

FINANCE & INSURANCE



COST OF DOING BUSINESS IN DSM METRO IS

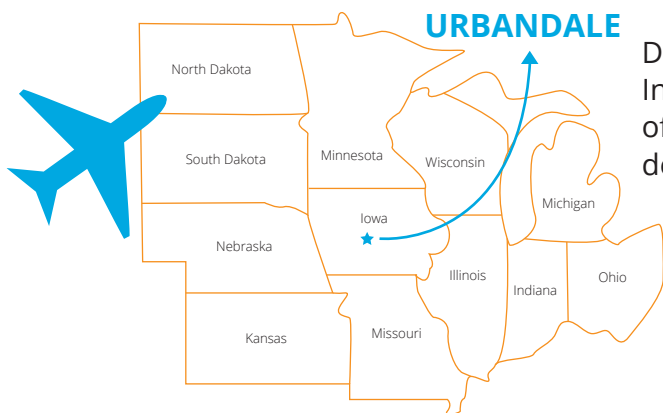
17%

LOWER THAN THE UNITED STATES AVERAGE.

MAJOR COMPANIES

Brokers International
Continental Western Group
Coventry Health Care Iowa
Delta Dental of Iowa
Group Benefits, LTD.
Mercer
Rain & Hail Agricultural Insurance

CENTRAL LOCATION

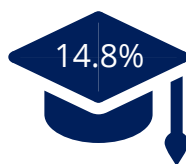


Des Moines International Airport offers 20 nonstop destinations.

COST OF LIVING INDEX

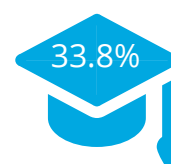
100	90.6
United States	Des Moines Metro

EDUCATIONAL ATTAINMENT



14.8%

Master's Degree



33.8%

Bachelor's Degree



96.1%

High School Degree

URBANDALE HAS OVER 500 ACRES
of development-ready and interstate accessible land for office space

LOW CITY TAX RATE

Urbandale has one of the lowest city tax rates in Iowa.

LEASE PRICE OF OFFICE SPACE

Full Service Rate/Per Square Foot



\$19.20

Urbandale & Des Moines Metro

ACCESS A CONNECTED TRANSPORTATION NETWORK VIA 7 INTERCHANGES

- ① Merle Hay Road
- ② 86th Street
- ③ 100th Street
- ④ IA Highway 141
- ⑤ Meredith Drive
- ⑥ Douglas Avenue
- ⑦ Hickman Road



JOB GROWTH

FINANCE & INSURANCE SECTOR SHARE OF TOTAL JOBS IN URBANDALE 12.2%

FINANCE & INSURANCE SECTOR SHARE OF TOTAL JOBS IN THE U.S. 4.0%

URBANDALE EXPERIENCED **8%** JOB GROWTH IN THE FINANCE & INSURANCE SECTOR BETWEEN 2014-2019

COMPETITIVE WORKFORCE ENVIRONMENT

OVER
490,000

URBANDALE POTENTIAL LABOR FORCE



**RIGHT
-TO-
WORK**

Iowa is a right-to-work state.

AVERAGE COMMUTE TIME

18 MINUTES

Des Moines Metro

26 MINUTES

United States

ACCESS TO HIGHER EDUCATION

Urbandale benefits from access to higher education institutions to prepare the workforce for careers in finance/ insurance including:

Des Moines Area Community College «
Drake University «
Iowa State University «
Purdue University Global «

AVERAGE GAS & ELECTRIC COSTS



Industrial
Commercial

Urbandale	United States
\$5.31	\$4.20
\$6.10	\$7.83



Industrial
Commercial

\$0.0535	\$0.0693
\$0.0852	\$0.1066

CASE STUDY: Delta Dental of Iowa

Delta Dental of Iowa is the largest dental benefits provider in the state, serving nearly 1 million members. Demand for Delta Dental's services, which include dental and vision insurance, has helped the company grow 30 percent since its move into its Urbandale location in 2010. A major expansion in 2014 nearly doubled the size of Delta Dental's energy-efficient, modern facility to 51,000 square feet, to house their nearly 150 employees in Urbandale. "Urbandale is a vibrant community that offers a mix of retail, restaurants and residential options that are attractive to our employees." Delta Dental also appreciates their central location in Urbandale which makes it easy to tap into a talent pool of hard-working, skilled employees. "Urbandale's city leaders have been great partners in our growth... Like us, they keep their focus on the future and work had to make Iowa a better place to live."

– Jeff Russell, *President and CEO*

RESOURCES FOR BUSINESS SUCCESS

STATE INCENTIVES INCLUDE:

INSURANCE PREMIUM
1% TAX

NO PREMIUM TAX

ON SALES OF ANNUITIES OR QUALIFIED LIFE INSURANCE PLANS

CITY INCENTIVES INCLUDE:



**10-Year 90%
Class A Office
Tax Increment
Finance Rebate**



**Tax Increment
Finance
Rebates** for new
construction and
expansion



**Infrastructure
Funding**

City of Urbandale, Iowa
www.urbandale.org/econdev

