



norwalk

DEVELOPMENT PROGRESS & OPPORTUNITIES GUIDE



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Norwalk has the diverse, educated workforce that businesses demand.



WELCOME TO NORWALK

On behalf of the City of Norwalk, I would like to express our gratitude for your interest in this beautiful and progressive community.

This packet includes information that will help you get to know our community. Please let us know if there is anything else you need. We are always ready to assist with new business, development, residential or educational opportunities.

Check out our YouTube channel called Norwalk Now! for fun videos of all that's happening in Norwalk today! Or visit our website at norwalk.iowa.gov.

Hollie Zajicek

Norwalk Economic Development Director

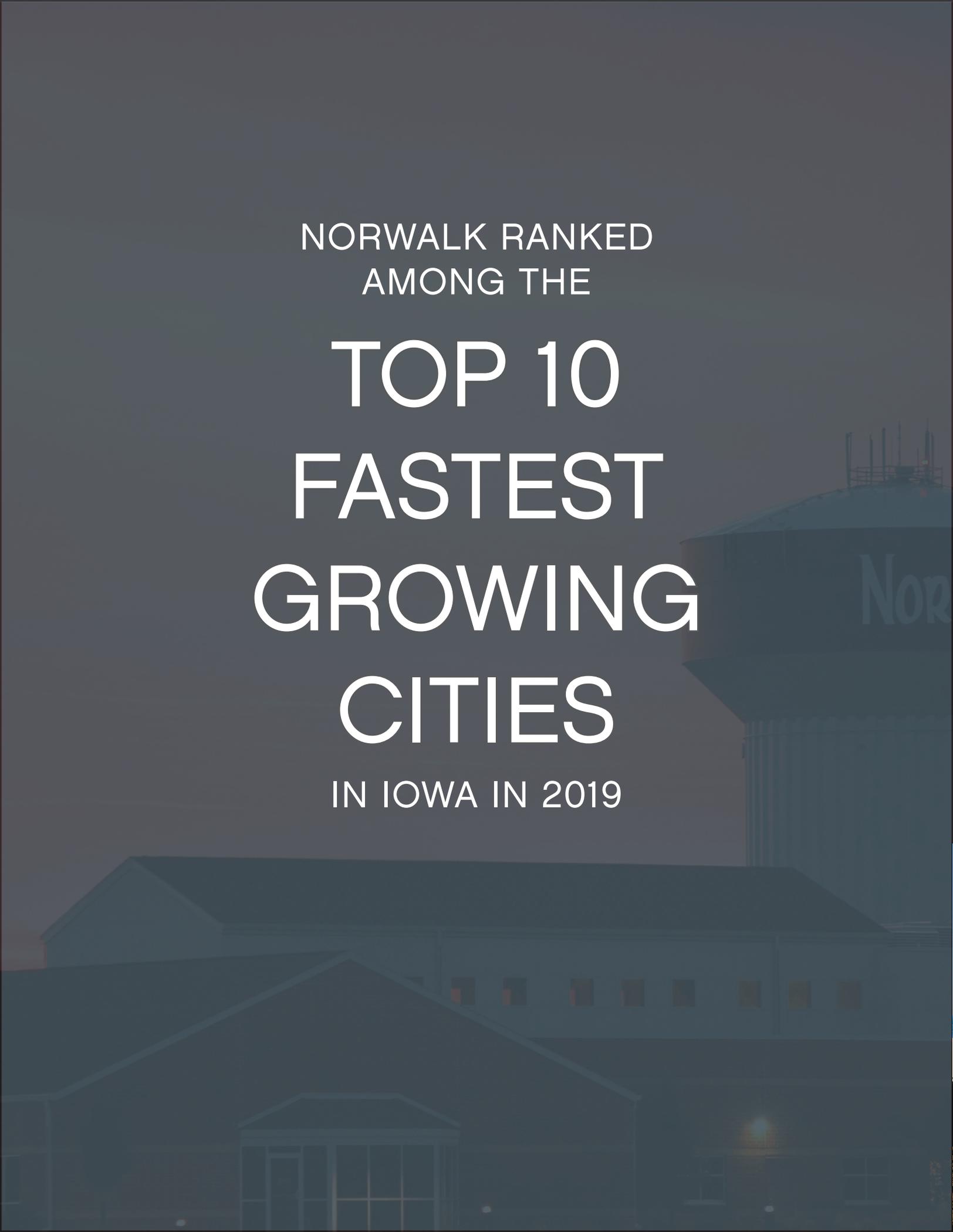
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The background of the image is a dark, blue-tinted photograph of a city at night. In the foreground, there is a large, multi-story building with a prominent portico and several windows. To the right, a tall water tower is visible, with the word "Norwalk" partially visible on its side. The overall scene is dimly lit, with some lights from the building and tower providing a slight glow.

NORWALK RANKED
AMONG THE
TOP 10
FASTEST
GROWING
CITIES
IN IOWA IN 2019

Businesses & Developers are Choosing Norwalk

In the last 18 months...

12 New Businesses and
250 new jobs

460% increase in
Commercial valuation

\$28 Million

Available commercial
space increased from
40,000 SF to 200,000 SF

1st “Certified Site” in Iowa
to reach capacity

\$90 Million in investments
added to Norwalk’s
economy in 2018

Adding \$600,000/year in property taxes

1,342 building permits issued
153 single family homes built
43 townhomes built



Norwalk is Ready for Development

Site Availability, Easy Access: 240 new acres

Norwalk has affordable and available development sites with quick access to major highways. The City boundary grew by 240 acres in 2018.

Growing Pool of Customers & Workers

Norwalk population is expected to grow from its current 11,000 to 16,800 by 2025.

20,000 vehicles per day drive through the center of Norwalk.

Norwalk is part of the growing Des Moines metro.

Financial Assistance

The City of Norwalk offers financial assistance with tax abatement, tax increment financing, and other grants.

Upgraded Infrastructure

\$4M in street improvements in 2018.

International Connections

Norwalk was officially designated a Sister City to Vushtrri, Kosovo through the State of Iowa and the Kosovo Consulate. This partnership opens up trade and exporting opportunities for Norwalk companies. See following page for more information.



Kosovo American Economic City

a phenomenal opportunity for Iowa businesses

Business Record

Kosovo Launches U.S. Business Outreach in Iowa

April 4, 2019

1,200 acres in Kosovo are now designated for American companies.

Free land

No property taxes

Streamlined customs/shipping process

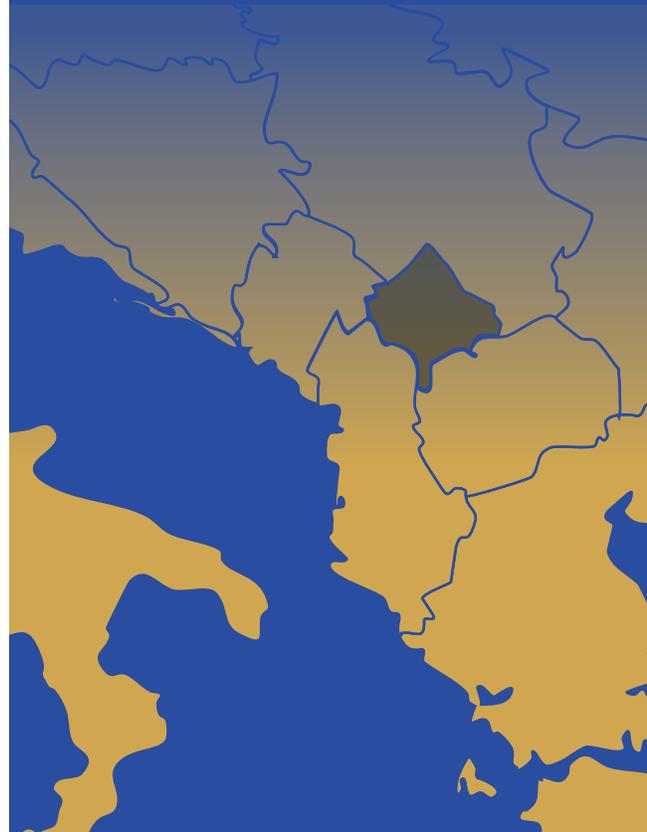
Kosovo opened Iowa's first foreign consulate in Des Moines in 2016 and has established multiple Sister Cities partnerships in Iowa. Des Moines-based Kosovo Consul General Xhavit Gashi said the development project was a logical next step after years of work with the Greater Des Moines Partnership, Simpson and DMACC Colleges, the City of Norwalk, Iowa National Guard, and other cities and partners in Iowa. Gashi said Norwalk was chosen as a partner because of its strategic commercial growth and success with its sister-city of Vushtrri, Kosovo.

For more information, please contact Hollie Zajicek
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Why should I expand my business to Kosovo?

- Labor is less than half the cost of U.S. minimum wages.
- All tax structures are significantly lower than any other country for international business.
- Infrastructure assistance and possible funds for facility construction would be considered.
- Simple and inexpensive way to break into the European market. First come, first serve opportunity.
- Resources and expertise will be available to Iowa companies as well as a designated port in Albania for direct shipping.



Who's Coming to Norwalk?

Examples of businesses recently opened or expected within the next year:

- Michael Foods: \$85 million manufacturing facility with 150 jobs (Opens 2019)
- Windsor Windows: 160,000 SF manufacturing facility with 100 employees (opened 2018).
- Starbucks (2019)
- Hy-Vee Fast & Fresh (2019)
- 1908 Draught House (opened 2019)
- City State Bank (2019)
- 2 New Retail Centers (2019)
- Jones Family Dental (Now open)
- Norwalk Chiropractic (Now open)
- Lil Scholars Daycare (2019-2020)
- Luana Savings Bank (2019)
- Holland Farms Senior Living (2019)
- Culvers (est. 2020)



The City of Norwalk's new commercial grant program renovated 5 commercial buildings, generating a return of \$860,000 on the City's \$150,000 investment.



Before ↑

After ↓





Des Moines Metro Rankings

ECONOMIC DEVELOPMENT RANKINGS

#3 for Number of Economic Development Projects

Among metros 200,000-1 Million population
SITESELECTION, 2019

#5 Best Place for Business and Careers

FORBES, 2017

One of “5 Up-and-Coming Tech Hotspots”

LIVABILITY, 2018

#4 Top City for Real Estate

in Midwest, PWC, 2017

Top 7 Most Recession-Proof Cities in the US

LIVABILITY, 2019

#8 Best Job Market for 2018

ZIPRECRUITER, 2018

#1 Most Popular City with Millennial Homebuyers

LENDING TREE, 2018

#9 Best Place to Start a Business

CNBC, 2016

Norwalk is Growing & Thriving



Norwalk Population

13,000 (2018 estimate)

Des Moines Metro Population

655,000 (approx. 2017)



Population Growth in Norwalk

20% over last 5 years (2013-2018)

Forecasted Growth

6,600 increase (2016-2025)



High Income & Home Value

Median Household Income: >40% higher than the State and US Average (\$82,566).

Median Home Value: 31% higher than the State average (\$179,300, 2017).



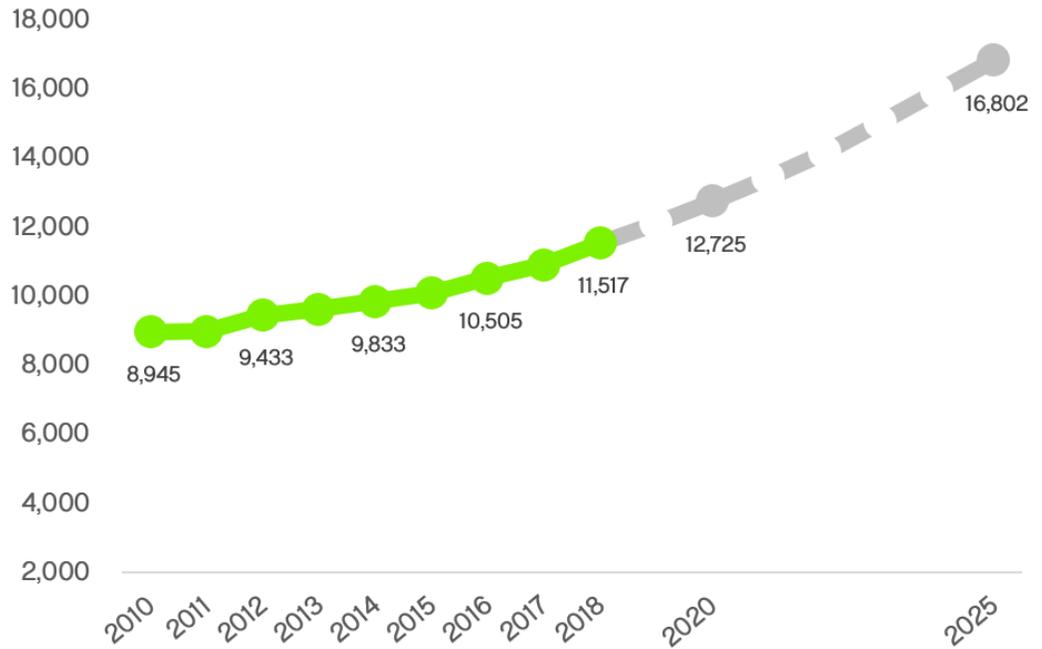
Low Cost of Living

Norwalk's Cost of Living Index is 92 (US=100).

Norwalk Growth Forecast

Norwalk Population Growth

Actual (2010-2018) and Projected (2019-2025)

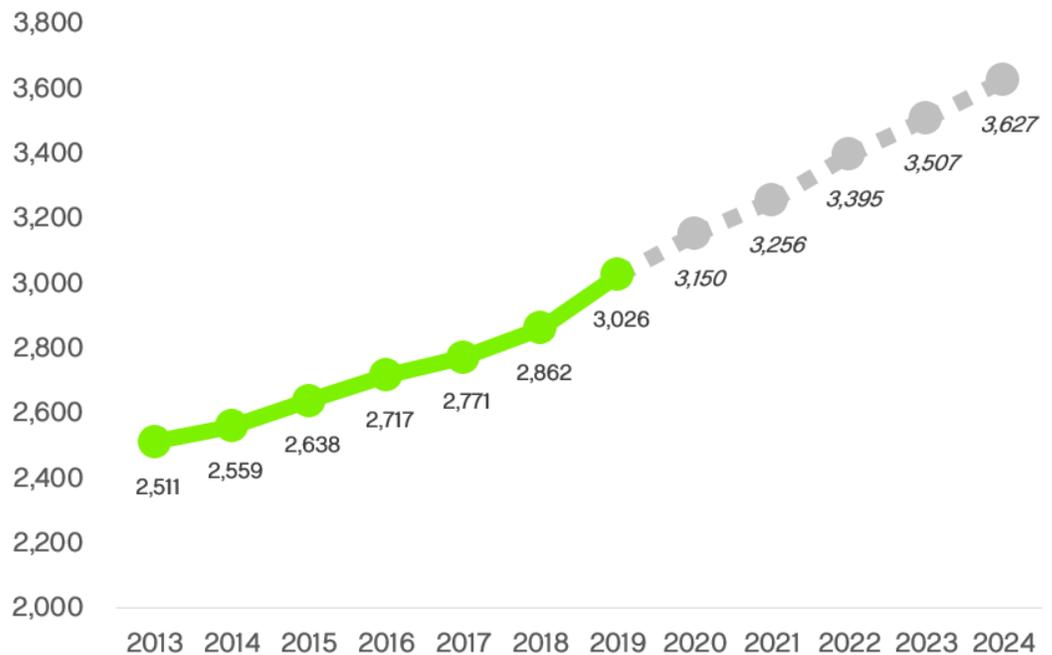


*Actual population estimates from U.S. Census Bureau, Population Division

**Projected population based on forecasted 9.49% increase in SF residential permits from 2016 to 2025 and average household size of 2.7 (US Census).

Norwalk School Enrollment Growth

Actual (2013-2019) and Projected (2020-2024)



*Actual enrollment provided by Norwalk School District.

**Project enrollment by RSP & Associates, professional demographers

Norwalk Location Within Des Moines Metro



Norwalk Area Population

1 Mile Radius

Pop 2017: 12,512

Pop 2022*: 13,612

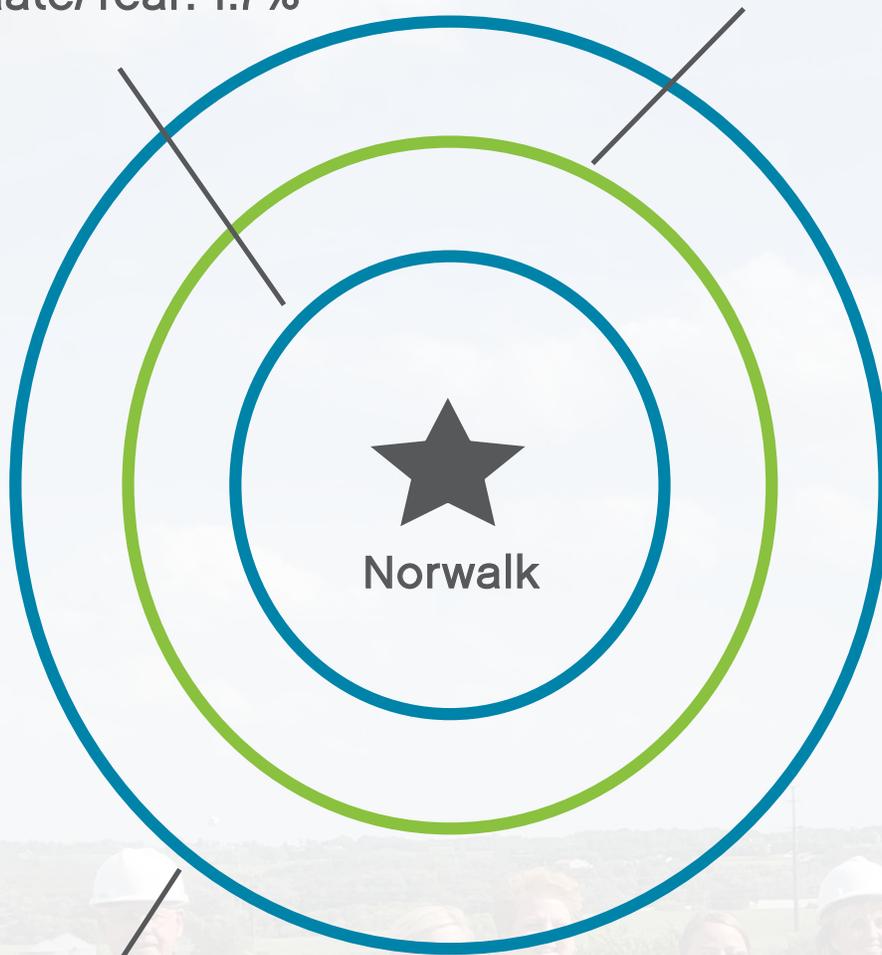
Growth Rate/Year: 1.7%

3 Mile Radius

Pop 2017: 40,762

Pop 2022*: 43,593

Growth Rate/Year: 1.35%



5 Mile Radius

Pop 2017: 117,921

Pop 2022*: 126,344

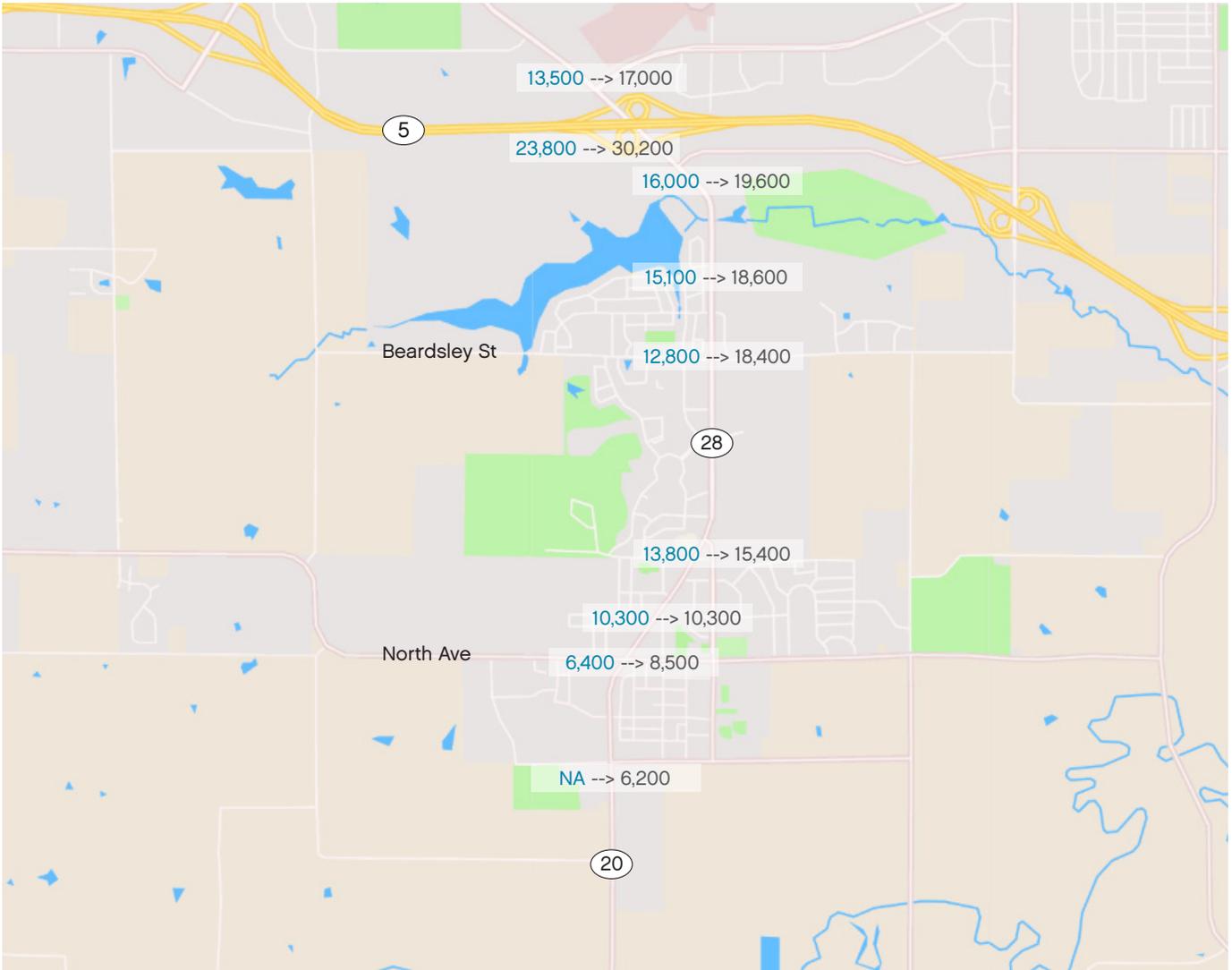
Growth Rate/Year: 1.39%

*projection

Norwalk Traffic Counts

Iowa Department of Transportation, 2012 & 2016

Average Traffic Count Increase was 27% in 4 years



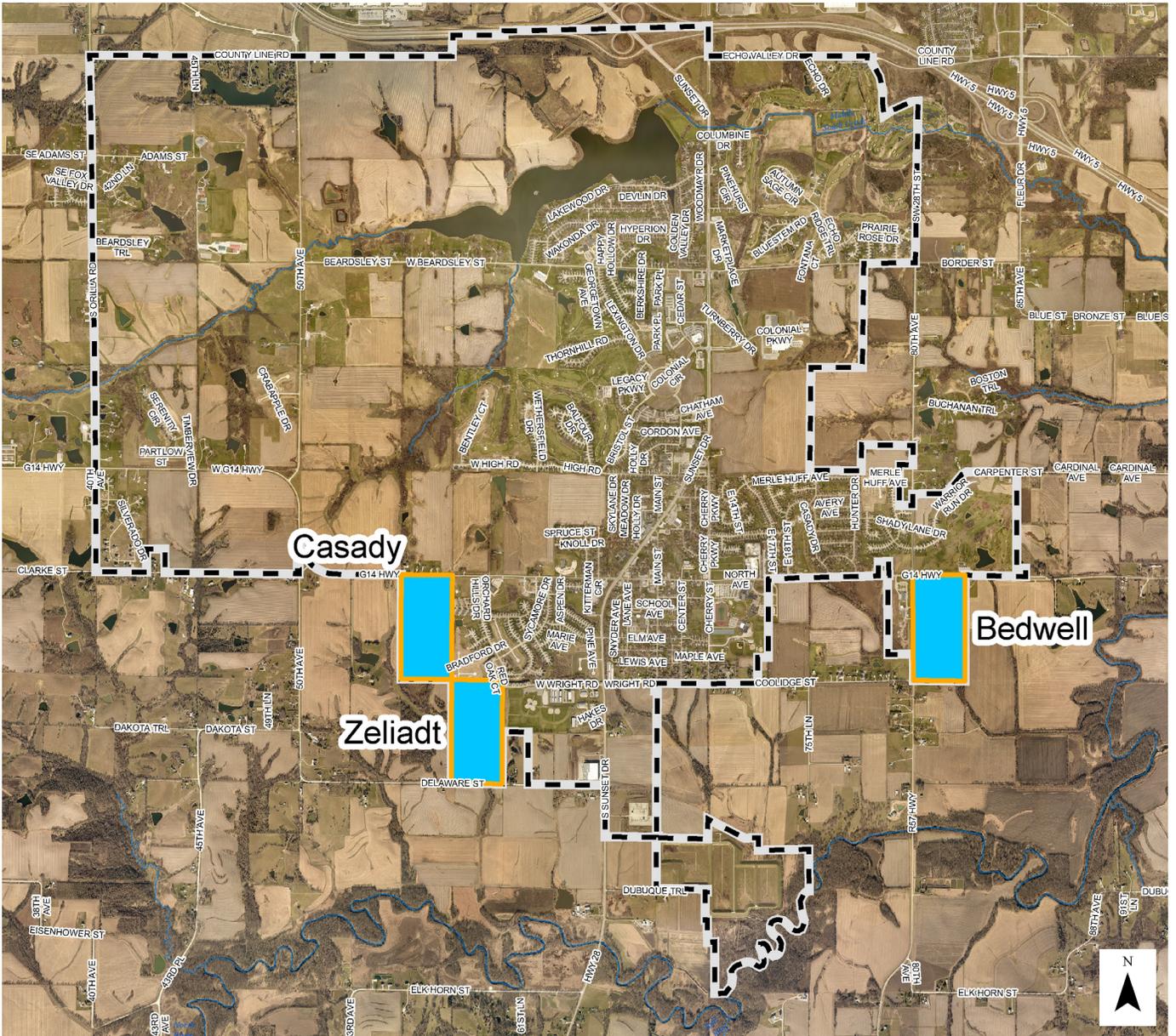
Room to Grow: Norwalk's New Town Center



The above map shows 600 developable acres in the center of Norwalk. The area will include a mix of uses, including a new town center. Businesses such as City State Bank and Hy-Vee have plans to locate here.

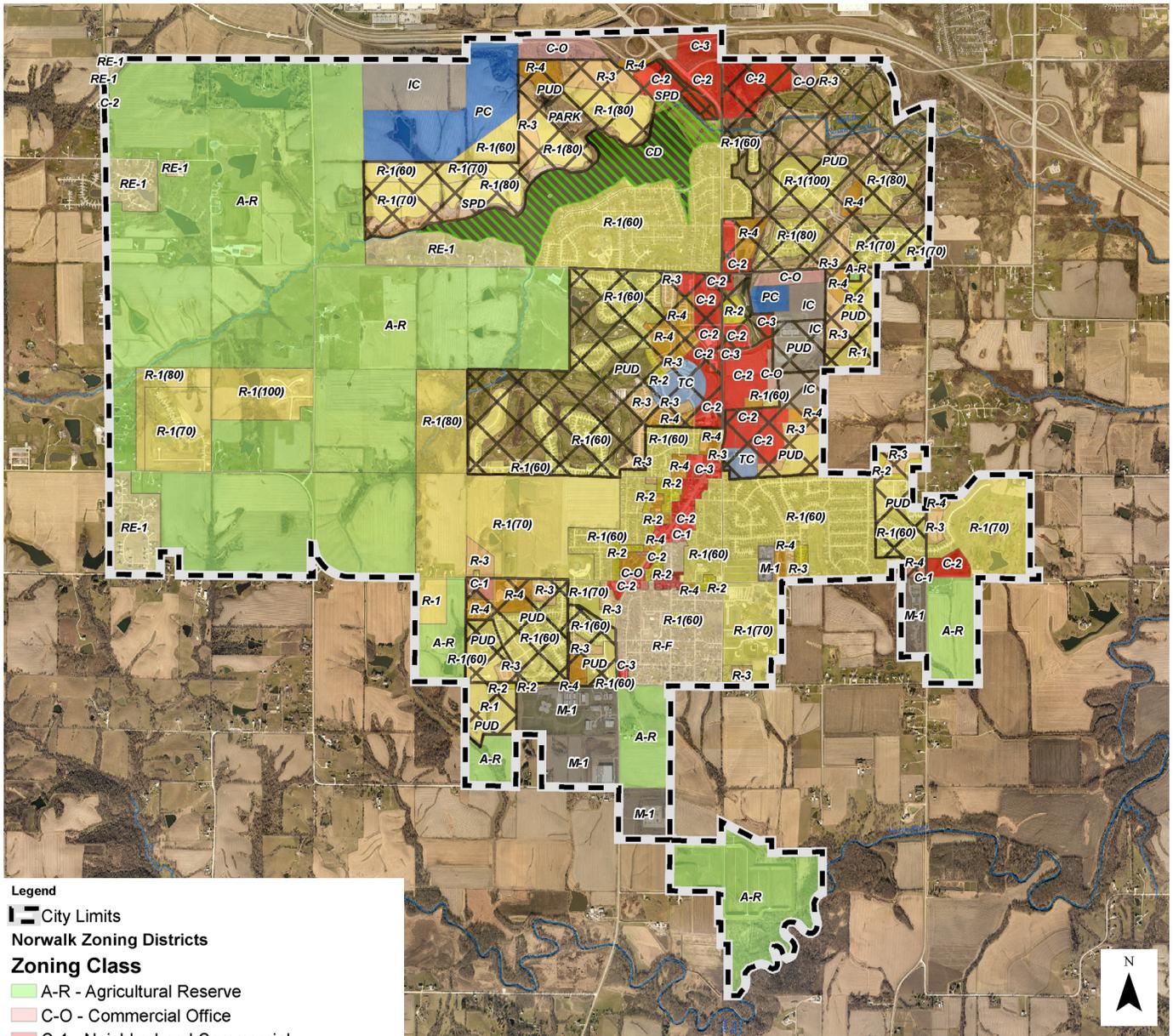
Source: Norwalk Comprehensive Plan, 2013

Room to Grow: Recent Annexations



Norwalk brought 240 Acres into City limits in 2018

Room to Grow: Current Zoning Map



Legend

City Limits

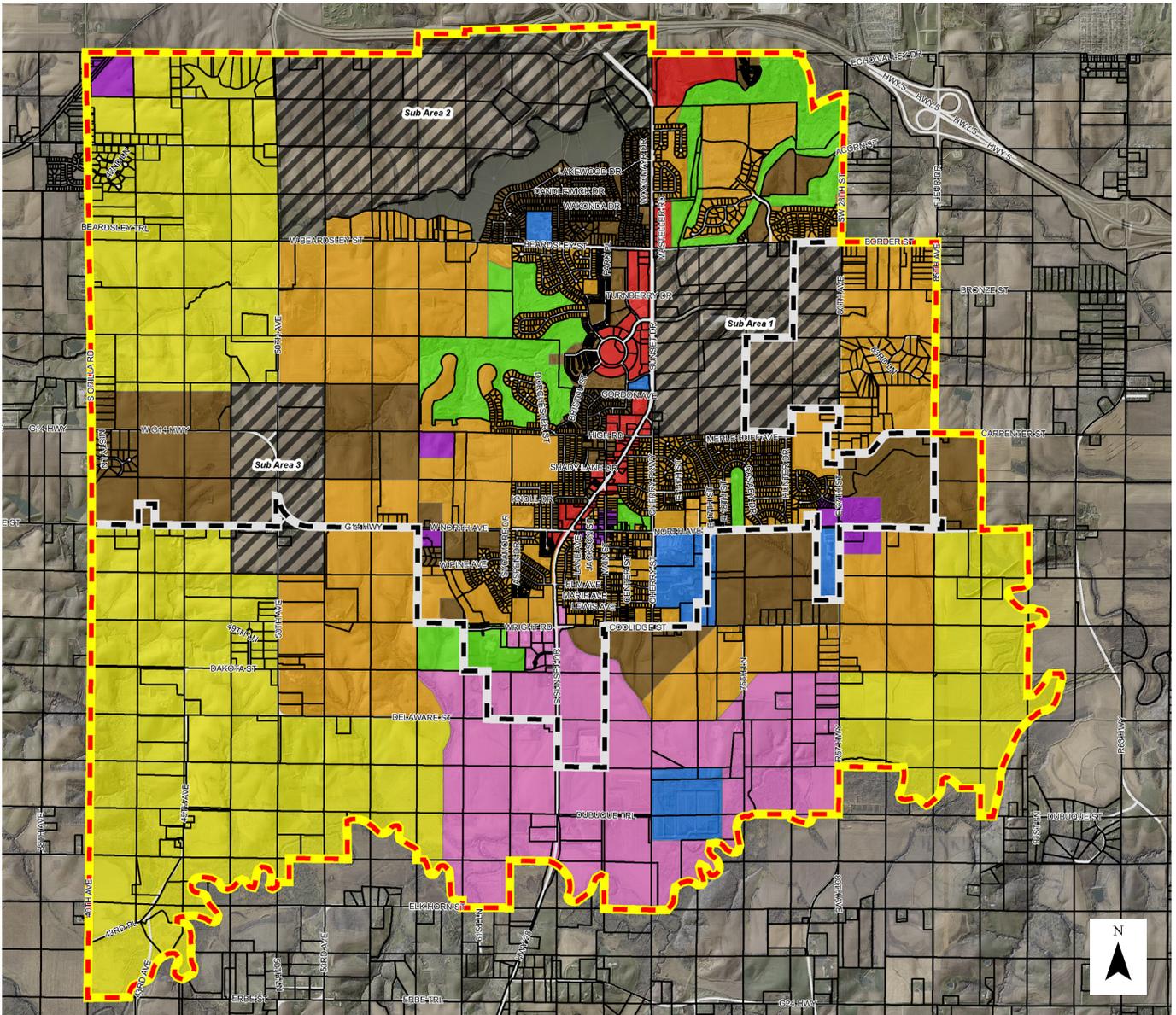
Norwalk Zoning Districts

Zoning Class

- A-R - Agricultural Reserve
- C-O - Commercial Office
- C-1 - Neighborhood Commercial
- C-2 - Community Commercial
- C-3 - Highway Service Commercial
- C-4 - Old Town Business
- PC - Professional Commerce
- TC - Town Center Commercial
- PUD - Planned Unit Development
- CD - Conservation
- IC - Industrial Commerce
- M-1 - General Industrial
- RE-1 - Single Family Rural Estates

- R-1(60) - Single Family Residential
- R-1(70) - Single Family Residential
- R-1(80) - Single Family Residential
- R-1(100) - Single Family Residential
- R-1 - Single Family Residential
- R-F - Founders Single Family Residential
- R-2 - 1 and 2 Family Residential
- R-3 - Medium Density Residential
- R-4 - High Density Multiple-Family Residential

Room to Grow: Future Land Use Plan



Norwalk Offers a High Quality of Life

#1 in Safety

Norwalk rated #1 safest city in Iowa according to the National Council for Home Safety and Security.

3 Norwalk Firefighters received Lifesaving Awards in 2018.

Award-winning Education

Norwalk schools have had 3 “Iowa Teacher of the Year” awards, the latest in 2017.

In 2018, 24 high school groups and teams won state or regional awards, including one world award.

Due to Norwalk’s commercial growth, the school was able to bond \$32 million for a new school without raising the tax levy.

Best in Recreation

Rated best golf courses in Iowa.

Home to an NFL Play 60 Challenge Course, one of only 3 in the Midwest.

The City leveraged over \$4 Million in grants in 2017-18 for trails, parks, public art, bike racks, street paving, and intersection improvements.

Plenty of Fun!

Norwalk residents have plenty to do, with recent events such as:

- * Norwalk Music Fest
- * RAGBRAI
- * Norwalktoberfest
- *CY/HAWK Street Party with RVTV





Des Moines Metro Rankings

Quality of Life Rankings

#4 Best Place to Live

US NEWS & WORLD REPORT, 2018

Top 10 Most Artistic Medium-Sized City

EXPEDIA, 2018

#7 Most Charitable City

CNBC, 2017

#9 Best City for Quality of Life

NERDWALLET, 2017

#1 Metro with the Most Community Pride

GALLUP, 2015

#1 Minor League Sports Market

SPORTS BUSINESS JOURNAL, 2017

#4 Best Place for Children

SMART ASSET, 2017

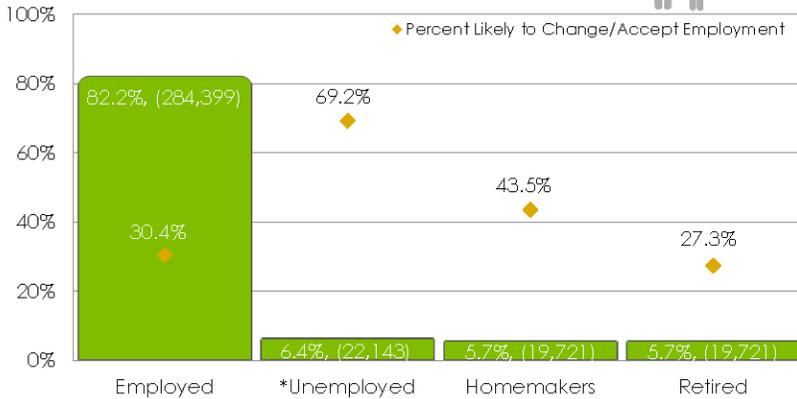
#7 Hippest Mid-Sized City

GOGOBOT, 2016

NORWALK LABORSHED ANALYSIS

A Laborshed is the area or region from which an employment center draws its commuting workers. To determine the approximate boundaries of a Laborshed area, local employers supply the residential ZIP codes of each of their employees. This Laborshed analysis addresses the workforce characteristics of the Norwalk Laborshed area.

EMPLOYMENT STATUS (ESTIMATED TOTAL)*



*Employment status is self-identified by the survey respondent. The unemployment percentage above does not reflect the unemployment rate published by the U.S. Bureau of Labor Statistics, which applies a stricter definition.

Estimated Population 18-64: 345,984 (entire Laborshed area)

Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment in Norwalk (133,792):

- 118,234 Employed
- 4,251 Unemployed
- 6,243 Homemakers
- 5,064 Retired

UNDEREMPLOYMENT



	Underemployment	
	% Underemployed	Estimated Underemployed
Inadequate Hours	1.0%	1,182
Mismatch of Skills	4.9%	5,793
Low Income	0.5%	591
†Total Underemployment	5.7%	6,739

†Individuals may be underemployed for more than one reason, but are counted only once for total estimated underemployment.

EMPLOYMENT LEVELS AND STATUS BY INDUSTRY



Industry	Industry % of Employed	Estimated # of Employed	% Employed within the Industry	% Likely to Change Employment	% Unemployed* within the Industry
Finance, Insurance & Real Estate	21.9%	62,283	93.3%	24.3%	1.3%
Wholesale & Retail Trade	14.7%	41,807	67.1%	48.9%	15.7%
Healthcare & Social Services	11.9%	33,843	80.9%	21.1%	8.5%
Education	9.7%	27,587	86.1%	35.5%	5.6%
Professional Services	8.7%	24,743	82.4%	39.3%	8.8%
Manufacturing	7.8%	22,183	83.3%	24.0%	3.3%
Transportation, Communication & Utilities	7.8%	22,183	83.3%	28.0%	3.3%
Public Administration & Government	6.6%	18,770	77.8%	28.6%	0.0%
Personal Services	5.3%	15,073	85.0%	31.3%	5.0%
Construction	4.1%	11,660	81.3%	15.4%	12.5%
Entertainment & Recreation	0.9%	2,560	**	**	**
Agriculture, Forestry & Mining	0.6%	1,706	**	**	**

** Insufficient survey data used
Totals may vary due to rounding.

EMPLOYED - LIKELY TO CHANGE EMPLOYMENT

- Median wages: \$15.00/hr & \$65,000/yr
- 21.9% are actively seeking new employment
- 14.9% are working multiple jobs
- Currently working an average of 44 hrs/week
- 31.3 percent currently working within the professional, paraprofessional & technical occupational category followed by 18.8 percent within the clerical occupational category
- Most frequently identified job search resources:

www.indeed.com
www.craigslist.org
www.careerbuilder.com
www.monster.com

Internet,
87.2%

Networking,
13.8%

IowaWorks
Centers, 5.3%



The underemployed are individuals who are working fewer than 35 hours per week but desire more hours; are working in positions that do not meet their skill or education level, or have worked for higher wages at previous employment; or are working at wages equal to or less than the national poverty level and work 35 or more hours per week.

Survey respondents from the Norwalk Laborshed area were asked to identify the industry in which they are currently working. The largest concentration of workers are employed in the finance, insurance & real estate industry.

COMMUTING STATISTICS



The map at the right represents the concentration of those who are likely to commute into Norwalk from their home ZIP for an employment opportunity.

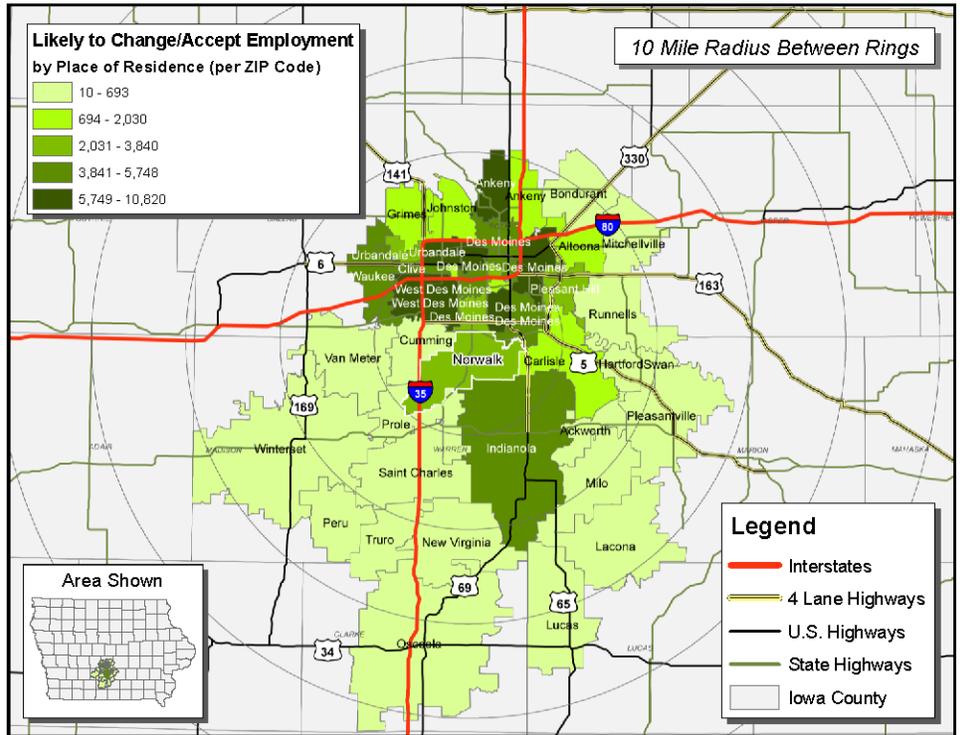
Those who are likely to change/accept employment in the Norwalk Laborshed area are willing to commute an average of 23 miles one-way for employment opportunities.

The out commute for Norwalk is estimated at 76.9 percent—approximately 4,536 people living in Norwalk work in other communities.

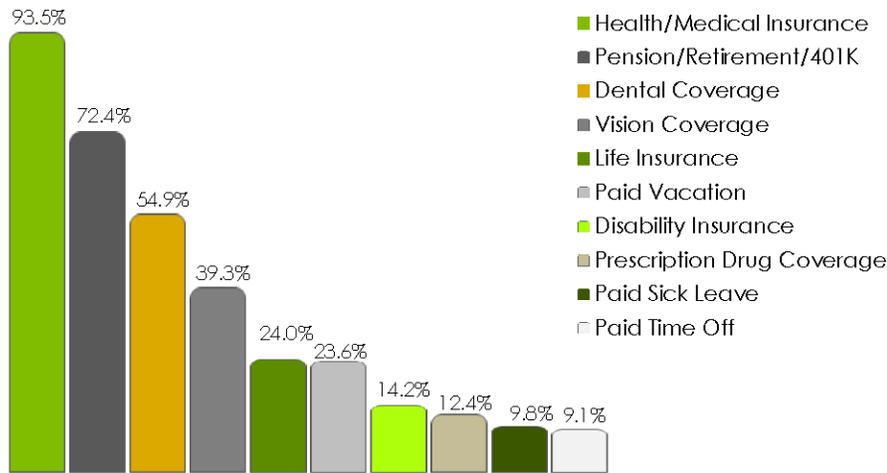
Most of those who are out commuting are working in Des Moines or West Des Moines.

Nearly one-third (30.0%) of out commuters are likely to change employment (approximately 1,361 people).

CONCENTRATION OF THOSE LIKELY TO CHANGE/ACCEPT EMPLOYMENT IN NORWALK



TOP CURRENT BENEFITS OF THE FULL-TIME EMPLOYED



The survey provides the respondents an opportunity to identify employment benefits they currently are offered. The chart at left provides the percentage of responses from those that are currently employed full-time.

The majority (77.1%) of these respondents state they are currently sharing the cost of health/medical insurance premiums with their employer. However, 14.0 percent indicate their employer pays the entire cost of insurance premiums.

EDUCATION LEVELS AND MEDIAN WAGES BY INDUSTRY



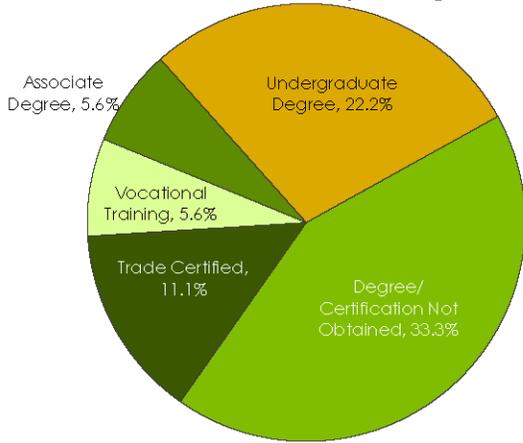
	Education			Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree or Higher	Annual Salary	Hourly Wage
All Employed	81.3%	16.3%	45.2%	\$65,000	\$15.00
Agriculture, Forestry & Mining	**	**	**	**	**
Construction	81.2%	37.5%	12.5%	**	\$18.75
Education	94.3%	14.3%	65.7%	\$58,500	\$15.00
Entertainment & Recreation	**	**	**	**	**
Finance, Insurance & Real Estate	89.3%	9.3%	62.6%	\$78,000	\$20.20
Healthcare & Social Services	78.3%	21.7%	34.7%	\$51,000	\$18.00
Manufacturing	66.7%	13.3%	26.7%	\$60,000	\$14.00
Personal Services	85.0%	15.0%	35.0%	\$66,000	\$11.75
Professional Services	79.4%	26.5%	32.3%	\$60,000	\$12.73
Public Administration & Government	85.2%	7.4%	70.4%	\$86,000	\$25.00
Transportation, Communication & Utilities	80.0%	20.0%	40.0%	\$75,000	\$15.88
Wholesale & Retail Trade	63.8%	15.9%	21.7%	**	\$12.00

The education and wage data by industry within the above table includes all respondents without consideration of employment status or willingness to change/enter employment.
 **Insufficient survey data used



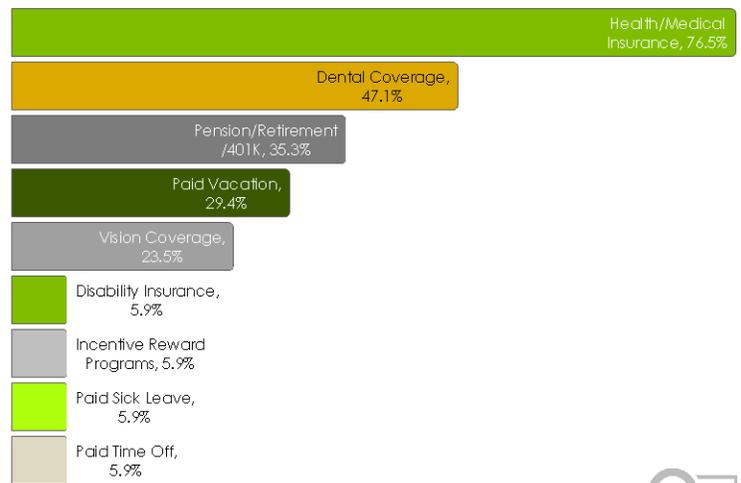
UNEMPLOYED - LIKELY TO ACCEPT EMPLOYMENT

- 55.6% are actively seeking employment
- An estimated 4,251 unemployed individuals are likely to accept employment in Norwalk.
- Average age is 40 years old
- 55.6% are male; 44.4% are female
- **Education:**
 - 77.8% are educated beyond high school

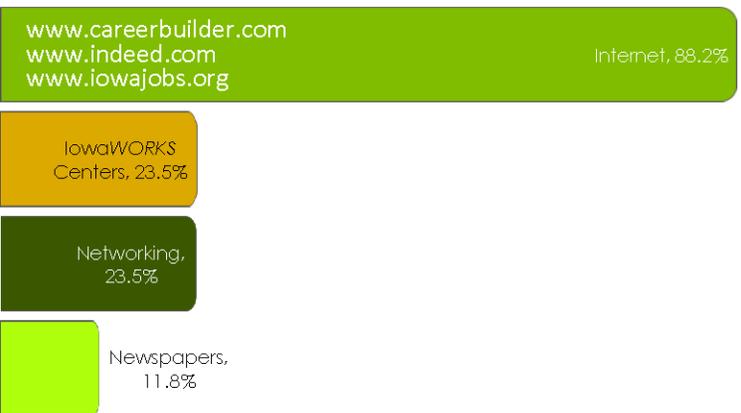


- **Wages:**
 - \$15.55/hr - to attract 66% of applicants
 - \$19.38/hr - to attract 75% of applicants
 - \$14.00/hr - lowest median wage willing to accept
- Willing to commute an average of 26 miles one way for the right opportunity
- 77.8% expressed interest in temporary and 76.5% in seasonal employment opportunities
- 44.4% expressed interest in working varied shifts

TOP DESIRED BENEFITS



TOP JOB SEARCH RESOURCES



SPONSORED IN PARTNERSHIP WITH:



FOR MORE INFORMATION REGARDING THE NORWALK LABORSHED ANALYSIS, CONTACT:

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