



STRENGTHENING NEIGHBORHOODS

Driving Change in Des Moines Neighborhoods

**ANNUAL REPORT
EXECUTIVE SUMMARY | 2021**

Launched in late 2019, Invest DSM is a first-of-its-kind nonprofit and community development organization that combines public and private funding to nurture vibrant, healthy, thriving neighborhoods and reverse decades of disinvestment and decline in our city's residential areas.

Guided by national best practices, we partner with four Special Investment Districts (SIDs) to keep families in their homes, help residents build equity, support local businesses, and promote sustainable growth over time. This report summarizes the organization's accomplishments in 2021.



2021 Impact



290+

projects completed



\$1.69

million invested



\$5.93+

million of private investment leveraged

Invest DSM **empowers** residents and business owners in the Special Investment Districts to **improve** their properties, **strengthen** their social connections, and **create** a community that works for them.

Special Investment Districts

Columbus Park

Strategy: Purchase vacant lots and properties to build new single-family homes, adding value to the neighborhood and allowing current residents to build equity.

- **\$102,790** contributed
- **\$123,103** in private investment
- **16** homeowner projects completed
- **7** homeowner renovations in process



Drake

Strategy: Offer incentives to existing homeowners to invest their own dollars in renovations and upgrades; support the reinvigoration of the Dogtown business district.

- **\$255,101** contributed
- **\$543,202** in private investment
- **83** residential projects completed
- **36** homeowner renovations in process



Franklin Area

Strategy: Prevent creeping decline by unleashing the spending power of existing homeowners; create more affordable housing options.

- **\$715,298** contributed
- **\$2.48 million** in private investment
- **184** residential projects completed
- **110** homeowner renovations in process



Oak Park / Highland Park

Strategy: Support the restoration of the historic business district at Euclid & 6th Avenues.

- **\$1.6 million** contributed or committed to commercial projects
- **\$9.5 million** in private investment leveraged toward commercial projects over two years
- **12** homeowner renovations in process or completed



We believe that **everyone** in our metro area — no matter their location, income, or demographics — **should have access to resources to invest in their homes and neighborhoods.**

Invest DSM Programs

Block Challenge Grant

14

teams

\$580,000

contributed

217

participants

\$1.39 invested by property owners for every dollar spent by Invest DSM

Homeowner Renovation Program

68 projects completed

\$1.8 million

total investment (completed projects only)

150+

projects under construction

\$2.11 invested by homeowners for every dollar spent by Invest DSM

Single-Family Developer Program

3 projects completed

\$195,600

contributed

68%

average increase in property value

\$777,397

in private investment

Commercial Grant Program

3 projects completed

\$613,273

contributed

\$1.9 million+

in private investment

"It would have taken us 5–10 years to complete the projects we had on our list without this program. Thanks to the funding provided, we figured out how to complete them in one year and are able to enjoy them while our kids are still small." - Homeowner, Franklin SID

Special Projects



Artist-in-Residence

Commissioned the city's first Artist-in-Residence, Eleanor Kahn, who created inclusive sidewalk artwork in Dogtown.



Dogtown Chromatic

Supported a one-of-a-kind lighting installation in Dogtown to attract visitors to local businesses.



Chuck's Restaurant

Supported the \$1.4 million full-building renovation of Chuck's Restaurant, a long-time business anchor in Oak Park / Highland Park. Renovated restaurant interior and exterior, as well as four second-floor apartments.



Tree Planting

Partnered with Trees Forever to plant 550 trees in the SIDs over the past two years.



"Without Invest DSM, we would not have been able to afford to fix our major structural issues. We would have had to sell the building." - Oak Park Business Owner

Funders

Funding for Invest DSM programs and organization administration is made possible by the City of Des Moines and Polk County, Iowa.

Thank you to the other funders and donors who contributed to Invest DSM for special projects in 2021.

