

Val Air Ballroom

301 Ashworth Road / West Des Moines, Iowa

Sale Price: \$2,295,00



Property Highlights

- 30,956 SF (+6,400 SF basement)
- Unique opportunity to own a landmark property
- Well positioned close to I-235, 63rd Street and Valley Junction
- Potential redevelopment site
- Originally opened in 1939, current structure built in 1955
- Newly developed West Des Moines Tax Rebate program is applicable
- Zoned: Community Commercial District
- Located adjacent to the Val Gate Revitalization District, which includes a new Casey's General Store, Fareway, Taco Bell and West Bank

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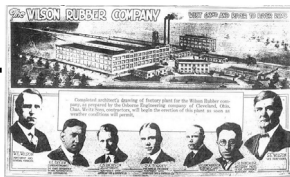
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TIMELINE OF HISTORY

1919



The foundation for the building is built by Charles Weitz and Sons for Wilson Rubber Company. The project is abandoned when Wilson goes into receivership.

1936

Thomas Archer moved to Des Moines from South Dakota and opened the Tromar Ballroom in downtown Des Moines.

1950s



Popular music began to change and new acts performed in the Val Air, including the likes of Bobby Vee, Jan and Dean, Chubby Checker, the Everly Brothers, Fabian, Roy Orbison, Brenda Lee, Del Shannon, and Sam and Dave.

1955

Tromar Season to End
Weems Here Tuesday
Val-Air to Open
for Role



Ted Weems and his orchestra will play for the last dance of the season at the Tromar ballroom Tuesday night.
Featuring his widely-known artist, including Perry Como, Billie Taylor and Country Washburn, the orchestra comes here after a recent engagement at the Gold Coast room at the Drake hotel in Chicago.
Wally Wallace and his orchestra will play at the Tromar tonight.
The new Val-Air summer ballroom, with open air and covered dance floors, will open Saturday night with the music of Dean Huson and his orchestra.
The new ballroom is located north of Grand ave on sixty-third st. It is accessible by means of the Ingersoll or West Des Moines street cars. Parking space for nearly 2,000 autos has been provided.

Opening season of the new Val Air. The Val Air Ballroom is the only remaining public ballroom facility from the Archer Circuit.

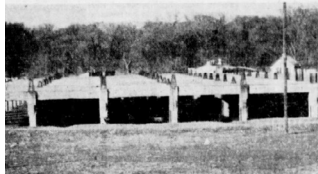
Present



Through the decades that followed, the performers have changed along with the trends in popular music. The Val Air currently offers a mix of rock, blues, and Latino artists.

1920

\$50,000 Start on Tire Factory



Weitz retained ownership of most of the 89 acres of land, platting it into mostly residential lots in 1936.

1939



Archer builds the Val Air Ballroom on the original foundation as a partially covered Ballroom. Ted Lewis, Doc Lawson, Hall Leonard, and Duke Ellington performed that year.

1954-55



The ballroom was converted into a fully enclosed facility with steel-supported roof, exterior masonry walls and front canopy.

1961



A fire caused damage and led to interior redecorating. The current maple dance floor dates to the 1961 renovation.

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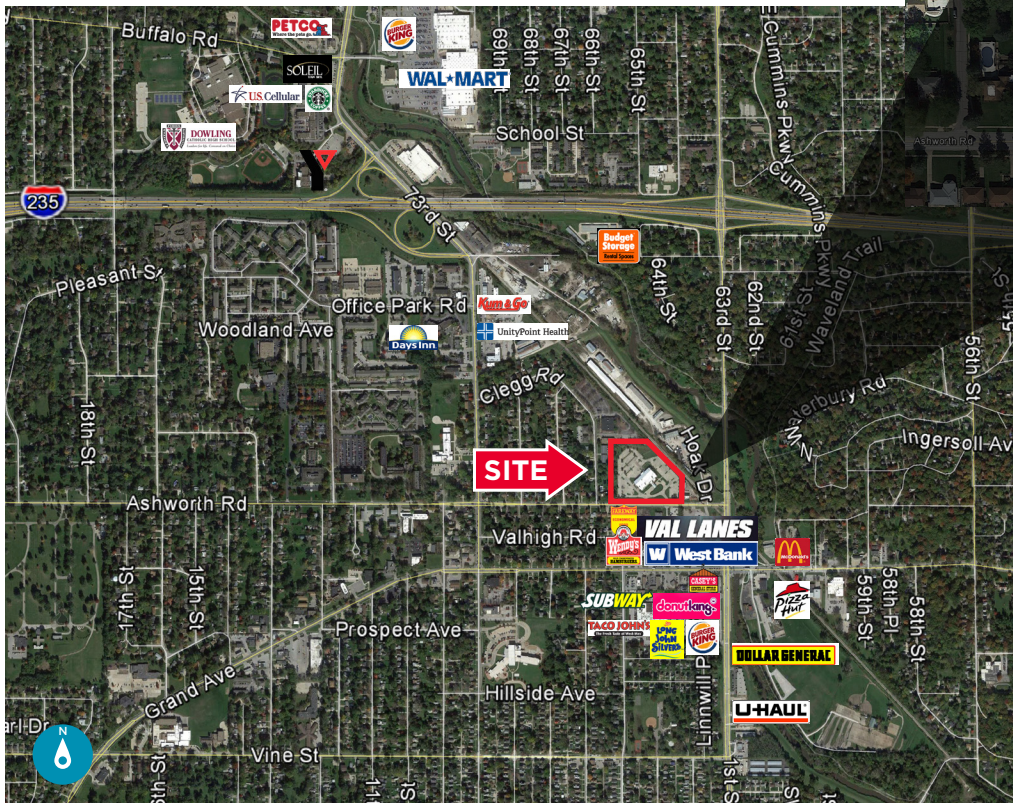
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AERIAL MAP



Demographics

	1 Mile	3 Mile	5 Mile
Population	11,974	85,975	202,414
AVG. HH Income	\$72,137	\$73,888	\$86,012
Total Households	5,262	37,977	86,021

Traffic Counts

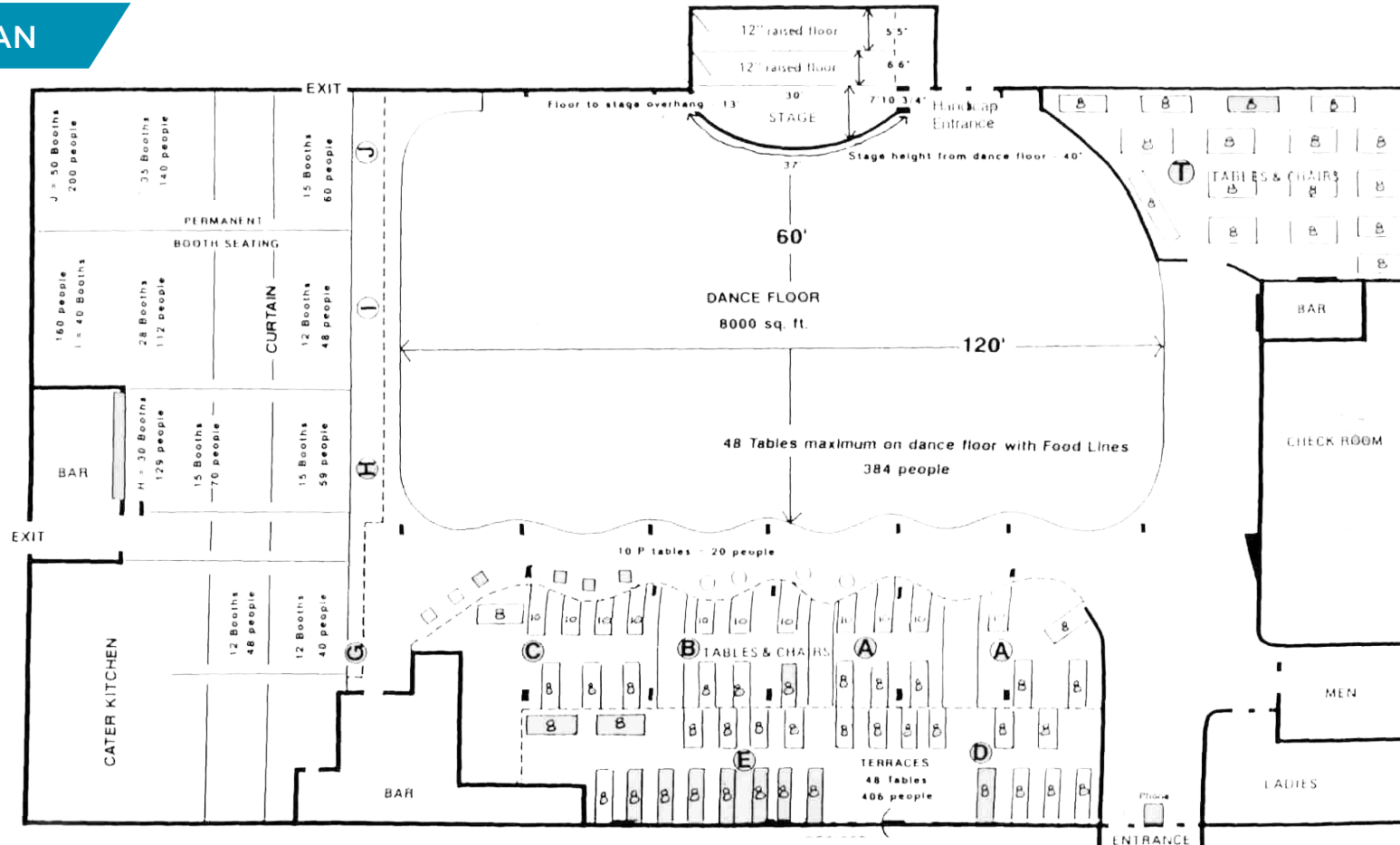
Ashworth Road:	10,200 VPD
63rd Street:	25,600 VPD

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FLOOR PLAN



Ballroom Features

- Built in the 1920s to accommodate a multi-story industrial facility
- Ballroom accommodates 2,000 (includes approximately 500 people who can be seated)
- Property Features: Bathrooms, two bars, check room and green room.
- Kitchen, as shown in the floor plan, was never equipped and no longer exists.
- An unfinished lower level exists, can be finished for additional square footage

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