HISTORIC VALLEY JUNCTION

WEST DES MOINES, IOWA

MARKET SNAPSHOT

Esri 2024

Historic Valley Junction, an urban neighborhood revitalization program in West Des Moines is taking a pro-active approach to planning for the future prosperity of this unique historic commercial district.

The efforts of the Historic Valley Junction Main Street organization and its partners, along with investments made by the public and private sectors, are working to heighten the appeal of the commercial district among consumers, investors and entrepreneurs. Moving forward, it will be critical for the community to capitalize upon and leverage these investments and ongoing Valley Junction marketing efforts to position the district as a local economic engine and center for commerce.

This Market Snapshot, prepared by Main Street Iowa, offers a comprehensive overview of demographic, lifestyle, and retail data, as well as market characteristics and trends. The insights, combined with data from local surveys and community input, establish a foundation, benchmarks, and a basis for critical decision-making processes that will guide future business development strategies for the Valley Junction commercial district.

Main Street Iowa is a program through the Iowa Downtown Resource Center at the Iowa Economic Development Authority. Valley Junction/West Des Moines has participated in this program since 1987.

MAIN STREET IOWA

IOWA Economic Development

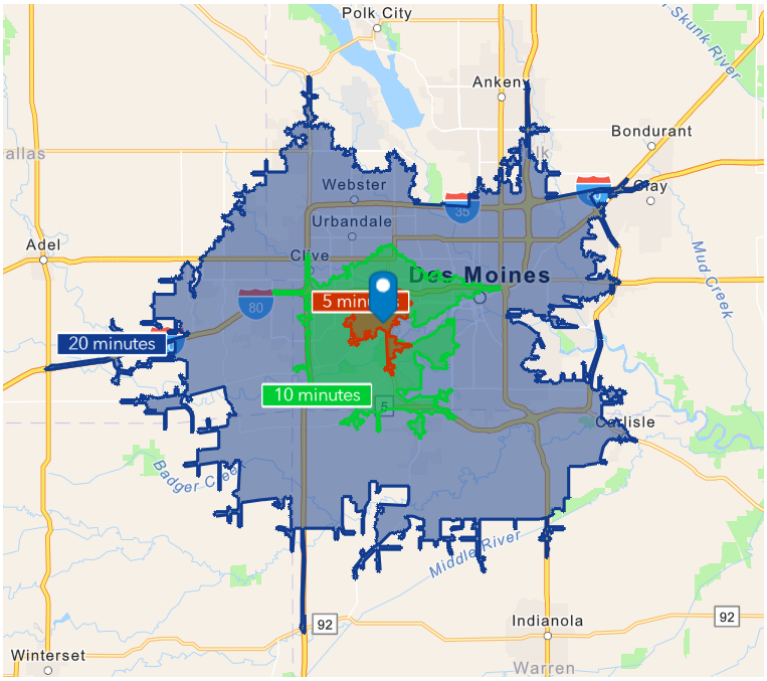
Historic Valley Junction is a Main Street Iowa urban neighborhood program.

The mission of the Main Street Iowa Program is to improve the social and economic well-being of Iowa's communities by assisting selected communities to capitalize on their unique identity, assets and character of their historic commercial district.

HISTORIC VALLEY JUNCTION DRIVE TIME MARKET

DEMOGRAPHIC FAST FACTS

Esri 2024



POPULATION

91,974

10 MINUTE DRIVE TIME | 2024

2024—29 GROWTH: 0.54%

Population	5 Min	10 Min	20 Min
2024 Estimate	13,292	91,974	439,314
Growth (2024-29)	0.37%	0.54%	1.03%

Est. State Pop Growth (2024-29) 0.24%

DAYTIME POP

112,751

10 MINUTE DRIVE TIME | 2024

Daytime Population	5 Min	10 Min	20 Min
Total Daytime Pop	13,160	112,751	501,716
Workers	7,088	71,773	298,100

HOUSEHOLDS

41,553

10 MINUTE DRIVE TIME | 2024

2024—29 GROWTH: 0.76%

Households	5 Min	10 Min	20 Min
2024 Estimate	6,150	41,553	180,445
HH Growth (2024-29)	0.57%	0.76%	1.20%

Est. State HH Growth (2024-29) 0.40%

MEDIAN HH INCOME

$76,799

10 MINUTE DRIVE TIME | 2024

2024—29 GROWTH: 2.84%

Median HH Income	5 Min	10 Min	20 Min
2024 Estimate	$69,420	$76,799	$79,205
Growth (2024-29)	3.08%	2.84%	3.09%

2024 State: $74,738 2024-29 Growth: 2.3%

Source: Esri Market Profile | 1.25

WEST DES MOINES | IOWA

Esri's Community Tapestry is a geodemographic segmentation system that integrates consumer traits with residential characteristics to identify markets and classify U.S. neighborhoods. Tapestry Segmentation combines the "who" of lifestyle demography with the "where" of local geography to create a classification with 67 distinct behavioral market segments (Tapestry Segments).

2024 HOUSING UNITS SUMMARY

HOUSING UNITS

Housing Units	5 Min	10 Min	20 Min
2024 Estimate	6,558	44,529	193,856
- Owner Occupied	52.2%	55.0%	59.1%
- Renter Occupied	41.6%	38.3%	34.0%
- Vacant	6.2%	6.7%	6.9%
Estimated State Percent Vacant (2024)			9.4%

HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

TENURE AND MORTGAGE

2020 Tenure/Status	5 Min	10 Min	20 Min
Owner Occupied	55.2%	58.5%	63.3%
— With Mortgage	37.2%	41.2%	46.4%
— Free and Clear	18.0%	17.2%	16.8%
Renter Occupied	44.8%	41.5%	36.7%

2024 DIVERSITY INDEX

DIVERSITY

Drive Time Households	5 Min	10 Min	20 Min
2024 Diversity Index	55.9	51.9	57.6

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

$47,538
PER CAPITA INCOME
5 MINUTES | 2024

10 Minutes	$49,128
20 Minutes	$45,829
State	$40,369

37.3
MEDIAN AGE
5 MINUTES | 2024

10 Minutes	37.5
20 Minutes	36.4
State	38.9

97.2%
2024 EMPLOYED
5 MIN. CIVILIAN POP 16+

10 Minutes	97.4%
20 Minutes	97.1%
State	97.2%

2024 EMPLOYMENT BY OCCUPATION

2024 Employed 16+	5 Min	10 Min	20 Min
Total Estimate	7,344	51,814	238,060
- White Collar	67.4%	71.4%	65.5%
- Services	15.3%	14.1%	15.8%
- Blue Collar	17.4%	14.5%	18.7%

Source: Esri Market Profile | 1.25

Top Drive Time Area Esri Tapestry Segments

Rustbelt Traditions (5D) | #1 in 5 & 20 drives

5 Minutes		10 Minutes		20 Minutes	
HHs	Percent	HHs	Percent	HHs	Percent
1,568	25.5%	3,136	7.5%	20,035	11.1%

Residents here are a mix of married-couple families and singles living in older developments of single-family homes. The work force is primarily white collar, with a higher concentration of skilled workers in manufacturing, retail trade, and health care. Family oriented, they value time spent at home. Most have lived, worked, and played in the same area for years.

Avg. HH Size: 2.47 Median Age: 39.0 Med. HH Income: $52K

- Nearly three quarters own their homes, nearly half of households have mortgages.
- While most income derived from wages and salaries, nearly 31% collect Social Security and 20% draw retirement income.
- Most have graduated high school or spent some time at college.
- Budget aware shoppers that favor American-made products.

Young & Restless (11B) | #1 in 10, #2 in 5

5 Minutes		10 Minutes		20 Minutes	
HHs	Percent	HHs	Percent	HHs	Percent
1,377	22.4%	5,179	12.5%	8,272	4.6%

These residents are well-educated young workers, some of whom are still completing their education, are employed in professional/technical occupations, as well as sales and office/administrative support roles. These residents are not established yet, but striving to get ahead and improve themselves. Almost 1 in 5 residents move each year. More than half of all householders are under the age of 35, the majority living alone or in shared nonfamily dwellings. Smartphones are a way of life.

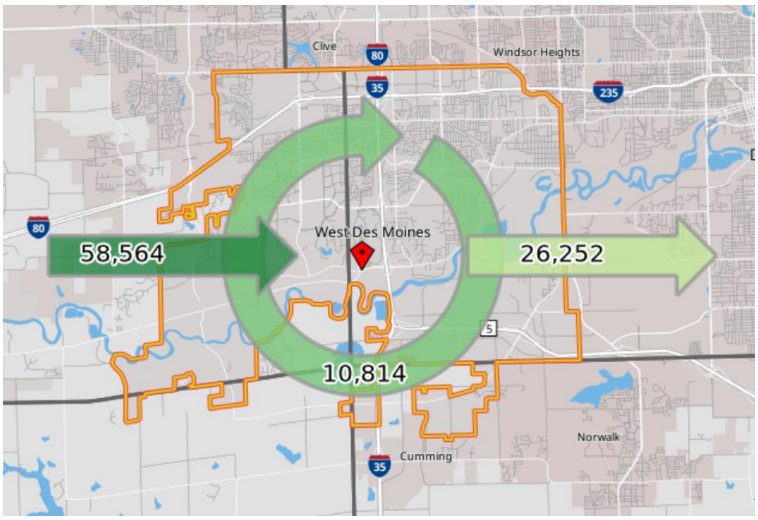
Avg. HH Size: 2.04 Median Age: 29.8 Med. HH Income: $40K

- Primarily single-person households.
- More than 2 out of 3 have some college, an associates degree, or a bachelor's degree or higher. Almost 14% are still enrolled in college.
- Highly mobile market, beginning careers and changing addresses frequently.
- These careful shoppers are aware of prices, and demonstrate little brand loyalty.
- Most of their information comes from the internet and TV.

Information on Esri Tapestry methodology and applications, along with descriptions for Tapestry's 67 segments, are available from the Esri website.

Source: Esri Community Tapestry Segmentation | 1.25

West Des Moines | Iowa
Workforce Patterns



Note: Overlay arrows do not indicate directionality of worker flow between home and employment locations| Data year—2022

Workforce issues have risen to the top of the list as a major concern for businesses all across Iowa. Finding the right people with the proper skills to fill the positions available is a challenge every community is facing, no matter your size or location in the state. Understanding where your workforce comes from, who lives and works in your community, and who travels outside your community for employment can have a direct effect on your downtown commercial district.

The US Census Bureau's On The Map feature is a resource to help communities better understand this data.

Inflow/Outflow Job Counts (All Jobs)

	2022 Count	2022 Share
Employed in the Selection Area	69,378	100.0%
Employed in the Selection Area but Living Outside	58,564	84.4%
Employed and Living in the Selection Area	10,814	15.6%
Living in the Selection Area	37,066	100.0%
Living in the Selection Area but Employed Outside	26,252	70.8%
Living and Employed in the Selection Area	10,814	29.2%

Source: US Census Bureau, Center for Economic Studies | 2022

Historic Valley Junction
Drive Time Market

Esri's Retail Demand Outlook compares consumer spending and calculates forecasted demand for goods and services in several categories of consumer spending. The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in the area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022Consumer Expenditure Surveys, Bureau of Labor Statistics.

Retail Demand Outlook | Valley Junction (5 min drive)

Category	2024 Consumer Spending	2029 Forecasted Demand	Projected Growth
Apparel and Services	$13,977,832	$16,417,212	$2,439,380
Computer	$1,855,247	$2,178,490	$323,243
Entertainment & Recreation	$22,932,137	$26,944,096	$4,011,959
Food at Home	$41,937,949	$49,256,878	$7,318,929
Food Away from Home	$22,686,846	$26,647,754	$3,960,908
Health (drugs, eye-wear)	$4,209,986	$4,948,952	$738,966
Home (mortgage & basics)	$70,659,375	$83,087,581	$12,428,206
Household Furnishings & Equipment	$11,714,739	$13,764,722	$1,947,353
Housekeeping Supplies	$5,165,398	$6,067,532	$902,134
Insurance	$48,930,771	$57,497,571	$8,566,800
Transportation	$45,508,737	$53,464,606	$7,955,869
Travel	$13,563,820	$15,936,556	$2,372,736

Source: Esri Retail Demand Outlook| 1.25

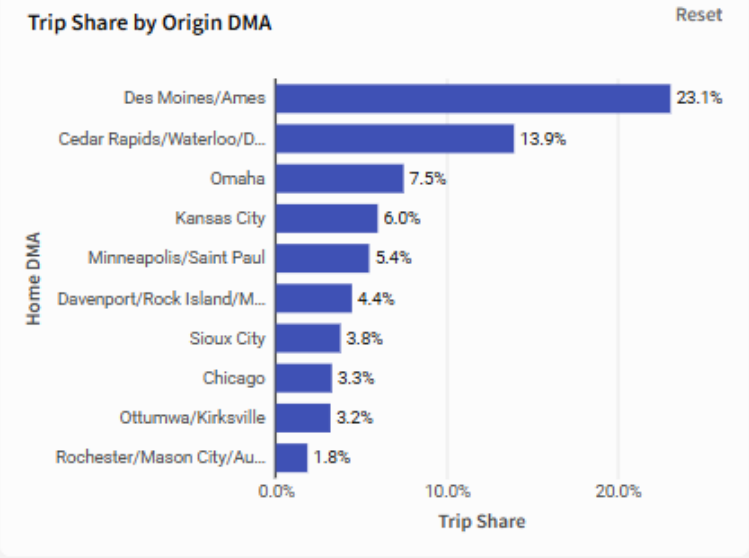
2024 Housing Units by Value

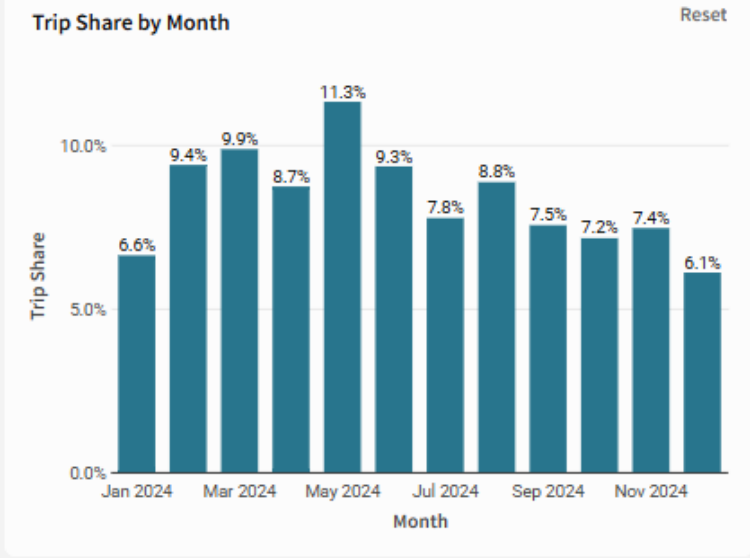
Median Home Value	5 Min	10 Min	20 Min
2024 Estimate	$237,424	$285,174	$275,691
2029 Estimate	$243,147	$299,071	$290,331
Average Home Value			
2024 Estimate	$311,535	$329,252	$316,826
2029 Estimate	$329,906	$343,114	$331,938

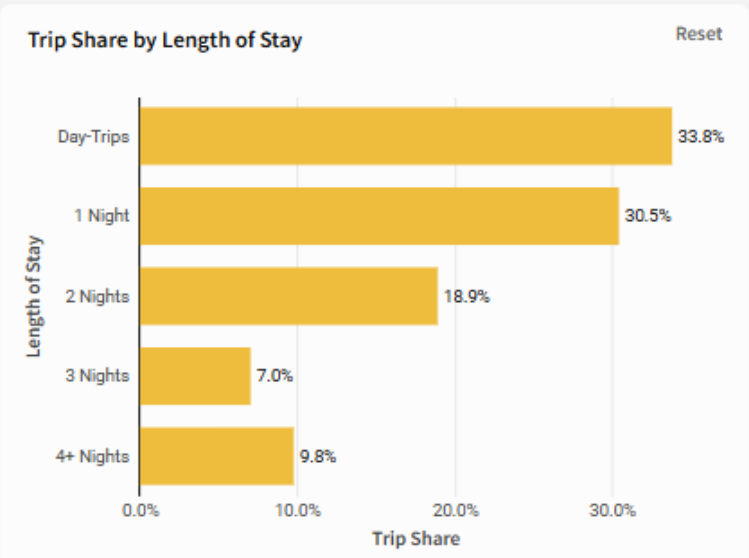
West Des Moines Tourism Data

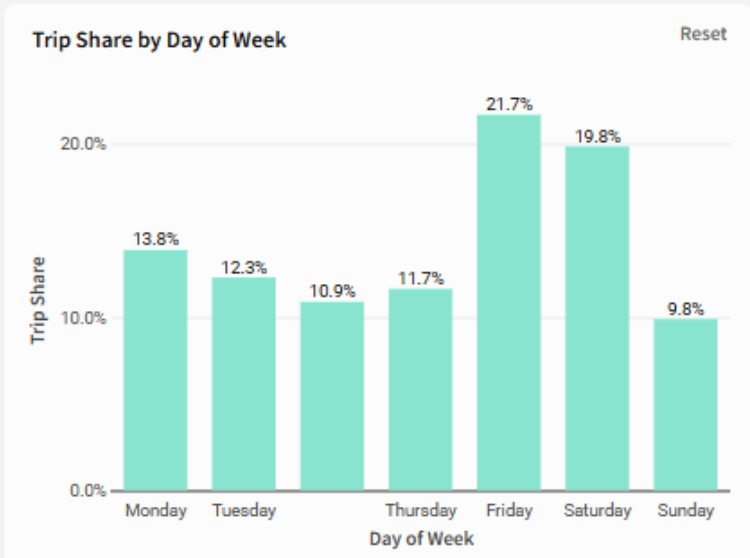
This report provides an analysis of tourism data collected by Arrivalist, focusing on four key aspects: the origin of travelers, the duration of their stay, the months they visit, and the days of the week they visit. For a trip to be considered in this analysis, travelers must come from at least 50 miles away and spend more than 2 hours in the community.

The Arrivalist data provides valuable insights into a community's tourism patterns. By understanding where visitors come from, how long they stay, and when they prefer to visit, communities can tailor their marketing efforts and develop targeted strategies to enhance the visitor experience and increase tourism throughout the year.









Utilizing Tourism Data

- **Targeted Marketing:** Understanding where visitors come from allows the community to tailor marketing efforts to those regions, optimizing advertising spend and outreach.
- **Event Planning:** Knowing the peak months and days for tourism helps in planning events and activities that can attract even more visitors during those times or balancing the flow of tourists throughout the year.
- **Business Considerations:** Insights into stays can guide downtown business decisions such as staffing, hours of operation, days open, or promotional events.
- **Infrastructure Development:** Data can inform city planning, such as parking, construction schedules, and transportation ensuring the community can handle the influx of tourists.

Interested in more visitation data? The Iowa Tourism Office also provides complimentary travel area quarterly reports by request, perfect for viewing your community's data with a competitive set. Direct access to the Arrivalist visitation dashboard with county and city level visitation data, ability to set date parameters and view data back to January 2022 is also available for a fee.

If you are interested in additional free reports or in purchasing access to the dashboard, please contact:

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travel IOWA