

# ***Downtown Vitals Report***

*Published March 2026*



**DOWNTOWN**  
GRAND RAPIDS INC.

*A scene from World of Winter's DJ night at Somnius* →



**VISITOR ACTIVITY**

**+12%**

vs. last month (Jan 2026)  
+4% vs. this time last year p. 3

**DAILY EMPLOYEE POPULATION**

**+25%**

vs. last month (Dec 2025)  
-4% vs. this time last year p. 4

**RESIDENT ACTIVITY**

**+1%**

vs. last month (Jan 2026)  
-10% vs. this time last year p. 5

**NEW STOREFRONT BUSINESSES**

**+1**

in February  
2 business opened this year so far p. 6

**STOREFRONT VACANCY**

**20%**

in February  
2 businesses closed this year so far p. 7

**OFFICE VACANCY**

**10.8%**

in Q4 2025  
vs. 10.7% this time last year p. 8

**OFFICE BASE RENT**

**\$22.56**/sqft

in Q4 2025  
vs. \$23.32 this time last year p. 8

**HOTEL OCCUPANCY**

**-7%**

vs. last month (Dec 2025)  
-0.2% vs. this time last year p. 9

**HOUSING OCCUPANCY**

**+1%**

vs. last quarter (Q3 2025)  
+4% vs. this time last year p. 10

**CURRENT ACTIVE INVESTMENT**

**\$518M**

p. 11

**DASH CIRCULATOR RIDERSHIP**

**+2%**

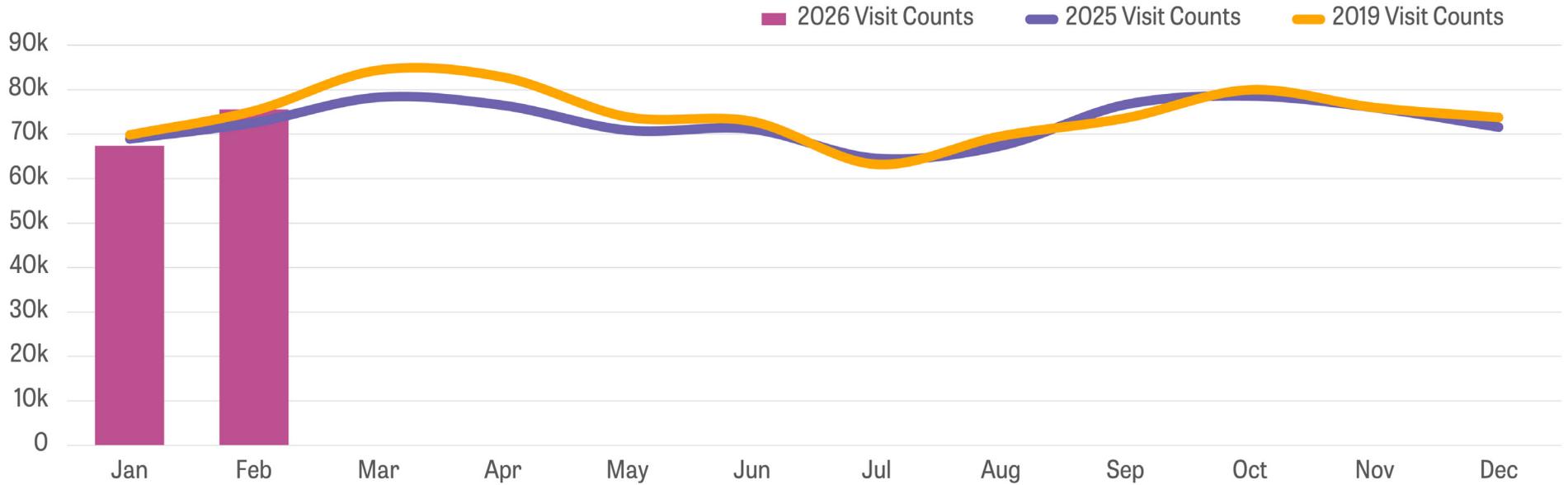
vs. last month (Dec 2025)  
+2% vs. this time last year p. 17

**DASH WORK RIDERSHIP**

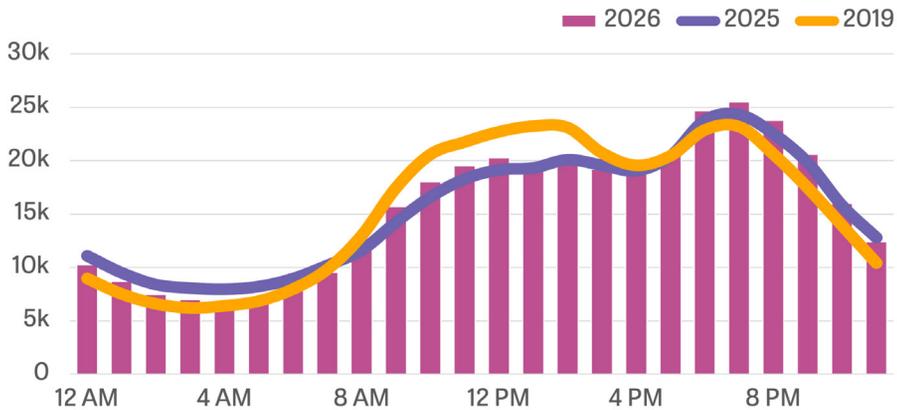
**+21%**

vs. last month (Dec 2025)  
-4% vs. this time last year p. 18

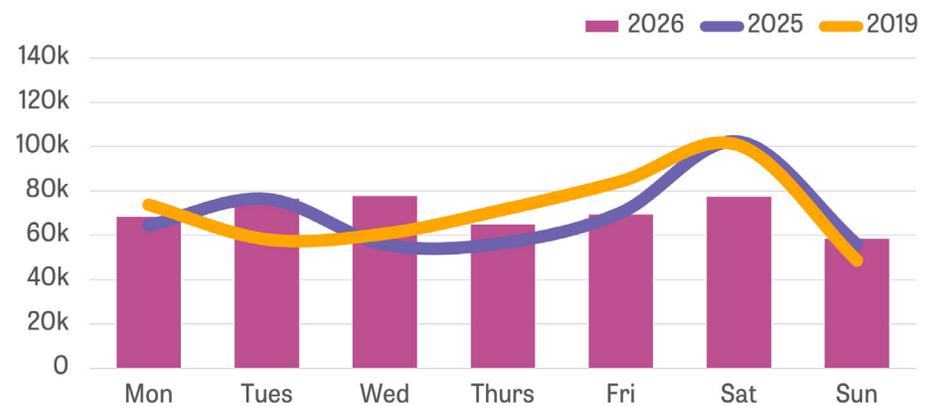
Daily average visit counts increased +12% in Feb 2026 vs. Jan 2026 / +4% vs. Feb 2025 / +0.5% vs. Feb 2019



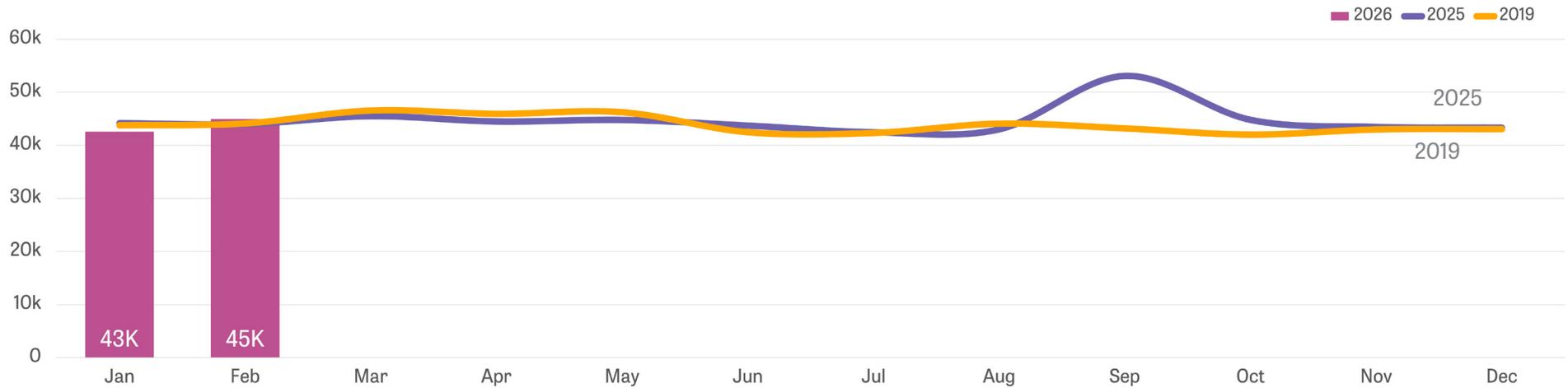
From 5 PM - 11 PM daily average hourly counts increased +3% in Feb 2026 vs. Feb 2025 / +11% vs. Feb 2019



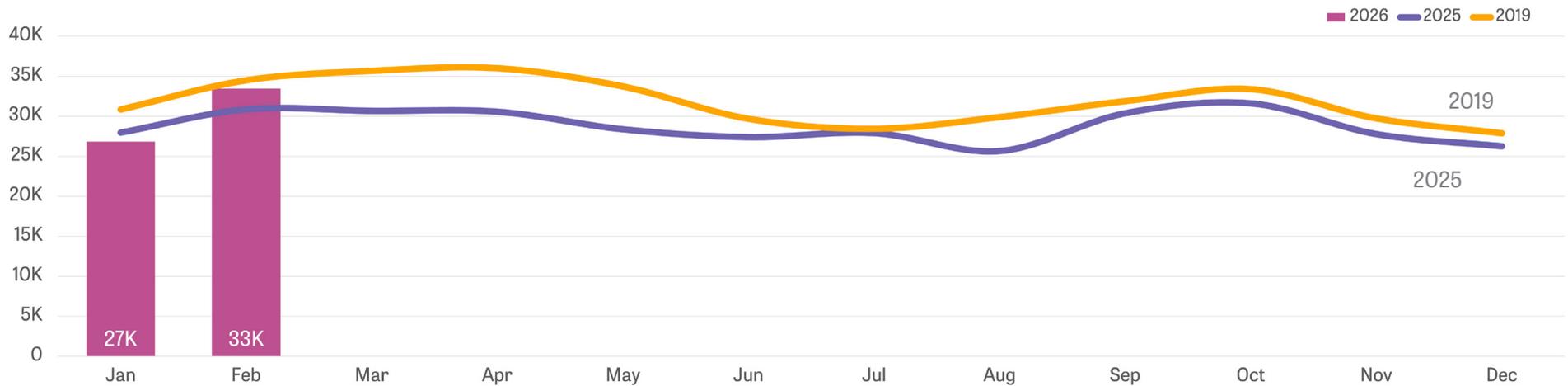
Wednesday average daily counts increased +40% in Feb 2026 vs. Feb 2025 / +28% vs. Feb 2019



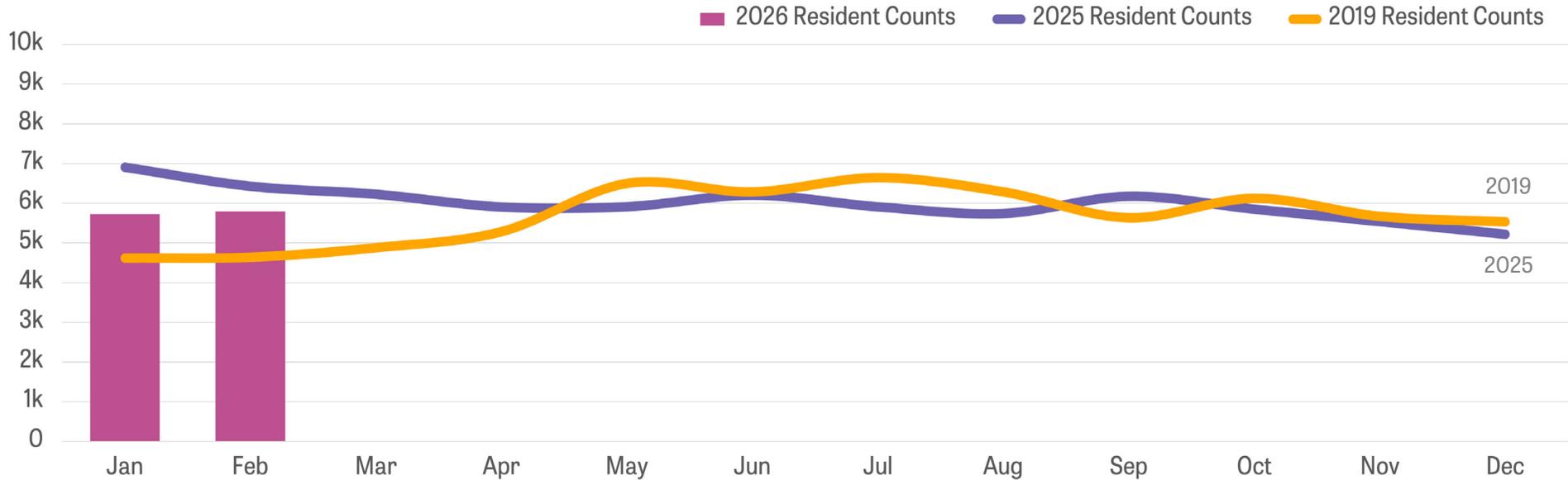
Unique employees<sup>1</sup> increased +5% in Feb 2026 vs. Jan 2026 / +2% vs. Feb 2025 / +2% vs. Feb 2019



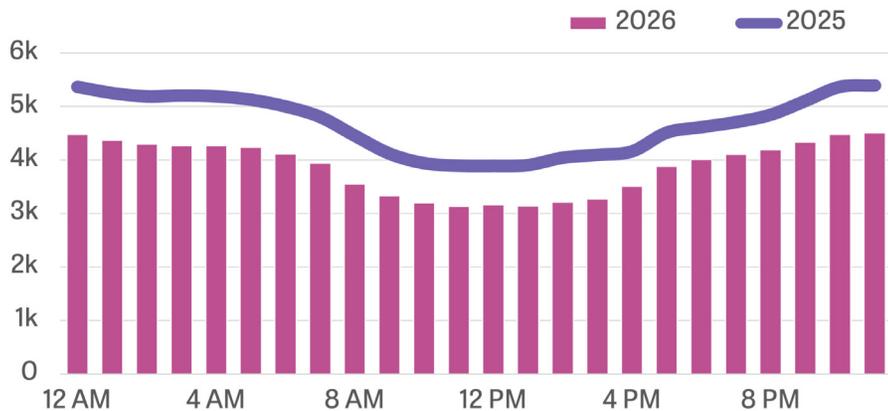
Average daily workforce<sup>2</sup> increased +25% in Feb 2026 vs. Jan 2025 / +8% vs. Feb 2025 / -3% vs. Feb 2019



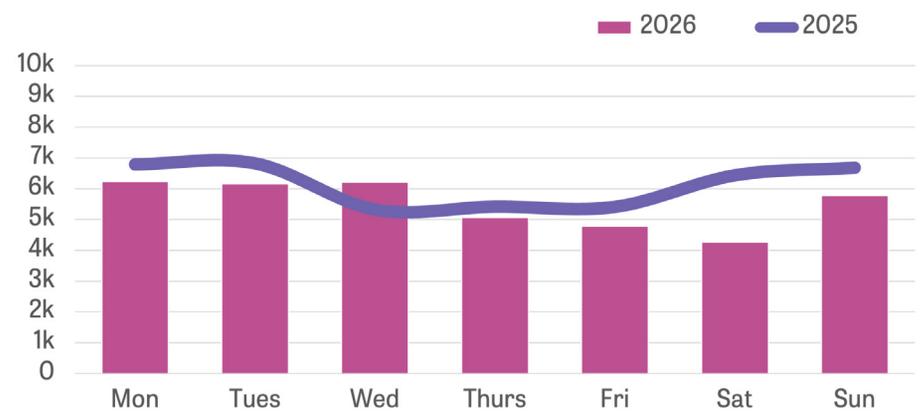
Daily average resident counts increased +1% in Feb 2026 vs. Jan 2026 / -10% vs. Feb 2025 / +25% vs. Feb 2019



Overall daily average hourly counts decreased -17% in Feb 2026 vs. Feb 2025



Saturday average daily counts decreased -34% in Feb 2026 vs. Feb 2025

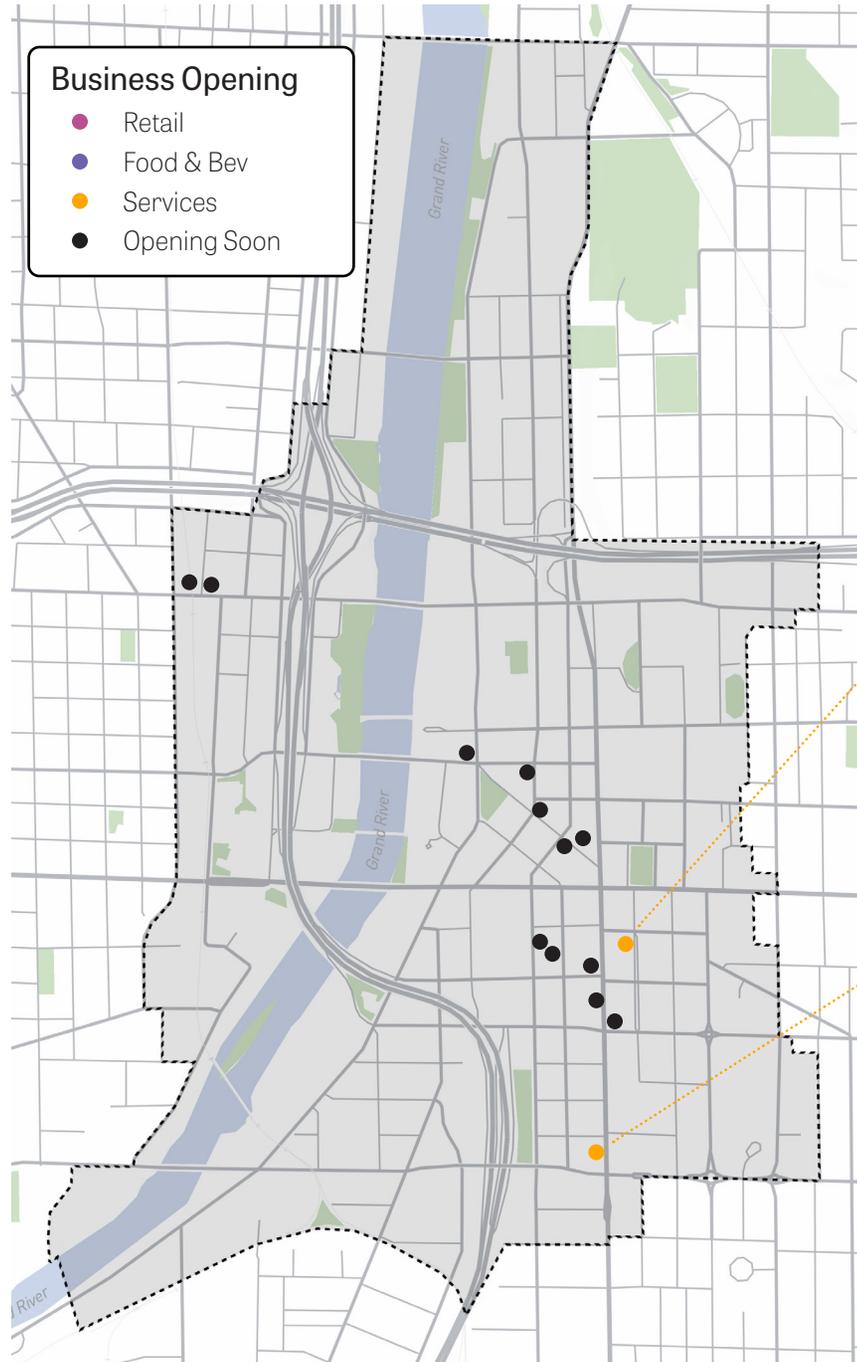


**DDA Retail Innovation Grant**

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	4	\$92,536.00
<b>Total</b>	<b>32</b>	<b>\$945,107.46</b>

**Business Opening**

- Retail
- Food & Bev
- Services
- Opening Soon



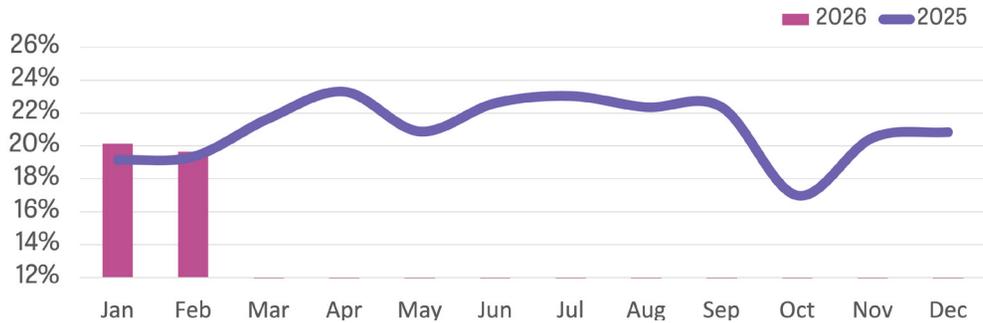
**GRAAMA**  
Museum - February

**Starbird Tattoo**  
Tattoo Parlor - January

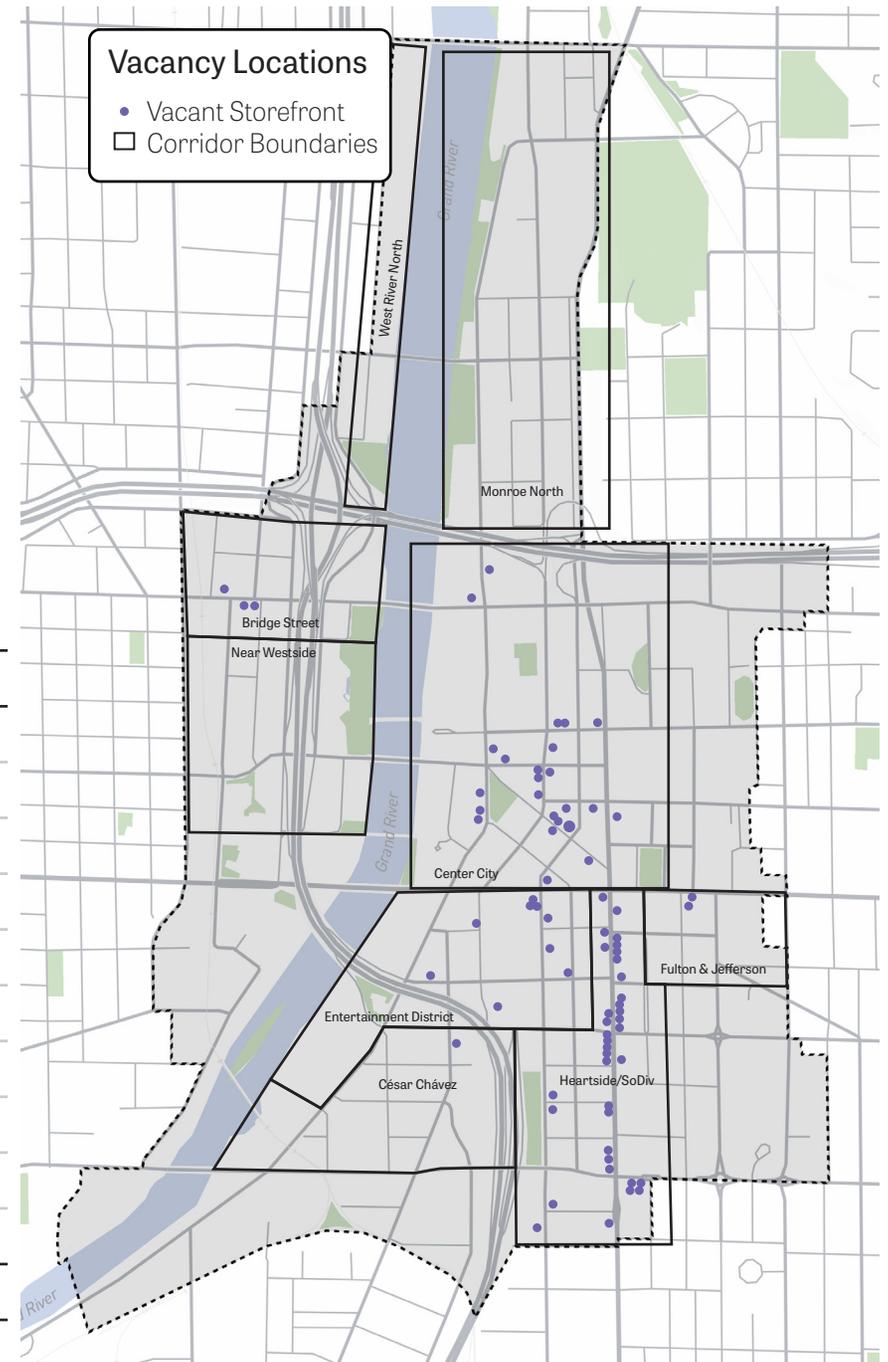


**2 storefront businesses closed**  
 in Downtown in 2026 so far  
 50% Food & Bev - 0% Retail - 50% Services

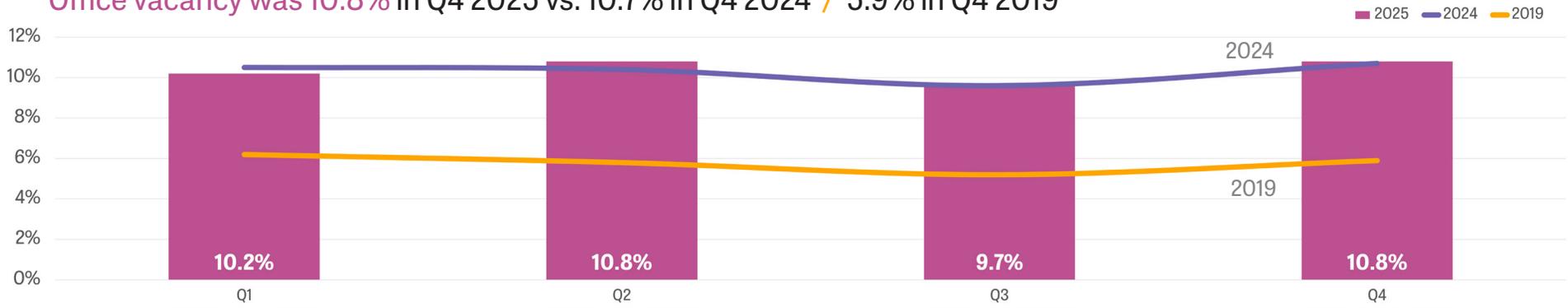
Storefront vacancy was 20% in February 2026  
 y-axis truncated to highlight month-over-month changes



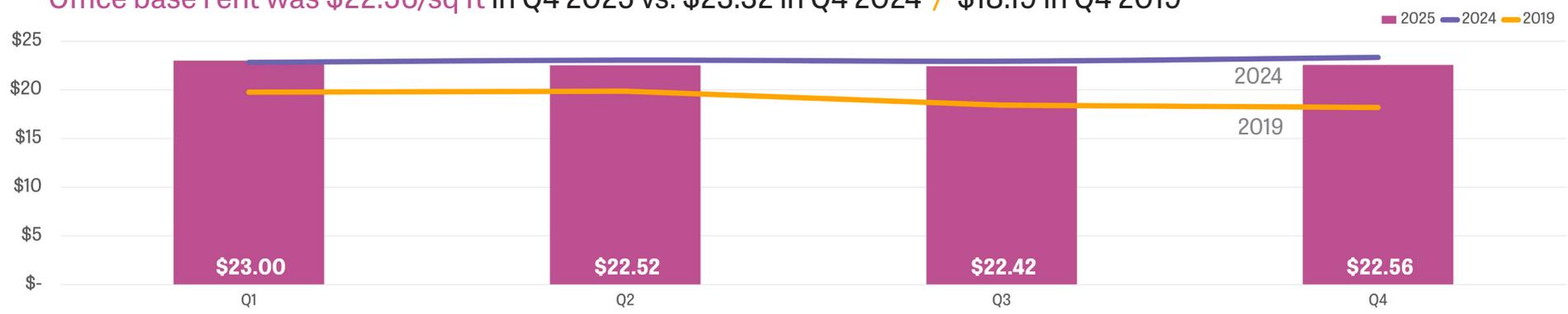
Corridor	Storefronts	Vacancies	Vacancy %
Bridge Street	23	3	13%
Center City	129	29	22%
Monroe Center <sup>1</sup>	55 <sup>1</sup>	11 <sup>1</sup>	20% <sup>1</sup>
César Chávez	8	1	13%
Entertainment District	64	11	17%
Fulton & Jefferson	21	2	10%
Heartside/SoDiv	111	34	31%
Monroe North	29	0	0%
Near Westside	14	0	0%
West River North	3	0	0%
<b>DISTRICT TOTALS:</b>	<b>402</b>	<b>80</b>	<b>20%</b>



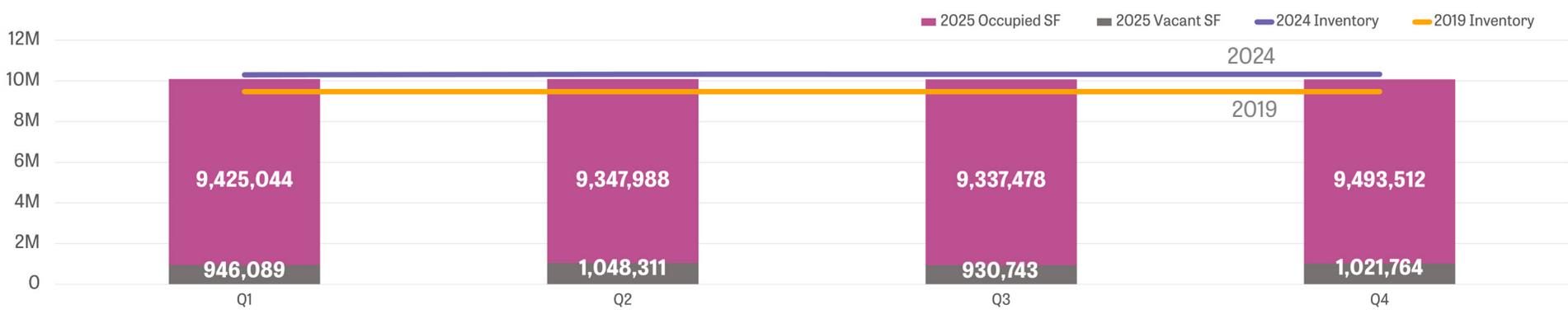
Office vacancy was 10.8% in Q4 2025 vs. 10.7% in Q4 2024 / 5.9% in Q4 2019



Office base rent was \$22.56/sq ft in Q4 2025 vs. \$23.32 in Q4 2024 / \$18.19 in Q4 2019

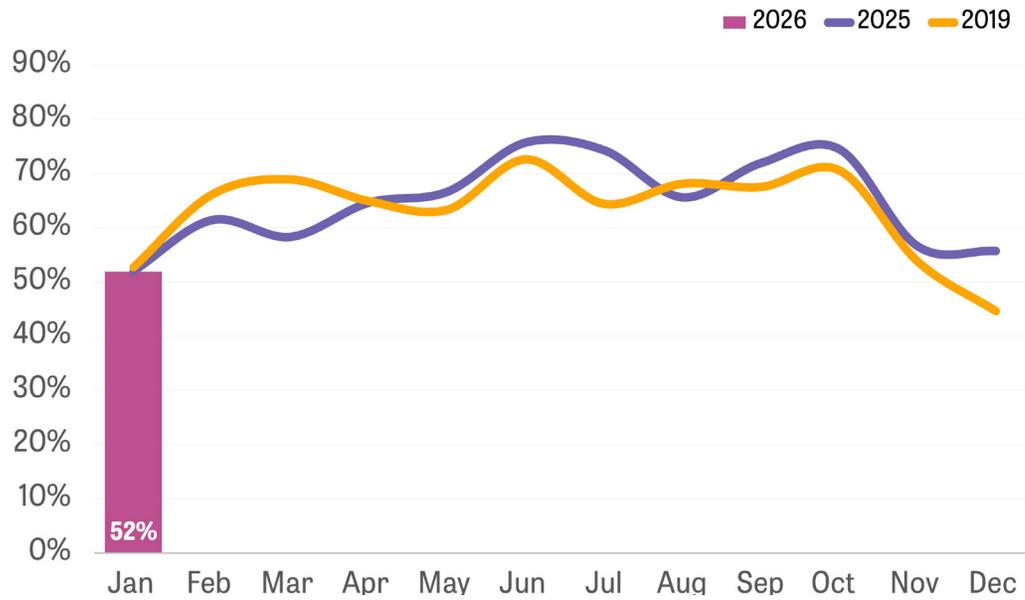


There were 10.1 million square feet of office inventory in Q4 2025

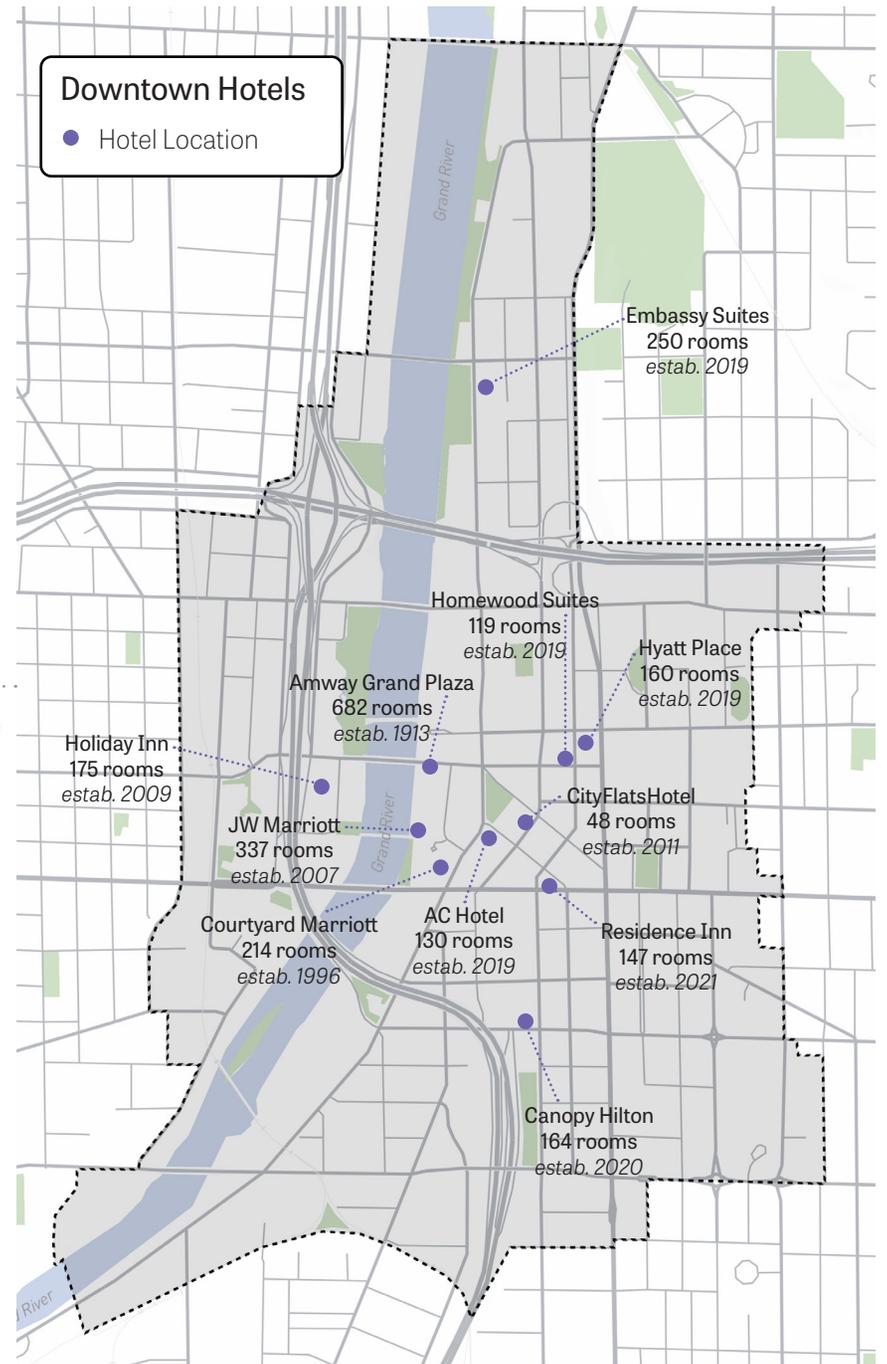
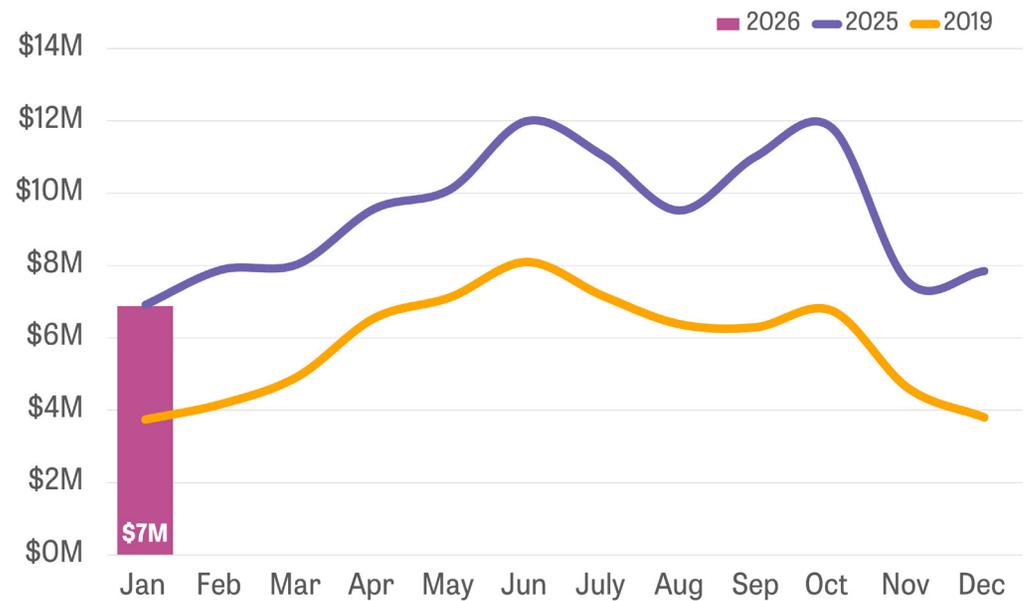


# Hotel Occupancy | Updated January 2026

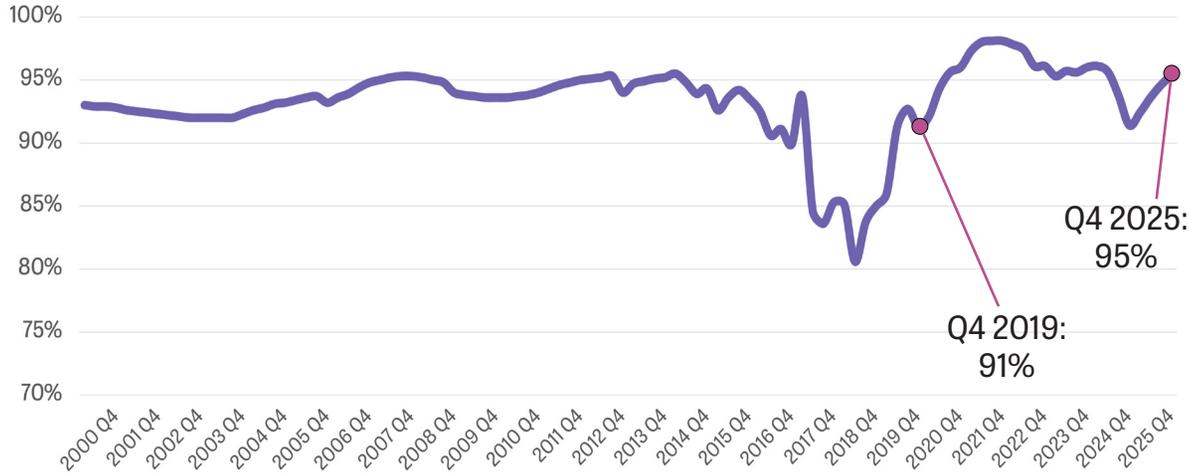
Occupancy decreased **-7%** in Jan 2026 vs. Dec 2025 / **-0.2%** vs. Jan 2025 / **-2%** vs. Jan 2019



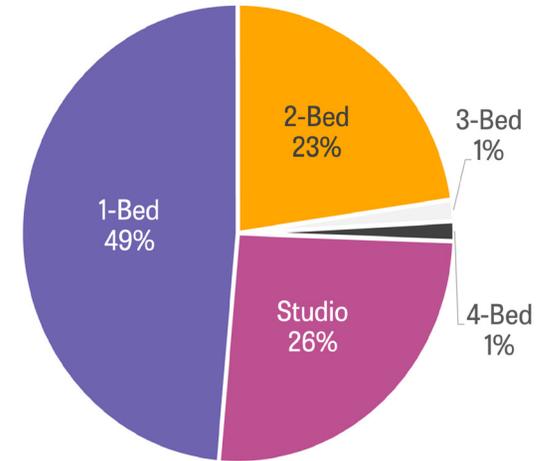
Revenue decreased **-12%** in Jan 2026 vs. Dec 2025 / **-0.4%** vs. Jan 2025 / **+84%** vs. Jan 2019



Housing occupancy increased **+0.8%** vs. Q3 2025 / **+4%** vs. Q4 2024 / **+5%** vs. Q4 2019  
 y-axis truncated to highlight year-over-year changes

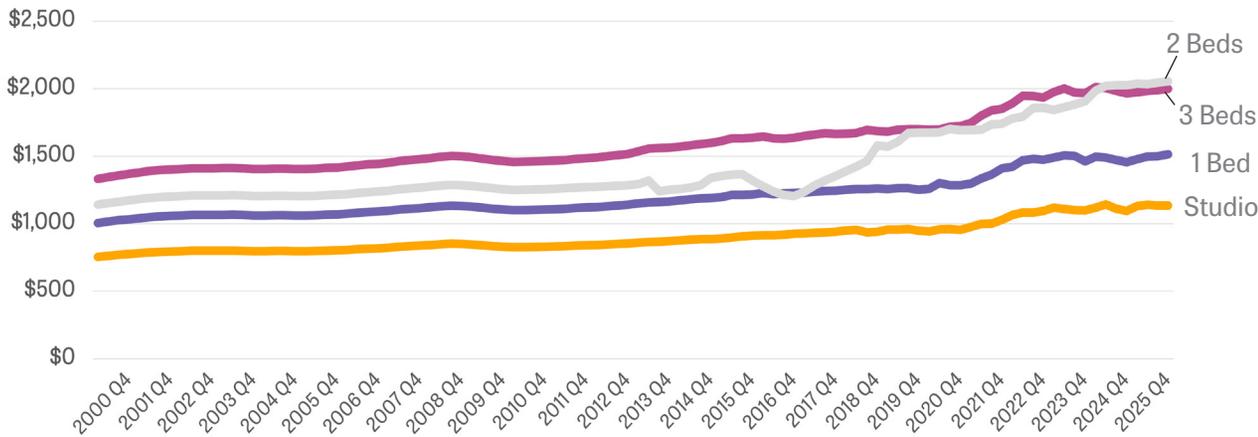


Distribution of Units by # of Rooms

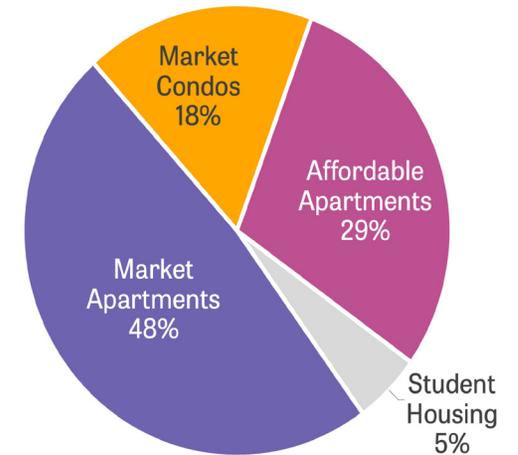


There are **258** units currently under construction and **1,856** in the planning & development pipeline

Average asking rent per unit increased **+1%** vs. Q3 2025 / **+2%** vs. Q4 2024 / **+19%** vs. Q4 2019



Distribution of Units by Rate Type



**1 GRPM River's Edge Work**

*anticipated completion: Q1 2026*

\$12,000,000 investment

**2 Acrisure Amphitheater**

*anticipated completion: May 2026*

+190 car parking spaces

+825 jobs

\$214,500,000 investment

**3 111 Lyon Residential Conversion**

*anticipated completion: June 2026*

+140 housing units

-125,000 sq ft of office space

\$50,000,000 investment

**4 Early Childhood Center @ Rapid Central Station**

*anticipated completion: April 2026*

\$7,900,000 investment

**5 Verne Barry Place Renovation**

*anticipated completion: 2026*

\$12,000,000 investment

**6 Amway Soccer Stadium**

*anticipated completion: Spring 2027*

+104 jobs

\$175,000,000 investment

**7 Corewell Parking Lots**

*anticipated completion: TBD*

+40 car parking spaces

**8 Karl & Patricia Betz Living Center**

*anticipated completion: June 2027*

+118 housing units

+6,000 sq ft of commercial space

\$46,000,000 investment

**\$518M**

current active investment

**6k**

sq ft of commercial space

**-125k**

sq ft of office space

**929**

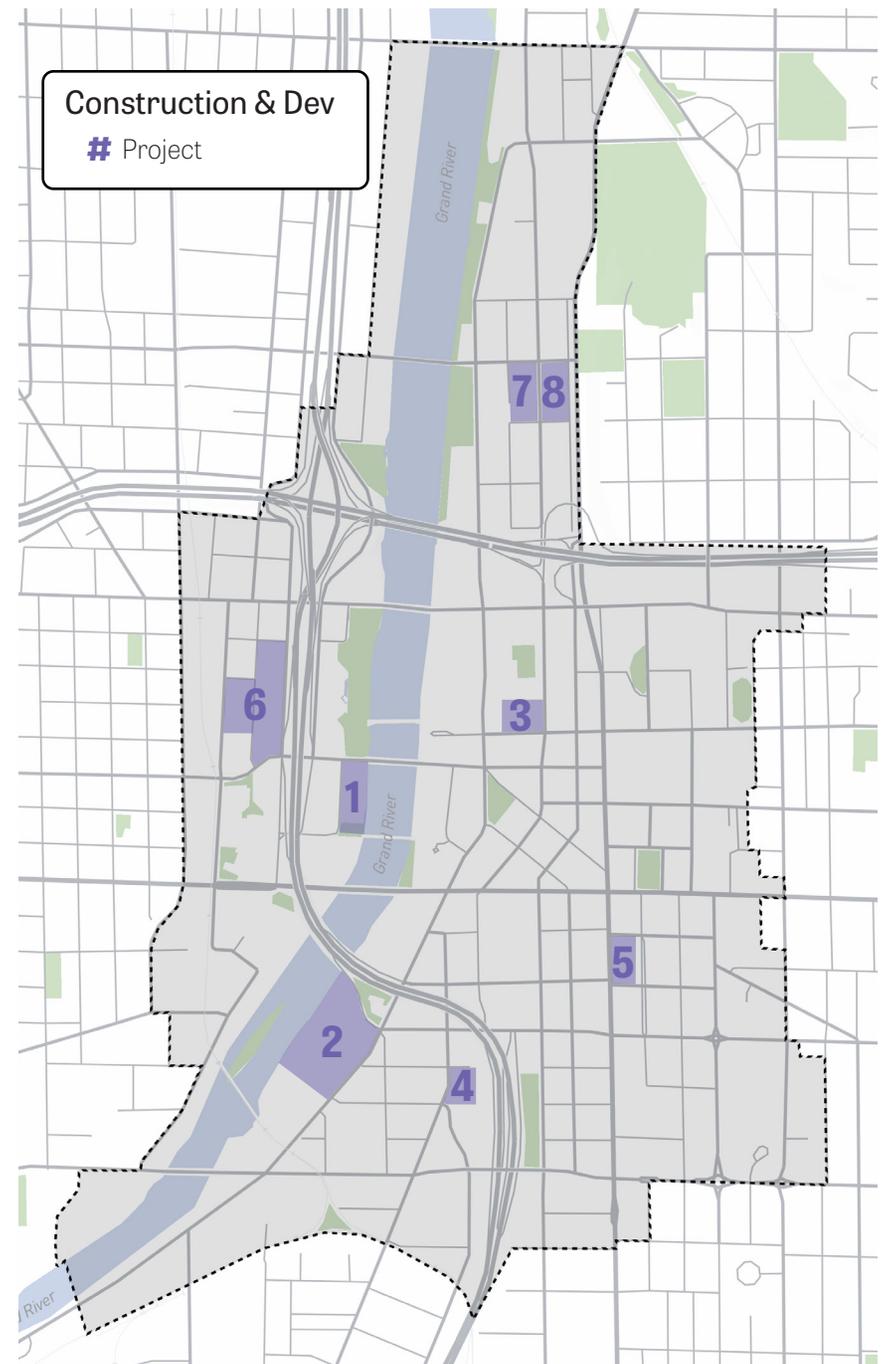
new jobs

**230**

car parking spaces

**258**

housing units



# Grand River Greenway Progress - Local | Updated February 2026

**198 total acres** of park improvements

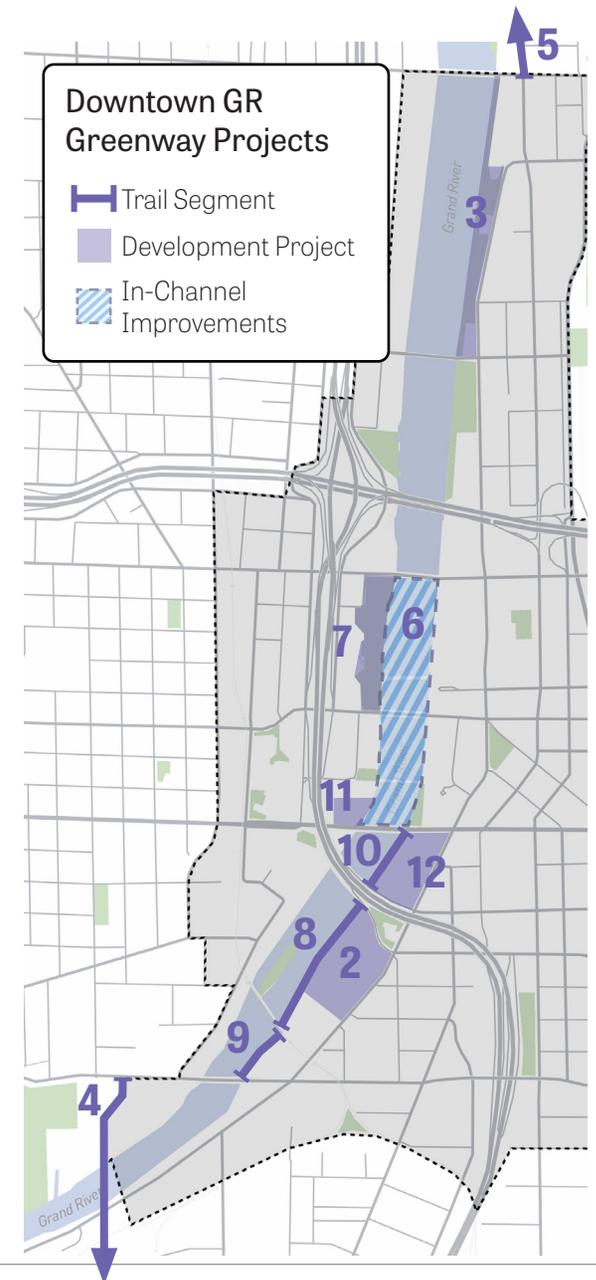
**20 total miles** of trail improvements<sup>1</sup>

**\$332M** in total public space investment

**\$1.7B** in private river-adjacent investment<sup>2</sup>

**\$70M** in DGRI investment<sup>3</sup> (DDA, MNTIFA, ARPA) in 2025

<b>1</b>	GRPM River Edge Improvements \$12,000,000	Planning	Design	Permitting	Bidding	Construction	Completion est. March 2026
<b>2</b>	Acrisure Amphitheater \$214,500,000	Planning	Design	Permitting	Bidding	Construction	Completion est. May 2026
<b>3</b>	Canal Park \$9,800,000	Planning	Design	Permitting	Bidding	Construction	Completion est. Fall 2026
<b>4</b>	Oxford Trail \$9,000,000	Planning	Design	Permitting	Bidding	Construction	Completion est. Fall 2026
<b>5</b>	Edges Trail, Leonard To Ann \$9,100,000	Planning	Design	Permitting	Bidding	Construction	Completion est. April 2026
<b>6</b>	Lower Reach In-Channel Improvements \$20,000,000	Planning	Design	Permitting	Bidding	Construction	Completion est. July 2026
<b>7</b>	Ah-Nab-Awen Park \$10,300,000	Planning	Design	Permitting TBD	Bidding	Construction	Completion
<b>8</b>	Edges Trail US-131 to Railroad \$19,800,000	Planning	Design	Permitting	Bidding	Construction	Completion est. Oct 2026
<b>9</b>	Railroad to Wealthy \$ TBD	Planning	Design	Permitting TBD	Bidding	Construction	Completion
<b>10</b>	Fulton to US-131 \$ TBD	Planning	Design TBD	Permitting	Bidding	Construction	Completion
<b>11</b>	Blue Dot \$ TBD	Planning	Design	Permitting TBD	Bidding	Construction	Completion
<b>12</b>	Fulton & Market \$797,000,000	Planning	Design	Permitting TBD	Bidding	Construction	Completion



**DOWNTOWN**  
GRAND RAPIDS INC.



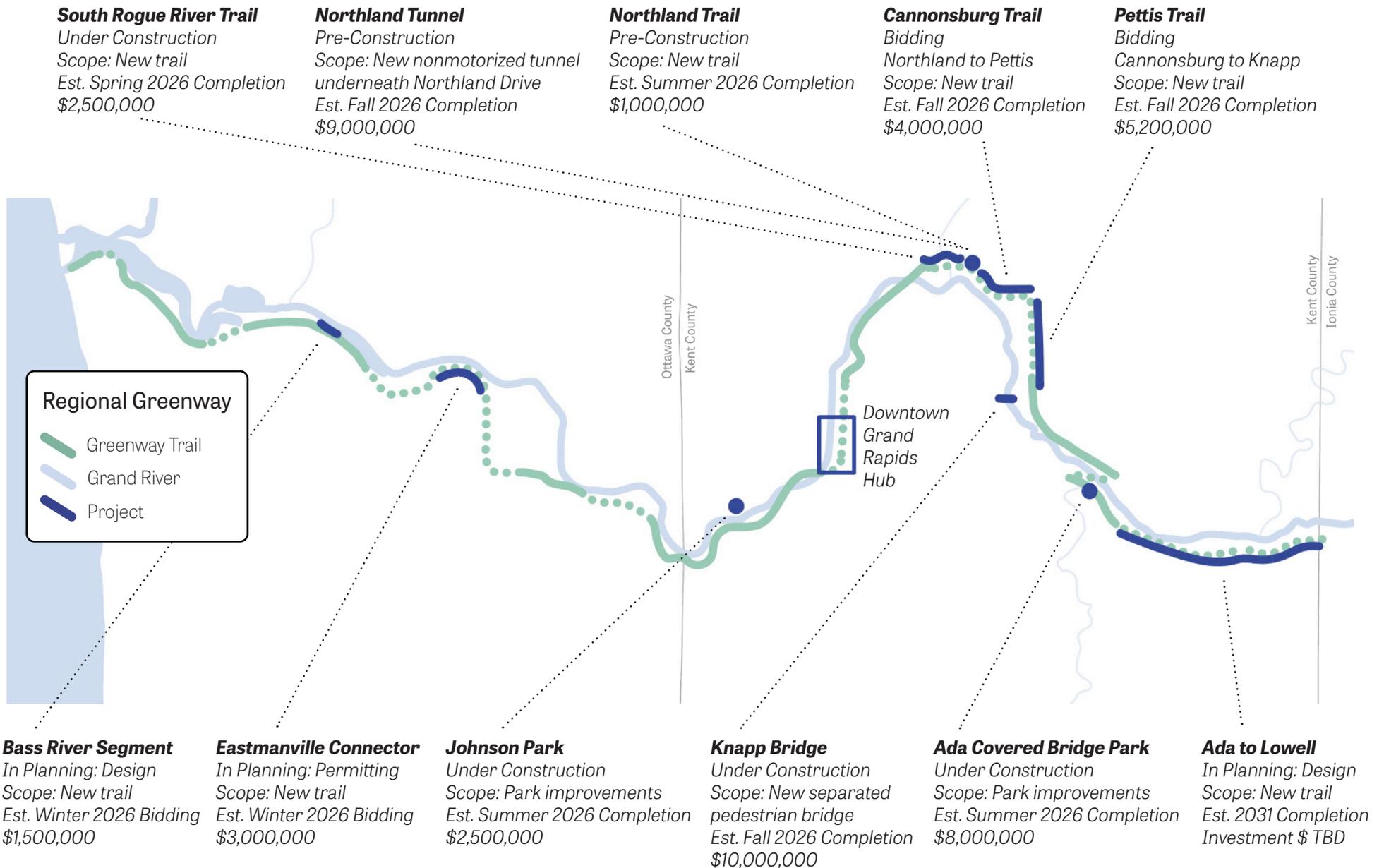
**Grand River**  
Network

1 - Includes 16 miles of ARPA-funded Kent County greenway trail, White Pine Trail to Ada  
 2 - Completed since 2023 & currently in development pipeline  
 3 - Includes 2025 completed projects Lyon Square & Lower Riverwalk

Source: Grand River Network  
 For more information, visit:  
<https://grandriver.network/upcoming-projects>

# Grand River Greenway Progress - Regional | Updated February 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.

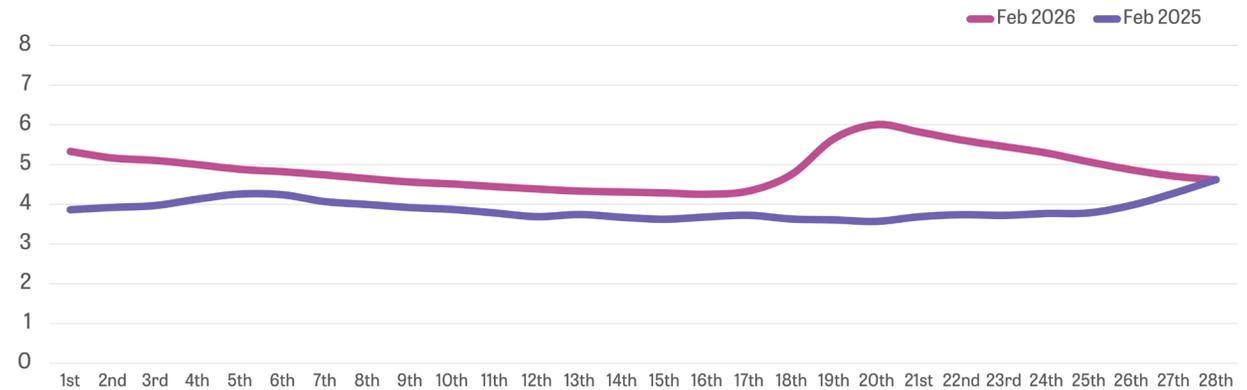


**What is gage height?** Gage height is the distance (or height) of the water surface above the streamgage datum reference point. Gage height is often observed as it relates to landmarks as well as historical data.<sup>2</sup>

**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/](https://waterdata.usgs.gov/blog/gage_height/)

Gage height increased +1.02 feet on average in Feb 2026 vs. Feb 2025 / -0.69 feet vs. Jan 2026

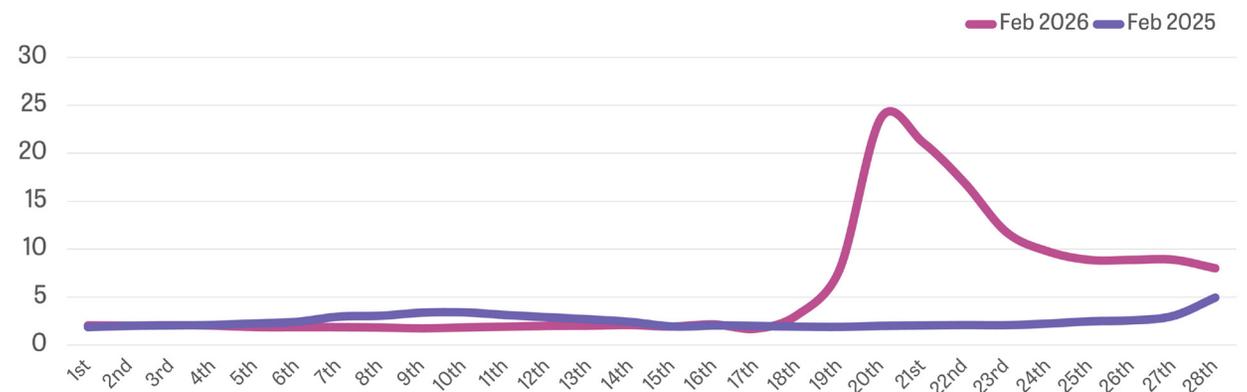


**What is turbidity?** Turbidity is the measure of relative clarity of a liquid. The higher the intensity of scattered light, the higher the turbidity.<sup>2</sup>

**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.<sup>2</sup>

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

Turbidity increased +130% FNU<sup>3</sup> on average in Feb 2026 vs. Feb 2025 / -49% vs. Jan 2026

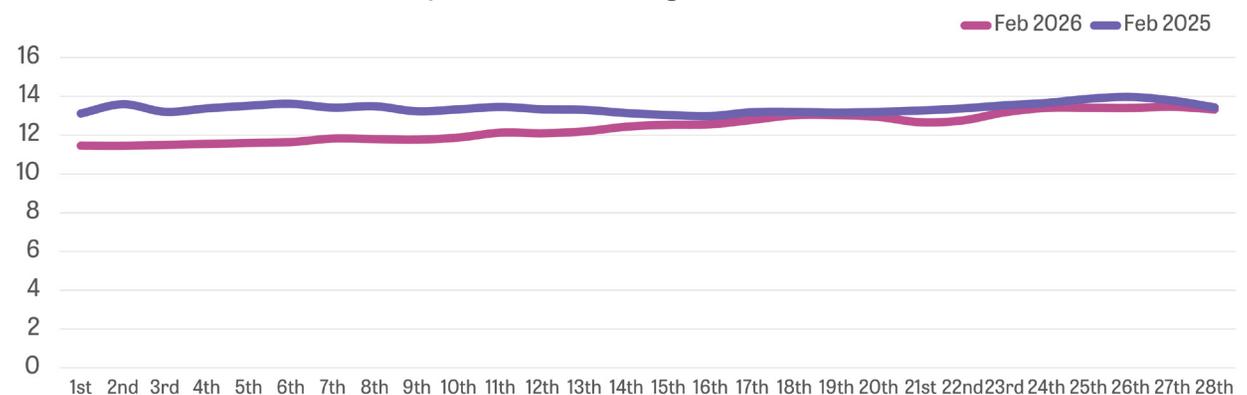


**What is dissolved oxygen?** Dissolved oxygen is a measure of how much oxygen is dissolved in the water - the amount of oxygen available to living aquatic organisms.<sup>2</sup>

**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>

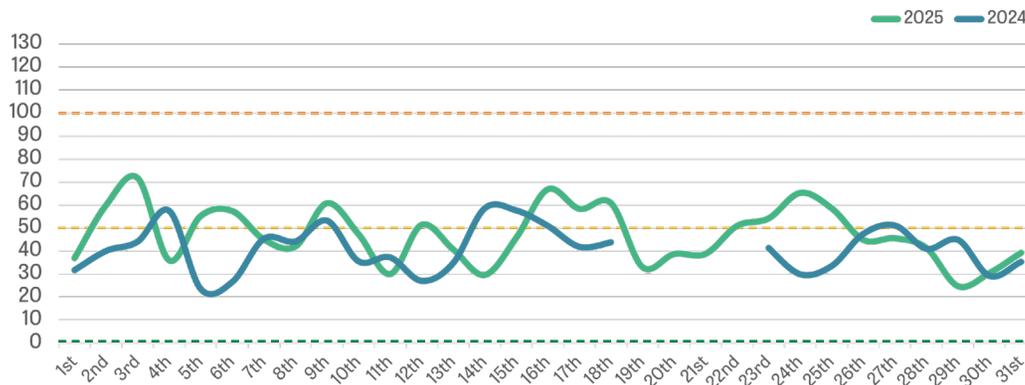
Dissolved O2 decreased -7% ml per liter on average in Feb 2026 vs. Feb 2025 / -2% vs. Jan 2026



**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.<sup>1</sup>

- 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 maximum AQI increased **+15%** in Dec 2025 vs. Dec 2024<sup>2</sup>



### December 2025 Recap

**December 29**  
**César Chávez**  
**20.12**

Best AQI Day

**Community Garden**  
**38.75 avg**

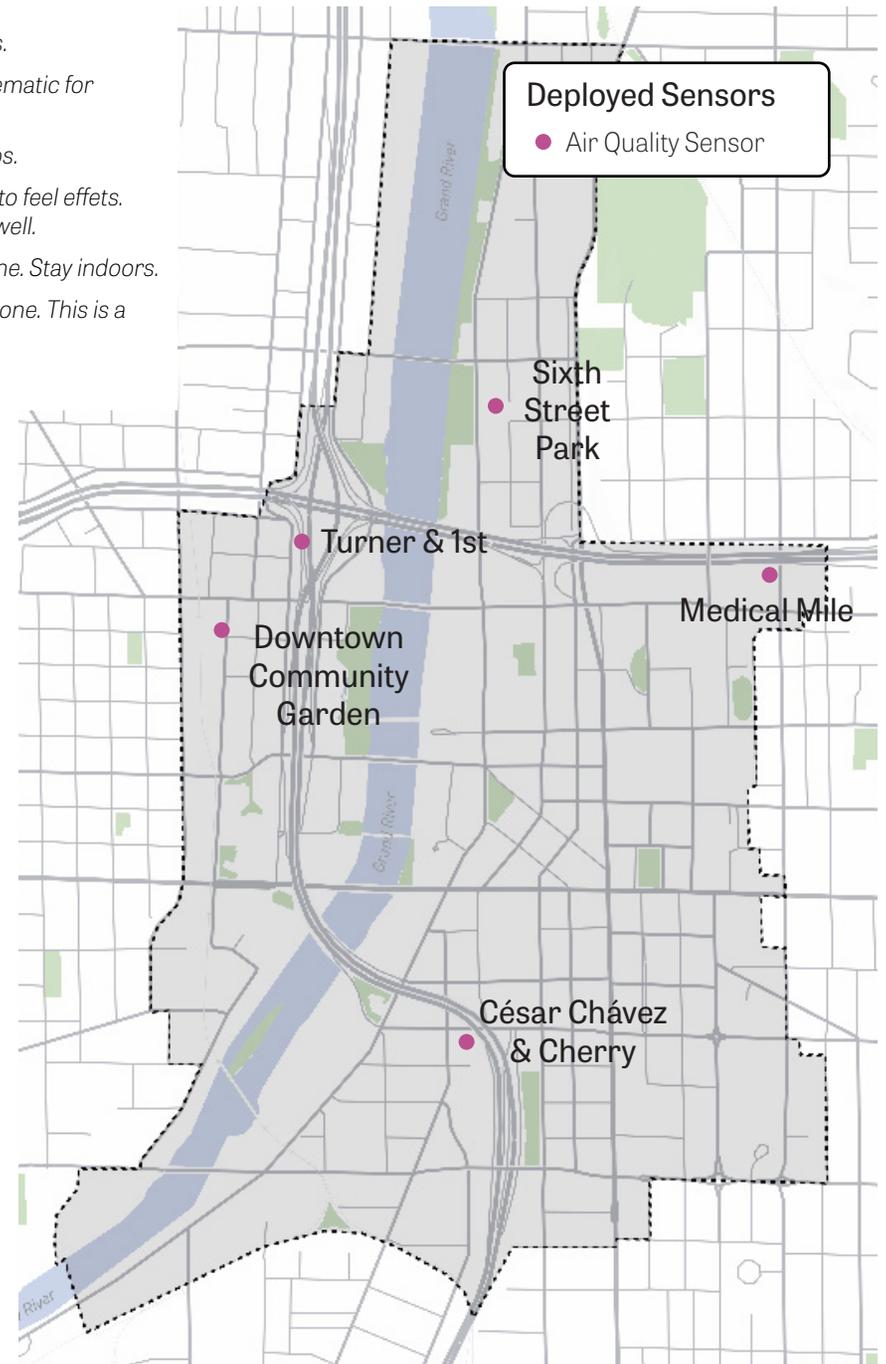
Best Average  
December AQI

**December 3**  
**Sixth Street Park**  
**95.12**

Worst AQI Day

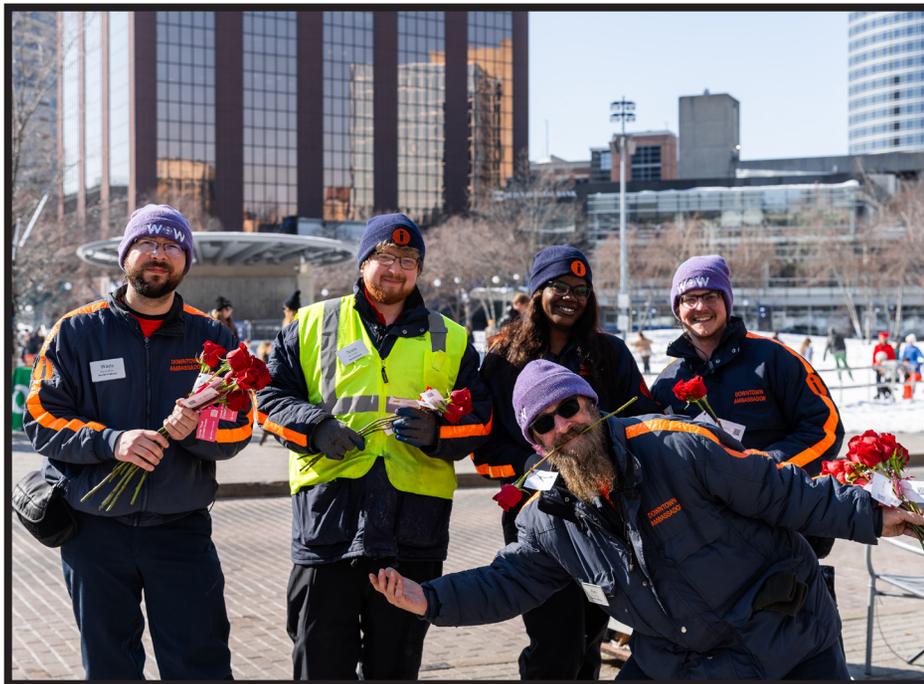
**Sixth Street Park**  
**52.28 avg**

Worst Average  
December AQI



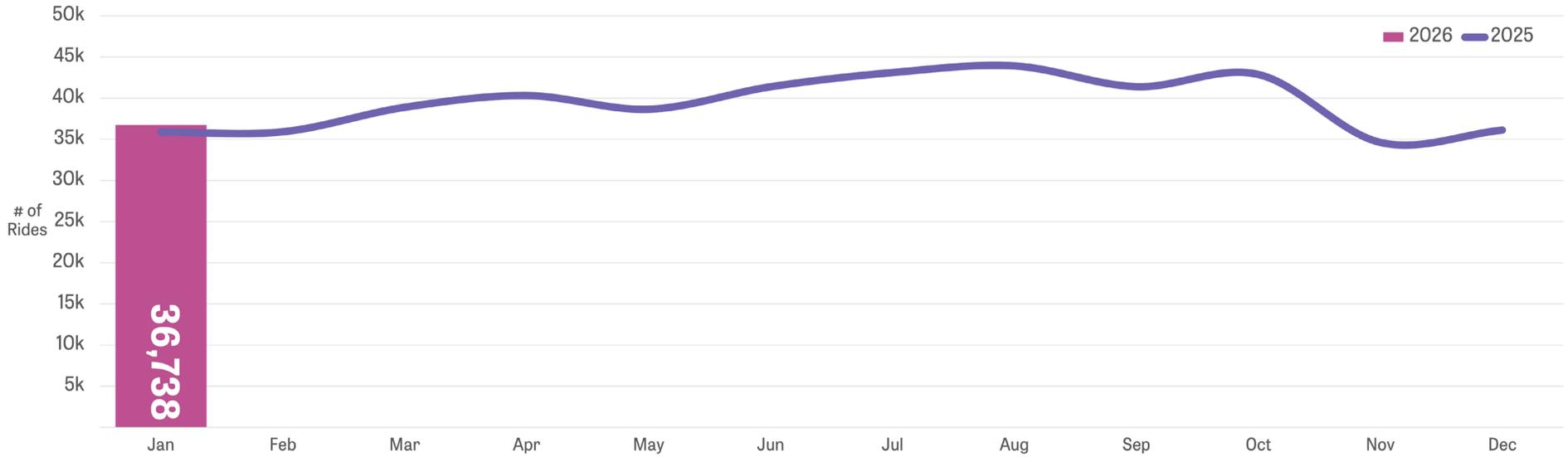
## Downtown Ambassador Statistics | Updated February 2026

	February 2026	2026 YTD	2025 YTD	2019 YTD
Graffiti Removals	104	144	185	70
Lbs of Trash Removed	15,175	27,075	27,700	56,825
Snow Removals	1,523	5,217	6,402	7,281
Weeds Abated	11	11	0	0
Business Contacts	327	1,739	882	484
Pedestrian Assists	11,219	25,534	45,405	27,345
Mobility Assists	77	152	139	165

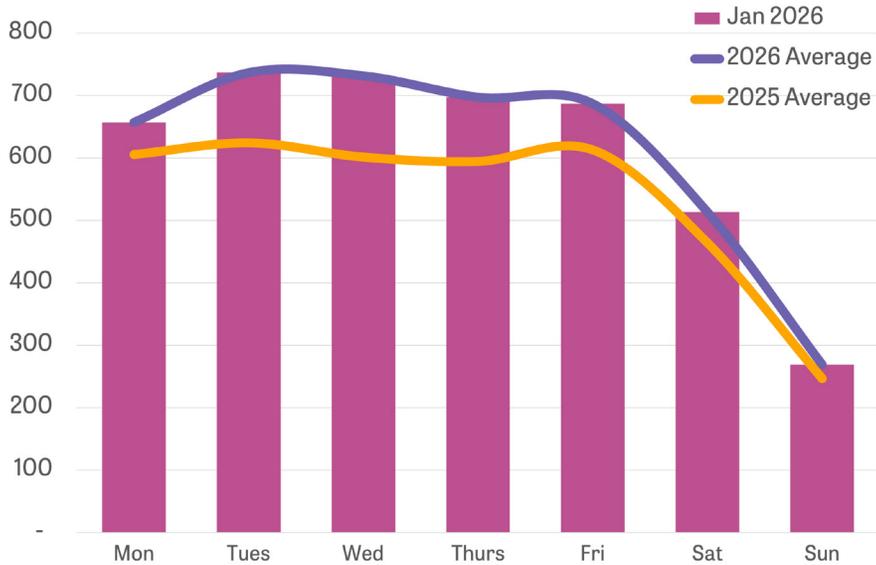


Total Ambassador Banked Hours <sup>1</sup> as of January 2026:	1,425.50
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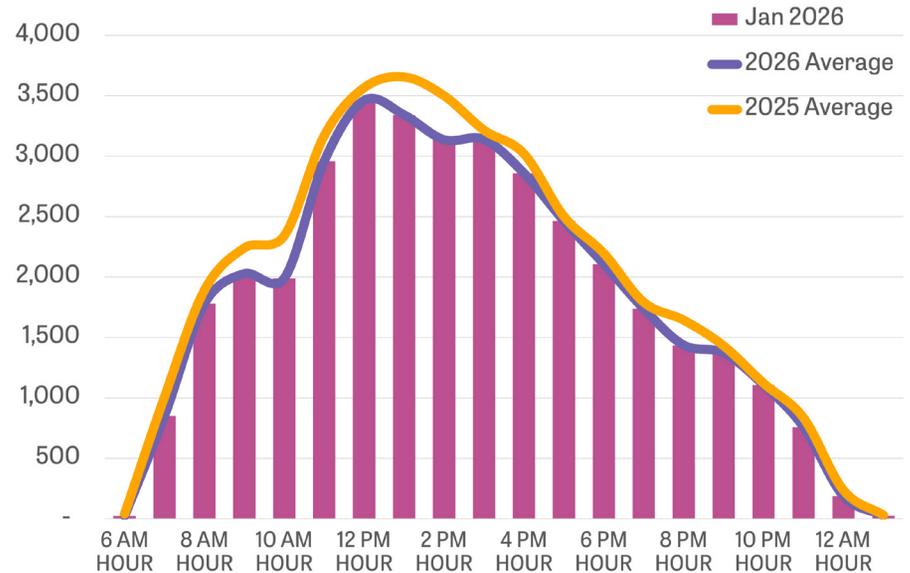
DASH Circulator ridership increased +2% in Jan 2026 vs. Dec 2025 / +2% vs. Jan 2025 / -23% vs. Jan 2019



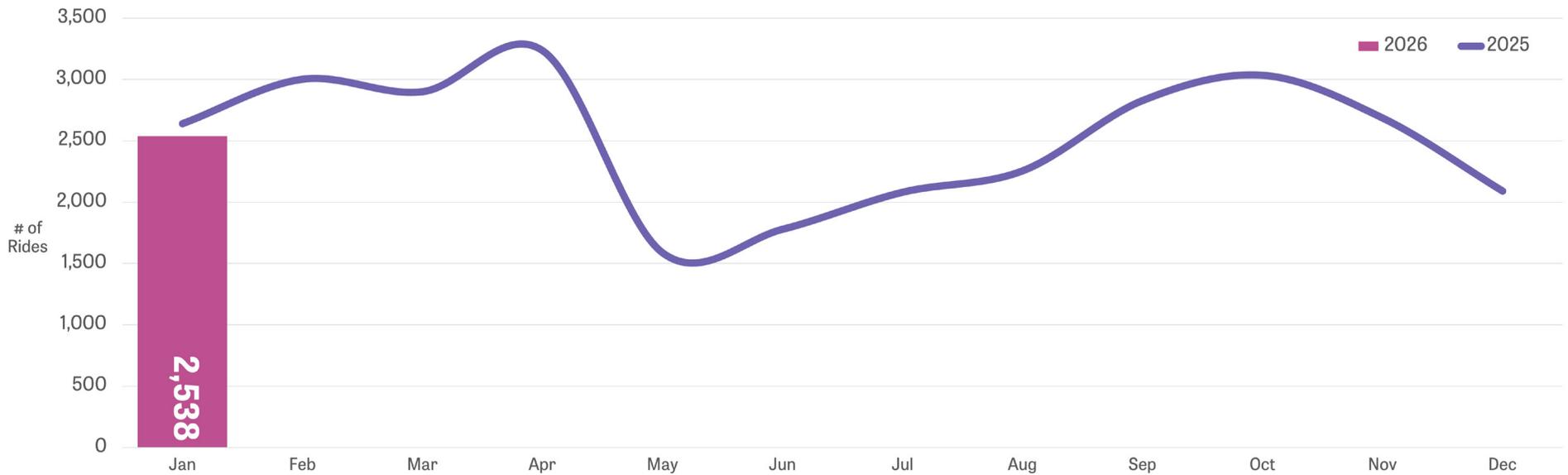
Sunday DASH Circulator ridership increased +32% in 2026 vs. 2025



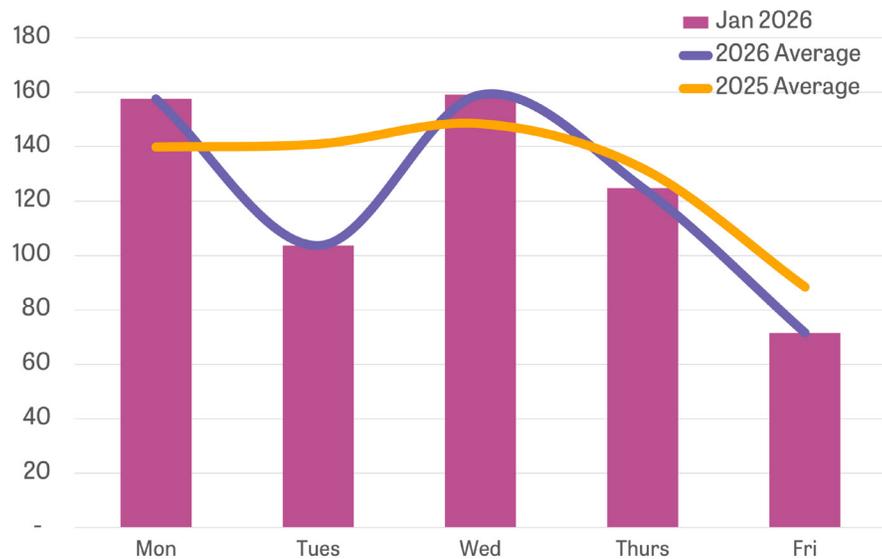
70% of DASH Circulator ridership occurred before 5 PM in January



DASH WORK ridership increased +21% in Jan 2026 vs. Dec 2025 / -4% vs. Jan 2025



Tuesday DASH WORK ridership decreased -26% in 2026 vs. 2025



52% of DASH WORK ridership in January occurred between 7 AM - 9 AM

