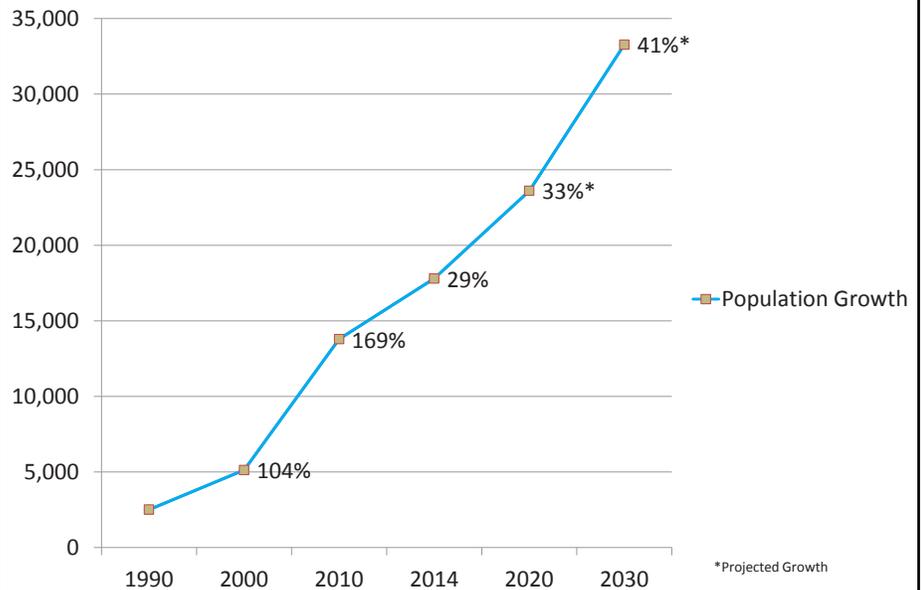




The City of Waukeee's economy is thriving. Waukeee's long history of meaningful investment and financial stability has given the community an edge. The City is strategic in its development decisions, and recognizes that its investments in infrastructure, education and labor are vital to the success of area businesses and to the economy as a whole. Waukeee has experienced phenomenal population growth over the last decade, and the draw for young, educated professionals is expected to continue in the coming years.

Waukeee's Population Growth



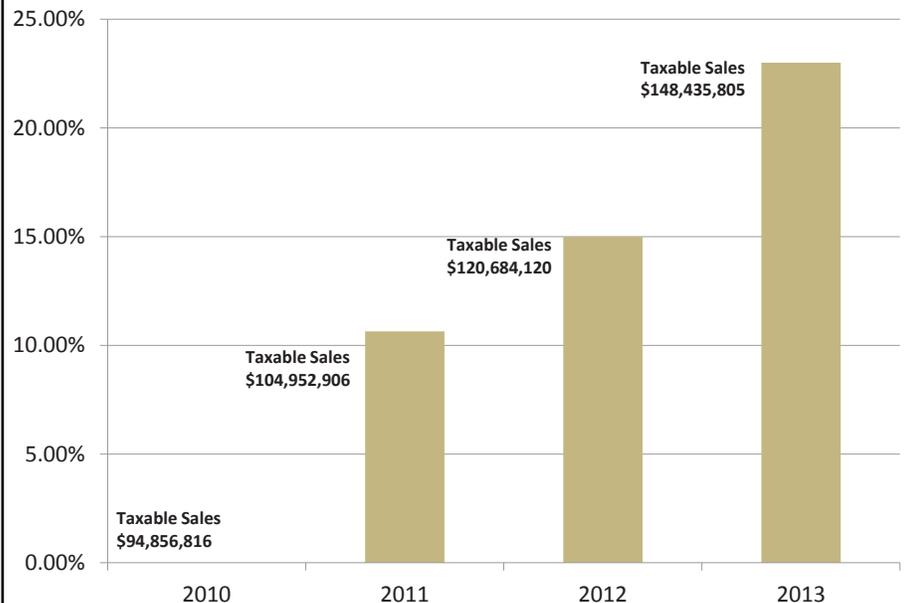
Waukeee At a Glance

Median age: **31.6** 

Bachelor's Degree or higher: **50.41%** 

Median household income: **\$77,117** 

Waukeee's Retail Sales Growth



Source: GIS Planning Waukeee ZoomProspector

Source: Iowa Dept. Revenue Retail Sales & Use Tax Reports



Designed to highlight the natural beauty of the area, Kettlestone is an innovative mixed-use neighborhood where visitors will find everything from world-class shopping, dining and entertainment to expansive parks, ponds and trails. Over the next 30 years, Kettlestone's 1,500 acres will be developed to serve as a social, cultural and civic center, adding 25,000 new jobs, 7,000 houses and apartments, 3.8 million square feet of retail space and 5.5 million square feet of office space.



“Our goal is to break down barriers to development,” said Community and Economic Development Director, Dan Dutcher. “We want developers to know there’s a lower risk developing in Waukee than anywhere else.”



Waukee Distinctions

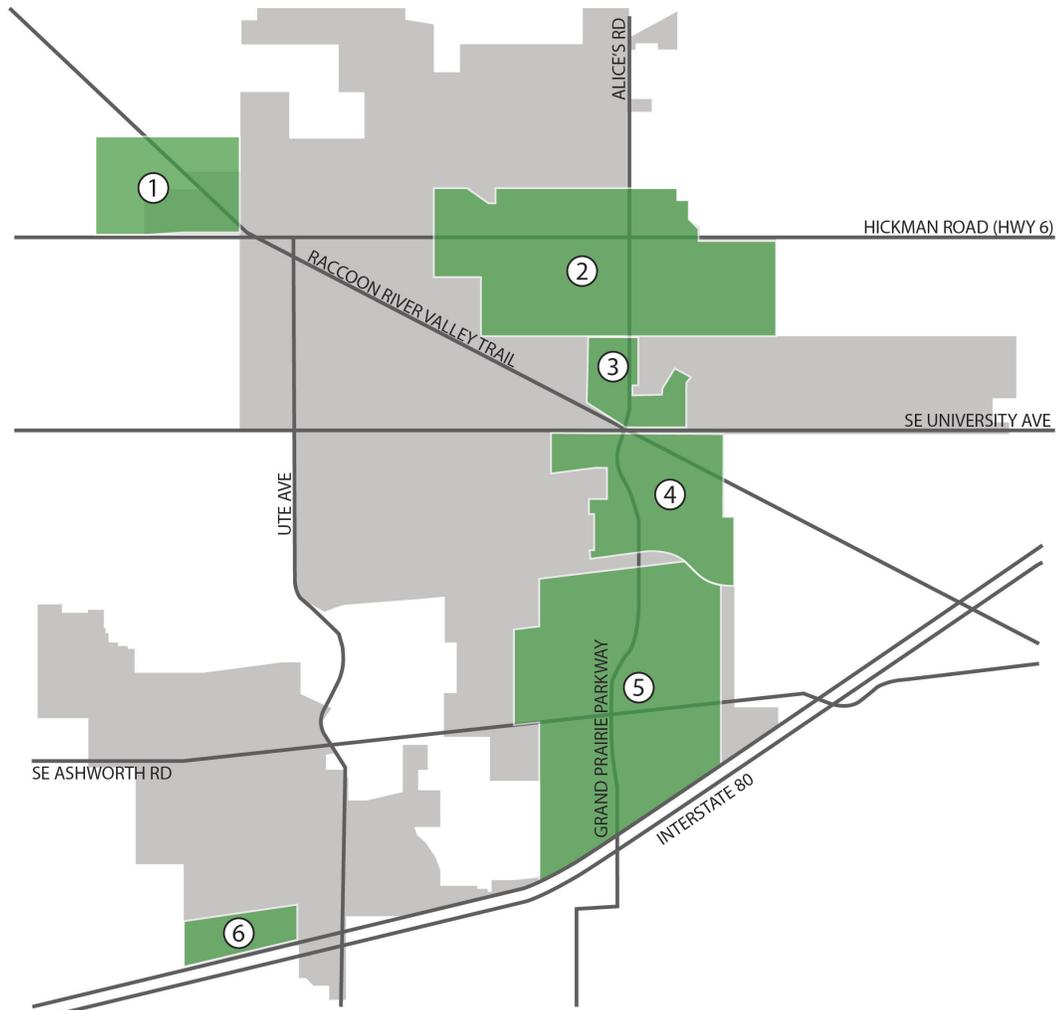
- “Fastest-growing City in Iowa”
* 2013 Census Projection
- “Safest place in Iowa”
* Movoto 2014 and 2015
- “No. 1 Best City for Home Ownership in Iowa”
* NerdWallet 2014
- “No. 1 Best Place to Live in Iowa”
* Movoto 2014
- “37th Best Suburb in America”
* Business Insider 2014
- “Best place in Iowa to raise a family”
* NerdWallet 2013
- “Best Places to Live in America”
* CNN Money 2013





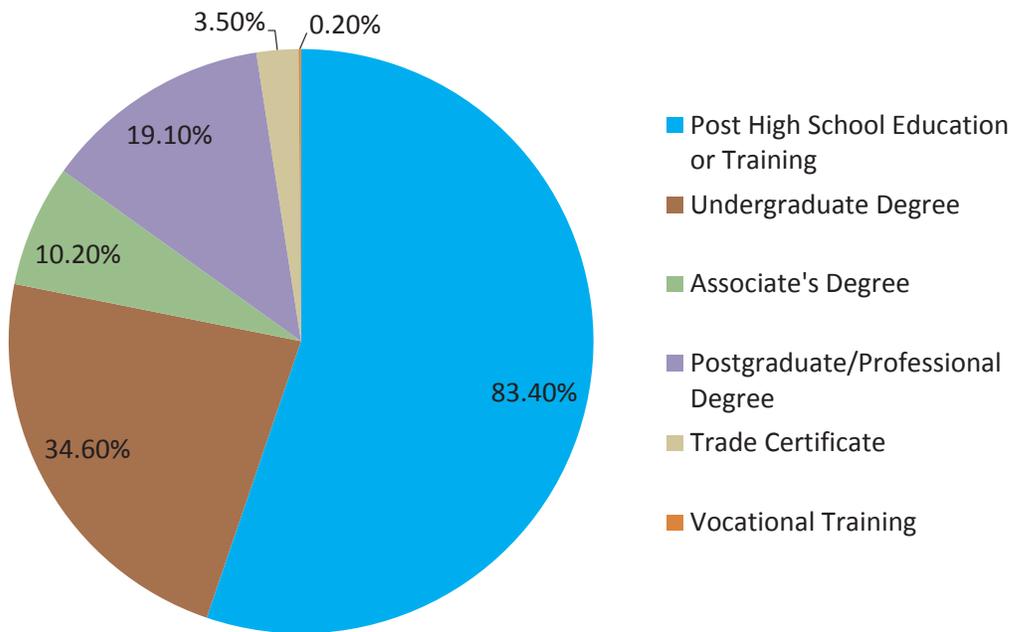
Major Business Parks and Corridors

	Park/Corridor	Acres	Traffic Counts
1	Hickman West Business Park	200	10,500 AADT Hickman Road (2012)
2	Hickman Road Corridor	220	23,200 AADT Hickman Road (2012) 35,350 AADT Hickman Road (projected 2035)
3	Westgate Business Park	18.8	8,900 AADT Alice's Road (2012) 39,100 AADT Alice's Road (projected 2035)
4	Kettlestone North Corridor	376	11,000 AADT University Avenue (2012) 24,110 AADT University Avenue (projected 2035) 37,500 AADT Grand Prairie Parkway (projected 2035)
5	Kettlestone South Corridor	776	32,700 AADT I-80 (2012) 22,360 AADT Ashworth Road (projected 2035) 37,310 AADT Grand Prairie Parkway (projected 2035)
6	Business Park at I-80	93	32,700 AADT Interstate 80 (2012)





Regional Educated Workforce



Source: Iowa Workforce Development Waukee Laborshed Study March 2014

Waukee APEX Program



Through a collaboration of education, business and the community, Waukee APEX develops highly skilled, adaptable, global innovators and leaders. Waukee APEX draws on the expertise of business partners to bring real world application into the comprehensive high school experience. Through inquiry-based learning and authentic projects and experiences, students add value to business partners while exploring passions and career possibilities identified by economic trends within metro Des Moines and Iowa.

Education

Waukee Community School District

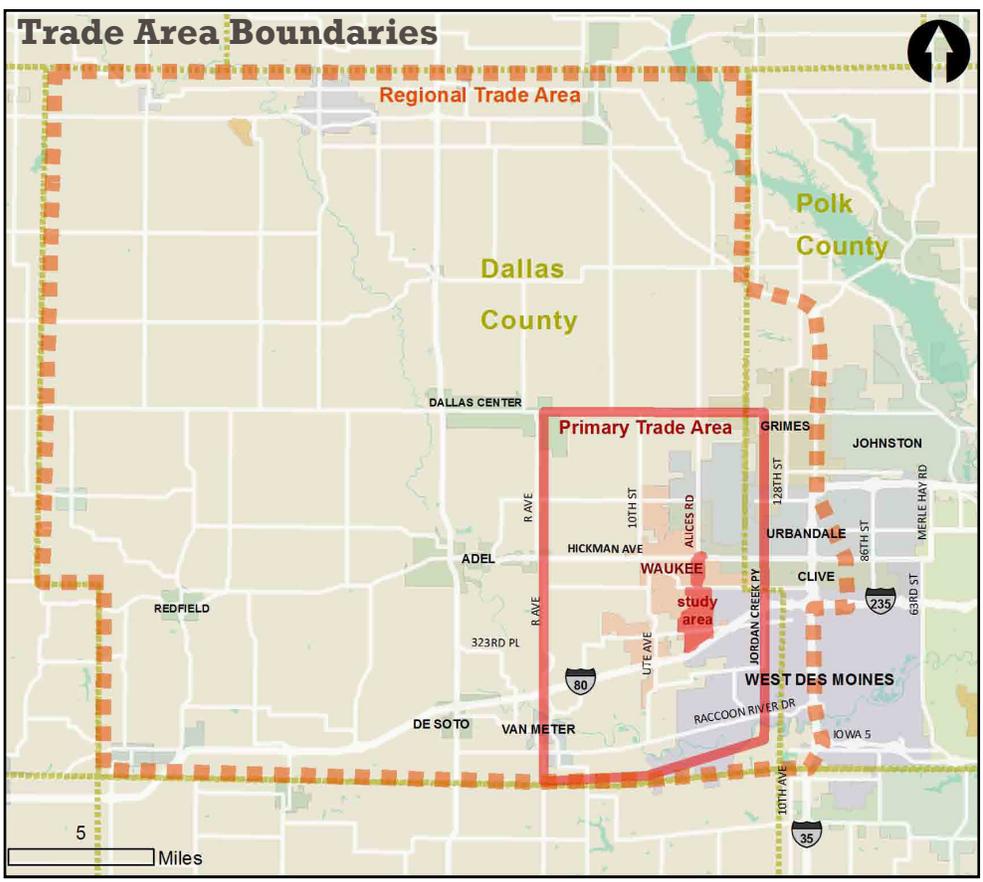
The Waukee Community School District is the fastest growing school district in the state, currently serving over 8,000 students from Waukee, Clive, Urbandale and West Des Moines. Waukee recognizes the value of a strong educational foundation. With seven elementary schools, and an eighth under construction, it's no surprise that Waukee was named one of the best places in Iowa to raise a family.

Total District Enrollment.....	8,583
Kindergarten Class Size (2014).....	840
Senior Class Size (2014).....	451
High School Graduation Rate.....	98.65%
CAPS Enrollment.....	50
Average Composite ACT Score (2013).....	23.6
Graduates planning post-secondary studies.....	90%

Regional Higher Education

- American Institute of Business
- Central College
- Des Moines Area Community College
- Des Moines University
- Drake University
- Grand View University
- Grinnell College
- Iowa State University
- Mercy College of Health Sciences
- Simpson College
- The University of Iowa — John & Mary Pappajohn Education Center Des Moines





Waukee Households

- Up and Coming Families
 - * Young, affluent, educated professionals with younger children
- Enterprising Professionals
 - * Young, educated, single and married professionals who live alone or share housing with roommates
- Boomburbs
 - * High concentration of two-income households
- High labor force participation, at 71%
 - * Median household income \$110,000 for Boomburbs segment

These segments make up just 8% of U.S. Households, but 87% of Waukee households.

This map depicts the regional trade area (used for retail demand calculations), primary trade area (used for residential demand calculations) and the study area in Waukee, shaded in red.

	Primary (Residential) Trade Area	Regional (Retail) Trade Area	Des Moines Metro Area
Population	34,018	91,571	569,633
Households	13,815	37,480	229,950
Median Household Income	\$83,068	\$75,882	\$55,247





Photo credit: Greater Des Moines Convention and Visitors Bureau

Regional Workforce Potential

Labor Force	Laborshed Area
Population	453,782
Unemployment	4%
Employed willing to change employment	146,618
Percent of employed willing to change employment	25.9%

Source: Iowa Workforce Development Waukee Laborshed Study March 2014

Regional Transportation Information

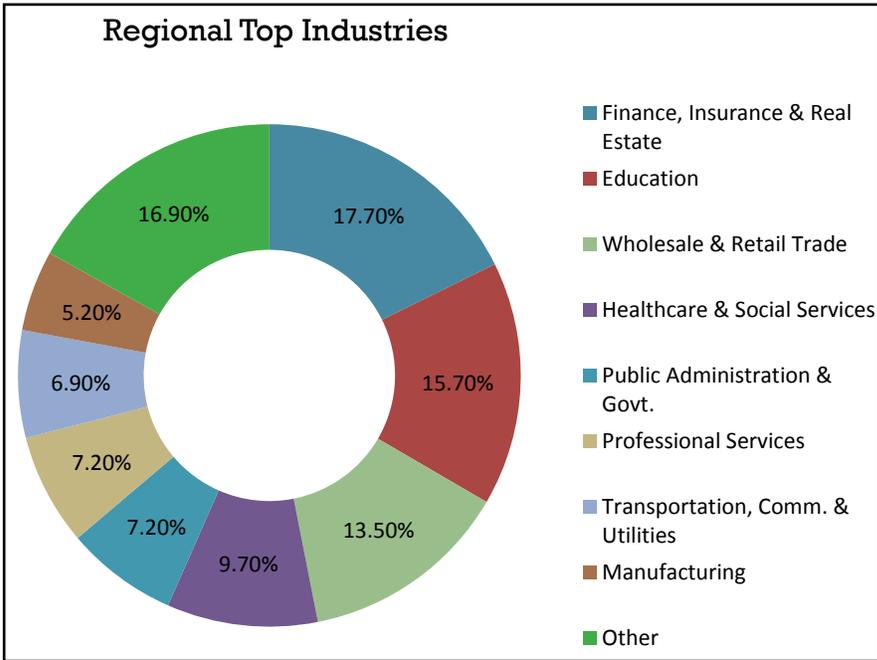


The Des Moines International Airport (DSM) offers nonstop service to many airports throughout the U.S. and one-stop connections to the world. Airlines that service Des Moines International Airport include: Allegiant Air, American Airlines (American Eagle), Delta, Frontier Airlines, Southwest Airlines, United Airlines and U.S. Airways.



Interstate 80 is a transcontinental Interstate Highway stretching from California to New Jersey. The interstate travels east-to-west through central Iowa.

Interstate 35 runs north-to-south through the Des Moines area and segments of Interstate 35 overlap with Interstate 80. These major interstates help to make the average commute time in the Des Moines metro 19.2 minutes.



Source: Iowa Workforce Development Waukee Laborshed Study March '14

- ### Des Moines No. 1 Rankings in 2014
- "Best City for Young Professionals"
 - * Forbes
 - "City with an Up-and-Coming Downtown"
 - * Fortune
 - "Metro for Economic Strength"
 - * Policom Corporation
 - "Wealthiest City in America"
 - * Today Show
 - "Best Cities for Families"
 - * Kiplinger
 - "Best Places for Business and Careers"
 - * Forbes
 - "Best medium-sized Metro Area for Homeownership"
 - * NerdWallet