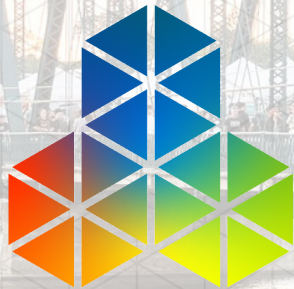


Downtown Vitals Report



DOWNTOWN
GRAND RAPIDS INC

Merchants & Makers Market during Return to the River Festival

Published September 2026



NEW STOREFRONT BUSINESS

+1

in August
11 storefronts filled this year to date p.3

STOREFRONT VACANCY

23%

in August
12 storefronts vacated this year to date p.4

CURRENT INVESTMENT IN CORE

\$246M

in building renovations,
housing developments
& entertainment venues p.5

CURRENT GREENWAY INVESTMENT

\$68M

in parks renovations,
trail construction
& in-water work p.7

DASH CIRCULATOR RIDERSHIP

+7%

vs. last month (July 2026)
-55% vs. this time last year p.12

HOTEL OCCUPANCY

+12%

vs. last month (June 2026)
+2% vs. this time last year p.13

OFFICE VACANCY

7%

in Q2 2026
vs. 11% this time last year p.14

HOUSING OCCUPANCY

-3%

vs. last quarter (Q1 2026)
-1% vs. this time last year p.15

CONSUMER SPENDING

+5%

vs. last month (June 2026)
vs. +22% this time last year p.16

VISITOR ACTIVITY

+7%

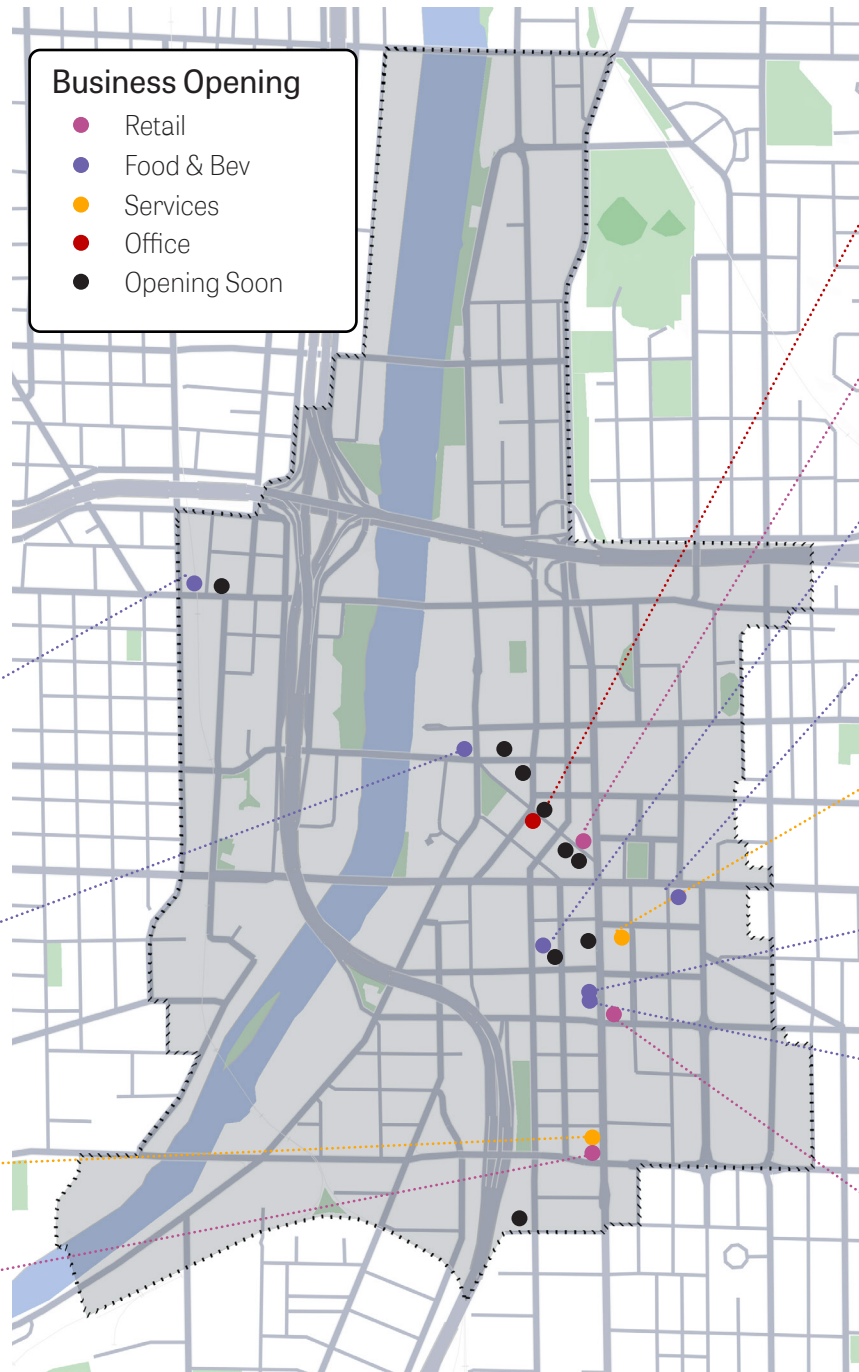
vs. last month (June 2026)
+4% vs. this time last year p.17

DDA Retail Innovation Grant

Fiscal Year	# of Businesses	Total Spent
FY2018	1	\$60,000.00
FY2019	1	\$45,000.00
FY2020	5	\$133,385.70
FY2021	5	\$109,333.00
FY2022	1	\$18,448.17
FY2023	6	\$167,894.00
FY2024	5	\$105,433.59
FY2025	8	\$213,067.00
FY2026	5	\$92,536.00
Total	37	\$945,107.46

Business Opening

- Retail
- Food & Bev
- Services
- Office
- Opening Soon



LaunchKit

- In-building office
- Grew from storefront to 3x larger office
- Moved in July 2026

Lovely La Vie

- Storefront soft goods retail
- Filled vacated storefront
- Opened May 2026

The Jazzy Rose

- Storefront restaurant
- Filled vacated space
- June 2026

Los Potrillos

- Storefront restaurant
- Filled long vacated storefront
- June

GRAAMA

- Standalone museum building
- Filled long vacated building
- Opened February 2026

Tellers Bar

- Storefront bar
- Filled long vacated storefront
- Opened April 2026

Trust Restaurant

- Storefront restaurant
- Filled long vacated storefront
- Opened April 2026

Crow's Hold

- Storefront vendor market
- Filled vacated storefront
- Opened May 2026

Adobe Mexican Kitchen

- Storefront restaurant
- Filled vacated storefront
- Opened June 2026

Foxtail Coffee

- Café inside the Amway Grand
- Replaced existing café
- Opened May 2026

Starbird Tattoo

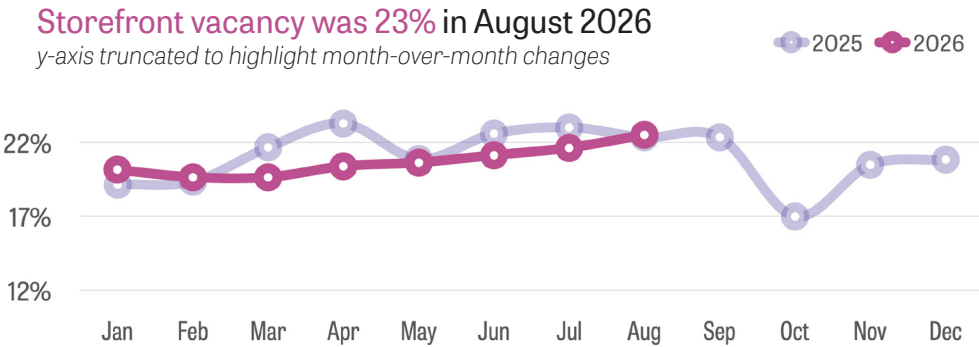
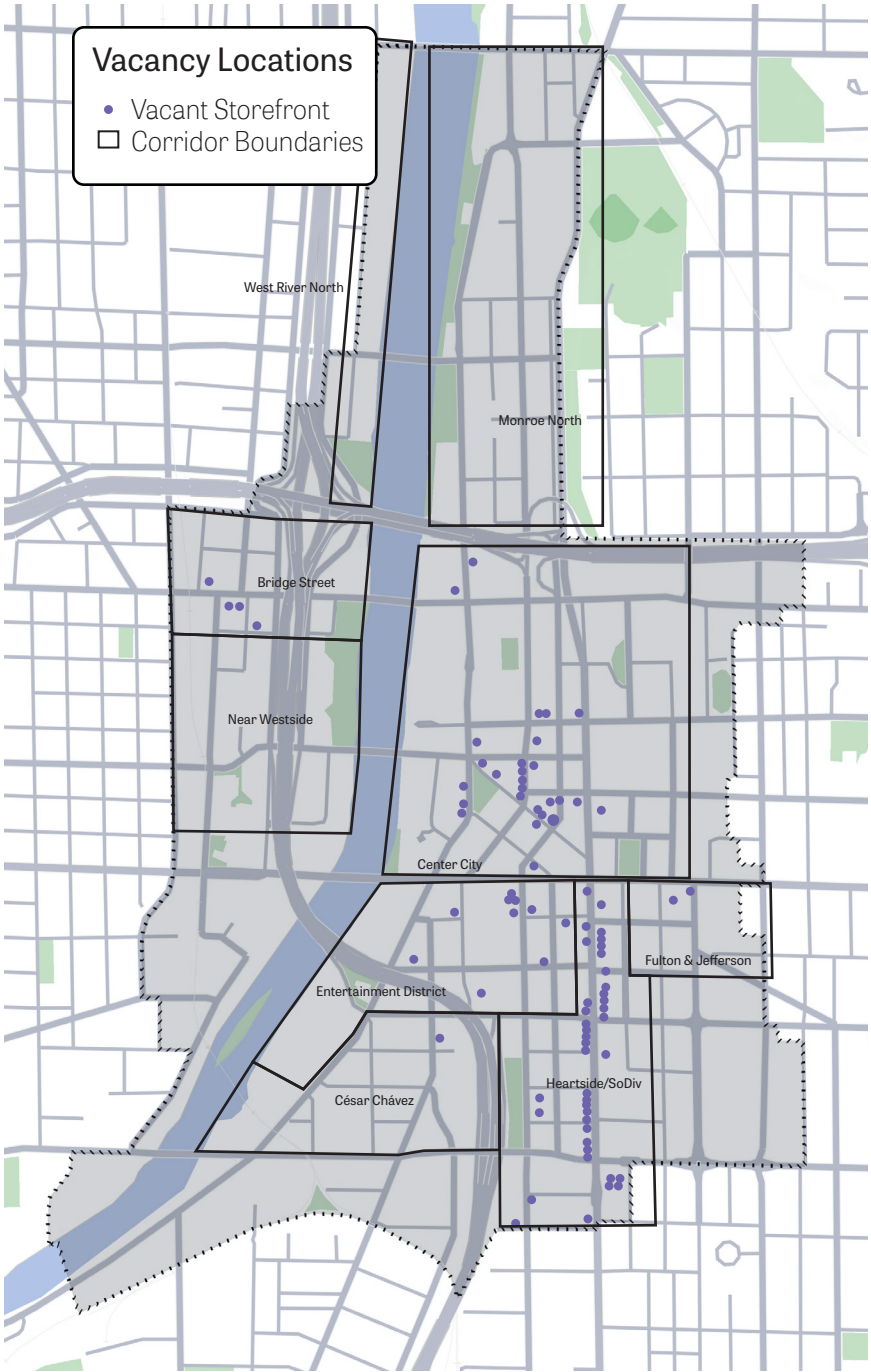
- Storefront tattoo parlor
- Filled vacated storefront
- Opened January 2026

The Endcap Market & Studios

- Artist collective and studio space
- Filled vacated building & storefront
- Opened August 2026

12 storefronts vacated
Downtown in 2026 to date
33% Food & Bev - 50% Retail - 17% Services

Corridor	Storefronts	Vacancies	Vacancy %
Bridge Street	24	4	17%
Center City	128	31	23%
Monroe Center ¹	55 ¹	10 ¹	18% ¹
César Chávez	9	1	11%
Entertainment District	65	11	17%
Fulton & Jefferson	21	3	14%
Heartside/SoDiv	112	41	35%
River North	29	0	0%
Near Westside	13	0	0%
West River North	3	0	0%
DISTRICT TOTALS:	404	91	23%



1 - Monroe Center is a subset of Center City and is not included in District Totals

1 Verne Barry Place Renovation

anticipated completion: 2026

\$12,600,000 investment

2 Amway Soccer Stadium

anticipated completion: Spring 2027

+104 jobs

\$175,000,000 investment

3 21 Weston Renovation

anticipated completion: 2027

+96 unit rehabilitation

Investment \$TBD

4 Karl & Patricia Betz Living Center

anticipated completion: June 2027

+118 housing units

+6,000 sq ft of commercial space

\$46,000,000 investment

5 Ledyard Building Conversion

anticipated completion: July 2027

+36 housing units

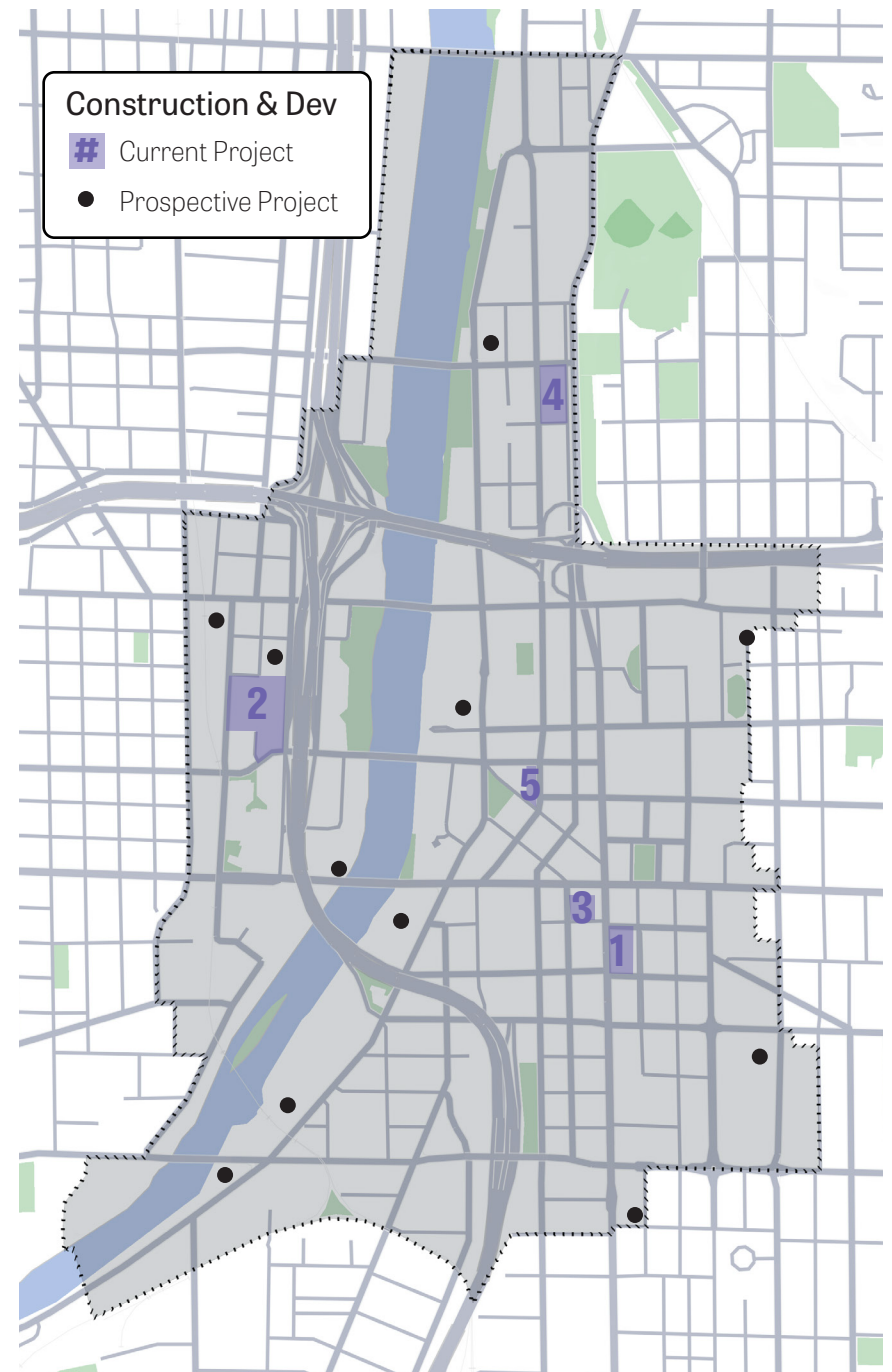
\$12,300,000 investment

\$246M
current active investment

6k
sq ft of new storefront
commercial space

104
new jobs

154
new housing units



1 555 Leonard

anticipated completion: 2026

+28 housing units
+2,025 sq ft of commercial space
\$3,900,000 investment

2 Adobe West Fulton

anticipated completion: June 2027

+109 housing units
+6,550 sq ft of commercial space
+70 car parking spaces
\$24,500,000 investment

3 Pleasant Hills

anticipated completion: June 2027

+27 housing units
\$10,000,000 investment

4 Factory Yards

anticipated completion: 2027

+467 housing units
+7,000 sq ft of commercial space
+31,000 sq ft of office space
+825 car parking spaces
\$147,000,000 investment

5 The Horizon

anticipated completion: Summer 2027

+171 housing units
+626 sq ft of commercial space
+79 car parking spaces
\$40,000,000 investment

6 Joan Secchia Children's Rehab

anticipated completion: November 2026

+383 car parking spaces
\$70,000,000 investment

7 Wealthy & Prospect

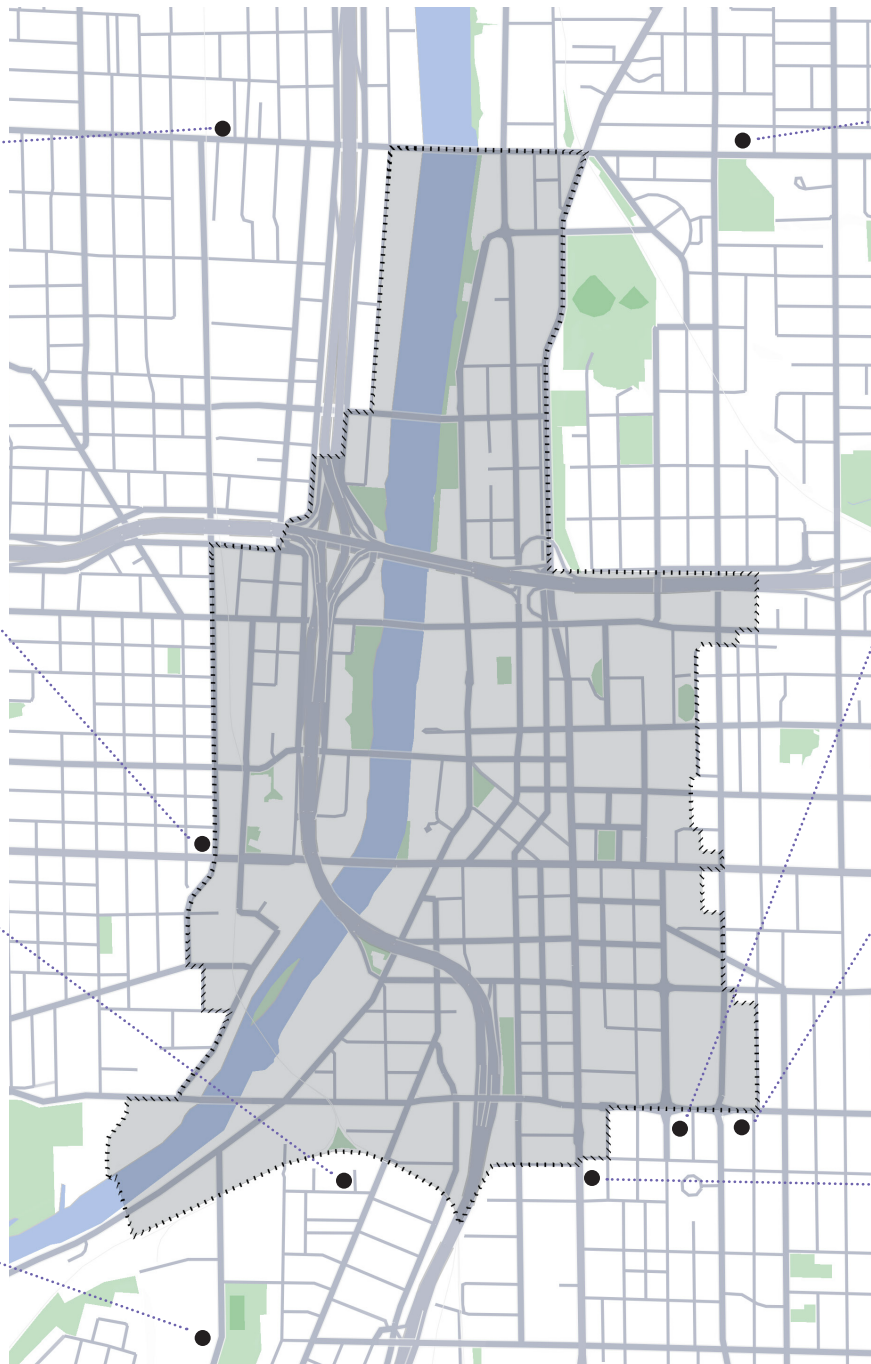
anticipated completion: TBD

+18 housing units
+4,000 sq ft of office space

8 GR University Prep Academy

anticipated completion: May 2027

+10,000 sq ft expansion
\$7,400,000 investment



Grand River Greenway Progress - Urban Core | Updated August 2026

198 total acres of
park improvements

20 total miles of
trail improvements¹

\$332M in total public
space investment

\$1.9B in private
river-adjacent investment²

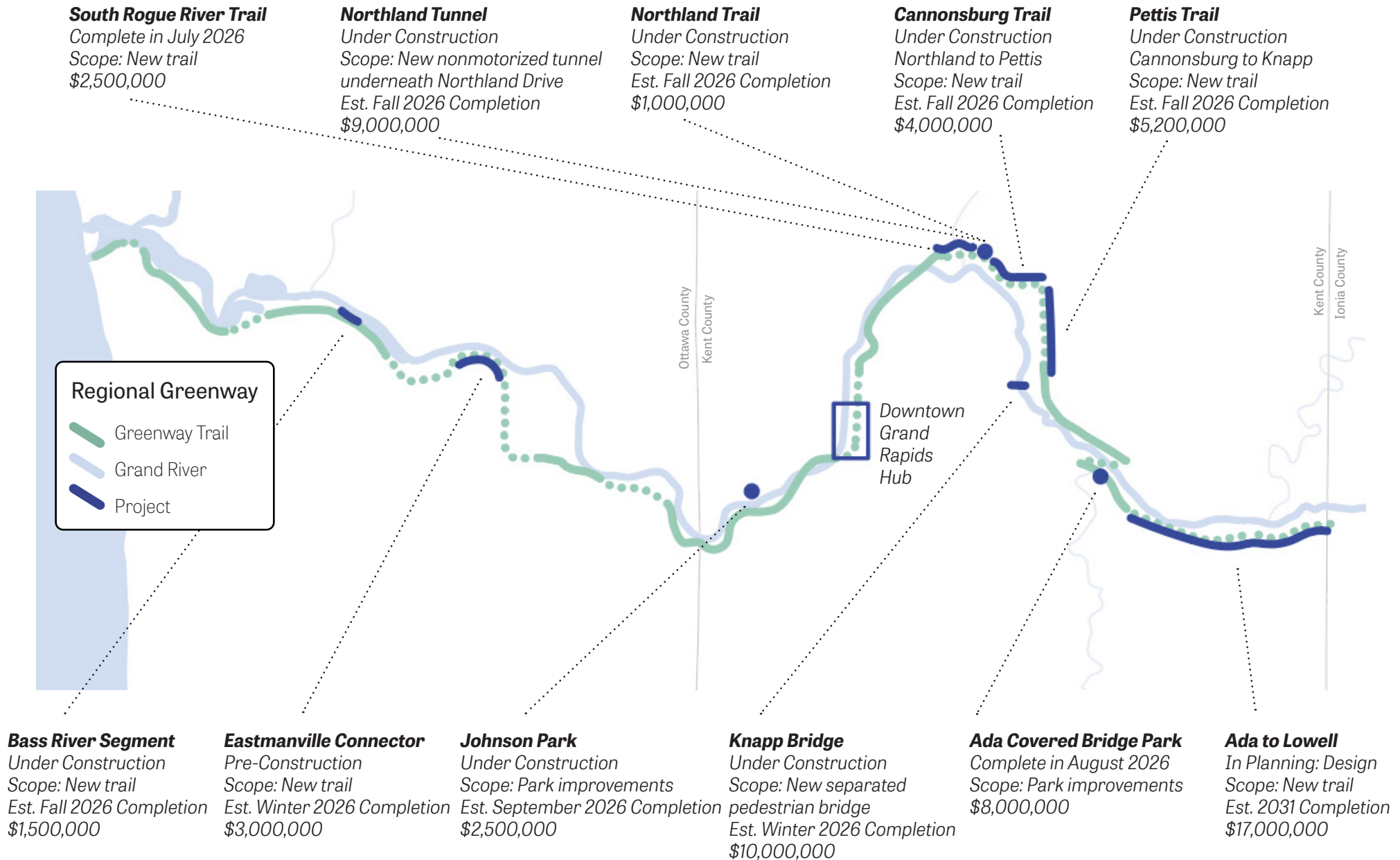
\$70M in DGRI investment³
(DDA, MNTIFA, ARPA) in 2025

1	Canal Park \$9,800,000	Planning	Design	Permitting	Bidding	Construction	Completion est. October 2026
2	Oxford Trail \$9,000,000	Planning	Design	Permitting	Bidding	Construction	Completion est. October 2026
3	Edges Trail, Leonard To Ann \$9,100,000	Planning	Design	Permitting	Bidding	Construction	Completion est. November 2026
4	Lower Reach In-Channel Improvements \$20,000,000	Planning	Design	Permitting	Bidding	Construction	Completion est. Fall 2027
5	Edges Trail US-131 to Railroad \$19,800,000	Planning	Design	Permitting	Bidding	Construction	Completion est. Oct 2026
6	Railroad to Wealthy \$ TBD	Planning	Design	Permitting	Bidding	Construction	Completion
7	Fulton to US-131 \$ TBD	Planning	Design	Permitting	Bidding	Construction	Completion
8	Blue Dot \$ TBD	Planning	Design	Permitting	Bidding	Construction	Completion
9	Ah-Nab-Awen Park \$10,300,000	Planning	Design	Permitting	Bidding	Construction	Completion
10	Fulton & Market \$797,000,000	Planning	Design	Permitting	Bidding	Construction	Completion
11	820 Bond \$185,000,000	Planning	Design	Permitting	Bidding	Construction	Completion



Grand River Greenway Progress - Regional | Updated August 2026

The urban core of Grand Rapids is the hub of West Michigan's outdoor recreation system. Beyond Downtown, partners across the region continue progress to establish the **Grand River Greenway** - an 80+ mile network of public parks and trails connecting Lowell to the Lakeshore.

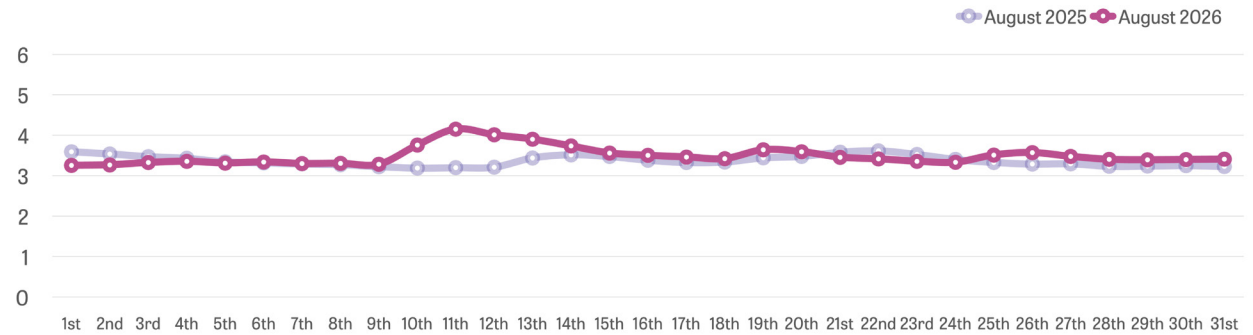


What is gage height? Gage height is the distance (or height) of the water surface above the streamgage datum reference point. Gage height is often observed as it relates to landmarks as well as historical data.²

Why it matters: Gage height is a parameter used to measure water quantity. It is a key indicator in predicting floods, determining flow and informing decisions around infrastructure and water management.

Learn more here: https://waterdata.usgs.gov/blog/gage_height/

Gage height increased 0.12 feet on average vs. August 2025 / +0.01 feet vs. July 2026

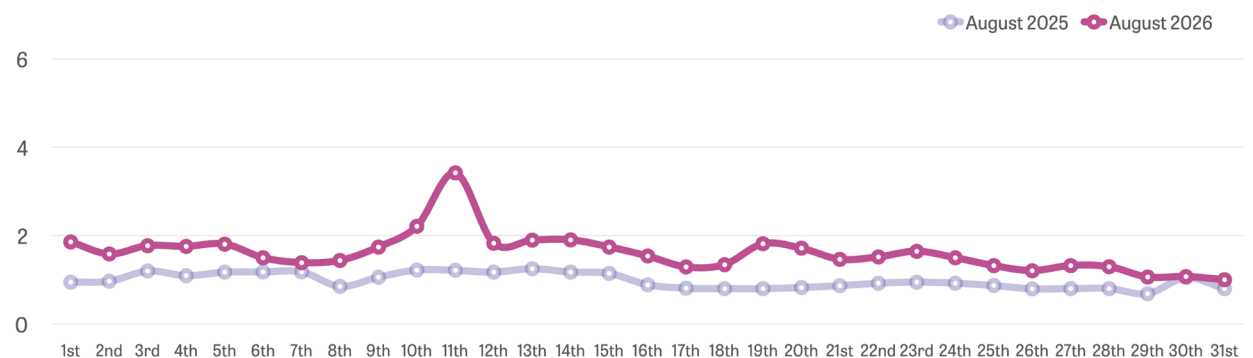


What is turbidity? Turbidity is the measure of relative clarity of a liquid. The higher the intensity of scattered light, the higher the turbidity.²

Why it matters: Increased sedimentation and siltation can occur, which can result in harm to habitat areas for fish and other aquatic life. Particles also provide attachment places for other pollutants, notably metals and bacteria. Thus, turbidity readings can be used as an indicator of potential pollution in a water body.²

Learn more here: <https://www.usgs.gov/water-science-school/science/turbidity-and-water>

Turbidity increased +64% FNU³ on average vs. August 2025 / -52% vs. July 2026

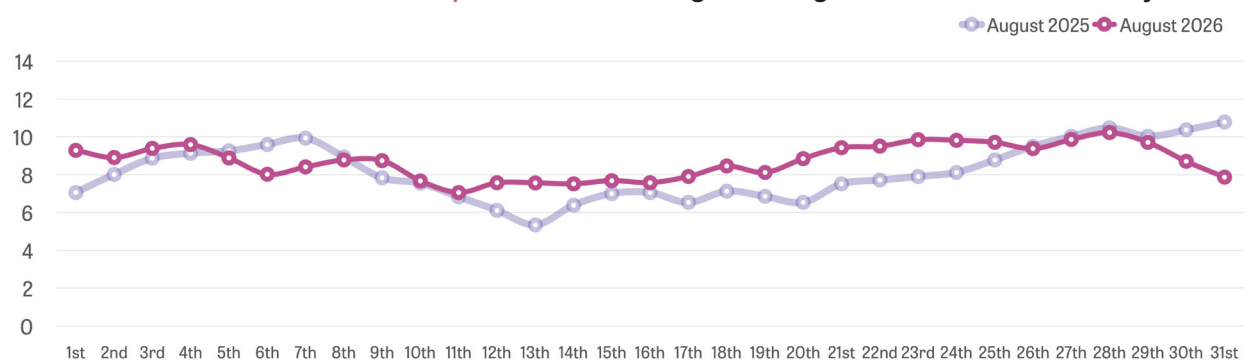


What is dissolved oxygen? Dissolved oxygen is a measure of how much oxygen is dissolved in the water - the amount of oxygen available to living aquatic organisms.²

Why it matters: Fast-moving streams and rivers hold more oxygen, while stagnant waters hold less. When excess organic matter decays, bacteria use up oxygen, leading to eutrophication, i.e. low-oxygen conditions that can kill aquatic life.

Learn more here: <https://www.usgs.gov/water-science-school/science/dissolved-oxygen-and-water>

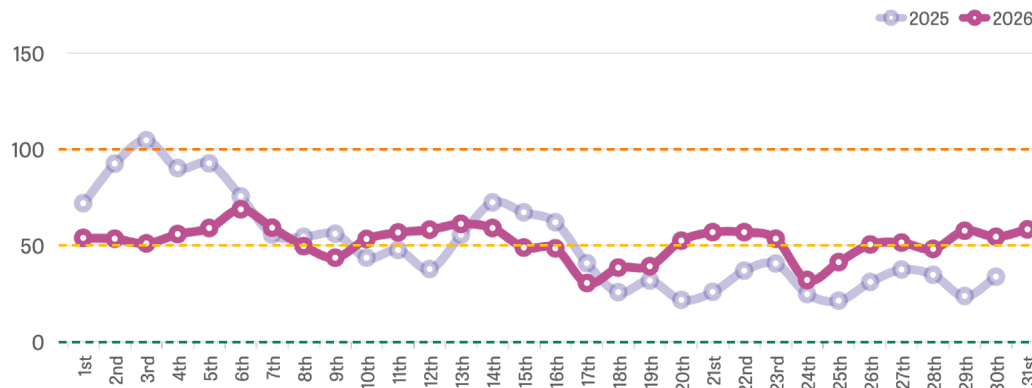
Dissolved O2 increased +7% ml per liter on average vs. August 2025 / -12% vs. July 2026



What is AQI? The US Environmental Protection Agency (EPA) uses the Air Quality Index (AQI) to measure air pollution levels of both ozone and particulate materials. You'll sometimes see air quality issues described on your local news using AQI, which measures five major air pollutants known to be hazardous to our health: ground-level ozone, carbon monoxide, sulfur dioxide, nitrogen dioxide, and particulate pollution.¹

- 0 - 50** Perfect. Poses no health risks.
- 51 - 100** Acceptable but can be problematic for at-risk individuals.
- 101 - 150** Unhealthy for sensitive groups.
- 151 - 200** Healthy individuals will begin to feel effects. Sensitive groups may feel unwell.
- 201 - 300** Very unhealthy air for everyone. Stay indoors.
- 301 - 500** Highly unhealthy air for everyone. This is a dangerous situation.

Average daily average maximum AQI increased 4% vs. August 2025



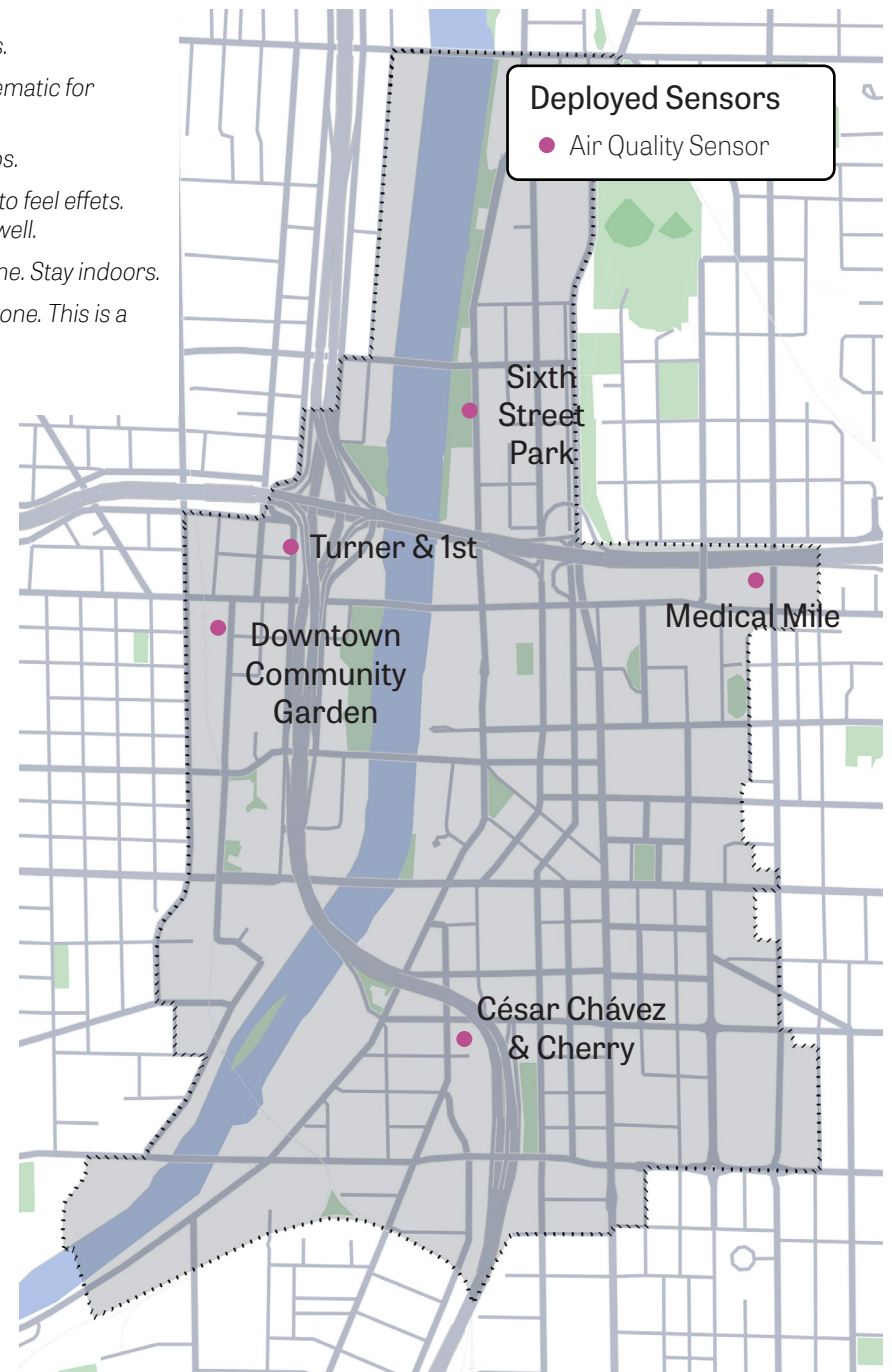
August 2026 Recap

August 17
Sixth Street Park
27.61 AQI
Best AQI Day

Community Garden
48.97 avg AQI
Best Average AQI

August 6
Turner & 1st
70.99 AQI
Worst AQI Day

Turner & 1st
53.47 avg AQI
Worst Average AQI



Downtown Ambassador Statistics | Updated August 2026

	August 2026	2026 YTD	2025 YTD	5-Year Average YTD
Graffiti Removals	401	1,657	3,136	2,899
Lbs of Trash Removed	37,625	217,075	200,350	236,931
Snow Removals	0	5,217	6,402	7,865
Weeds Abated	41,502	153,373	134,572	170,622
Business Contacts	695	5,560	2,877	4,354
Pedestrian Assists	21,426	127,454	107,453	131,899
Mobility Assists	62	601	405	1,422
Residents Engaged	41	213	408	N/A

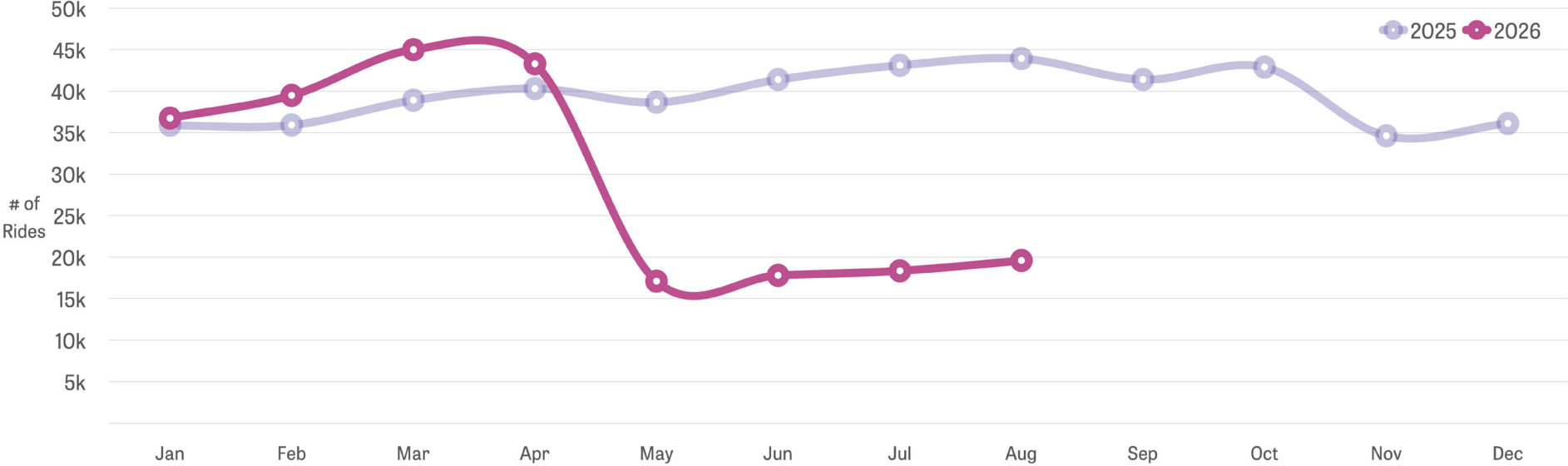


Total Ambassador Banked Hours¹ as of July 2026:

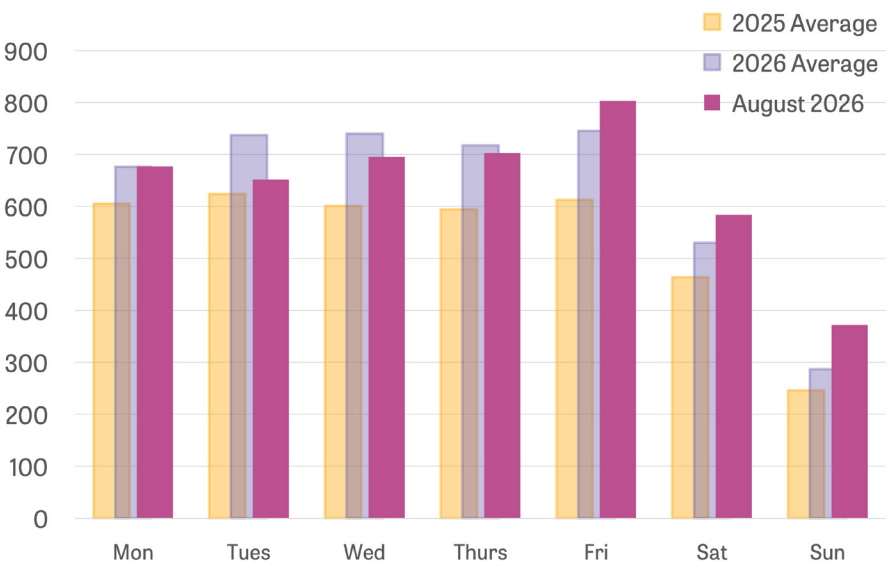
572.25

DASH Circulator ridership increased +7% vs. July 2026 / -55% vs. August 2025

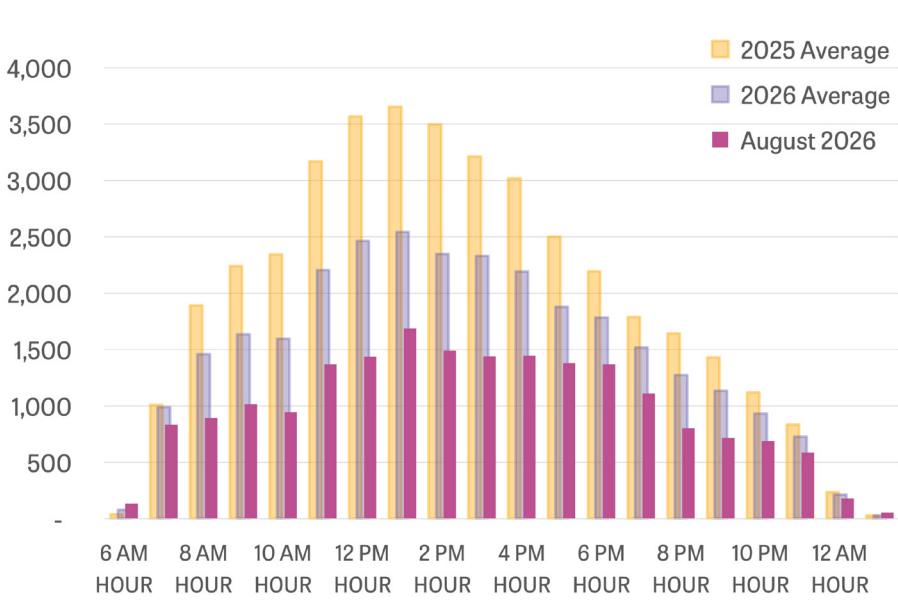
Note: DASH Circulator changed routes, removed Counterclockwise and Work routes on May 4, 2026.



Wednesday average DASH Circulator ridership increased the most: +23% vs. 2025

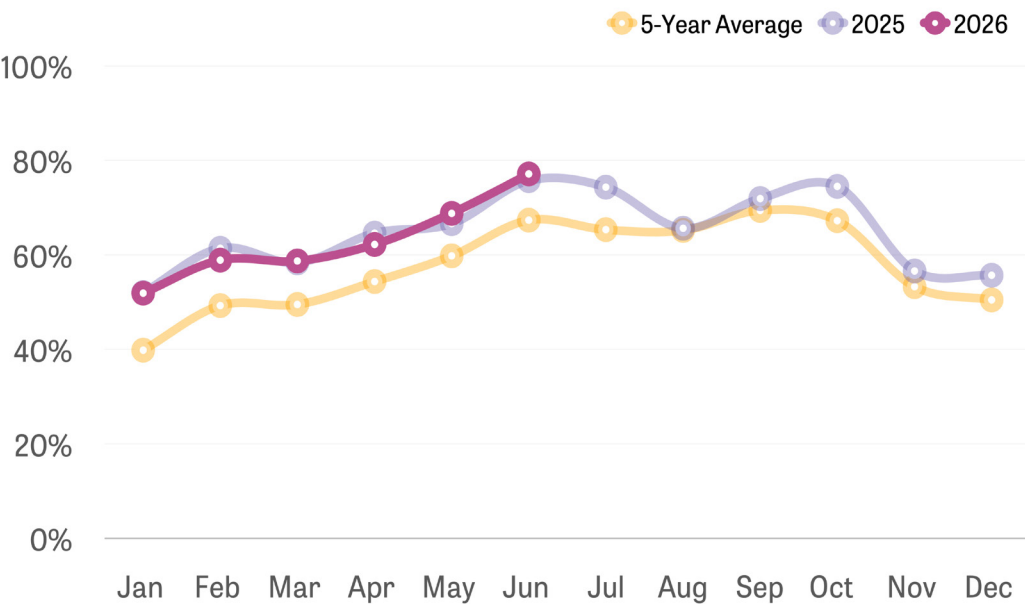


65% of DASH Circulator ridership occurred before 5 PM in August

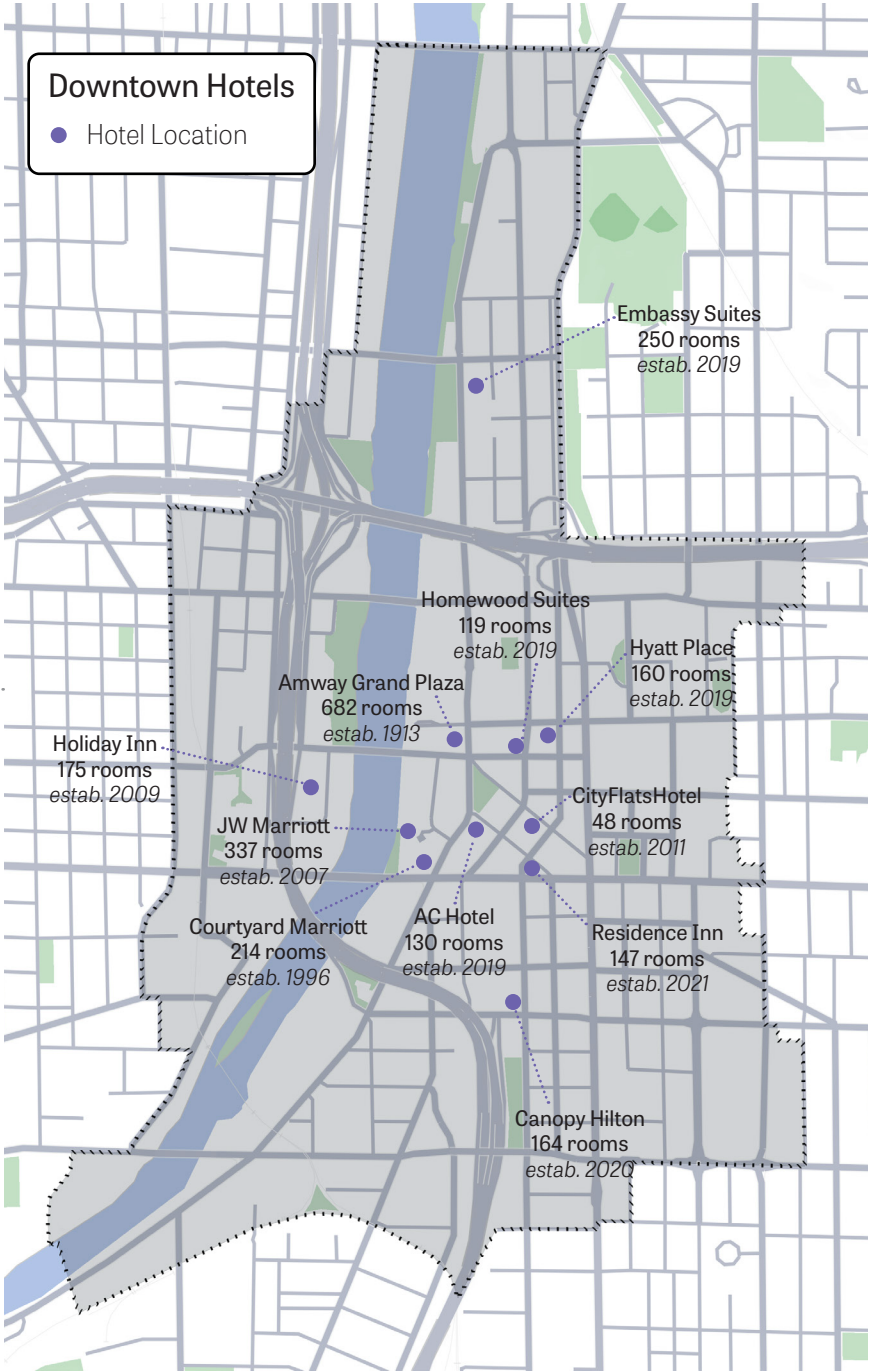
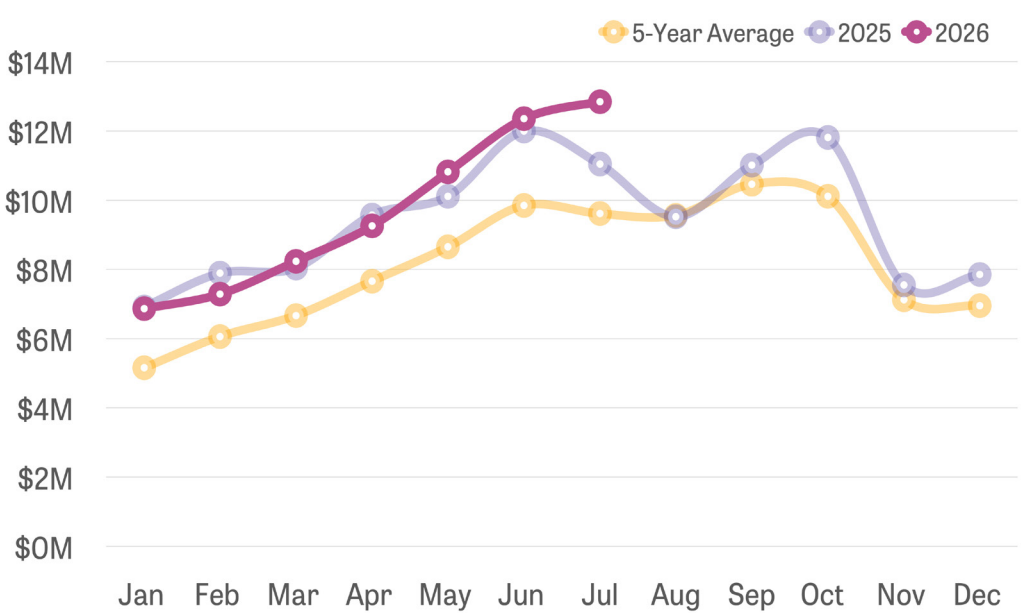


Hotel Occupancy | Updated July 2026

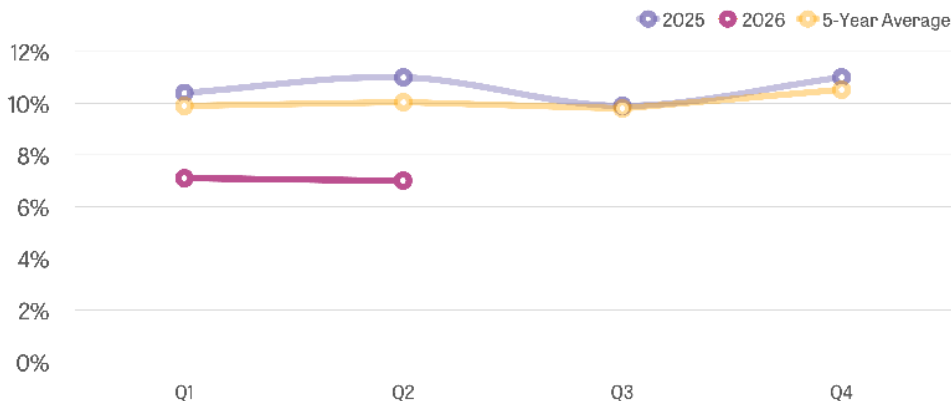
Occupancy increased +12% vs. June 2026 / +2% vs. July 2025 / +14% vs. 5-year average



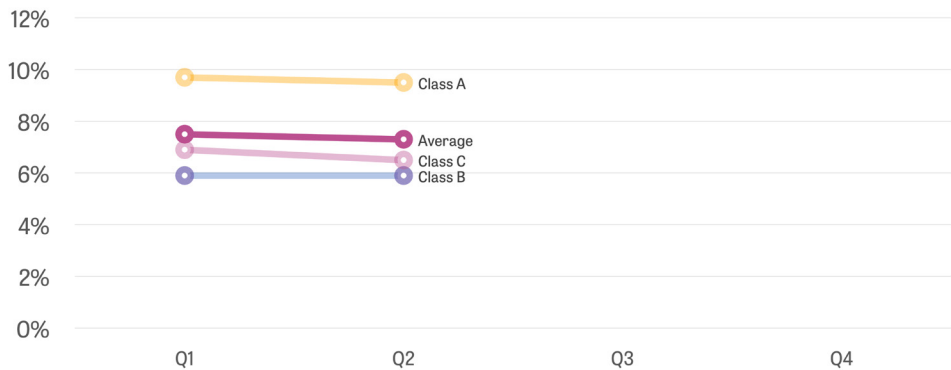
Revenue increased +4% vs. June 2026 / +16% vs. July 2025 / +34% vs. 5-year average



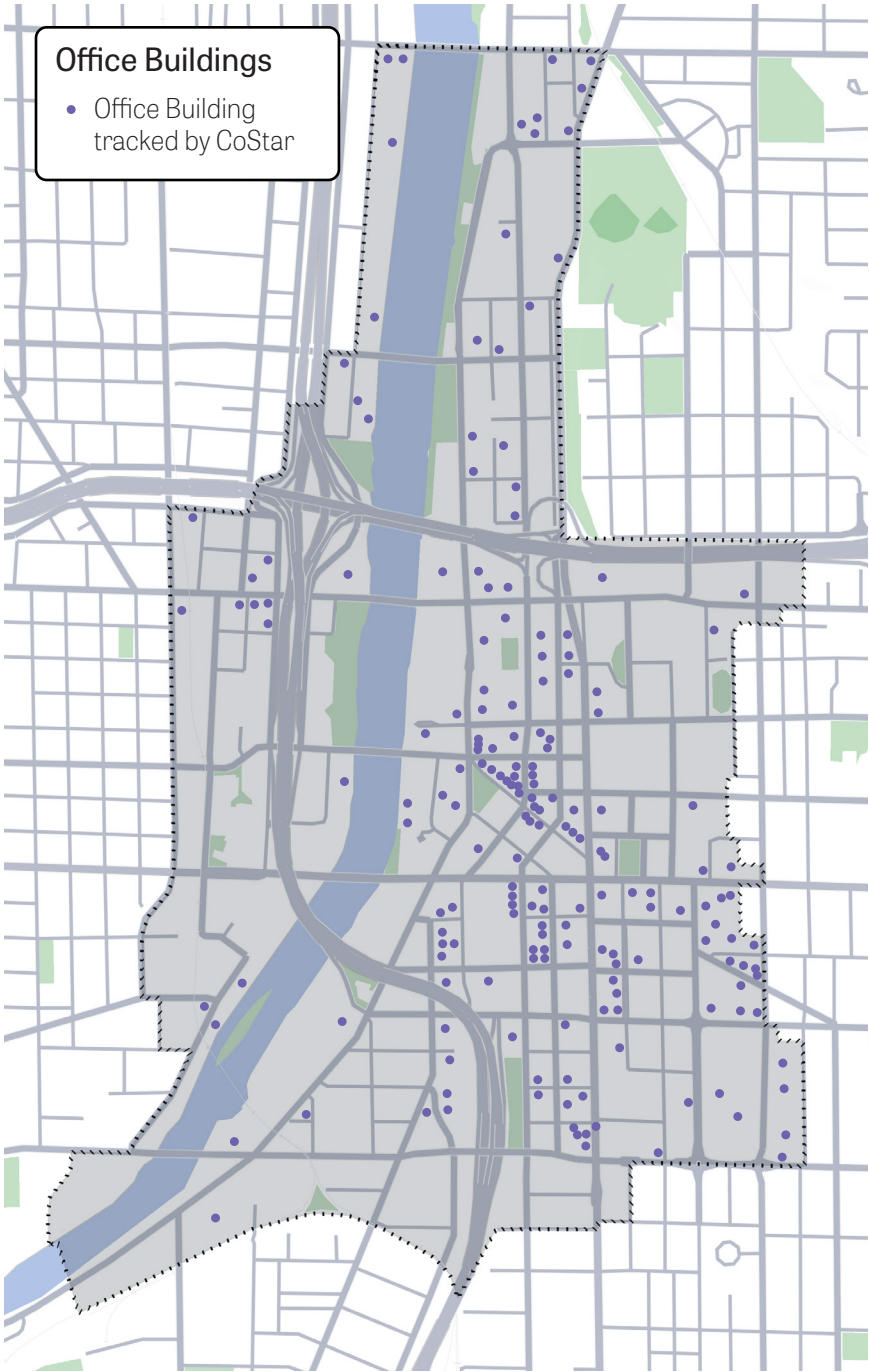
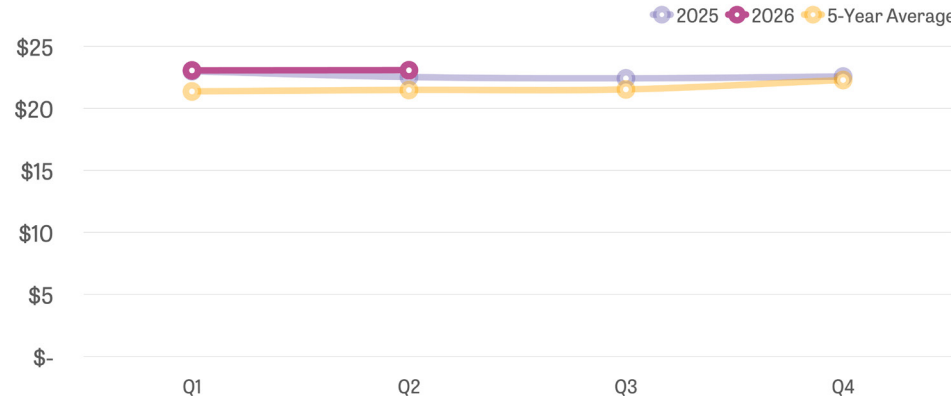
Office vacancy was 7% vs. 11% in Q2 2025



Office vacancy for Class A buildings was +30% vs. the average vacancy¹



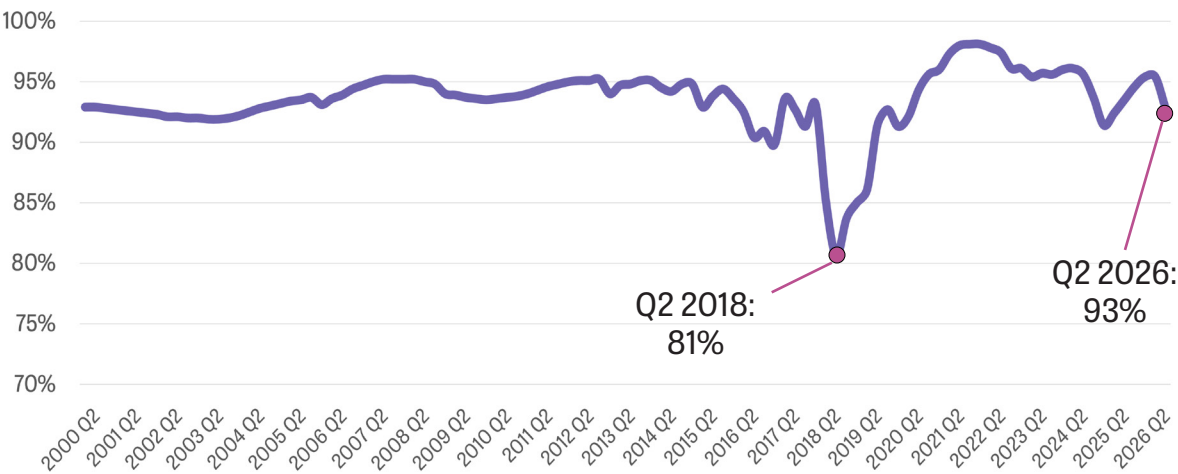
Office base rent was \$23.07/sq ft vs. \$22.52 in Q2 2025



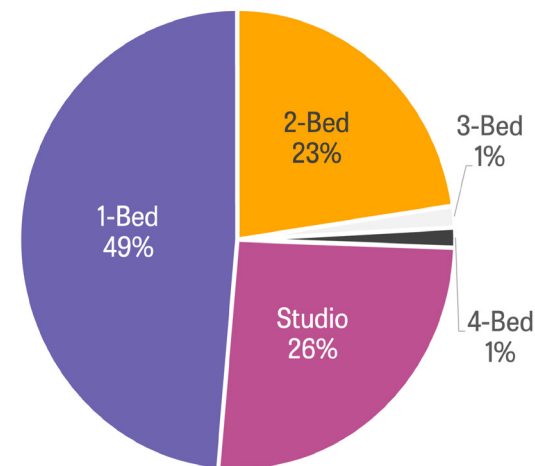
¹ - Overall vacancy average is weighted while per class vacancy is the true average of each rate

Source: CoStar Analytics interpreted by DGRI

Housing occupancy decreased -3% vs. Q1 2026 / -1% vs. Q2 2025 / -1% vs. 5-year average
y-axis truncated to highlight year-over-year changes

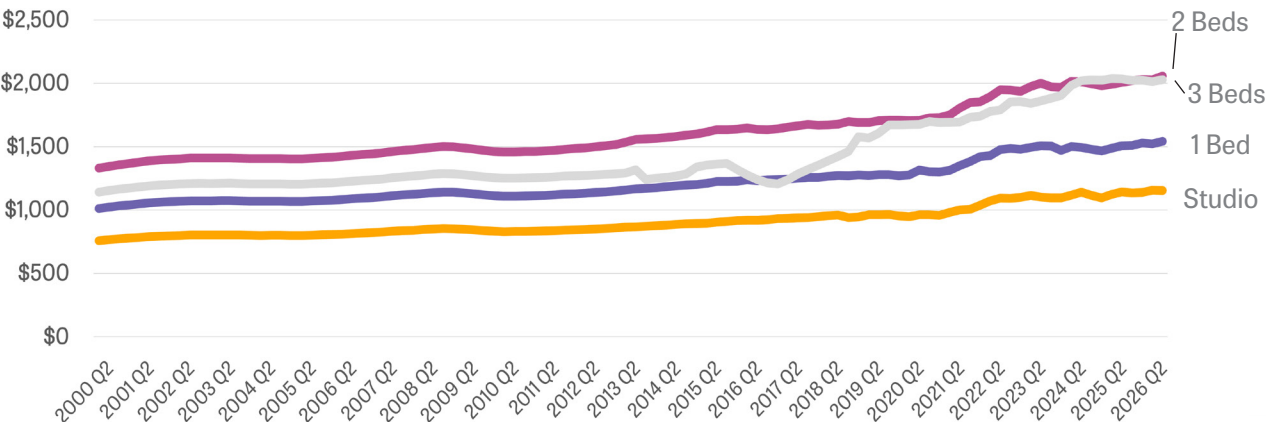


Distribution of Units by # of Rooms

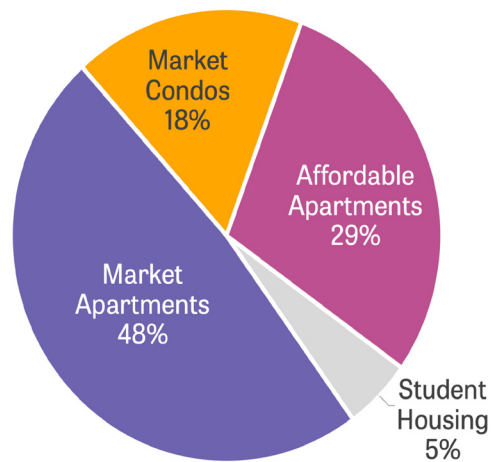


There are **129** units currently under construction and **1,898** in the planning & development pipeline

Average asking rent per unit increased +1% vs. Q1 2026 / +1% vs. Q2 2025 / +6% vs. 5-year avg.



Distribution of Units by Rate Type



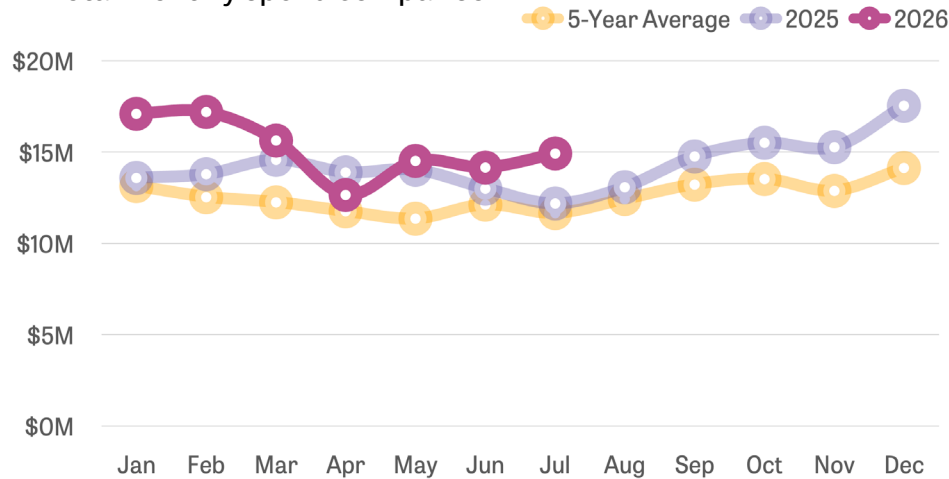
Downtown Consumer Spending Insights | Updated July 2026

Total spend was approximately **\$14,936,578** vs. \$14,164,577 in June 2026 / \$12,193,439 in July 2025 / \$11,672,085 July 5-year average

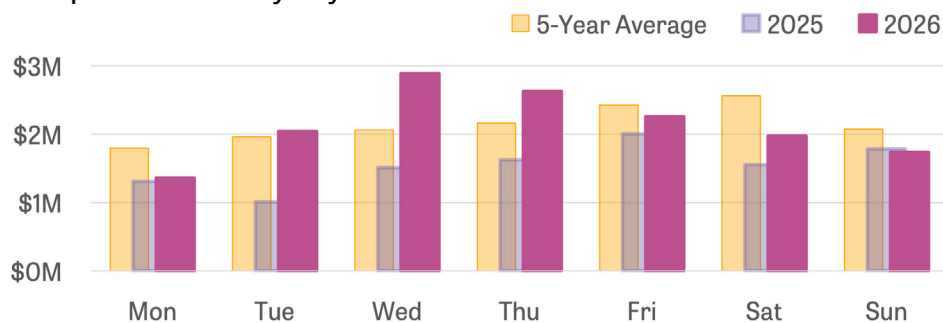
Avg. transaction size was **\$69.15** vs. \$79.49 in June 2026 / \$61.76 in July 2025 / \$59.54 July 5-year average

Spending was **19% local** (origin 0-5 miles) vs. 81% visitor (origin 5+ miles)

Total monthly spend comparison



Spend volume by day



Spending by Category

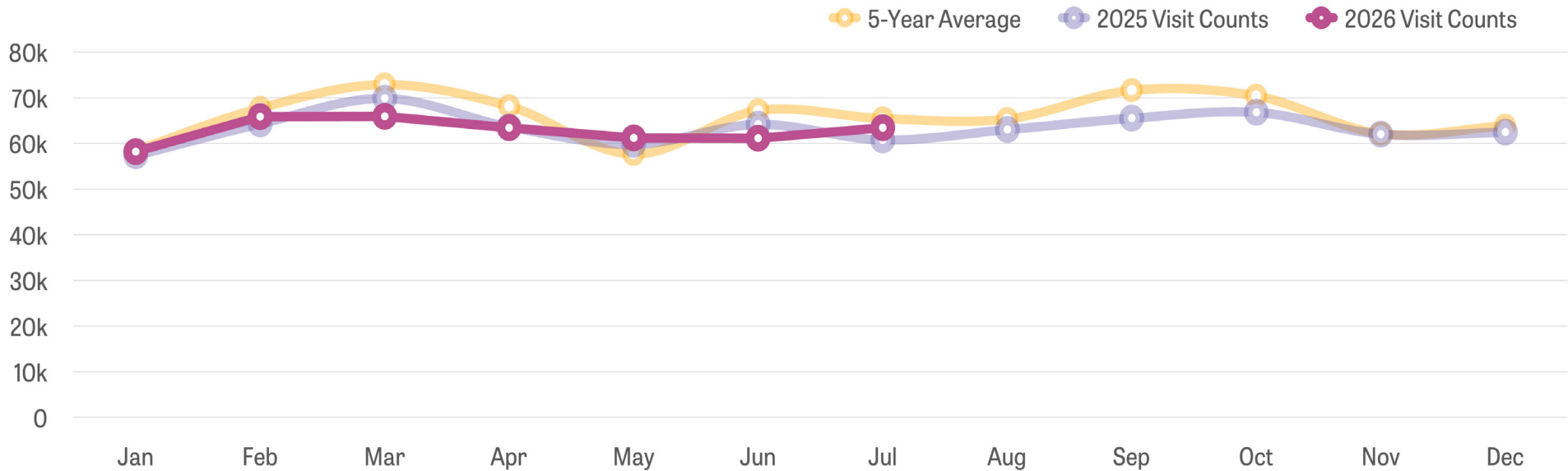
	Share of Spend	Avg. Spend
Dining and Nightlife	32%	\$67.98
Accommodations	29%	\$491.39
Others	15%	\$166.35
Fast Food Restaurants	12%	\$55.22
Leisure, Rec. and Entertainment	3%	\$64.08
Transportation	3%	\$82.89
Specialty Retail	3%	\$55.94
Clothing and Accessories	2%	\$72.92
Personal Care and Services	1%	\$88.43
Grocery and Dept Stores	0.4%	\$14.42

Spending by Origin City (Top 10)

	Share of Spend	Avg. Spend
Grand Rapids, MI	39%	\$143.15
Holland, MI	5%	\$81.69
Kalamazoo, MI	5%	\$120.63
Wyoming, MI	4%	\$123.67
Lowell, MI	4%	\$218.13
Grandville, MI	3%	\$127.43
Hudsonville, MI	3%	\$135.33
Muskegon, MI	2%	\$98.67
Caledonia, MI	2%	\$159.52
Rockford, MI	2%	\$137.99

Total spending: 75% in-state vs. 25% out-of-state

Daily average visit counts increased **+7%** vs. June 2026 / **+4%** vs. July 2025 / **-3%** vs. 5-Year Average



96% of visits are repeat visits in 2026 to date vs. 97% in 2025 / 96% 5-year average.

7.0% of visits are out-of-state visits in 2026 to date vs. 6.8% in 2025 / 6.4% 5-year average.

9.3% of visitor days are overnight trips in 2026 to date vs. 8.8% in 2025 / 10% 5-year average.

Average daily **weekday activity decreased -1%** vs. 2025 / **-9%** vs. 5-Year Avg.

