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.
BY THE NUMBERS:

URBANDALE

**AVERAGE HOUSEHOLD INCOME**
$85,432

**EDUCATIONAL ATTAINMENT**
- 14.8% Master's Degree
- 33.8% Bachelor's Degree
- 96.1% High School Degree

Source: 2013-2017 American Community Survey 5 Year Estimates *25 years or older

**2018: 43,949**

Source: U.S. Census Bureau

**URBANDALE POPULATION GROWTH (1920-2018)**

**AVERAGE HOME VALUE**
$216,100

**MEDIAN AGE**
38.5

**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.

**COST OF LIVING INDEX**
90.6
U.S. = 100
Source: CCER 2019

**AVERAGE COMMUTE TIME**
18 minutes

**1/10**
Population speak a language other than English

Source: U.S. Census Bureau, 2013-2017 American Community Survey 5 Year Estimates
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

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.
“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.

CALL URBANDALE HOME

Urbandale has opportunity. Here, you can advance your career with professional development workshops, soak up the sun by trekking through our 45 miles of trails, and make lasting connections with people who won't hesitate to say hello in the grocery store!

The Urban Loop is a strategic development area in Urbandale supported by a network of highly accessible, interconnected traffic routes. More than 20 projects have located in the Urban Loop since its inception in 2017.

#4 SAFEST CITY IN IOWA
(SafeHome.org, 2018)

URBANDALE is a National Character Counts Leader
The six pillars are citizenship, caring, fairness, responsibility, trustworthiness, and respect.

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).

Urbandale major business areas have an ISO Fire Insurance Class Rating of 2
Scale 1-10, 1=Best

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

Source: www.urbandale.org/econdev