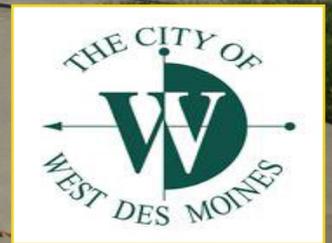
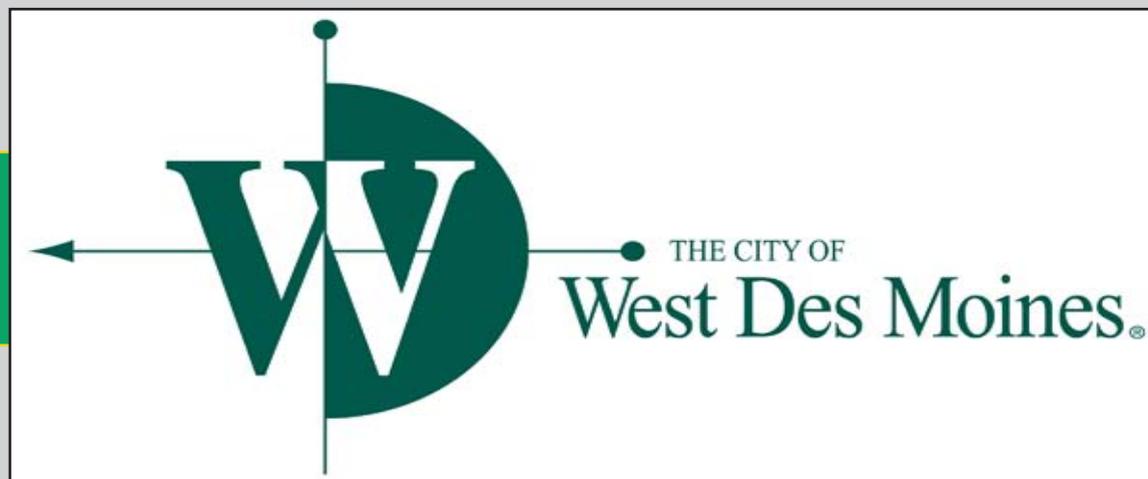


# The City of West Des Moines

CITY HALL

Development Retrospective  
Fiscal Year 2014-2015





The Fiscal Year 2014-2015 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](mailto:ced@wdm.iowa.gov)  
[www.wdm.iowa.gov/econdev](http://www.wdm.iowa.gov/econdev)

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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 City of West Des Moines continues to be an attractive location for all businesses, small and large. This is evident by the fact that the number of establishments and jobs in West Des Moines increased again in the past year. West Des Moines saw its commercial construction numbers reach its highest total since 2007. With the number of projects currently under construction in West Des Moines, such as the second Microsoft data center and Mills Crossing, the City is poised to continue its growth well into the future.

West Des Moines continues to receive numerous honors for being a remarkable place to live and work. A recent Gallup-Healthways survey found that the City of West Des Moines ranks in the top ten nationally for citizens who are most satisfied with their city. Policom Corporation also recently named the Des Moines-West Des Moines metropolitan area fourth in the nation compared to all other metropolitan areas in terms of economic strength. West Des Moines is in a wonderful position to continue its success in these areas.

West Des Moines would not be in this tremendous 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

- A Gallup-Healthways survey found that the City of West Des Moines ranks #8 nationally for citizens who are most satisfied with their city.
- Area Development magazine listed West Des Moines as a Top 100 leading location in the United States.
- West Des Moines was recognized as one of the most exciting places in Iowa according to Movoto.com. Factors included night life, live music venues, and age of residents.
- Forbes named the Des Moines - West Des Moines Metropolitan area the #1 area for young professionals ages 24-34 who hold a bachelor's degree or higher.
- According to a Gallup-Healthways survey, the Des Moines - West Des Moines metropolitan area was #1 for areas with the most community pride.
- Policom Corporation named the Des Moines - West Des Moines metropolitan area #4 in a ranking of economic strength amongst United States metropolitan areas. The ranking is derived using data that includes per capita income, construction reports, and retail information.
- CityLab ranked the Des Moines - West Des Moines metropolitan area #15 among all metropolitans in the United States in the best job markets for recent college graduates.
- Data-science group GoodCall named the Des Moines - West Des Moines metropolitan area the #6 best place for law graduates to launch their careers.
- For the 22nd year in a row, the City of West Des Moines Finance Department received the Certificate of Achievement for Excellence in Financial Reporting from the Government Finance Officers Association of the United States and Canada.
- A Gallup Poll found that the Des Moines - West Des Moines metropolitan area is the #1 place where residents feel safe. The poll showed that 85.7% of residents feel secure in the Des Moines - West Des Moines area.
- West Des Moines was recognized by Livability.com as one of the Top 100 Place to Live. West Des Moines was highly ranked in the education and health care categories.

# West Des Moines Projects

Completed projects in West Des Moines during the 2014-2015 fiscal year include:

- Nordstrom's Rack and Home Goods opened in the fall of 2014.
- Watermark Apartments completed construction of 176 units.
- Microsoft completed Phase III (113,000 square feet) of their first data center.
- Broadmoor II added 252 apartment units.
- Sierra Point Apartments completed construction of its 127 unit project.
- Bella Terra completed work on 3 buildings, 120 apartment units, and 24 townhouses.
- Shive-Hattery moved into the redeveloped Wall Street Journal building.
- Aspire Townhomes finished construction on 110 units.



Current projects in West Des Moines during the 2015-2016 fiscal year include:

- Microsoft is currently under construction in Phase I of a second data center valued at \$1.12 billion. Phase II is under permit review.
- 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.
- Merchant's Bonding is constructing a new 50,688 square foot building.
- Mills Crossing, which will include an REI and Fresh Market, is under construction.
- Fresh Thyme Market is constructing a 28,526 square foot building in Clocktower Square, an existing shopping center.
- Hawthorne Plaza III, which includes 2 commercial and office buildings, is under construction.



# Citizens of the Year

The West Des Moines Chamber of Commerce and the West Des Moines Historical Society are pleased to announce Judy Morgan, Wynanda Ferguson, Ann Beeson, Kathy Meyer, Dorothy Wilson, and Penny Schiltz as the recipients of the 2015 Citizens of the Year Award.

Many know them as “The Cleaning Ladies,” but the group has had a much deeper impact on the West Des Moines Historical Society. Dating back to the seventies, this group of women have come together “not just to clean, but to help preserve this special historical site and what it means to our community,” says Wilson. Throughout their years of collective service, the Jordan House and Bennett School have been restored and maintained. Endless hours of working to advertise and promote events have led to not only local community attention, but also attracted national attention from different tours such as the annual Holly and Ivy tour of Historic Homes.

The women have also served the City in a variety of roles including serving as board members, holding elected positions, and raising thousands of dollars through a variety of fundraisers to continue to maintain and promote the historical site. The stories of James Jordan and the Underground Railroad have been told again and again by the Jordan House Ladies to thousands of students and tourists from across the country who learn the significance of this site’s valuable history. The group’s decades of dedication and service to the West Des Moines Community and its history, make Judy Morgan, Wynanda Ferguson, Ann Beeson, Kathy Meyer, Dorothy Wilson, and Penny Schiltz worthy recipients of the 2015 Citizens of the Year Award.



*From left: Dorothy Wilson, Penny Schiltz, Kathy Meyer, Ann Beeson, Wynanda Ferguson, and Judy Morgan*

# Business Community



# Business Recognitions

West Des Moines has maintained a strong business community, as demonstrated by the many recognitions local businesses have received by both regional and national organizations. On this page, and the following one, are some highlights from the 2014-2015 fiscal year:

- American Banker recognized West Bank for being on their list of Top 200 community banks based on a 3-year average return on equity.
- CNBC ranked Foster Group Inc. #49 on their 2015 list of the Top 100 Fee-Only Wealth Management Firms in the nation.
- The Central Iowa chapter of the Public Relations Society of America recognized Strategic America at its annual PRIME Awards banquet. Strategic America won PRIME awards in the categories of Media Relations, Integrated Communications Campaign, and Best of Show.



# Business Recognitions

- The Iowa Restaurant Association named George Migliero, owner of G. Mig's 5th Street Pub in West Des Moines, the Restaurateur of the Year in 2014.



- Farm Bureau Life Insurance Company was recognized by the Ward Group as being one of the 2015 Ward's 50 Life-Health Top Performers.



- Business Insurance Magazine named Holmes Murphy & Associates on their 2014 list of Best Places to Work in Insurance.



- Three West Des Moines insurance companies were in the Top 25 of the National Association of Insurance Commissioners 2014 list of the nation's top annuity insurers: American Equity Investment Life Holding Company, Athene, and Sammons Financial Group.



# Executive Call Program

As a part of the City of West Des Moines' Executive Call Program, 69 local businesses were called upon during the 2014 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.

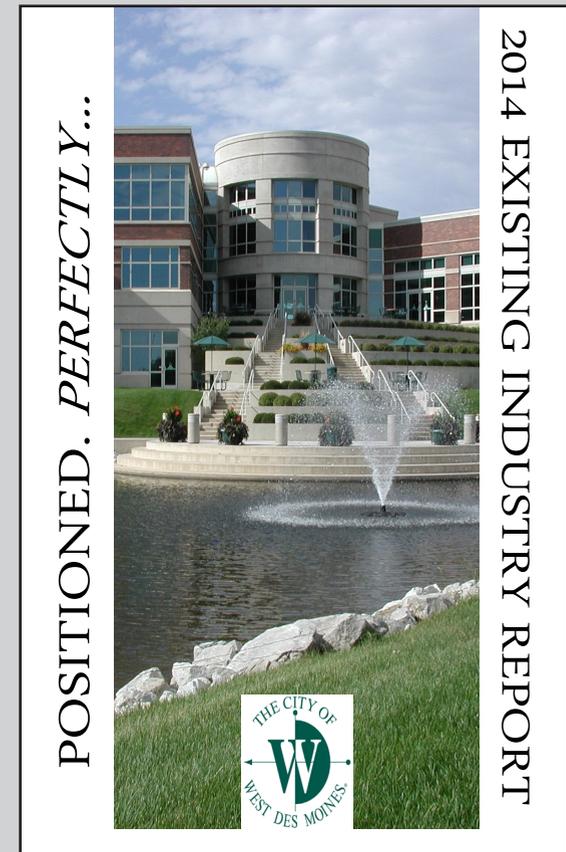
The discussions during the interviews consisted of workforce traits, job training, and potential expansion, among other things. The information gathered from these discussions allowed the City to gain a better understanding of local businesses' needs in order to better serve the business community.

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 website at:

*[www.wdm.iowa.gov/econdev](http://www.wdm.iowa.gov/econdev)*

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.



# Executive Call Program

The City of West Des Moines would like to thank the following businesses for participating in the 2014 Executive Call Program:

ABC5  
Aon Risk Services Central, Inc.  
AppleOne Employment Services  
Arthur J. Gallagher & Co.  
Aspen Financial Services  
Bickford Senior Living  
Davis Brown Law Firm  
Des Moines Golf & Country Club  
Dev-itch  
Diment Law Office  
DMACC  
Dowd Law Firm  
Edward Jones - Jay Sohn  
Escape Velocity Strategies  
Feitelson Law, LLC  
Flagg & Company  
Hawkeye Life Insurance Group  
HCI Care Services  
HDH Advisors  
Hubbell Realty Company  
Hurd Real Estate  
Infinity Financial Group  
Insight Wealth Group

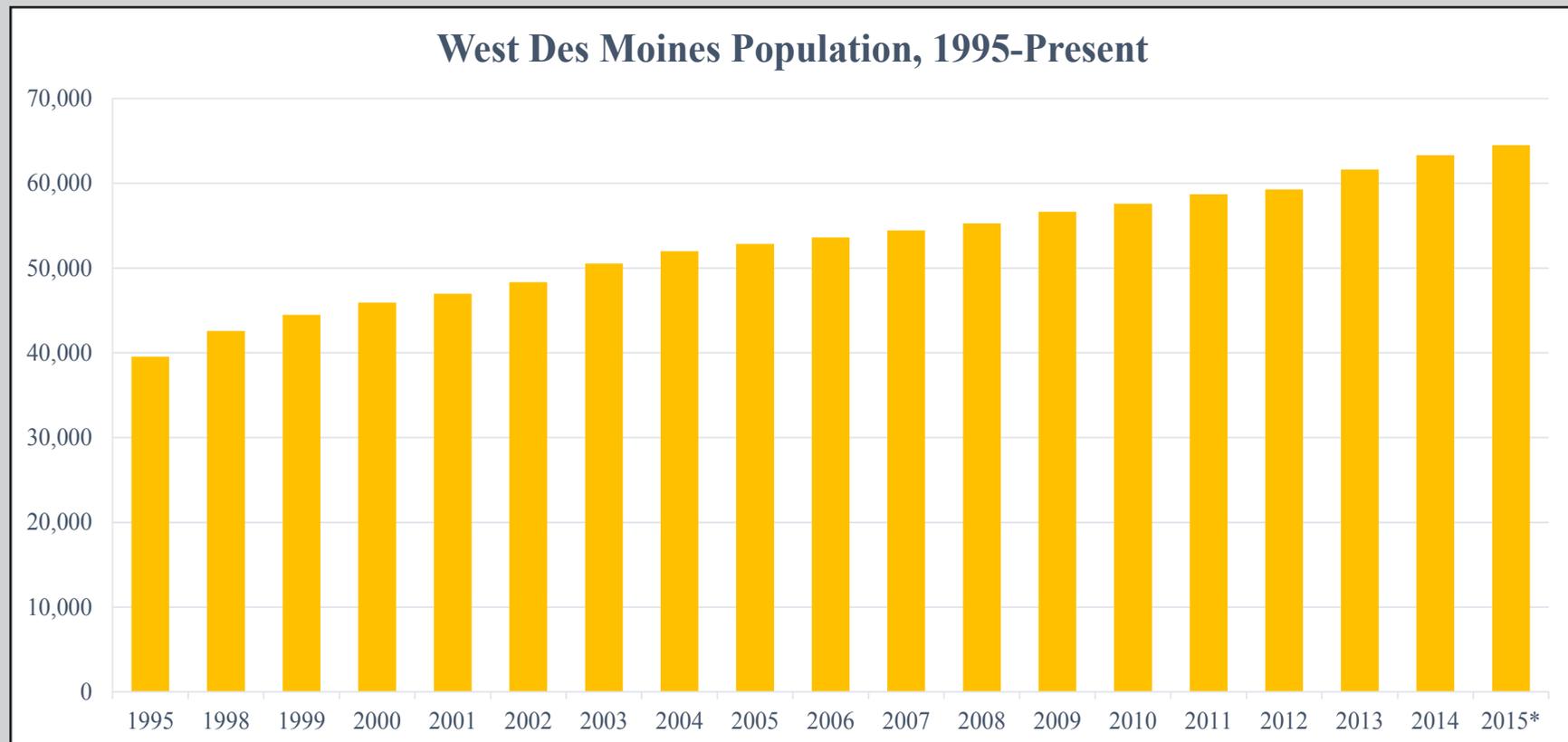
Inspiring Solutions  
Insurance Strategies Consulting  
Iowa Automobile Dealers Association  
Iowa Realty  
Iowa Society of Certified Public Accountants  
Jordan Creek Town Center  
Kenny & Gyl Company  
KLC Property Management Solutions  
Knapp Properties, Inc.  
Knowledge Delivery Services, LLC  
L & C Medical Billing  
Law Offices - Wilson  
LearningRX Brain Training Center  
Leukemia & Lymphoma Society  
Lounsbury Landscaping Sand & Gravel  
LWBJ, LLP  
March of Dimes  
McGowen, Hurst, Clark & Smith, P.C.  
Miles Capital  
Modis  
NAI Optimum  
North American Minerals Corp.  
Olsson Associates

Pattee Design, Inc.  
Performance Marketing  
Premier Crop Systems  
R & R Realty  
Red House Remodeling  
SocialWise Media Group  
State Farm Insurance  
Strategic America  
Sullivan & Ward  
SystemWorks, LLC  
Telligen  
Ten Square International, Inc.  
The Concept Works  
The IMT Group  
Travelers  
Tunink Murray Financial Group  
U.S. Commodities, Inc.  
Upper Iowa University  
Wasker, Dorr, Wimmer, Marcouiller, P.C.  
West Des Moines Therapy and Consulting  
World Group  
Wright Tree Service  
Zirous, Inc.

# Demographics



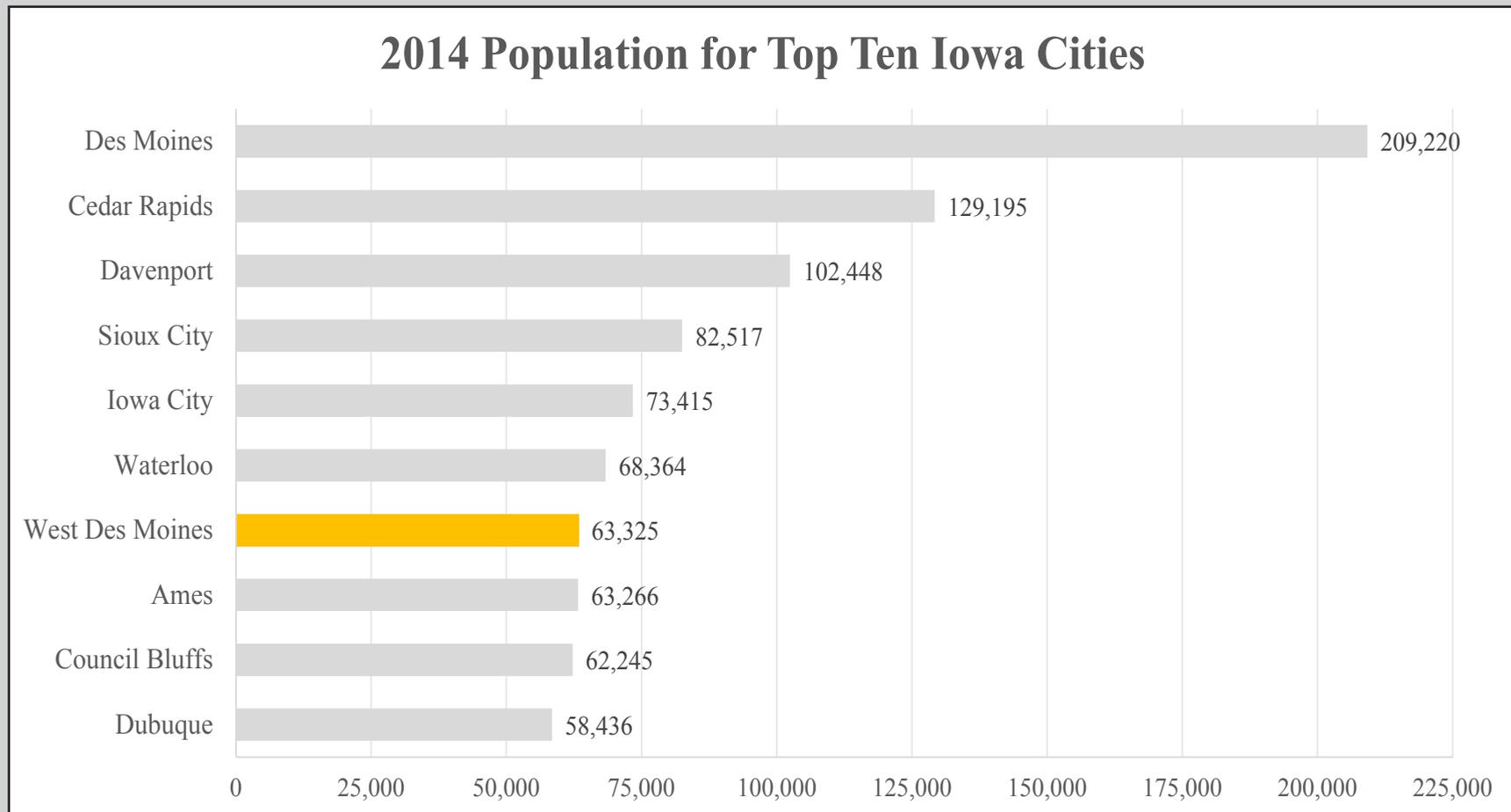
# Population



Source: City of West Des Moines and US Census  
\*as of July 1st, 2015

As of July 1st, 2015, the population of West Des Moines was 64,514. The City's population has steadily increased over the recent years and it is projected to see continued growth throughout the future.

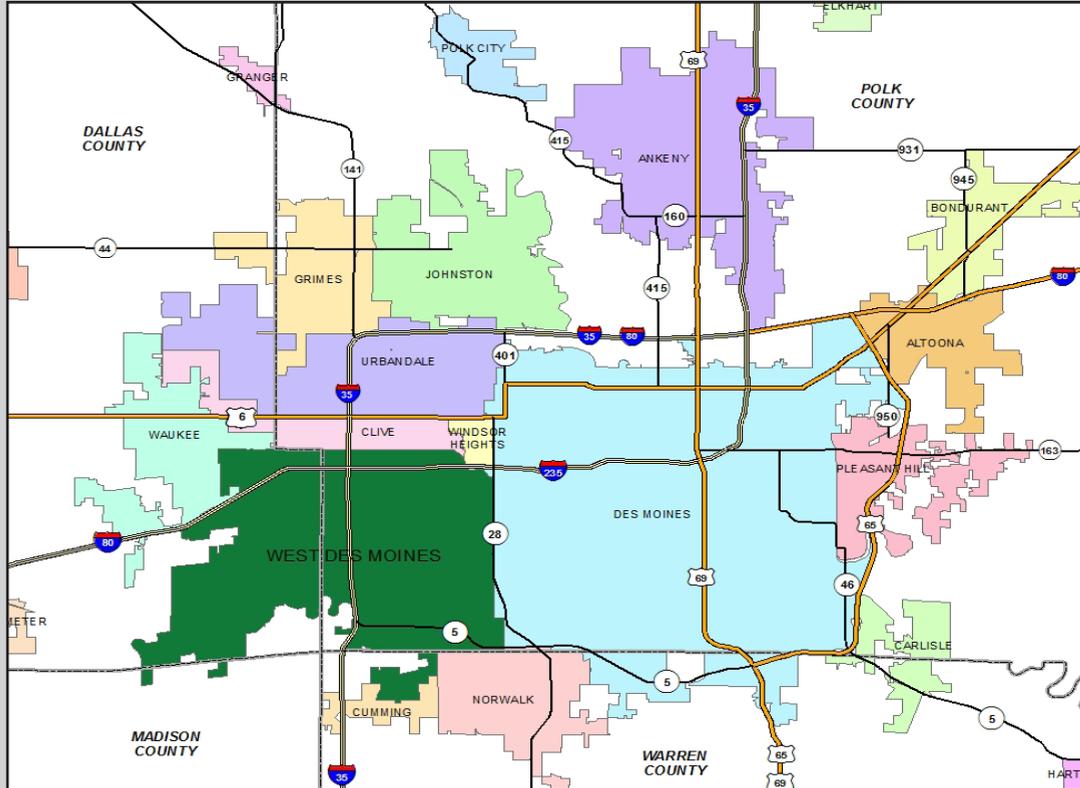
# Iowa's Top 10 Cities by Population



Source: US Census

West Des Moines is ranked 7th in the top ten cities in Iowa based on total population in 2014. West Des Moines was ranked 9th in population in 2013.

# Daytime Population



Non-Resident Employees	46,448
Residents Staying in West Des Moines	43,289
Visitors and Non-Resident Shoppers	30,667
Non-Resident Students	800
<b>Total Daytime Population</b>	<b>121,204</b>

## Where the West Des Moines Workforce Lives

City	Count	Share
Des Moines	11,855	21.3%
West Des Moines	9,145	16.4%
Urbandale	4,004	7.2%
Ankeny	2,524	4.5%
Waukee	2,039	3.7%
Clive	1,875	3.4%
Johnston	1,402	2.5%
Grimes	868	1.6%
Norwalk	765	1.4%
Altoona	755	1.4%
All Other Locations	20,361	36.6%

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

# Major Employers

## 2015 Major Employers in West Des Moines

Wells Fargo & Company	10,830
West Des Moines School District	1,214
Athene USA Corporation	1,161
Hy-Vee, Inc.	986
FBL Financial Group, Inc.	977
Sammons Financial Group	515
The Iowa Clinic	495
MetLife	490
GuideOne Insurance	445
Business Solvers	435
Mediacom	428
American Equity Investment Life Holding Company	425
General Dynamics Information Technologies	417
Methodist West Hospital	412
ITA	372

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
2014	3,370	61,137

Source: Iowa Workforce Development

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.

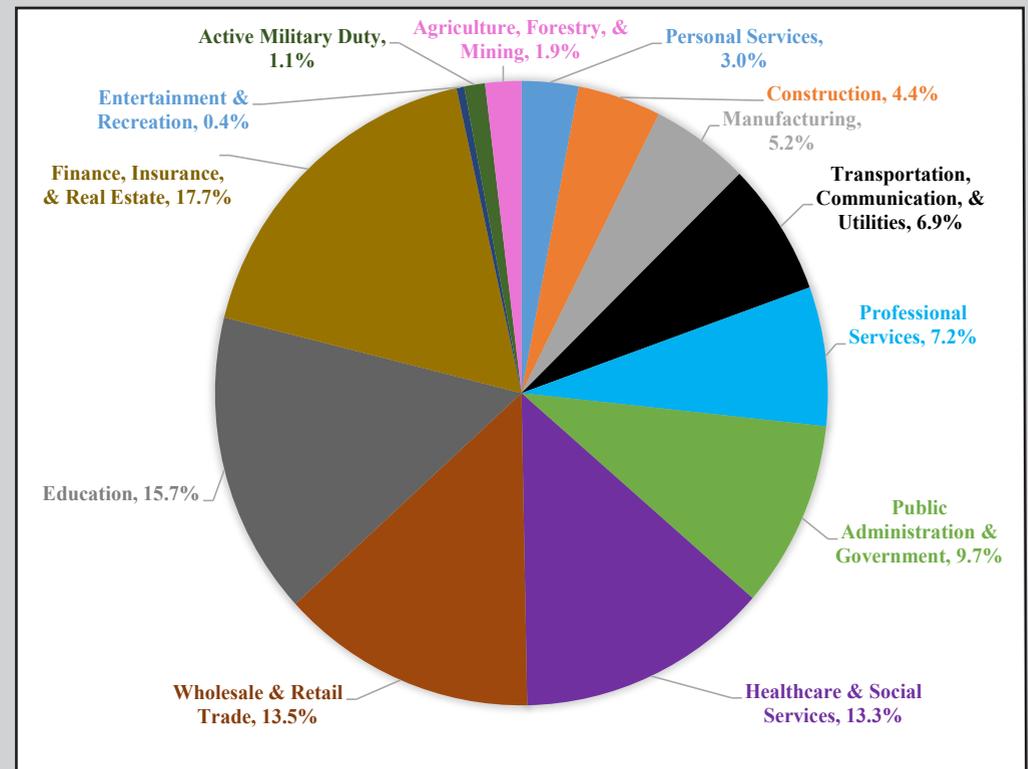
Both the number of establishments and number of jobs have generally maintained an upward trend and reached an all-time high in 2014. The number of establishments in 2014 was 3,370 and those establishments produced a total of 61,137 jobs in West Des Moines.

# Workforce

## West Des Moines, Clive, and Waukee Workforce by Industry

The 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 Citizens

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%

*\*Insufficient survey data*

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

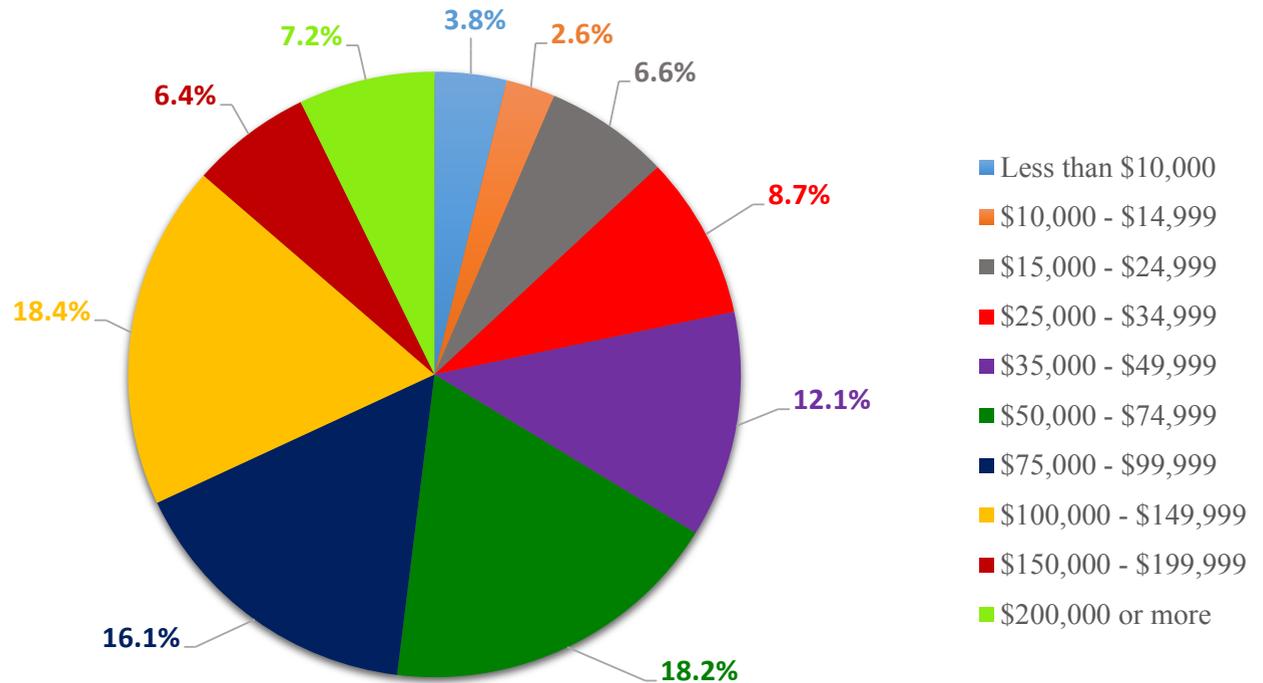
Industry	Salary (Per Year)	Non-Salary (Per Hour)
Agriculture	*	*
Construction	\$53,000	\$16.00
Education	\$57,000	\$12.30
Entertainment & Recreation	*	*
Finance, Insurance, & Real Estate	\$75,500	\$14.00
Healthcare & Social Services	\$80,000	\$11.57
Manufacturing	\$52,300	\$15.00
Personal Services	\$29,500	\$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*

# Median Household Income

West Des Moines' median household income in 2014 was \$75,000 according to the U.S. Department of Housing and Urban Development. The income of West Des Moines households ranges from less than \$10,000 to \$200,000 or more. The majority of the population's household income, around 65%, is between \$35,000 and \$149,999. The most common household income range in West Des Moines at 18.4%, is between \$100,000 and \$149,999. Compared to the state of Iowa and the United States, West Des Moines has a much higher median household income.

**West Des Moines Median Household Income**



**2014 Median Household Income by Region**

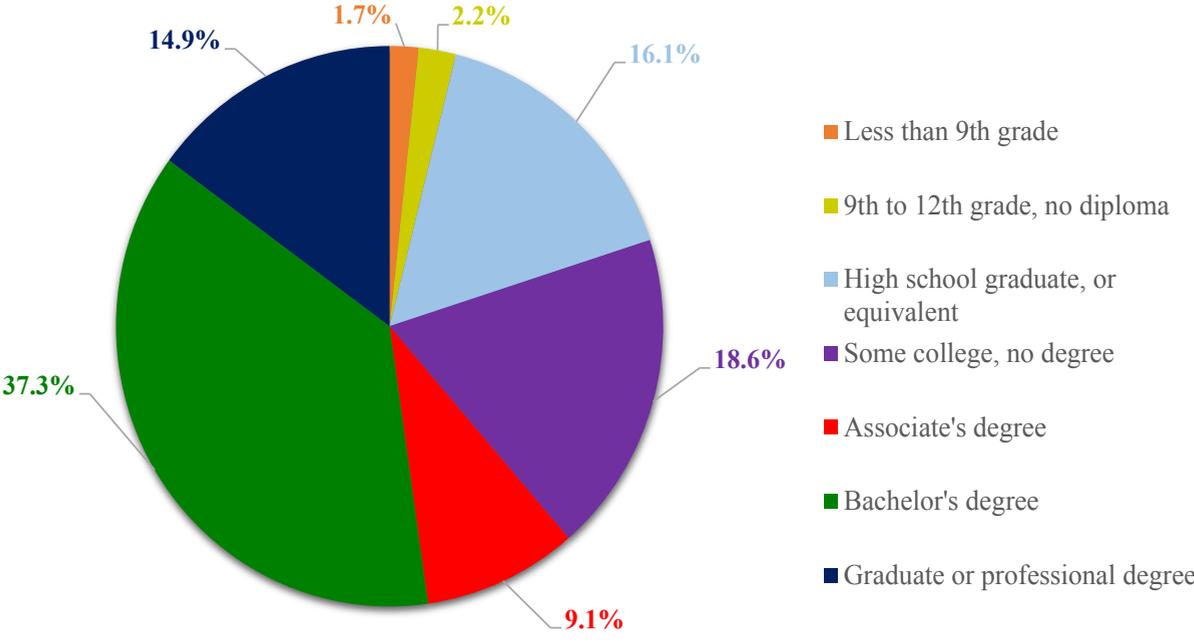
West Des Moines	Iowa	United States
\$75,000	\$67,500	\$65,800

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

Source (Chart): U.S. Census Bureau, 2009-2013 American Community Survey 5-Year Estimates

# Education Attainment

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



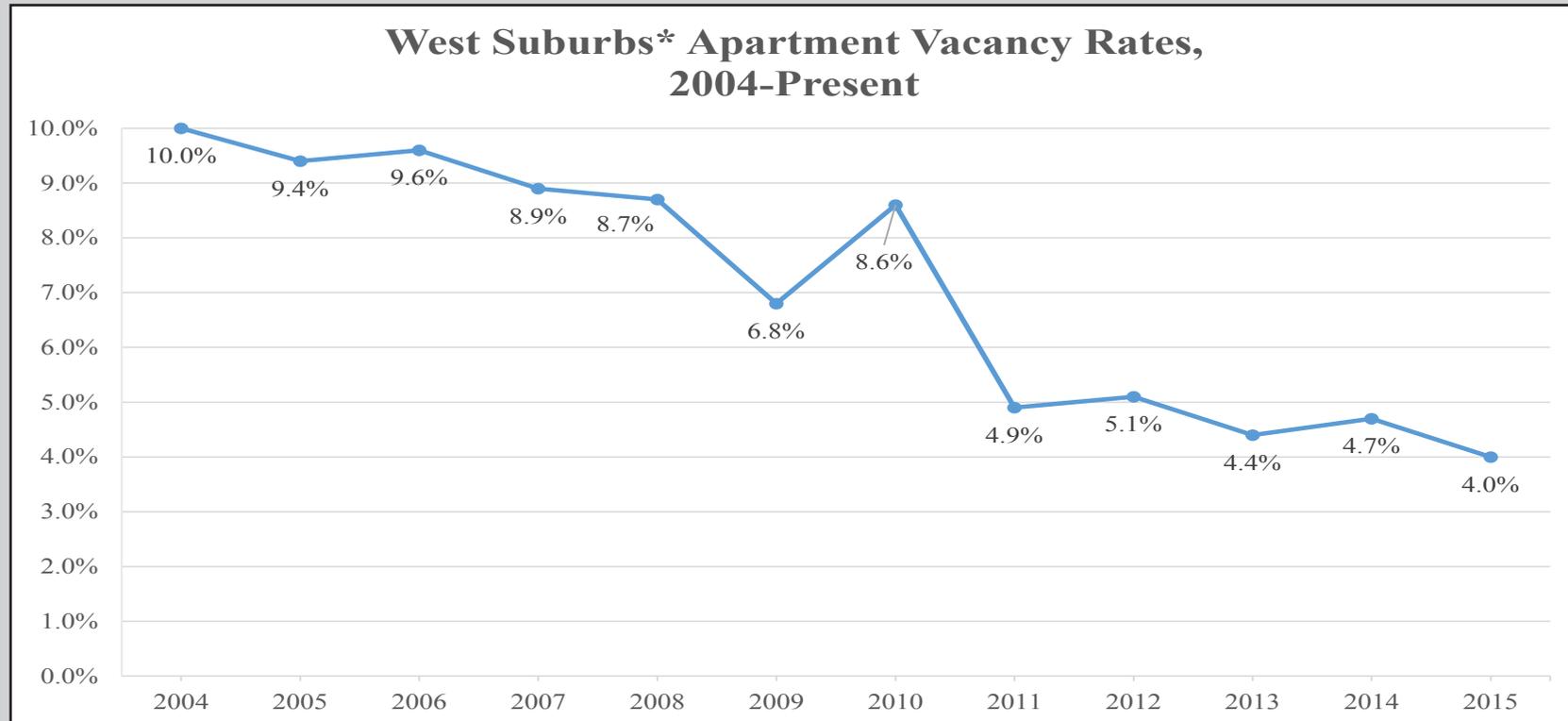
West Des Moines' largest category of education attainment for the population 25 and older is the attainment of a Bachelor's degree, with 37.3%. The next most common category of education attainment is some college education, but no degree. A graduate or professional degree held an impressive portion of the population as well with 14.9% of the population having such degree. Overall, West Des Moines has a very well-educated population. Compared to Iowa and the United States, West Des Moines has a greater percentage in both categories, as shown in the table below. West Des Moines' percentage of high school graduates or higher (96.1%) and Bachelor's degree holders or higher (52.3%) are both greater than the state and national percentages.

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

	West Des Moines	Iowa	United States
High School Graduate or Higher	96.1%	91.0%	86.0%
Bachelor's Degree or Higher	52.3%	25.7%	28.8%

Source (Table and Chart): U.S. Census Bureau 2009-2013 American Community Survey 5-Year Estimates

# Apartment Vacancy Rates



Source: CBRE | Hubbell Commercial, Des Moines Metro Apartment Survey 2015

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

There are 11,249 rental units in the West Suburbs of the Des Moines Metro Area. As shown in the chart above, vacancy rates are at an all-time low in the area. Vacancy rates vary by unit type. In the West Suburbs, the vacancy rate is at 5.4% for efficiency apartments, 3.8% for one-bedroom apartments, 3.7% for two-bedroom apartments, and 5.9% for three-bedroom apartments.

# Rental Housing Costs

**West Suburbs\* Average Rent,  
2010 - Present**

Year	One-Bedroom	Two-Bedroom
2015	\$768	\$841
2014	\$756	\$830
2013	\$743	\$813
2012	\$704	\$779
2011	\$691	\$755
2010	\$677	\$743

**West Suburbs\* Average Rent  
by Unit Type**

Unit Type	Average Rent
Efficiency	\$704
One-Bedroom	\$768
Two-Bedroom	\$841
Three-Bedroom	\$1,051

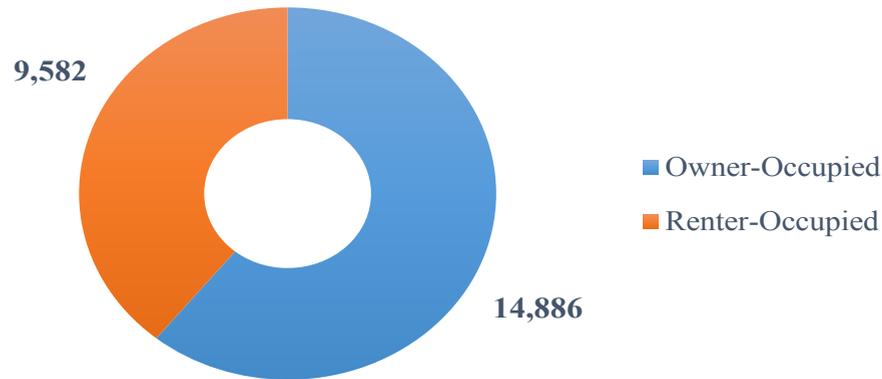
*Source: CBRE | Hubbell Commercial, Des Moines Metro Apartment Survey 2015*

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

Average rent is increasing in the West Suburbs of the Des Moines Metro Area. As shown in the chart on the left, both one-bedroom and two-bedroom apartment rent 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 2014-2015 in the West Suburbs for a one-bedroom apartment is 1.6%. This is less than the average of 2.1% for the Greater Des Moines area. The percent change for a two-bedroom apartment in the West Suburbs is 1.3%, which is below the 1.9% average of the Greater Des Moines area.

# Housing Occupancy

**West Des Moines Housing Occupancy**



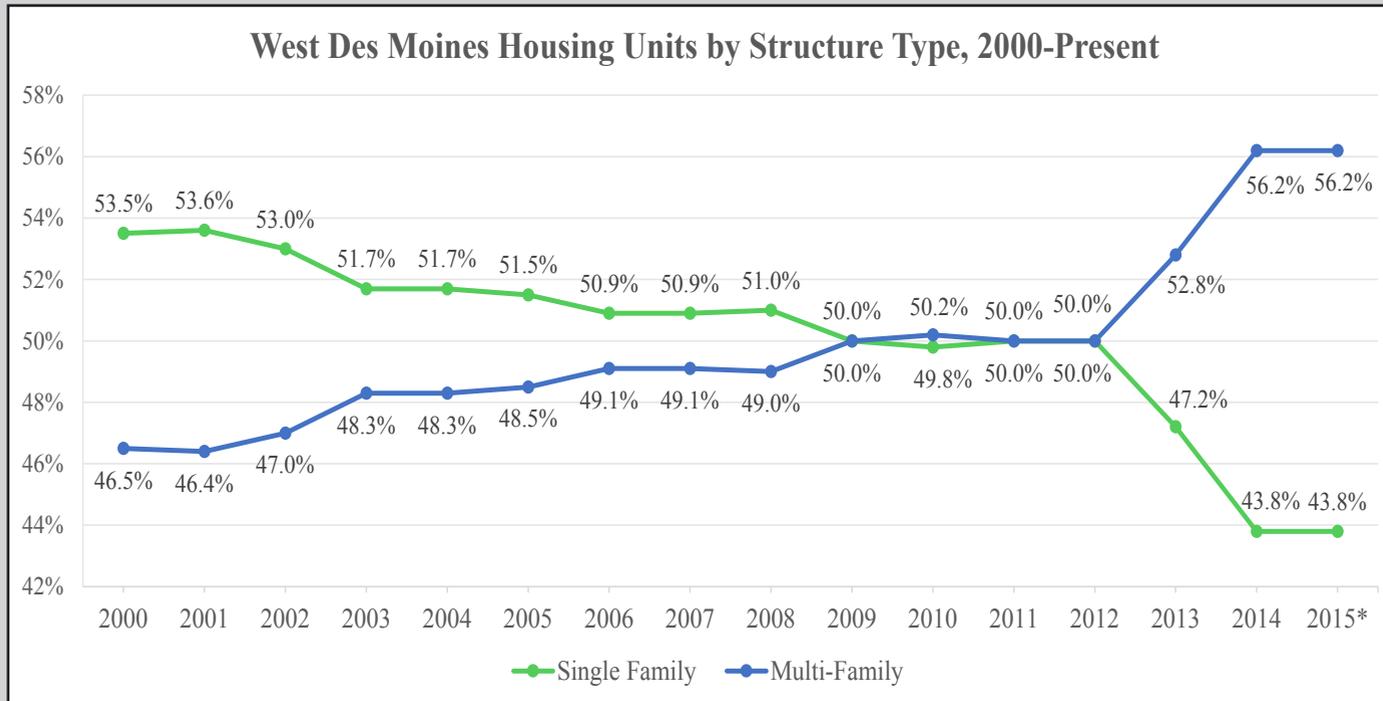
## Housing Occupancy by Region

	West Des Moines	Iowa	United States
<b>Owner-Occupied</b>	60.8%	72.2%	64.9%
<b>Renter-Occupied</b>	39.2%	27.8%	35.1%

Source (Table and Chart): U.S. Census Bureau 2009-2013 American Community Survey 5-Year Estimate

In West Des Moines, 60.8% of housing units are occupied by owners, while 39.2% are occupied by renters. These numbers for the community have stayed relatively the same over the last few years. Owner-occupied housing decreased by 2% compared to last year.

# Housing Units



As of July 1, 2015, the total number of single family dwelling units was 12,264, while the total number of multi-family dwelling units was 15,754.

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

Many more housing units will be added to this total next year, as there are numerous housing units currently under construction.

\*as of July 1, 2015



West Des Moines Housing Units		
	Single Family	Multi-Family
<b>2014</b>	43.8%	56.2%
<b>2015</b>	43.8%	56.2%

Source (Table and Chart): City of West Des Moines

# Housing Sales

## 2014 West Des Moines Housing Sales by County

	Polk County	Dallas County
Median Price	\$172,000	\$199,000
Average Price	\$207,960	\$222,961
Units Sold	812	585

*Source: Polk County Assessor  
Dallas County Assessor*

Housing sales in both the Polk County and Dallas County areas of West Des Moines continued to be strong, with large number of units sold in 2014. Polk County saw 812 sales, while Dallas County saw 585 sales.

The sale price of the homes in both counties were relatively similar in 2014, but the median and average prices were both slightly higher in the Dallas County section of West Des Moines.

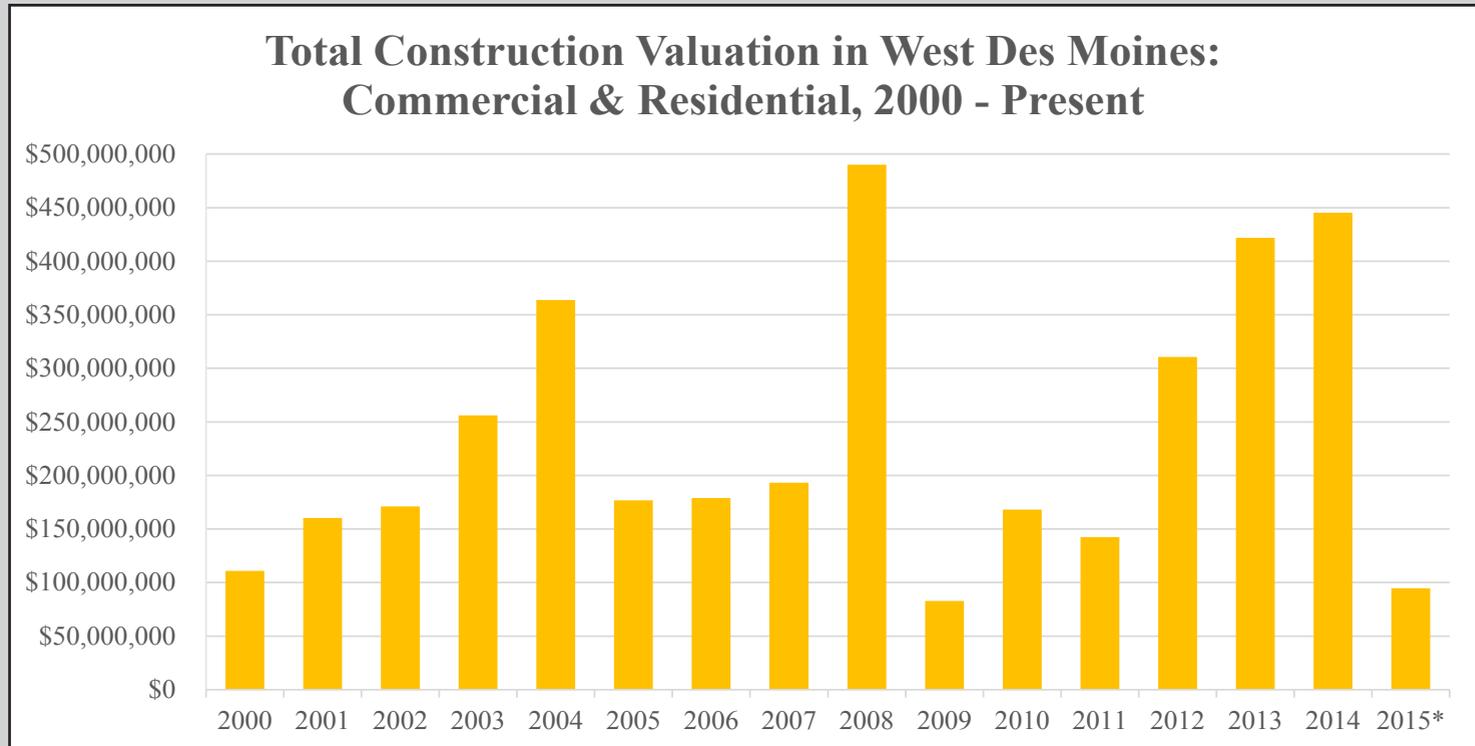


# Construction



# Construction Valuation

Year	Valuation
2015*	\$94,640,805
2014	\$445,433,825
2013	\$421,746,147
2012	\$310,595,751
2011	\$142,361,135
2010	\$168,206,809
2009	\$82,767,511
2008	\$490,089,655
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



Source: (Table and Chart): City of West Des Moines, Development Services Department  
\*as of July 1, 2015

Construction in West Des Moines had an outstanding year in 2014; between commercial and residential construction, valuation was at \$445,433,825. Building activity in 2015 has started off well and should result in another tremendous year for construction in West Des Moines. Construction has continued to grow 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, 2013 & 2014

	2013	2014
<b>Residential*</b>	\$186,902,341	\$76,766,371
<b>Commercial</b>	\$208,715,656	\$343,571,352
<b>Tax Exempt</b>	\$19,081,950	\$14,727,817
<b>Miscellaneous**</b>	\$4,646,970	\$7,838,169

Source: City of West Des Moines, Development Services Department

\*Single family + Multi-family

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



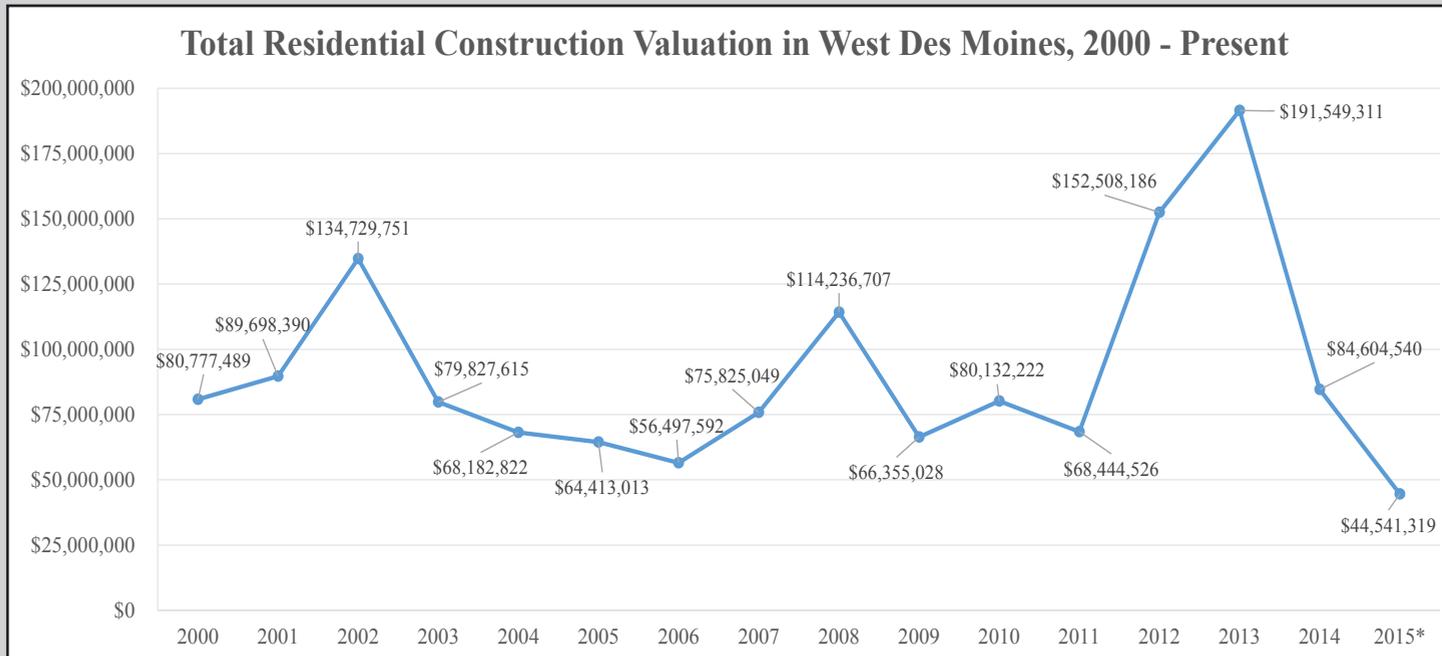
Construction site of Homewood Suites

From the table above, 2014 shows an incredible increase in commercial construction as compared to 2013. There was also an increase of over \$3 million in miscellaneous construction between 2013 and 2014.

From 2013 to 2014, commercial construction increased over \$134 million. Commercial construction was at an all-time high for the City of West Des Moines in 2014. This was primarily due to major projects like the new Microsoft data center, Merchant's Bonding, Home Goods, The Rack, and Fareway.

West Des Moines experienced an excellent year for construction in 2014 and expects construction activity to continue to be robust.

# Residential Construction Valuation



In 2014, the total value of residential construction in West Des Moines was \$84,604,540. Residential construction returned to more average levels in 2014, following an all-time high valuation of \$191,549,311 in 2013. Residential construction in West Des Moines is off to a solid start in 2015, with a valuation of \$44,541,319 as of July 1.

Source: City of West Des Moines, Development Services Department  
\*as of July 1, 2015

Residential construction tends to be a cyclical industry, and this proved to be true in 2014. The City's residential construction numbers returned closer to their 2003-2011 averages in 2014. Residential construction for single family units was valued at \$40,146,769 in 2014. Multi-family residential construction was valued at \$36,619,602 for 2014. The future of residential construction looks bright for West Des Moines, as 2015 is off to a strong start for the industry.

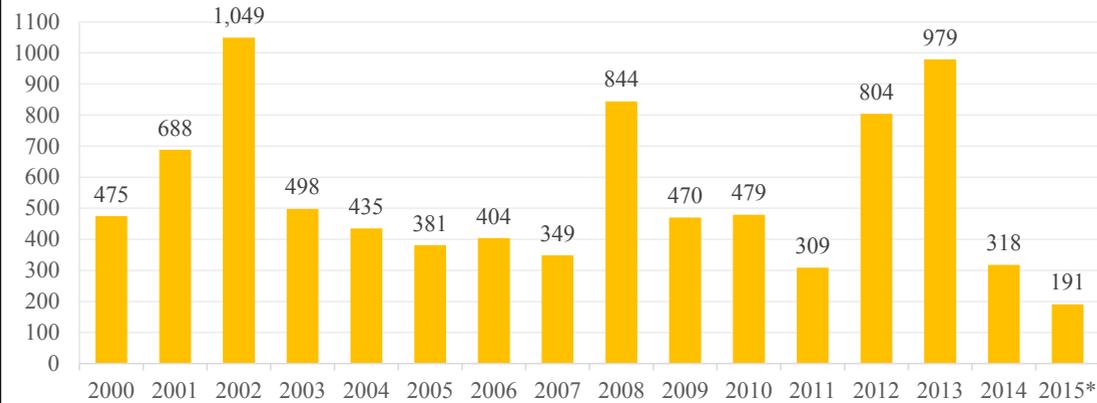
## West Des Moines Residential Construction Valuation by Type, 2013 & 2014

Residential Type	2013	2014
Single Family	\$70,521,039	\$40,146,769
Multi-family	\$116,381,302	\$36,619,602
Miscellaneous	\$4,646,970	\$7,838,169

Source: City of West Des Moines, Development Services Department

# Residential Construction Units

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



*\*as of July 1, 2015*

Residential construction units in West Des Moines saw a return to more average levels in 2014, after a near all-time high level of units constructed in 2013. In the Dallas County portion of West Des Moines, 281 residential units were constructed in 2014, while 26 units were constructed in Polk County.

The trend in number of units being built in each county has changed in West Des Moines over the years. In recent years, the number of units constructed in Dallas County has generally been increasing rapidly, whereas the number of units built in Polk County is stagnant because very little vacant residential property remains.

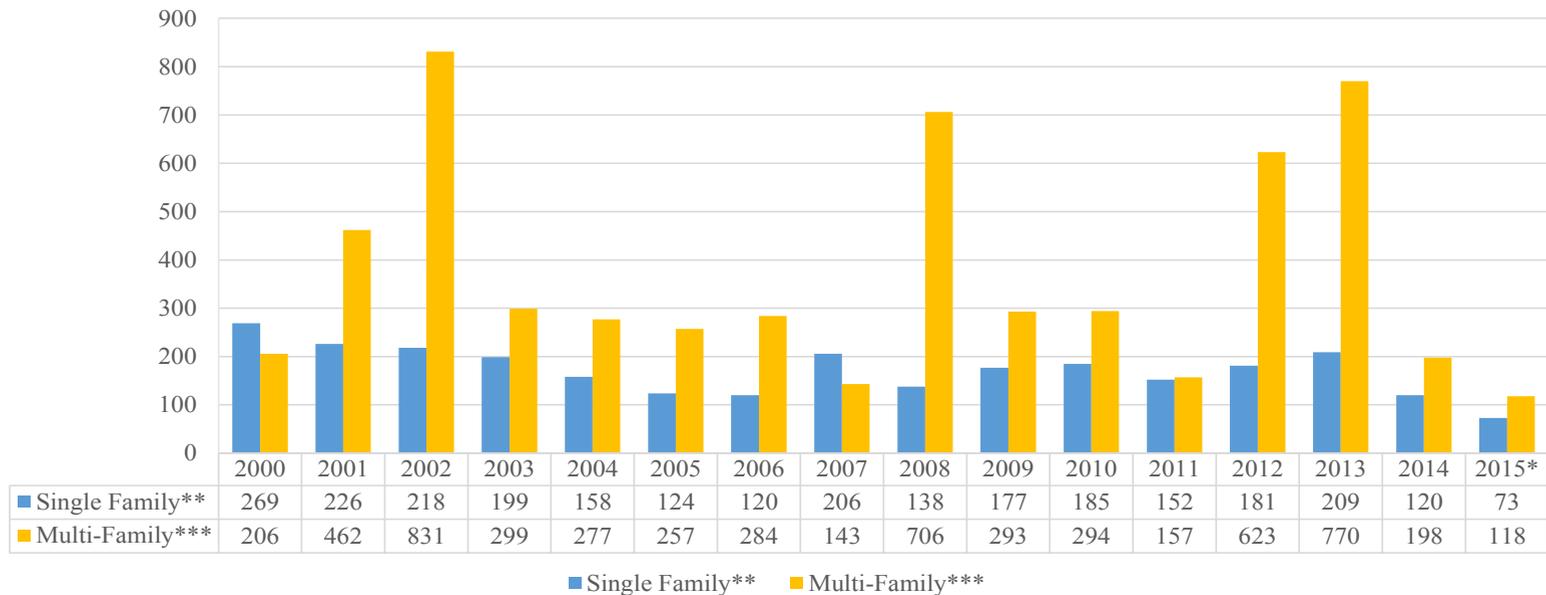
**West Des Moines Residential Construction Units by County, 2000 - Present**

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	281	26
2015*	180	4

*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, 2015

\*\*Single Family Detached Units

\*\*\*Includes Townhouses, Condominiums, and Apartments

Of the 318 residential construction units in 2014, 120 were single-family housing units and 198 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. Construction of single-family housing units has remained steady throughout the past decade.

# Residential Building Permits

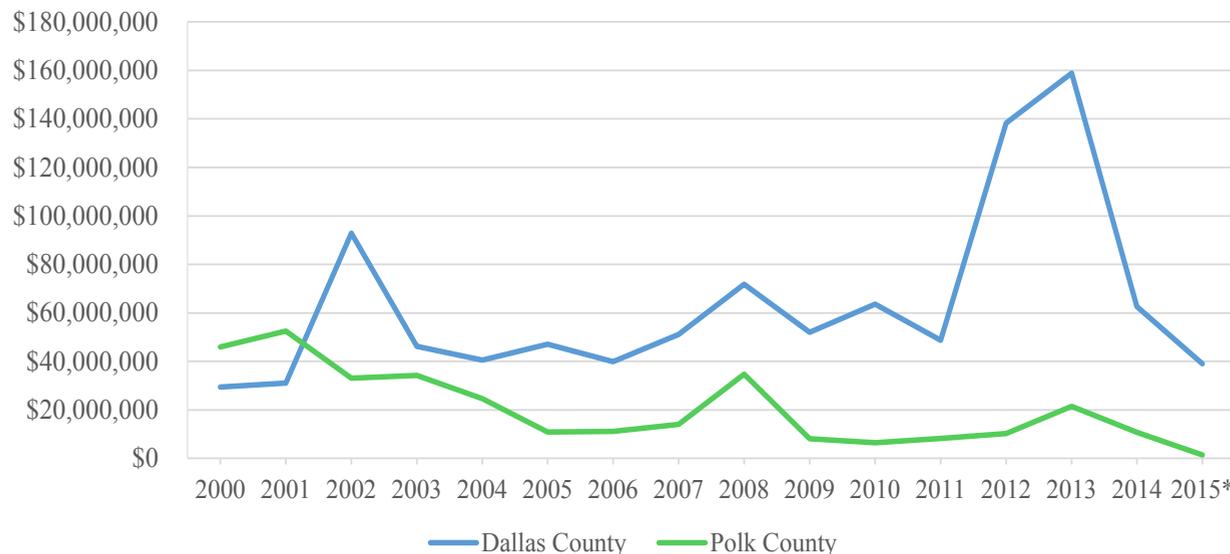
## 2014 West Des Moines Building Permit Valuation by County

Residential Type	Dallas County	Polk County
Single Family	\$28,437,330	\$8,249,915
Multi-family	\$34,129,390	\$2,490,211

As of July 1, 2015, the value of residential building permits in the West Des Moines portion of Warren County totaled \$3,333,701.

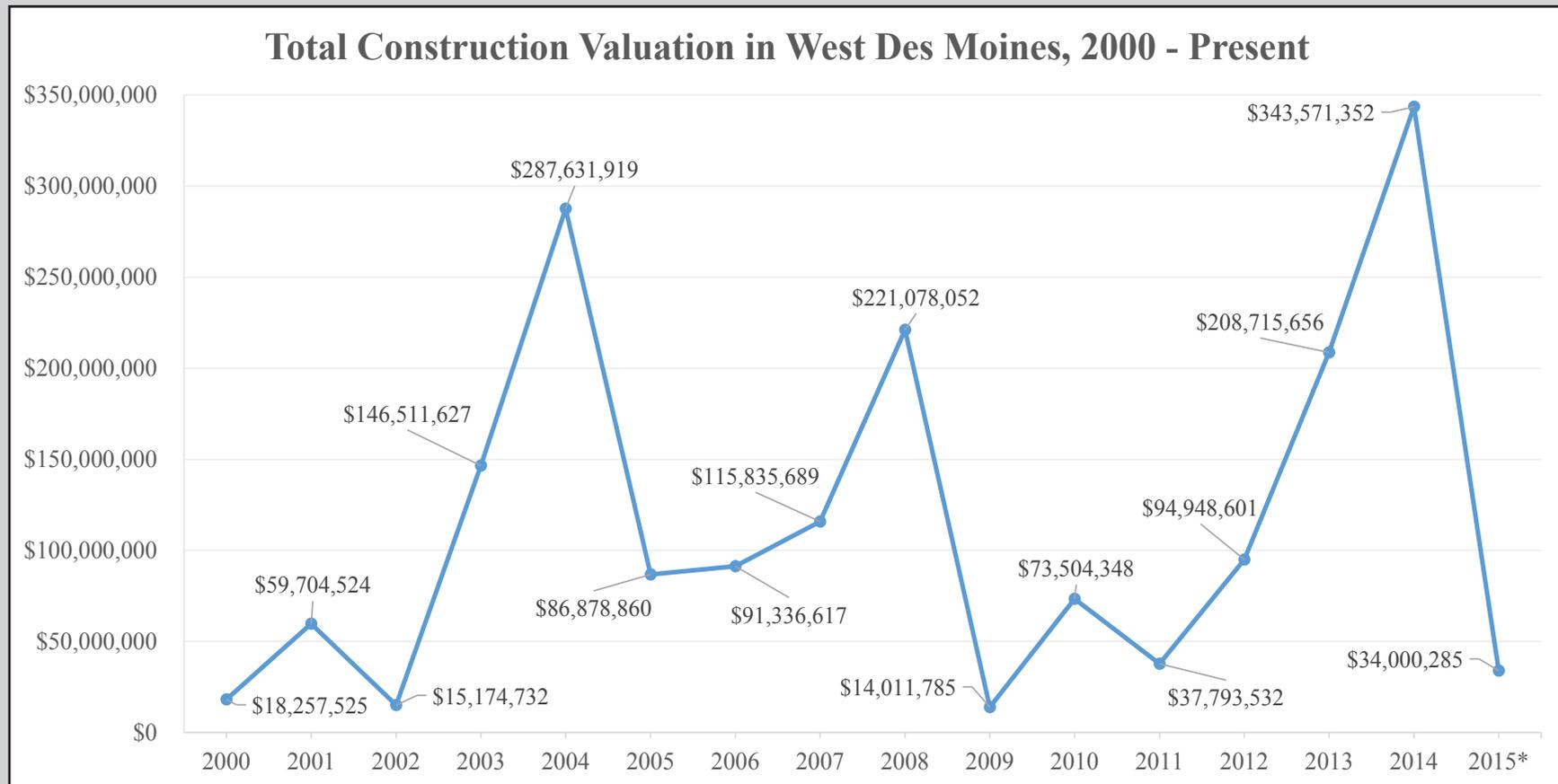
The year 2014 saw a return to more normal levels of building permit valuations after two extraordinary years in 2012 and 2013. Total residential building permit valuation for the Dallas County portion of West Des Moines was a respectable \$62,566,720 in 2014, while residential building permit valuation was \$10,740,126 in the Polk County portion of West Des Moines. As mentioned before, the Dallas County portion of West Des Moines has grown tremendously in recent years, while the Polk County portion has remained about the same for the past decade since little developable land remains.

**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, 2015

# Commercial Construction Valuation



Source: City of West Des Moines, Development Services Department

\*as of July 1, 2015

The value of commercial construction in West Des Moines reached an all-time high in 2014 with \$343,571,352. This is over \$55 million more than the previous high of \$287,631,919 for commercial construction in 2004.

# Commercial/Industrial Construction

The total square feet of construction includes general commercial, professional office space, and industrial construction. In 2014, square feet of commercial and industrial construction was 701,376. This was a great increase over the years 2009 through 2012.

Between January 1 and July 1, 2015, there has been 106,830 square feet of commercial and industrial construction in West Des Moines. There have been more building permits approved for the remaining part of 2015 as well.

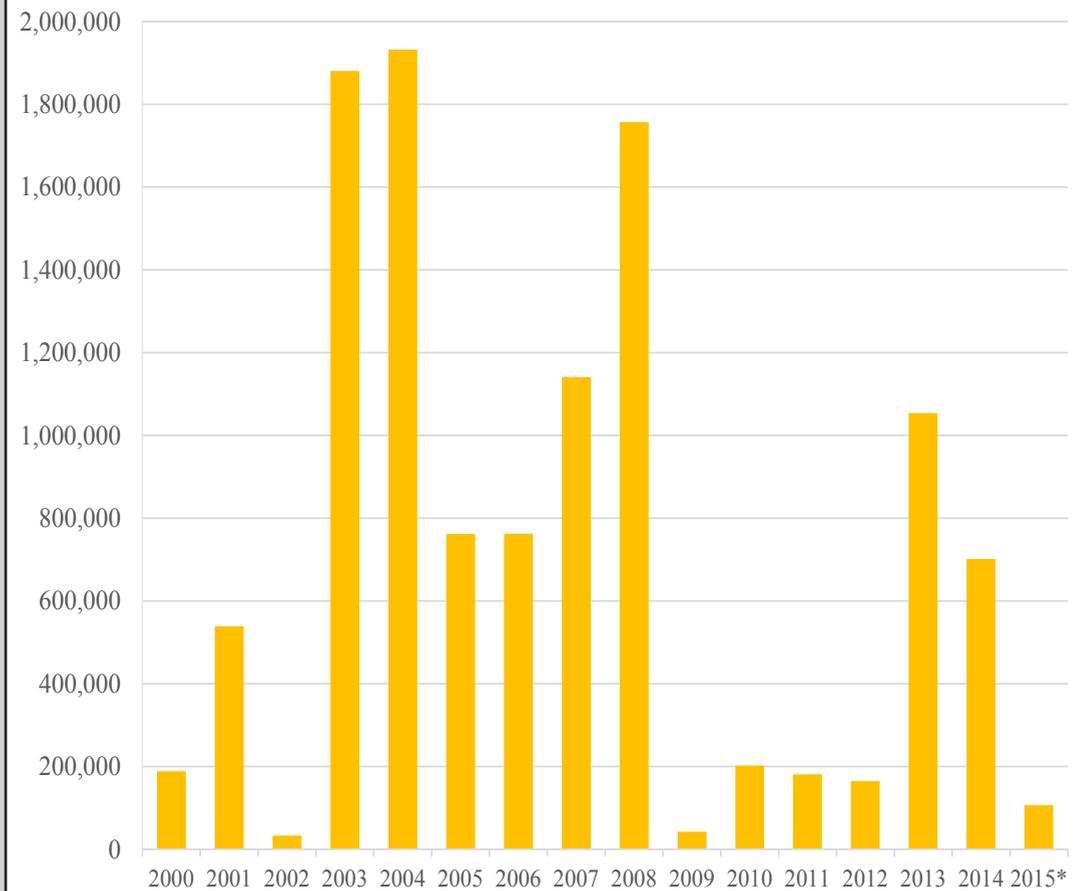
## 2014 Breakdown of Square Feet of Commercial and Industrial Construction in West Des Moines

General Commercial	278,844
Professional Office	73,112
Industrial	349,420

Source (Table and Chart): City of West Des Moines, Development Services Department

\*as of July 1, 2015

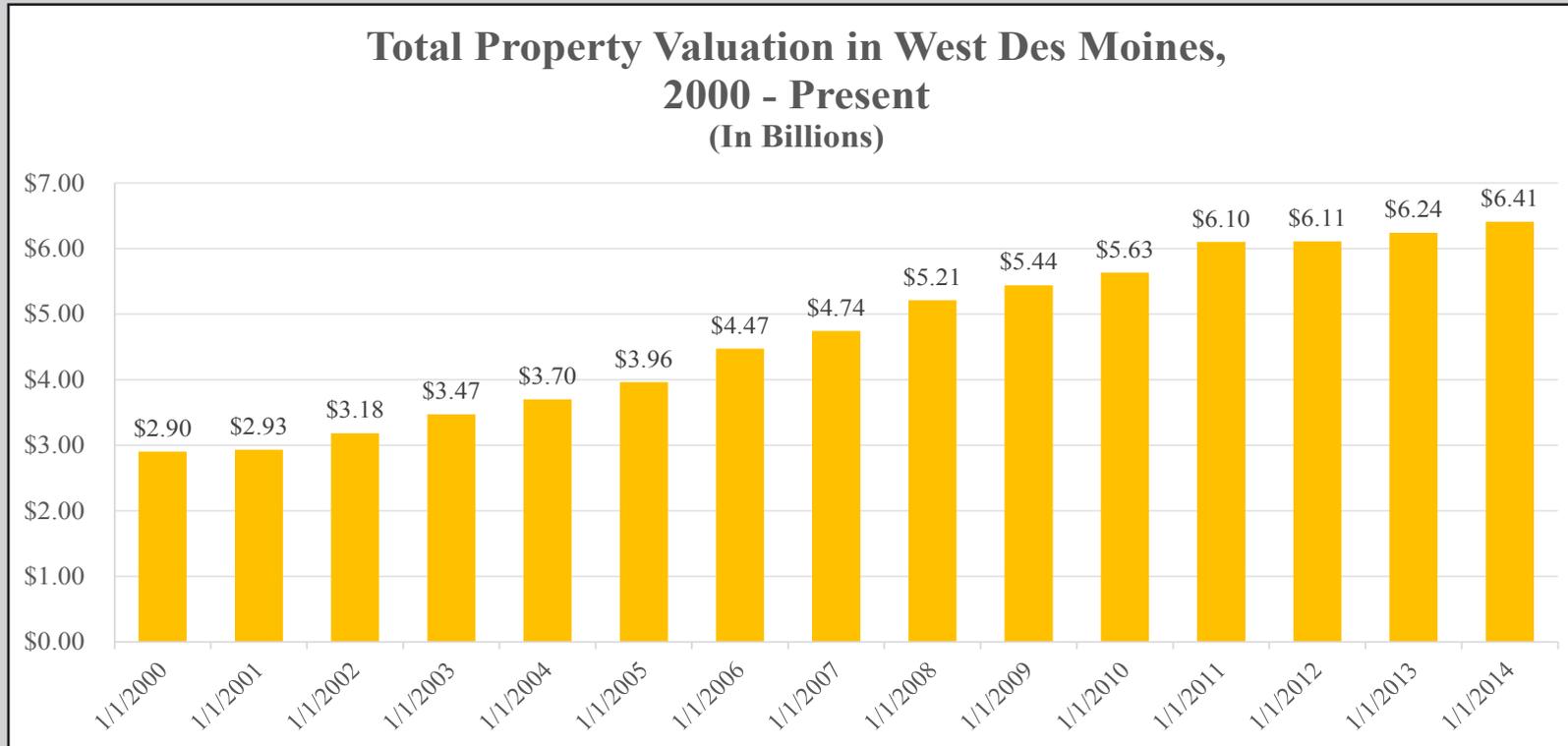
Total Square Feet of Commercial and Industrial Construction in West Des Moines, 2000 - Present



# Property & Retail



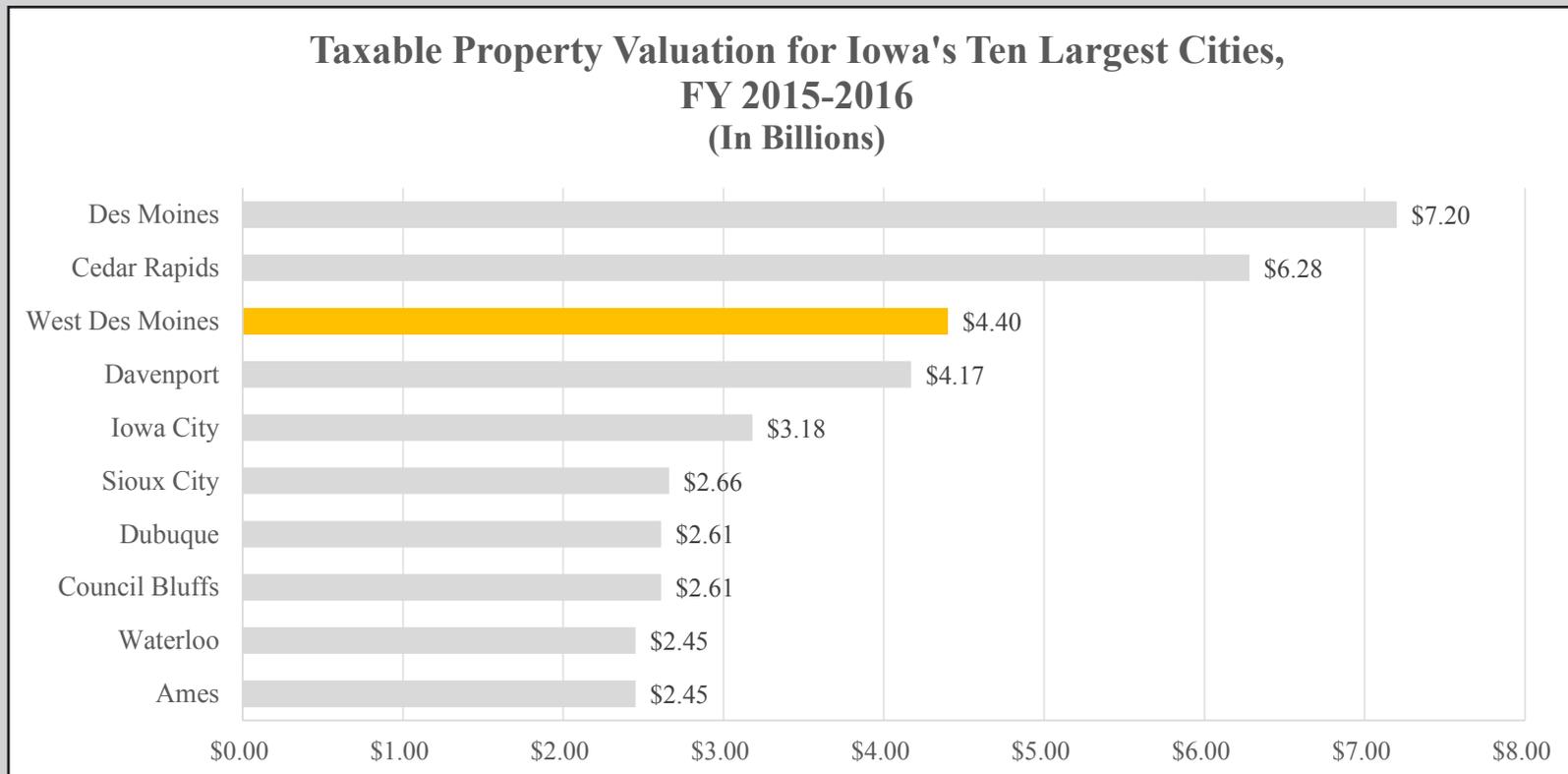
# West Des Moines Property Valuation



*Source: City of West Des Moines, Finance Department*

Total property valuation in West Des Moines reached \$6.24 billion on January 1, 2013, a slight increase from \$6.11 billion in 2012. Property valuation has increased steadily over the years in West Des Moines, reaching a peak of \$6.41 billion as of January 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 other similar non-taxable buildings are included in West Des Moines' property valuation.

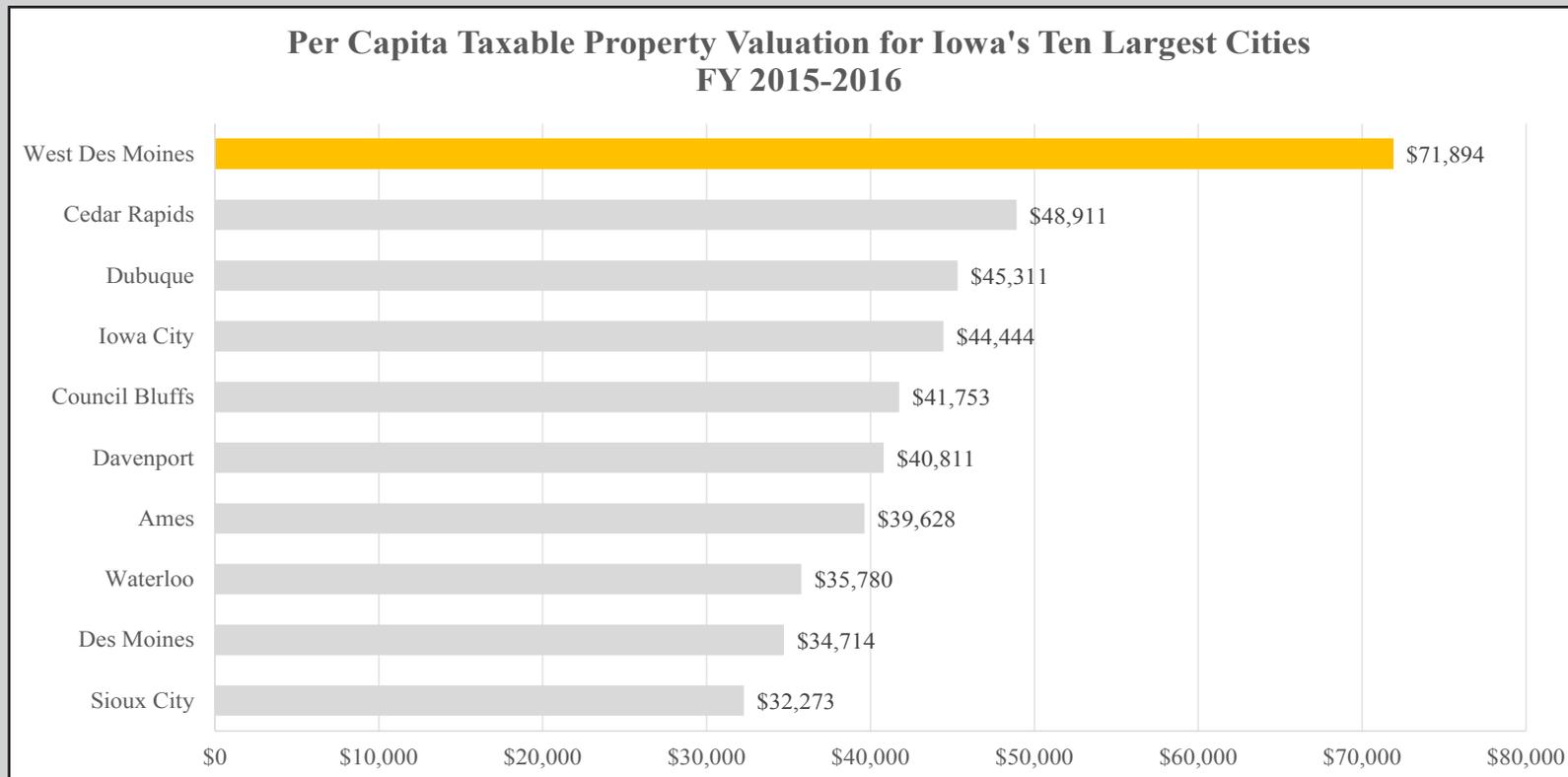
# Taxable Property Valuation



*Source: City of West Des Moines, Finance Department*

For the fiscal year 2015-2016, West Des Moines is the third highest city in Iowa for taxable property valuation at \$4.40 billion. West Des Moines is the seventh largest city in Iowa by population, but it is third in taxable property valuation behind the two largest cities in the state, Des Moines and Cedar Rapids. Just below West Des Moines is Davenport and Iowa City, with the remaining five cities being around \$2.5 billion in taxable property valuation.

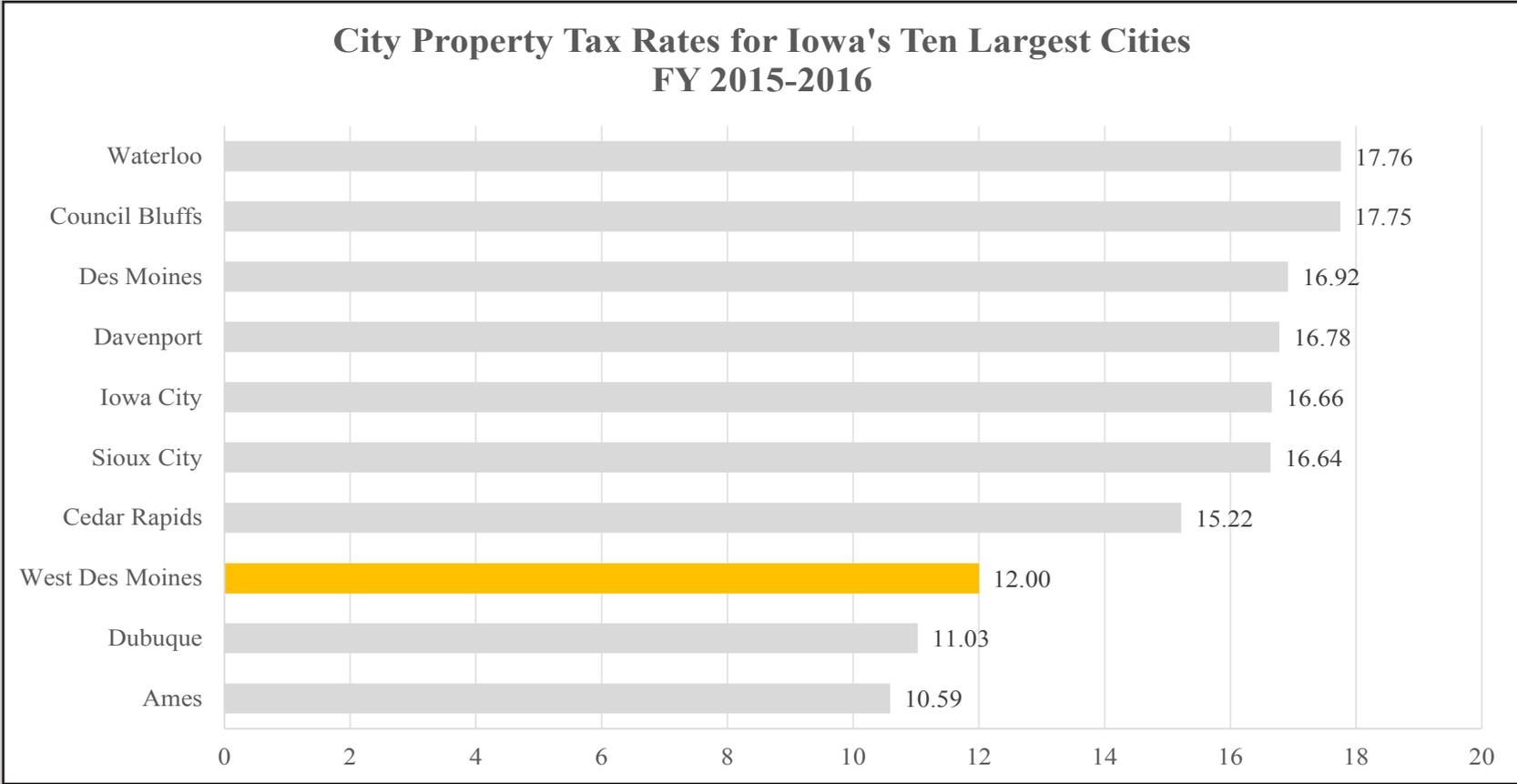
# Per Capita Taxable Property Valuation



*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 the highest ranked in terms of per capita taxable property valuation. West Des Moines' per capita taxable property valuation is \$71,894, which is over \$22,000 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 a per capita taxable property valuation of \$48,911.

# City Property Tax Rate



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 12.00 per \$1,000 in assessed value.

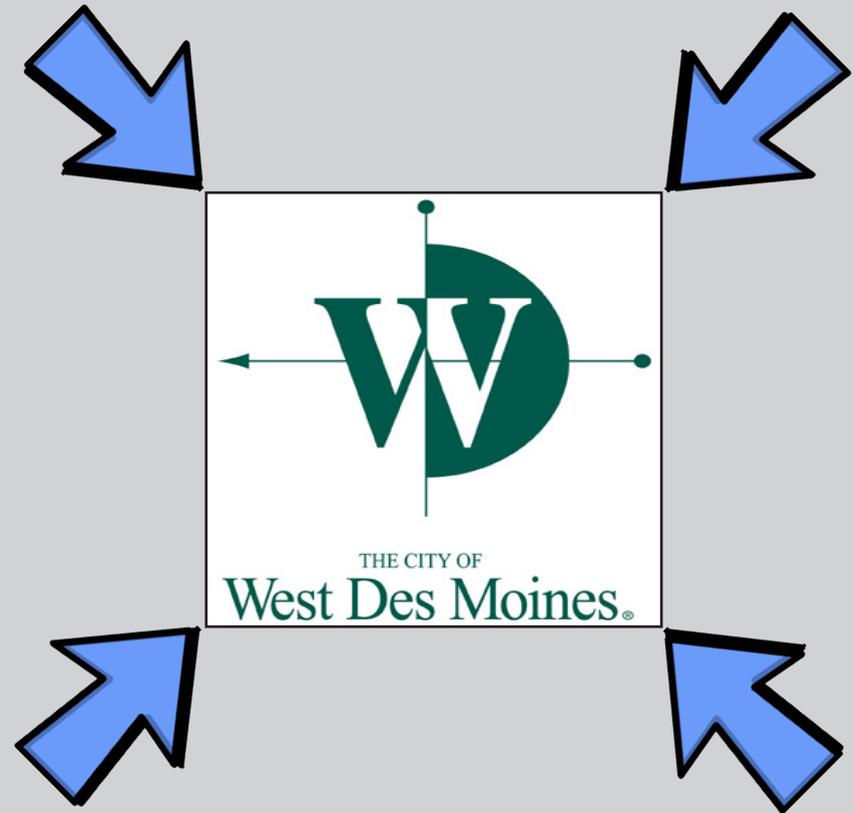
# Pull Factors

Pull factors are the ratio of local sales per person as compared 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.

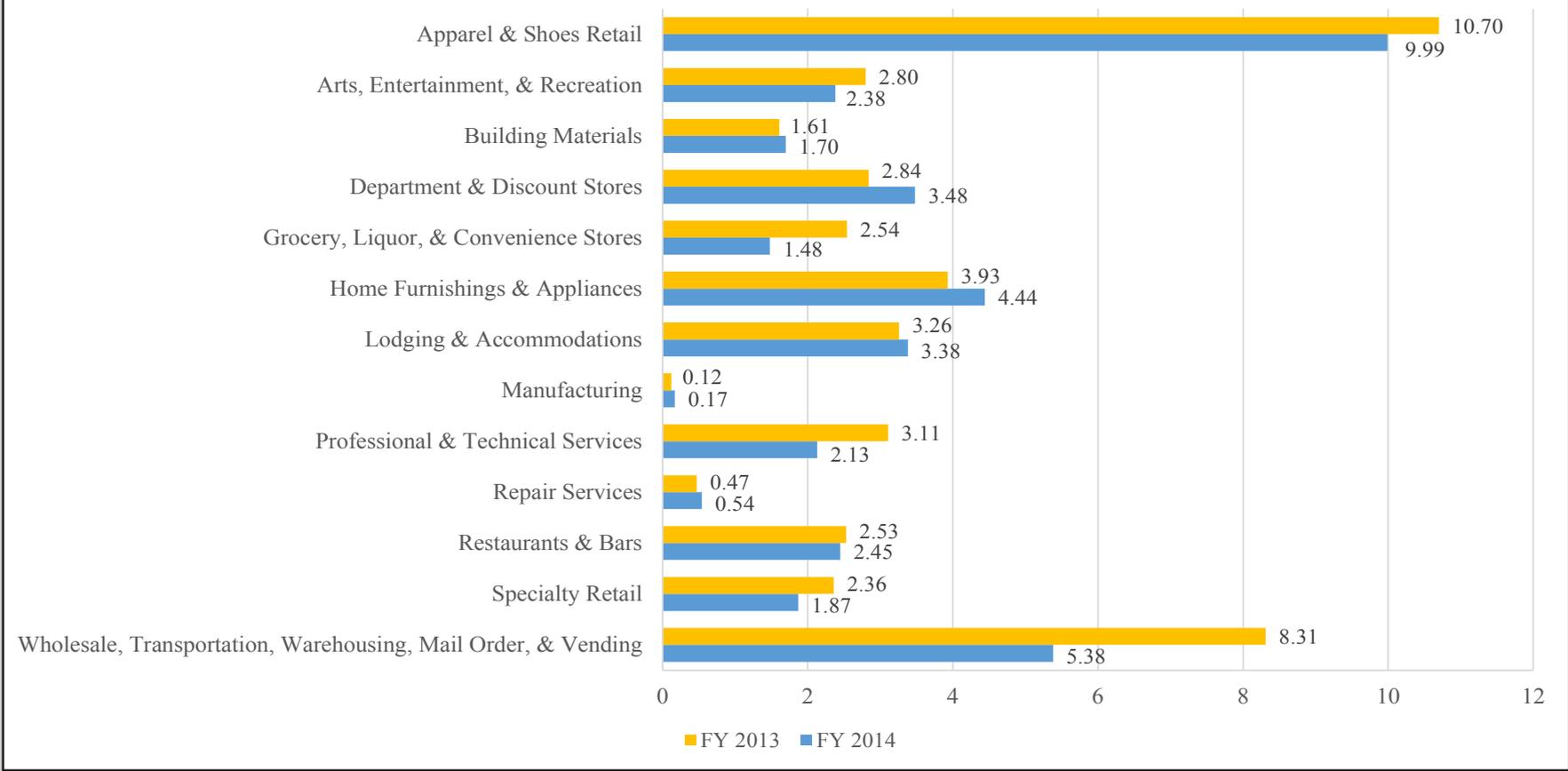
For example: If a city's per capita sales in a given industry were \$20,000 per year and the state per capita sales were \$10,000 per year, the pull factor would be 2.0 ( $\$20,000/\$10,000$ ). This number indicates that the city captured twice as many dollars of goods or services sold in that industry than the state did. 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 2013 vs. FY 2014**



Source: Iowa Department of Revenue

# Pull Factors

## Pull Factors Summary:

The pull factors for West Des Moines were excellent for most industries in the 2014 fiscal year. Apparel and shoes retail had the largest pull factor in West Des Moines with a 9.99. West Des Moines experienced nearly 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 located throughout the community.

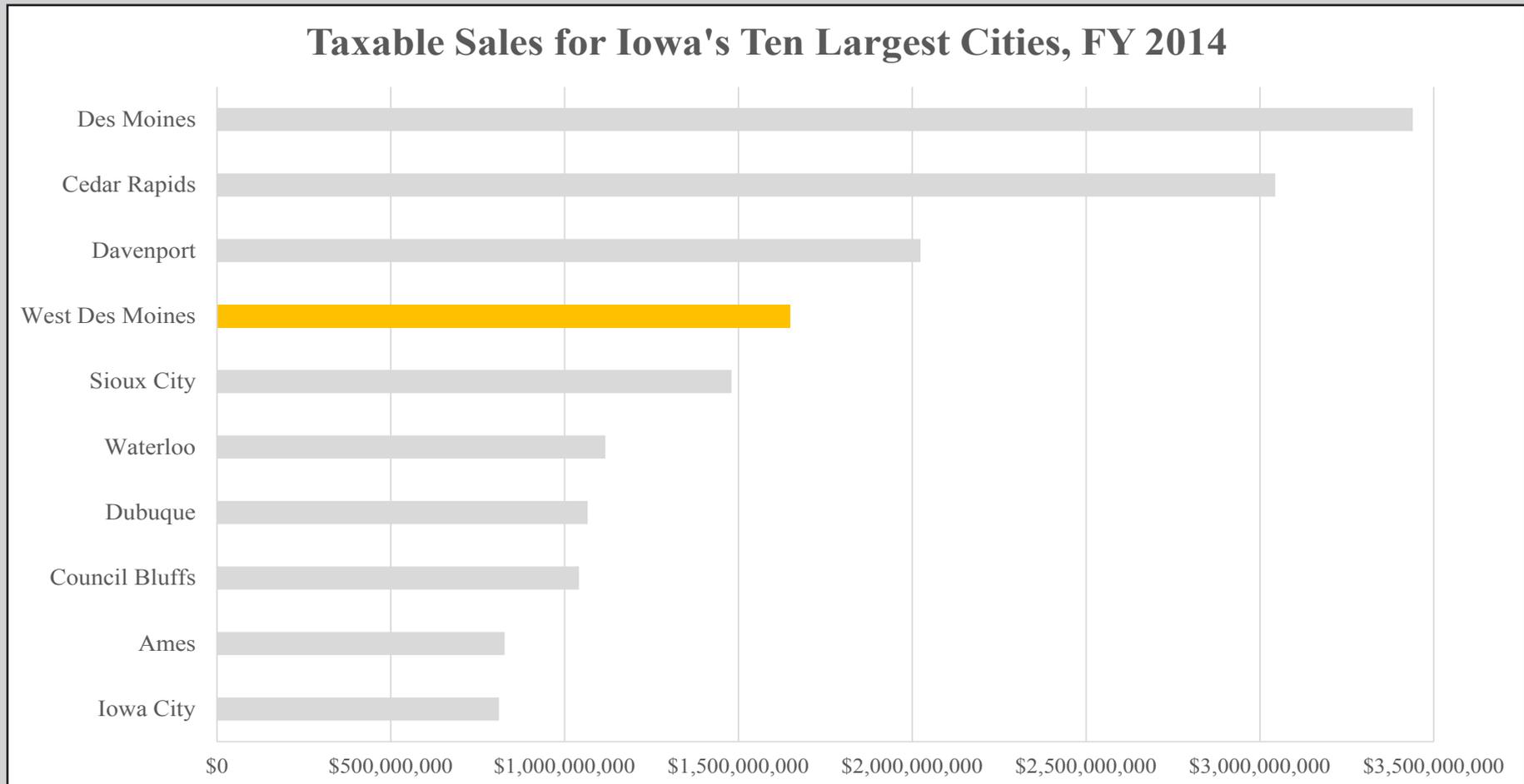
Compared to the 2013 fiscal year, there was a fair amount of change in the pull factors, and a number of sectors had changes in the positive direction. There was a modest increase in pull factors in the department and discount stores industry and the home furnishings and appliances industry. There was also a smaller increase in pull factors in the following industries: building materials, lodging and accommodations, manufacturing, and repair services.

The majority of the industries' pull factors in West Des Moines fall between a two and a six. These numbers show that most industries in West Des Moines have sales two to six times higher than the rest of the state of Iowa. The fiscal year 2014 was another great year for pull factors and industries in West Des Moines.



# Taxable Sales

West Des Moines had the fourth largest amount of taxable sales out of Iowa's ten largest cities. West Des Moines taxable sales for fiscal year 2014 were \$1,647,831,070. This was an increase over the previous year for West Des Moines, as taxable sales were \$1,636,714,660 in fiscal year 2013.

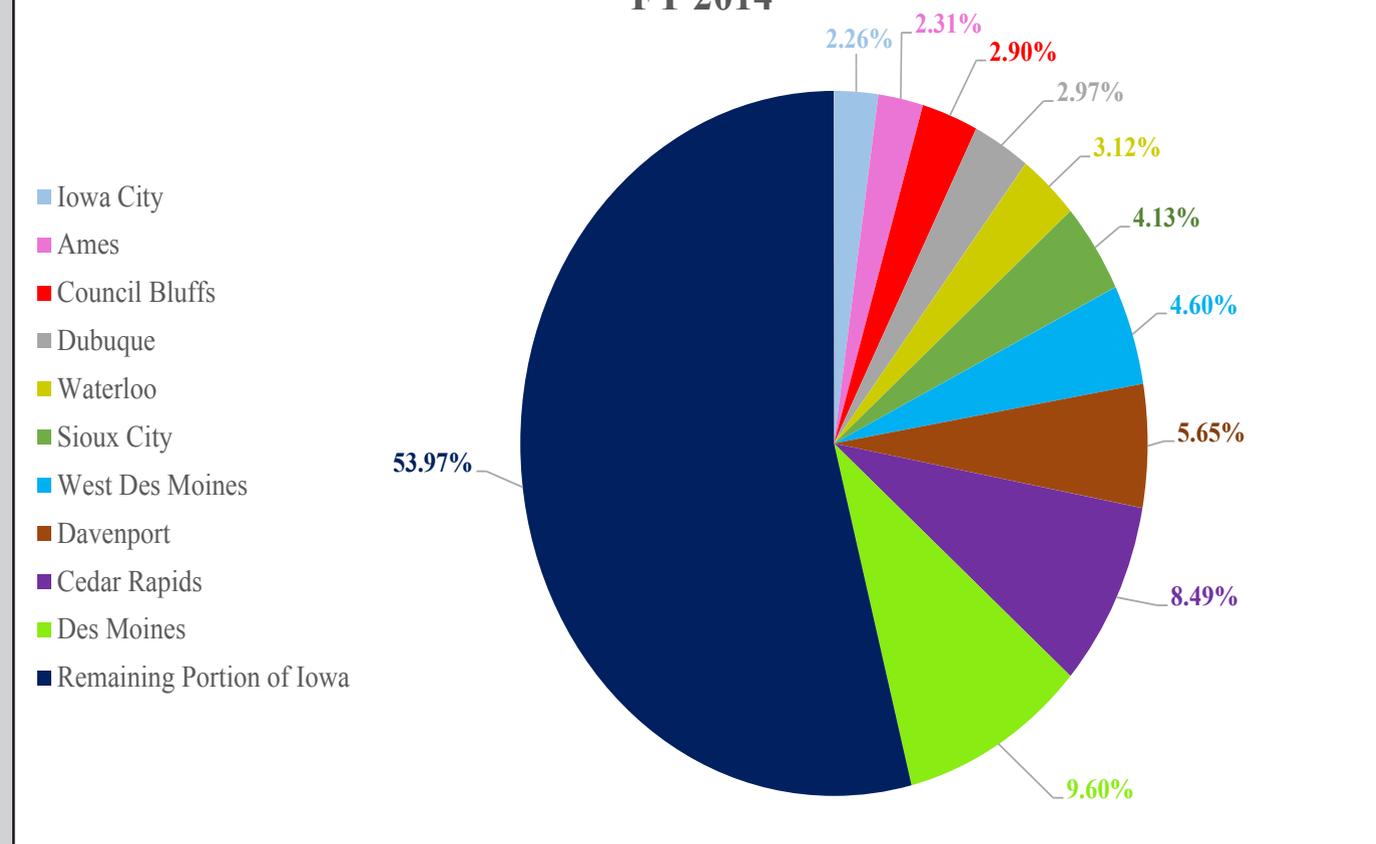


Source: Iowa Department of Revenue

# Taxable Sales

Iowa's ten largest cities made up nearly half (46.03%) of the state's taxable sales for the 2014 fiscal year. The remainder of Iowa made up 53.97% of the total taxable sales in the state. West Des Moines' taxable sales were 4.60% of Iowa's total taxable sales. Having about only 2% of the population in Iowa, West Des Moines did a remarkable job of nearly reaching 5% of total sales in the state. West Des Moines trailed only Des Moines, Cedar Rapids, and Davenport in terms of taxable sales for fiscal year 2014.

**Taxable Sales for State of Iowa and Iowa's Ten Largest Cities, FY 2014**

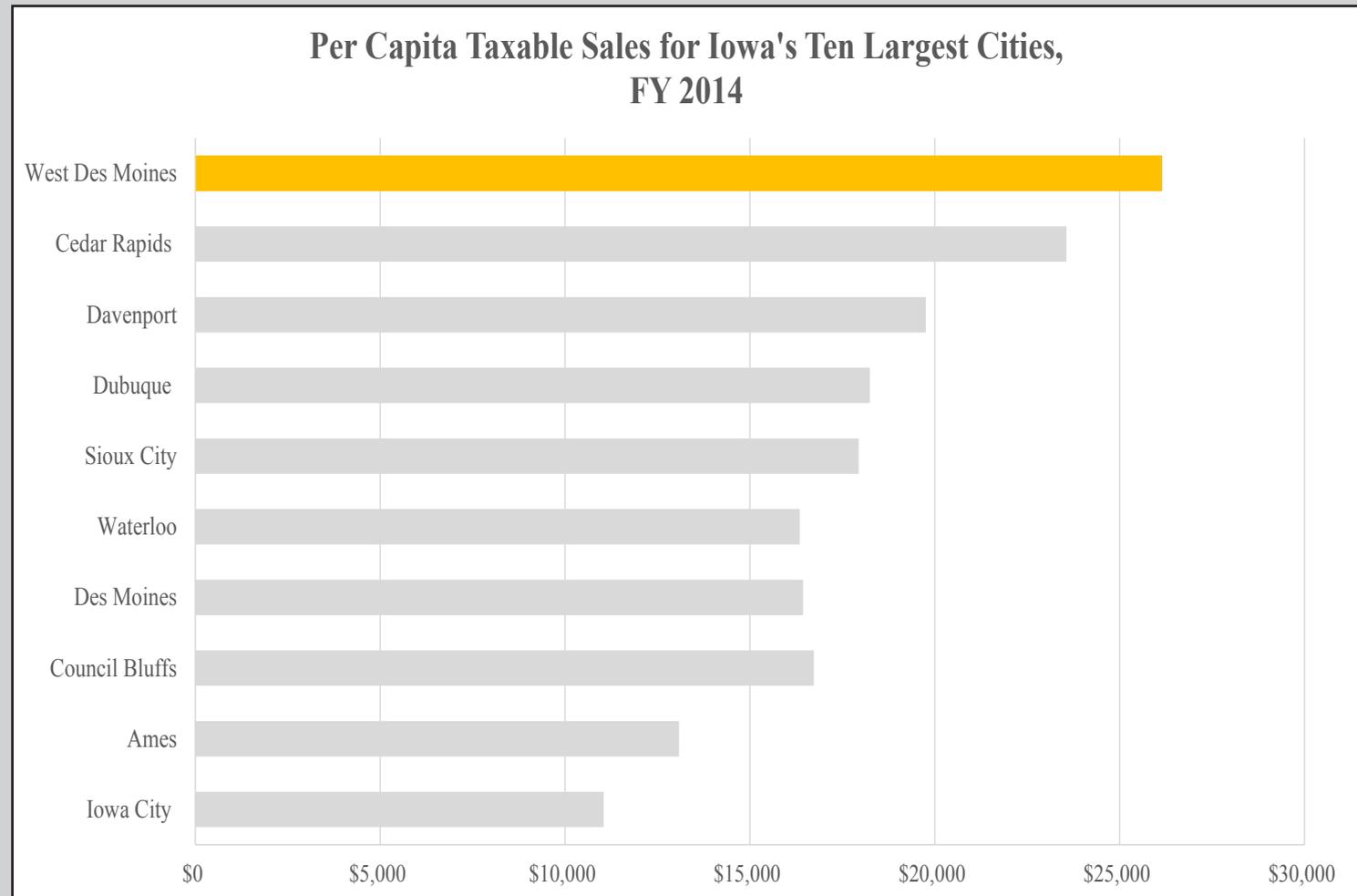


Source: Iowa Department of Revenue

# Per Capita Taxable Sales

West Des Moines' per capita taxable sales for the fiscal year 2014 was \$26,135, the highest per capita taxable sales out of all of the ten largest cities in Iowa. The next highest city was Cedar Rapids with \$23,563.

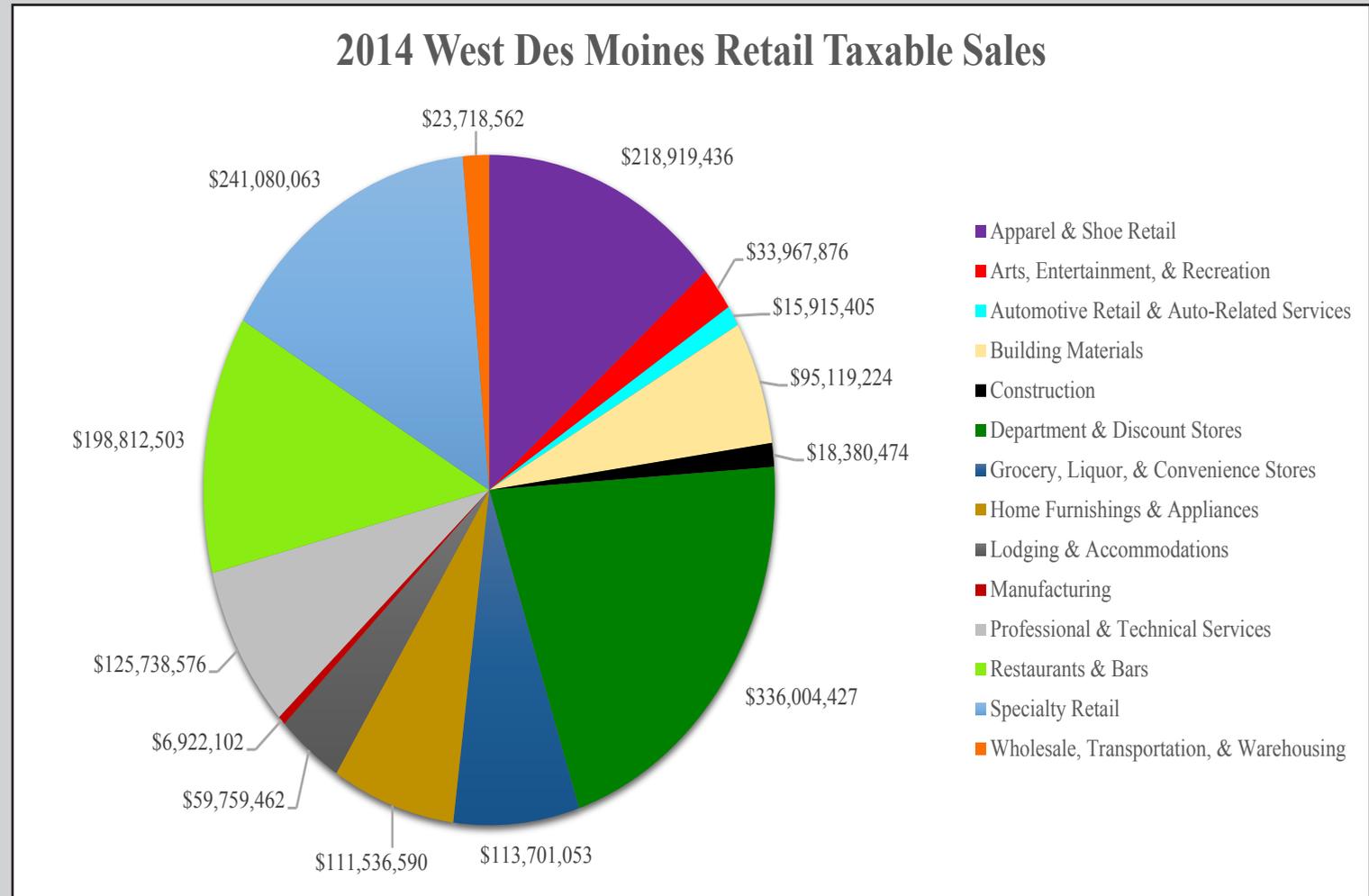
West Des Moines' high per capita taxable sales demonstrates the strong retail base within the community. Even though the City's taxable sales overall were not ranked the highest, it is very impressive that even with a smaller population of the ten cities, West Des Moines continues to produce valuable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



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

# Retail Taxable Sales

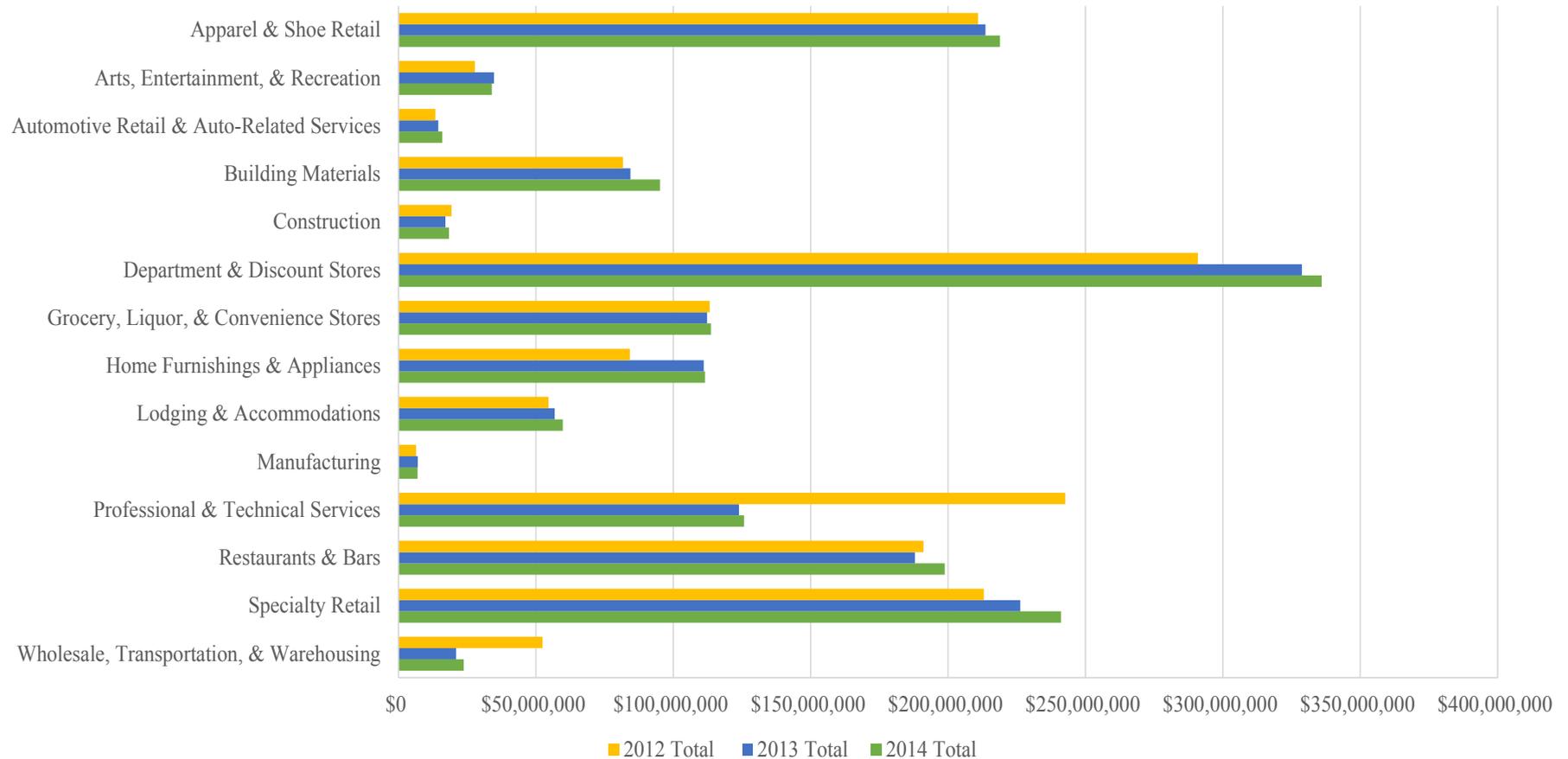
Many areas in the West Des Moines retail sector had impressive increases in their retail taxable sales from 2013. The largest increase from 2013 was in the Specialty Retail category, which saw its retail taxable sales grow to \$241,080,063. This was over \$14 million more than the 2013 retail taxable sales in the Specialty Retail category. Restaurants & Bars also had a substantial increase in retail taxable sales, with its total growing over \$10 million from 2013. The 2014 total for Restaurants & Bars was \$198,812,503.



Source: Iowa Department of Revenue

# Retail Taxable Sales

## West Des Moines Retail Taxable Sales, 2012-Present

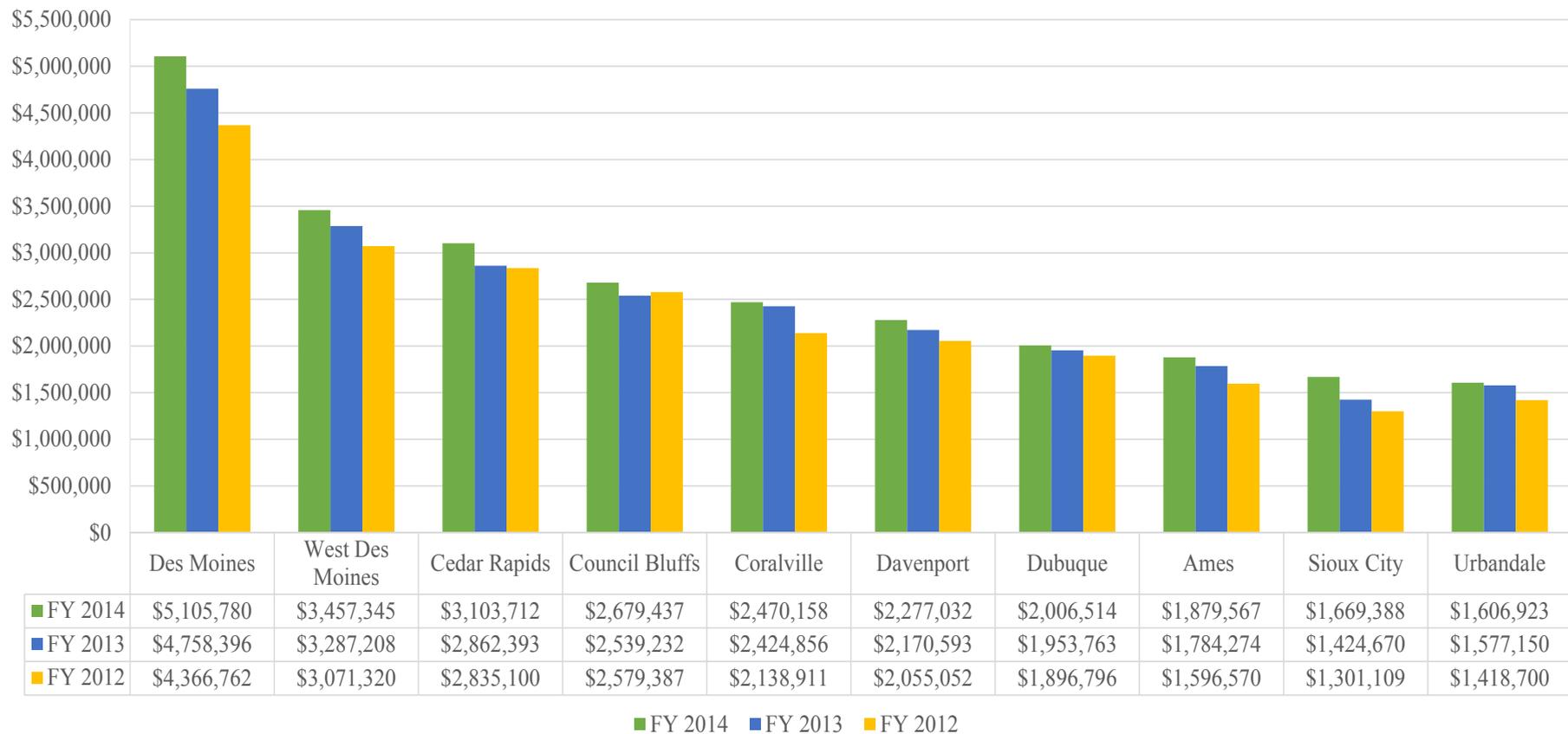


Source: Iowa Department of Revenue

# Hotel/Motel Tax Collected

For the fifth 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 \$3,457,345 in the 2014 fiscal year.

**Hotel/Motel Taxes Collected in Ten Iowa Cities with Highest Revenue  
FY 2012-2014**



Source: Iowa Department of Revenue

# Development Retrospective Summary

- The West Des Moines population increased from 63,471 to 64,514 as of July 1, 2015.
- West Des Moines is the seventh largest city in Iowa, yet comprises nearly 5% of the state's total taxable sales. West Des Moines has the highest per capita taxable sales in Iowa.
- The average home valuation between the Polk and Dallas County sections of West Des Moines was \$215,461.
- For the fifth 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 it has one of the smallest populations out of the ten cities.
- Median household income and education attainment in West Des Moines remained very high and both categories are above the levels in both the State of Iowa and the United States.
- In 2014, West Des Moines had its 2nd best construction season ever. Total construction valuation in West Des Moines reached an impressive \$445,433,825.
- Commercial construction valuation was \$343,571,352 in 2014, which is an all-time high for the City of West Des Moines.
- West Des Moines retail taxable sales had a very strong year, with impressive increases in industries such as specialty retail, restaurants and bars, and building materials.

The Fiscal Year 2014-2015 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](mailto:ced@wdm.iowa.gov)  
[www.wdm.iowa.gov](http://www.wdm.iowa.gov)

