Coalition

DAC is bringing together a broad range of businesses, neighborhoods, churches, non-profits, and private residents to build a vibrant community.

Improvements

DAC is advocating for a number of strategic improvements from streetscaping to crosswalks, from bicycle lanes to broadband availability.

Business Incentives

DAC is working tirelessly to develop innovative incentives and to help businesses, new and old.

Douglas Avenue Stats

18.5k cars
Between 15,000 and 21,000 vehicles travel along this stretch of Douglas Avenue every day.

2.8 miles
The DAC is working tirelessly to improve a stretch of 2.8 miles along Douglas Avenue between the Des Moines river and Merle Hay Road.

80+ businesses
This stretch of Douglas Avenue is dotted with over 80 businesses plus single family homes, apartments, churches, a school, a VA hospital, a fire department, and more.

Adjoining Neighborhoods

These Des Moines neighborhood associations (NA) surround the stretch of Douglas Avenue being impacted by the DAC. They actively work to improve our neighborhoods; we encourage you to participate in the NA closest to you!

- Lower Beaver (LBNA) www.LowerBeaver.org
- Merle Hay (MHNA) www.MerleHay.org
- Beaver (BNA) www.Beaverdale.org
- Prospect Park (PPNA) www.ProspectParkNA.org
Our Mission
The Douglas Avenue Coalition is a partnership between local businesses, neighborhood associations, non-profits, and residents committed to the development of vibrant, viable businesses along Douglas Avenue between the Des Moines River and Merle Hay Road.

The group’s ambitions are to see the entire stretch of Douglas Avenue, from the Des Moines River to Merle Hay Road, become a vital destination for shopping, dining, recreation, commerce, and more. In short, the DAC aims to make the Douglas Avenue corridor a place that people want to live, work, and play.

Our History
DAC began in early 2015 out of the Lower Beaver Neighborhood Association’s (LBNA) ongoing commitment to support area residents and businesses. In April 2015, a group of area businesses, representatives of the Lower Beaver and Prospect Park neighborhood associations, and Ward 1 City Councilman Bill Gray met to draft a purpose statement and list of priorities, and several action steps were identified.

Since that first meeting, DAC has worked hard to include as many agencies, neighborhoods, organizations, and even individuals as possible while simultaneously reaching out to key players in the community. Everyone who has a stake in the community is welcome!

Get Involved
You can get involved with DAC and make a difference in our community! Here are some ways to get started:

Spread the word.
Tell area businesses about us; like, share, and retweet us!
@DouglasAveDSM
facebook.com/DouglasAveDSM

Share your story.
Tell us how a business in this area once impacted you or share your vision for businesses you would like to see along Douglas Avenue.

Join the team.
Participate in our meetings and be a part of this exciting initiative that is sure to positively impact our city for years to come.

Donate.
Help fund our mission with a donation of any size. Give online at www.DouglasAve.org