

# CITY of URBANDALE | IOWA

"Premier Community for all Generations"

For FY July 2018 - June 2019  
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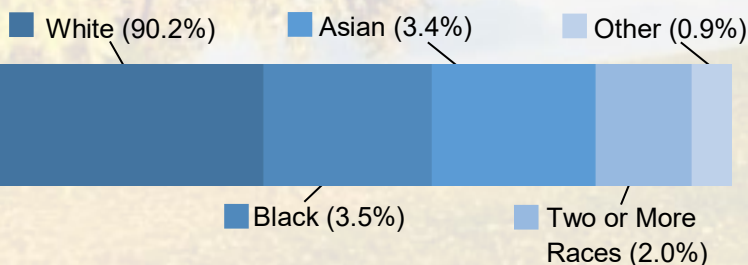
## WHO ARE WE?

Urbandale, Iowa is a city of approximately 44,000 residents located in the northwest section of the Des Moines Metro Area. The city covers approximately 22.5 sq. miles. From safe neighborhoods to 50 parks and 50 miles of hiking trails that span over 1,000 acres, Urbandale is an attractive place to raise a family, grow your business, and enjoy a high quality of life that is increased by responsive and personal City services with customer-focused service delivery. The City of Urbandale maintains one of the lowest municipal tax rates in the state, providing excellent services at an exceptional value. Urbandale's key industries are advanced manufacturing; finance and insurance; information technology and corporate services; retail; and warehouse, distribution, and logistics. The City's government structure, which consists of the Mayor, five City Council members, and a City Manager, implements policies that are in line with the City's mission.

## MISSION STATEMENT

The Mission of Urbandale city government is to **provide exceptional quality municipal services**; to **act as a financially responsible government**; which is **responsive to our community needs**; and **involves our residents**.

## DEMOGRAPHICS



## STRATEGIC GOALS



**Financially Responsible City**  
**Providing Exceptional Municipal Services**  
Implemented improvements to improve customer service and increase operating efficiency  
Expanded regional service delivery with other governments



**Investment in Urbandale's Future — Updated/Replaced City Infrastructure**  
Improved quality/condition of streets and trails  
Completed capital projects on time within budget



**Premier Community — Great Place for Families**  
"Best Suburb" for families  
Expanded parks and leisure amenities



**Thriving Interchanges/Corridors Development**  
Increased jobs & residents working in Urbandale  
Developed interchanges for max economic and community benefit



**Great Neighborhoods: Old and New**  
Developed range of housing options  
Expanded availability of homes priced for first time homebuyers

Median Income	Median Home Value	Unemployment Rate
\$85,432	\$216,100	3.6%



# ACCOMPLISHMENTS

## FY2019

- ◆ Increased paved trails to 50+ miles with completion of Waterford Trail Project
- ◆ Opened 12 commercial development projects in the Urban Loop
- ◆ Approved rezoning for affordable housing project

## FY2020

### STRATEGIC GOALS

Investment in Urbandale's Future - Updated/ Replaced City Infrastructure

- ◆ Opened Fire Station #43
- ◆ Completed reconstruction of Meredith Drive Sidewalks and Trails

Premier Community - Great Place for Families

- ◆ Began process to open Outdoor Ice Staking Rink at Lions Park
- ◆ Began construction on Walker Johnston Park Pickleball Courts

### NON-FINANCIAL OUTCOMES

- ◆ Announced partnership in Small Business Recovery Grant Program to help small businesses affected by COVID-19
- ◆ Began construction of high-speed fiber optic internet, television, and phone service

## NATIONAL CITIZEN SURVEY RESULTS

### STRATEGIC GOALS - POSITIVE TRENDS OVER TIME

#### FINANCIALLY RESPONSIBLE CITY PROVIDING EXCEPTIONAL MUNICIPAL SERVICES

Governance - Customer service

Mobility - Street cleaning

Built Environment - Sewer services

#### INVESTMENT IN URBANDALE'S FUTURE - UPDATED/REPLACED CITY INFRASTRUCTURE

Mobility - Traffic flow; Travel by car; Street repair; Sidewalk maintenance; Sidewalk maintenance; Traffic signal timing

#### PREMIER COMMUNITY - GREAT PLACE FOR FAMILIES

Education & Enrichment - Cultural/arts/music activities; K-12 education; Religious or spiritual events and activities; Adult education; Child care/preschool; Public libraries

Economy - Cost of living

Recreation & Wellness - Recreational opportunities; Fitness opportunities

Community Engagement - Social events and activities; Openness and acceptance; Opportunities to participate in community matters; Opportunities to volunteer

#### THRIVING INTERCHANGES/CORRIDORS DEVELOPMENT

Mobility - Traffic flow; Travel by car

Built Environment - New development in Urbandale

Economy - Overall economic health; Vibrant downtown/commercial area; Business and services; Employment opportunities; Place to work

#### GREAT NEIGHBORHOODS: OLD AND NEW

Built Environment - New development in Urbandale; Housing options



	URBANDALE	NATIONAL
High School Grad or Higher	94%	86%
Average Household Income	\$81,862	\$55,322
Average Home Value	\$209,400	\$226,800
Average Commute Time	18 minutes	26.9 minutes
Average 911 Response Time	5:51 minutes	10 minutes

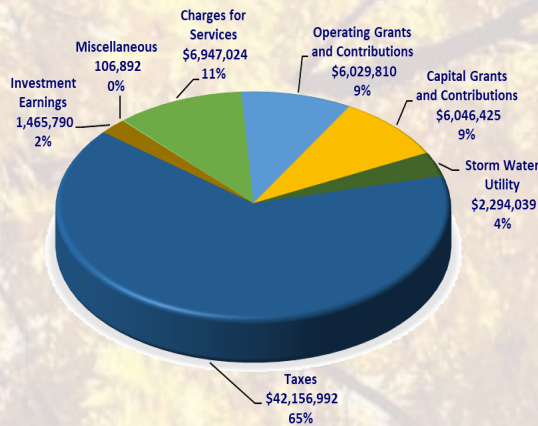
Find more information at <https://www.urbandale.org/>.

Find the full National Citizen Survey results at

<https://www.urbandale.org/DocumentCenter/View/8646/2018-Citizen-Survey-Dashboard-Report>

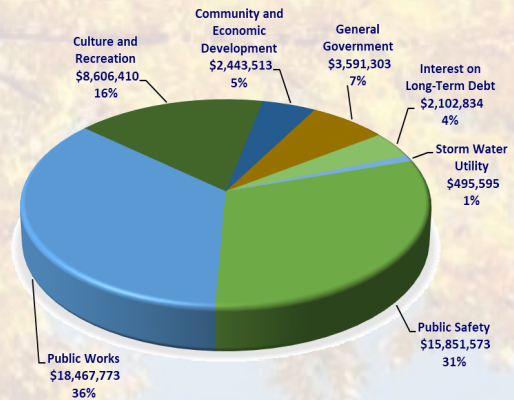


## REVENUES FY2019



Revenues	2019	2018	Change
Taxes	42,156,992	38,400,517	9.78%
Charges for Services	6,947,024	6,225,833	11.58%
Capital Grants & Cont.	6,046,425	4,092,824	47.73%
Operating Grants & Cont.	6,029,810	5,784,009	4.25%
Storm Water Utility	2,294,039	2,232,502	2.76%
Investment Earnings	1,465,790	654,244	124.04%
Miscellaneous	106,892	128,652	(16.91%)
<b>Total</b>	<b>65,046,972</b>	<b>57,518,581</b>	<b>13.09%</b>

## EXPENSES FY2019



Expenses	2019	2018	Change
Public Works	18,467,773	18,559,959	(0.50%)
Public Safety	15,851,573	14,400,945	10.07%
Culture & Recreation	8,606,410	8,477,600	1.52%
General Government	3,591,303	4,091,368	(12.22%)
Community & Econ. Dev.	2,443,513	2,432,459	0.45%
Interest on LT Debt	2,102,834	1,768,098	18.93%
Storm Water Utility	495,595	477,178	3.86%
Health & Social Services	—	—	—
<b>Total</b>	<b>51,559,001</b>	<b>50,207,607</b>	<b>2.69%</b>

## CHANGES IN NET POSITION FY2019

### GOVERNMENT ACTIVITIES

#### Increased Property Tax Revenues

- ◆ 6.25% growth in taxable valuation of City property
- ◆ Additional tax increment financing district revenues collected
- ◆ LOSST taxes (implemented in 2018): local option sales and service taxes collected for the first time

#### Donated Infrastructure

- ◆ Infrastructure fluctuation paid by private parties and donated to the City

### BUSINESS ACTIVITIES

- ◆ Storm Water Utility Fund: Charge all businesses and residences a stormwater user fee

	2019	2018	Change
Net Position	13,487,971	7,310,974	84.49%

### WHAT WILL THE CITY DO WITH EXCESS NET POSITION?

#### LOSST Tax Revenues

- ◆ Retire debt for Fire Station #43

### LARGE ANOMALIES YEAR OVER YEAR

#### Government Expenses

- ◆ Increase due to nine firefighters hired for Fire Station #43

### FUND BALANCE INFORMATION

- ◆ Total of \$113,556,952 in governmental funds
- ◆ General Fund: 32% of governmental funds, of which 28% is unassigned (excess funds)
- ◆ Capital Projects Fund: 41% of governmental funds; excess funds to continue many ongoing capital projects should emergencies (lack of funding) arise

An independent audit was conducted by Eide Bailly LLP, who rendered the opinion that the City's financial statements for FY19 are fairly presented in conformity with GAAP. Our Comprehensive Annual Financial Report for the fiscal year ended June 30, 2019 and more detailed financial information can be found on our website at <https://www.urbandale.org/230/Finance-Records>.



## IMPROVING INFRASTRUCTURE

As defined in their Strategic Plan, Urbandale plans to update and implement new services by improving the City's infrastructure. This includes creating new policies that target the regional water supply and treatment and stormwater management; implementing a city-wide security system; and improving sidewalks and pavements. The COVID-19 pandemic may affect the priorities of these strategic goals as the lockdown will decrease revenues and delay the implementation of their strategic goals.



## IMPROVING THE ECONOMY

In 2017, the City of Urbandale implemented the Urban Loop Project, which aims to strategically place businesses in an area of connected and highly accessible traffic routes. There are currently nine projects in the Urban Loop that are under development or are planned to start development. The COVID-19 pandemic could affect businesses in, and development of, the Urban Loop. To combat the effects of the pandemic, the Greater Des Moines Area implemented a Small Business Recovery Grant program to support small businesses.



## IMPROVING PARKS AND RECREATION

Urbandale is home to over 50 parks and 50 miles of hiking trails that span over 1,000 acres of parkland. Urbandale continues to increase efforts to promote outdoor recreation for the community by focusing on the restoration of Creek Bank, completing construction of outdoor skating rinks and pickleball courts, and continuing their commitment to the arts in the form of public artwork. The restoration of Creek Bank and construction of outdoor recreational facilities could be delayed by COVID-19 due to potential decreases in revenues.



## URBANDALE OUTLOOK

Urbandale has consistently experienced positive economic growth in recent years and continues to further their growth through their assistance and tax incentives programs. Because COVID-19 may negatively impact this growth, the City will most likely need to reevaluate their priorities by, for example, delaying the development of the Urban Loop and other construction projects. To provide assistance and support to businesses and individuals affected by COVID-19, the City of Urbandale implemented the Greater Des Moines Partnership DSM Employment Ready initiative. This will hopefully restart the economy at a more rapid pace and minimize the negative effects of the lockdown. Additionally, should all go according to plan, the Greater Des Moines Metro Area intends to increase their population by 270,000 people and 115,000 housing units by 2050, which may bring greater economic growth to the area.



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