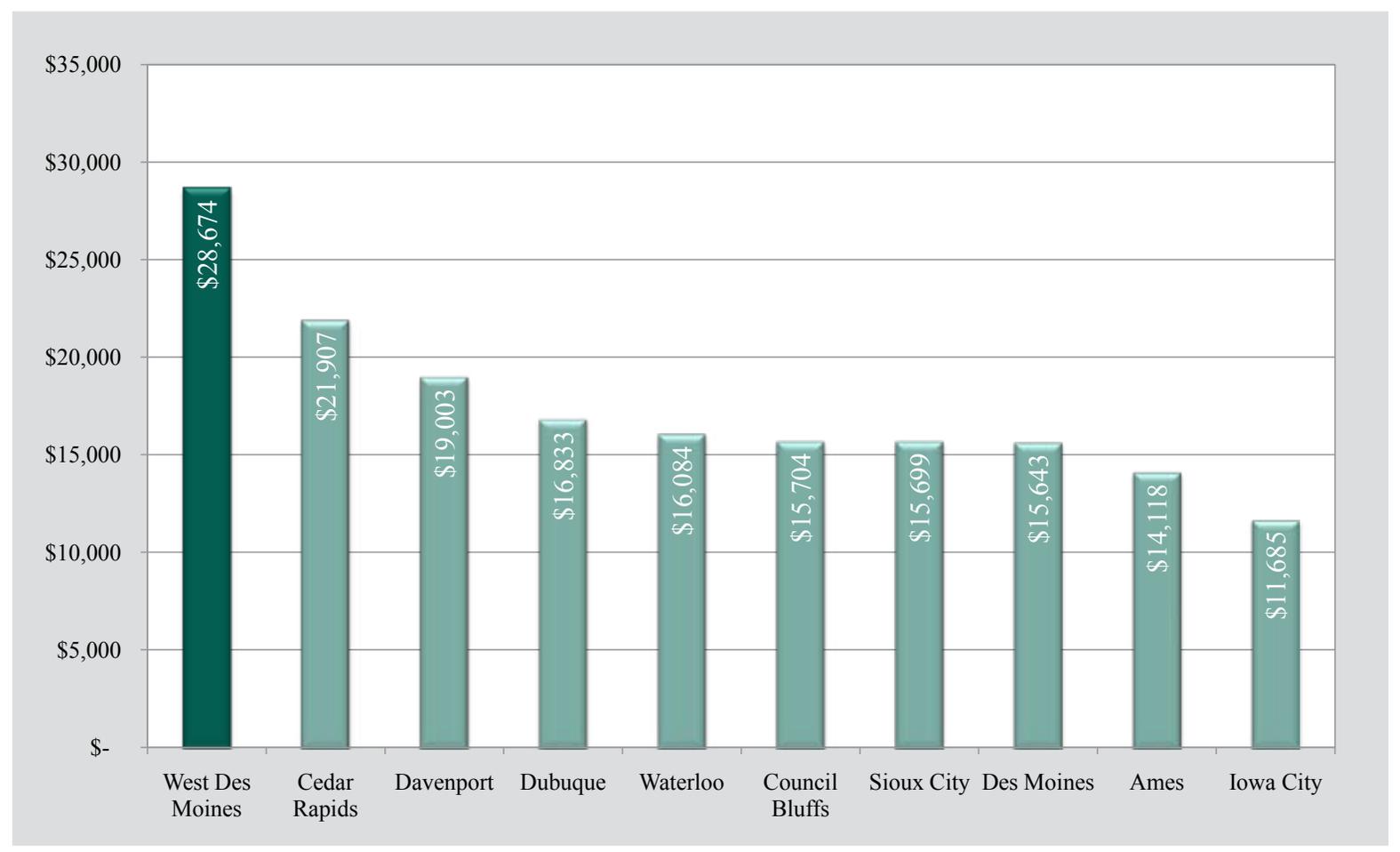


As seen on both the 2010 and 2009 charts on this page, Iowa's ten largest cities make up almost half of the State's total taxable sales. Although the City of West Des Moines is the tenth largest city in Iowa, it has remained the fourth largest contributor to Iowa's total taxable sales at 4.64% of the State's total, even though it decreased slightly from 2009 to 2010.



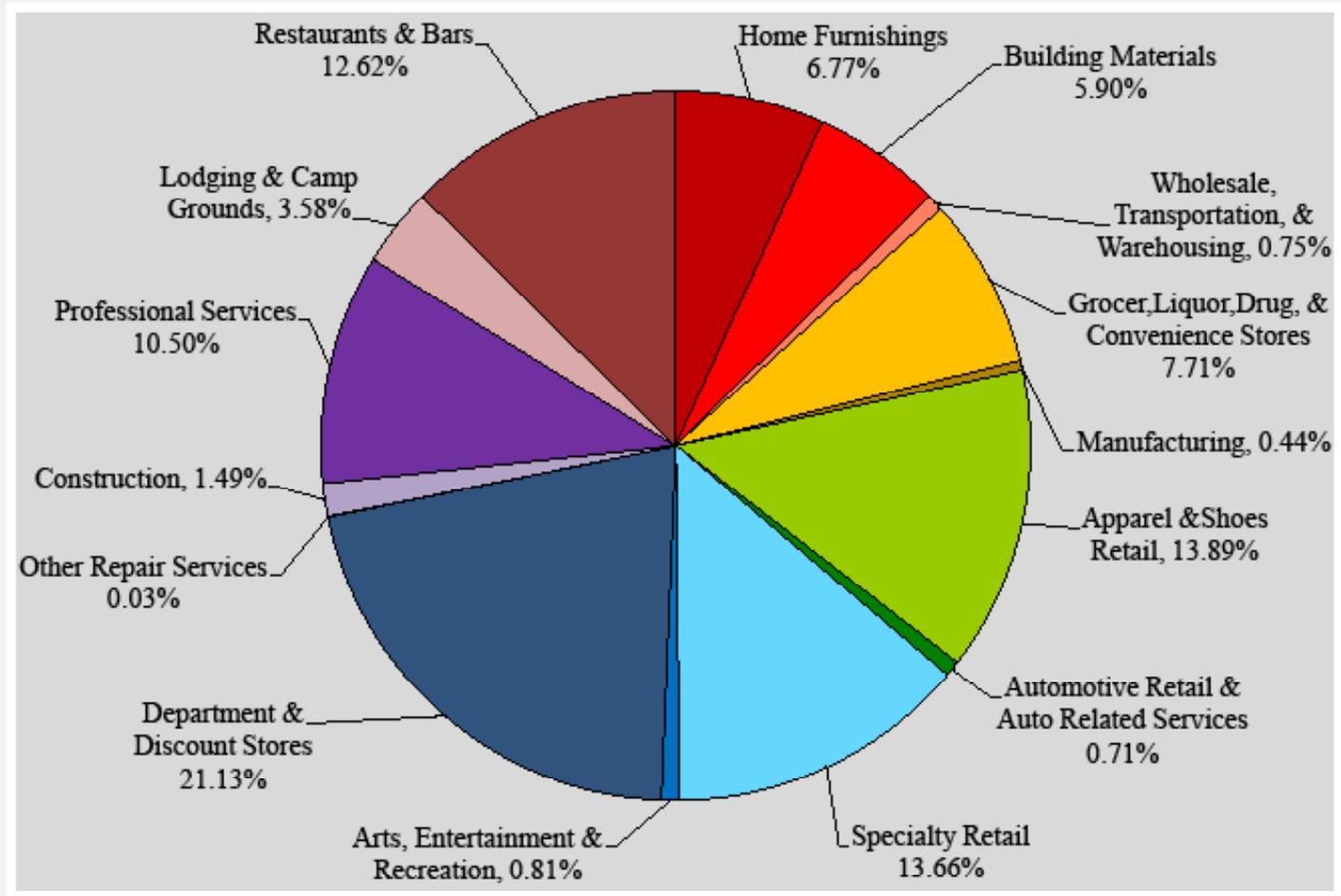
Source: Iowa Department of Revenue & Finance

# Per Capita Taxable Sales for Iowa's Ten Largest Cities: FY 2009-2010



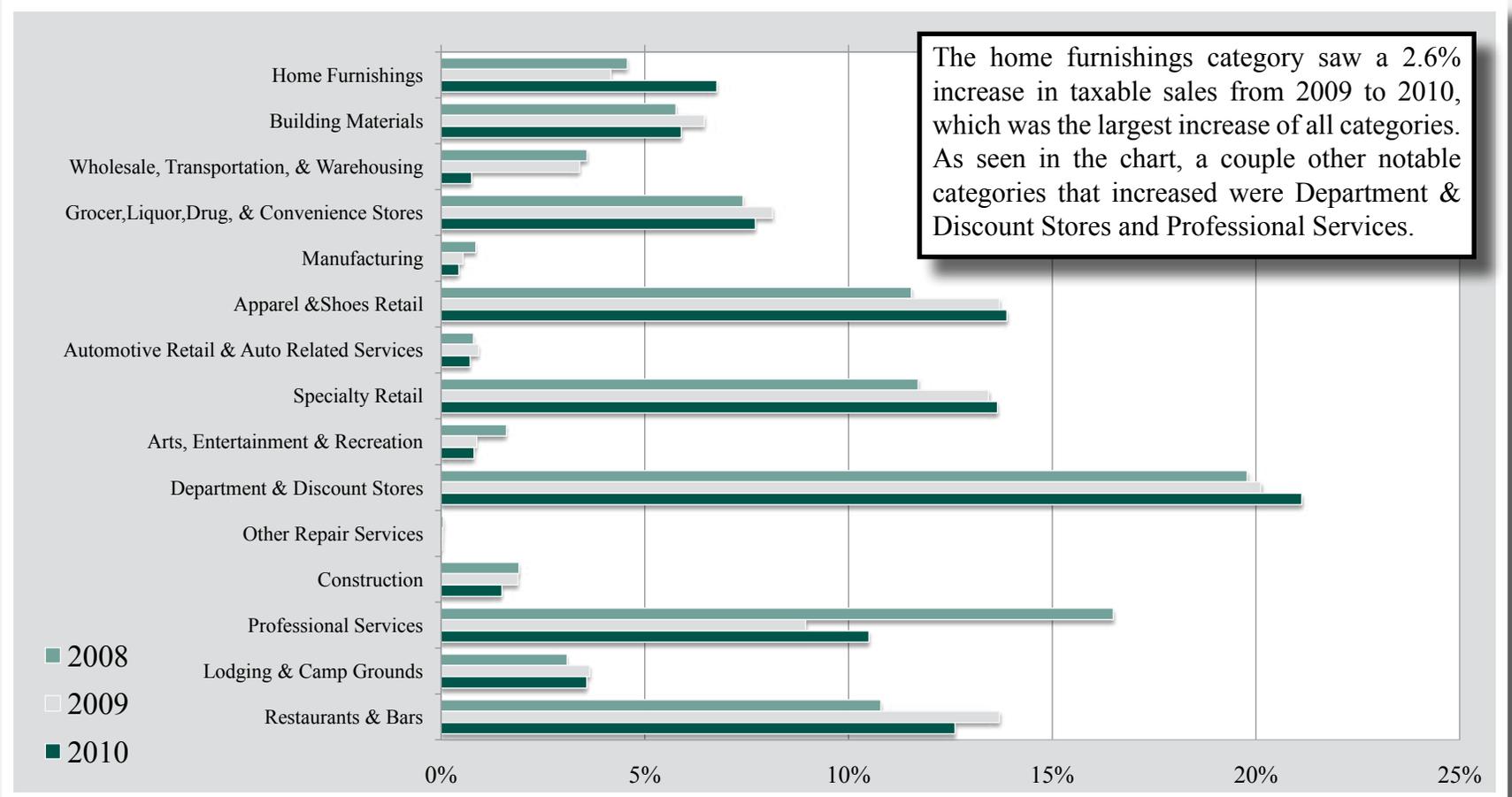
Source: Iowa Department of Revenue & Finance

# Retail Taxable Sales in West Des Moines by Category: 2010



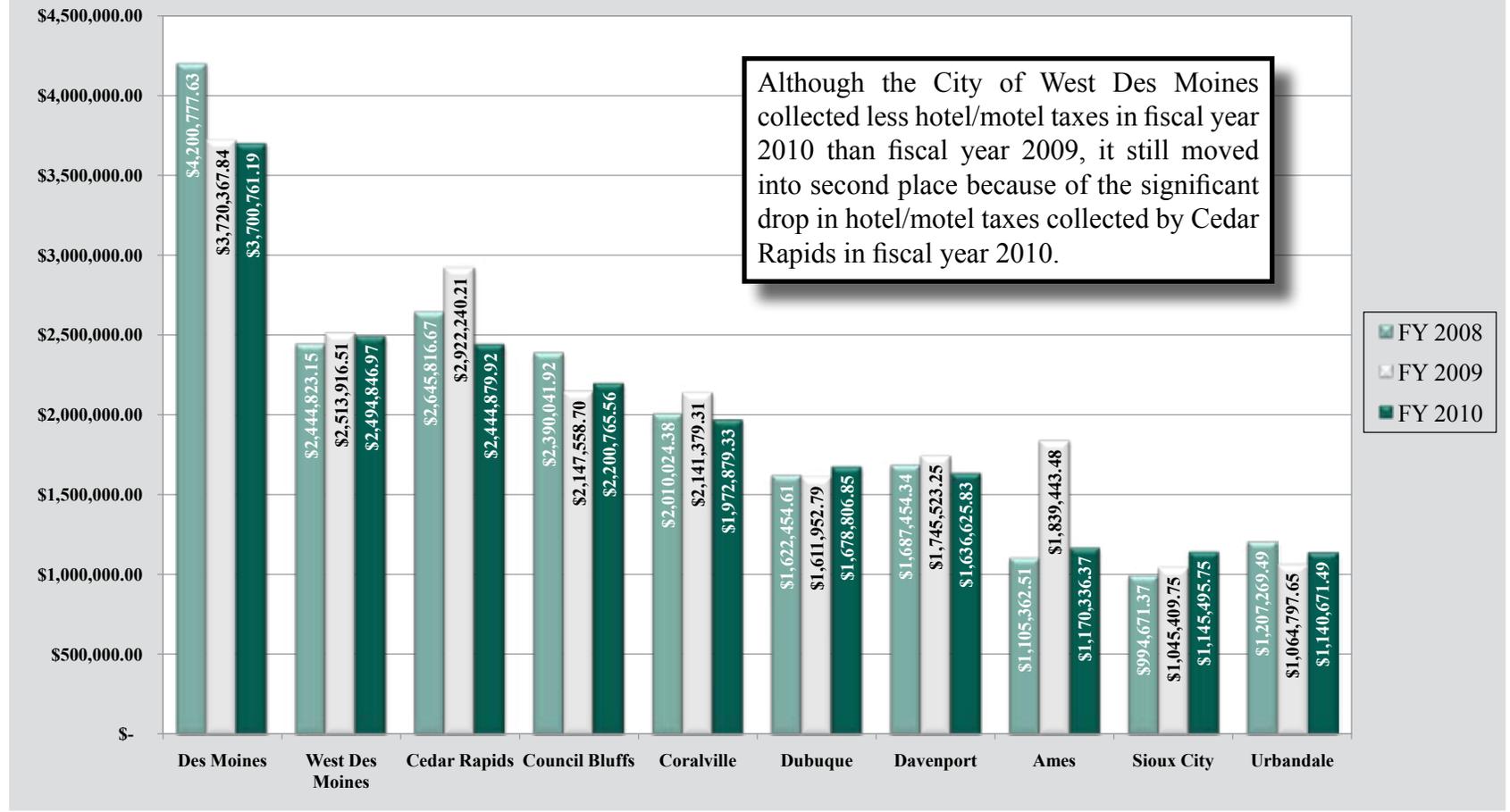
Source: Iowa Department of Revenue & Finance

# Retail Taxable Sales in West Des Moines by Category: 2008-2010



Source: Iowa Department of Revenue & Finance

# Hotel/Motel Taxes Collected in Ten Iowa Cities with Highest Revenue

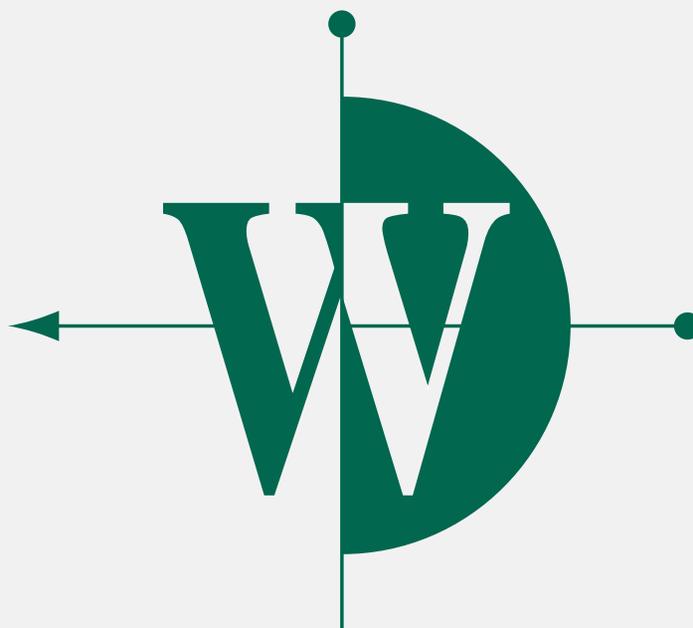


Source: Iowa Department of Revenue & Finance

# Summary



- At \$73,200, West Des Moines' median household income was again on the rise in 2010 and considerably higher than both the State of Iowa and the US median household income.
- For the first time in the City, there were more multi-family units than single-family units, but only by 11 units.
- Residential construction valuation in the Dallas County section of West Des Moines was again on the rise as it increased by over \$11.5 million in 2009 to \$63,618,710 in 2010.
- Despite being only the 10th largest city in Iowa, West Des Moines had the highest per capita property valuation, and narrowly edged out Davenport for the third highest taxable property valuation, behind the two largest cities in Iowa, Des Moines and Cedar Rapids.
- The City's Home Furnishings Industry nearly doubled its pull factor from 2009 to 2010, and it had the largest increase in retail taxable sales with a 2.6% increase.
- West Des Moines had the fourth highest taxable sales at \$1.484 billion and by far the highest per capita taxable sales of Iowa's ten largest cities.



THE CITY OF  
**West Des Moines**®

This Fiscal Year 2010 - 2011 Development Retrospective was created by:

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