

# URBANDALE HAS ACCESS.

In addition to coast to coast and border to border connections, the city also has the most access points to I-35/80 in the Des Moines metropolitan community. Urbandale is characterized by engaged civic leaders and rapid economic growth. Whether you're looking to grow your business or find your next home, there's opportunity in Urbandale.



100th Street Interchange in Urban Loop



BY THE NUMBERS:

# URBANDALE

AVERAGE HOUSEHOLD INCOME

**\$90,858**

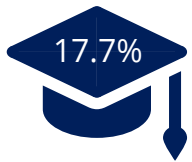
**\$226,700**

AVERAGE HOME VALUE

**38.8**

MEDIAN AGE

EDUCATIONAL ATTAINMENT



Master's Degree



Bachelor's Degree



High School Degree

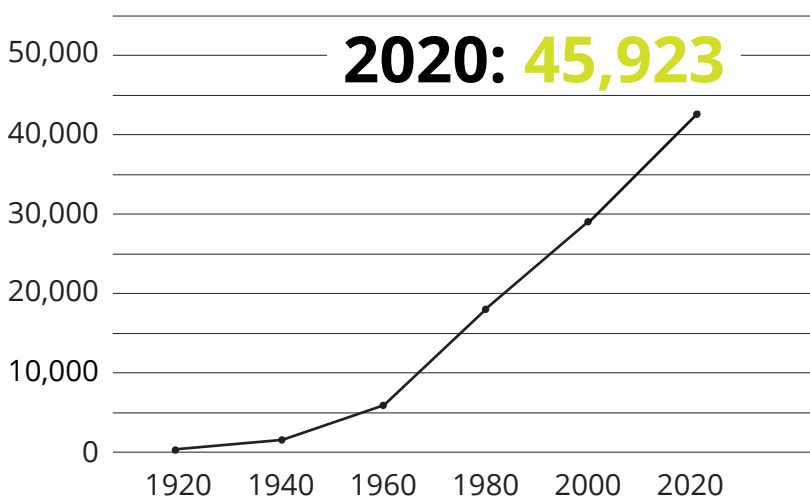
Source: 2012-2019 American Community Survey 5 Year Estimates  
\*25 years or older

LOW TAX RATE

Great Service + Low Cost  
= High Value

Urbandale's city tax rate is one of the lowest for any city in Iowa over 15,000 population.

URBANDALE POPULATION GROWTH  
(1920-2020)



Source: U.S. Census Bureau

COST OF LIVING INDEX

**95.2**

U.S. = 100

Source: CCER 2019

AVERAGE COMMUTE TIME

**18**  
minutes

**1/10**

Population speak a language other than English

# SUCCESS IN URBANDALE

## EDUCATION



### Advanced Manufacturing

Iowa is a manufacturing state and Urbandale is a maker's city! Companies here enjoy building in the high-quality, low-cost environment. Engage in statewide quality efforts and access opportunities for advancing your manufacturing career at respected research institutions like Iowa State University. Nearby Des Moines Area Community College also offers classes to build and enhance essential manufacturing skills.



### Financial & Insurance Services

The Des Moines Metro is often referred to as the "Hartford of the West". Thanks to the high concentration of insurance companies compared to other metros in the United States, Des Moines has gained a reputation as an insurance hotspot. An integral part of the metro, Urbandale has become a hub for insurance and financial services, with its modern facilities and top talent.



### IT & Corporate Services

The tech sector is exploding in Urbandale. From new startups to established companies, Urbandale is brimming with opportunities for the tech-savvy and innovative. Urbandale adds value to tech sector employees' experience by offering connections to statewide professional associations and to the quality of life amenities people in this sector value most.



### Retail

Urbandale's retail and service businesses continue to enhance Urbandale's quality of living. Locally-owned shops and national chains provide everything professionals need to check off their personal and career to-do lists.



### Warehouse, Distribution, & Logistics

Urbandale is right in the middle of coast-to-coast I-80 and border-to-border I-35. With new interchanges and infrastructure improvements planned in the upcoming years, this access will only improve. That explains why the community has become a hub for warehouse and distributions operations and logistics professionals.

**15:1**  
STUDENT TO TEACHER RATIO  
*Urbandale Community School District*

**93.2%**  
GRADUATION RATE  
*All districts serving Urbandale*

### PUBLIC SCHOOL DISTRICTS



### PRIVATE SCHOOLS



Urbandale is centrally located & easily accessible.

It's also a family-friendly community where you can find all the amenities you want in a city, along with great neighborhoods, schools and businesses.

Scott Clemmensen, co-owner of the Iowa Buccaneers



“All the things that matter in life — including **family, safety** and a **good education** — are right here in **URBANDALE.**”

—Matt Ulrich, President of Assembled Products, Inc.

Urbandale major business areas have an ISO Fire Insurance Class Rating of

**2**

Scale 1-10, 1=Best

**ENJOY URBANDALE**

**Urbandale has opportunity.**

Here, you can advance your career with professional development workshops, soak up the sun by trekking through our 50 miles of trails, and make lasting connections with people who won't hesitate to say hello in the grocery store!

The City of Urbandale Police Department is

**1 of less than 2.5%**

of law enforcement agencies in the U.S. accredited by the Commission on Accreditation for Law Enforcement Agencies (CALEA).

**#4 SAFEST CITY IN IOWA**

(SafeHome.org, 2018)

**98%**



CITIZENS REPORT FEELING SAFE IN THEIR NEIGHBORHOOD



**96%**

OF CITIZENS REPORT PUBLIC SAFETY AND MEDICAL SERVICES AS GOOD OR EXCELLENT

Source: 2018 Citizen Survey



**URBANDALE is a National Character Counts Leader**

The six pillars are citizenship, caring, fairness, responsibility, trustworthiness, and respect.

**BEST PLACES TO LIVE TOP 50**

(Money.com, 2020, 2021)

Spring Landscape in Walker Johnston Park



TURNING ACCESS INTO OPPORTUNITY

The Urban Loop is a strategic development area in Urbandale supported by a network of highly accessible, interconnected traffic routes. More than 30 projects have located in the Urban Loop since its inception in 2017.

UrbanLoop.org

