



City of  
**Urbandale**  
**Iowa**

Economic Development Newsletter

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## City of Urbandale Polk County Voters to Consider Local Option Sales Tax on August 6

Voters in the Polk County portion of Urbandale will have the opportunity to vote on approving a one percent local option sales tax on Tuesday, August 6. If approved, no less than 50% of the revenue will be used for property tax relief. The rest of the funds can be used for projects like improvements to streets, parks, trails, and the storm water system, public safety and economic development. There will be a community information forum on Saturday, August 3 at 9:30 at the Urbandale Public Library with information and an opportunity for questions. Read more [information on the City's website](#).

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## Assistant Director Aaron DeJong Joins City of Urbandale Economic Development Department

Aaron DeJong (dee-YOUNG) joined the City of Urbandale team as Assistant Director of Economic Development last week. A native of Newton, Aaron is a graduate of the University of Northern Iowa and the University of Iowa. Aaron began his career in Dubuque, where he led efforts to redevelop and revitalize historic districts and buildings downtown which helped support the successful investment and job creation of IBM in that city. In 2012, DeJong assumed the role of Director of Economic Development in the City of Louisville, Colorado which is located between Denver and Boulder. The City is glad to bring another talented Iowan home to DSM USA. Connect with Aaron at the information below!

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## City of Urbandale Overhauls Website, Improves Economic Development Information

As part of a complete refresh of the City website, the Economic Development Department reworked its Department website, streamlining access and providing new useful information. Browse the relaunched site at [www.urbandale.org/econdev](http://www.urbandale.org/econdev)

The site features information on Urbandale's [economic development incentives](#), a new Urbandale [community profile booklet](#), [downloadable Urban Loop logos](#), available [properties database](#) and a [map room](#).

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## Recent Press on the Urban Loop Assets and Development

Two respected publications have recently written articles that highlight the positive momentum in the Urbandale's Urban Loop development area. Check out this June 21 article ([Urbandale's rebranding effort starting to take hold](#)) by the Des Moines Business Record's Kathy Bolten.

The regional real estate journal *Midwest Real Estate News* covers thirteen states and published [this June 26 article](#) on Des Moines' market with special attention to Urbandale's Urban Loop and R & R Realty's Paradigm Building.

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## End the Work Week with a Party in the Park!

Gather your colleagues, friends and neighbors and stop by Urbandale's *Party in the Park* on Friday, August 16 from 5 – 10 PM at Walker Johnston Park. Enjoy music, food trucks and a beer truck. There will also be free activities for the kids, including: bounce houses, laser tag, crafts, games, painting and more. More information on the City of Urbandale Parks and Recreation [Facebook page](#).

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[City of Urbandale Economic Development Department Website](#)

[Online Available Site and Building Database](#)

Connect with [Curtis](#), [Aaron](#), or the [City of Urbandale](#) on LinkedIn

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