



# City of URBANDALE

## Department of Economic Development

October 1, 2014

### Community Profile Showcases Reasons to Invest in Urbandale

An updated Community Profile is now available on the City's Economic Development webpage. It provides a quick overview of important facts that support investment in Urbandale: the City's competitive tax rate, low cost of living, high level of educational attainment, excellent public safety, low cost utilities, great recreational attractions and much more. The profile may be useful with clients considering investment in Urbandale, with prospective employees or for your own background on the community. It's available for [hyperlink or download here](#).

### A New Ride for your Urbandale Commute: Enhanced DART Bus Service Free Next Week

Next week only, try DART's Urbandale service free during [Try Transit Week](#) (October 5 – 11). In August, DART debuted its newest line serving northwest Urbandale between Valley West Mall and Paragon Business Park which travels along 100<sup>th</sup> Street, NW Urbandale Drive, Aurora Avenue, Meredith Drive, 121<sup>st</sup> Street and Douglas Avenue. For schedules and a map of the route, please see the [Flex Route 74 – NW Urbandale](#) brochure.

### Advisory Board Members Bring their Expertise to Urbandale Economic Development Effort

Mayor Bob Andeweg and the City Council created the [Economic Development Advisory Board](#) in July 2013. The members of the Board provide valuable industry insights to strengthen economic development strategies. The Board members spent the first year defining actions in the City's economic development plan. This year, members are helping to shape the execution of the plan. Board members live or work in Urbandale and represent ten key perspectives on development. The 2014-2015 board members are:

**Wallas Wiggins** – John Deere Intelligent Solutions Group, representing IT/Business Services  
**Kimberly Baeth** – Golden Openings, representing Retail/Hospitality Services  
**Lisa Hubbard** – YRC Freight, representing Logistics  
**Curtis Leaverton** – C & L Companies/Pivot Works, representing Advanced Manufacturing  
**John Irving** – Baker Electric, citizen stakeholder  
**Adam Kaduce** – R & R Realty, representing Real Estate Brokerage  
**Emily Naylor** – Shive Hattery, representing Young Professionals  
**Dave Hansen** – Signature Real Estate Services, representing Real Estate Development  
**Cheryl Paine** – Mercer, representing Insurance/Financial Services  
**Leisa Fox** – Iowa Association of Business & Industry, representing Education/Workforce Development

*Urbandale Living* magazine recently wrote a story on the Advisory Board and Urbandale's Economic Development. Access the [September 2014 issue here](#).

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## Urbandale Artist Featured at Des Moines Social Club during Month of October

The City of Urbandale formalized its partnership with the Des Moines Social Club (DMSC) in August 2014 to advance each organization's mission and promote Central Iowa as a place where talented workers want to be. The City and DMSC are teaming up to promote the work of Urbandale photographer Marji Guyler-Alaniz. Her art will be featured in October at the DMSC's Viaduct Gallery. Guyler-Alaniz's project [FarmHer](#) portrays women in agriculture. All those who live and work in Urbandale are invited to attend the opening reception on Friday, October 3 from 7:00 – 10:00 PM. The event is free of charge. Please see the DMSC website for [additional details](#).

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## Uniquely Urbandale

Among the unique aspects of Urbandale is the community commitment to the [Six Pillars of Character](#). Public meetings in Urbandale begin with this statement read by the meeting chair: *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. In conducting this meeting, we expect that all participants will act in a respectful manner consistent with these principles.*

Urbandale businesses have an opportunity to advance the community through participation in the [2014 Human Capital Survey](#), an initiative of Character Counts In Iowa, the Greater Des Moines Partnership and the Institute for Excellence & Ethics. The results of this anonymous survey will provide direction to leaders in Urbandale and Central Iowa on what needs to be done to enhance opportunity, access and quality of life here. Please invest a few minutes by **Friday, October 10** to [take the survey](#) and pass it on to your colleagues.

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### City of Urbandale Economic Development Department Website

[www.urbandale.org/econdev](http://www.urbandale.org/econdev)

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