



City of
URBANDALE
Department of Economic Development

April 17, 2020

A Message from the Mayor to the Urbandale Business Community about Coronavirus

We know this last month has been very difficult for many Urbandale businesses. The COVID-19 response has impacted almost every enterprise in some way: drastic losses of revenue, extraordinary measures to protect health, rapid deployment of new ways of serving customers and countless others. As we've heard from business leaders in Urbandale, we know the challenges are enormous.

We have also learned about incredible acts of generosity and creativity from our business community. The City of Urbandale appreciates the outstanding leadership that so many businesses have demonstrated in confronting this pandemic. Thank you for your investments in Urbandale, your contributions to our community and for helping to weather this storm. We look forward to working with you now and again when the economic outlook is more promising.

The Economic Development Department has established a [COVID-19 business info page](#) and our staff welcome your call or email. Please let the City know how we can help.

Bob Andeweg
Mayor of Urbandale

Opportunity to Support Urbandale Neighbors Impacted by Coronavirus through Endow Urbandale

COVID-19 has certainly impacted businesses and individuals, as well. Community leaders have noted the great need in our community. For example: Urbandale Community Action Network (UCAN) is supplying food, supplies, diapers and wipes three times a week at four distribution sites across Urbandale, yet continues to run out of items while leaving people still in line. UCAN will receive funding from the Endow Urbandale's Emergency Relief Fund to help with this shortage. Other organizations in need such as the Urbandale Food Pantry and other non-profit organizations that assist Urbandale residents may also be assisted by the Fund.

Donations can be made at the [Emergency Relief Fund](#) website. Donations up to \$20,000 are being matched dollar-for-dollar.

Urban Loop Projects Update: Four New Investments Approved by City Council

In a sign of the good things that are ahead for the Urbandale economy, the City Council recently approved development agreements for four new investments in Urbandale:

1. Remarc Enterprises, LLC for 4404 Merle Hay Road. The project is a major rehabilitation and expansion of the building for Broken Arrow Wear.
2. Unity Center Pointe, LLC for a new building at 5200 100th Street. The new 13,000 square foot medical building is being constructed for a new Unity Point clinic.
3. 8860 Northpark Drive, LLC. for a new multi-tenant office building at 8860 Northpark Drive. The 10,000 square foot building will house a dental practice plus two additional suites for lease.
4. Iowa Bankers Insurance and Services, Inc. for a new building at 9001 Northpark Drive. The 60,000 sf office project will be the new headquarters for the Iowa Bankers Association.

For a full listing of the recent projects in the Urban Loop, including brief descriptions and renderings, please visit the [Urban Loop page](#) on the Economic Development Department website.

Douglas Avenue Corridor Benefits from Public and Private Projects

One part of addressing COVID-19 is preparing now for a brighter economic future. At the southwest quadrant of 100th Street and Douglas Avenue, Idaho-based Dynamite Marketing is demolishing a former feed mill and positioning the property for redevelopment. Hy-Vee opened a Fast & Fresh Express in a completely remodeled building at the northeast quadrant of the intersection.

The City has completed projects in recent years to improve Douglas Avenue between I-35/80 and 100th Street, transforming the important east-west arterial from a rural cross-section roadway to an urbanized roadway with raised medians, curb and gutter and improved driving surfaces. Public art projects and monument signage will create a welcoming entrance to the city.

Last year, an access point was added to the Douglas Avenue frontage road serving business between 100th Street and 104th Street. Plans are in place to improve

Douglas Avenue between 100th Street and Walker Johnston Park in 2021 with curb and gutter, sidewalk and trail and resurfaced driving lanes.

Urbandale Approves Reduced Property Tax Levy for Fiscal Year 2020 – 2021

On March 10, the City Council unanimously approved the budget for the upcoming fiscal year which begins on July 1, 2020; cutting the City's property tax levy by thirty-six cents (3.4 percent). The total operating budget of approximately \$54 million maintains the exceptional city services that Urbandale residents have come to expect and also funds four new positions (including two new police officers), a health and social services function, and increased funding for stormwater management. The City plans to use any funds generated from the one percent Local Option Sales and Service Tax (LOSST) to pay off existing municipal bonds, which will further reduce the debt service levy in future years. The Council can utilize this LOSST revenue strategy for property tax relief and create opportunities for the City Council to pursue future projects and services desired by the business and residential communities.

Staying in Touch with Urbandale's Economic Development Department

We have built this newsletter and distribution list to stay in close contact with the valued business leaders, partners and stakeholders that help the City advance its economic development goals. If you think someone would value receiving this, please forward it. Archived editions and an opportunity to sign up to receive the newsletter directly are [here](#).

A great way to receive updates faster is to connect with the City of Urbandale, Aaron DeJong and Curtis Brown on LinkedIn. The City's presence on Facebook, Twitter, YouTube and Nextdoor also provide timely resident-facing information.

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