

The **Ames Economic Development Commission** organizes and promotes sound economic growth in Ames and central Iowa by stimulating the expansion of existing industry, attracting new enterprises, and assuring a favorable community climate for new ideas and economic growth.

This report has been compiled with the most current, accurate information available in an attempt to keep you informed on key aspects of the Ames/Story County economy. If you find there is information not included in this publication that you would like to see, please contact us at 515-232-2310 or tritland@ameschamber.com.



In the News

October 31, 2007

AEDC survey reports future growth of industry and capital investment despite workforce concerns



Ames, IA – Board members of the Ames Economic Development Commission (AEDC) gathered this week to hear results of a recent executive call survey of area business and industry forecasting tremendous job growth.

Focusing on a smaller business and industrial base than in past years, 60 companies representing more than 4,800 jobs in Ames, Story City, and Huxley, were targeted for the 2007 survey. The survey is an annual project for the AEDC in order to determine industry needs, concerns and health of our local industrial base, as well as assess the opportunities and risks for retention and expansion.

Over two-thirds of the companies responding to the survey noted increased employment needs in the near future, equaling almost 900 new jobs for the Ames area. However, the projected job growth was coupled with concern over the forecasted return of the Fair Share legislation to be brought up again in the 2008 session. Equally as concerning is the availability of skilled/unskilled workers, ranked in the survey as the top community weakness. 89% of respondents said they have experienced, or are currently experiencing, recruitment problems.

Expected growth would also result in \$180 million in capital investment and an additional 416,000 square feet in facility expansion over the next three years. "While this information is positive, it should serve as a warning that existing available buildings and land are scarce as we continue to aggressively market to new businesses," says Ron Hallenbeck, AEDC Vice President of Existing Business and Industry.

The 2007 report records several other factors of industry vitality and business environment. A full report can be found on the AEDC website: www.amesedc.com.

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Local Workforce & Wages

2007 MEDIAN WAGES & SALARIES BY INDUSTRY

Industry	Non Salary (per hour)	Salary (per year)
Agriculture	\$15.00	\$50,000
Construction	\$21.58	\$57,500
Manufacturing	\$16.18	\$60,000
Transportation, Communication, & Utilities	\$16.38	\$52,500
Wholesale & Retail Trade	\$9.00	\$52,500
Finance, Insurance, & Real Estate	\$14.83	\$50,000
Professional Services	\$12.73	\$45,000
Health Care & Social Services	\$17.94	\$55,000
Entertainment, Recreation, & Personal Services	\$10.00	\$28,000
Government & Public Administration	\$18.20	\$53,250
Education	\$12.00	\$44,500

Source: Iowa Workforce Development, Story County Laborshed Analysis, August 2007



LOCAL WORKFORCE SUMMARY

	Total Workforce	Total Employed	Total Unemployed	Unempl. Rate
Ames, Sept 2007	32,800	32,000	800	2.5
Ames, Sept 2006	32,800	32,000	700	2.2
Ames, Sept 2002	30,000	29,100	900	2.9
Story County, Sept 2007	49,300	47,900	1,400	2.8
Story County, Sept 2006	49,200	48,800	1,200	2.4
Story County, Sept 2002	48,500	47,300	1,200	2.6

Source: Iowa Workforce Development

Retail Sales

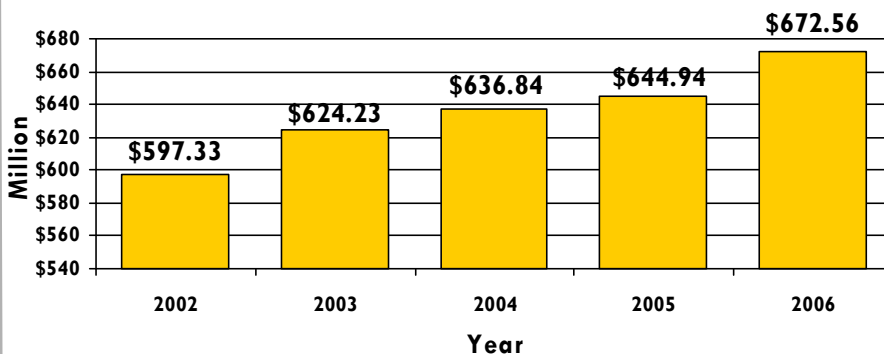
Source: 2006 Retail Trade Analysis, Iowa State University, Office of Social and Economic Trend Analysis



AMES 2006 RETAIL SALES BY CATEGORY

Category	Total Sales (millions)
Apparel Stores	\$19.94
Building Materials	\$68.02
Eating & Drinking	\$86.31
Food Stores	\$122.41
General Merchandise	\$130.55
Home Furnishings	\$39.54
Specialty Stores	\$52.02
Services	\$101.11
Wholesale	\$20.49
TOTAL SALES	\$672.56

Ames Total Retail Sales



Financial Institution Deposits - Ames

June 2004	June 2005	June 2006	June 2007	% Change 2006-2007
\$1,183,372	\$1,229,172	\$1,328,654	\$1,366,448	+2.8445 %

Source: Federal Deposit Insurance Corporation

How's the Real Estate Market?

Source: Alissa Dietz, Century 21 Real Estate

World and local news are not portraying the correct market picture statistic wise. Lets first talk about the lending market. You've probably heard by now that there are tons of people going into foreclosure and that the sub-prime market is doomed. As of today in the US, there is a total of 9 trillion dollars in mortgages. Of that, only 75 billion is in sub-prime lending. Of that, only 15 billion is now at risk. In Story County in 2007, there have only been 38 foreclosures out of the 18,144 owner occupied houses. As a side note, interest rates continue to be historically low, making this a great time to buy or re-finance.



Interesting fact: 30% of all single family homes in the US are owned free and clear by the owners.

Now lets talk about the real estate market. Nationally, **2007** has been the **4th best year ever** in real estate sales. In **Ames** and the surrounding areas **the total number of sales has increased over last year**. The **average sales price** for these sales is **up 5%** over 2006 and **sellers** are enjoying sales that **are averaging 98% of their asking price** (this is 1.5 percent higher than 2006). In Ames in 2006, there were 555 home sales. As of 10/1/07, there have been 557 and there are 3 months left to go. The average number of days on the market for all listings in 2006 was 107 and 100 in 2007. Currently there are over 300 active listings on the Ames multiple listing service.



Single Family Home Sales

2007	
Average Sales Price	\$182,388
Median Home Price	\$162,500
Average House Size	1,475 sq ft

Source: Ames City Assessor

New Construction in Ames

Assessment Year	Residential	Commercial	Industrial	Total
2004	\$80,960,220	\$41,186,850	\$167,900	\$122,314,970
2005	\$85,397,660	\$26,211,840	\$71,100	\$111,680,600
2006	\$88,989,300	\$19,668,500	\$0	\$108,657,800

Source: Ames City Assessor

Cost of Living Comparison Big XII Cities, Ankeny, and Iowa City

	Ames Iowa	Ankeny Iowa	Iowa City Iowa	Boulder Colorado	Lawrence Kansas	Manhattan Kansas	Columbia Missouri	Lincoln Nebraska	Norman Oklahoma	Stillwater Oklahoma	Austin Texas	College Station Texas	Lubbock Texas	Waco Texas
Contributions	89.8	109.4	93.7	125.0	86.4	73.9	86.9	90.6	90.3	73.9	112.0	80.1	77.8	73.1
Insurance	90.0	110.9	94.2	121.9	87.1	75.5	87.9	91.7	91.2	75.0	110.8	81.6	78.4	74.5
Apparel	92.0	110.0	94.6	115.9	89.2	78.9	90.3	93.6	92.7	78.7	107.6	82.3	81.6	78.7
Education	89.7	109.9	95.3	126.9	87.7	75.6	87.7	89.7	91.4	76.9	113.8	87.2	78.4	75.5
Entertainment	91.6	111.4	94.4	116.0	88.8	78.9	90.3	94.0	92.5	77.1	107.7	80.8	80.8	77.4
Food & Beverage	92.6	110.0	95.4	113.4	90.7	81.3	91.8	94.9	94.0	80.8	106.0	83.0	83.4	80.6
Health Care	93.8	190.0	96.0	112.3	92.0	83.0	93.4	95.8	94.3	81.9	104.4	82.5	84.6	81.3
Furnishings	90.5	113.4	93.8	118.6	87.8	76.6	89.1	93.2	92.0	76.1	108.8	80.6	79.1	74.9
Housing	91.3	110.4	94.5	116.3	89.2	79.0	90.3	93.7	92.7	78.2	107.3	81.8	81.3	78.0
Operations	90.0	111.9	93.4	120.7	86.6	74.8	87.9	91.7	90.8	74.6	110.6	80.6	78.3	74.6
Personal Care	92.4	111.0	95.6	115.2	89.9	80.6	91.6	94.5	93.2	79.7	107.1	82.4	82.2	79.2
Reading	92.4	111.0	95.5	117.1	90.1	79.8	91.3	94.4	93.3	78.7	107.9	81.9	81.6	77.8
Tobacco	95.1	106.5	96.7	106.5	94.7	87.7	95.8	97.5	96.5	86.0	101.4	84.8	88.7	86.6
Transportation	92.4	113.0	94.5	113.6	89.8	79.9	91.2	95.2	93.6	78.6	106.3	80.8	81.8	78.2
Utilities	93.9	109.0	96.4	112.1	92.1	83.8	93.4	95.7	95.2	82.4	105.5	84.1	85.0	82.1
Gifts	90.6	110.9	94.6	123.3	87.7	75.8	88.6	91.9	91.2	75.6	111.1	80.6	78.4	74.0
Total Expenditures	91.9	111.0	94.7	115.6	89.4	79.8	90.6	94.1	93.2	78.7	107.2	82.3	81.8	78.5

Source: On Board LLC, November 2007

Online Resources

Ames Chamber of Commerce
www.ameschamber.com

Iowa Department of Economic Development
www.iowalifechanging.com

Ames Convention & Visitors Bureau
www.visitames.com

Iowa State University
www.iastate.edu

Ames Laboratory
www.ameslab.gov

Iowa Workforce Development
www.iowaworkforce.org

Ames Main Street Cultural District
www.amesmainstreet.com

ISU Research Park
www.isupark.org

City of Ames
www.city.ames.ia.us

Office of Social & Economic Trend Analysis
www.seta.iastate.edu

Federal Deposit Insurance Corp.
www.2fdic.gov

Story County, Iowa
www.storycounty.com

Iowa Caucus Website
www.iowacaucus.org

U.S. Census Bureau
www.uscensus.gov

