

THE CITY OF  
West Des Moines®

*Cover Design and Graphics by  
Jennifer Maffucci, JM Impressions  
City Hall at Night photo by RDG Planning and Design*



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 fourth edition of our annual “Development Retrospective” publication provides a comprehensive overview of the economic activity and structure of our community in fiscal year 2009.

FY 2009 - 2010 has been a year of recovery for many cities in the nation, some from natural hazards as well as economic crises. Some sectors, like the construction industry, were hit harder than most, but we have all had to overcome one challenge or another in the last couple years. The Year in Review, which has replaced our “Major Milestones” page, reveals a strong city that has prevailed through the hard economic times and continues to serve its citizens at the highest level.

I am proud that through all the economic hardships the United States has faced, West Des Moines has maintained a great sense of community pride and ensured economic stability through the hard work of businesses, citizens, and local government. This high level of involvement strengthens our community, creating an atmosphere of cooperation that shows the commitment we all share to this great city.

Jeffrey A. Pomeranz, City Manager  
City of West Des Moines



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A decorative background for the title consisting of numerous overlapping, horizontal, dark green brushstrokes that create a textured, painterly effect.

# *Year in Review*

## Year in Review (FY 2009-2010)

- Mercy West Lakes Hospital opened its doors September 8, 2009 as a 239,000 sqft facility with 146 beds, 82 of which are staffed.
- Methodist West Hospital opened its doors in October 2009 as a 222,500 sqft facility with 95 beds.
- In October 2009, BusinessWeek named Des Moines - West Des Moines as one of the country's 40 strongest metro economies. Coming in at #17, the area was lauded for its highly educated population and ranked well overall largely because of very high rankings in the job growth and unemployment change categories.
- On November 30, 2009, Forbes.com named Des Moines - West Des Moines in its Top 5 "Best Bang for the Buck" cities, based on a solid housing market, relatively stable employment, cost of living and quick commute times.
- During FY 2009-2010 the City assisted Midland Life Insurance Company by providing matching funds for the Iowa Values Fund.

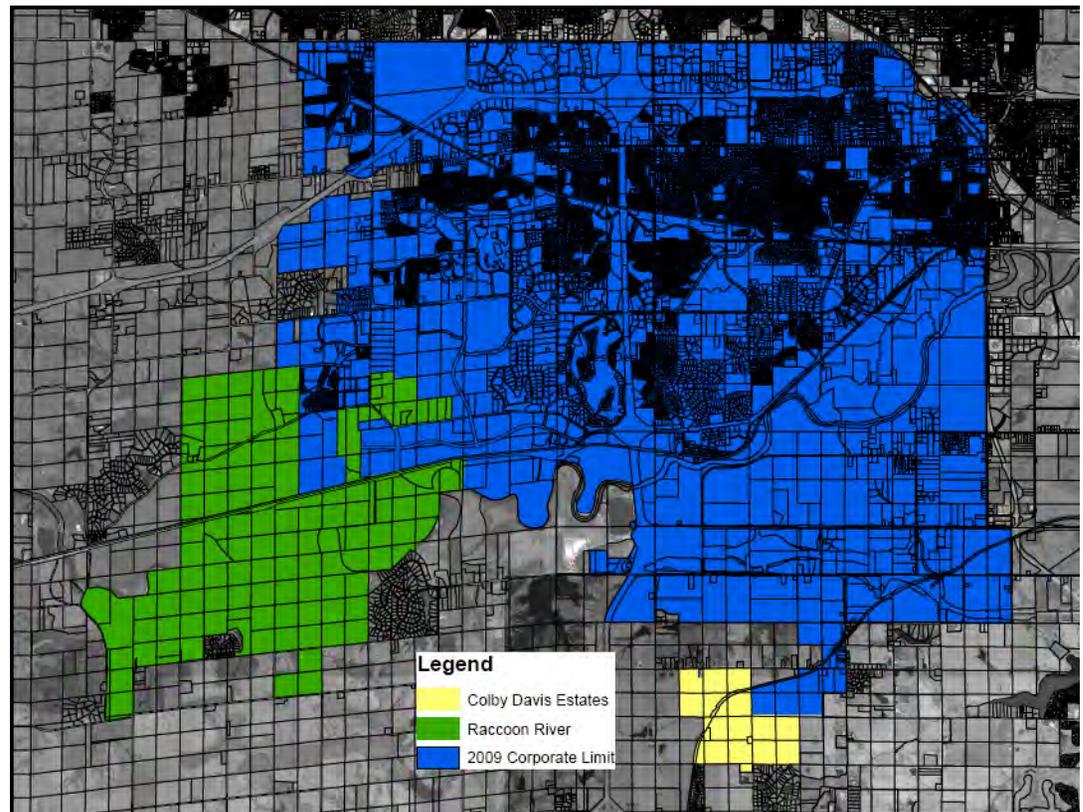


## Year in Review (FY 2009-2010)

In the 2009-2010 fiscal year, the City of West Des Moines received approval for two annexations adding about 5,000 acres to the City.

- The Colby-Davis Annexation brought 575 acres of land in Warren County into the City of West Des Moines adding just under one square mile to the City.
- The Raccoon River Annexation included 4,486 acres of land in Dallas and Madison Counties into the City of West Des Moines, adding about seven square miles to the City.

*The map shows the City of West Des Moines corporate boundaries in blue, while the Colby-Davis Annexation is displayed in yellow and the Raccoon River Annexation is shown in green.*



# *Business Community*

# Recognition

In the 2009-2010 fiscal year, the City of West Des Moines congratulates the following six businesses who have received various awards for outstanding business practices.



## ***Homesteaders Life Company***

Inducted into the 2010 Iowa Insurance Hall of Fame

## ***Syverson Strege & Co***

Recipient of the Fithian Leadership Award  
International Association of Advisors in Philanthropy



## ***Hanser & Associates***

2010 Best of Show of the annual Prime Awards Competition  
Central Iowa Chapter - Public Relations Society of America

## ***MPS Engineers PC***

Recipient of the 2009 Minority Small Business Person  
of the Year Award  
Small Business Administration



## ***Strategic America***

Recipient of 3 awards: 2010 Hermes Creative Award Competition

## ***Shive-Hattery, Inc***

Recipient of the Great Place Award  
The American Council of Engineering Company



# Recognition: Citizen of the Year Award

## **Scott A. Hatfield; Chairman of the board, SVPA Architects, Inc.**

The West Des Moines Chamber of Commerce has selected Mr. Hatfield as the 65th recipient of this annual award. SVPA Architects are responsible for many projects throughout central Iowa including the Wells Fargo West Des Moines Campus, Wells Fargo Home Mortgage, Aviva USA Headquarters, and HyVee Corporate Headquarters. Scott is the recipient of numerous professional awards and designations including Past President of Central Iowa Architects and the Master Builder Architect Excellence Award.



Scott has been unanimously selected as Citizen of the Year based on a long history of service to the West Des Moines community. He has served on the WDM Planning and Zoning Commission for 15 years, serving 3 years as Chair. He has been actively involved in Valley Junction Revitalization projects and various projects detailing the history of West Des Moines. Scott has served on several boards and committees of the West Des Moines Community Schools, among them, the President of the Dollars for Scholars Committee, Board member of the Foundation for Educational Excellence. His children are 4th generation graduates of Valley High School. He has served on the Board of Big Brothers Big Sisters of Central Iowa, Annual Chair of the United Way Funding for SVPA Architects, Juvenile Diabetes Association and the AIA Construction for the Iowa Food Bank. In addition to his charitable involvement, Scott is active in a wide variety of professional and trade organizations both on a local as well as national level, and is an alumni of the Greater Des Moines Leadership Institute.

# Recognition: Businesses of the Year

In the fiscal year 2009-2010, the West Des Moines Chamber of Commerce has recognized two businesses for their contributions to the City's economic community.

## Large Business of the Year: Hy-Vee, Inc.

Hy-Vee with its 5 retail locations and corporate office here in West Des Moines is a company that believes it plays a major role in the quality of life in the communities in which it operates. Hy-Vee demonstrates this commitment many ways in day-to-day operations whether it be making donations and sponsorships to schools, churches, civic groups and other charities or providing leadership in events here in our community. Events that bring a national and world wide spotlight to West Des Moines are the Hy-Vee Triathlon and two Central Iowa Honor Flights with a \$500,000 donation that honored our World War Two veterans. Hy-Vee also puts on the Hy-Vee Kid's Fishing Derby, the single largest fishing event in the United States, which benefits Big Brothers Big Sisters of Central Iowa. Hy-Vee knows it takes a strong community to make a strong retail environment and involvement in the community is how Hy-Vee makes West Des Moines a better place to live, work, and shop.



## Small Business of the Year: EmbarkIT

EmbarkIT, Inc. was founded in March of 2005 in the home office of Anita Messerschmidt. The main focus of EmbarkIT was Information Technology. Starting with just 3 sales people, 1 engineer and 1 technician, she opened a Service Department to complement her sales staff along with a Technical Training Department to become a full service IT company. Within 18 months of opening, the Training Department EmbarkIT was recognized by the Des Moines Business Record as the 3rd best Computer Training Company in Des Moines. Now, just over 4 1/2 years after opening its doors, EmbarkIT has 15 employees and is going strong. EmbarkIT is a TSB (Targeted Small Business) with the State of Iowa. EmbarkIT has earned certifications from Microsoft and CPLS (Certified Partners for Learning Solutions Center), Apple, Cisco, Citrix, HP, IBM, VMware among others.



For Your Technology Products and Service

# 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, Mid American Energy, and the Dallas County Development Alliance called on 59 local businesses in the 2009 calendar year to get their opinions on city services and gain input on trends in their industry.



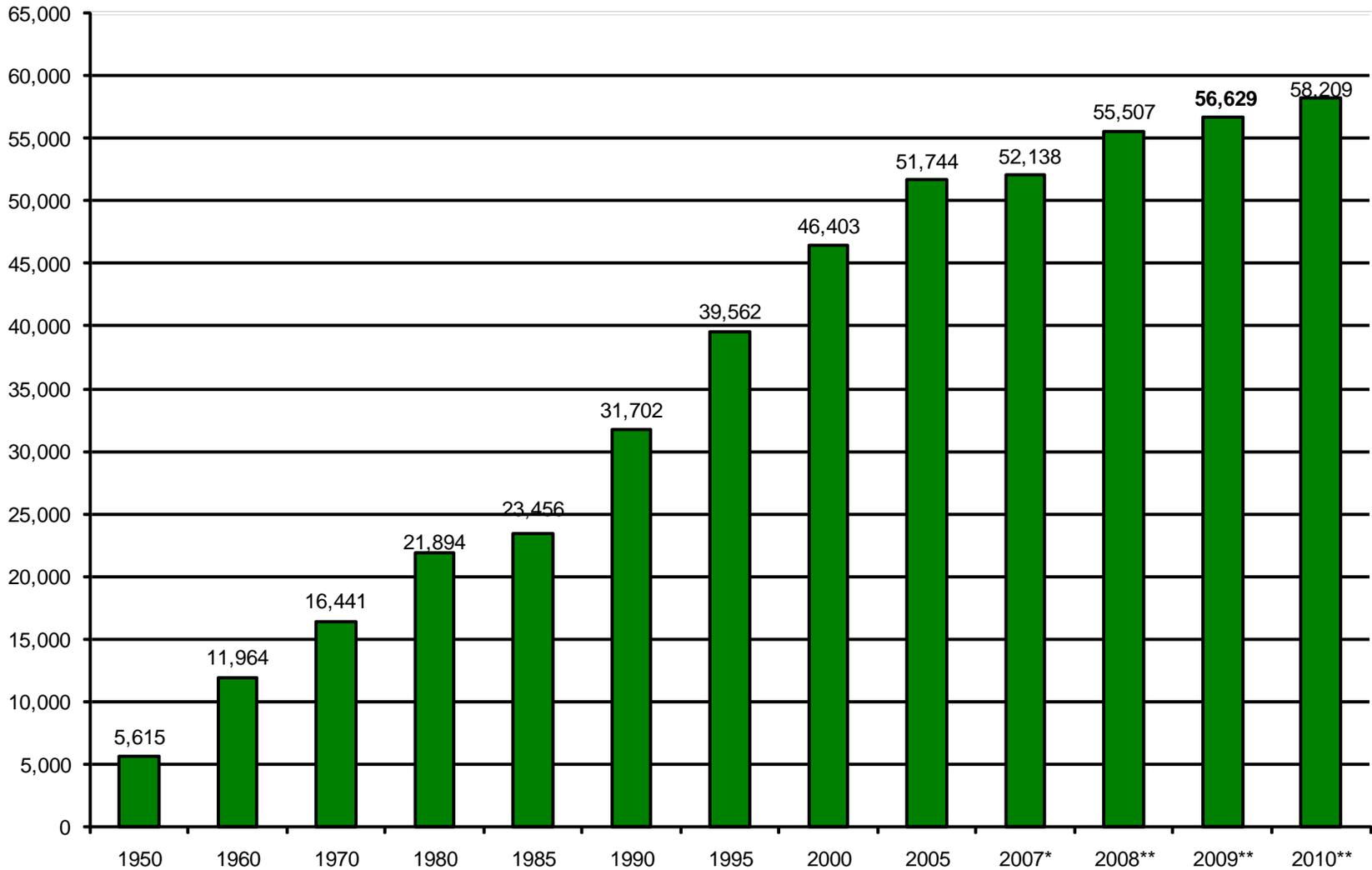
Discussions include legislative issues, workforce traits, job training, potential expansion, and business networking. This confidential input is valuable to the City as a way to better understand the needs of the local business community and to identify ways that the City can better serve them.

In the 2010 calendar year, a goal of 100 executive calls is well on its way to being met with 43 achieved through June 30, 2010.

A horizontal brushstroke in a dark green color, composed of many overlapping, slightly irregular strokes, creating a textured, painterly effect. The word "Demographics" is written in a dark blue, elegant serif font across the center of this brushstroke.

# *Demographics*

# West Des Moines Population

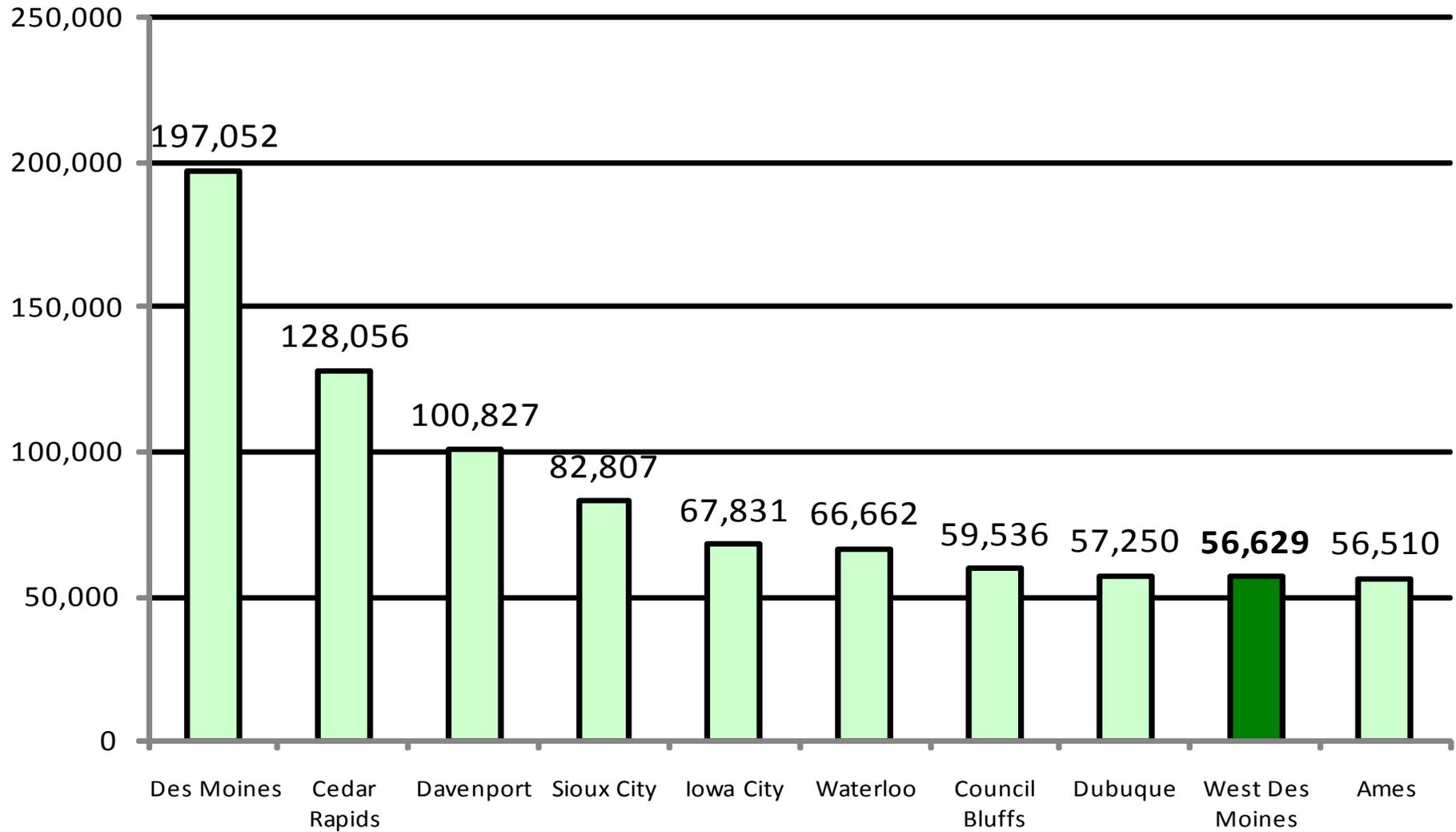


Sources: US Census

\*Applied Geographic Solutions

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

# Top Ten Iowa Cities By Population: 2009 Estimates



Source: Applied Geographic Solutions

# West Des Moines Daytime Population: 2009

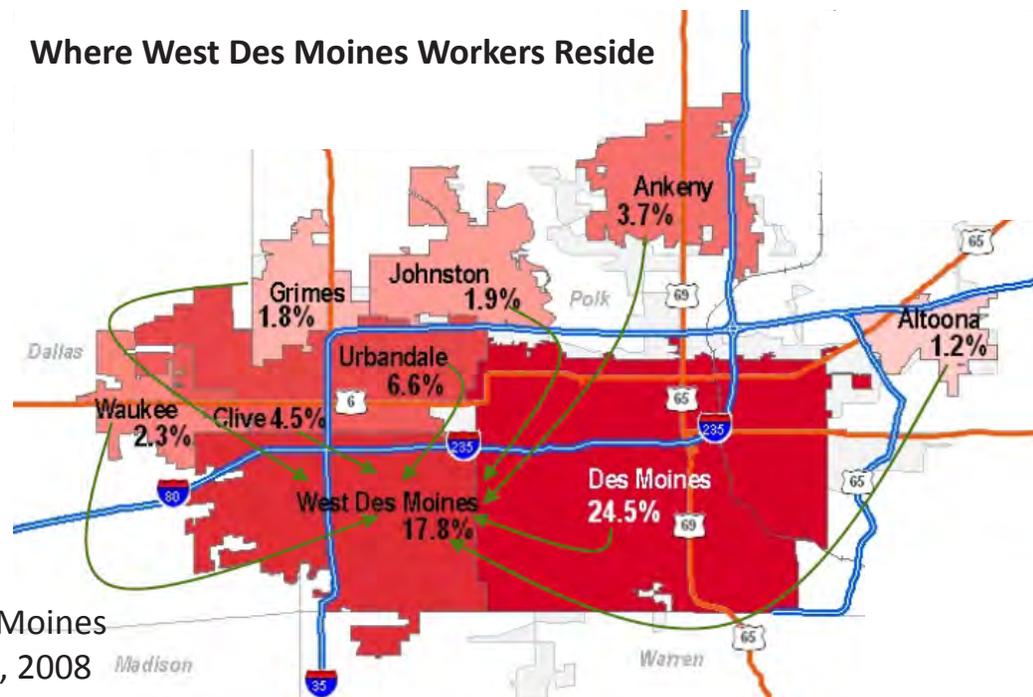
40,487 Non-resident employees

32,222 Residents staying in West Des Moines

800 Non-resident students

45,803 Visitors and non-resident shoppers

119,312 Total daytime population



Source: City of West Des Moines  
Map: Angelou Economics, 2008

## Number of Jobs in West Des Moines: 2000-2009



	# of Employers	# of Jobs
2000	1,175	30,674
2003	2,172	43,292
2004	2,286	45,068
2005	2,414	47,312
2007	2,505	53,417
2008	2,541	52,674
2009	2,100	51,774

*Even though the Financial and Insurance sectors of the economy were facing some of their roughest times, West Des Moines saw only a slight decline (1.7%) in employment from 2008 to 2009.*

Source: Iowa Workforce Development

## Major Employers in West Des Moines: 2009

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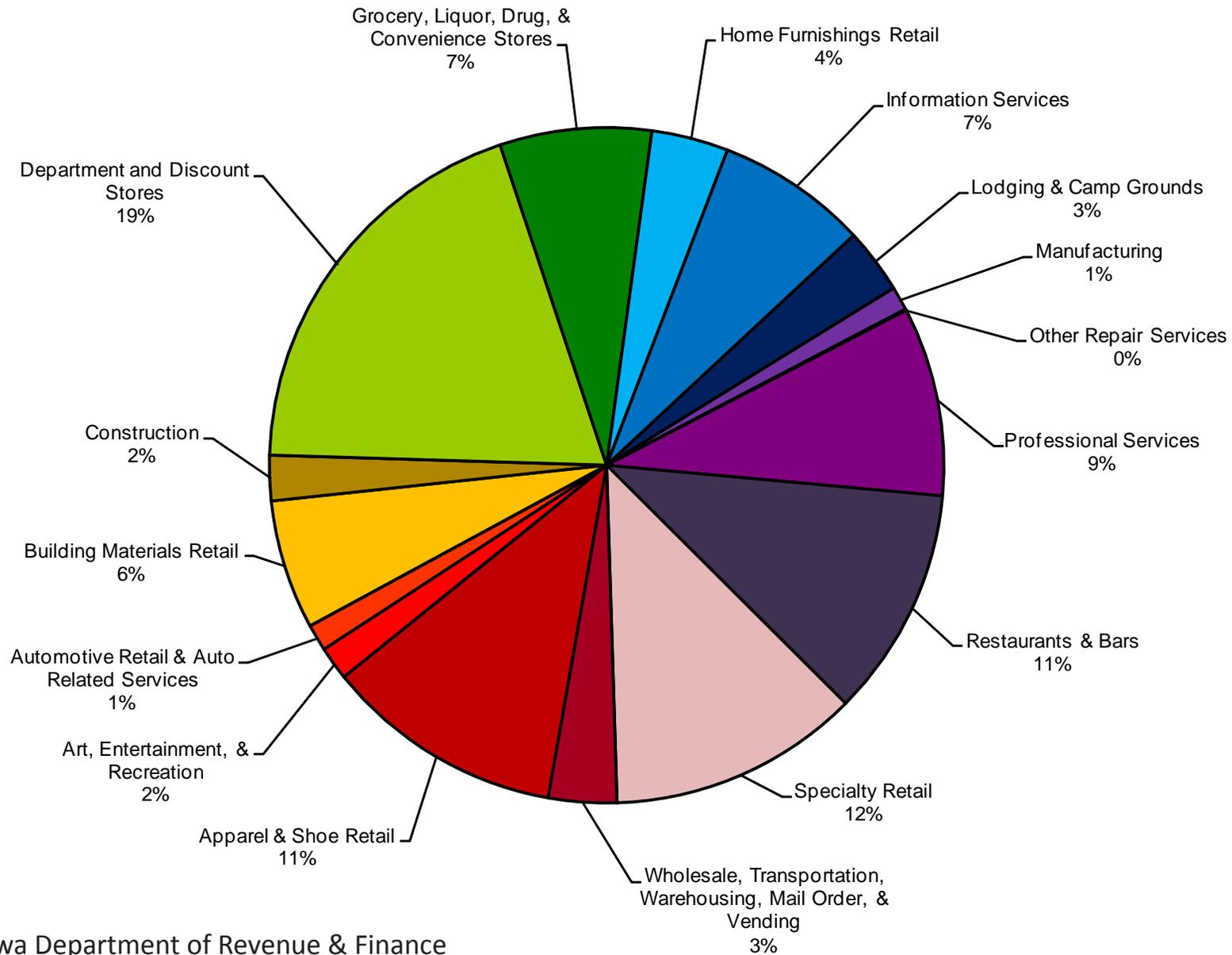
Wells Fargo Mortgage	3,609
Wells Fargo Card Services	1,443
Farm Bureau Insurance & Financial	1,054
Hy-Vee, Inc	752
ADP National Service Center	550
Iowa Foundation for Medical Care	502
GuideOne Insurance	480
MetLife	461
Sears Holding Management Corporation	411
The Iowa Clinic	405

*West Des Moines continues to be a major employment center for the Des Moines Metropolitan Area and the State of Iowa with the largest employers being in the Finance and Insurance sectors. Medical related employment is steadily increasing as more medical uses locate in West Des Moines.*

Source: City of West Des Moines

# Percentage of Employment by Industry: 2007

## Persons who Work in West Des Moines



Source: Iowa Department of Revenue & Finance

## Median Household Income: 2000 & 2009



	2000*	2009**
West Des Moines	\$54,139	\$71,501
State of Iowa	\$39,469	\$48,585
United States	\$41,994	\$52,175

*Median household income ranged from \$17,639 to \$93,684 among U.S. Census Block Groups in the year 2000. This puts the City of West Des Moines approximately in the middle of the range.*

*In 2009, the median household income has followed the same trend seen in the year 2000 with West Des Moines having the higher median household income as compared to the State and the Nation as a whole.*

Sources: \*US Census Bureau

\*\* Co-Star Property Analytics

# Education Attainment: 2008 Persons 25 Years and Older

	WDM	Iowa	US
High School Diploma	97.1%	89.6%	84.5%
Bachelors Degree or higher	49.9%	24.2%	27.4%



*Overall, the patterns of education attainment follow a similar trend. West Des Moines is a highly educated community, earning twice as many bachelors degrees or higher than the State of Iowa. This highly educated citizenry creates a highly skilled workforce.*

Source: American Community Survey

## Housing by Occupancy Type: 2000, 2005 & 2008

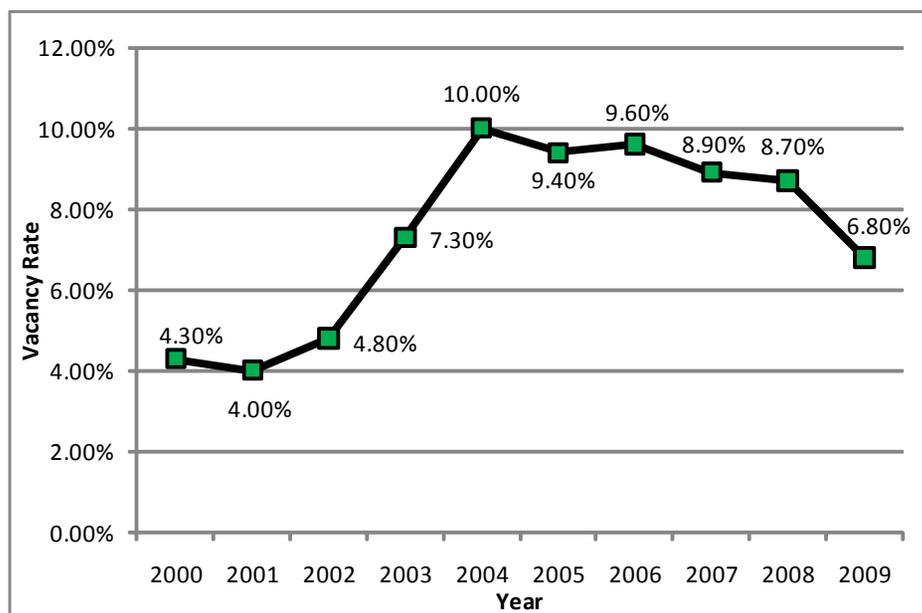
			<b>WDM</b>	<b>Iowa</b>	<b>US</b>
	2000 <sup>1</sup>	2005 <sup>2</sup>	2008 <sup>3</sup>	2008 <sup>3</sup>	2008 <sup>3</sup>
Owner-occupied	70%	65%	66%	73%	67%
Renter-occupied	30%	35%	34%	27%	33%

*Trends over the past several years in housing occupancy type have shown a continuation of the pattern between owner versus renter occupancy. While this is the case, the gap has been closing slightly indicating a move of residents from owner to renter occupied housing. Iowa, as a state, shows a larger percentage of owner-occupied housing units. Though surprising, the US as a whole shows a larger percentage of owner-occupied units than the City of West Des Moines, generally perceived to be a “single family detached” community.*

Source: 1-US Census 2000, 2-US Special Census 2005, 3-American Community Survey 2008

## Apartment Vacancy Rates in Des Moines' Western Suburbs\*: 2004-2009

2004	10.0%
2005	9.4%
2006	9.6%
2007	8.9%
2008	8.7%
2009	6.8%



*Vacancy rates have been on a steady decline, since a peak in 2004 at 10%, even though more apartment units have been constructed. This can most likely be attributed to the fact that West Des Moines is considered a desirable location for young professionals to reside.*

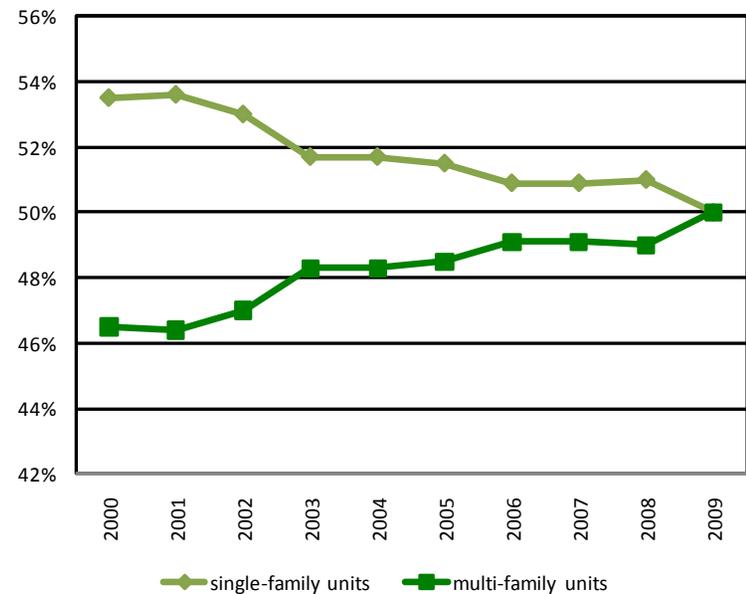
Source: CB Richard Ellis/Hubbell Commercial Apartment Survey January 2009

\*Western Suburbs: Clive, Johnston, Urbandale, Waukee, West Des Moines, and Windsor Heights

# Number of Housing Units in West Des Moines by Structure Type: 2009

	2000		2009	
Single Family Units	10,805	54%	12,740	50%
Multi Family Units	9,373	47%	12,716	50%

*In the City of West Des Moines, multi family housing unit construction has been on a steady rise for the past nine years while single family unit construction has been on a steady decline. With more young people desiring to reside in the City, a rise of multi family units is not a surprise.*



Source: City of West Des Moines

# Rental Apartment Costs: Western Suburbs\* 2004-2009

	One-Bedroom	Two-Bedroom
2004	\$626	\$691
2005	\$632	\$696
2006	\$675	\$708
2007	\$651	\$717
2008	\$673	\$739
2009	\$680	\$741



*The cost of both one and two bedroom apartments has gone up steadily over the past six years, while vacancy rates have declined, indicating that West Des Moines is considered a very desirable location.*

Source: CB Richard Ellis/Hubbell Commercial Apartment Survey January 2009

\*Western Suburbs: Clive, Johnston, Urbandale, West Des Moines, and Windsor Heights

## Housing Sales in West Des Moines by County: 2008 & 2009



<u>2008</u>	Polk	Dallas	Entire City
Median Price	\$171,000	\$160,695	\$167,000
Units Sold	657	507	1,164
<u>2009</u>			
Median Price	\$168,425	\$159,355	\$165,000
Units Sold	620	578	1,198

*While many other areas of the Nation have seen dramatic drops in the sale price of housing, West Des Moines has seen very modest declines.*

Sources: Polk County Assessor, Dallas County Assessor

The word "Construction" is written in a dark blue, cursive font. It is centered horizontally and overlaid on a background of numerous overlapping, horizontal green brushstrokes that create a textured, painterly effect.

# *Construction*

# Comparison of Construction Valuation in West Des Moines: 2004-2009

2004 \$363,813,418

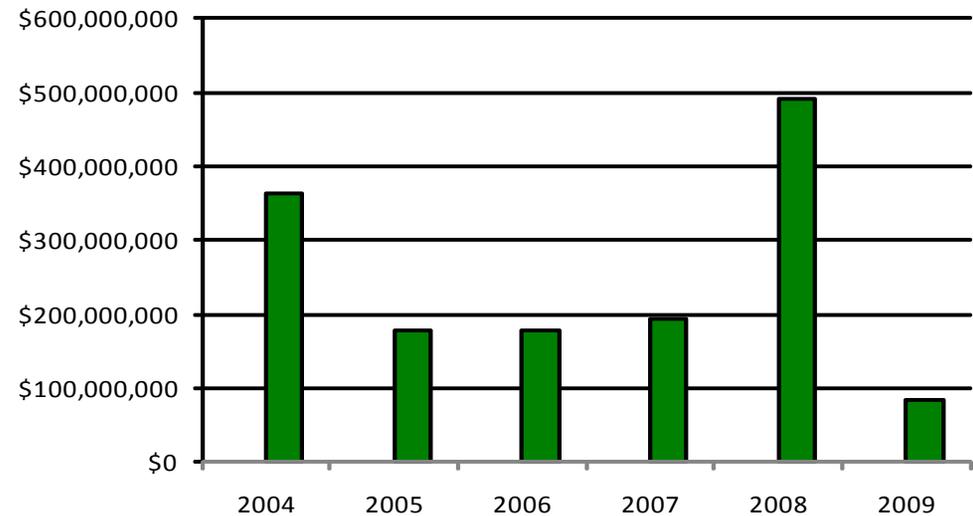
2005 \$176,762,250

2006 \$179,052,330

2007 \$193,234,279

2008 \$490,098,655

2009 \$82,767,511



*Total construction valuation declined by about \$407 million from 2008. This is due to the recession, which affected the construction industry especially hard.*

Source: City of West Des Moines

# Construction Valuation in West Des Moines by Type: 2009

Residential	\$66,355,028
Commercial	\$14,011,785
Tax-Exempt	\$633,183
Miscellaneous	\$1,767,515
Total	\$82,767,511

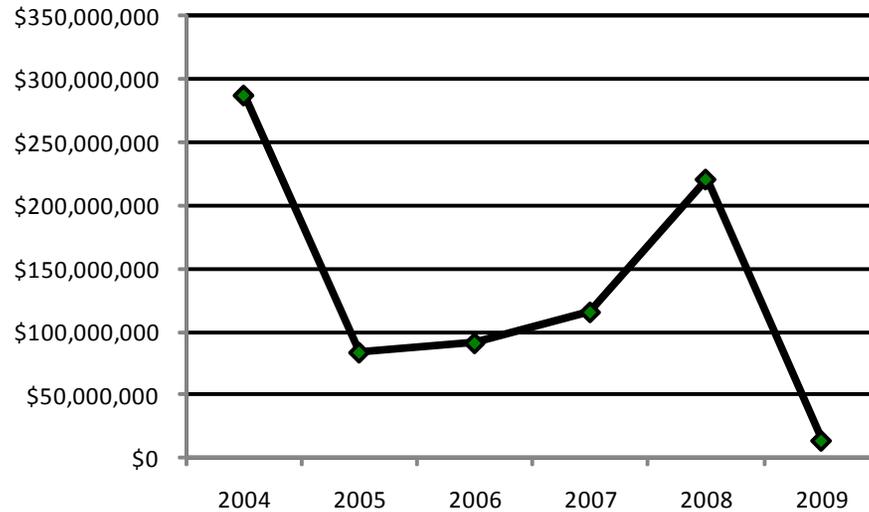
*Due to the economic downturn in 2008 and 2009, all construction types except for miscellaneous construction declined significantly in value. In the 2009 calendar year, however, a change of the dominant valuation from commercial to residential construction occurred. This year, residential construction is 80% of the total construction valuation while last year residential construction comprised only 23% of the total valuation.*



Source: City of West Des Moines

# Commercial Construction Valuation in West Des Moines: 2004-2009

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



*Coming off the City's second best year ever, commercial valuations were down by nearly 93% from 2008. This sharp decline is, again, due to the economic downturn severely affecting the construction industry as demand for new office and commercial space declined, however, as of June 1, the City has seen almost \$11.7 million in commercial construction valuation.*

Source: City of West Des Moines

## Commercial/Industrial Square Feet of Construction in West Des Moines: 2008 & 2009

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	2008	2009
Industrial	0 sq ft	2,300 sq ft
Retail	98,316 sq ft	18,600 sq ft
Office	1,658,833 sq ft	21,558 sq ft
Total	1,757,149 sq ft	42,458 sq ft

*Though total commercial/industrial construction totals were down significantly from 2008, due to a reduced demand for office and retail space.*

Source: City of West Des Moines

## Residential Construction Activity in West Des Moines by Type: 2008 & 2009

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	2008	2009
Single Family Detached	138 du*	177 du*
Townhomes	201 du	85 du
Multi-Family Condos	0 du	0 du
Multi-Family Rental	505 du	208 du
Total	844 du	470 du

*Total residential construction activity in 2009 retreated somewhat from its City-wide peak in 2008. All forms of residential construction decreased in number of units constructed except single family detached units which increased slightly in numbers.*

\* du=dwelling units

Source: City of West Des Moines

# Residential Construction Activity in West Des Moines by County: 2009

	Total Units	SF*	MF*
Dallas County	445 du*	158	287
Polk County	25 du	19	6
Total	470 du	177	293



*Residential construction in 2009 continued the trend started in 2002 with the majority of residential construction occurring in the Dallas County portion of the City.*

SF=Single Family, MF=Multi-Family, \* du=dwelling units

Source: City of West Des Moines

## Residential Construction Valuations in West Des Moines by County: 2008 & 2009

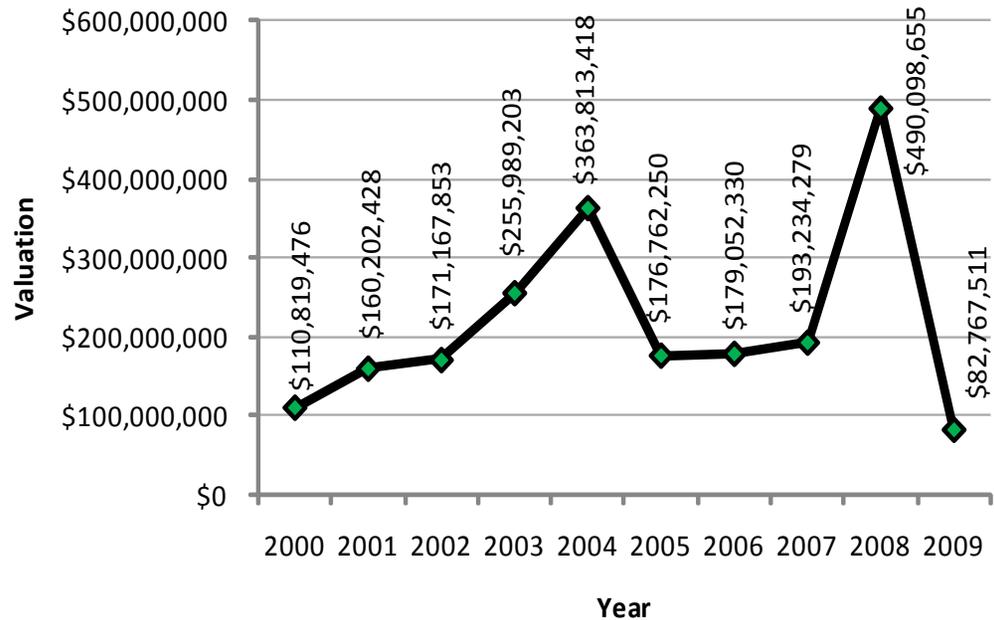
	Polk County	Dallas County	Total
<b>Single Family</b>			
2008	\$8,489,496	\$24,699,287	\$33,188,783
2009	\$6,615,821	\$28,609,083	\$35,224,904
<b>Multi Family</b>			
2008	\$26,222,235	\$47,067,041	\$73,289,276
2009	\$1,546,694	\$23,420,670	\$24,967,364
<b>Total</b>			
2008	\$34,711,731	\$71,766,328	\$106,478,059
2009	\$8,162,515	\$52,029,753	\$60,192,268

*The Dallas County portion of West Des Moines had the highest residential valuation for new residential construction compared to Polk County. Despite the economic downturn beginning in 2008, there was about \$2 million more in single family residential valuation in 2009.*

Source: City of West Des Moines

# Value of Building Permits Issued in West Des Moines: 2000-2009

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

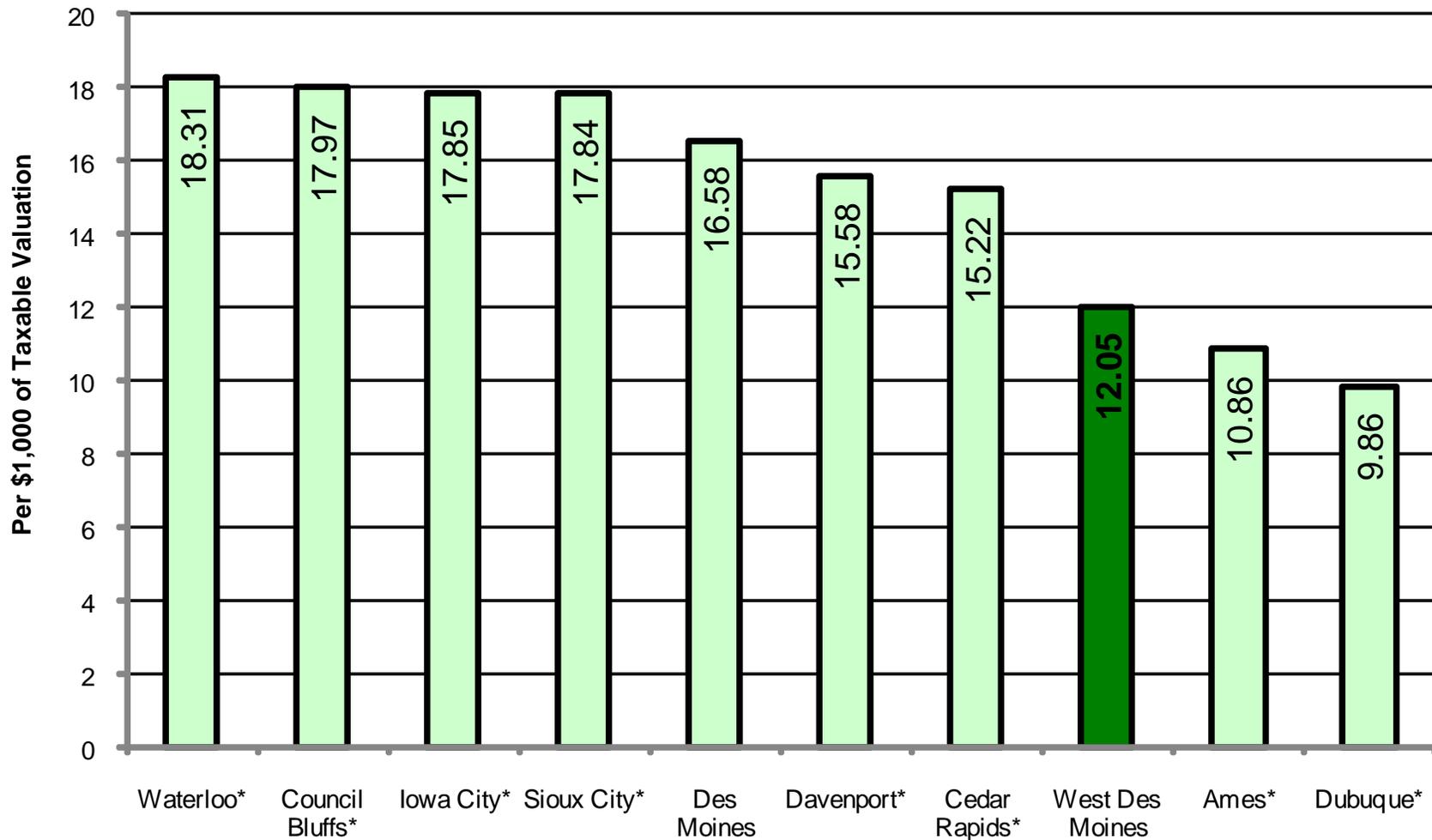


*As the graph depicts, the value of all building permits issued by the City hit a record peak in 2008, followed by a severe 83% drop in 2009. Since 2000, the City has issued building permits for over \$2.18 billion in valuation.*

Source: City of West Des Moines

# *Property & Retail*

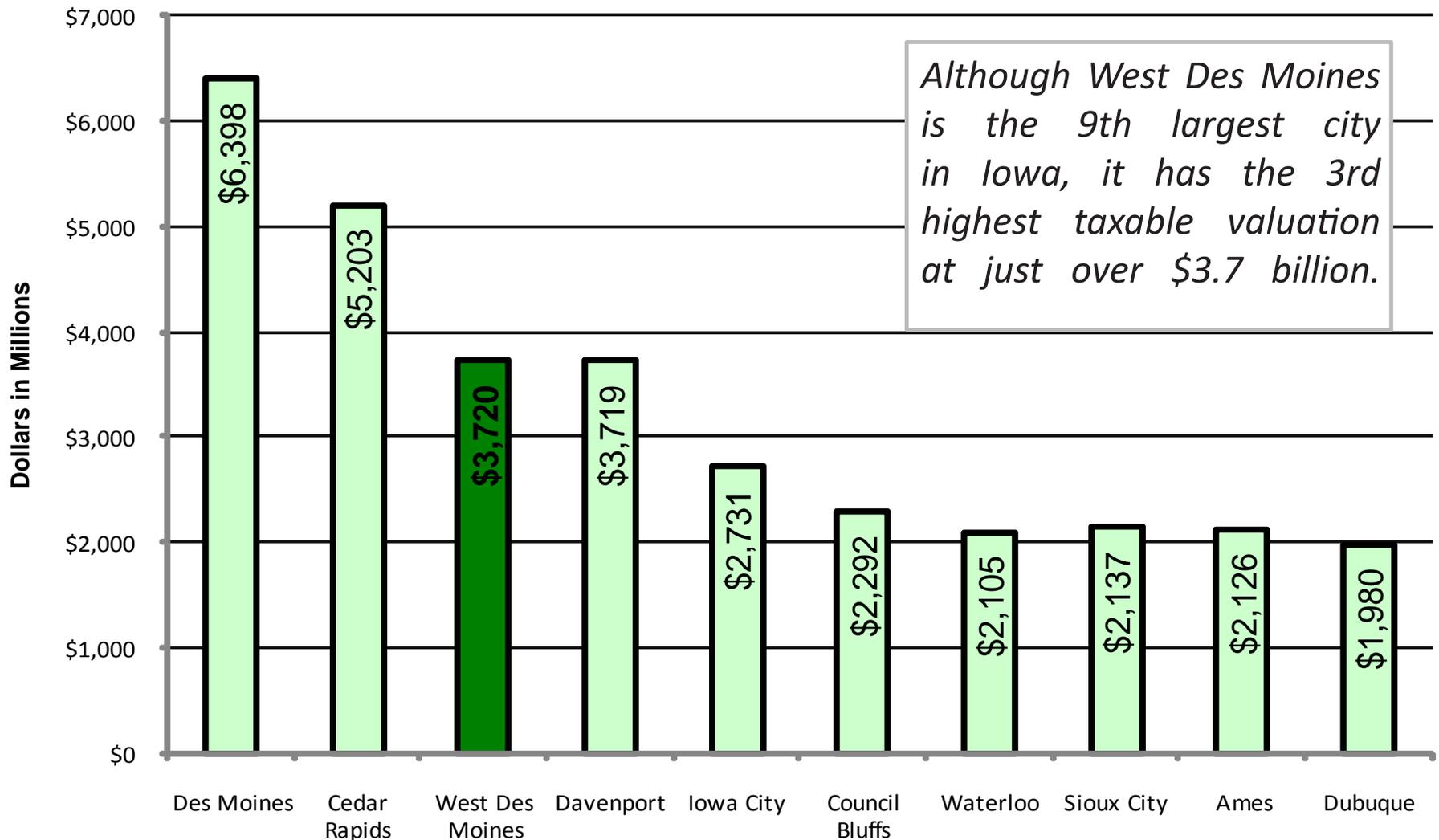
# Property Tax Rates for Iowa's Ten Largest Cities: Fiscal Year 2009-2010



\* Indicates communities with Local Option Sales Tax Revenue

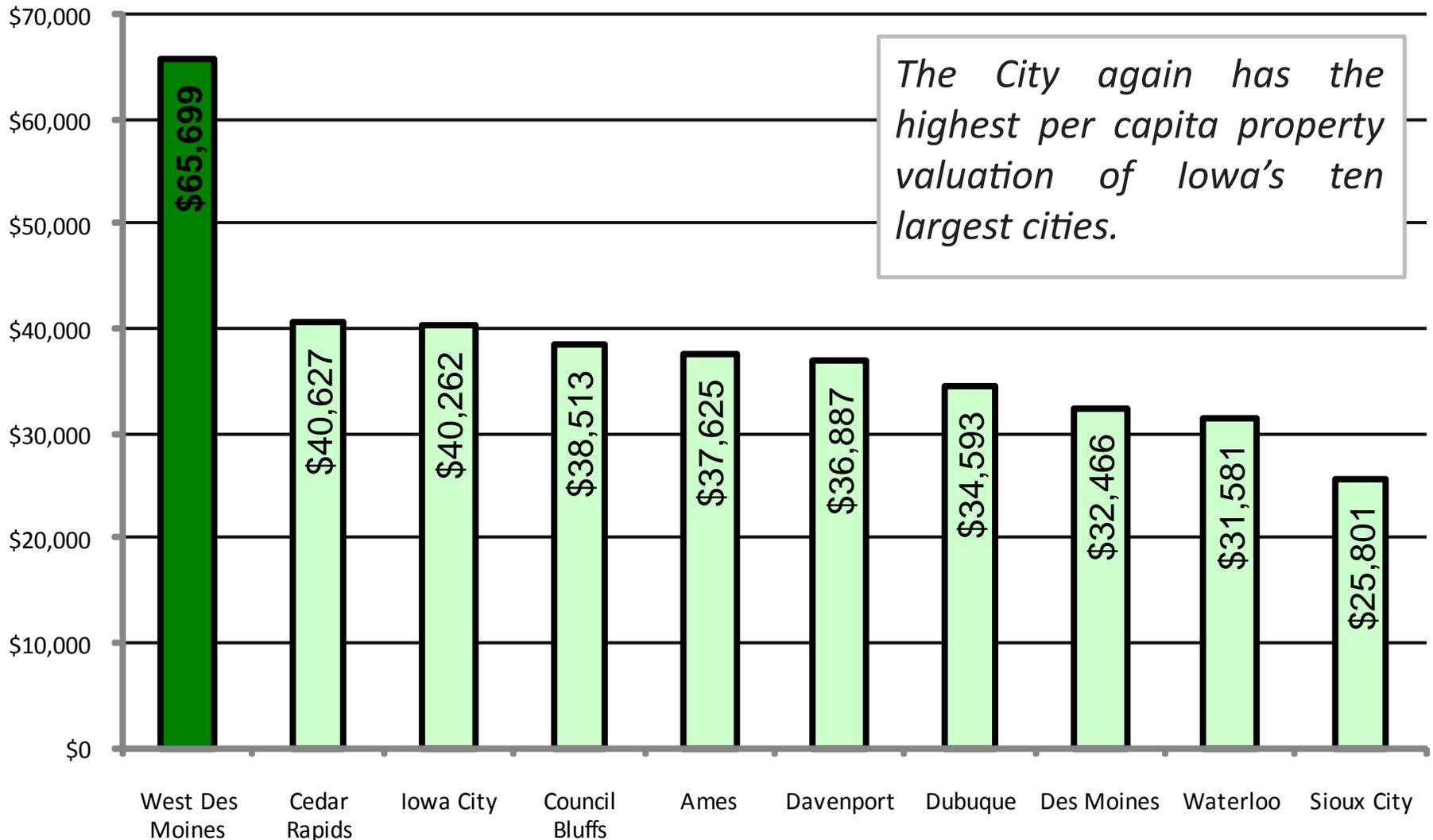
Source: Iowa Department of Management

# Taxable Property Valuation for Iowa's Ten Largest Cities: Fiscal Year 2009-2010



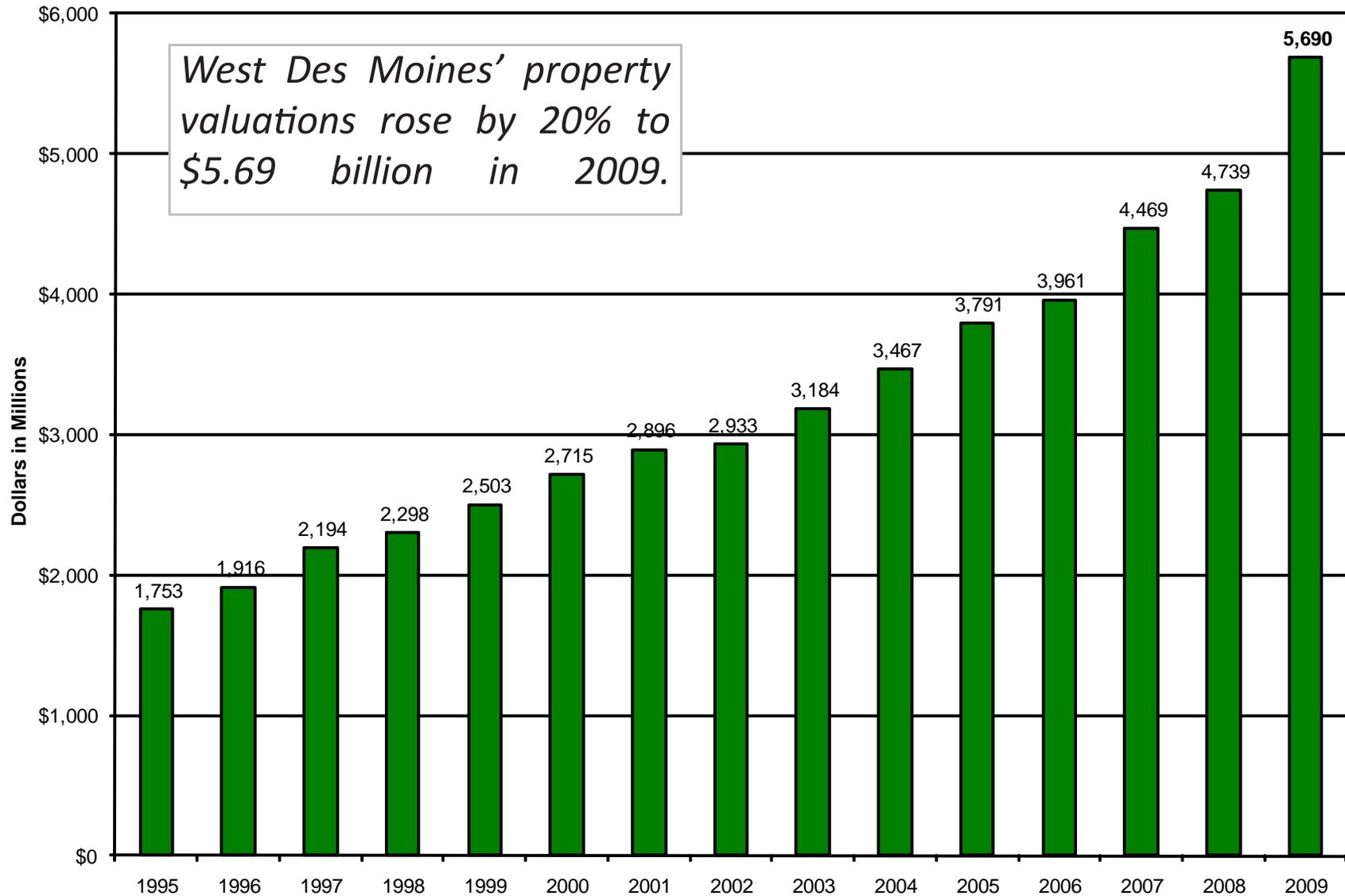
Source: Iowa Department of Management

# Per Capita Property Valuation in Iowa's Ten Largest Cities: Fiscal Year 2009-2010



Source: Iowa Department of Management

# Property Valuation in West Des Moines: 1995-2009



Source: Polk, Dallas, & Warren County Auditors

# Pull Factors

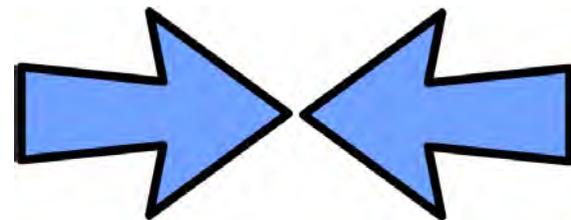
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Pull factors are a good measure of sales activity because they reflect changes in population, inflation, and the statewide economy. The following pull factors are not adjusted for purchasing power; they are simply the ratio of local per person sales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

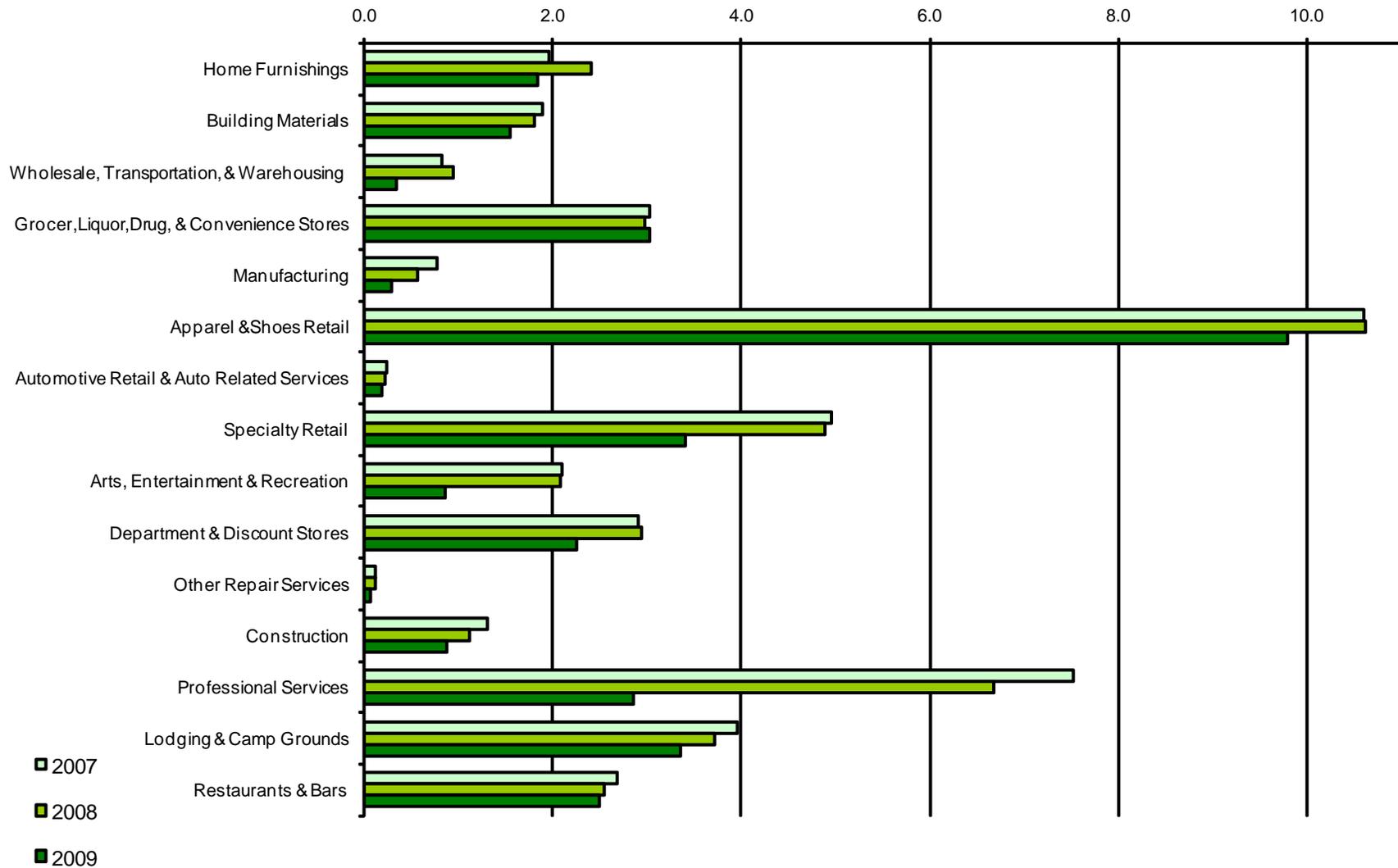
Pull factors are calculated by taking the per capita current dollar sales of a community divided by the per capita sales of the state.

Example: If a town's per capita sales were \$20,000 per year and the state per capita sales were \$10,000 per year, the pull factor is 2.0 ( $\$20,000/\$10,000$ ).

In this example, 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: 2007 - 2009



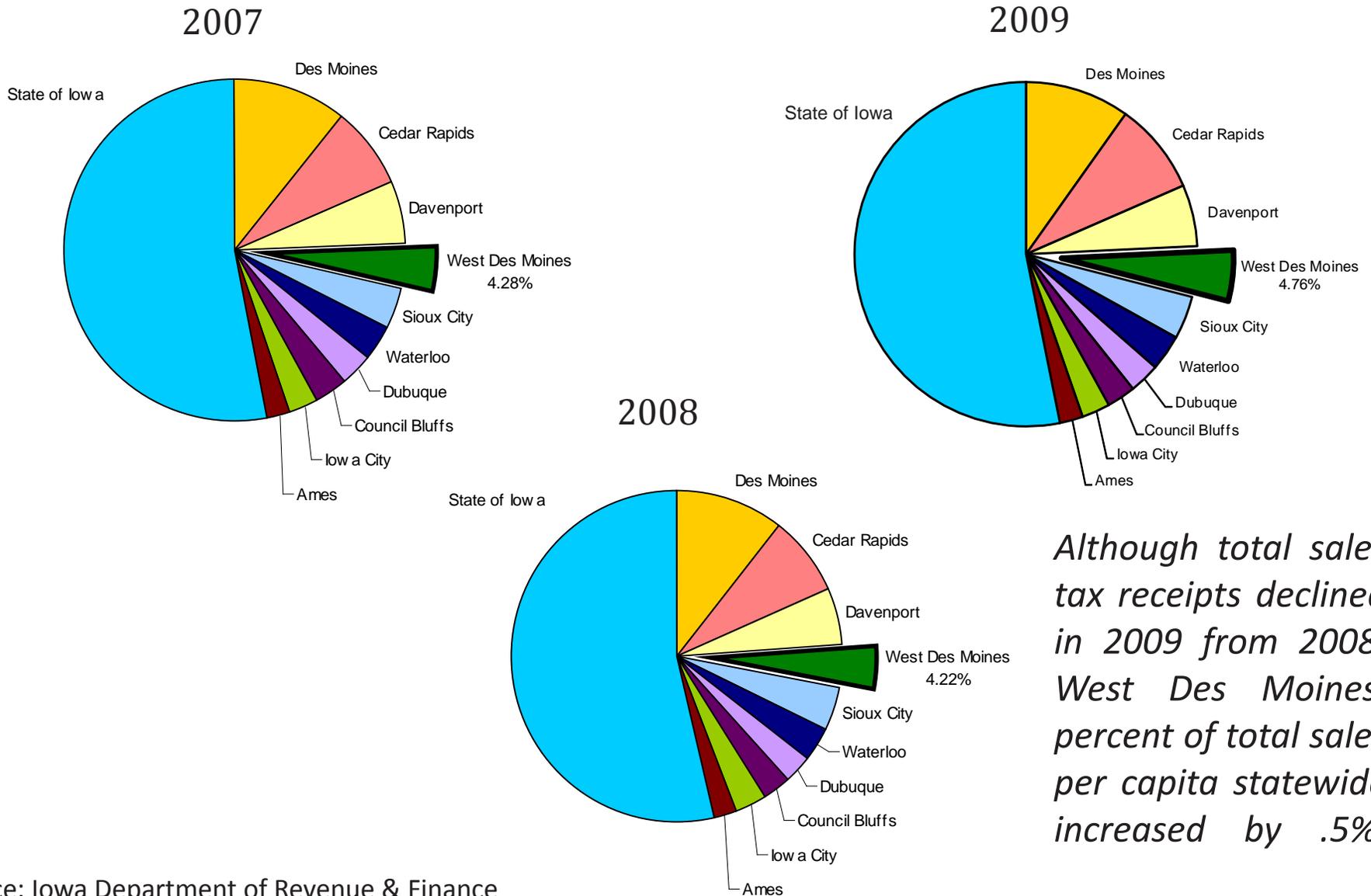
Source: Iowa Department of Revenue & Finance

# Pull Factors

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- Sales in all sectors except the Grocer/Automotive/Other Repair Service groups showed a decrease in their pull factor from the 2008 totals.
- The Apparel group sales again showed the largest difference from the state with a 9.8 pull factor rating.
- In all groups, 2009 sales in West Des Moines were 155.22% higher than at the state level.
- Per capita sales in West Des Moines, in general, were 21.3% lower in 2009 than in 2008.
- West Des Moines' pull factor decreased in several groups with the largest decline being in the Professional Services group with a 3.9 decline.
- While retail sales in general were off, West Des Moines retailers still substantially outsold the state on a per capita basis.

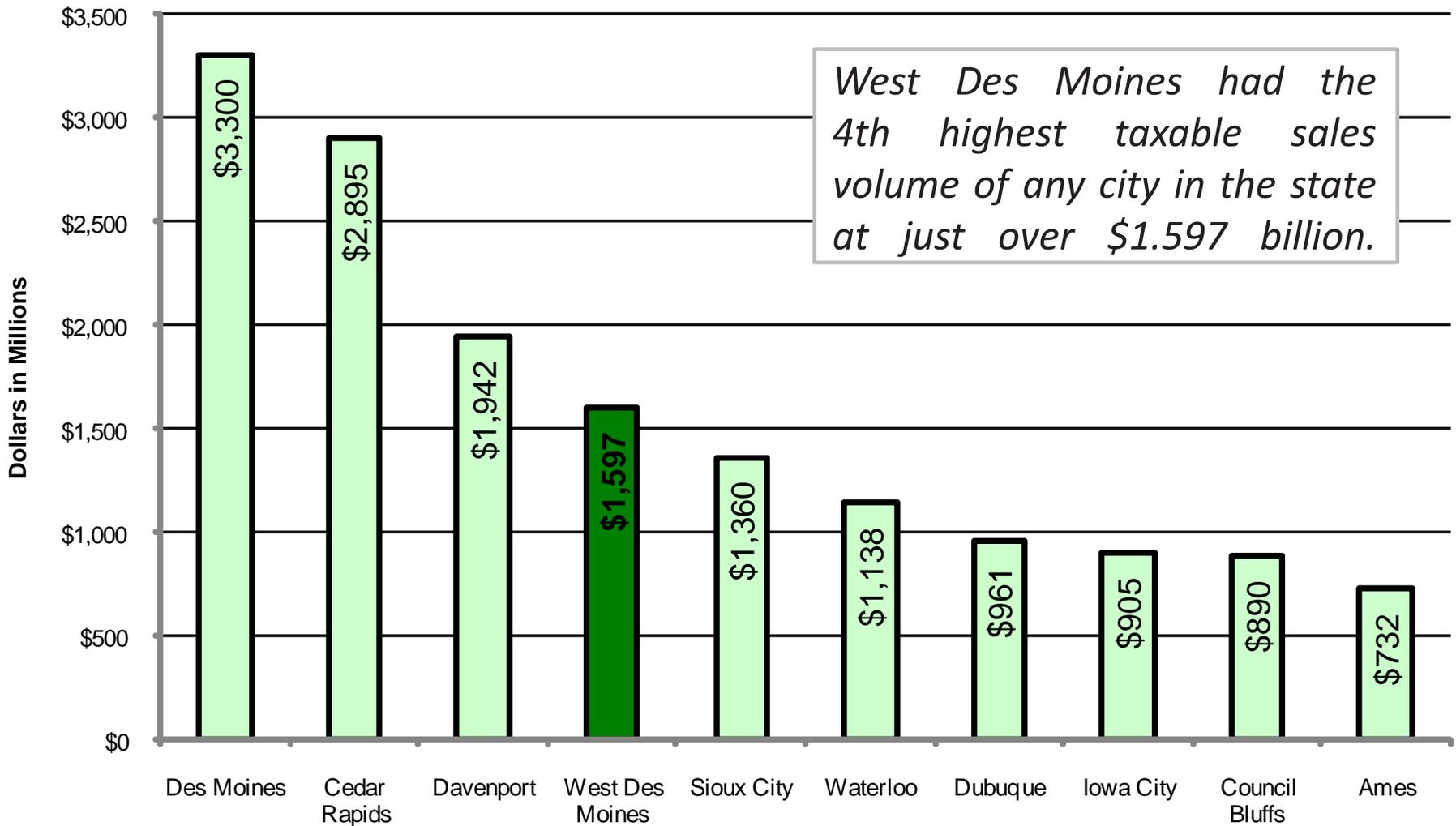
# Total Per Capita Sales for West Des Moines and the State of Iowa



*Although total sales tax receipts declined in 2009 from 2008, West Des Moines' percent of total sales per capita statewide increased by .5%.*

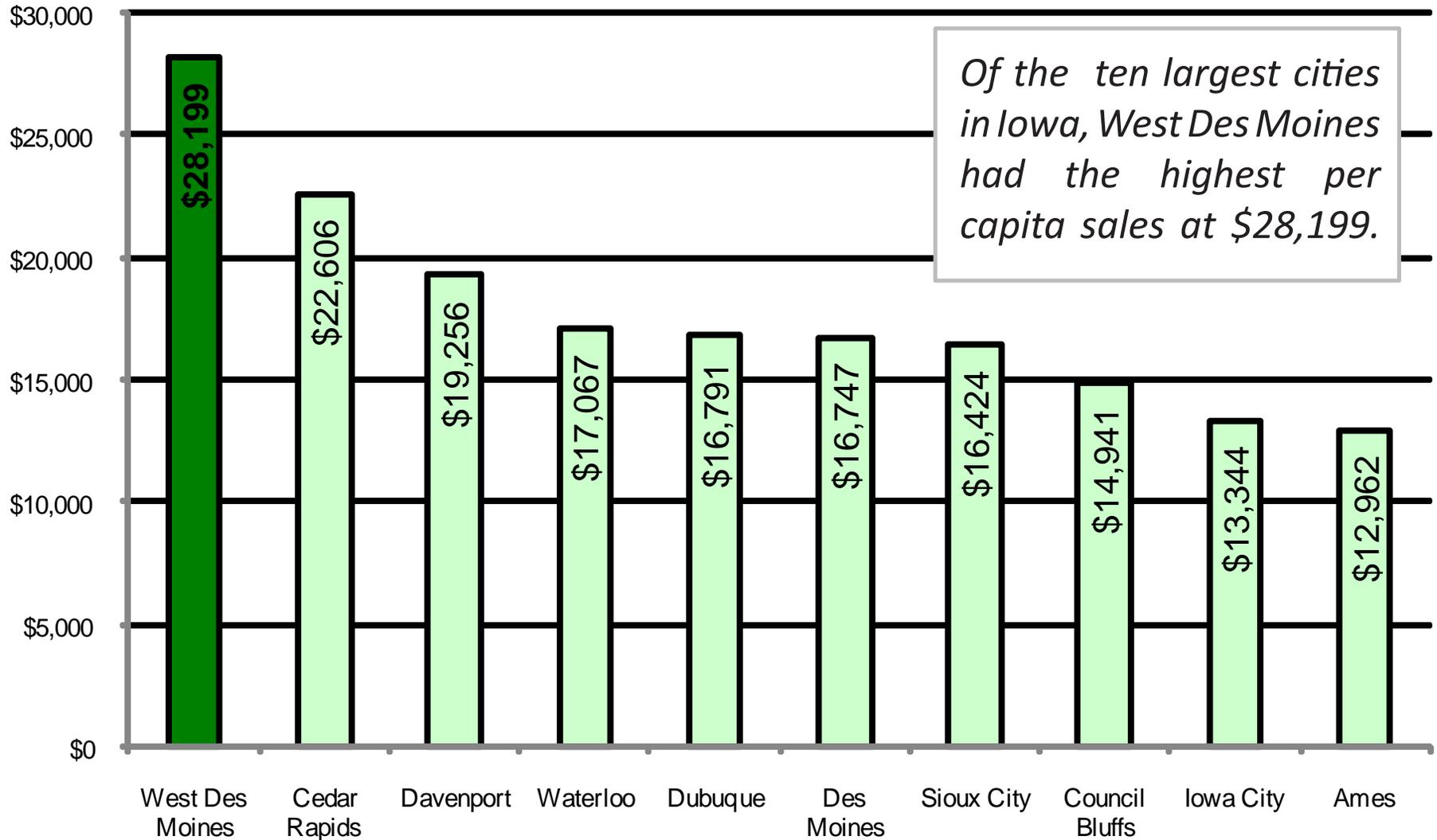
Source: Iowa Department of Revenue & Finance

# Taxable Sales for Iowa's Ten Largest Cities: 2009



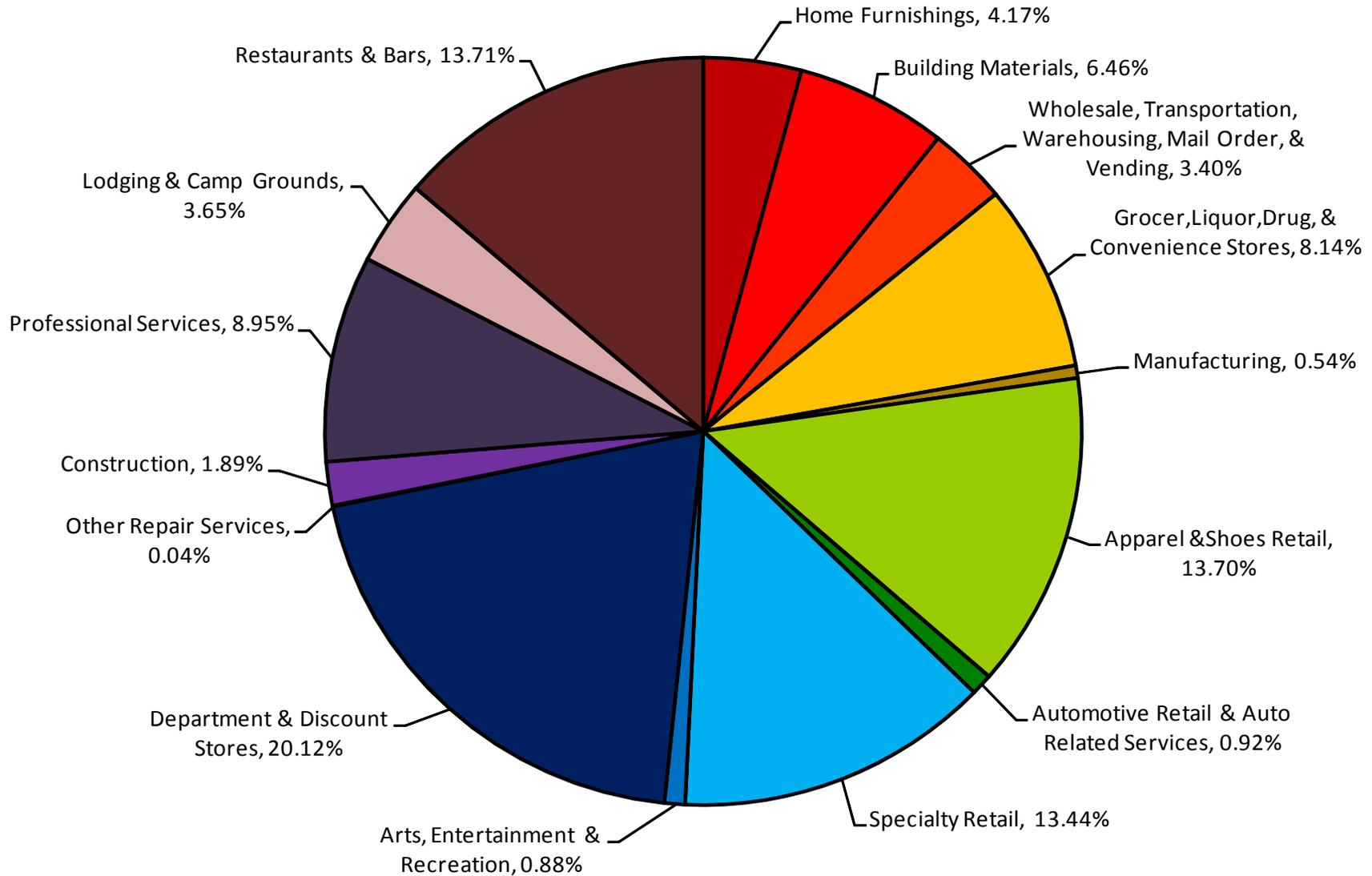
Source: Iowa Department of Revenue & Finance

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



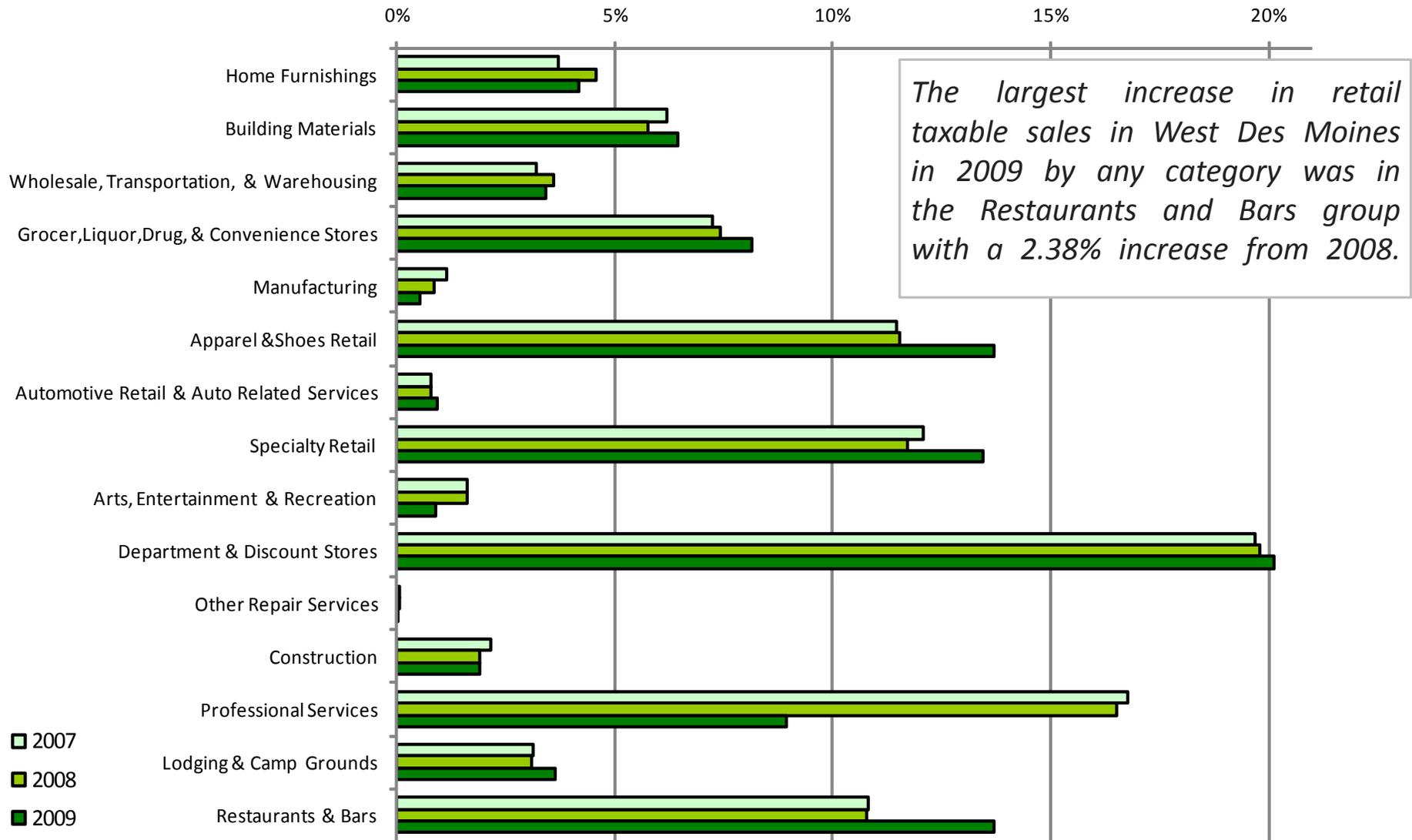
Source: Iowa Department of Revenue & Finance

# Retail Taxable Sales in West Des Moines by Category: 2009



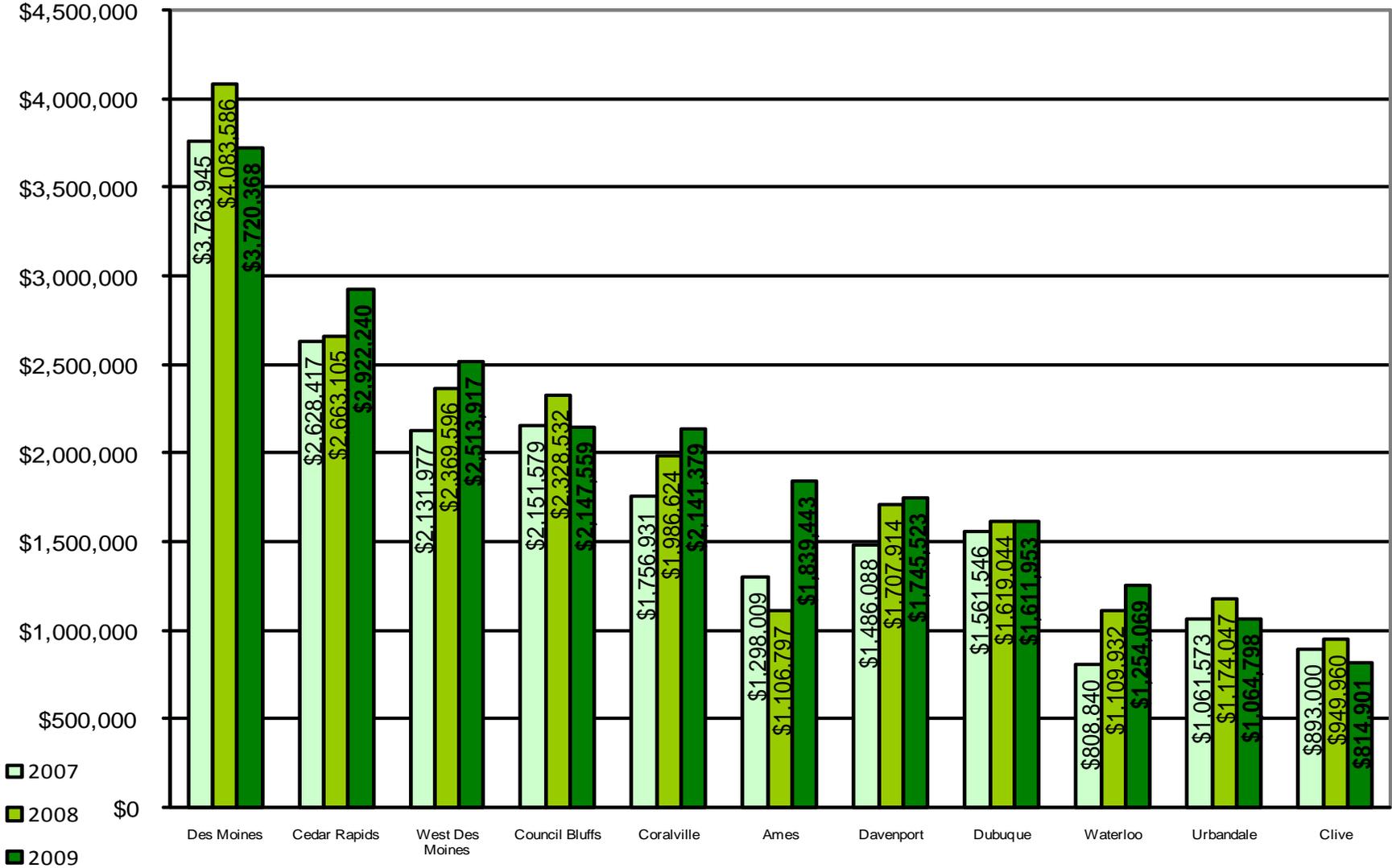
Source: Iowa Department of Revenue & Finance

# Retail Taxable Sales in West Des Moines by Category: 2007 - 2009



Source: Iowa Department of Revenue & Finance

# Hotel/Motel Taxes Collected in Ten Iowa Cities with Highest Revenue: 2007 - 2009



Source: Iowa Department of Revenue & Finance





THE CITY OF  
**West Des Moines®**

*This Fiscal Year 2009 - 2010 Development Retrospective was prepared by :*

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