Downtown Vitals Report
Produced February 3, 2022
Summary of Downtown Vital Signs
Month over Month & Year to Date Changes
Most Recently Completed Month: January 2022

Vaccination Rates
+3% vs. Jan 7
66% overall
p. 3

New Businesses
+3 in January
+3 YTD
p. 4

Closed Businesses
+2 in January
+2 YTD
p. 5

Storefront Vacancy Rates
-1% vs. December ’21
-1% YTD
p. 6

Office Space Vacancy Rates (Q4 2021)
+21% vs. Q3 2021
-2% YTD
p. 7

Office Space Rental Rates (Q4 2021)
+$1.99/sqft vs. Q3 ’21
-$2.19/sqft YTD
p. 7

Hotel Occupancy (October 2021)
-6% vs. Sept ’21
+401% YTD
p. 8

City Employment (November)
+1% vs. Oct 2021
+2% YTD
p. 9

Visitor Activity Counts
+3% vs. December
+3% YTD
p. 10

Employee Activity Counts
+9% vs. December
+9% YTD
p. 10

Off-Street Parking (November 2021)
-3% vs. October ’21
-46% YTD
p. 12

DASH Ridership (December ’21)
-10% vs. Nov ’21
+15% YTD
p. 13

Airport Passenger Activity (November ’21)
+7% vs. Nov ’21
+199% YTD
p. 15

On-Street Parking
-29% vs. December
-29% YTD
p. 12

Consumer Spending (November 2021)
up 0.4% vs. Oct 1
up 20% YTD (’21)
p. 17

Time Spent Outside
up 10 pts vs. Dec 1
up 10 pts YTD
p. 16
COVID-19 Vaccination Distribution & Administration

Kent County

66% of Kent residents fully vaccinated
64% nation-wide
59% state-wide

63% of doses administered
81% nation-wide
73% state-wide

203,368 boosters doses administered in Kent County
101,300 Pfizer Pediatric doses delivered to Kent County

Sources: Michigan Department of Health and Human Service Immunization Department; Kent County Department of Health; vaccinatewestmi.com; covid.cdc.gov
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. Starbucks @ Studio Park (September 1)
16. Webster’s Market (September 3)
17. Portico (September 3)
18. ArtRat Gallery (September 10)
19. Skelletones (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)
25. Thrift on Div (November)

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

2022
38. Grand Rapids Voice Collective (Jan 10)
39. Brooklyn Bodega Bagel & Deli (Jan 26)
40. Woodrow’s (January 27)

*received DDA Retail Incubation Grant

15% BIPOC-Owned
43% Women-Owned

Source: Downtown Grand Rapids Inc.
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. Darling Style (January)
19. Menna’s Joint (January 17)

*business transitioned or moved

Source: Downtown Grand Rapids Inc.
366
ground-floor
businesses in DT

21%
current
vacancy rate

2.7 yr
average vacancy
duration

This equates to
428k
square feet of
available space

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
56% average decrease in hotel occupancy during COVID

402% overall increase in hotel occupancy in 2021 since Dec 2020

Source: Smith Travel Research via Experience GR
City Employment

1% increase compared to previous month

1% increase compared to 2021 average

1% increase compared to overall average

0.1% increase compared to October 2021

Source: U.S. Bureau of Labor Statistics via City of Grand Rapids
15% average decrease in visitor activity compared to 5-year January average

33% average decrease in employee activity compared to 5-year January average

Source: Placer.ai via Downtown Grand Rapids Inc.
Current Downtown Construction and 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. **Défagé 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

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**Total**  
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- and Off-Street Parking

28% average decrease in 2022 compared to 3-year average on-street parking

7-minute longer sessions in 2022 compared to 3-year average on-street parking

Off-Street Parking currently experiencing data lag

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**

40% average decrease in passenger activity during COVID

2% average increase in freight activity during COVID

Source: Gerald R. Ford Airport

**October 2021**

Temporarily Missing

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**Passenger Activity 2019 vs. 2020 vs. 2021**

**Freight Activity 2019 vs. 2020 vs. 2021**
Time Spent Outside of Home: Retail & Restaurant

Kent County

-22%
January Average
Jan 2021: -34%
Jan 2020: N/A

-22%
2022 Average so far
2021: -13%
2020: -23%

-15%
January 1 2022
Jan 1 2021: -32%
Jan 1 2020: N/A

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%

Source: Opportunity Insights Economic Tracker
tracktherecovery.org