

FINANCE • INSURANCE



Access > a Competitive Business Climate

MAJOR FINANCE/INSURANCE COMPANIES

- Citi
- Continental Western Group
- Coventry Health Care Iowa
- Delta Dental of Iowa
- Mercer
- Rain & Hail
- Agricultural Insurance



LOW CITY TAX RATE

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

AVERAGE GAS & ELECTRIC COSTS

	Urbandale	United States
Industrial (\$/Mcf)	\$4.82	\$3.51
Commercial (\$/Mcf)	\$5.54	\$7.25

	Urbandale	United States
Industrial (\$/kWh)	\$0.0523	\$0.0675
Commercial (\$/kWh)	\$0.0838	\$0.1037

URBANDALE EXPERIENCED

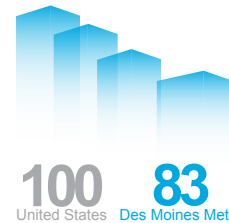
13%

JOB GROWTH IN THE FINANCE/INSURANCE SECTOR BETWEEN 2005 - 2015

(U.S. finance/insurance jobs declined by 3.2% during this period)

3.3x

URBANDALE HAS 3.3 TIMES MORE FINANCE AND INSURANCE EMPLOYEES THAN THE U.S. AVERAGE



COST OF DOING BUSINESS INDEX

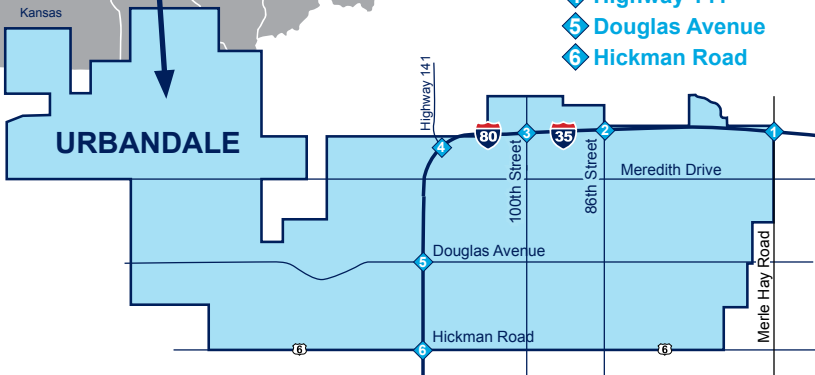
Des Moines Metro has a low cost of doing business; ranked 83 relative to the United States (100)

Access > a Centralized U.S. Location



VIA 6 INTERCHANGES

- Merle Hay Road
- 86th Street
- 100th Street
- Highway 141
- Douglas Avenue
- Hickman Road



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

LEASE PRICE FOR OFFICE SPACE



CLASS A	
Urbandale	United States
\$16.50 - \$23.50	\$35.66
Full Service Rate/Per Square Foot	Gross/Per Square Foot



CLASS B	
Urbandale	United States
\$16.50 - \$23.50	\$23.64
Full Service Rate/Per Square Foot	Gross/Per Square Foot

Access > a Competitive Workforce Environment



Iowa is a right-to-work state.

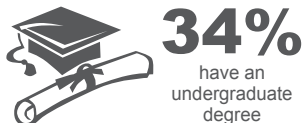
AVERAGE COMMUTE



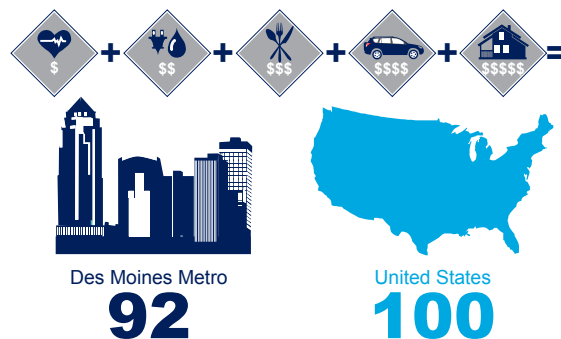
Urbandale benefits from access to higher education institutions to prepare the workforce for careers in finance/insurance including:

- Des Moines Area Community College
- Drake University (Kelly Insurance Center and top-ranked Actuarial Science Program)
- Iowa State University
- Kaplan University

URBANDALE WORKFORCE



COST OF LIVING INDEX



Access > Financial Incentives and 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**

CASE STUDY: Delta Dental of Iowa



Delta Dental of Iowa is the largest dental benefits provider in the state, serving more than 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 140 employees in Urbandale. "Urbandale is a vibrant community that offers a mix of retail, restaurants and residential options that are attractive to our employees," said Jeff Russell, President and CEO of Delta Dental of Iowa. "Urbandale's city leaders have been great partners in our growth... Like us, they keep their focus on the future and work hard to make Iowa a better place to live."

Curtis Brown, CECD
Director of Economic Development
cbrown@urbandale.org
515-331-6756

Katie Gieszler
Economic Development Specialist
kgieszler@urbandale.org
515-331-6738

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

