Downtown Vitals Report
Produced March 4, 2022
Summary of Downtown Vital Signs
Month over Month & Year to Date Changes
Most Recently Completed Month: February 2022

New Businesses
+2 in February
+5 YTD
p. 3

Closed Businesses
+2 in February
+3 YTD
p. 4

Storefront Vacancy Rates
-4% vs. January
-5% YTD
p. 5

Office Space Vacancy Rates (Q4 2021)
+21% vs. Q3 2021
-2% YTD
p. 6

Office Space Rental Rates (Q4 2021)
+$1.99/sqft vs. Q3 ’21
-$2.19/sqft YTD
p. 6

Hotel Occupancy (December ’21)
+1% vs. Nov ’21
+310% YTD
p. 7

City Employment (December ’21)
+0.1% vs. Nov ’21
+2% YTD
p. 8

Visitor Activity Counts
+7% vs. January
+10% YTD
p. 9

Employee Activity Counts
+3% vs. February
+12% YTD
p. 9

On-Street Parking Instances
+8% vs. January
-24% YTD
p. 11

On-Street Parking Revenue
+9% vs. January
-6% YTD
p. 11

DASH Ridership (December ’21)
-10% vs. Nov ’21
+15% YTD
p. 12

Airport Passenger Activity (January)
-21% vs. Dec ’21
-21% YTD
p. 14

Vaccination Rates
up 2 pts vs. Feb 2
67% overall
p. 15

Time Spent Outside
up 6 pts vs. Jan 1
up 16 pts YTD
p. 16

Consumer Spending (November ’21)
up 0.4% vs. Oct 1
up 20% YTD (’21)
p. 17
Business Openings

2021
1. Marissa’s Jewels (January)
2. Poké Poké & Boba (January 19)
3. MDRD (February 2)
4. Condado Tacos (February 4)
5. Blonde Theory (March 1)*
6. Spinful.Bike (March 9)
7. Gaby’s Gourmandise @ DTM (May 8)
8. Eagle Eye Tattoo (May 10)
9. Wise Men Distillery (June 2)
10. The 12th House GR (June 2)*
11. DGX Market (June 21)
12. Squibb Café @ DTM (June 25)
13. Dreams Take Work (July 17)
14. High Point Tattoo (August 21)
15. Starbuck’s @ Studio Park (September 1)
16. Webster’s Market (September 3)
17. Portico (September 3)
18. ArtRat Gallery (September 10)
19. Skelletons (September 10)
20. Stoner’s Cave Smoke Shop (October 1)
21. Planet Fitness (October 8)
22. Midwest Movement Collective (Oct 16)
23. The Aroma Labs (October 23)
24. K-ROK (October 30)

2021 con’t
25. Wahlburgers (November 1)
26. Grand Vin (November 5)
27. Umbrella Reading (November 5)
28. GR City Kicks (November 5)
29. OTONO (November 11)
30. The Darling Style (November 27)
31. Stan’s Tacos (November 29)
32. Cafe de Miro @ DTM (December 6)
33. Social Misfits (December 20)
34. Terra Bagels (December 20)
35. Beacon Corner Bar (December 27)
36. Ambiance GR (December 31)*

2022
37. Grand Rapids Voice Collective (Jan 10)
38. Brooklyn Bodega Bagel & Deli (Jan 26)
39. Woodrow’s (January 27)
40. Periwinkle Fog (February 9)
41. Thrift on Div (February 14)

Source: Downtown Grand Rapids Inc.

*received DDA Retail Incubation Grant

15% BIPOC-Owned

45% Women-Owned
Business Closings

2021
1. Iyengar Yoga Center (2021)
2. The Mitten State (February 9)
3. Big E's Sports Grill (February 18)
4. Sweetie-Licious @ DTM (February 25)
5. Apothecary Off Main (February 28)
6. Downtown Ferris Coffee (March 14)
7. MLive Offices (April)
8. Subway (April)
9. Bliss & Vinegar @ DTM (April 25)
10. Marissa’s Jewels (May)
11. Electric Hero (May 20)
12. West Side Ferris Coffee (May 22)
13. Art Caribbean Fusion Cuisine (June 21)
14. Jam’N Bean (June 28)
15. Go Java Coffee (July 18)
16. The B.O.B (December 27)
17. Osteria Rossa (December 31)

2022
18. Be Nice Foundation* (January)
19. Menna’s Joint (January 17)
20. Ali Nicole Bridal (February 26)

*business transitioned or moved

Source: Downtown Grand Rapids Inc.
5 new storefront businesses in the last 12 months:
10 Ionia Ave NW #1 (Wahlburgers @ Residence Inn)
10 Ionia Ave NW #2 (Social Misfits @ Residence Inn)
111 Lyon St NW #1 (Vacant)
111 Lyon St NW #2 (Real Seafood Co)
111 Lyon St NW #3 (DGX)
121 Ionia Ave SW #105 (Starbucks @ Studio Park)

Anticipated new storefront business space:
430 Monroe Ave NW development - 2022
446 Grandville redevelopment - 2022
ICCF Tapestry Square - 2022
Spectrum T&I Center - 2023

Source: Downtown Grand Rapids Inc.
1% total overall increase in vacancy rates through 2020 and 2021

Colliers estimates 10M square feet of occupied space in Q4 2021, a 8% increase since Q3 2020

13% overall decrease in rental rates (~$2.77) in 2020 and 2021

Source: Colliers International
Hotel Occupancy

59% average increase in hotel occupancy in 2021 vs. 2020

40% average decrease in hotel occupancy in 2021 vs. 2019

Source: Smith Travel Research via Experience GR
City Employment

0.1\% increase compared to previous month

1\% increase compared to 2021 average

1\% increase compared to overall average

2\% increase compared to December 2021

Source: U.S. Bureau of Labor Statistics via City of Grand Rapids
12% average decrease in visitor activity compared to 5-year February average

28% average decrease in employee activity compared to 5-year February average
Current Downtown Construction & Development

1. **MSU Innovation Park**
   - anticipated completion: March 2022
   - +200,000 square feet of office space
   - +4,000 square feet of commercial space
   - +600 parking spaces
   - +450 jobs

2. **Perrigo North American Headquarters**
   - anticipated completion: June 2022
   - +63,550 square feet of office space
   - +4,000 square feet of commercial space
   - +170 jobs

3. **470 Market Ave Redevelopment**
   - anticipated completion: May 2022
   - +173 housing units

4. **Dégagé Ministries Redevelopment**
   - anticipated completion: Summer 2022
   - +4,000 square feet of commercial space

5. **ICCF Tapestry Square**
   - anticipated completion: Q4 2022
   - +10,000 square feet of commercial space
   - +56 housing units

6. **Spectrum Transformation & Innovation Center**
   - anticipated completion: Summer 2023
   - +303,000 square feet of office space
   - +1,090 parking spaces
   - +1,200 jobs

- **567k** square feet of office space
- **22k** square feet of commercial space
- **1,690** parking spaces
- **1,820** new jobs
- **229** housing units

*Source: Downtown Grand Rapids Inc.*
On-Street Parking

25% average decrease in # of instances in 2022 compared to 3-year average

8% average decrease in revenue in 2022 compared to 3-year average

8-minute longer sessions in 2022 compared to 3-year average

Source: MobileGR
66% average decrease in ridership during COVID

19% average decrease in ridership in 2021 vs. 2020

Timeline of DASH Schedule Changes

March 26th, 2020:
DASH West changed to 15-minute frequency;
DASH North changed to 20-minute frequency;
Hours changed to 7am-7pm, Mon-Fri

April 10th, 2020:
Services were temporarily suspended

May 26th, 2020:
Number of vehicles was reduced;
Hours changed to 6am-10 pm, Mon-Sat

May 10th, 2021:
Hours changed to 7am-8:30pm, Mon-Fri

*not on full schedule

Source: The Rapid
Airport Activity

- **21%** decrease in passenger activity compared to previous month
- **7%** decrease in passenger activity compared to 2021 average
- **68%** increase in passenger activity compared to January 2021
- **26%** decrease in freight activity compared to previous month
- **20%** decrease in freight activity compared to 2021 average

Source: Gerald R. Ford Airport
COVID-19 Vaccination Distribution & Administration
Kent County

67% of Kent residents fully vaccinated
65% nation-wide
60% state-wide

59% of doses administered
80% nation-wide
73% state-wide

214,208 boosters doses administered in Kent County
109,100 Pfizer Pediatric doses delivered to Kent County

Vaccine Distribution Per Vaccine Type

Overall:
66% Pfizer
28% Moderna
3% Janssen
3% Pfizer Pediatric

Sources: Michigan Department of Health and Human Service Immunization Department;
Kent County Department of Health; vaccinatewestmi.com; covid.cdc.gov
Time Spent Outside of Home: Retail & Restaurant
Kent County

-8%  
February Average  
Feb 2021: -29%  
Jan 2020: 6%

-15%  
2022 Average so far  
2021: -13%  
2020: -23%

-8%  
February 1 2022  
Feb 1 2021: -36%  
Feb 1 2020: 4%

Source: Opportunity Insights Economic Tracker  
tracktherecovery.org
Consumer Spending
State of Michigan

+18%  
October Average  
Oct 2020: +0.4%

+12%  
2021 Average  
2020: -4%

+17%  
November 1 2021  
Nov 1 2020: -3%