



The City of West Des Moines Development Retrospective Fiscal Year 2015-2016



The Development Retrospective is a collection of data about the City of West Des Moines, pertaining to all aspects of the community.

All data is based on fiscal year July 1, 2015 to June 30, 2016, unless otherwise noted.

(FY: fiscal year CY: calendar year)

The Fiscal Year 2015-2016 Development Retrospective was created by:

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Letter from the City Manager

Welcome to the West Des Moines Development Retrospective, our annual publication which provides an overview of the economic activity and amazing growth in our community.

West Des Moines continues to set new records for construction valuation, in large part due to Microsoft's commitment to build a third data center in the southern part of our City. Microsoft's total investment of nearly \$3.5 billion in West Des Moines allows us to provide the infrastructure for future development that will keep our City expanding for years to come.

As the only City in Iowa with the top bond rating from Moody's Investors Service and Standard & Poor's, West Des Moines has a proven track record as a development-ready community that plans and manages growth in a fiscally responsible manner.

A recent Gallup-Healthways survey ranked West Des Moines eighth in the nation for citizens who are most satisfied with their City. We're proud that we deliver excellent services to our residents and offer an amazing array of recreational trails, parks and other quality of life amenities that make West Des Moines a great place to live and work.

We would not be in this remarkably strong position without the hard work and collaboration that takes place every day among our residents, volunteers, business leaders, elected officials, and City staff. It is a privilege to share this Development Retrospective with you.

Tom Hadden, City Manager
City of West Des Moines



Year in Review

Year in Review

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West Des Moines Recognitions

- West Des Moines was ranked **#5** among the top cities in the country in which to **retire** in a report issued by Bankrate.com.
- 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 #29 out of 100 leading locations in the United States.
- West Des Moines was recognized as one of the **most exciting places in Iowa** according to Movoto.com. Evaluated factors include nightlife, live music venues, and the age of residents.
- *Forbes* has 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. The study utilized 7 indicators including unemployment rates, job growth, the number of small businesses per capita, large businesses per capita, median salaries for the targeted group, cost of living, and statistics of local population aged 25 and older with bachelor's degrees.
- The Des Moines-West Des Moines Metropolitan area has been named in the top ranking for **best metros for Millennial Homebuyers**. The National Association of Realtors ranked the Des Moines-West Des Moines Metro **#4 in the nation**.
- West Des Moines has been named as one of the Top Ten Best Small Cities for Education in America by real estate blog, Movoto.com. The City received very positive scores indicating a great environment for education.
- Policom Corp, an economic research firm, named the Des Moines-West Des Moines Metropolitan area **#1 in a ranking of economic strength** amongst metropolitan areas. The ranking is derived using data that includes per capita income, construction, and retail.
- The Des Moines-West Des Moines Metropolitan area was named the **#1 Best Medium-Sized Metro Areas for Homeownership** by *NerdWallet Finance Blog*. Three major factors were used to determine the selection: home availability, affordability, and growth within the area.
- Movoto.com in January 2014 ranked West Des Moines the #2 best small city to retire to and the #26 most exciting small city in the nation.
- The Des Moines-West Des Moines Metropolitan area is now ranked in the top 50 top performing cities. The Milken Institute released their poll showing a marked improvement in the ranking.
- West Des Moines was recognized by Livability.com as **one of the Top 100 Places to Live**. West Des Moines ranked especially high for economics and education.

West Des Moines Projects

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

- Microsoft completed the next phase of its Willow Creek data center. Once completed, the site represents a \$1.12 billion investment.
- A 69,225 sq. ft. retail building was completed in Mills Crossing, where a new REI store opened and the Container Store is expected to open in fiscal year 2016-2017. A Caribou Coffee also opened in Mills Crossing.
- Wells Fargo completed its addition of a 238,536 sq. ft. office at its mortgage headquarters campus.
- TownePlace Suites, Hampton Inn, and Homewood Suites were completed, adding 323 new hotel rooms to the City's inventory.
- Fresh Thyme Market opened a 28,526 sq. ft. store in Clocktower Square.
- Merchant's Bonding opened a 51,000 sq. ft. headquarters building.
- 1,125 multi-family dwelling units were added to the residential development of the City.
- Hawthorne Centre, a commercial and office project of 70,000 sq. ft., opened.

Current Projects in West Des Moines during the 2016-2017 fiscal year include:

- Microsoft is constructing three more phases of its Willow Creek data center, valued at \$851 million and encompassing over 854,000 sq. ft. at SE Soteria Drive and SE Pine Avenue.
- Hyatt Place at Jordan Creek and Holiday Inn Express in the Jordan West development will be adding 222 more hotel rooms to the City's inventory.
- Des Moines Plastic Surgery and Spa is building a 24,177 sq. ft. office building, located at Coachlight Drive and South 64th Street.
- Biolife Plasma Services is constructing a 16,694 sq. ft. building on Village View Drive.
- Newport Office Building, a 75,000 sq. ft. multi-tenant office building located at Jordan Creek Parkway and Woodland Avenue, is under construction. It will be the future corporate home for INTL FCStone and ePATHUSA.
- University of Iowa Credit Union will be opening early in the fiscal year with a 8,400 sq. ft. financial building at EP True Parkway and Jordan Creek Parkway.
- Global Aviation is constructing a new 31,000 sq. ft. headquarters building at South 78th Street and Cascade Drive.
- Elements Hotel is approved for construction of a 110 room hotel on Prairie View Drive and Market Place.
- Sleep Inn is approved for construction of a 67 room hotel south of Mills Civic Parkway and west of 51st Street.
- Fiscal year 2016-2017 started with over 2,000 dwelling units being approved for construction or under construction in the City.



Above: Wells Fargo expansion



Above: Construction of Mills Crossing



Citizens of the Year

The West Des Moines Chamber of Commerce is pleased to announce Dr. Larry Swanger as 2016 Citizen of the Year and Kelsey Feller as 2016 Emerging Citizen of the Year

2016 Citizen of the Year



Dr. Larry Swanger is the owner of Valley Eye Clinic Vision Source and practices full-time. He is a member of the Iowa Optometric Association and served as president from 1986-1987. He was recognized as Iowa Optometrist of the Year in 1992. Dr. Swanger has been a member of the West Des Moines Kiwanis since 1973 and served as the Kiwanis Club president twice. Dr. Swanger was recognized as Kiwanian of the Year and continues to be an active member

providing courtesy eye exams to help Kiwanis provide eyeglasses to less fortunate children.

He was a member of the West Des Moines Development Corporation and served as president in 2007. From 2008-2015, Dr. Swanger was president of the West Des Moines Human Services Advisory Board and continues to be an avid supporter. Dr. Swanger is a member of the West Des Moines Christian Church where he has been an elder, deacon, and board member. With his background in farming, Dr. Swanger is currently the president of the Central Iowa Tractor Club.

2016 Emerging Citizen of the Year



Kelsey Feller is an Assistant Account Manager at Strategic America. Feller participates in a variety of civic organizations including Habitat for Humanity through Saint Francis Church, West Des Moines Student Scholarship Fund and the American Advertising Federation of Des Moines. Feller assists Habitat for Humanity in fundraising through the church along with coordinating the home build each year. As a board member of Student Scholarship Fund, Feller assisted in many fundraising efforts which included

raising nearly \$10,000 in the last year. In 2015, Feller was recognized as the American Advertising Federation of Des Moines Rookie of the Year and raised over \$14,000 for the organization in their annual media auction. In 2016, she received the honor of Ad Pro of the Year for her continued dedication and service to AAF of Des Moines, along with being selected as President for the 2016-2017 year. In the evenings, Feller is working towards her MBA through the University of Iowa and expects to graduate next year. Feller and her husband, Adam, enjoy staying active together through running while cheering on the Iowa Hawkeyes and Minnesota Vikings.

Business Community

Business Community

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Business Recognitions

West Des Moines is proud of its business community, which maintains a strong presence in the metro as demonstrated by the many recognitions local firms have received from local, regional, and national organizations.

Following are some highlights from the 2015-2016 fiscal year:



- **McGowen, Hurst, Clark & Smith P.C.** was recognized as one of the **2015 Best Accounting Firms to Work For** by *Accounting Today* and the only firm chosen in Iowa.



- Deloitte recognized **Outcomes Pharmaceutical Health Care** as a **Technology Fast 500** company.



- **Social Money** received a **grant from the Bill & Melinda Gates Foundation** for its CorePro system to help under-banked people in India obtain access to basic, cost-effective financial services. (Q2 acquired Social Money in December 2015.)



- **West Bank** was recognized for the fourth year in a row as a **2"Sm-All Star" Bank** and was the only bank in Iowa to receive this honor given to top performing small-cap banks.

Business Recognitions

- Great Western Bank named **Hubbell Realty Company** as the **Commercial Real Estate Professional of the Year**.



- United Way presented **ITA Group** with their Central Iowa's 2015 **Spirit of Central Iowa Award** for excellence in the categories of Give, Serve, and Volunteer.



- The Greater Des Moines Partnership and the Business Record chose **Microsoft Corporation, Merchants Bonding Company, and Wells Fargo** as **2015 Economic Impact Award winners**.



- The Greater Des Moines Partnership and the Business Record gave **Businessolver, Inc. and Aureon (Iowa Network Services)** the **2015 Celebrate a Business Award**, acknowledging their innovative and enduring business initiatives.



Executive Call Program

As a part of the City of West Des Moines' Executive Call Program, 58 local businesses were interviewed during the 2015 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.

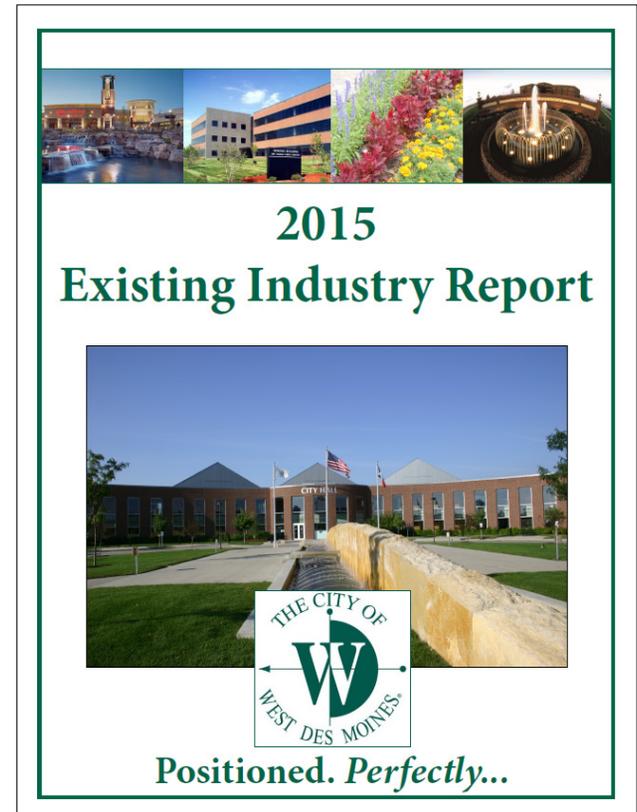
The discussions during the interviews consisted of workforce traits, job training, and potential expansion, among other topics. The information gathered from these conversations allowed the City to gain a better understanding of local firms' needs in order to better serve the business community.

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

<http://www.wdm.iowa.gov/government/community-economic-development/business-development/existing-businesses/executive-call-program>

A gracious thank you is extended to all of the businesses that participated in the 2015 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 2015 Executive Call Program. The information gathered from their interviews is a crucial part of the City's efforts to create local employment and to maintain and expand its tax base.

ACTIS Wealth Management
Advantage Financial & Tax Services, LLC
Asset Protection Agency, Inc.
Associations Marketing Group, Inc.
At Home DSM
Athene USA
AXA Advisors, LLC
Bank Iowa
Berkshire Hathaway Homeservices
BizBuz
Capital Strategies
Charitable Giving Resource Center
CliftonLarsonAllen, LLP
Compass Financial
Cornerstone Financial Group
Country Financial
Davis Life & Annuity
EC Design Group, Ltd.
Environmental Design Group, LTD
ePathUSA Inc.

eVizzit (now Integrated Telehealth Partners)
Financial Strategy Consulting Co.
Francis & Associates
GuideOne Insurance
Innovative Injection Technologies, Inc.
Kabel Business Services
Kreamer Law Firm, P.C.
Little Dog Tech
Local Shop Hop
Merchants Bonding
Municipal Fire & Police Retirement System of Iowa (MFPRSI)
New Horizon Financial, LLC
Newman Research Consulting, LLC
PrincetonOne
Principal Financial Group Midwest Region Business Center
Raine Recruiting, LLC
RE/MAX Innovations
Risk Placement Services, Inc.
Sammons Financial Group

Sciengistics, Inc.
Scott Insurance Services
Simpson College
SKC Financial Group, Inc.
Smart Management
Strategic Relocation Solutions
Symetra Life Insurance Company
Syverson Strege and Company
The Vroman Group, LLP
TPG Companies, Inc.
Universal Pediatrics, Inc.
UTC Aerospace Systems
Veenstra & Kimm, Inc.
Wealth Enhancement Group
Wells Fargo Home Mortgage
West Asset Management
Wexford & James
Windsor Windows & Doors
WoodRiver Energy, LLC

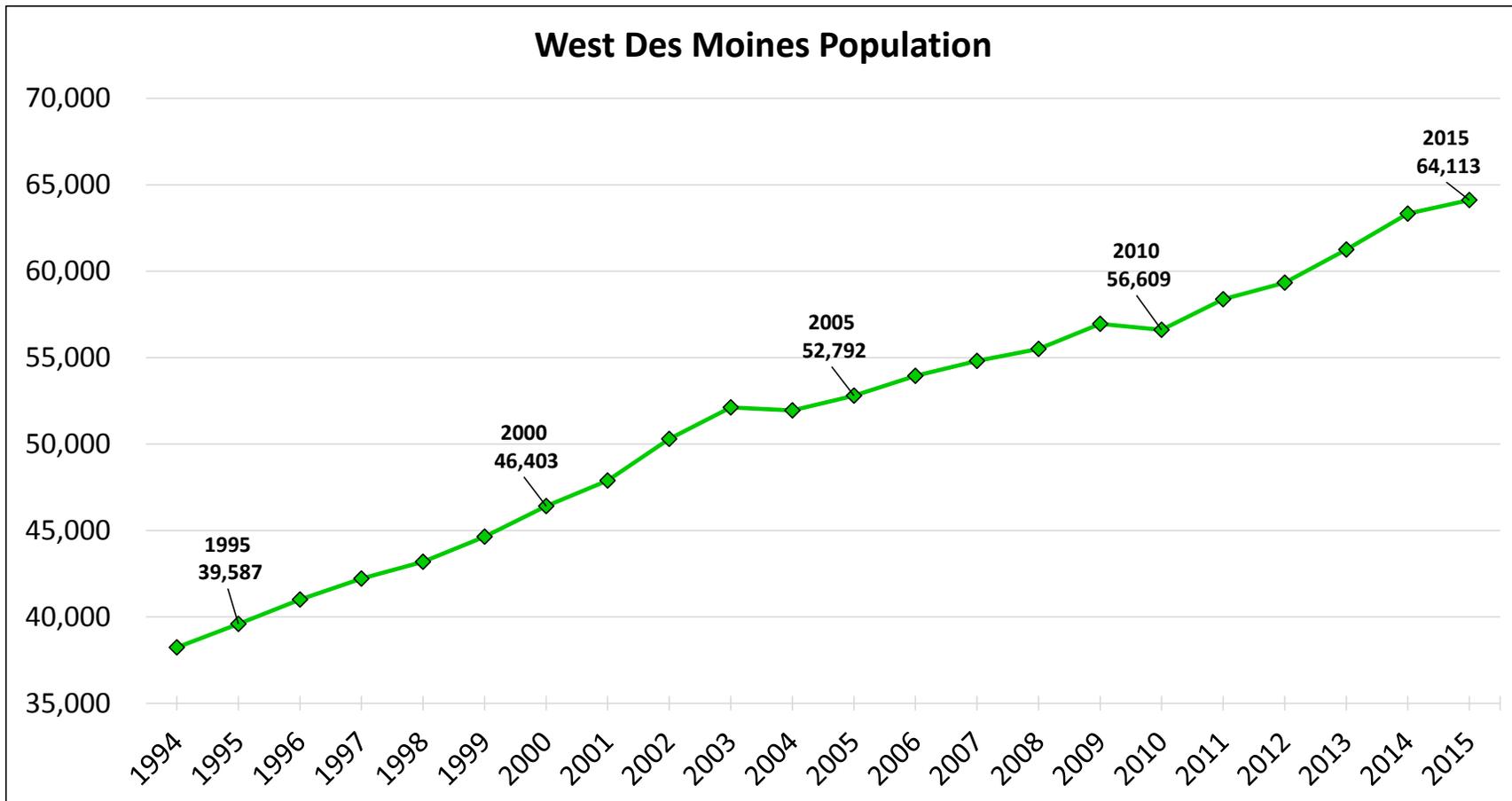
Demographics

Demographics

<i>Population</i>	12
<i>Workforce</i>	15
<i>Income</i>	19
<i>Education</i>	20
<i>Housing</i>	21

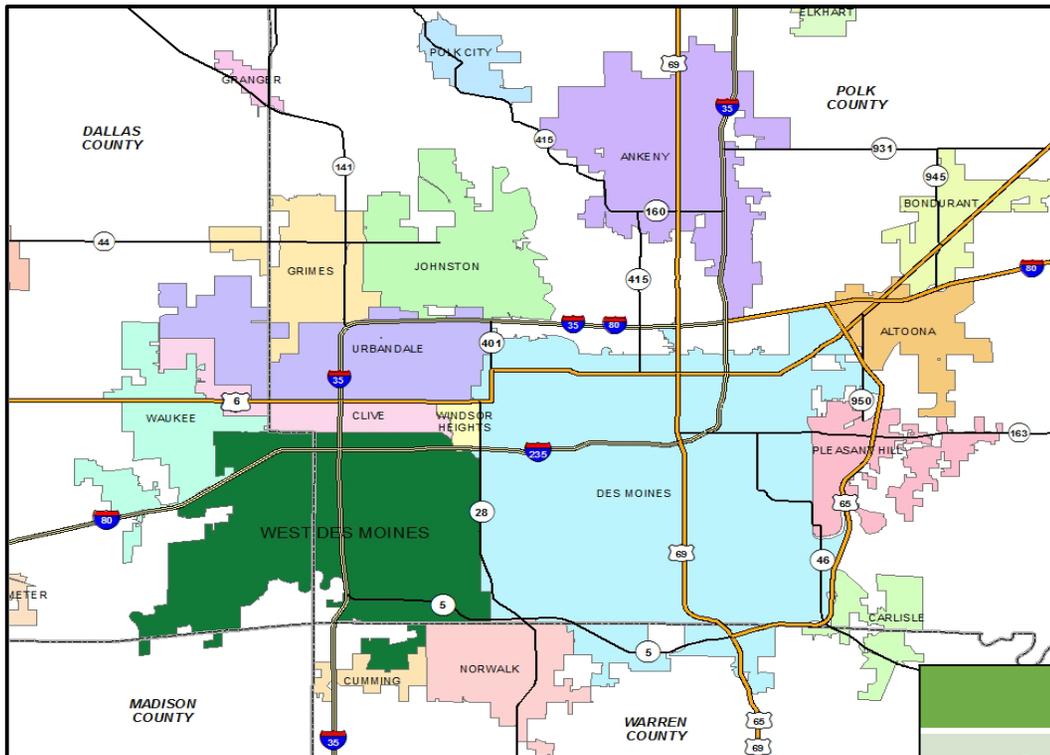
Population

The City of West Des Moines population was 64,113, as of July 1, 2015. As evidenced in the graph, the City's population has steadily increased over time, a trend that is projected to continue in the future.



1. U.S. Census Bureau, Population Division. "(SU-99-7) Population Estimates for Places (Sorted Alphabetically within State): Annual Time Series July 1, 1990 to July 1, 1999 (includes April 1, 1990 Estimates Base)", 2000 ; "Table 4. Annual Estimates of the Resident Population for Incorporated Places in Iowa: April 1, 2000 to July 1, 2009 (SUB-EST2009-04-19)", 2010. Web. 6 July. 2016.
2. U.S. Census Bureau, American FactFinder. "Annual Estimates of the Resident Population for Incorporated Places of 50,000 or More, Ranked by July 1, 2014 Population: April 1, 2010 to July 1, 2014 - United States--Places of 50,000+ Population," 2014. Web. 6 July 2016.

Daytime Population



West Des Moines Daytime Population

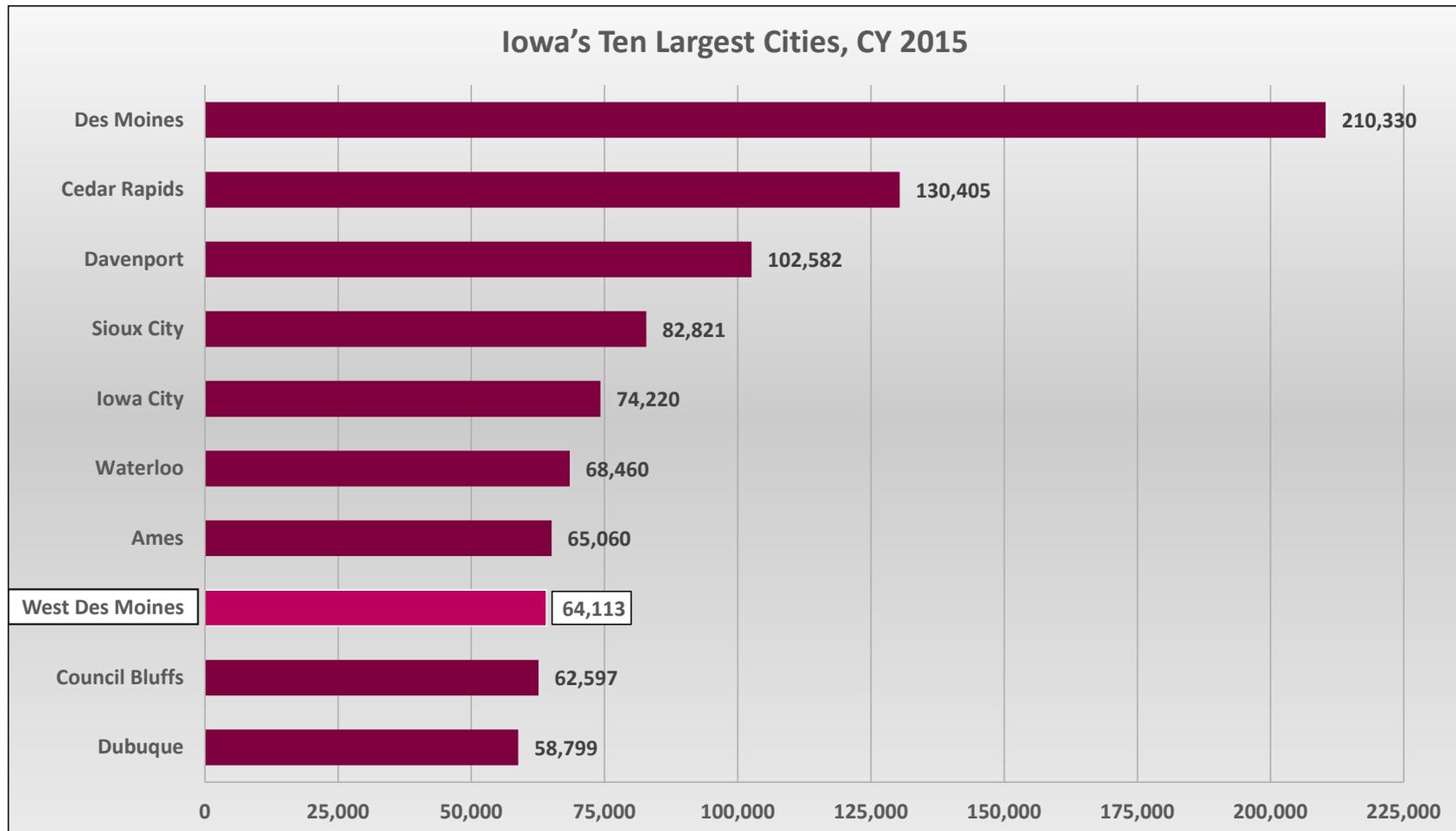
Residents Staying in West Des Moines	36,480
Non-resident Employees	50,136
Visitors & Non-Resident Shoppers	47,379
Non-Resident Students	800
Total Daytime Population	134,795

Sources:

1. United States. Census Bureau. "West Des Moines city, Iowa" QuickFacts: US Census Bureau, 2015. Web. 8 June. 2016. <<http://www.census.gov/quickfacts/table/PST045215/1983910,00>>
2. Jordan Creek Town Center

Iowa's Top 10 Cities by Population

West Des Moines ranks as the 8th largest city in Iowa, based on 2015 Census estimates. In 2014, West Des Moines ranked as the 7th most populated city, ahead of Ames. (Note: CY stands for Calendar Year)



Source: United States. Census Bureau, Population Division. "Annual Estimates of the Resident Population: April 1, 2010 to July 1, 2015." May 2016. Web. 7 July. 2016.

Major Employers



2015 Major Employers in West Des Moines	
Wells Fargo	10,830
West Des Moines School District	1214
Athene USA Corporation	1161
Hy-Vee Inc.	986
FBL Financial Group, Inc.	977
Sammons Financial Group	515
The Iowa Clinic	495
MetLife	490
GuideOne Insurance	445
Businessolvers	440
Mediacom	428
American Equity Investment Life Holding Company	425
General Dynamics Information Technologies	417
Methodist West Hospital	412
ITA Group	372



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

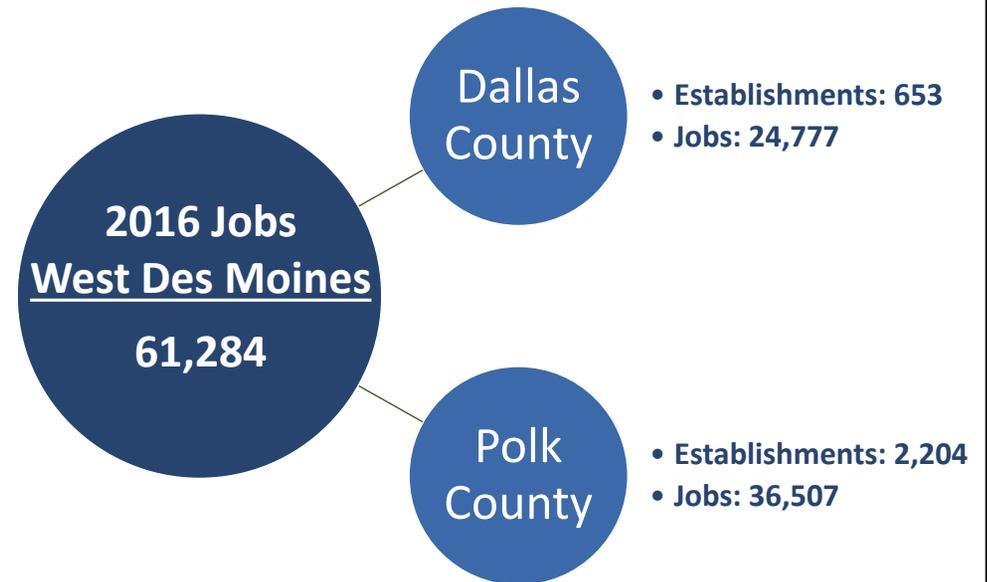
Number of Jobs

Number of Establishments & Jobs in West Des Moines

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
2015	2,828	61,689
2016*	2,857*	61,284*

The number of establishments in West Des Moines indicates the number of businesses located in the area. The number of jobs are those reported by the businesses within West Des Moines.

Overall, the number of establishments and jobs have displayed an upward trend, steadily increasing over the years. While the establishments peaked in 2014, it is important to note that in *2015 and 2016 more jobs were added*, resulting in higher job totals than the previous years. In fact, the rate of new jobs being created increased from 2014 to 2016.



*1st quarter of 2016

Source: Iowa Workforce Development

West Des Moines, Clive, and Waukee Workforce by Industry

Iowa Workforce Development conducts a bi-annual laborshed analysis for the West Des Moines, Clive, and Waukee area. A laborshed is the region from which an employment center draws its commuting workers. The most current laborshed was released in 2014 and is based on information provided by the U.S. Census Bureau, Bureau of Labor Statistics, and Iowa Workforce Development. The 2016 laborshed study will be released in November of 2016.

Finance, insurance, and real estate employees have consistently constituted a significant part of the West Des Moines and metro workforces.

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%

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

Sources:

1. United States. Census Bureau. "West Des Moines city, Iowa" QuickFacts: US Census Bureau, 2015. Web. 8 June. 2016. <<http://www.census.gov/quickfacts/table/PST045215/1983910,00>>
2. Iowa Workforce Development, Labor Market Information Division. "Laborshed Analysis, A Study of Workforce Characteristics: West Des Moines, Clive, and Waukee." 2014.

West Des Moines, in particular, boasts of a highly educated population. As of 2015, 52.4% of the West Des Moines population had a Bachelor's Degree or higher, compared to the national average of 29.3%.

Education of West Des Moines, Clive, & Waukee Workforce

Industry	Some Level Beyond High School	Associate Degree	Undergraduate Degree or Higher
Agriculture	72.7	18.2	27.3
Construction	76.2	19.0	19.1
Manufacturing	54.2	16.7	33.3
Transportation, Communication, & Utilities	71.1	13.2	34.2
Wholesale & Retail Trade	71.8	9.9	30.9
Finance, Insurance & Real Estate	94.8	10.4	61.0
Healthcare & Social Services	80.4	10.7	51.8
Personal Services	88.2	17.6	35.2
Professional Services	88.2	2.9	52.9
Public Administration & Government	80.0	8.9	53.3
Education	95.8	5.6	84.5



Source: Iowa Workforce Development, Labor Market Information Division. "Laborshed Analysis, A Study of Workforce Characteristics: West Des Moines, Clive, and Waukee." 2014.

Median Household Income

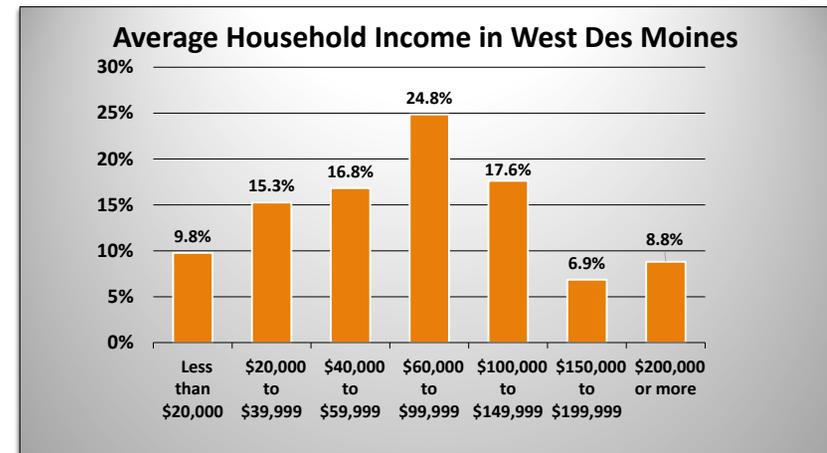
Median Household Income		
United States	Iowa	West Des Moines
\$53,657	\$53,712	\$71,332

West Des Moines' median household income of \$71,332 is \$20,000 higher than both the state and national averages, a significant difference. Furthermore, a greater percentage of West Des Moines households fall into higher income brackets than the state and national averages.

The highest percentage of households in West Des Moines earn between \$60,000 to \$99,999, followed closely by those earning between \$100,000 to \$149,999.

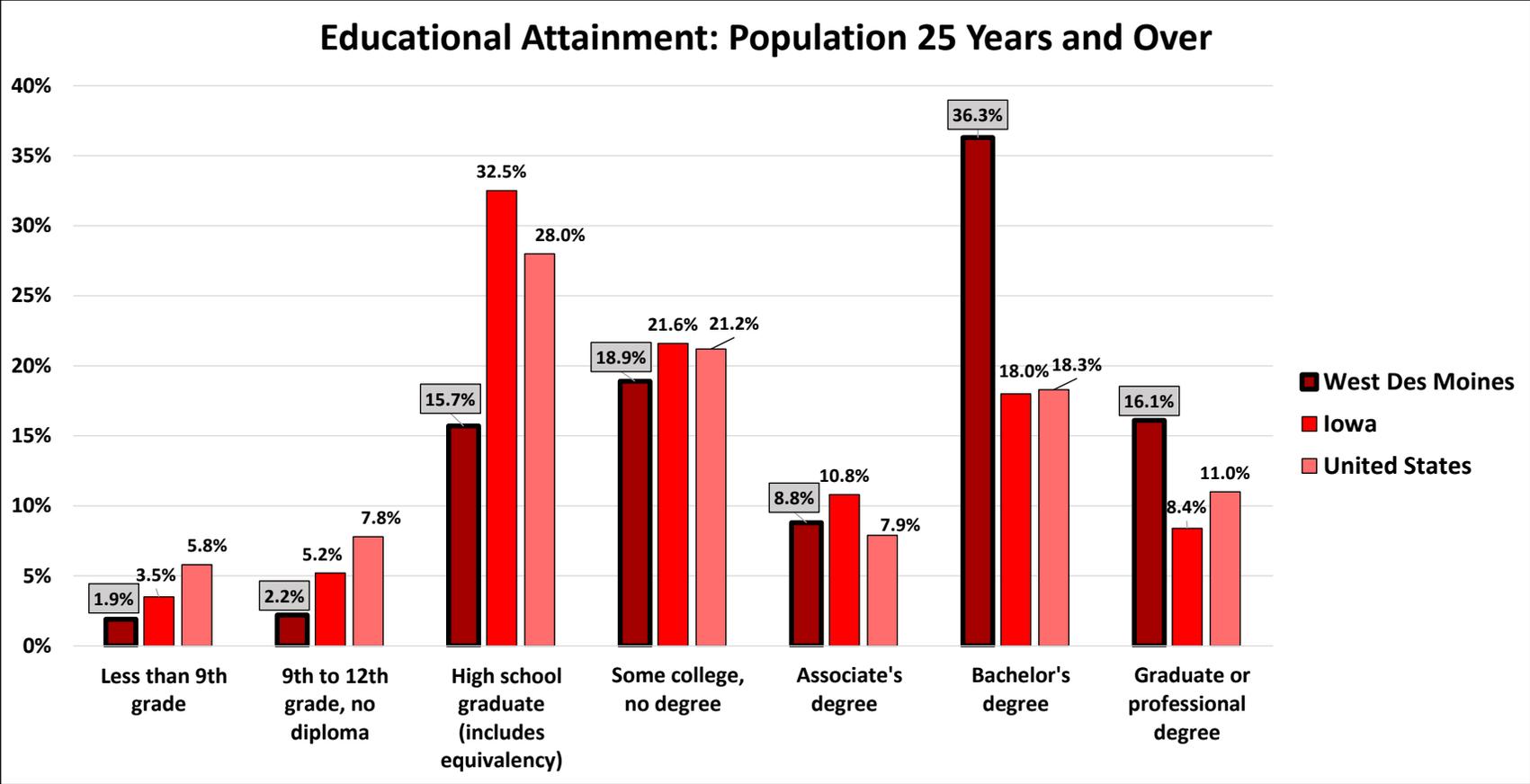
(Note: Incomes are calculated in 2014 inflation-adjusted dollars.)

Comparison of Households by Income Bracket			
	United States	Iowa	West Des Moines
Less than \$20,000	17.7%	16.5%	9.8%
\$20,000 to \$39,999	20.1%	20.4%	15.3%
\$40,000 to \$59,999	16.6%	18.3%	16.8%
\$60,000 to \$99,999	22.0%	24.7%	24.9%
\$100,000 to \$149,999	13.1%	12.7%	17.6%
\$150,000 to \$199,999	5.2%	4.1%	6.9%
\$200,000 or more	5.3%	3.3%	8.8%



Source:
 U.S. Census Bureau. "K201901: Household Income in the Past 12 Months (In 2014 Inflation-Adjusted Dollars)." 2014 American Community Survey 1-Year Supplemental Estimates with a Population Threshold of 20,000 or More, July 21, 2015. Web. 25 July. 2016.
 U.S. Census Bureau. "K201902: Median Household Income in the Past 12 Months (In 2014 Inflation-Adjusted Dollars)." 2014 American Community Survey 1-Year Supplemental Estimates with a Population Threshold of 20,000 or More, July 21, 2015. Web. 25 July. 2016.

Educational Attainment



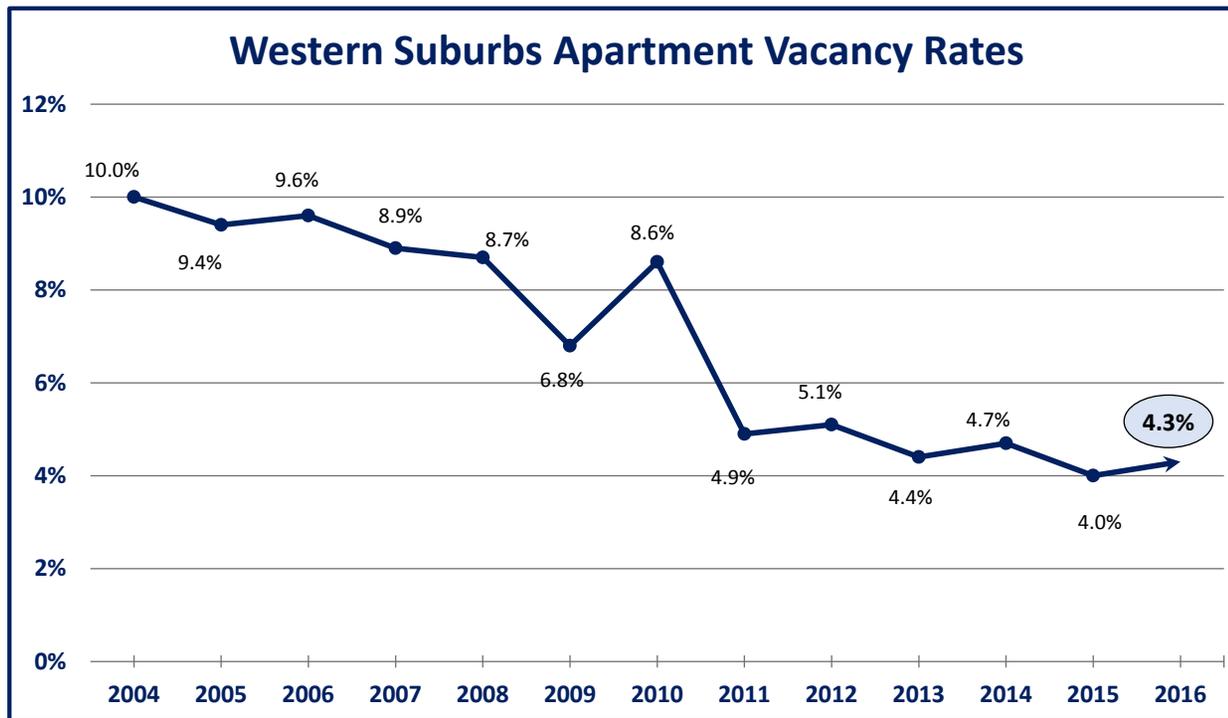
West Des Moines boasts a highly educated population. **52.4%** of West Des Moines residents have a Bachelor's Degree or higher. This is double the Iowa average of **26.4%** and well above the national average of **29.3%**.

Source: U.S. Census Bureau. "S1501: Educational Attainment." 2010-2014 American Community Survey 5-Year Estimates, 2014. Web. 11 July. 2016.

Apartment Vacancy Rates



The low vacancy rate for apartments indicates a high demand for housing in the Western Suburbs. As shown in the graph, this high demand has held fairly steady since 2011. Of the 12,615 units available in the Western Suburbs, efficiency apartments are in the greatest demand, with a vacancy rate of only 2.1%, followed closely by 1-bedroom apartments whose vacancy rate is 2.8%. 3-bedroom apartments have a vacancy rate of 4.2%, while 2-bedrooms have the highest vacancy rate of 5.1%. Except for 2-bedroom apartments, all unit types experienced a decrease in their vacancy rates from 2015.



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

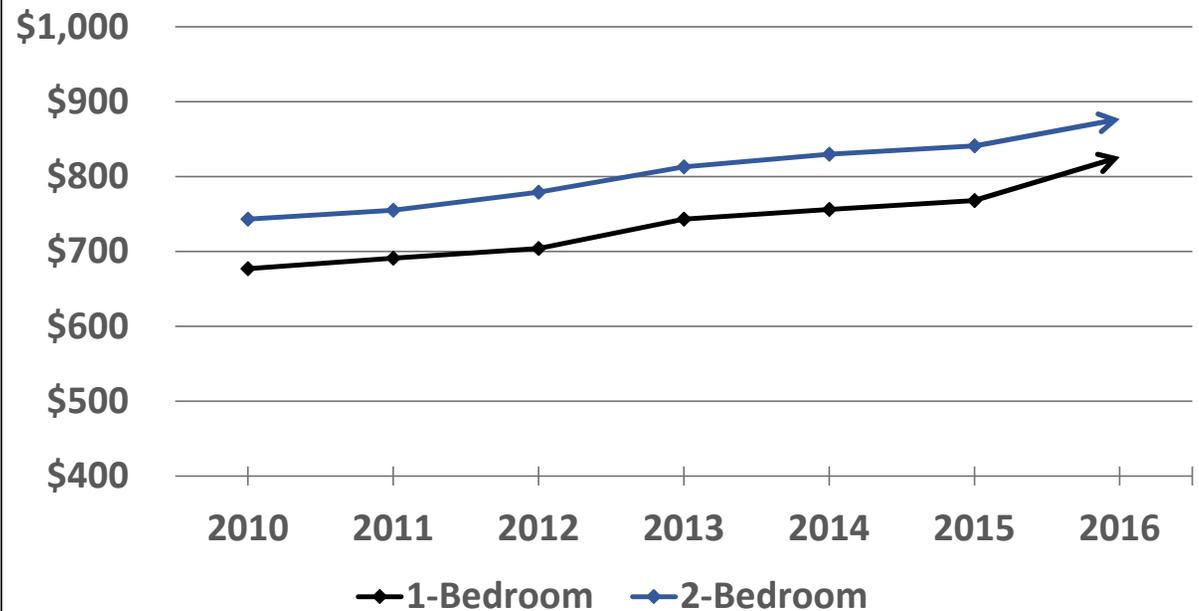
Source: CBRE|Hubbell Commercial, Des Moines Metro Real Estate Apartment Survey 2016

Rental Housing Costs

Average Rental Rate, by Unit Type

Unit Type	Monthly Rent
Efficiency	\$754
1-Bedroom	\$826
2-Bedroom	\$877
3-Bedroom	\$1,119

Western Suburbs Historical Average Rent



As expected with low vacancy rates, the rental rate in the Western Suburbs has been gradually increasing over time. In 2015-2016, the pace at which the rental rate changed increased. From 2014-2015, the average rent increased by 1.3% for a two-bedroom unit and 1.6% for a one-bedroom unit. However, from 2015-2016, rental rates changed dramatically. For a two-bedroom unit, rent increased by 4.3%, and for a one-bedroom unit, it increased by 7.6%. This is further indication of high demand for housing in the Western Suburbs area.

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

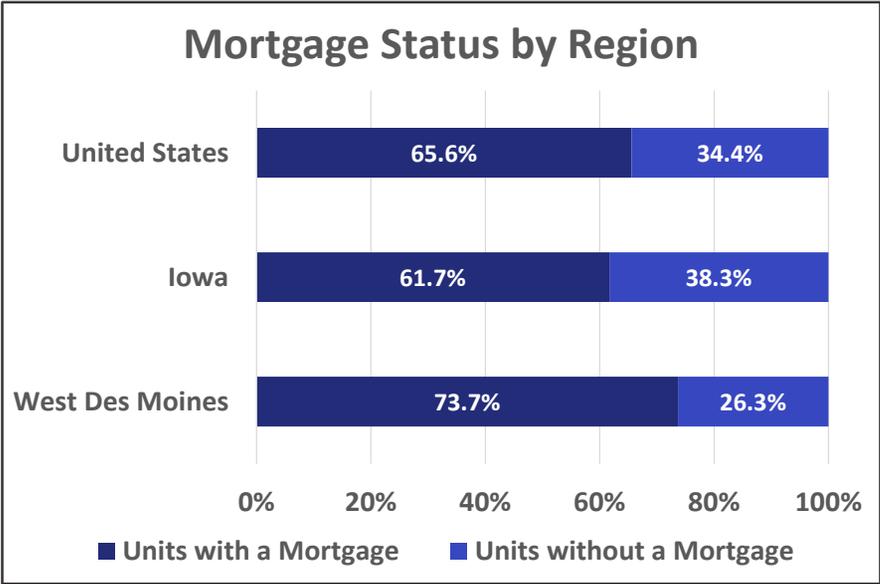
Source: CBRE|Hubbell Commercial, Des Moines Metro Real Estate Apartment Survey 2016

Housing Occupancy

Housing Occupancy by Region

	West Des Moines	Iowa	United States
Owner-Occupied	60.3%	71.8%	64.4%
Renter-Occupied	39.7%	28.2%	35.6%

The majority of housing in West Des Moines is owner-occupied. The proportion of owner to renter housing has remained steady from the 2014-2015 fiscal year.



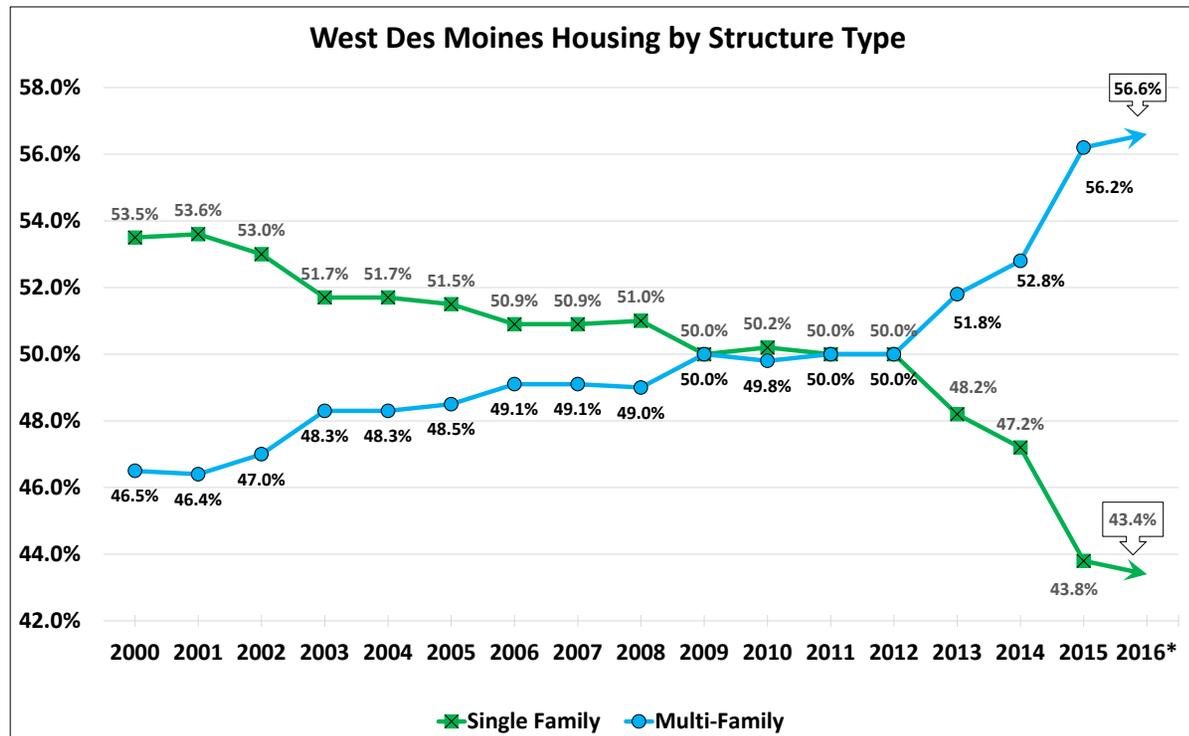
Source: U.S. Census Bureau. "DP04: Selected Housing Characteristics." 2010-2014 American Community Survey 5-Year Estimates, 2014. Web. 13 July. 2016.

Housing Units

As of June 1, 2016, West Des Moines had 12,264 single family dwelling units and 15,754 multi-family units. Multi-family units consist of townhouses, condominiums, and apartments. Multi-family units surpassed single family units in 2012 and have been steadily increasing since. Although the share of single family homes began to decrease more rapidly in 2012, this trend has been evident in the market as early as 2000. As the population segment comprised of young people continues to grow, so will the demand for multi-housing units.

West Des Moines Housing Units

	Single Family	Multi-Family
2013	13,583	14,601
2014	13,758	15,383
2015	12,264	15,754
2016	12,420	16,187



Source: City of West Des Moines. "Factbook." Community and Economic Development Department, June 1, 2016.

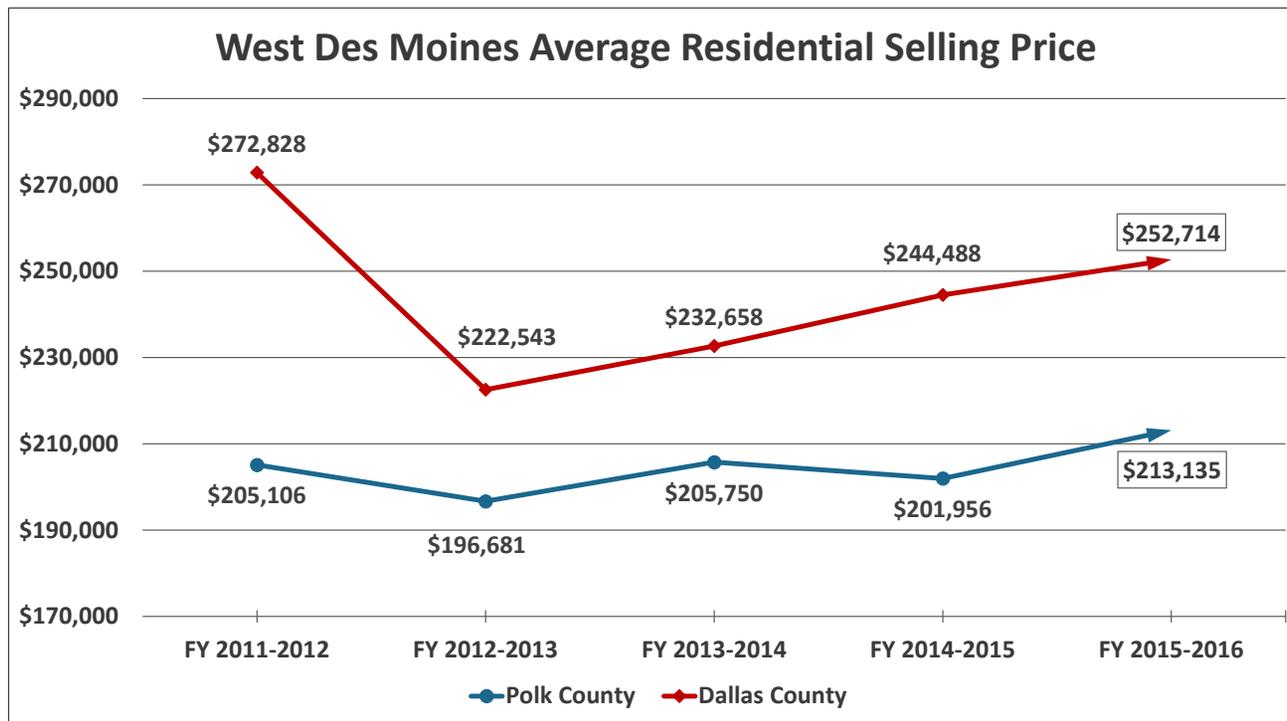
Housing Sales

West Des Moines Housing Sales by County, FY 2015-2016

	Polk County	Dallas County
Average Price	\$213,135	\$252,714
Median Price	\$185,000	\$222,500

Since Fiscal Year 2012-2013, the average selling price of a West Des Moines house in Polk and Dallas Counties has been slowly increasing. While the prices are similar, the homes in the Dallas County portion of West Des Moines consistently sell for higher prices than those in Polk County.

In Fiscal Year 2015-2016, 906 units were sold in Polk County, an increase of 77 units from the previous fiscal year. However in Dallas County, 614 units were sold in fiscal year 2015-2016, a decrease of 51 from the previous year.



Source:
Dallas County Assessor
Polk County Assessor

Construction

Construction

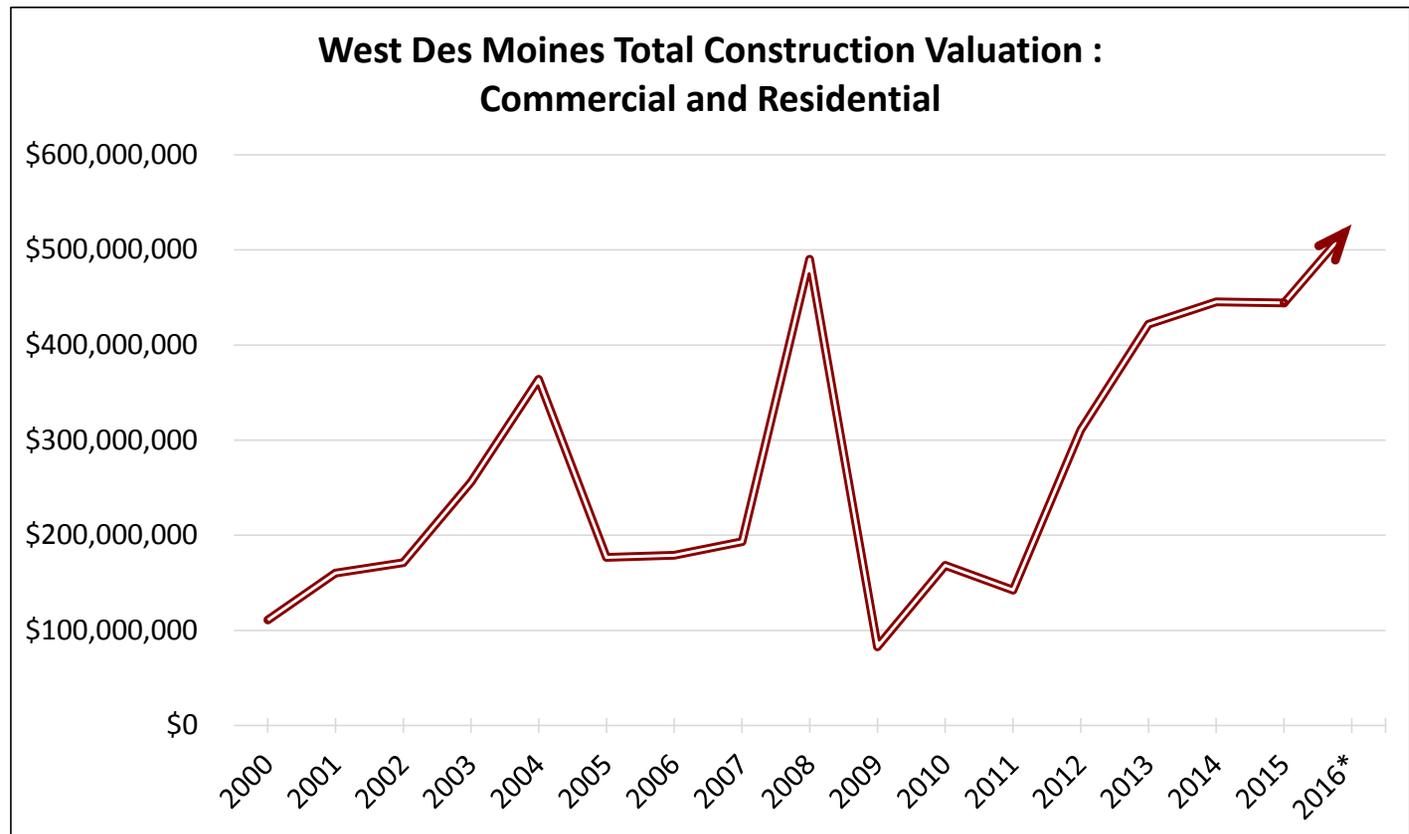
Residential 29

Commercial 33

Construction Valuation

Year	Valuation
2016*	\$526,682,627
2015	\$444,323,688
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	\$490,098,655
2007	\$193,234,279
2006	\$179,052,330
2005	\$176,762,250
2004	\$363,813,418
2003	\$255,989,203
2002	\$171,167,853
2001	\$160,202,428
2000	\$110,819,476

For the last five years, West Des Moines residential and commercial construction have been steadily increasing, showing a trend of growth in the City. By June 1, the 2016 construction valuation had already surpassed that of Calendar Year of 2015. 2016 promises to be another year of expansion and economic growth for the City of West Des Moines. *By June 1, 2016, West Des Moines had already exceeded the best year on record for total construction valuation.*



* As of June 1, 2016

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

Construction Valuation

Breakdown of West Des Moines Construction Valuation

	2014	2015	2016*
Residential**	\$76,766,371	\$125,446,021	\$46,630,235
Commercial	\$343,571,352	\$295,267,554	\$345,011,148
Tax Exempt	\$14,727,817	\$16,442,981	\$3,991,000
Miscellaneous***	\$7,838,169	\$4,589,333	\$2,991,713

As of June 1, 2106, commercial construction in West Des Moines has already increased from 2015. This can be attributed to several large projects, such as the Microsoft data center. Calendar year 2015 saw more residential and tax exempt construction than 2014. However, 2015 had less commercial and miscellaneous construction than 2014. Overall, the construction valuation in West Des Moines remains strong and the City expects continued robust activity in 2016-2017.



*As of June 1, 2016

** Includes Single & Multi-family dwellings

*** Includes fences, swimming pools, additions, etc.

Source: City of West Des Moines, Development Services Department

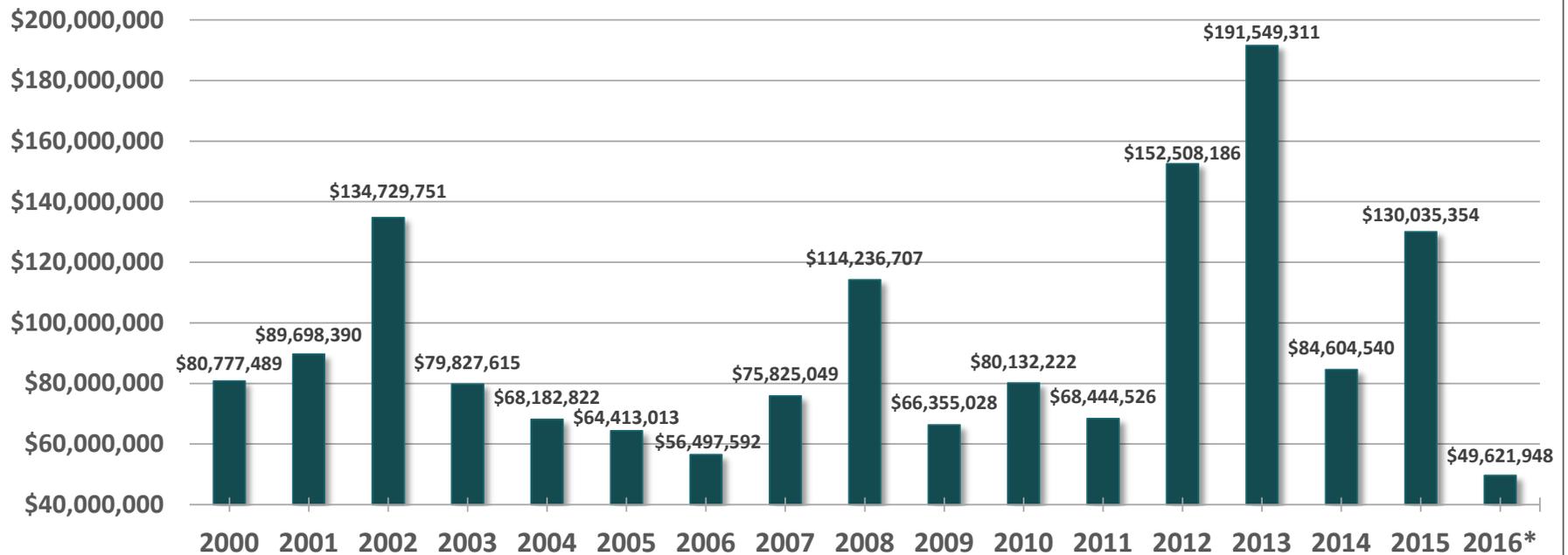
Residential Construction Valuation

In comparison with 2014, Calendar Year 2015 experienced a surge of residential construction, with a total valuation of \$130,035,354. As of June 1, CY 2016 seems to be on a steady course to surpass the total residential construction valuation of 2014 and reach a similar level to 2015. Currently in 2016, construction of single-family dwellings is out-pacing that of multi-family units.

Residential Construction Valuation by Unit Type

Year	Single-Family	Multi-Family	Miscellaneous	Total
2014	\$40,146,769	\$36,619,602	\$7,838,169	\$84,604,540
2015	\$52,306,121	\$73,139,900	\$4,589,333	\$130,035,354
2016*	\$27,410,770	\$19,219,465	\$2,991,713	\$49,621,948
Total	\$1,376,898,957	\$1,195,899,587	\$164,241,944	\$2,737,040,488

Total Residential Construction Valuation



Source: City of West Des Moines, Development Services Department

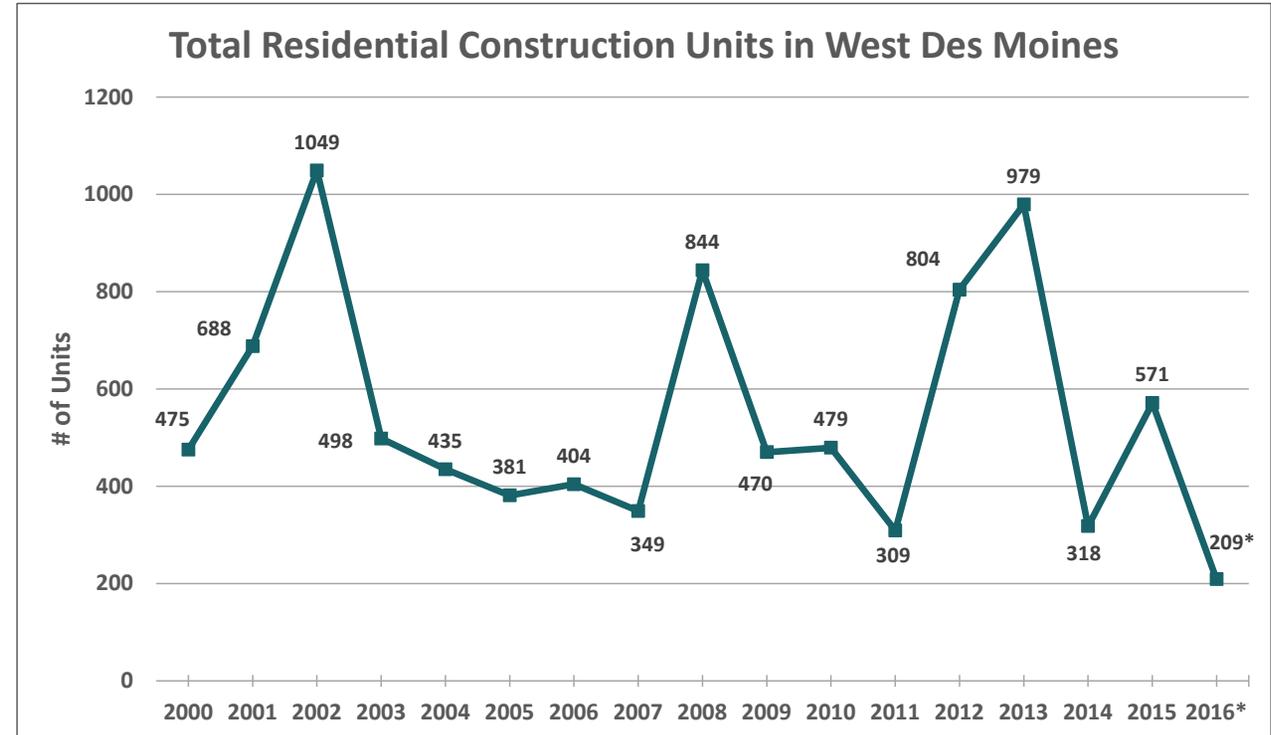
*As of June 1, 2016

Residential Construction Units

West Des Moines Residential Construction Units by County

Year	Dallas County	Polk County	Warren 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	7
2014	281	26	11
2015	542	16	13
2016*	192	8	9
Total	7,318	1,880	40

In 2015, the construction of residential units in Dallas County increased dramatically over 2014 to a total of 542 units. Only 16 residential units were constructed in Polk County and Warren County built 9. While the housing market is prone to boom and bust cycles, as shown in the graph below, West Des Moines has displayed a general upward trend in recent years, especially in Dallas County. The rapid increase of residential units constructed in Dallas County is accounted for by the availability of land and growth in the area. In Polk County, very little vacant residential property remains, resulting in the stagnation of residential construction.

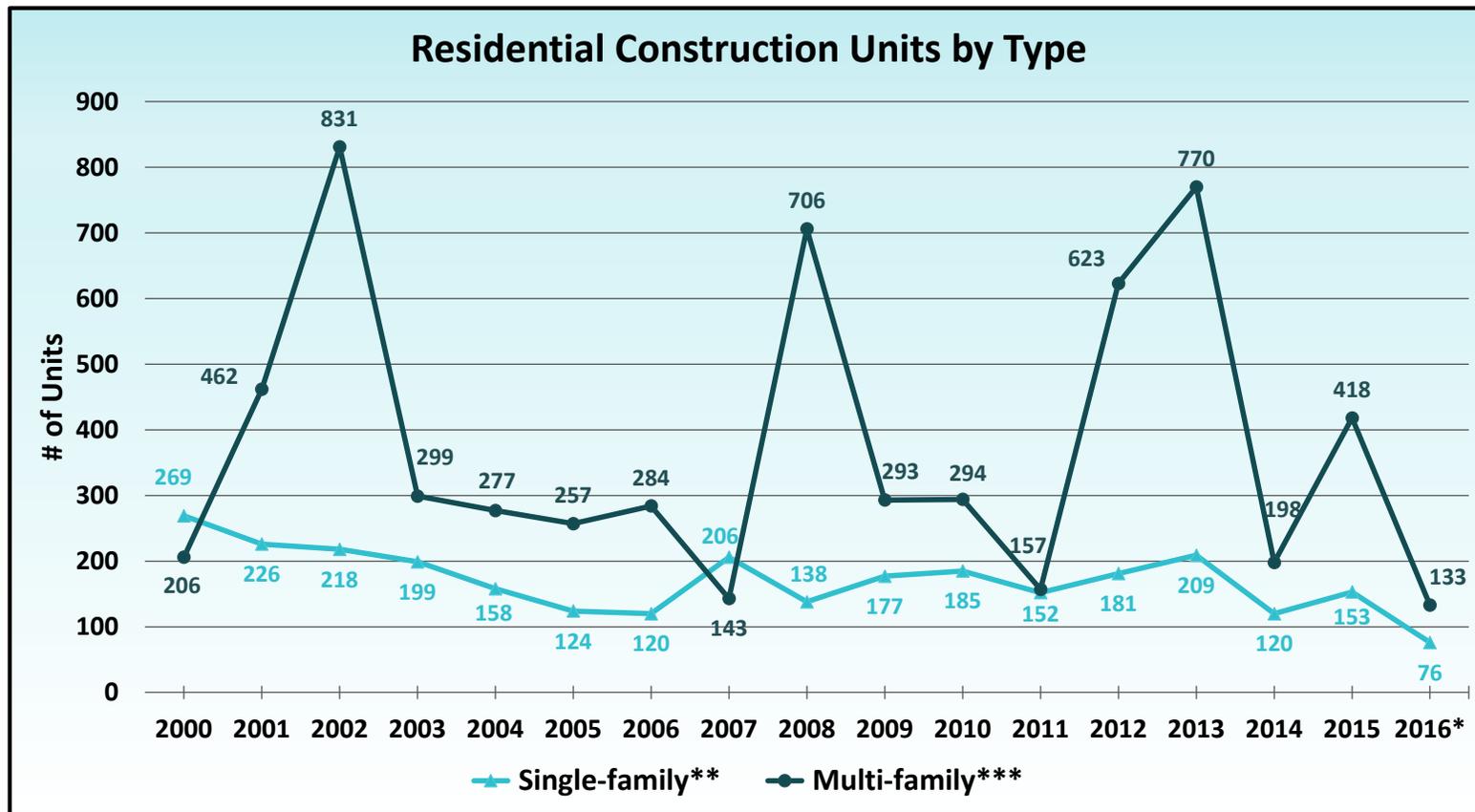


Source: City of West Des Moines, Development Services Department

*As of June 1, 2016

Residential Construction Units

The number of single-family housing units has remained fairly steady over time, with a yearly average of 182 units. Multi-family housing seems to be more prone to a cyclical trend, with some years booming and others decreasing. On average, West Des Moines has 397 multi-family units per year. 2016 appears that it will reach the yearly average of single-family units but will probably be below average on the number of multi-family units.



*As of June 1, 2016

**Single-family detached units

***Includes townhouses, condominiums, and apartments

Source: City of West Des Moines, Development Services Department

Residential Building Permits

2015 West Des Moines Building Permit Valuation by County

Single Family

Dallas County
• \$40,169,635

Polk County
• \$8,485,157

Multi-Family

Dallas County
• \$40,169,635

Polk County
• \$0

2015 was another year of high residential building permit valuations for West Des Moines in Dallas County. In 2015, Dallas County residential building permits were valued at \$113,309,535. Besides the extraordinary years of 2012 and 2013, 2015 had the highest residential building permits in Dallas County the City had ever experienced. As of June 1, the current year of 2016 seems to be on pace to surpass the 2014 valuations.

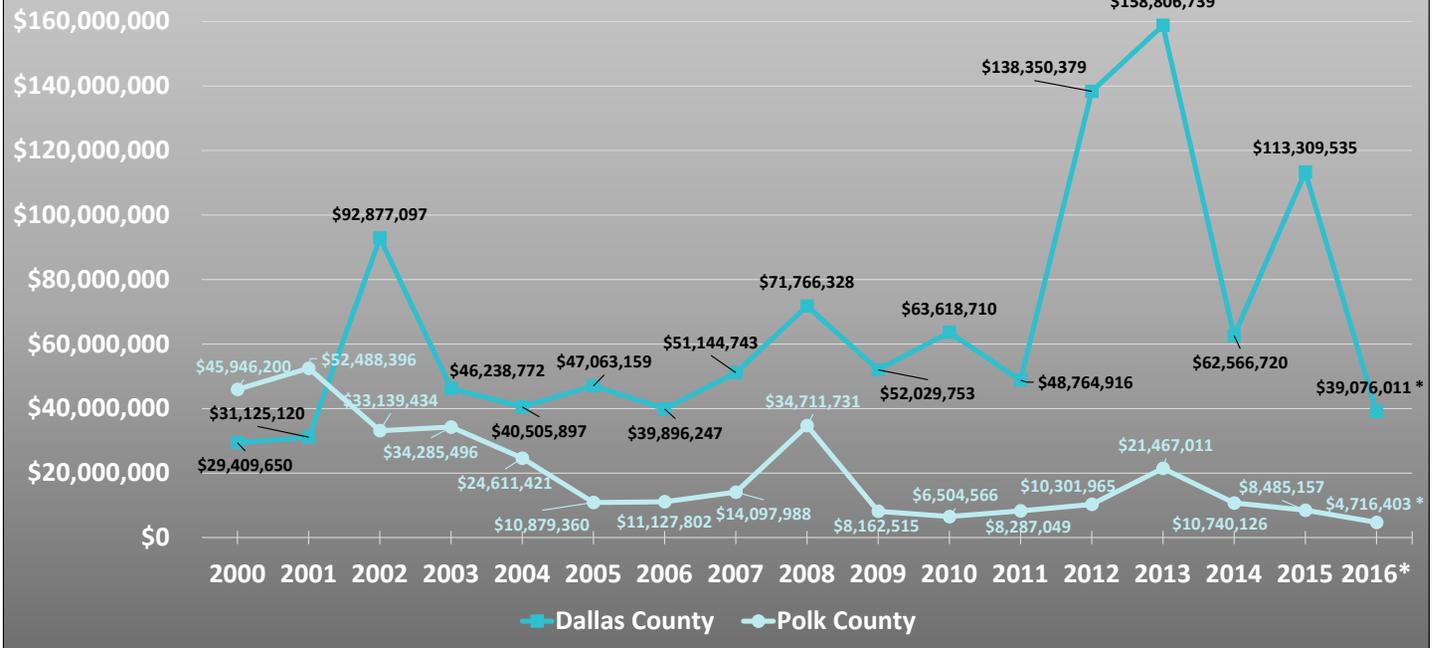
Polk County's residential building permit valuations for West Des Moines have been slowly declining since 2013. As mentioned earlier, this trend is due to the lack of developable residential land in Polk County.



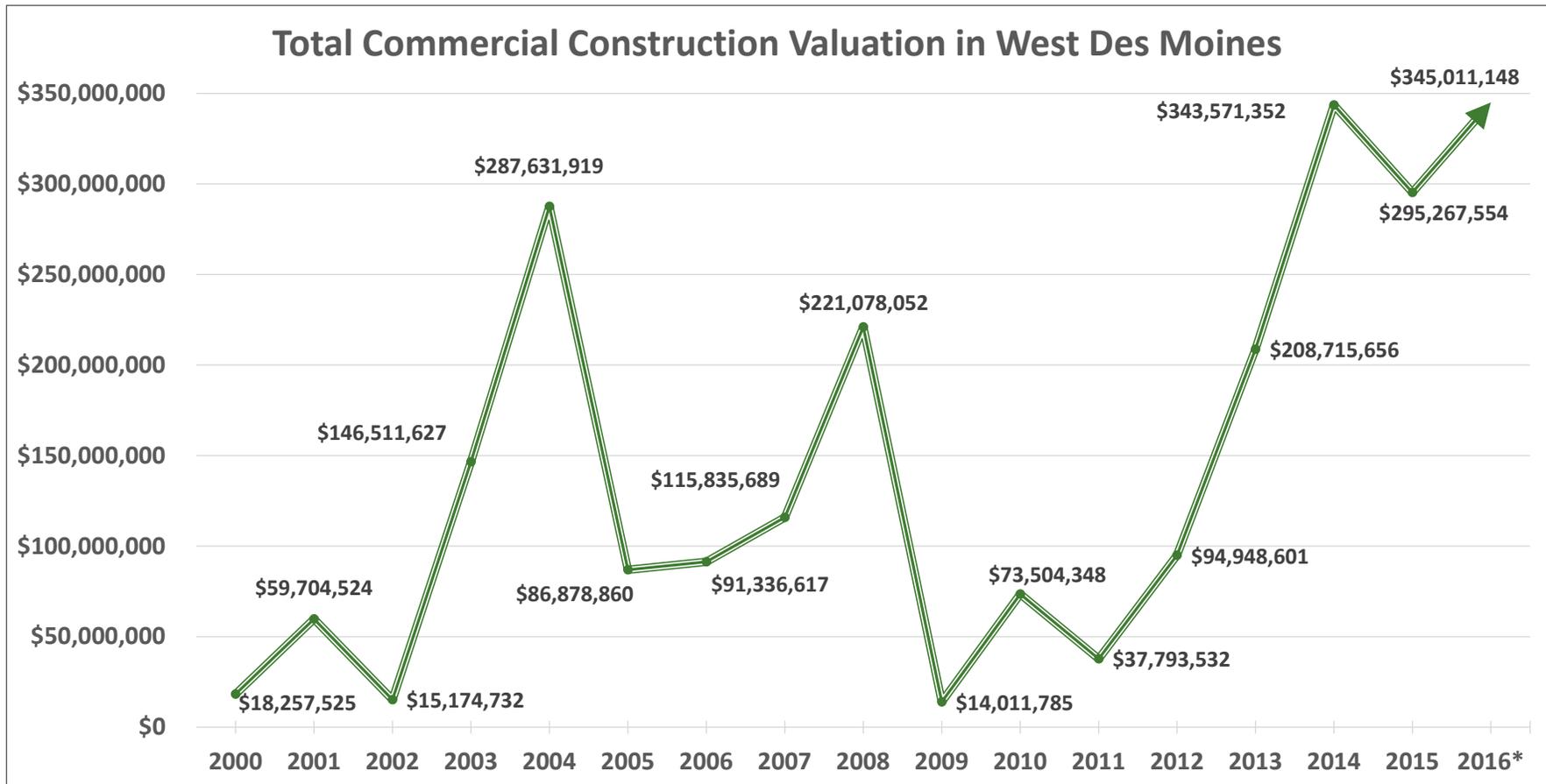
*As of June 1, 2016

Source: City of West Des Moines, Development Services Department

Total West Des Moines Residential Building Permit Valuation



Commercial Construction Valuation



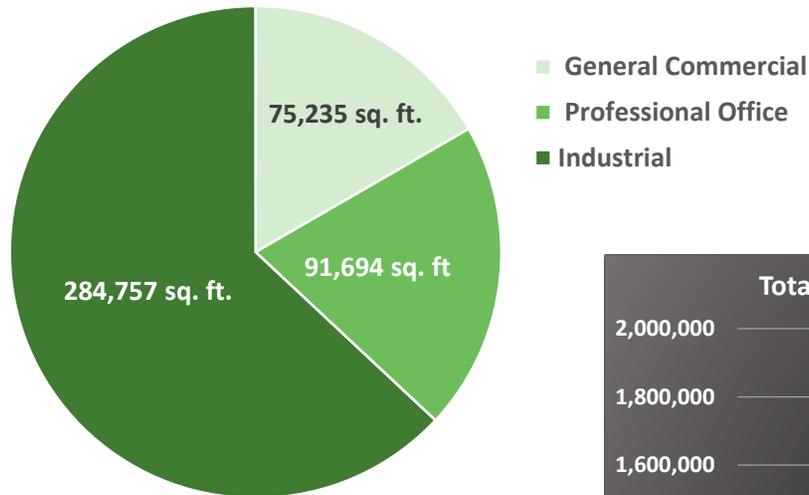
Source: City of West Des Moines, Development Services Department

*As of June 1, 2016

Halfway through the Calendar Year of 2016, commercial construction valuation in West Des Moines has already surpassed the previous high in 2014 by about \$1.5 million. This indicates that 2016 will be a record breaking year for commercial construction valuation in West Des Moines. Furthermore, commercial construction valuation has been rapidly rising in West Des Moines since 2009. It does not seem like this trend will change in the near future.

Commercial & Industrial Construction

2016 Breakdown of Area by Construction Type

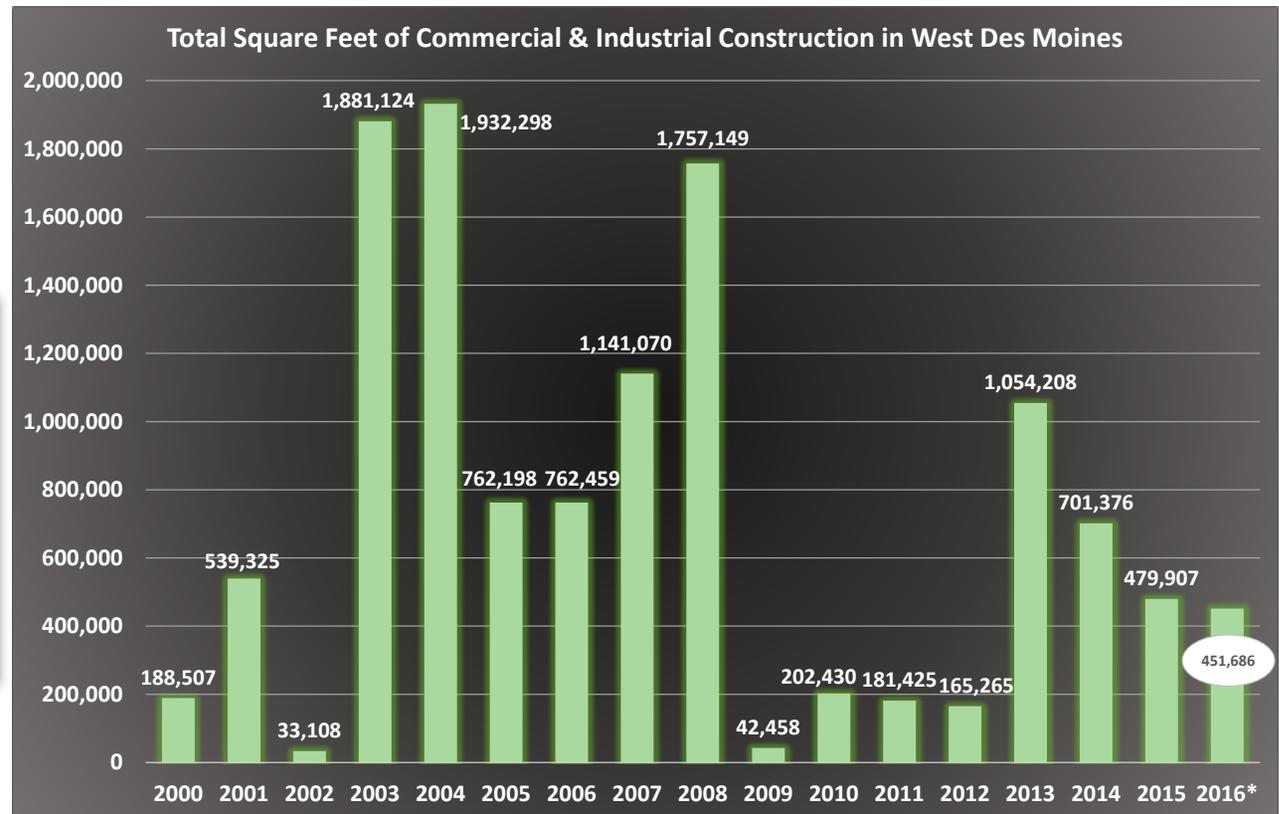


*As of June 1, 2016

Source: City of West Des Moines, Development Services Department

The graph below showing the total square feet of construction in West Des Moines includes commercial, industrial, and professional office space projects. The total area constructed in 2015 decreased slightly from 2014 to 479,907 square feet. However, after only halfway through the year, 451,686 square feet have already been constructed in 2016, setting the year on track to surpass 2015 and 2014.

As you can see from the chart on the left, most of the construction in 2016 has been industrial. Professional office space comes in second, closely followed by commercial construction.

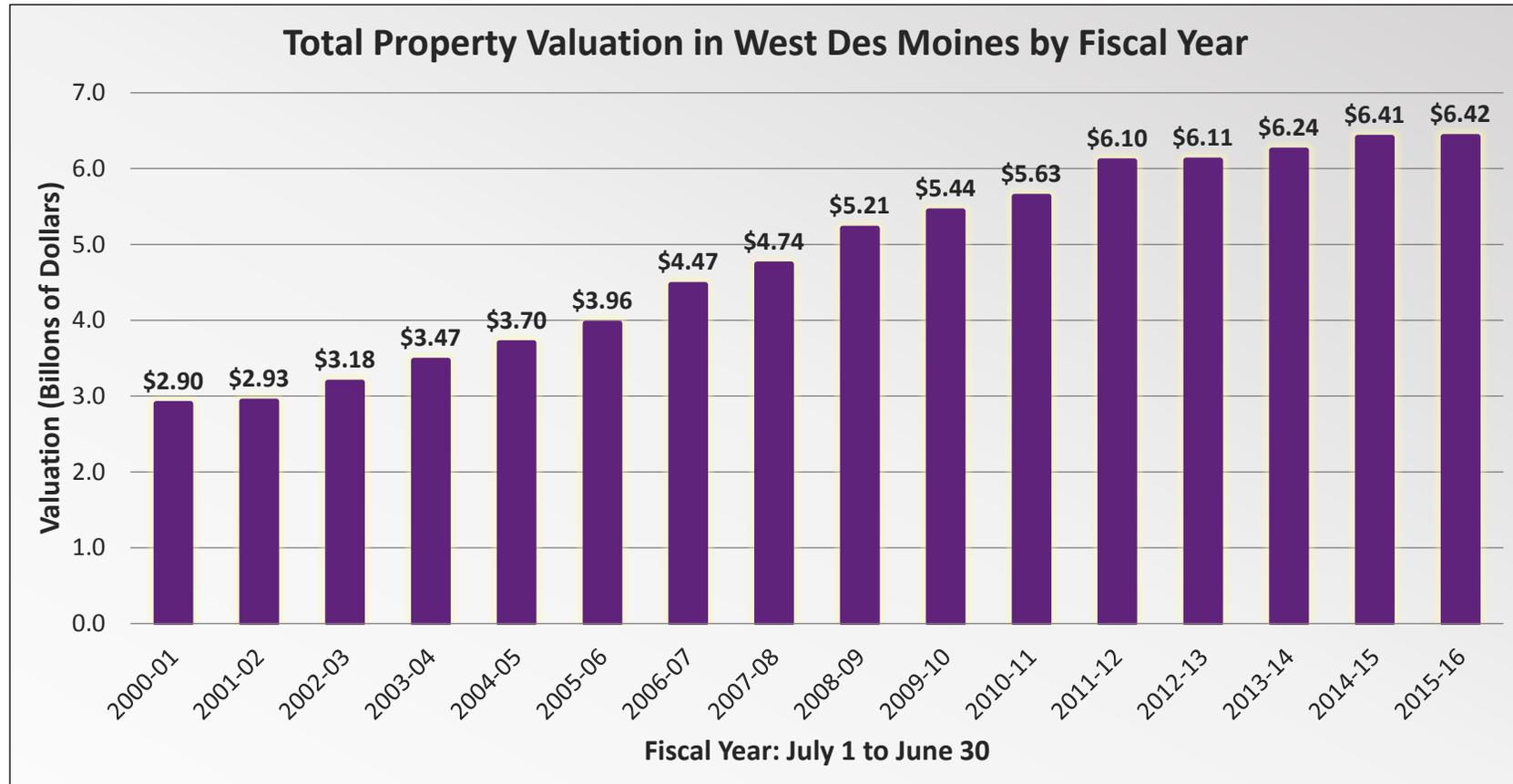


Property & Retail

Property & Retail

<i>Property Taxes & Value</i>	36
<i>Pull Factors</i>	40
<i>Taxable Sales</i>	43

West Des Moines Property Valuation



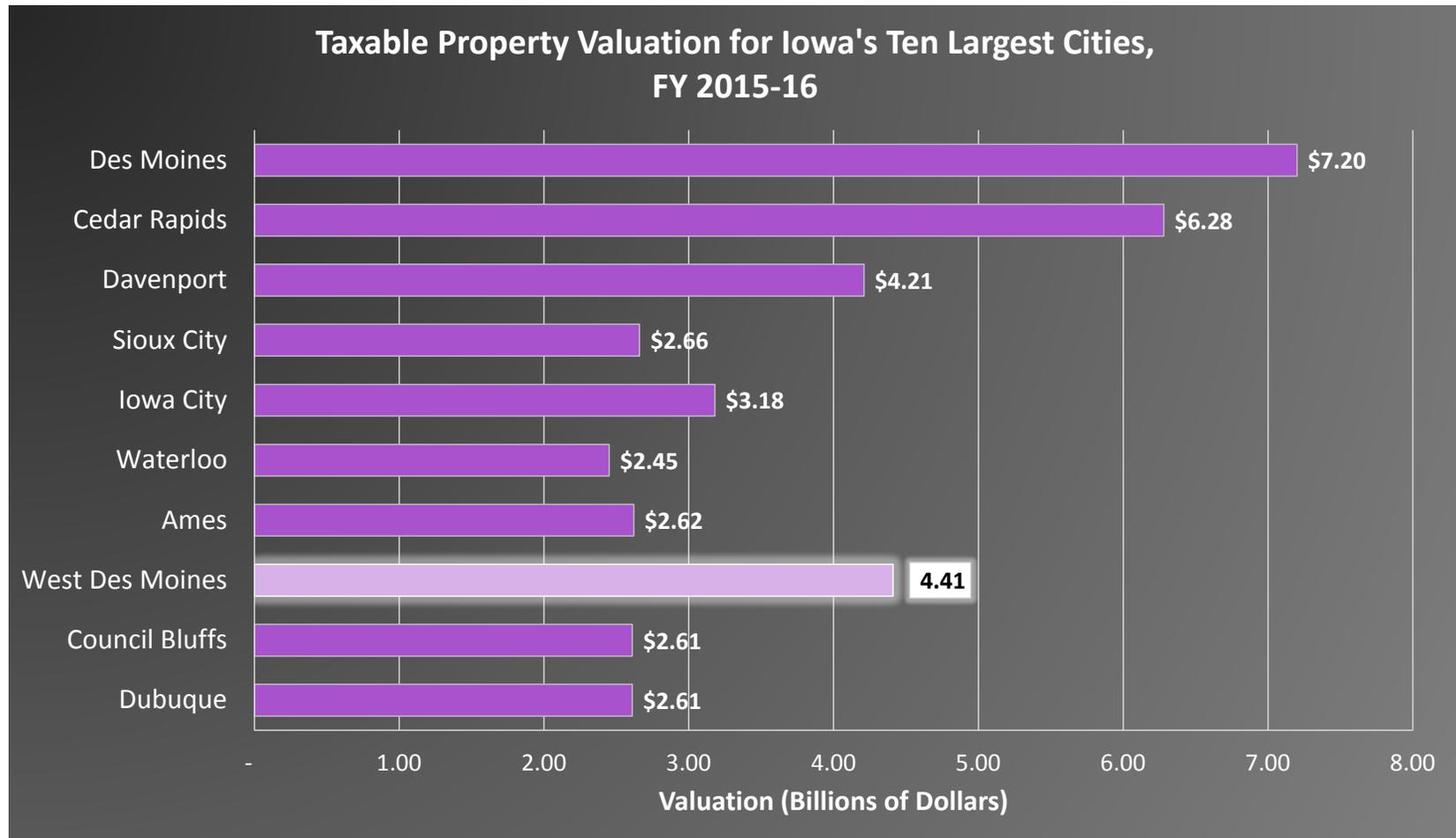
The total property valuation in West Des Moines has been gradually climbing since 2000. Fiscal year 2015-2016 saw a slight increase over the previous year to reach a total property valuation of \$6.42 billion. The constant increase in the total property valuation indicates that West Des Moines continues to grow and enjoy a healthy economy.

Please note that the total property valuation includes non-taxable buildings, such as hospitals, government buildings, and schools.

Source: City of West Des Moines, Finance Department

Taxable Property Valuation

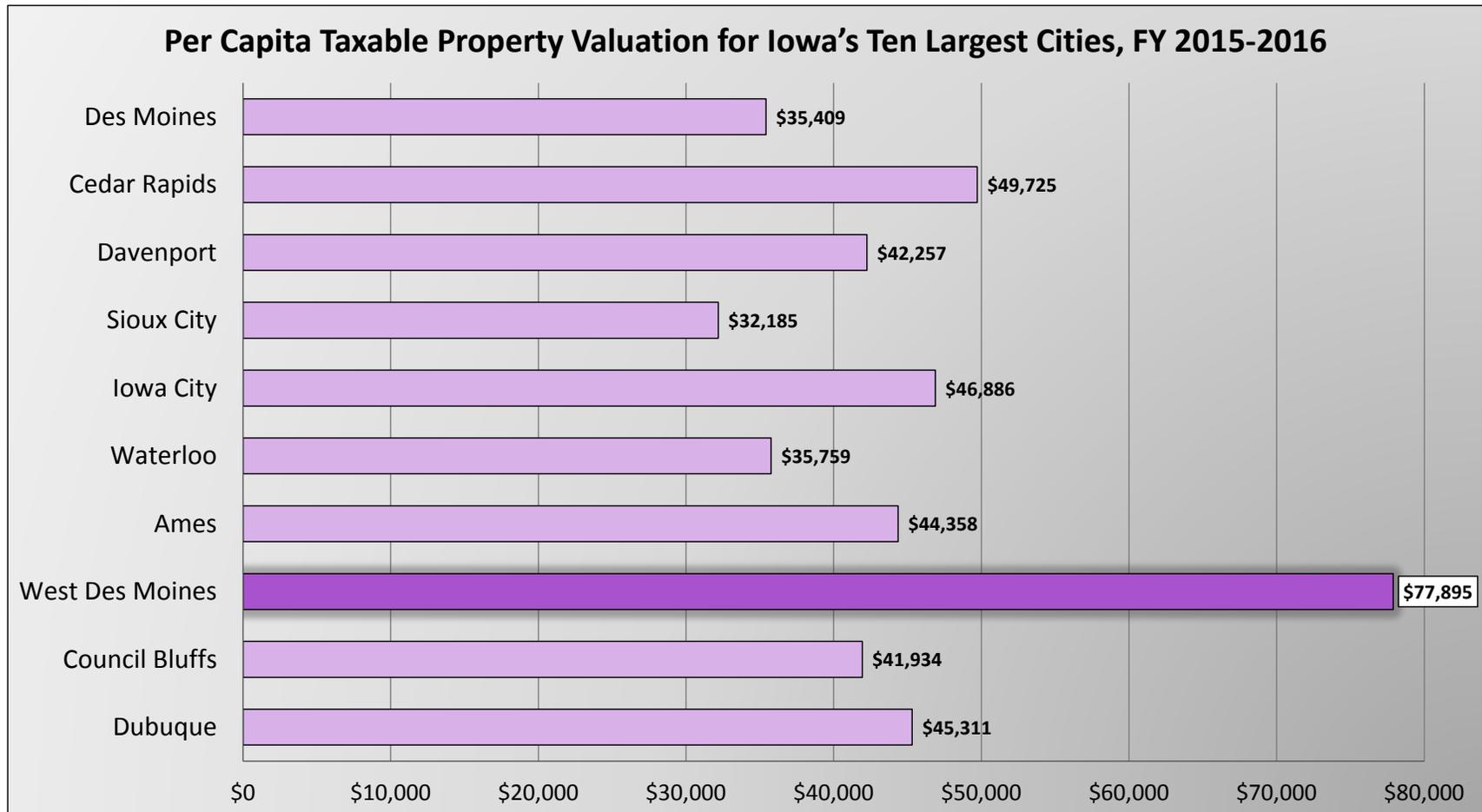
For fiscal year 2015-2016, West Des Moines ranked as the city with the 3rd highest property valuation of \$4.41 billion. This strong ranking indicates a vibrant economy in West Des Moines, considering that West Des Moines is only the 8th largest city in the state. Only the two largest cities in Iowa, Des Moines and Cedar Rapids, outrank West Des Moines for taxable property valuation.



Source: City of West Des Moines, Finance Department

Per Capita Taxable Property Valuation

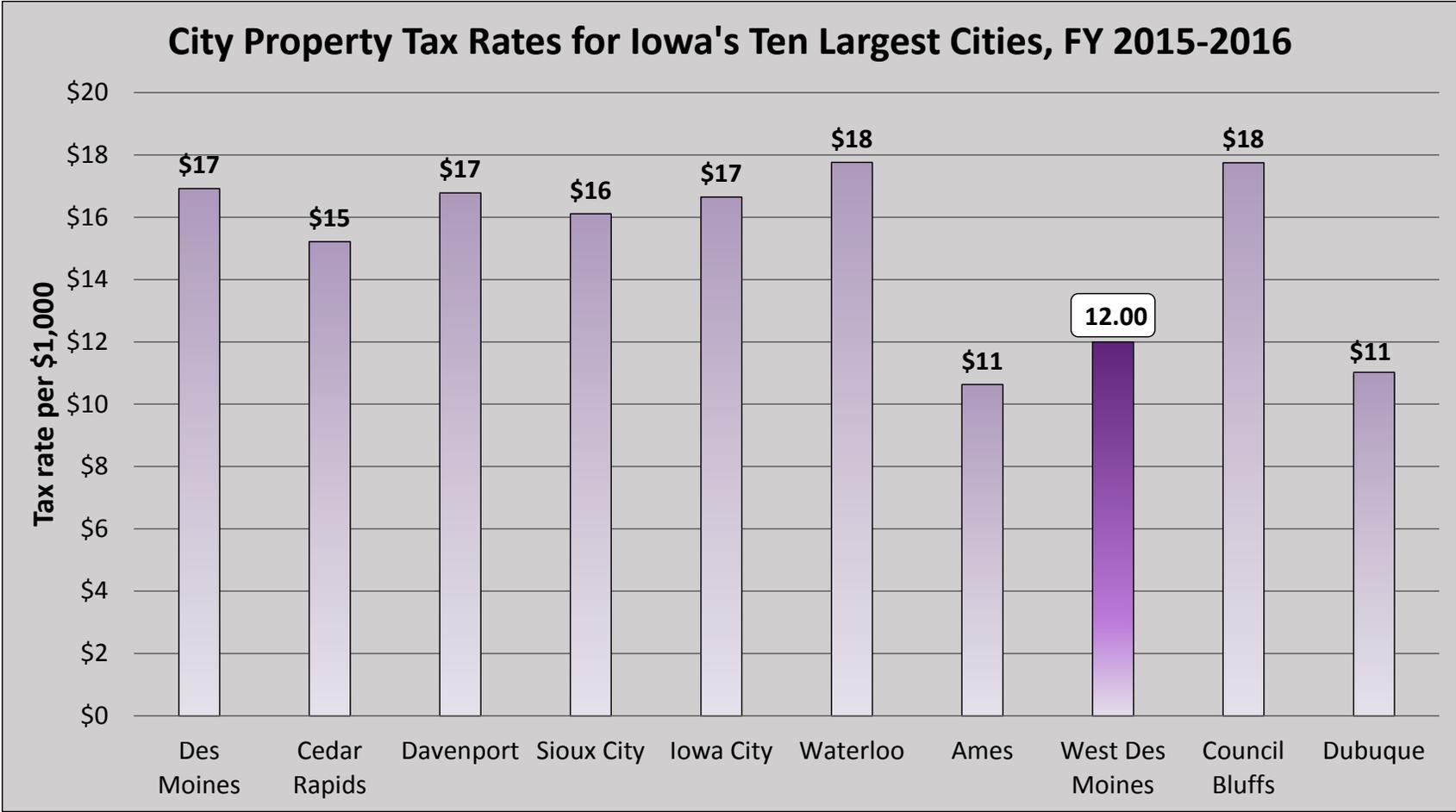
West Des Moines ranks highest for per capita taxable property valuation out of Iowa's ten largest cities. Even though West Des Moines is only the 8th largest city, it greatly exceeds the other cities in terms of property value per capita. West Des Moines property is valued at \$77,895 per person, which is \$28,170 above Cedar Rapids, the next closest city. The gap between West Des Moines' property values per capita and Cedar Rapids has widened from fiscal year 2014-2015, showing that West Des Moines continues to expand with high quality additions.



Source: City of West Des Moines, Finance Department

City Property Tax Rate

Out of the 10 largest cities in Iowa, West Des Moines' property taxes are the 2nd lowest. West Des Moines' property tax rate is only \$12 per \$1,000 of assessed value, \$3 less than Cedar Rapids, which has the third lowest rate. Furthermore, West Des Moines property tax rate has recently decreased.



Source: City of West Des Moines, Finance Department

Pull Factors

Pull factors provide a measure of retail market data for the City of West Des Moines. Pull factors measure the relative strength of the City's retail business compared to the state's. A pull factor is the ratio of local taxable retail sales per person to the state taxable retail sales per person. Pull factors offer a solid measure of sales activity because they reflect changes in population, inflation, and the statewide economy.

Pull factors are calculated by taking the per capita taxable retail sales of a community and dividing it by the per capita taxable retail 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 indicates that the city captured twice as many dollars of goods or services sold in that industry than the state did. In other words, businesses in the city "pulled in" customers who live outside city borders. This situation demonstrates a favorable balance of trade. A pull factor of 1.0 shows a perfect balance of trade – city residents who shop outside the city are counteracted by non-resident customers. A pull factor of less than 1.0 signals that trade is being lost in the city.

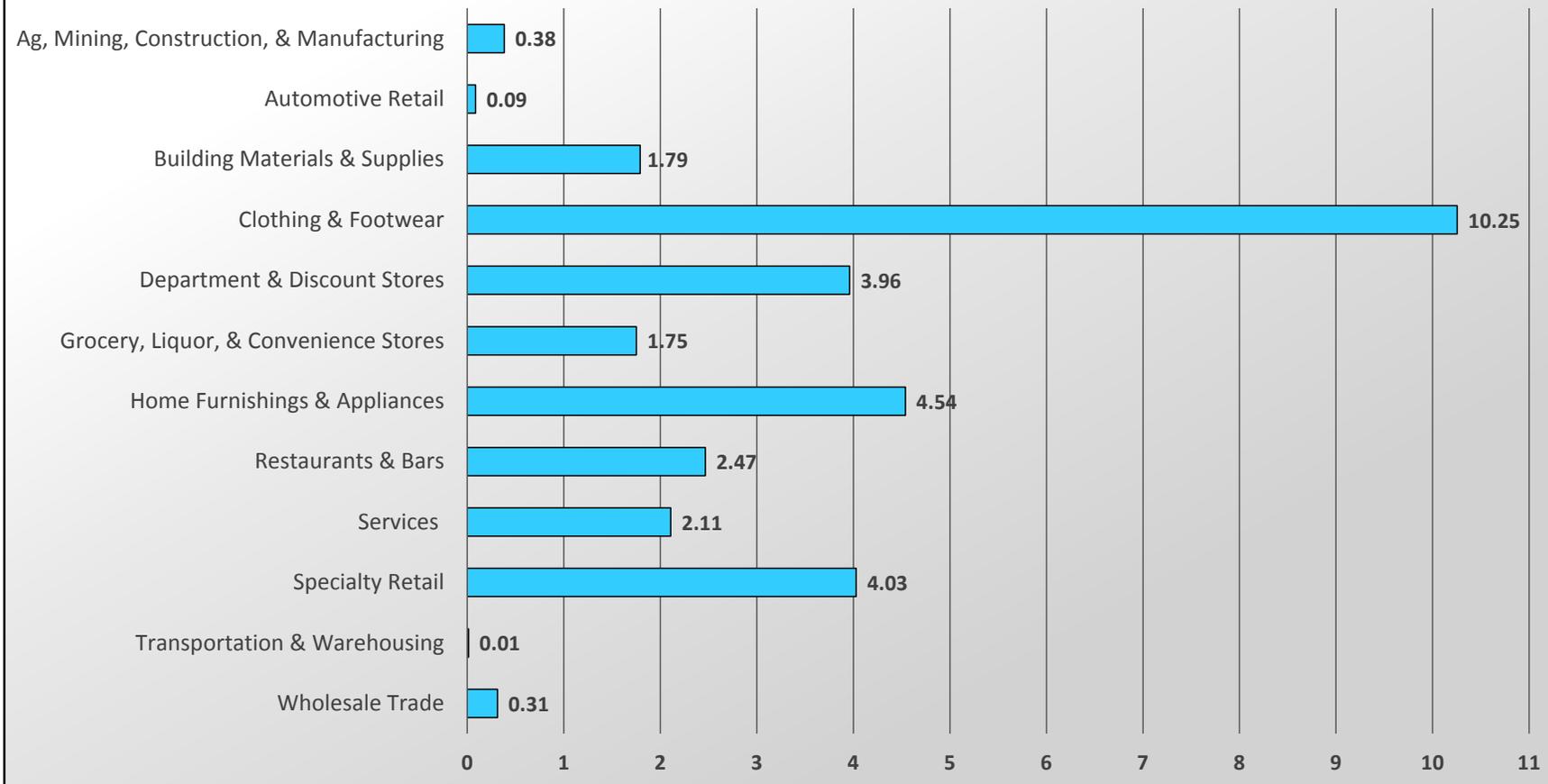


The pull factors on the following pages are not adjusted for purchasing power and are based on the *calendar year*.

Please note that the State of Iowa changed the definition of its business codes/groups, so the pull factors from the 2015-16 Development Retrospective cannot be compared to past Development Retrospectives.

Pull Factors

West Des Moines Pull Factors, Calendar Year 2015



*The "Services" category includes: Information Services, Finance & Insurance, Real Estate & Leasing, Profession & Technical Services, Administration & Support Services, Arts, Entertainment & Recreation, Lodging & Accommodations, Auto Repair & Related Services, Other Repair Services, and Personal Services

Source: Iowa Department of Revenue, "West Des Moines Retail Sales Statistics Public - Through Calendar Year 2015"

Iowa Department of Revenue. "Retail Sales & Use Tax Quarterly Report, March/June/September/December 2015." Iowa, 2015. Web. 28 July, 2016.

Pull Factors

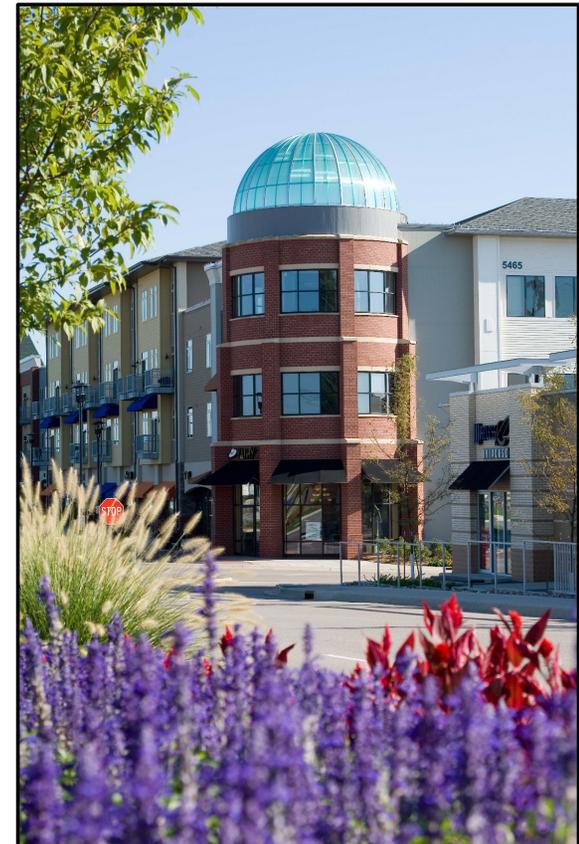
Pull Factors Summary:

In calendar year 2015, West Des Moines experienced very strong retail sales, as shown by the Pull Factors on the previous page. In 8 out of the 12 industry groups, West Des Moines had a pull factor greater than one. This indicates that the City attracted, or “pulled in”, more non-resident shoppers than residents who left the city to make purchases.

By far, the strongest retail category in West Des Moines during 2015 was Clothing & Footwear. Clothing & Footwear had a pull factor of 10.25, meaning that the City of West Des Moines had ten times as many apparel and shoe sales than the state of Iowa. For perspective, communities consider a pull factor of 1.0 favorable because it indicates a perfect balance of trade. West Des Moines’ ability to capture such a large amount of clothing and footwear sales compared to the rest of the state can be attributed to its diverse selection of shopping centers, such as the Jordan Creek Town Center, Valley West Mall, West Glen, Historic Valley Junction, and other unique stores located throughout the community.

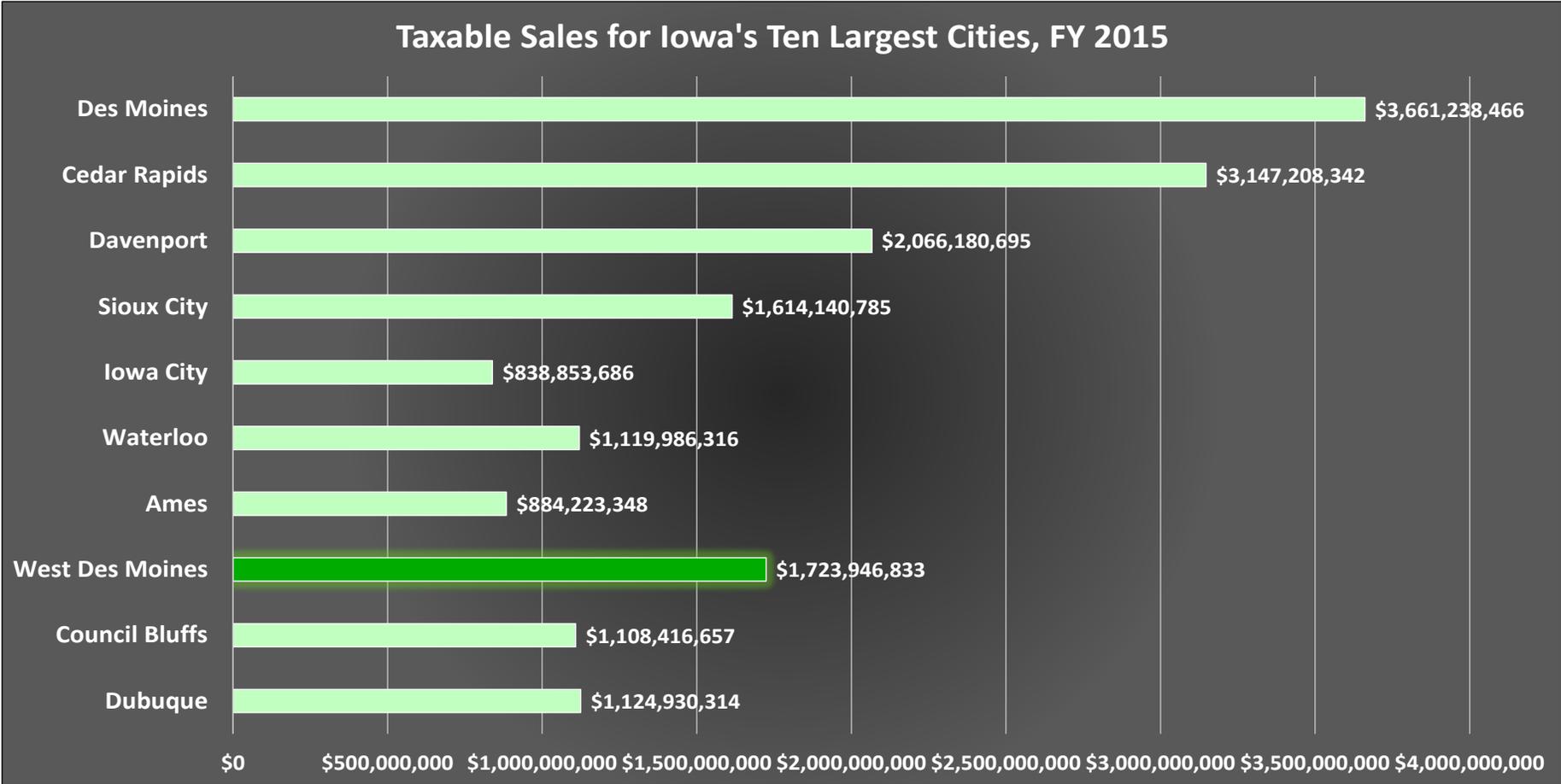
In addition to Clothing & Footwear, West Des Moines captured a higher proportion of retail sales than the state in the following industry groups: Home Furnishings & Appliances, Specialty Retail, Department & Discount Stores, Restaurants & Bars, Services, Grocery, Liquor & Convenience Stores, and Building Materials. West Des Moines experienced weaker sales in Ag, Mining, Construction, & Manufacturing; Wholesale Trade; Automotive Retail; and Transportation & Warehousing.

Overall, West Des Moines’ retail sales consistently outperform the state’s. However, please note that these Pull Factors cannot be compared to past Development Retrospectives due to a change in the state’s business group classifications.



Taxable Sales

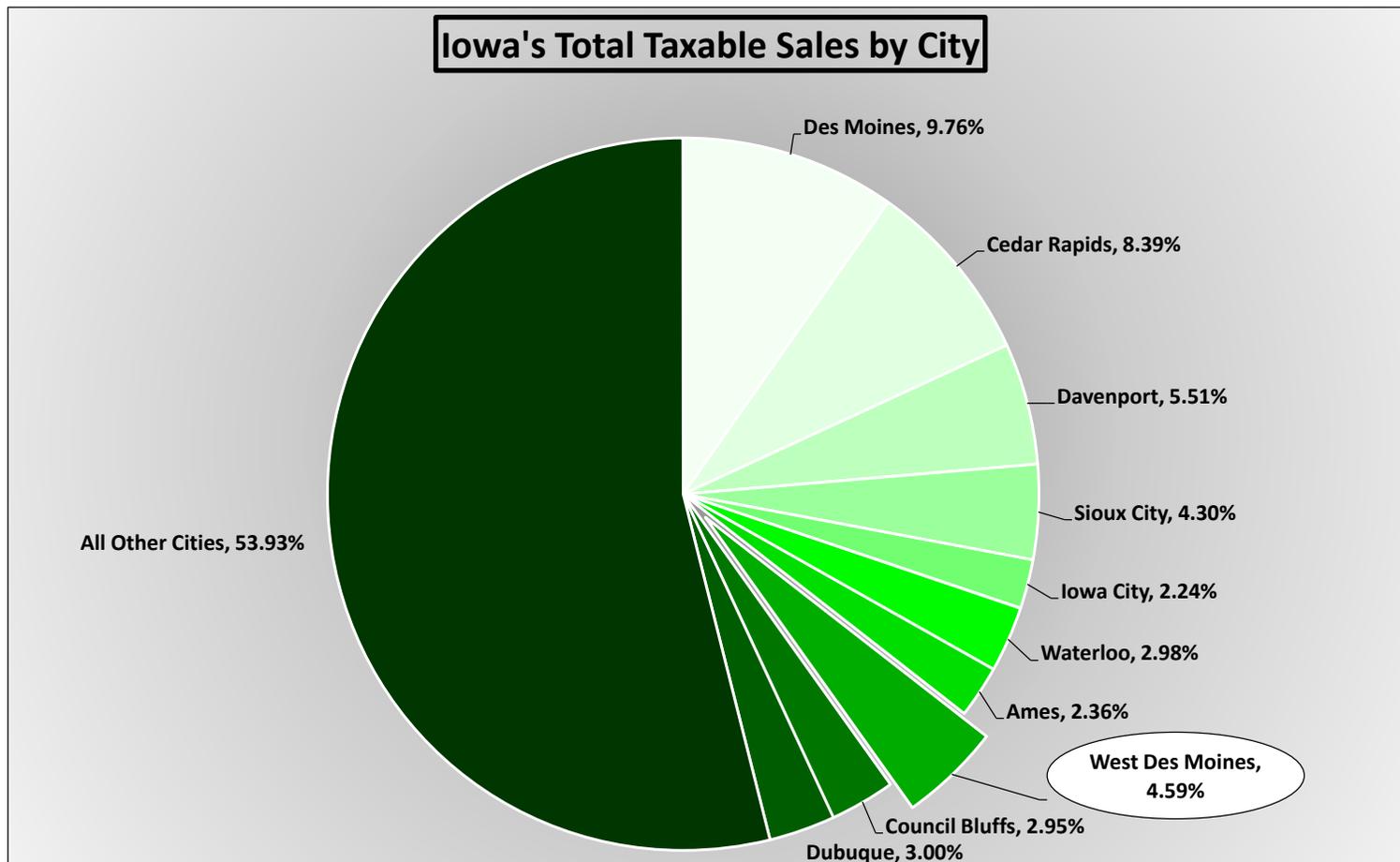
From July 1, 2015 to June 30, 2016, West Des Moines had \$1.72 billion dollars of taxable sales, giving it the fourth highest amount out of Iowa's most populated cities. In Fiscal Year 2015, West Des Moines saw an increase in their taxable sales, a positive trend that has continued since 2013.



Source: Iowa Department of Revenue. "Retail Sales & Use Tax Annual Report Fiscal Year 2015." Iowa, 2016. Web. 9 August, 2016.

Taxable Sales

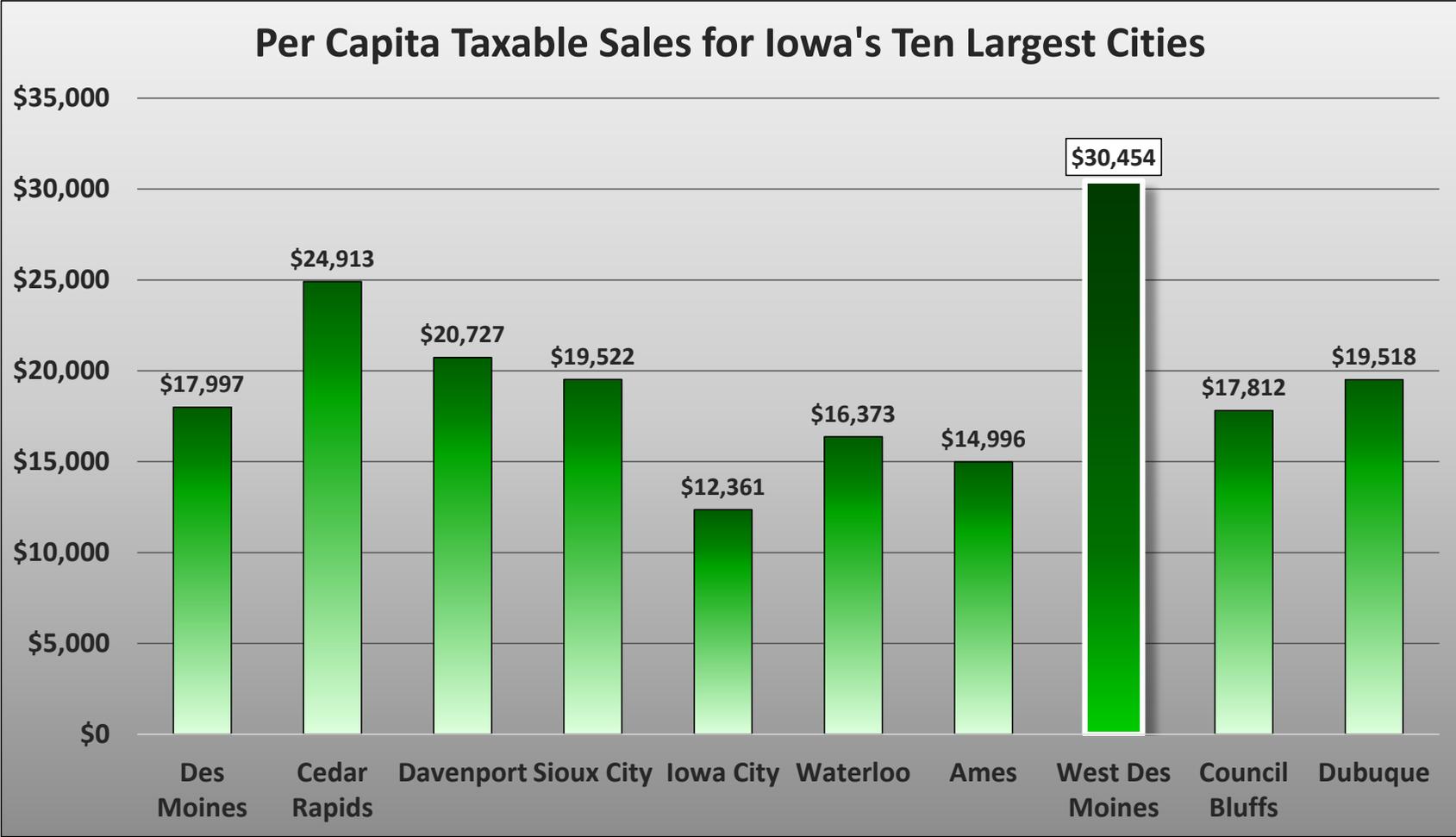
Iowa's ten most populated cities account for almost half of the state's taxable sales, with Des Moines and Cedar Rapids carrying the bulk of the sales. West Des Moines produces 4.59% of the state's total taxable sales, the 4th highest city on the list. However, West Des Moines only represents about 2.05% of Iowa's total population, so its share of taxable sales is double its share of Iowa's population. This indicates a robust retail industry in the City, especially in relation to its size.



Source: Iowa Department of Revenue. "Retail Sales & Use Tax Annual Report Fiscal Year 2015." Iowa, 2016. Web. 9 August, 2016.

Per Capita Taxable Sales

For Fiscal Year 2015, West Des Moines had \$30,454 taxable sales per person, the highest per capita sales of Iowa's ten most populated cities. Since 2007, when we first started calculating this measure, West Des Moines has outperformed the other cities in per capita taxable sales, demonstrating the consistent strength of the City's retail base.

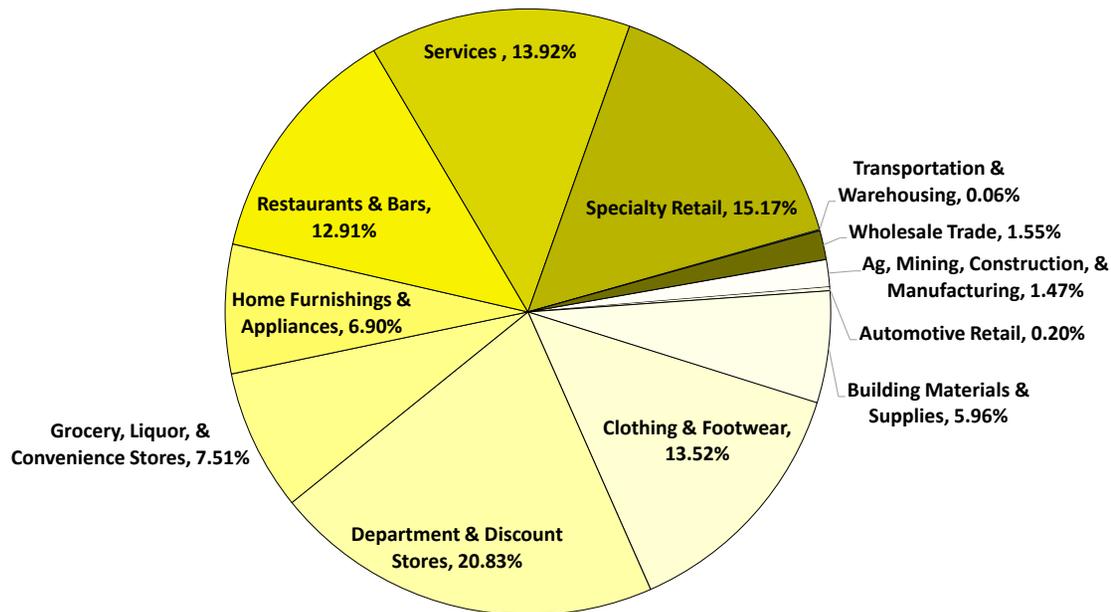


Source: Iowa Department of Revenue. "Retail Sales & Use Tax Annual Report Fiscal Year 2015." Iowa, 2016. Web. 9 August, 2016.

Retail Taxable Sales

The following graph and chart show the industry breakdown of West Des Moines' retail taxable sales in the 2015 calendar year. The City's total retail sales increased from 2014. West Des Moines strongest category is Department and Discount stores, which account for 20.1% of total taxable sales. Specialty Retail represents the next highest proportion of total sales, followed by Clothing & Footwear, Services, and Restaurants & Bars. West Des Moines has the fewest retail sales in Transportation & Warehousing and Automotive Retail.

Please note that the retail taxable sales cannot be compared to previous Development Retrospectives due to a change in category definitions.

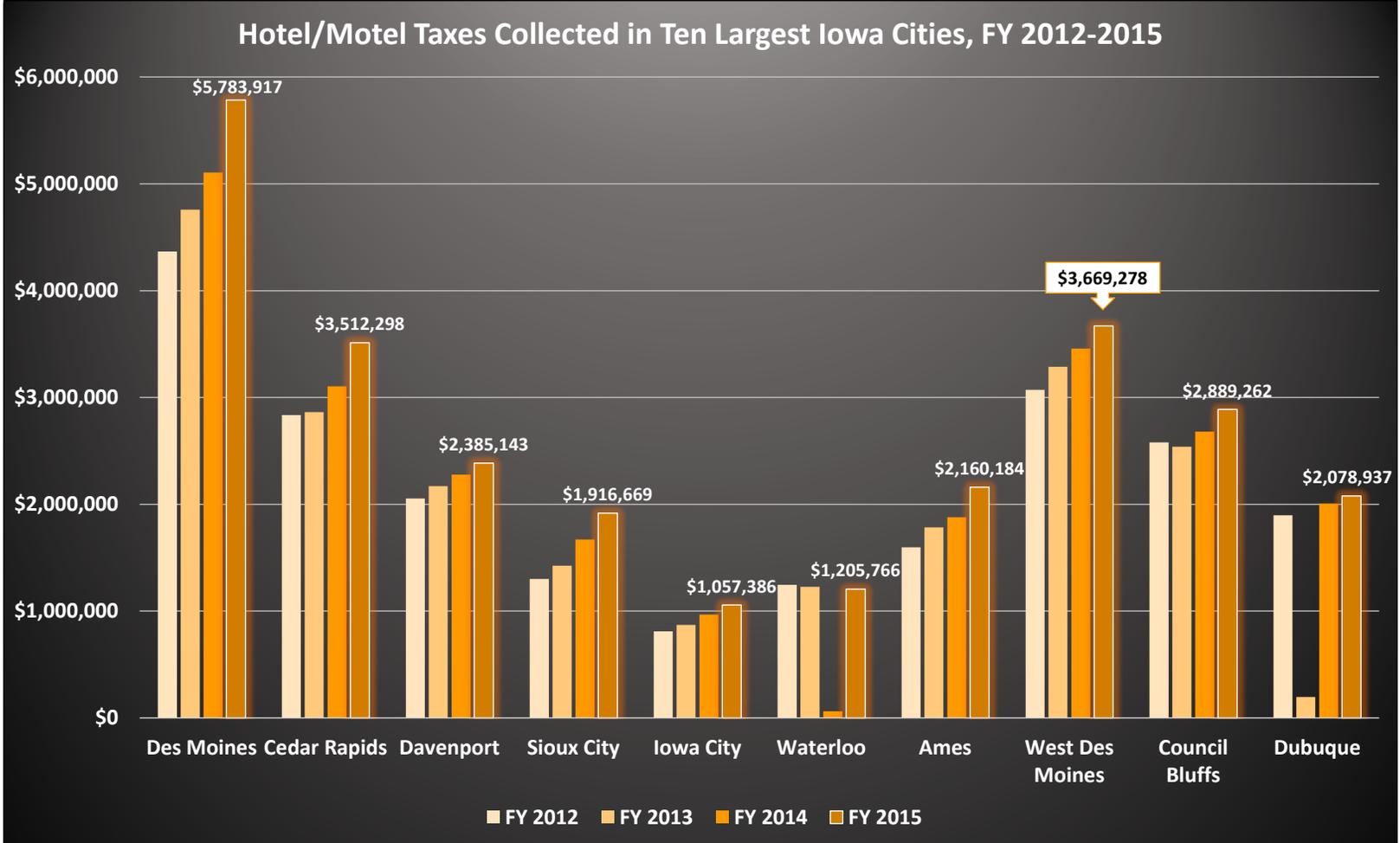


West Des Moines Retail Taxable Sales, CY 2015	
Ag, Mining, Construction, & Manufacturing	\$23,861,208
Automotive Retail	\$3,192,695
Building Materials & Supplies	\$96,832,070
Clothing & Footwear	\$219,649,227
Department & Discount Stores	\$338,485,929
Grocery, Liquor, & Convenience Stores	\$122,051,390
Home Furnishings & Appliances	\$112,141,754
Restaurants & Bars	\$209,797,518
Services	\$226,178,275
Specialty Retail	\$246,435,484
Transportation & Warehousing	\$1,056,046
Wholesale Trade	\$25,106,934
Total	\$1,624,788,530

Source: Iowa Department of Revenue, "West Des Moines Retail Sales Statistics Public - Through CY 2015"

Hotel/Motel Tax Collected

For the 6th consecutive fiscal year, West Des Moines collected the second highest amount of hotel/motel tax out of the state's largest cities, following only Des Moines. West Des Moines' revenue from the hotel/motel tax was \$3,669,278 in Fiscal Year 2015, an increase of about \$212,000.



Source: Iowa Department of Revenue. "Retail Sales & Use Tax Annual Report Fiscal Year 2015./2014/2013/2012" Iowa, 2016. Web. 9 August, 2016.

Development Retrospective Summary

The 2015-2016 Development Retrospective highlights significant facts about the City of West Des Moines, pertaining to all aspects of the community for the 2015-2016 Fiscal Year (July 1, 2015 to June 30, 2016). The data contained in the Development Retrospective show West Des Moines' general economic strength and quality of life. Fiscal Year 2015-2016 was another year of growth for the city, with some highlights summarized below.

- West Des Moines has already surpassed their record year for construction valuation by June 2016
- Several major projects were completed, including Phase 1 of Microsoft's Willow Creek data center and expansions of Mills Crossing and Wells Fargo
- West Des Moines businesses once again received regional and national accolades
- West Des Moines' population continues to grow, reaching 64,113 in 2015
- Highly educated population - 52.4% with at least a Bachelor's degree, compared to the US average of 20.3%
- Median income of \$71,332, about \$20,000 higher than the Iowa and U.S. averages
- Low housing vacancy rates
- Significant increase in total valuation of construction, especially commercial construction
- Continues to have higher per capita property valuations than other Iowa cities
- Very strong retail sales, especially compared to other similar and larger cities in the state



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