

City of Urbandale, Iowa

Community Profile



“Urbandale is a business-friendly city that has helped us since day one and continues to support our growth.”

– Scott Goldsmith, President of ProbioFerm



Honors and Awards

- ◆ One of the Best Cities for Home Ownership in Iowa (NerdWallet 2014)
- ◆ One of the Best Towns in Iowa for Young Families (NerdWallet 2013)
- ◆ Third Happiest ZIP Code in America (50323; Movoto 2015)
- ◆ Recipient of the Certificate of Achievement for **Excellence in Financial Reporting** since 1984 (GFOA)

“Urbandale is an exceptional place to do business. The highly-educated, loyal workforce in the Des Moines metro is second to none.”

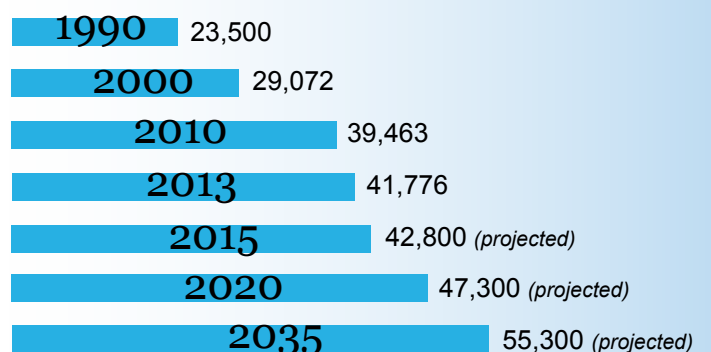
– Michael Durney, President & CEO of Dice Holdings

Urbandale at a Glance

Des Moines Metro Population	599,789
Urbandale Population	41,776 (2013)
Households	15,993
Median Home Value	\$191,500 (Urbandale) \$123,000 (Iowa)
Median Income	\$83,134 (Urbandale) \$51,129 (Iowa)
Cost of Living Index (US=100)	90.3

Sources: US Census 2014; CCER 2013/Greater DSM Partnership; City of Urbandale

Population Growth



Sources: US Census 2014; City of Urbandale



Retail Sales Growth

2014	Returns:	3,924
	Taxable Sales:	\$669,472,553
2013	Returns:	3,951
	Taxable Sales:	\$628,469,692
2012	Returns:	3,923
	Taxable Sales:	\$617,535,500
2011	Returns:	3,834
	Taxable Sales:	\$604,650,558

Source: Iowa Dept. of Revenue (Polk County Data)



Workforce Potential

Average Unemployment Rate: (2014 calendar year average)	3.1%
Civilian Labor Force: (2014 calendar year average)	24,700
Mean Travel Time to Work:	17.8 minutes
Total Potential Labor Force in the Des Moines metro:	462,131

Sources: Iowa Workforce Development; US Census 2013

Educational Attainment

3% are trade certified

9.3% have an associate degree

78.2% have an education beyond high school

34% have an undergraduate degree

17% have a postgraduate/professional degree

Source: Iowa Workforce Development 2014

Comprehensive information on available sites and buildings in Urbandale is online at:
urbandale.org/econdev



Largest Private Employers

Berkley Technology Services
 Bob Brown Chevrolet
 Citi Cards
 ColorFX
 Competitive Edge
 Compressor Controls Corporation
 Continental Western Group
 Deerfield Retirement Community
 Delta Dental of Iowa
 Dice
 Homemakers Furniture
 Hussmann Corporation
 Hy-Vee
 Interstate All Battery Center
 Iowa Machine Shed Restaurant
 iWireless
 John Deere Intelligent Solutions Group
 Mail Services, LLC
 Mercer/Marsh
 MidAmerican Energy Company
 PAE
 Pepsi Beverages Company
 Pitney Bowes Presort Services
 Quality Manufacturing Corporation
 Rain & Hail Agricultural Insurance
 Ramsey Auto Center
 Stew Hansen's Dodge City Jeep
 Super Target
 UnityPoint Health Home Care
 US Postal Service Bulk Mail Operations
 YRC Freight



Urbandale Parks & Recreation

49 parks, 32 playgrounds

41 miles of trails, 932 acres of parkland

6 open shelters, 1 gazebo, 3 enclosed facilities for rent

Home to the only indoor public swimming pool in the metro

Education



Graduation rates average 93% at the public school districts serving Urbandale.

(Iowa Department of Education)

The State of Iowa is recognized for its top level education, having 12 silver medal schools and 86 bronze medal schools as ranked by U.S. News Best High Schools 2014.



Public schools

Urbandale Community School District
Waukee Community School District
Johnston Community School District
Des Moines Public Schools
West Des Moines Community Schools
Dallas Center-Grimes Community School District

Private schools

Des Moines Christian (K-12)
St. Pius X (K-8) Dowling Catholic (9-12)

Public Safety

98% of citizens report that they feel safe in their neighborhood.

(2013 Citizen Survey)

Over 90% of citizens rate public safety and medical services as good or excellent. *(2013 Citizen Survey)*

The City of Urbandale Police Department is **one of twelve** law enforcement agencies in Iowa accredited by the Commission on Accreditation for Law Enforcement Agencies (CALEA).

Less than 2.5% law enforcement agencies in the United States are CALEA accredited.

Urbandale major business areas have an

ISO Fire Insurance Class rating of 3

(Scale 1-10, 1=best)

Urbandale is a national leader in

Character Counts!

Endeavoring at all times to promote and model the principles of trustworthiness, respect, responsibility, fairness, caring, and citizenship.



Higher Education

Des Moines Area Community College

Iowa's largest community college, with over 35,000 credit students and 40,000 continuing education students, DMACC has three metro area campuses serving Urbandale. www.dmacc.edu

Iowa State University

Located 30 minutes north of Urbandale, Iowa State is world-renowned for its research and talent development in science, engineering and agriculture. www.iastate.edu

Drake University

In neighboring Des Moines, Drake is known nationally for undergraduate programs in business, pharmacy and journalism. Graduate programs include law, public administration and education. www.drake.edu

Kaplan University

Kaplan's satellite campus in Urbandale has multiple professional accreditation programs. www.kaplan.edu

Photo courtesy of Drake University





Utilities

Water & Wastewater

Water – Urbandale Water Utility

System capacity	14,250 gpm
Commercial Connection fee	\$1,551/acre
Water rate	\$4/month plus \$4.47/1,000 gal.

Sanitary Sewer – City of Urbandale

Maximum capacity	200 mgd at the Wastewater Reclamation Facility (WRF)
Average flow rates	50-134 mgd at the Wastewater Reclamation Facility (WRF)
Urbandale Sanitary Sewer District	\$2.90/month plus \$3.25/1,000 gal.
Urbandale Windsor Heights Sewer District	\$2.90/month plus \$3.75/1,000 gal.

Electricity & Natural Gas

Estimated average cost of natural gas in Urbandale \$/Mcf as of December 31, 2014		US averages Natural Gas \$/Mcf 2013 annual average	
Residential	\$10.18	Residential	\$10.97
Commercial	\$8.23	Commercial	\$8.90
Industrial	\$7.80	Industrial	\$5.53

Estimated average cost of electricity in Urbandale \$/kWh as of December 31, 2014		US averages Electricity \$/kWh 2013 annual average	
Residential	\$0.0959	Residential	\$0.1250
Commercial	\$0.0788	Commercial	\$0.1075
Industrial	\$0.0490	Industrial	\$0.0701



Taxation

Urbandale has the **lowest city tax levy** in the State of Iowa for cities with a population over 6,000.

Bond rating: Moody's Aa1

Only 16 percent of the cities and districts that had its general obligation debt rated by Moody's earned an Aa2 rating or higher

State Corporate Income Tax: Based solely on in-state sales

Federal Taxes Deductible: Corporate = 50% • Individual = 100%

State Sales Tax: Current state sales tax is 6%.

Tax excludes food, prescription drugs and medical devices.

Property Tax: Machinery, equipment and warehouse racking are not subject to property tax.

Incentives

Tax Increment Financing – provides property tax rebates to business or funds infrastructure extension. Assistance based on new taxable valuation.

Revolving Loan Fund – provides secondary funding to support business start-up or expansion projects

Industrial Property Tax Exemption – provides a five-year sliding scale abatement of taxable valuation

Workforce Training Grants – provides matching funds to upgrade workers' skills or reimbursement for training new hires. Delivered through Des Moines Area Community College

State of Iowa Financial Assistance and Tax Credit Programs – applications sponsored by the City of Urbandale and made to the Iowa Economic Development Authority



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