



Development Retrospective 2008



West Des Moines, Iowa



THE CITY OF
West Des Moines®



Dear West Des Moines Supporters;

On behalf of the Mayor and the City Council of West Des Moines, thank you for your interest in our community. This third edition of our annual “Development Retrospective” publication reviews the economic activity and structure of our community in the year 2008.

This retrospective edition includes information on the demographics of West Des Moines along with Iowa’s ten largest cities. Comparisons of statistics at the state level exhibit our contributions and achievements on a larger scale. The list of Milestones fulfilled in 2008 demonstrates a strong and vibrant city of which we can all be proud.

During the trying economic times the United States has recently experienced, West Des Moines has maintained a great sense of community pride and ensured economic stability through the hard work of businesses, citizens and local government. This high level of involvement has strengthened our community, creating an atmosphere of cooperation that shows the commitment we all share to this great city.

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



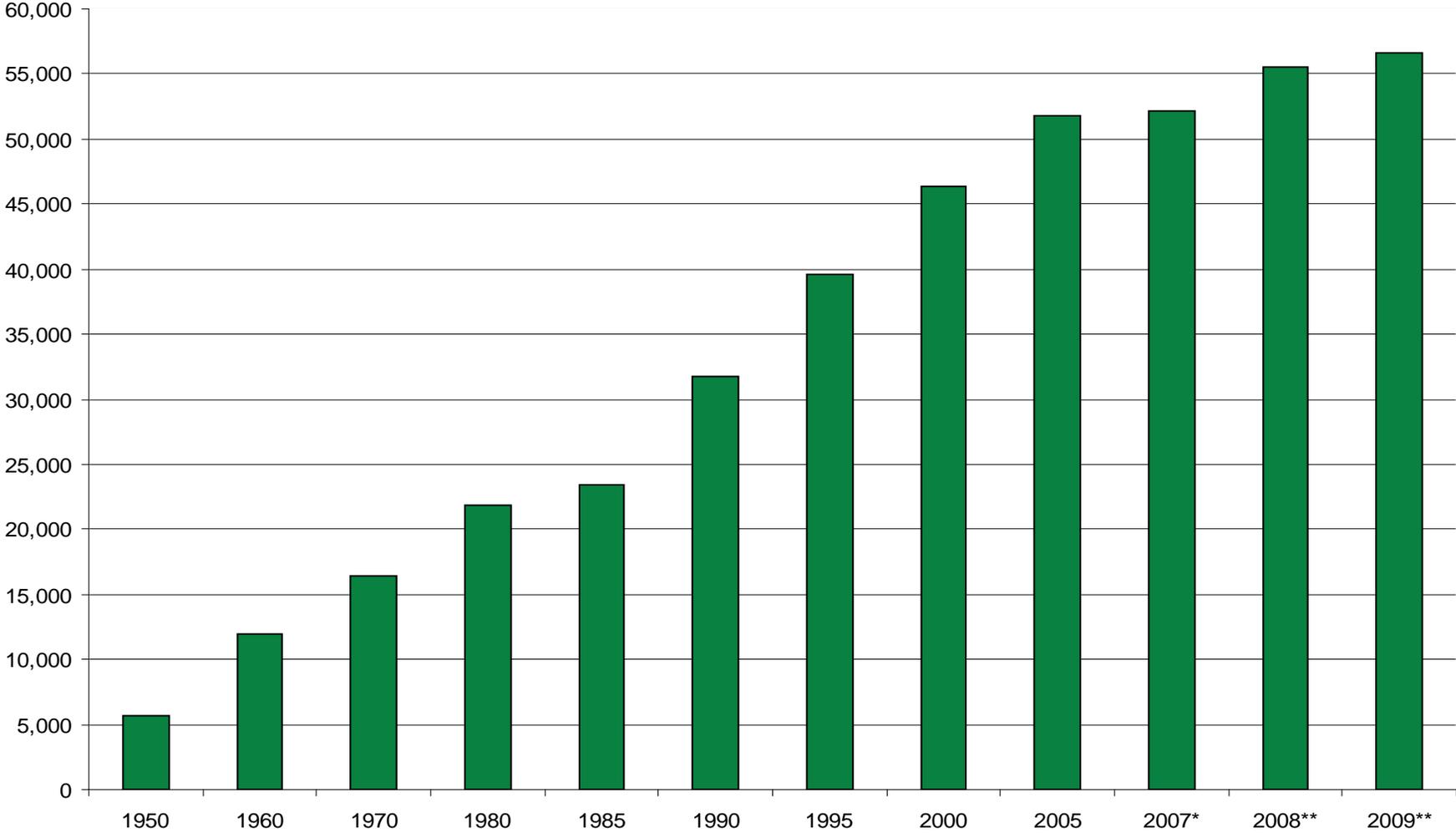
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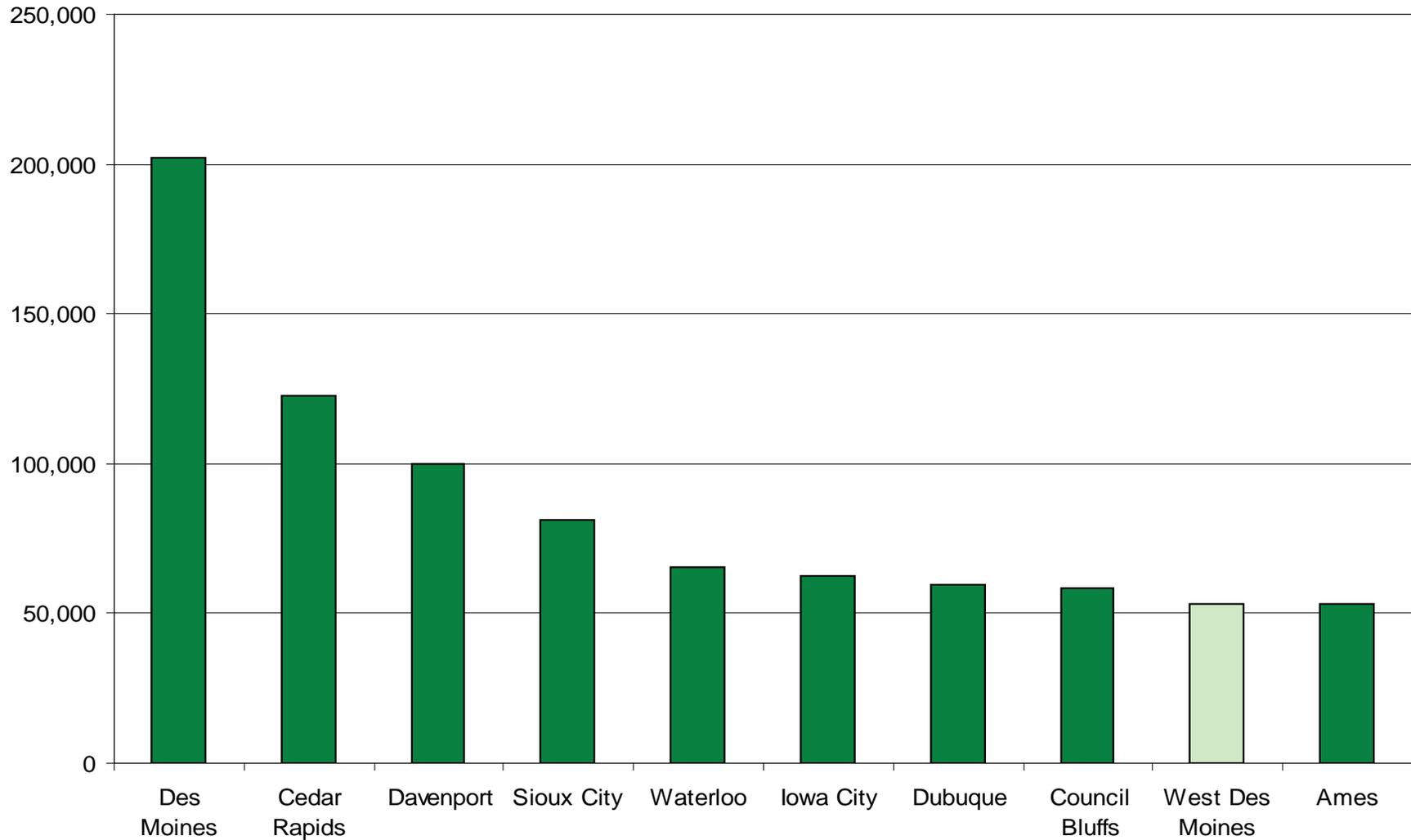
Demographics

West Des Moines Population



Sources: US Census
*Applied Geographic Solutions
**City of West Des Moines

Top Ten Iowa Cities By Population: 2008 Estimates



Source: Applied Geographic Solutions

West Des Moines Daytime Population: 2008

41,760	Non-resident employees
31,450	Residents staying in West Des Moines
800	Non-resident students
42,451	Visitors and non-resident shoppers
116,461	Total daytime population

Source: City of West Des Moines

Number of Jobs in West Des Moines: 2000-2008



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

Even with a recessionary climate, West Des Moines saw only a slight decline (1.4%) in employment from 2007 to 2008.

Source: Iowa Workforce Development

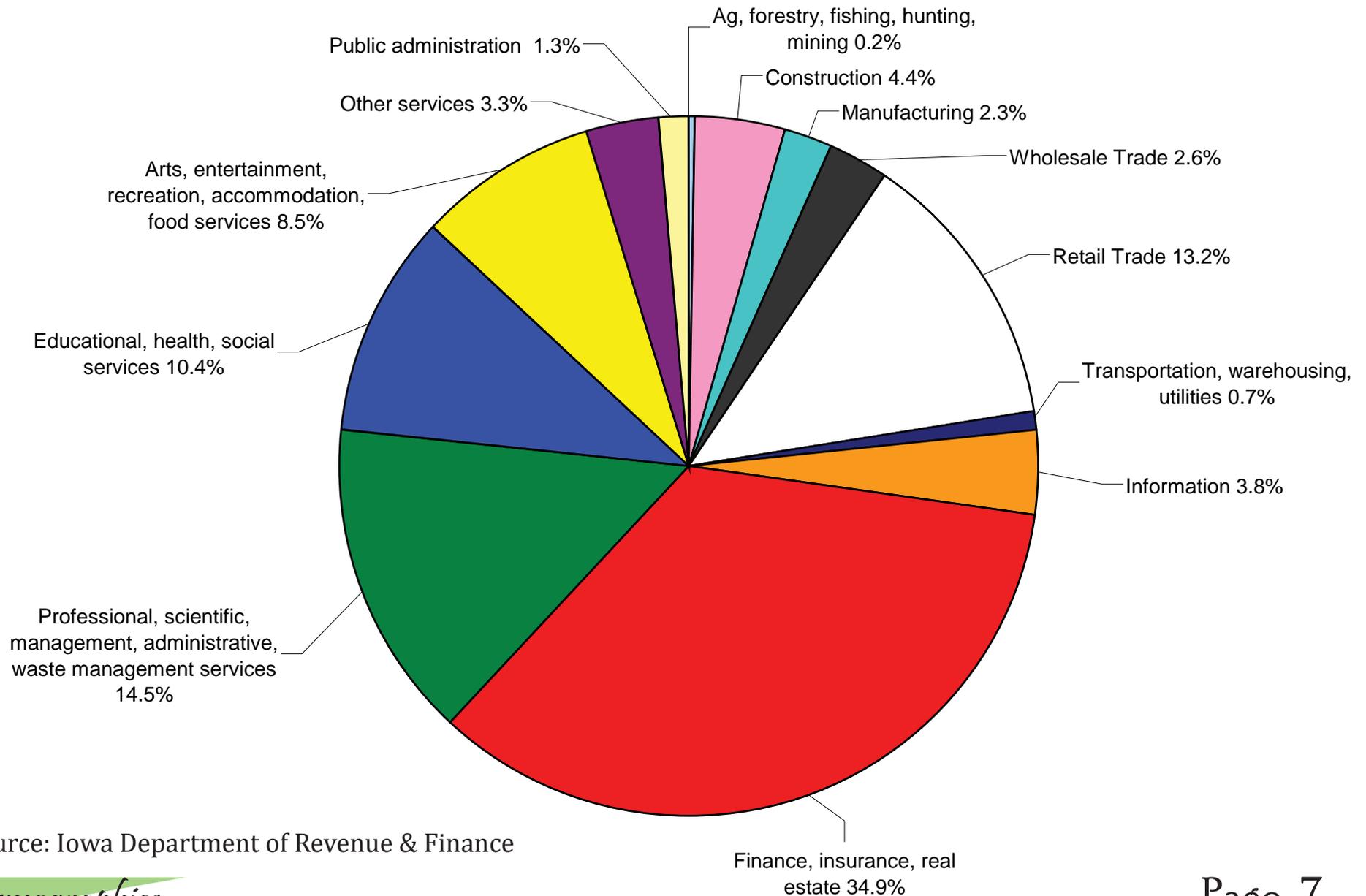
Major Employers in West Des Moines: 2008

Wells Fargo Mortgage	3,336
Wells Fargo Card Services	1,205
Farm Bureau Insurance & Financial	1,085
Hy-Vee, Inc	767
Iowa Foundation for Medical Care	671
ADP National Service Center	525
GuideOne Insurance	508
MetLife	500
Sears Holding Management Corporation	420
The Iowa Clinic	405

Source: City of West Des Moines

Percentage of Employment by Industry: 2004

Persons who Work in West Des Moines



Source: Iowa Department of Revenue & Finance

Median Household Income in West Des Moines: 2000 & 2008

- The median household income for West Des Moines was \$54,767 in 2000.²
- Median household income ranged from \$17,639 to \$93,684 among U.S. Census Block Groups.¹
- Median household income for 2008 was estimated to be \$66,469.²

Sources: 1-US Census Bureau; 2-Applied Geographic Solutions

Education Attainment: 2008

Persons 25 Years and Older

	2008
High School Diploma	97.1%
Bachelors Degree	49.9%
Graduate / Professional Degree	14.5%

Sources: Applied Geographic Solution

Housing in West Des Moines by Occupancy Type: 2000 & 2005

	2000 ¹	2005 ²
Owner-occupied	70%	65%
Renter-occupied	30%	35%

Source: 1-US Census 2000, 2-US Special Census 2005

Vacancy Rates in Des Moines' Western Suburbs*: 2003-2008



2003	7.3%
2004	10.0%
2005	9.4%
2006	9.6%
2007	8.9%
2008	8.7%

Source: CB Richard Ellis/Hubbell Commercial Apartment Survey January 2008

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

Number of Housing Units in West Des Moines by Structure Type: 2008

Single Family Detached	12,740	50%
2-50 Units Attached	12,716	50%

Source: City of West Des Moines

Rental Housing Costs: Western Suburbs* 2003-2008

	One-Bedroom	Two-Bedroom
2003	\$628	\$679
2004	\$626	\$691
2005	\$632	\$696
2006	\$675	\$708
2007	\$651	\$717
2008	\$673	\$739

Source: CB Richard Ellis/Hubbell Commercial Apartment Survey January 2008

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

Housing Sales in West Des Moines by County: 2007 & 2008

<u>2007</u>	Polk	Dallas	Entire City
Median Price	\$165,440	\$146,000	\$162,950
Units Sold	680	270	950
 <u>2008</u>			
Median Price	\$170,000	\$163,000	\$169,000
Units Sold	620	195	815

Sources: Polk County Assessor, Dallas County Assessor

Summary

- West Des Moines is a major employment center for the Des Moines Metropolitan Area and the State of Iowa.
- West Des Moines' employment base consists primarily of professional services in finance and insurance.
- Medical related employment is steadily increasing as more medical uses locate in West Des Moines.
- Retail trade employment is becoming a larger employment sector as a result of the Mills Corridor developments.
- A highly educated citizenry creates a highly skilled workforce.

Construction

Comparison of Construction Valuation in West Des Moines: 2003-2008



2003	\$255,989,203
2004	\$363,813,418
2005	\$176,762,250
2006	\$179,052,330
2007	\$193,234,279
2008	\$490,098,655

Total construction valuation was up by over \$296.8 million from 2007. The year 2008 represented the best year in the City's history.

Source: City of West Des Moines

Construction Valuation in West Des Moines by Type: 2008

Residential	\$114,236,707
Commercial	\$221,078,052
Tax-Exempt	\$153,217,160
Miscellaneous	\$1,566,736
Total	\$490,098,655

Commercial valuations continued as the dominant construction sector in 2008. Tax-exempt construction was the highest ever as a result of two hospitals starting construction and several churches starting major expansion projects.

Source: City of West Des Moines

Commercial Construction Valuation in West Des Moines: 2003-2008



2003	\$146,511,627
2004	\$287,631,919
2005	\$83,878,860
2006	\$91,336,617
2007	\$115,835,689
2008	\$221,078,052

Commercial valuations were up by over \$105 million from 2007. 2008 represented the second best year in the City's history.

Source: City of West Des Moines

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

Industrial	0 sq ft
Retail	98,316 sq ft
Office	1,658,833 sq ft
Total	1,757,149 sq ft

Total commercial/industrial construction totals were up significantly from 2007. In fact, the square footage of office construction was the highest since the City started keeping records of this statistic in 1978.

Source: City of West Des Moines

Residential Construction Activity in West Des Moines by Type: 2007 & 2008

	2007	2008
Single Family Detached	206 du*	138 du*
Townhomes	99 du	201 du
Multi-Family Condos	44 du	0 du
Multi-Family Rental	0 du	505 du
Total	349 du	844 du

Total residential construction activity in 2008 was the highest since 2002. There was a significant increase in townhome units and multi-family rental units.

* du=dwelling units

Source: City of West Des Moines

Residential Construction Activity in West Des Moines by County: 2008

	Total Units	SF*	MF*
Dallas County	559 du*	113	446
Polk County	285 du	25	260
Total	844 du	138	706

Residential construction in 2008 continued the trend started in 2002 with the majority of residential construction occurring in the Dallas County portion of the City.

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

Source: City of West Des Moines

Residential Construction Valuations in West Des Moines by County: 2008

	Total	SF*	MF*
Dallas County	\$71,766,328	\$24,699,287	\$47,067,041
Polk County	\$34,711,731	\$8,489,496	\$26,222,235
Total	\$106,478,059	\$33,188,783	\$73,289,276

The Dallas County portion of West Des Moines had the highest residential valuation for new residential construction.

* SF=Single Family, MF=Multi-Family

Source: City of West Des Moines

Value of Building Permits Issued in West Des Moines: 2000-2008



2000	\$110,819,476
2001	\$160,202,428
2002	\$171,167,853
2003	\$255,989,203
2004	\$363,813,418
2005	\$176,762,250
2006	\$179,052,330
2007	\$193,234,279
2008	\$490,098,655
Total	\$2,101,139,892

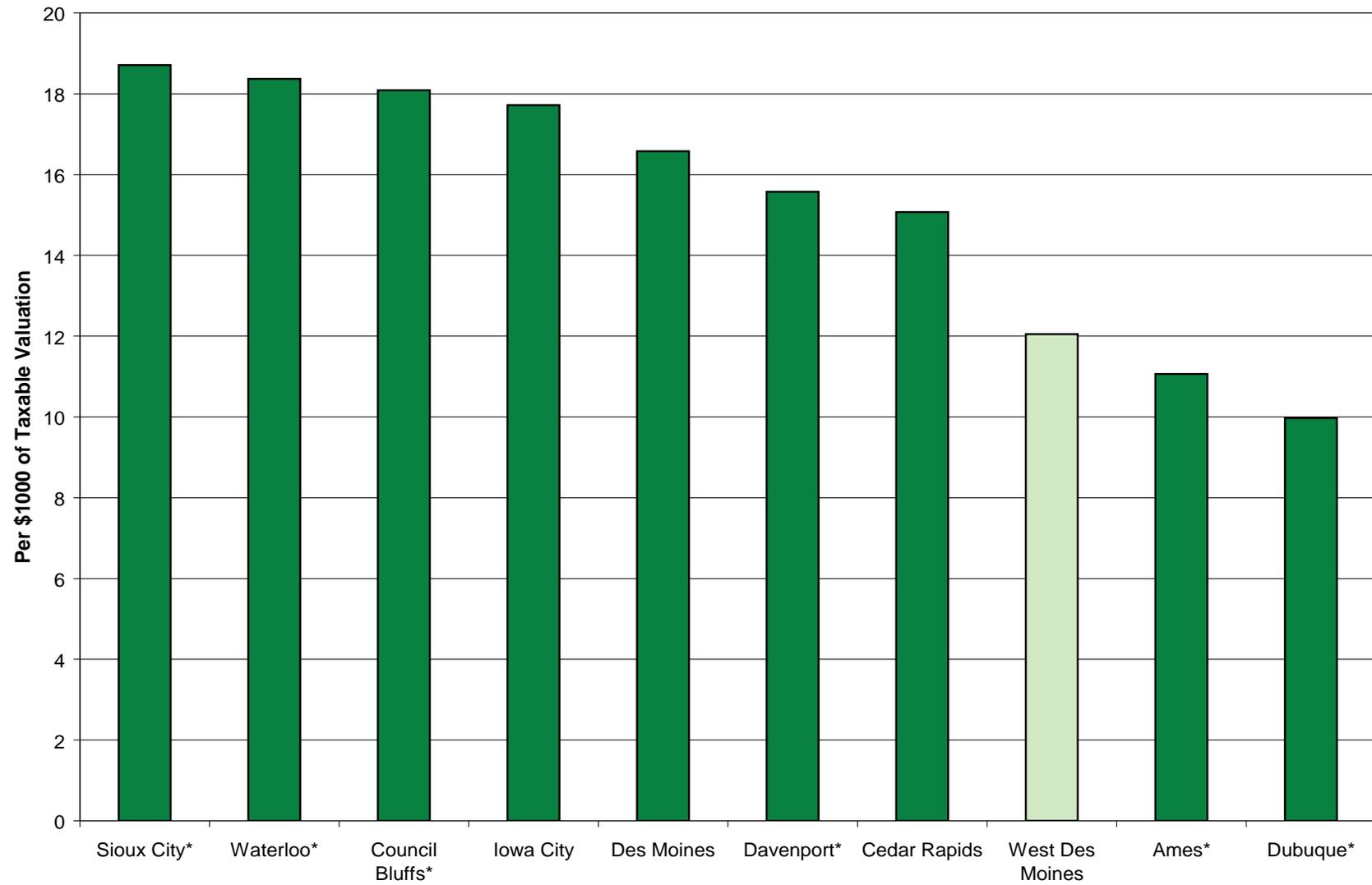
Source: City of West Des Moines

Summary

- The amount of new office square footage constructed in 2008 was the highest ever experienced in West Des Moines.
- Total construction valuation in 2008 represented the best year in City history.
- Since 2000, West Des Moines has issued building permits for over \$2.1 billion in valuation.
- Commercial construction continues to be the strongest development sector.
- Residential development in the multi-family rental sector was the highest since 2002.

Property & Retail

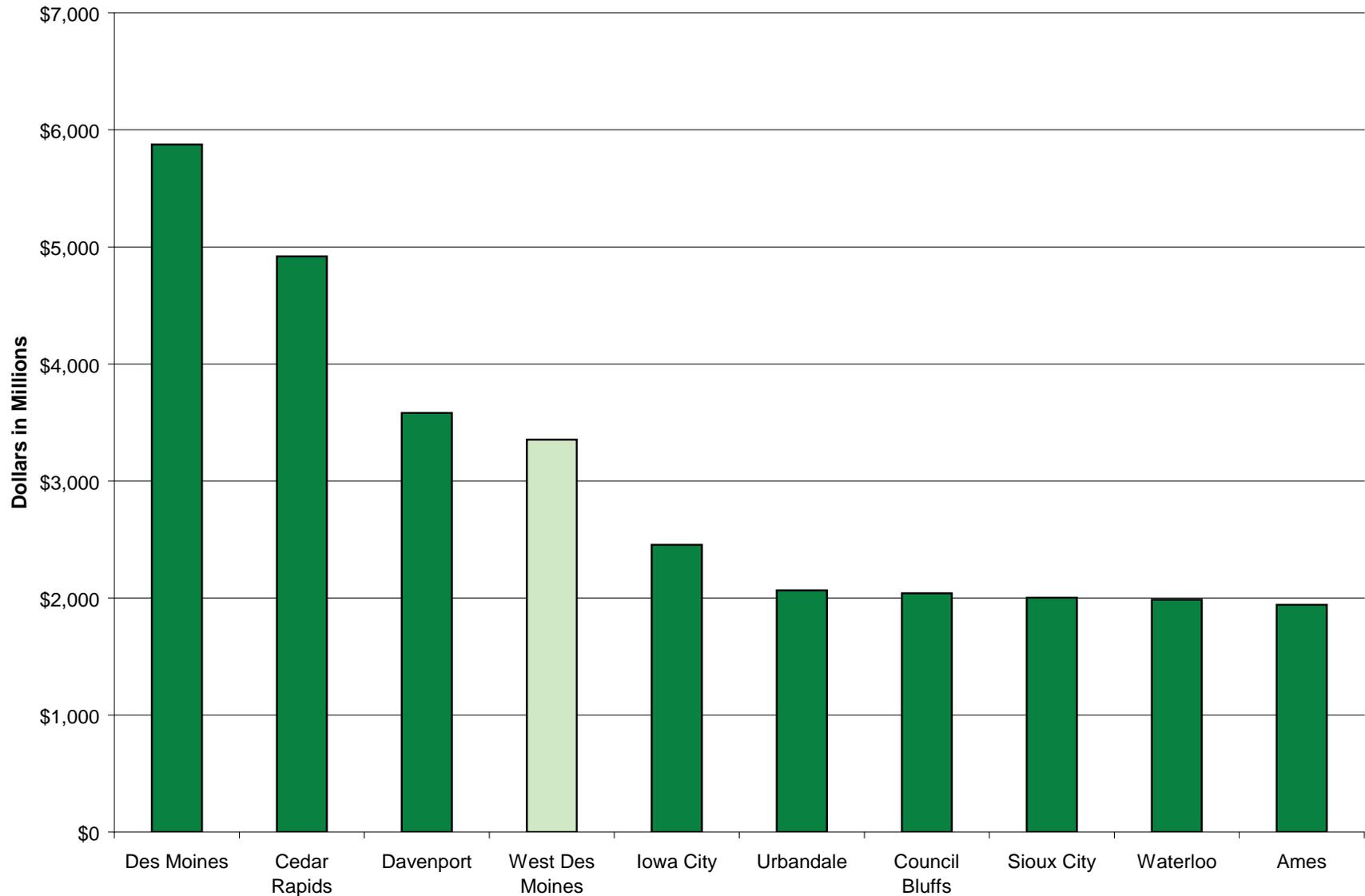
Property Tax Rates for Iowa's Ten Largest Cities: Fiscal Year 2008-2009



Source: Iowa Department of Management

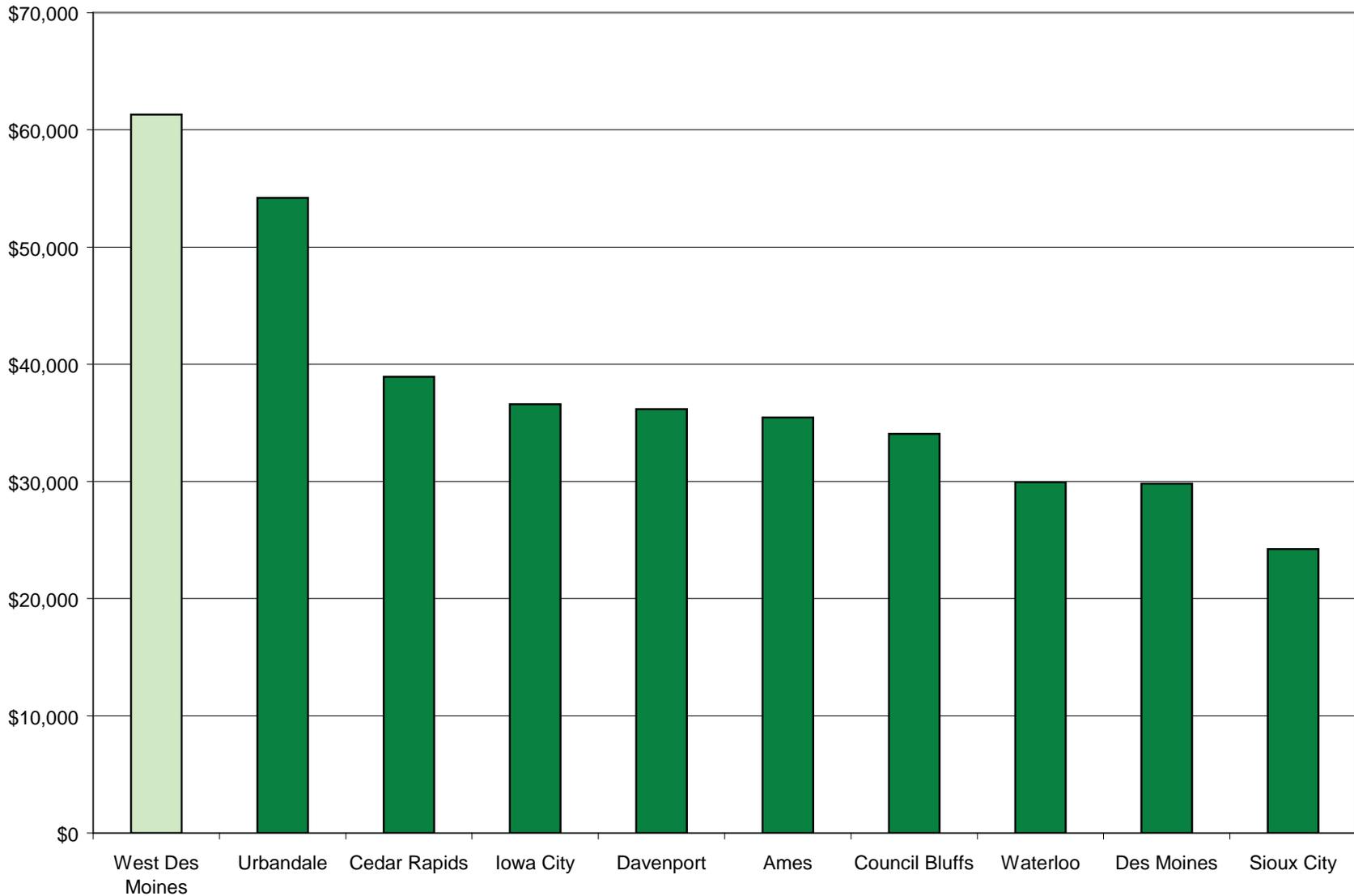
* Indicates communities with Local Option Sales Tax Revenue

Taxable Property Valuation for Iowa's Ten Largest Cities: Fiscal Year 2008-2009



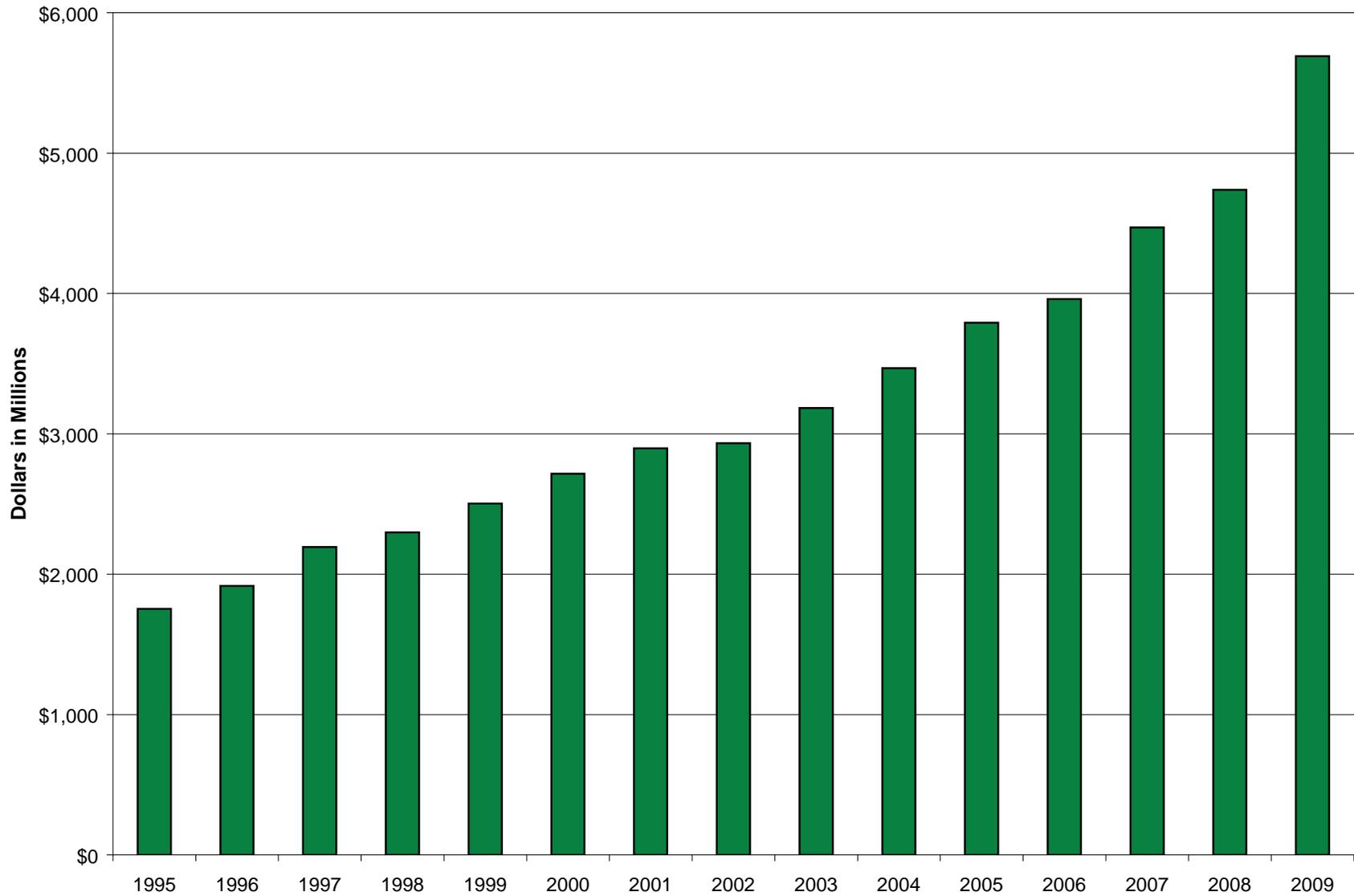
Source: Iowa Department of Management

Per Capita Property Valuation in Iowa's Ten Largest Cities: Fiscal Year 2008-2009



Source: Iowa Department of Management

Property Valuation in West Des Moines: 1995-2009



Source: Polk, Dallas, & Warren County Auditors

Pull Factors



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

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

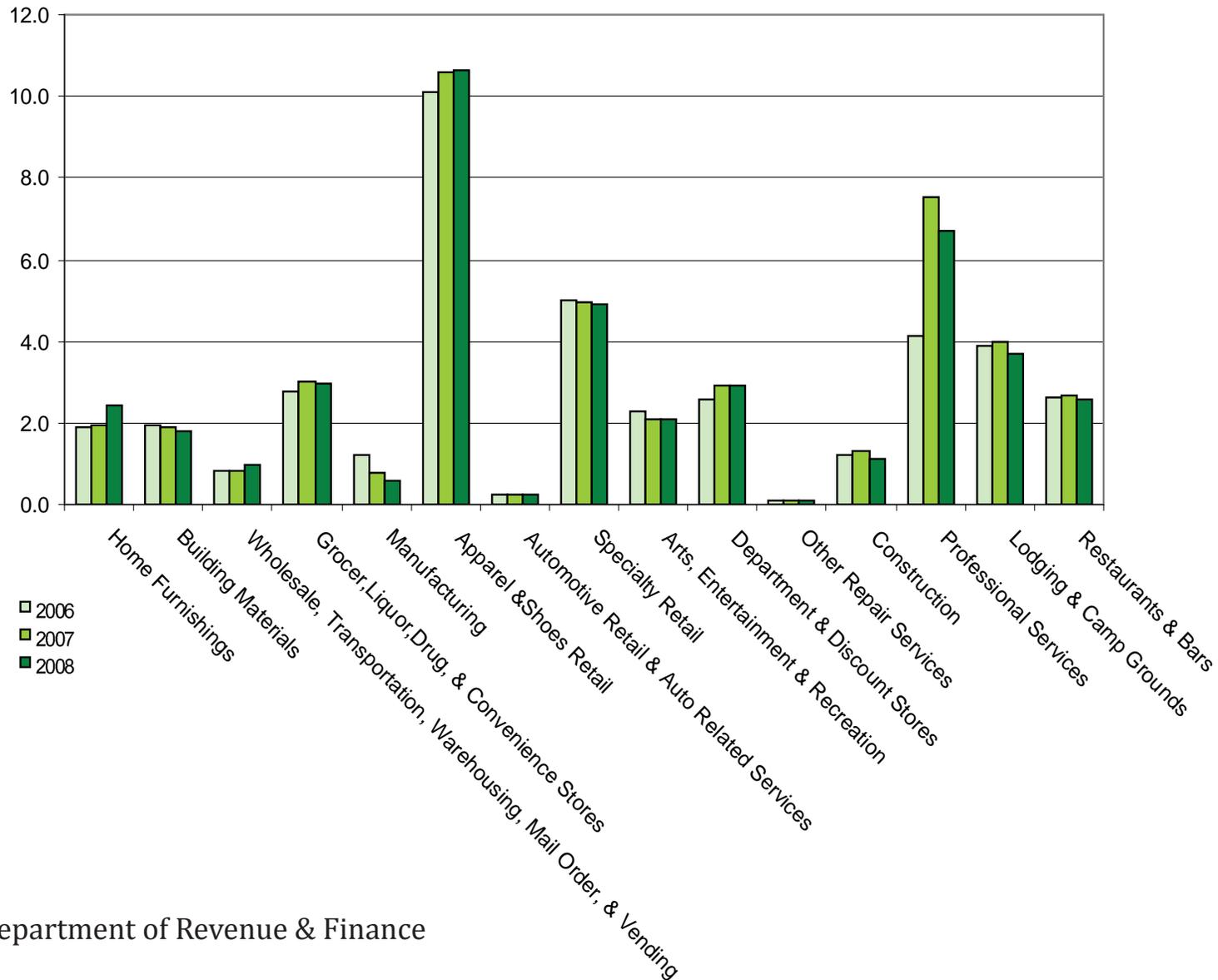
Pull Factors



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

In this example, the town is experiencing twice as many sales as expected by the state average. In other words, they are selling 200% of the town's full-time customer equivalents.

West Des Moines Pull Factor by Industry: 2006 - 2008



Source: Iowa Department of Revenue & Finance

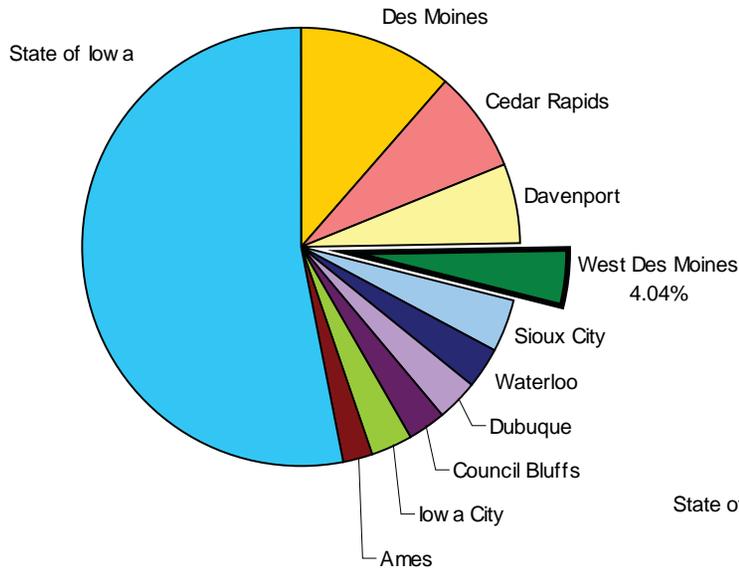
Pull Factors

- Sales in the Home Furnishings and the Wholesale groups showed increases in their pull factors from 2007 totals.
- The Apparel group sales again showed the largest difference from the state with a 10.5 pull factor rating.
- In all groups, 2008 sales in West Des Moines were 155.22% higher than at the state level.
- Per capita sales in West Des Moines, in general, were 1% higher than in 2007.
- West Des Moines' pull factor decreased in several groups with the largest decline being in the Professional Services group with a .8 decline.

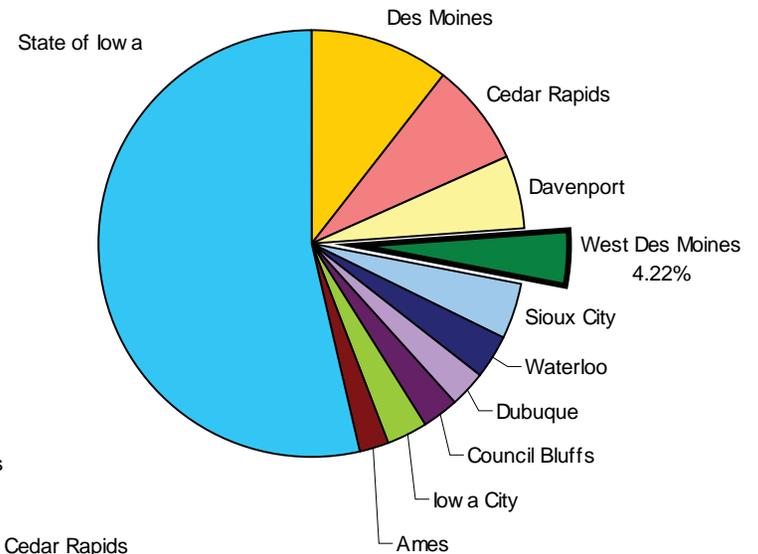
Total Per Capita Sales for West Des Moines and the State of Iowa



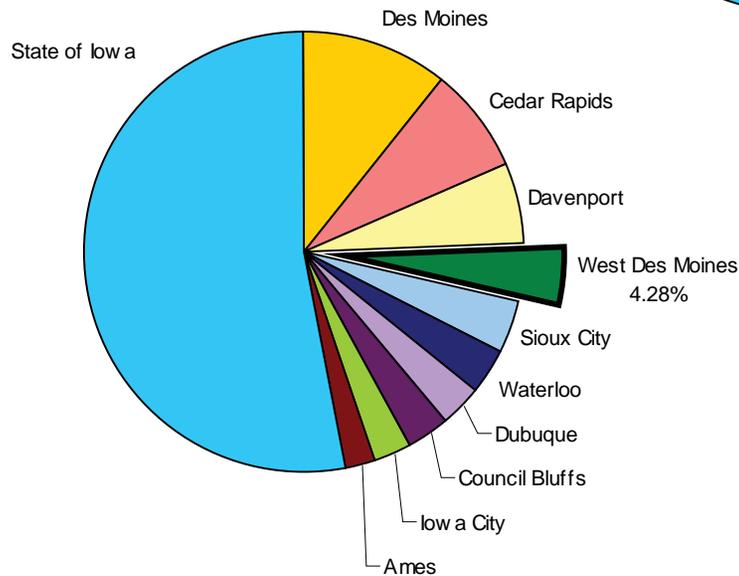
2006



2008

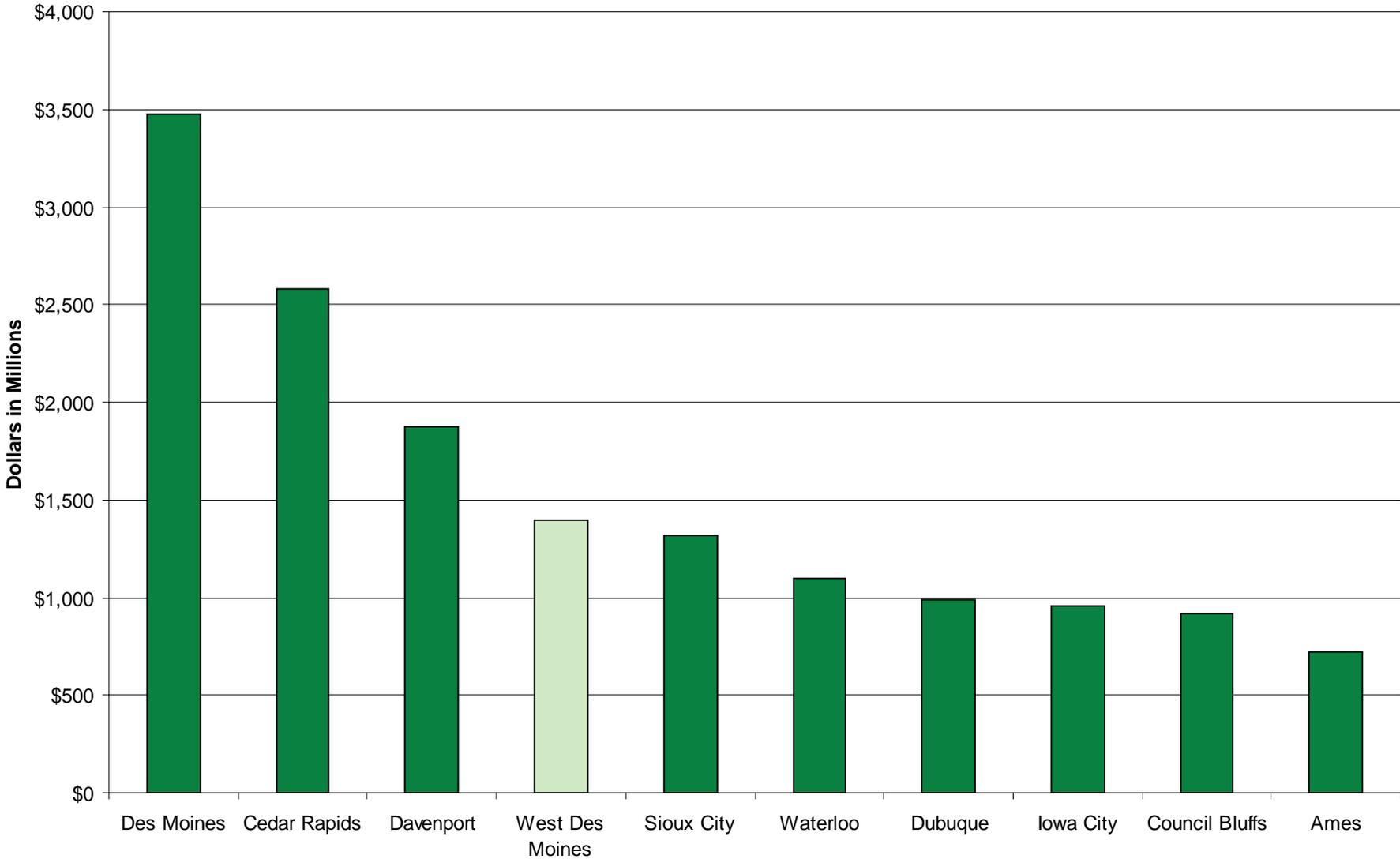


2007



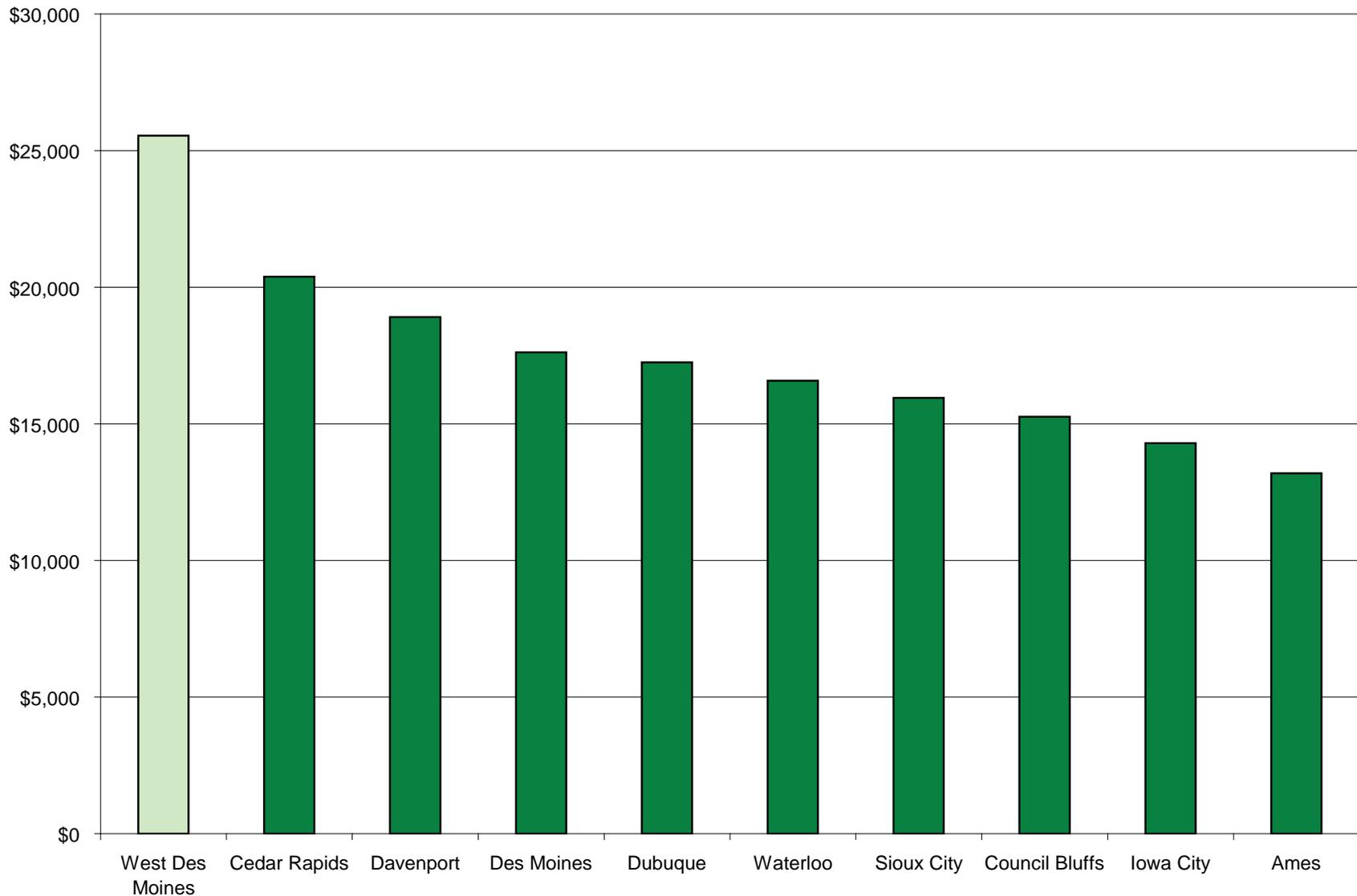
Source: Iowa Department of Revenue & Finance

Taxable Sales for Iowa's Ten Largest Cities: 2008



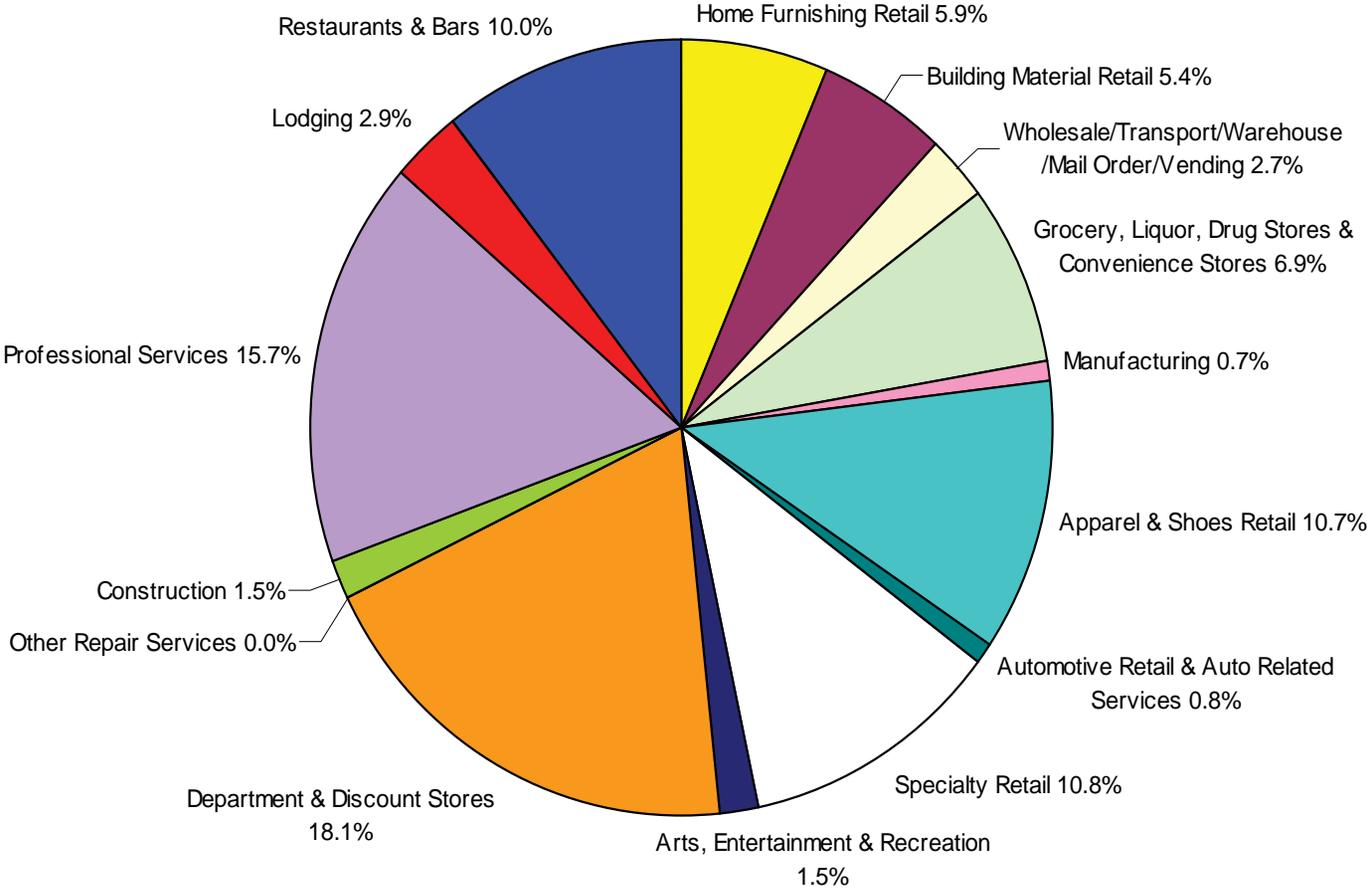
Source: Iowa Department of Revenue & Finance

Per Capita Taxable Sales for Iowa's Ten Largest Cities: Fiscal Year 2008 - 2009



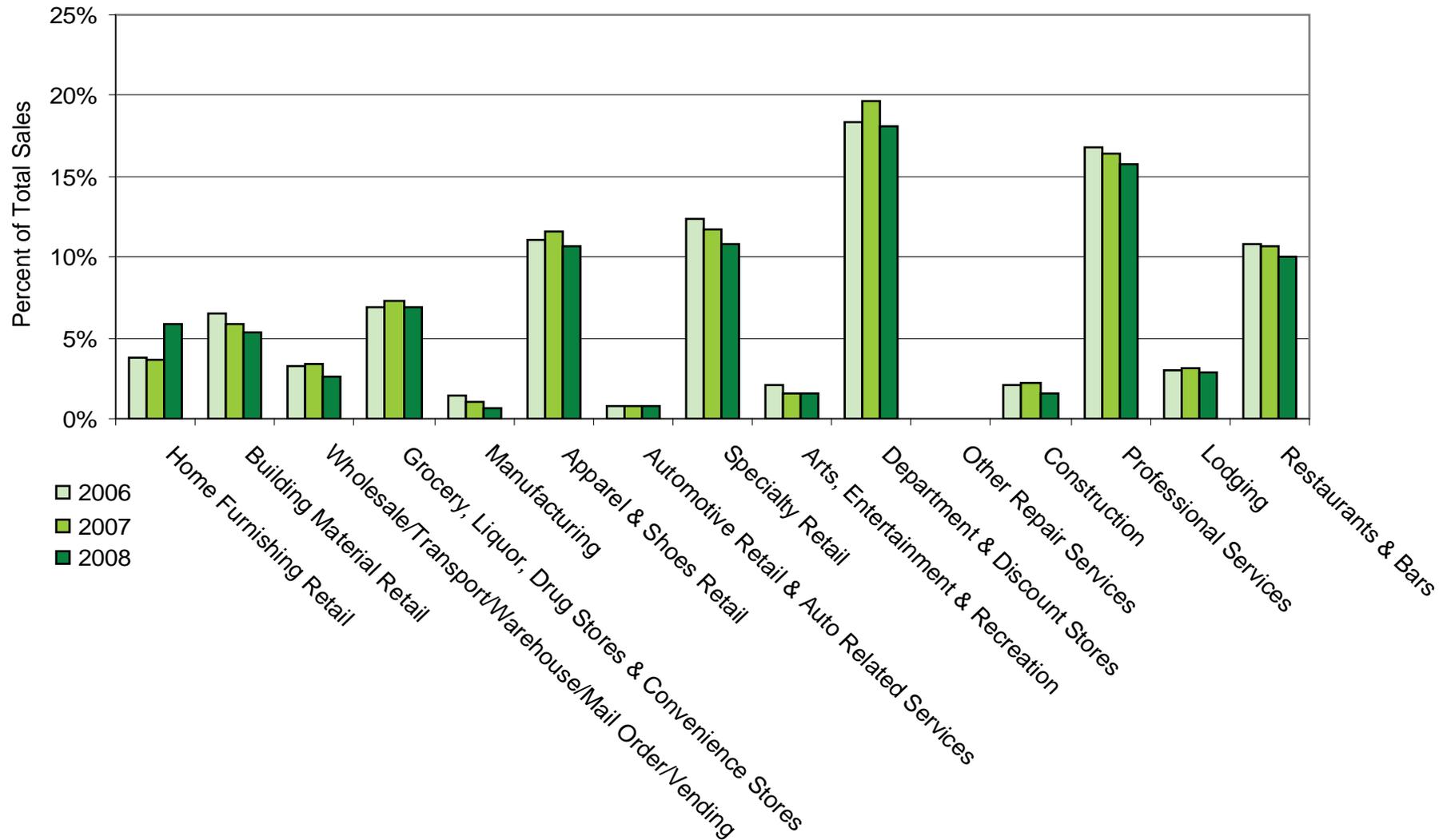
Source: Iowa Department of Revenue & Finance

Retail Taxable Sales in West Des Moines by Category: 2008



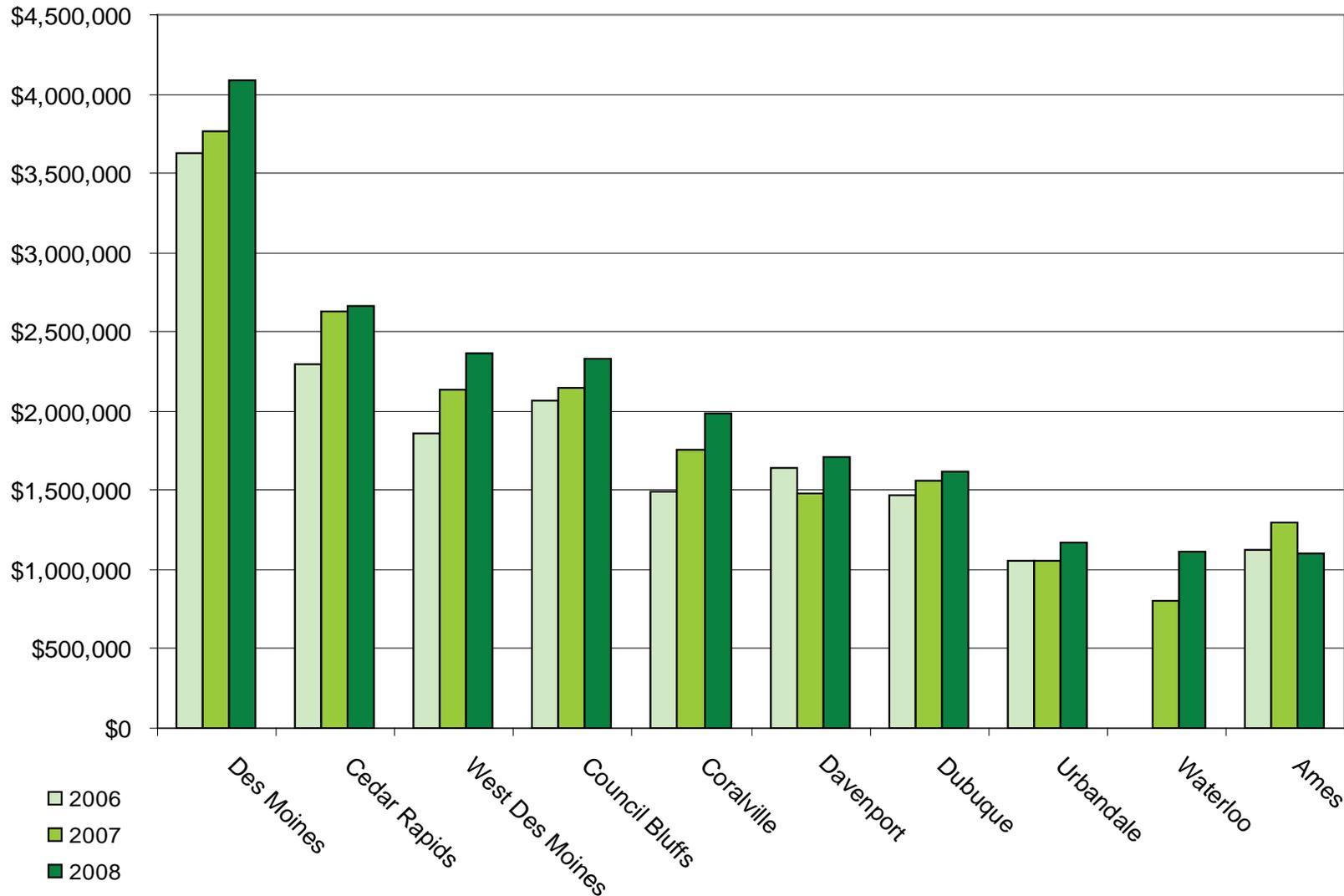
Source: Iowa Department of Revenue & Finance

Retail Taxable Sales in West Des Moines by Category: 2006 - 2008



Source: Iowa Department of Revenue & Finance

Hotel/Motel Taxes Collected in Ten Iowa Cities with Highest Revenue: 2006 - 2008



Source: Iowa Department of Revenue & Finance

Summary

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- Although West Des Moines is the 9th largest city in Iowa, it again has the 4th highest taxable valuation at just over \$3 billion, and is closing in on the City of Davenport, which is in 3rd place.
 - The City again has the highest per capita property valuation of Iowa's ten largest cities.
 - West Des Moines's property valuations rose by 6% to almost \$5 billion in 2008.
 - Of the ten largest cities in Iowa, West Des Moines had the highest per capita taxable sales at \$25,542.
 - West Des Moines had the 4th highest taxable sales volume of any city in the state at just over \$1 billion.
 - The largest increase in retail taxable sales in West Des Moines in 2008 by any category was in the Home Furnishings and Wholesale groups.

Major Milestones

Major Milestones in 2008

- 
- The City sets an all-time record by issuing building permits with over \$490 million in value.
 - With the addition of several new hotels, West Des Moines moves into third place state-wide in hotel/motel collections.
 - The Hy-Vee Corporation selects West Des Moines as the permanent home of the Hy-Vee Triathlon.
 - West Des Moines prepares “The Pattern Book” to serve as a guide to assist residents living in older homes to make additions to their homes in an architecturally sensitive manner. The publication is selected by the Iowa Chapter of the American Planning Association as an award winner.
 - CNN Money named West Des Moines 19th in its 2008 “Where Homes Are Affordable” Ranking.
 - The Des Moines Business Record has named West Des Moines “The Best City Government Conducive to Business” each year from 1998 – 2008.
 - FORTUNE Small Business (FSB) named West Des Moines in the Top 100 Places to Live and Launch a Small Business in a 2008 issue of CNN Money.