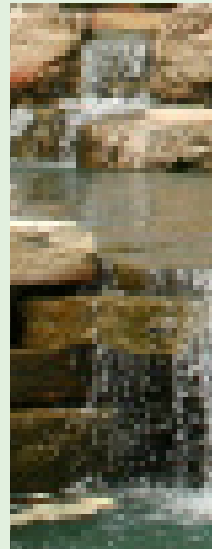
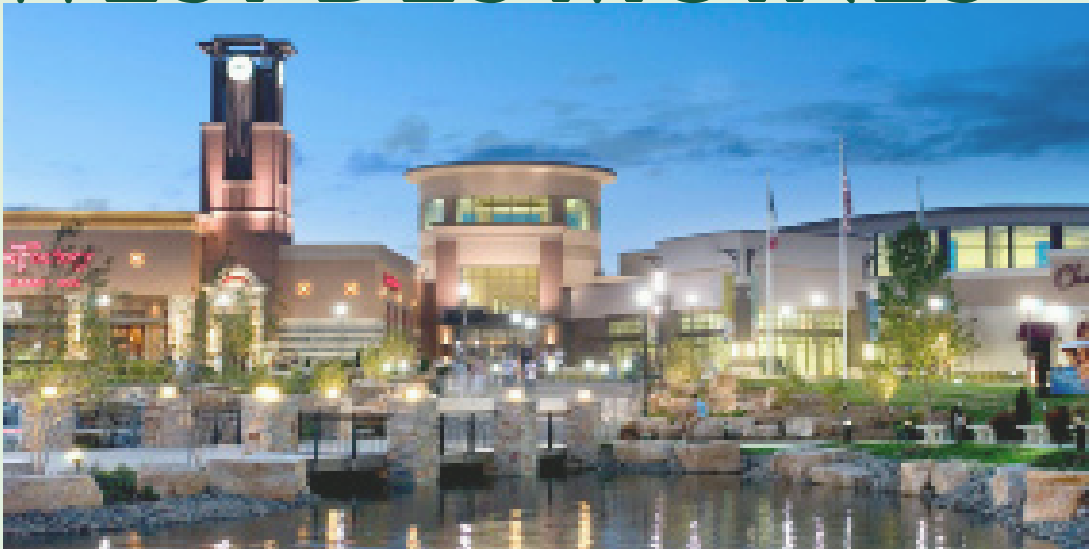


DEVELOPMENT  
**RETROSPECTIVE**

CITY OF  
**WEST DES MOINES 2022-2023**



The Development Retrospective Report examines West Des Moines during the previous fiscal year. It shows the quality of life and economic strength of the City.



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Want to learn more? [GoWestDesMoines.com](http://GoWestDesMoines.com)

## LETTER FROM THE CITY MANAGER



**Tom Hadden**  
City Manager, City of West Des Moines

West Des Moines is a community that has a great legacy of continuous growth and success. Our elected officials and staff at the City of West Des Moines take great pride in our community and we know that our residents do too. The 2022 Development Retrospective provides a review of all the great accomplishments and accolades that help make our city the best in class and a phenomenal place to live, conduct business, and visit.

West Des Moines continues to be a development-ready community. The City's bond rating is the highest you can receive (AAA from Moody's). Boasting well maintained and high-quality infrastructure and a low cost of living for the residents, West Des Moines continues to be an attractive option for growth and development. Several major projects in the past fiscal year are highlighted in this Retrospective. Projects such as Microsoft's numerous data centers under construction, the new Dave & Buster's, Ruth's Chris Steakhouse, Topgolf, and The Grand Experience waterpark and hotel represent the strength of the community's potential for landing attractions that are new to the market and new to the State of Iowa.

We continue to focus on improving the quality of life for our residents. West Des Moines offers numerous well-maintained parks offering a diverse array of recreational activities, recreational trails abound, and many other amazing quality-of-life amenities. West Des Moines' Five Waters Project and the new Athene Pedestrian Bridge exemplifies the commitment to improving these amenities.

I want to thank our residents, volunteers, business leaders, elected officials, and city employees for their hard work and commitment to West Des Moines. The wonderful things happening in our community would not be possible without their support and involvement. It is a privilege to share West Des Moines' success with you and we hope you enjoy this look back at the incredible progress made.

A handwritten signature in black ink that reads "Tom Hadden". The signature is written in a cursive, slightly slanted style.





The **2022-2023 Development Retrospective Report** highlights significant facts about the **City of West Des Moines**. The data contained in the Development Retrospective shows West Des Moines' **general economic strength and quality of life**.



## INTRODUCTION

Situated at the intersection of two transcontinental interstate highways, I-35 and I-80, West Des Moines offers easy access to the Midwest and the rest of the nation, Canada, and Mexico. As a hub for the insurance, financial services, information technology, and logistics industries, the infrastructure, utilities, and services needed to operate are readily available.

While our unique combination of small-town character and big-city benefits has something special to offer everyone, the area is home to universities and colleges with nationally acclaimed degree programs and many public and private K-12 schools regularly recognized for excellence.

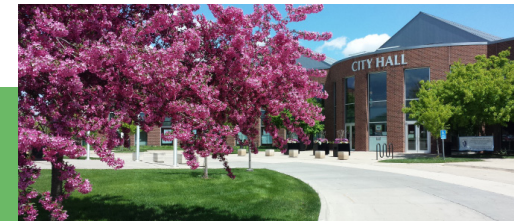
# FISCAL YEAR HIGHLIGHTS



Several major projects were completed, as well as several exciting new announcements.



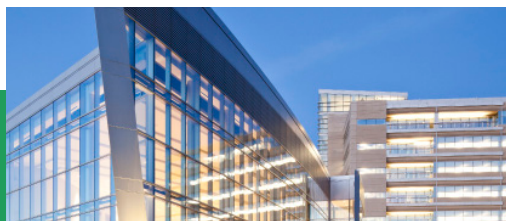
Iowa Small Business Community of the Year 2022  
*Small Business Administration*



AAA Bond Rating from both  
*Moody's and Standard & Poor's*



West Des Moines population grew by 2.9% to 70,741 in 2022.  
*U.S. Census Bureau*



2022 Technology Community of the Year  
*Technology Association of Iowa*



#1 Best Suburb for Young Professionals in Des Moines Area  
*Niche.com (2023)*



The residents of West Des Moines are highly educated, with 53.7% having a bachelor's degree or higher.  
*U.S. Census Bureau*



The City's assessed valuation in 2022 was over \$11 billion. A \$900 million increase over the previous year.



Top 50 Small Cities to Start a Business (#15)  
*Site Selection Magazine (2023)*





# DEVELOPMENT

## PERMITS ISSUED 6

Permits issued by the city and a breakdown of the numbers.

## INVESTMENT & ASSESMENT 6

Value of Construction in the previous years.

# DEVELOPMENT

## PERMITS ISSUED

A PLACE FOR EVERY BUSINESS TO THRIVE

As part of the City’s economic development efforts, department staff continues to be instrumental in attracting new businesses and housing to the City by working closely with the development community to find suitable sites compatible with zoning requirements and the City’s Comprehensive Plan. Our goal is to work at the pace of business.

IN 2022, WEST DES MOINES ISSUED **\$1 BILLION** worth of building permits



### 2022 NEW CONSTRUCTION (sq. ft)

617,350

General Commercial

71,450

Professional Office

199,484

Industrial

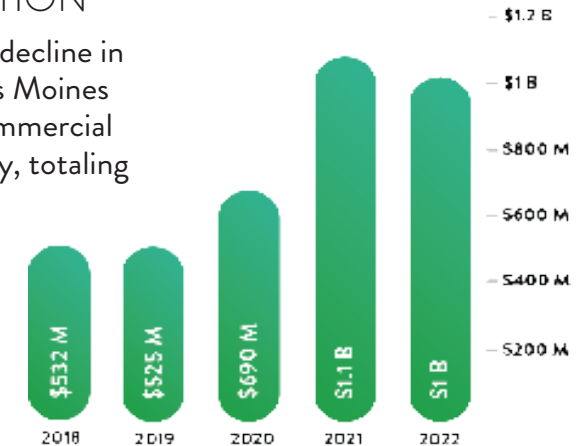
## INVESTMENT & ASSESSMENT

### CONSTRUCTION VALUATION

Following a record-breaking year, construction value nearly matched the previous year’s record valuation.

### VALUE OF CONSTRUCTION

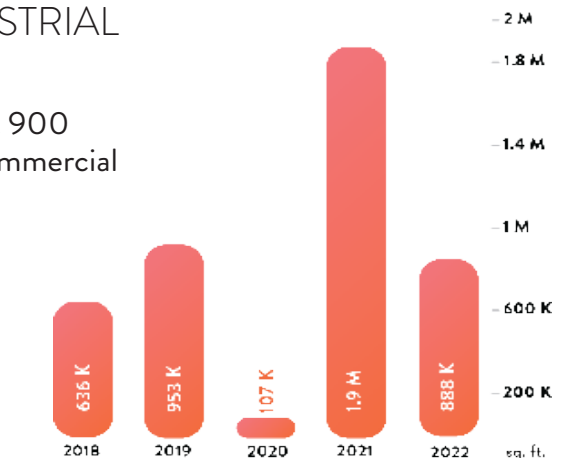
Apart from a pandemic-related decline in building during 2020, West Des Moines has steadily realized valuable commercial construction projects to the City, totaling a value of just over \$1 billion!



Source: City of West Des Moines, Development Services Department

### COMMERCIAL & INDUSTRIAL CONSTRUCTION

West Des Moines added almost 900 thousand square feet of new commercial and industrial space.



Source: City of West Des Moines, Development Services Department



# & MAJOR PROJECTS KEY SECTORS

## PROJECTS 8

An overview of projects during the fiscal year.

## KEY INDUSTRIES SECTORS 14

A look at the progress of West Des Moines' major sectors during the fiscal year as well as establishing the major industries in the City.



# MAJOR PROJECTS

## FINISHED

**Dave & Buster's** finally comes to Iowa. Opening their **first location in the state** on July 31st, they chose **West Des Moines** to be their new location of choice in the metro. The entertainment venue will be located at 170 S. Jordan Creek Parkway and is **22,000 square feet**.

Some highlights of the venue include **Dave & Buster's Million Dollar Midway**, which features **over 100 arcade games**, and a **"WOW" Wall**, a 40-foot wall with dozens of HDTVs to watch any sport.

**CAPITAL INVESTMENT:** \$5,161,158  
**SQUARE FOOTAGE:** 22,000 sq. ft.

# DAVE & BUSTER'S



Farmer's State Bank has served Iowa for **over 140 years** and is based in Waterloo, but they have decided to plunk down roots here in West Des Moines with their **significant new office and bank branch that serves the metro**.

Farmer's State Bank **specializes in agricultural loans** but has **evolved into a full-service bank** offering all of the services to that of a corporate bank. Their new 33,000-square-foot branch and office is located at 9750 University Avenue.

**CAPITAL INVESTMENT:** \$10,038,000  
**SQUARE FOOTAGE:** 33,000 sq. ft.

# FARMERS STATE BANK



# MAJOR PROJECTS CONT.

## UPCOMING

The Val-Air Ballroom is finishing up a **top-to-bottom renovation**. Evoking the ballroom's prime in the 1950s and making much-needed improvements to bring the ballroom into the modern age. Renovations included adding **ADA accessibility to the building, electrical, plumbing, and sprinklers. New bathrooms** and a bar and grill have been added. A steel structure above the stage will hold cables, lights, and motors, allowing for improved production capabilities.

The City of West Des Moines has provided a **grant of \$1.2 million** to help with the renovation. This funding came as a development grant through the City's 10-year property tax rebate. To secure the money, the developer agreed to the conditions of; the building having a minimum assessed value of \$5.5 million, renovations finished by December 31, 2023, and having 14 full-time employees. The State of Iowa also provided considerable assistance through the historic tax credit program and Destination Iowa Fund.

**CAPITAL INVESTMENT: \$12,000,000**

**SQUARE FOOTAGE: renovation**

## VAL-AIR

The 595 Tower is a **five-story mixed-use building** currently under construction at the northwest corner of South 60th Street and Stagecoach Drive. Developed by DRA Properties, LC, the project is anticipated to add **nearly 12,000 sq. ft. of commercial retail and restaurant space, 27,000 sq. ft. of office space, and ten high-end residential condominiums on the upper floors**. As one of the taller buildings constructed in the area, there will be **sweeping views of the surrounding area from the project's top-level amenity deck and upper floors**. The development is anticipated to be completed and occupied late in 2023.

**CAPITAL INVESTMENT: \$25,500,000**

**SQUARE FOOTAGE: 110,207 sq.ft.**

## 595 TOWER



# MAJOR PROJECTS CONT.

## UPCOMING

**West Bank** is building its **new corporate headquarters** at 3300 **Westown Parkway**. First founded in 1893 as First Valley Junction Bank, there was nowhere else they wanted to be but staying in West Des Moines. Dave Nelson, West Bank Chairman, and CEO, said they selected the site because it was not only highly visible, but the area was in need of reinvestment and redevelopment.

The new headquarters will feature **a new water feature and a rooftop terrace to host events and guests**. The estimated opening date is **Spring 2024**.

**CAPITAL INVESTMENT:** \$40,000,000  
**SQUARE FOOTAGE:** 72,000 sq. ft.

---



# WEST BANK HEADQUARTERS

---

The **Iowa National Guard** is opening a new **Readiness Center** at 1625 SE National Guard Road. The Center will be the first of its kind in the metro besides Camp Dodge, which serves as the headquarters for the Iowa National Guard in Johnston. The Center will **serve two National Guard units**.

The City owns the **approximately 35 acres** that the National Guard will construct their **45,300 square foot building**. The building will include **classrooms, a kitchen, a gym, and physical fitness rooms**. There is also a **possibility for two additions in the future**.

The land of the Readiness Center is part of a **larger 48-acre parcel**; the rest is planned for a **future fire station and training center**.

**CAPITAL INVESTMENT:** \$19,000,000  
**SQUARE FOOTAGE:** 45,300 sq. ft.

---



# IOWA NATIONAL GUARD READINESS CENTER



# MAJOR PROJECTS CONT.

## UPCOMING

West Des Moines is welcoming **Iowa's first Ruth's Chris Steakhouse location** as part of **the Cunningham**. The brand was founded in New Orleans in 1956 and has **more than 150 locations** worldwide. This development is not all about great corn-fed Midwestern beef, however. Above the restaurant, there will be **199 luxury multifamily housing units in this mixed-use development**.

The steakhouse is planned to open in **August 2023**. The housing will open at a later date.

**CAPITAL INVESTMENT: \$30,000,000**  
**SQUARE FOOTAGE: 15,000 sq. ft.**

## THE CUNNINGHAM



Part of the **Five Waters Project** started by the City in 2016, the Athene Pedestrian Bridge will connect two major parks in West Des Moines. **The bridge will connect Raccoon River and Walnut Woods State Park**, providing much-needed access between the parks. Other completed projects that were a part of the Five Waters Project include the Raccoon River Boathouse, Jamie Hurd Amphitheater, and Marathon Loop.

The proposed truss bridge is 620 linear feet long, with an additional 345 linear feet of elevated ramp in Walnut Woods State Park. The project will also feature 1.2 miles of paved trail along Walnut Woods Drive from the entrance of Raccoon River Park to the entrance of the Hidden Valley Soccer Complex. **\$2.75 million of the \$9.3 million project was raised from the generosity of nearly 300 individual or company donations**. Construction of the bridge began in April 2023 and is estimated to be completed in the **fall of 2024**.

**CAPITAL INVESTMENT: \$9,300,000**

## ATHENE PEDESTRIAN BRIDGE



# MAJOR PROJECTS CONT.

## MICROSOFT

Microsoft is continuing to build multiple data centers in West Des Moines. Currently, there are five data centers: Mountain, Alluvion, Osmium, Ginger West, and Ginger East.

The third Microsoft Data Center, Osmium, has finished buildings one through four. Currently, building five is under construction.

**MINIMUM ASSESSMENT AGREEMENT: \$310,000,000**  
**SQUARE FOOTAGE: : 1,700,000 sq. ft.**

---

## OSMIUM



Microsoft Data Center four, Ginger West, started building in 2019. Building one is done, and construction on building two will start in the near future.

**MINIMUM ASSESSMENT AGREEMENT: \$315,000,000**  
**SQUARE FOOTAGE: 1,800,000 sq. ft.**

---

## GINGER WEST



The latest Microsoft Data Center, Ginger East, started construction in 2020. The first building is nearing completion, and the second building is starting construction.

**MINIMUM ASSESSMENT AGREEMENT: \$242,000,000**  
**SQUARE FOOTAGE: 1,800,000 sq. ft.**

---

## GINGER EAST





# MAJOR PROJECTS CONT.

## ANNOUNCEMENTS

Plans have been set to begin the development of **The Grand Experience**, an indoor waterpark, hotel entertainment, and conference complex. It was decided that West Des Moines would make a great home for this massive project. The project is planned to be developed on **226 acres between 60th and 88th streets**.

The main part of The Grand Experience is a facility including a **130,000 sq. ft. state-of-the-art waterpark**, a **family entertainment center**, **400 room hotel**, and a **110,000-square-foot conference center**. The project will also include **1,000 apartment units** focused on providing **high-quality workforce housing**.

**CAPITAL INVESTMENT:** \$600,000,000

**SQUARE FOOTAGE:** 220,000 sq. ft.

---

**Topgolf** is also coming to West Des Moines. The **popular golf entertainment venue** is making its **first venture** into the state of **Iowa**. To be located at 7655 Mills Civic Parkway. Topgolf Chief Development Officer Chris Callaway stated, “Our focus is on creating more ways for people to play the game of golf in a **fun and unique** way, and the **Des Moines area is the perfect place to kick off our growth within the state.**”

**CAPITAL INVESTMENT:** \$25,000,000

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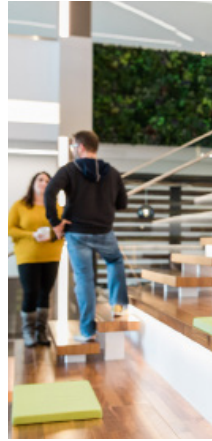
GRAND  
EXPERIENCE



TOPGOLF

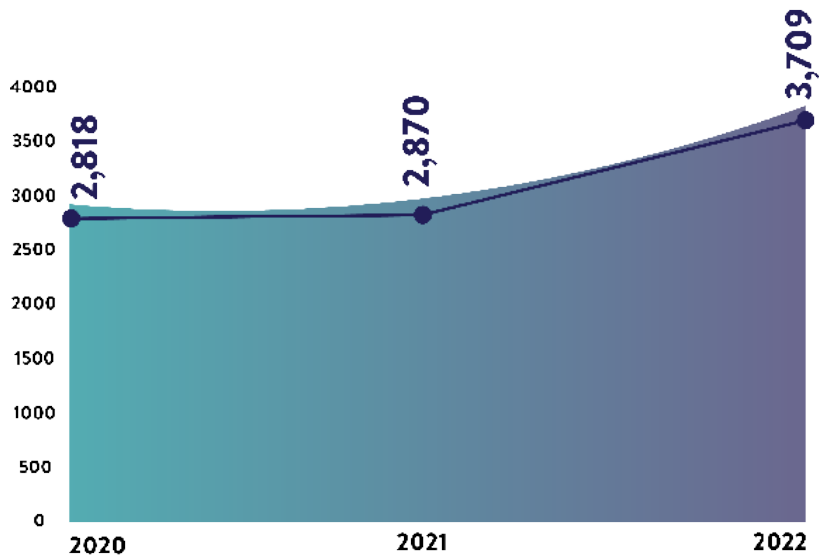


# KEY INDUSTRY SECTORS

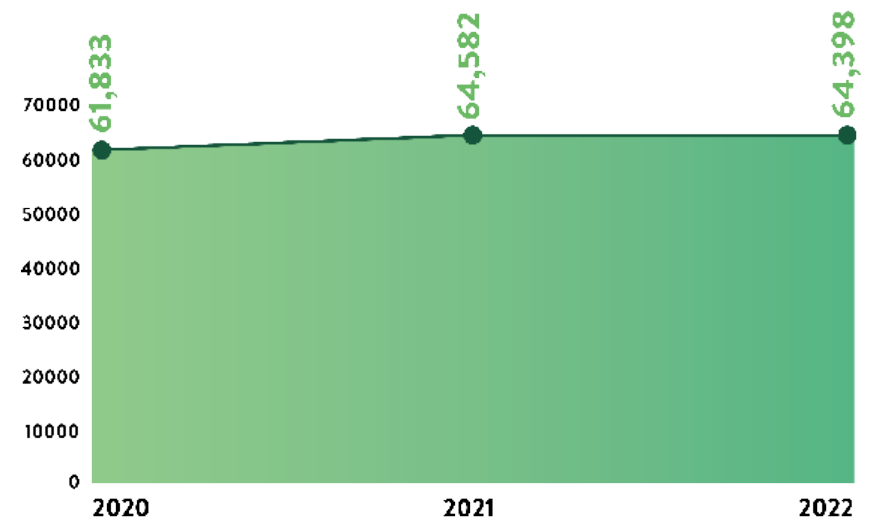


West Des Moines has several key industry sectors; Financial Services and Insurance, Information Technology, Healthcare and Life Sciences, Manufacturing and Logistics, and Retail and Hospitality.

## Number of Businesses



## Total Jobs



Source: State of Iowa Department of Revenue and Finance, Information, and Management Services Division

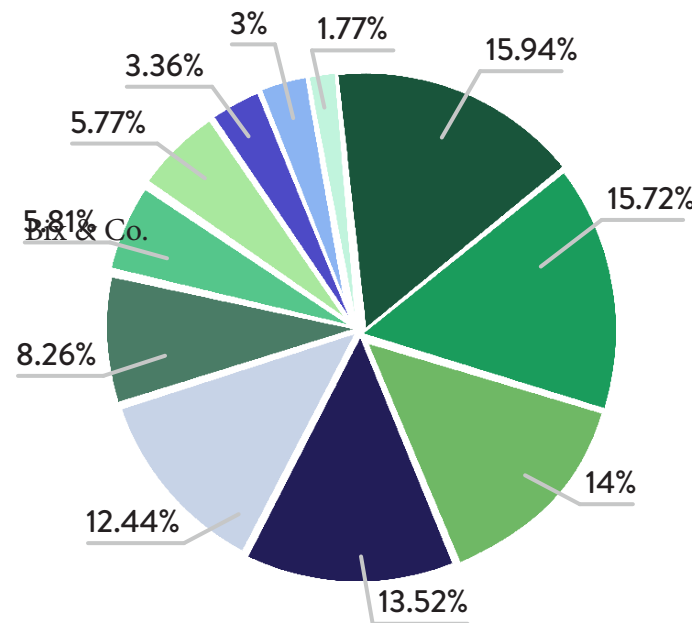
# KEY INDUSTRY SECTORS

## WEST DES MOINES DRIVES IOWA'S INSURANCE INDUSTRY

West Des Moines has one of largest concentrations of insurance in the Metro and the United States, second only to New York City in the percentage of employment based in Finance and Insurance.

## MEDICAL MAIN STREET DELIVERS WORLD-CLASS HEALTH CARE IN THE HEART OF WEST DES MOINES

West Des Moines boasts one of Iowa's largest medical providers and services, making the healthcare sector a targeted industry for future growth.



### Industry by Percentage of Workforce

- Finance, Real Estate, and Insurance
- Trade
- Professional and Business Services
- Education and Health Services
- Government
- Leisure and Hospitality
- Manufacturing
- Construction
- Transportation and Utilities
- Other Services
- Information

not represented on chart:  
Ag, Natural Resources, and Mining - 0.41%

Source: Iowa Workforce Development



# BUSINESS CLIMATE COMMUNITY OVERVIEW

## OVERVIEW 17

A general look at business growth, new construction, and primary markets.

## WORKFORCE 17

Learn more about the people that make up the workforce of the City of West Des Moines. As well as a look at our diversity and inclusion efforts.

## HOUSING 19

A look at the state of housing as well as the programs supporting housing in the City.

## SMALL BUSINESSES 21

Learn more about the programs that support small businesses and how investing in local businesses has paid off.



# BUSINESS CLIMATE & COMMUNITY OVERVIEW

Education Source: U.S. Census Bureau

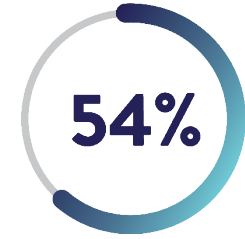
Income Source: U.S. Department of Housing and Urban Development

## INTRODUCTION

Even though plenty of new construction is occurring, the City also continues to invest in existing and infill housing through housing rehabilitation and economic development grants administered by Community and Economic Development staff. Retention and growth of the business industry within West Des Moines is a high priority for the City. West Des Moines was also awarded Iowa Small Business Community of the Year for 2022 by the Small Business Administration and number 15 of the Top 50 Small Cities to Start a Business for 2023 by Site Selection Magazine.



High School Diploma or Higher

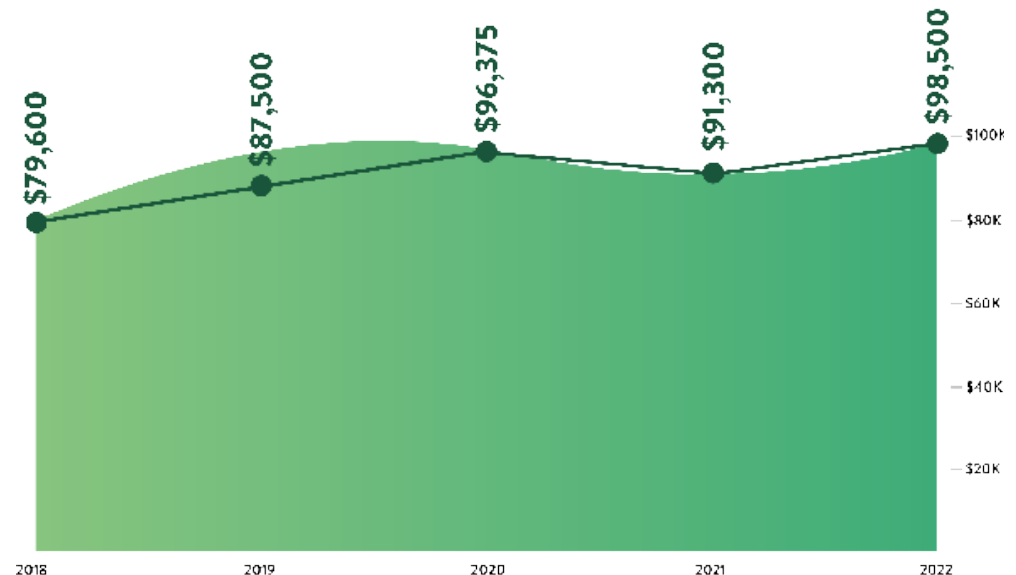


Bachelor's Degree or Higher

## WORKFORCE

Boasting higher-than-average incomes, low cost of living, growing population, easy access to retail, dining, and lifestyle amenities. West Des Moines attracts highly skilled, educated workers seeking opportunities in insurance, financial services, data and technology, manufacturing, logistics, and healthcare.

## MEDIAN HOUSEHOLD INCOME (FAMILY OF 4)



**#2**  
**BEST SUBURB FOR YOUNG PROFESSIONALS IN IOWA**  
 Niche.com (2022)



**ONE OF THE MOST EXCITING PLACES IN IOWA**  
 (Factors include nightlife, live music venues, and age of residents)  
 Movoto.com

# DEI

## DIVERSITY AND INCLUSION DRIVE SUCCESS

The City of West Des Moines and the business community are committed to attracting diversity, establishing equity, and demonstrating quality and inclusion. We believe inclusive, open, and welcoming communities are also more successful.

**91%**  
**MUNICIPAL EQUALITY INDEX (MEI) SCORE**

*Source: Human Rights Campaign*

### A WORD FROM AUDREY KENNIS, DIRECTOR OF DIVERSITY, EQUITY, AND INCLUSION

Promoting an inclusive and accessible community has been a priority for the City of West Des Moines. We take pride in fostering a welcoming environment for all residents through our diversity, equity, and inclusion (DEI) initiatives.

In Spring 2023, we organized our first Community Engagement Institute (CEI), tailored for underrepresented populations. This six-week program brought together eighteen residents and local officials to build connections and awareness. Participants learned about City operations and services and provided valuable feedback on how to best serve an increasingly diverse community. Strengthening these relationships and building alliances ensures that all residents can access resources, services, and opportunities.

To create lasting and sustainable change, we must cultivate young talent. We have recently amended the City Code to establish a Youth Ex-officio position on the Human Rights Commission, allowing a student in grades 9-12 to serve on the Commission. We are excited about this opportunity to listen and learn from young people, engaging them in local government functions.



**over 70**  
**LANGUAGES SPOKEN IN WEST DES MOINES PUBLIC SCHOOLS**

*Source: West Des Moines Community Schools*



*Want to learn more?*

Scan the QR code or go to <https://linktr.ee/wdmdiverCity>

Additionally, in our pursuit of meeting the diverse needs of residents, we recognize the importance of accessibility. This fall, we will complete a redesign of the Raccoon River Park playground. The new design includes multisensory play equipment, inclusive swings, themed play areas, soft landscaping, and shaded spaces, ensuring that families of all abilities can come together to learn, play, and grow.

In summary, the City of West Des Moines is committed to creating an inclusive, accessible, thriving community where everyone feels welcome and supported.

We encourage businesses and residents to actively participate by promoting events and educational opportunities taking place in our community. To stay informed, you can subscribe to our monthly DiverCity Newsletter. The newsletter features valuable content, including educational information, details about community events, City proclamations, and various resources related to inclusion. If you're interested in receiving the DiverCity newsletter, from the [link or QR code](#).

# HOUSING

In 2022, West Des Moines' Community and Economic Development Department rolled out three new housing programs for Historic West Des Moines. With a \$3.2 million fund comprised of City match money and contributions from financial institutions and Polk County, the City has created a Housing Fund comprising three programs. The Home Improvement Program was created to assist low-and-moderate-income households in making needed improvements to the exterior of their homes. The Down Payment Assistance Program is geared toward assisting with the purchase of homes and increasing homeownership opportunities.

## Concord at Marketplace

Concord at Marketplace is a senior housing development with 156 affordable units.



**59%** of residents are homeowners.

## Pointe on 88th Street

Pointe at 88th Street is a three-story mixed-income apartment complex located at 520 88th St. 44 of 49 units is renting based on 30% to 60% of the area's median income (\$14,785 to \$29,572), making a two-bedroom unit \$536 to \$977. The market price for a two-bedroom is \$1,150.





# HOUSING

## PROGRAMS

- Block Grant Program
- Community Development Block Program
- Historic West Des Moines Home Improvement Program
- Housing Tax Increment Finance Districts
- Metro Home Improvement Program
- Neighborhood Finance Program
- Upper Story Housing

## HOME IMPROVEMENT PROGRAM

The Home Improvement Program has helped with the completion of 28 homes since 2022. The program has dedicated over \$900,000 of funds to improve the conditions of existing housing in Historic West Des Moines.

## ATTAINABLE HOUSING GAP FINANCING (Property Tax Rebate)

The Attainable Housing Gap Financing assisted in the construction of 700 new dwelling units targeted toward residents who make no more than 60% of the area's median income. These units are currently under construction or proposed.



Before and After photos of a house that received assistance from the Historic West Des Moines Home Improvement Program.

# SMALL BUSINESS SUPPORT IN VALLEY JUNCTION

Since 2016, West Des Moines Community and Economic Development has administered numerous programs to encourage redevelopment and renovation within the Historic Valley Junction Business District. The Property Improvement Fund and the Regulatory Compliance Fund have provided loans and grants to assist businesses in the district. The Targeted Area Property Tax Rebate program help stimulate major redevelopment of underutilized property.

So far, in 2023, ten businesses have opened in the Valley Junction District, including Champion's Hideaway and Bix & Co. There is a strong interest in adding restaurants in the area based on a consumer survey, and there are businesses that are looking to do so. The Regulatory Compliance Fund has helped get businesses the restaurant infrastructure needed to open in Historic Valley Junction.

## PROGRAMS

- The Property Improvement Fund
- The Targeted Area Property Tax Rebate



CHAMPION'S  
HIDEAWAY



BIX & CO.





# RETAIL

## TAXABLE SALES 23

A breakdown of taxable sales by category.

## HOTELS & MOTELS 23

A look at the tax revenue brought in by Hotels and Motels.





# RETAIL

## TAXABLE SALES

When breaking down taxable sales, West Des Moines' strongest category is Specialty Store, which accounts for 15.7% of total taxable sales. The Services category represents the next strongest category, followed by Specialty Retail, Restaurants & Bars, Clothing & Retail, Grocery, Liquor & Convenience, and Home Furnishings & Appliances.

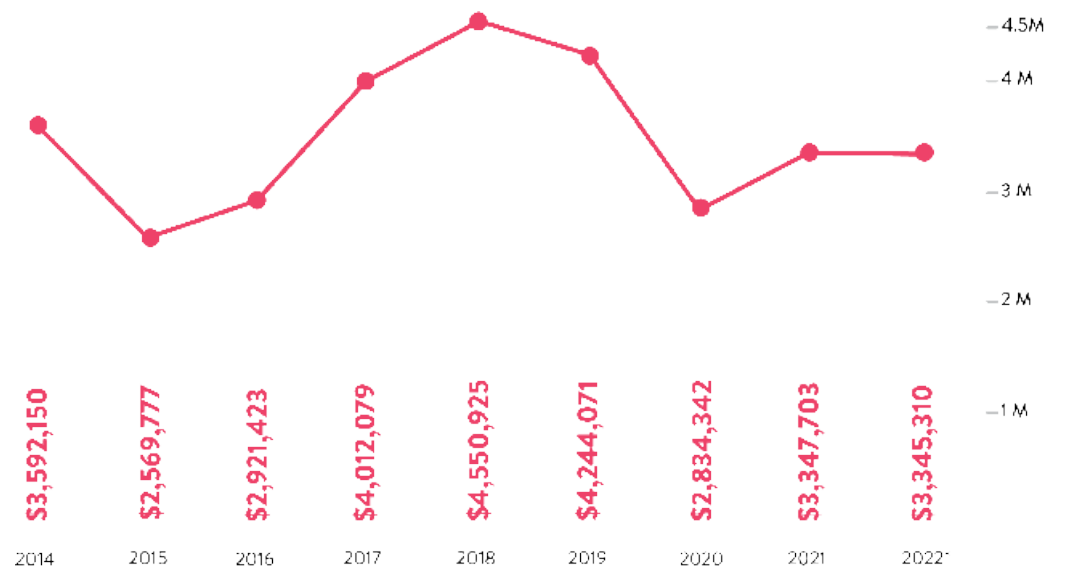
For the 17th consecutive fiscal year, West Des Moines has collected the second-highest amount of Hotel/Motel Tax out of the state's largest cities, following only Des Moines.

# HOTELS & MOTELS

As a magnet for business, retail, and entertainment, West Des Moines regularly collects the second highest amount of Hotel/Motel Tax out of the state's largest cities, following only Des Moines. The numbers are rebounding after the COVID-19 pandemic.

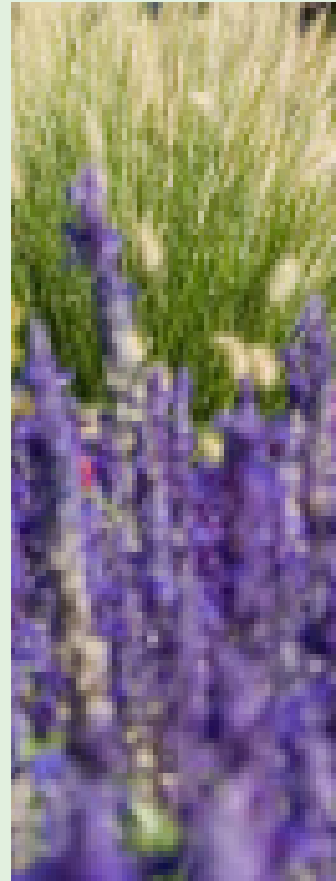
## HOTEL/MOTEL TAX REVENUE

Source: Iowa Department of Revenue



DEVELOPMENT

# RETROSPECTIVE



*Go West*