

Downtown Vitals Report

Published February 2026



DOWNTOWN
GRAND RAPIDS INC.

Fire & Ice, a World of Winter signature event →



VISITOR ACTIVITY

-6%

vs. last month (December 2025)
-2% vs. this time last year p. 3

DAILY EMPLOYEE POPULATION

+2%

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

RESIDENT ACTIVITY

+10%

vs. last month (December 2025)
-17% vs. this time last year p. 5

NEW STOREFRONT BUSINESSES

+1

in January
1 business opened this year p. 6

STOREFRONT VACANCY

20%

in January
0 businesses closed this year 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

-2%

vs. last month (November)
+8% 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

\$530M

p. 11

DASH CIRCULATOR RIDERSHIP

+4%

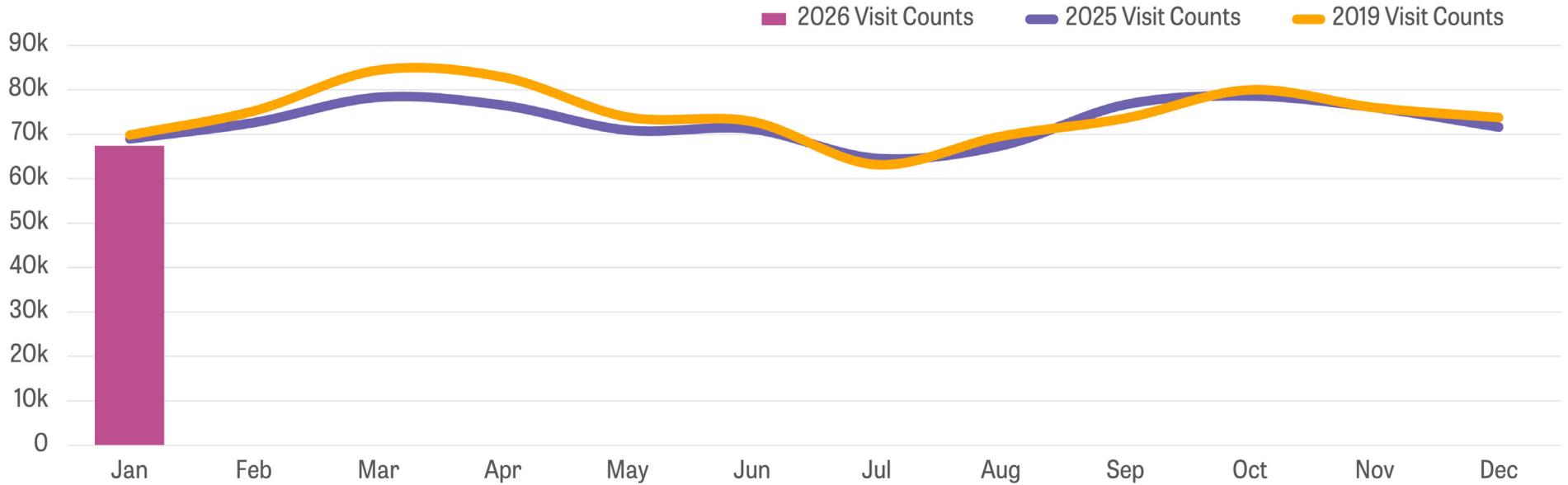
vs. last month (November 2025)
+5% vs. this time last year p. 17

DASH WORK RIDERSHIP

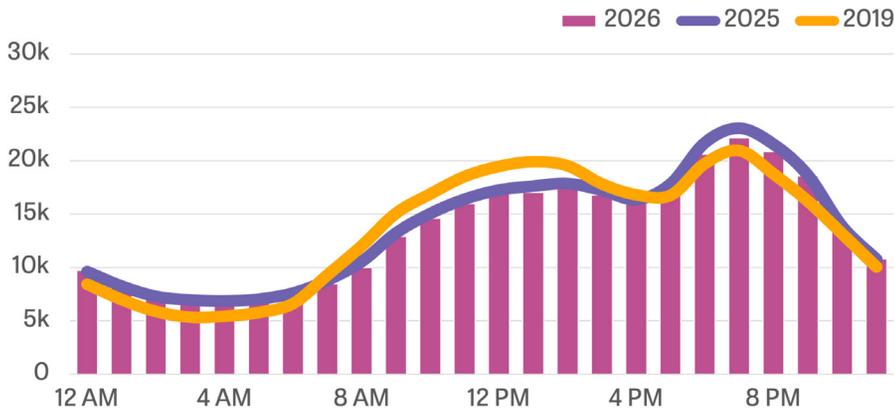
-22%

vs. last month (November 2025)
+5% vs. this time last year p. 18

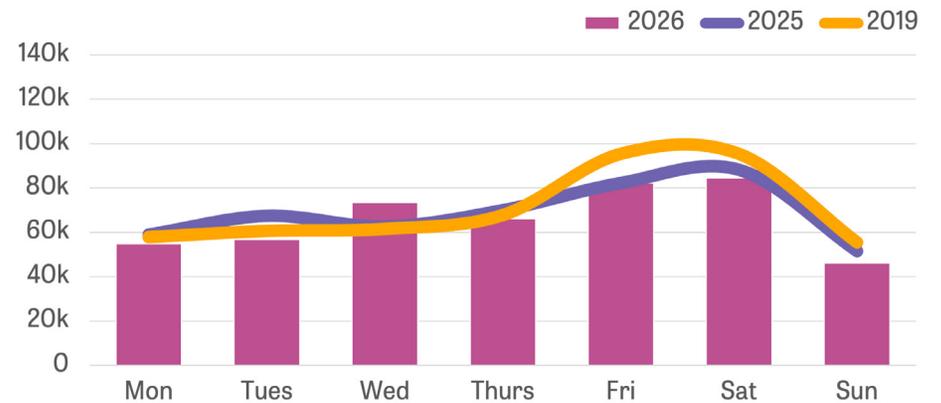
Daily average visit counts decreased -6% in Jan 2026 vs. Dec 2025; -2% vs. Jan 2025; -4% vs. Jan 2019



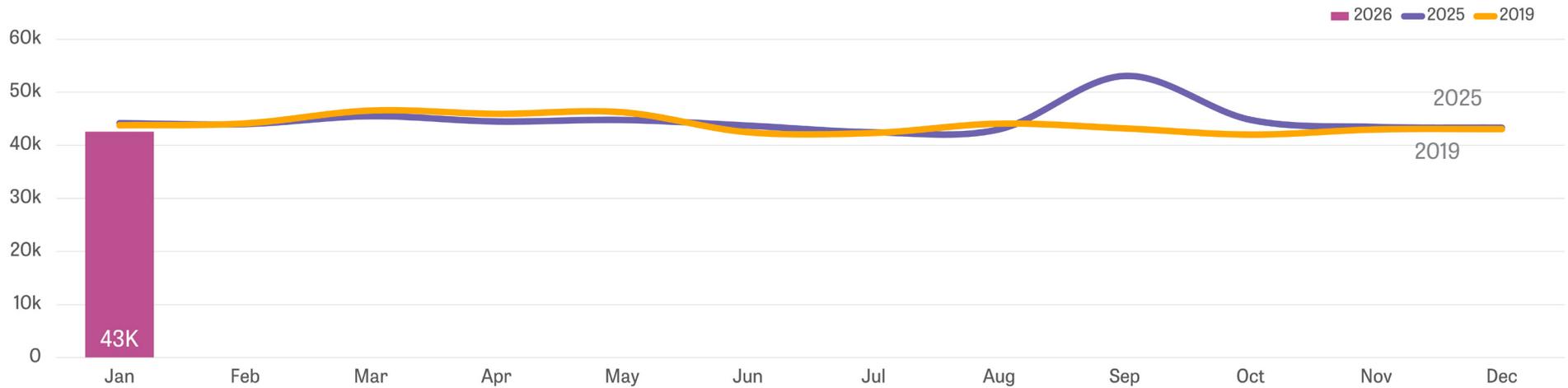
From 5 PM - 11 PM daily average hourly counts decreased -3% in Jan 2026 vs. Jan 2025; +7% vs. Jan 2019



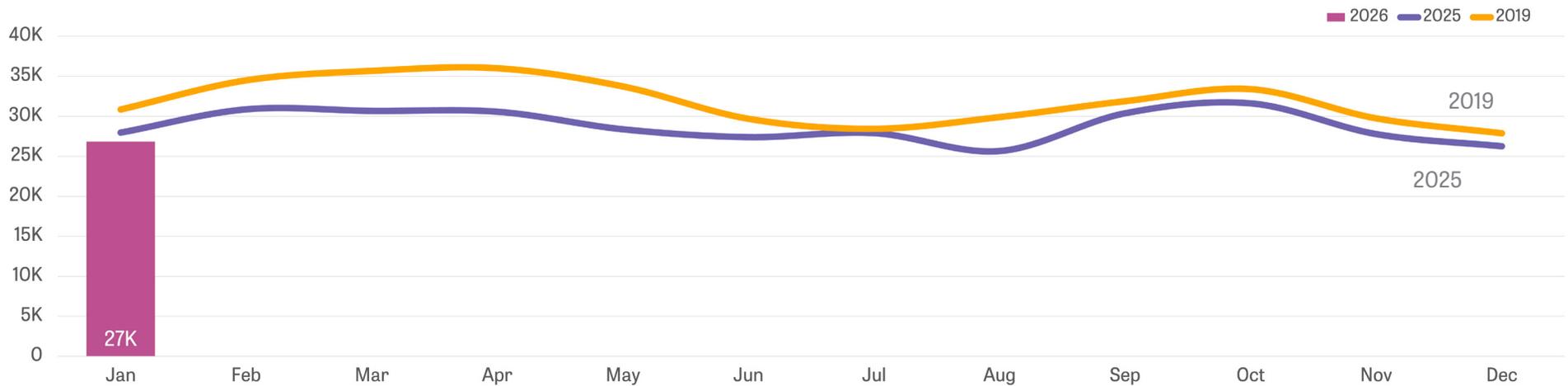
Wednesday average daily counts increased +18% in Jan 2026 vs. Jan 2025; +20% vs. Jan 2019



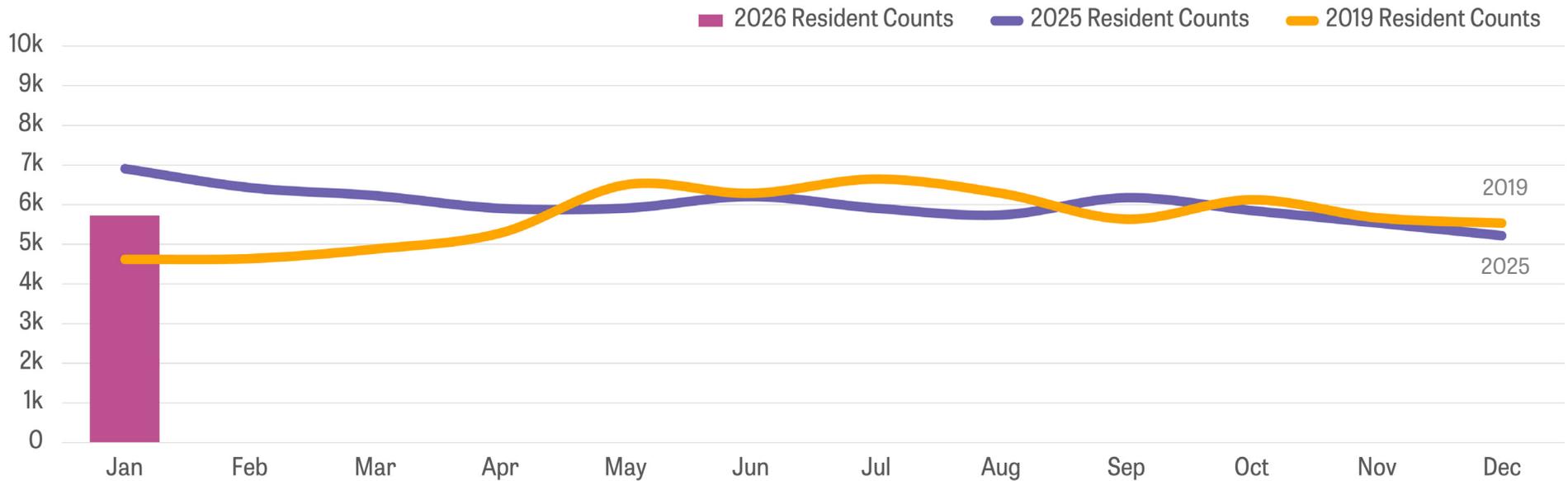
Unique employees¹ decreased -2% in Jan 2026 vs. Dec 2025; -4% vs. Jan 2025; -3% vs. Jan 2019



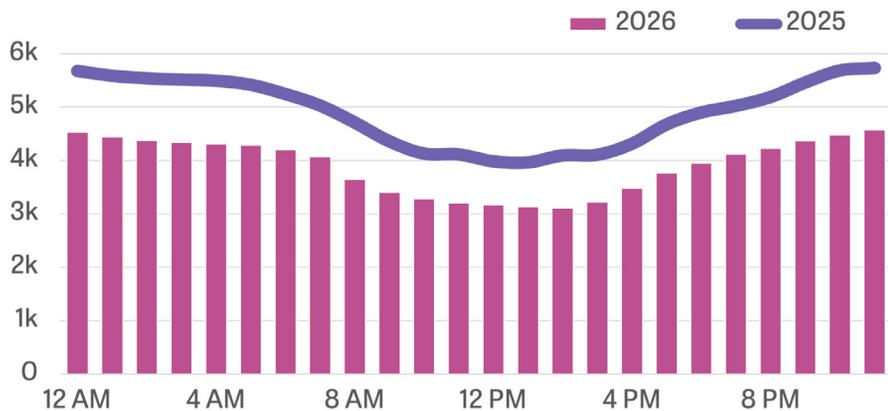
Average daily workforce² increased +2% in Jan 2026 vs. Dec 2025; -4% vs. Jan 2025; -13% vs. Jan 2019



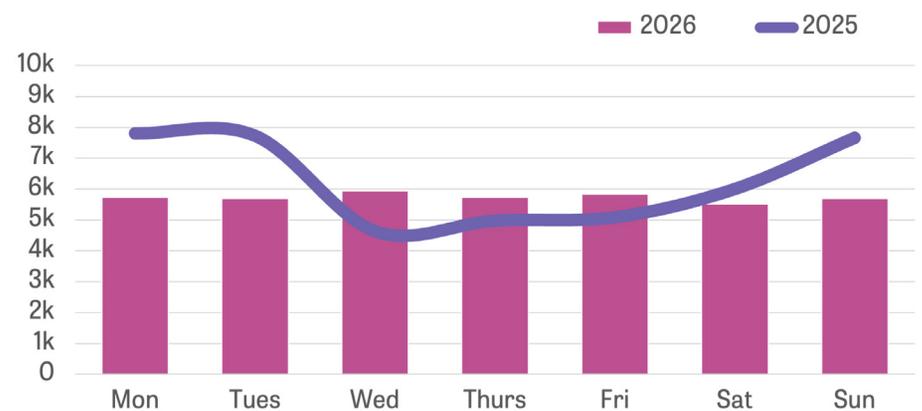
Daily average resident counts increased +10% in Jan 2026 vs. Dec 2025; -17% vs. Jan 2025; +24% vs. Jan 2019



Overall daily average hourly counts decreased -21% in Jan 2026 vs. Jan 2025

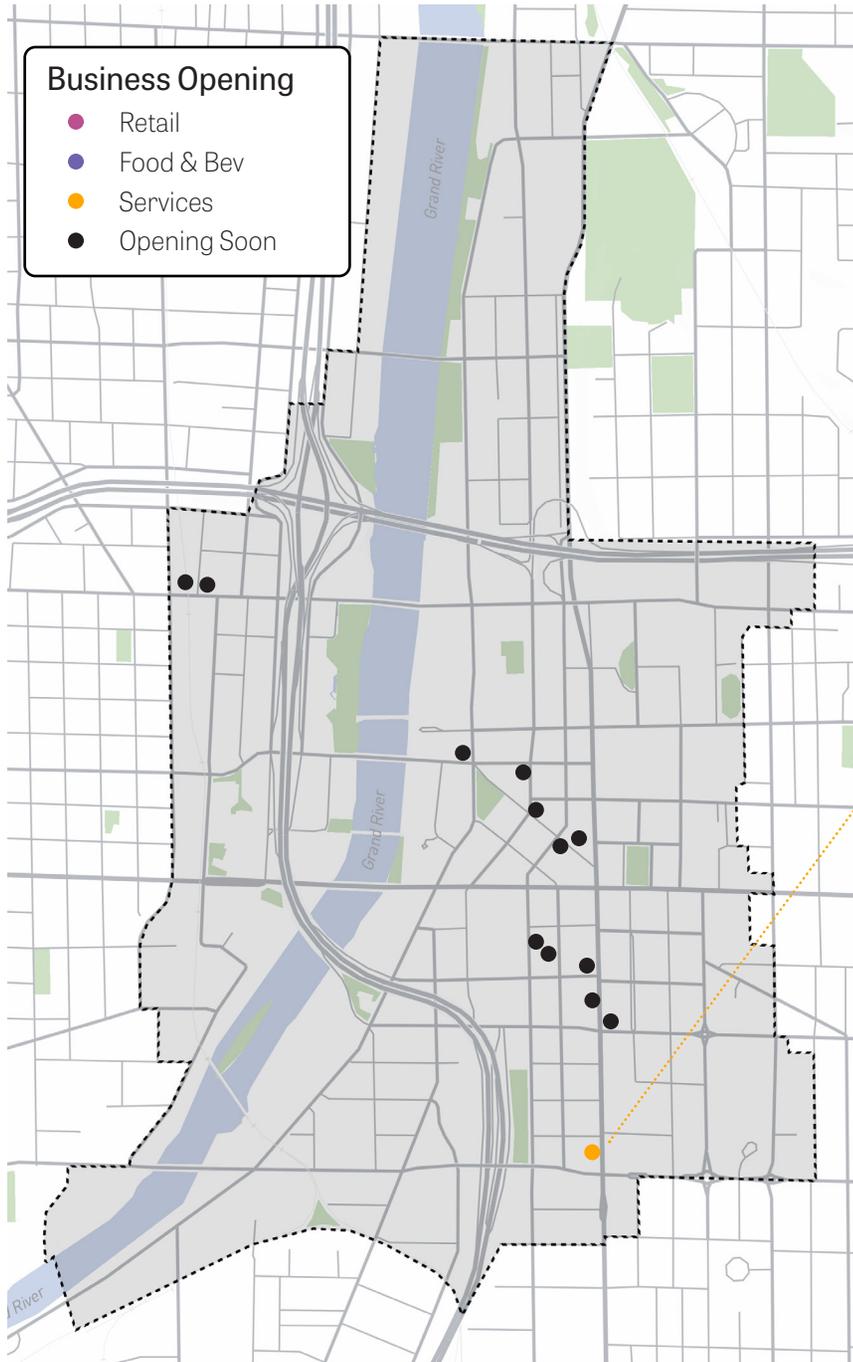


Wednesday average daily counts increased +28% in Jan 2026 vs. Jan 2025



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	\$67,536.00
Total	32	\$920,107.46



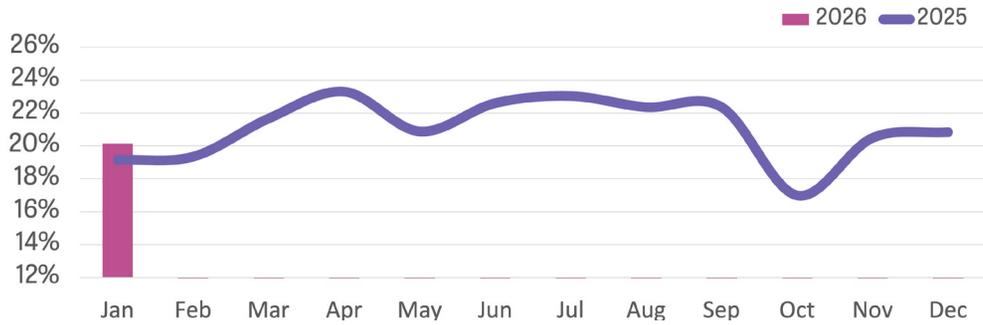
Starbird Tattoo
Tattoo Parlor - January



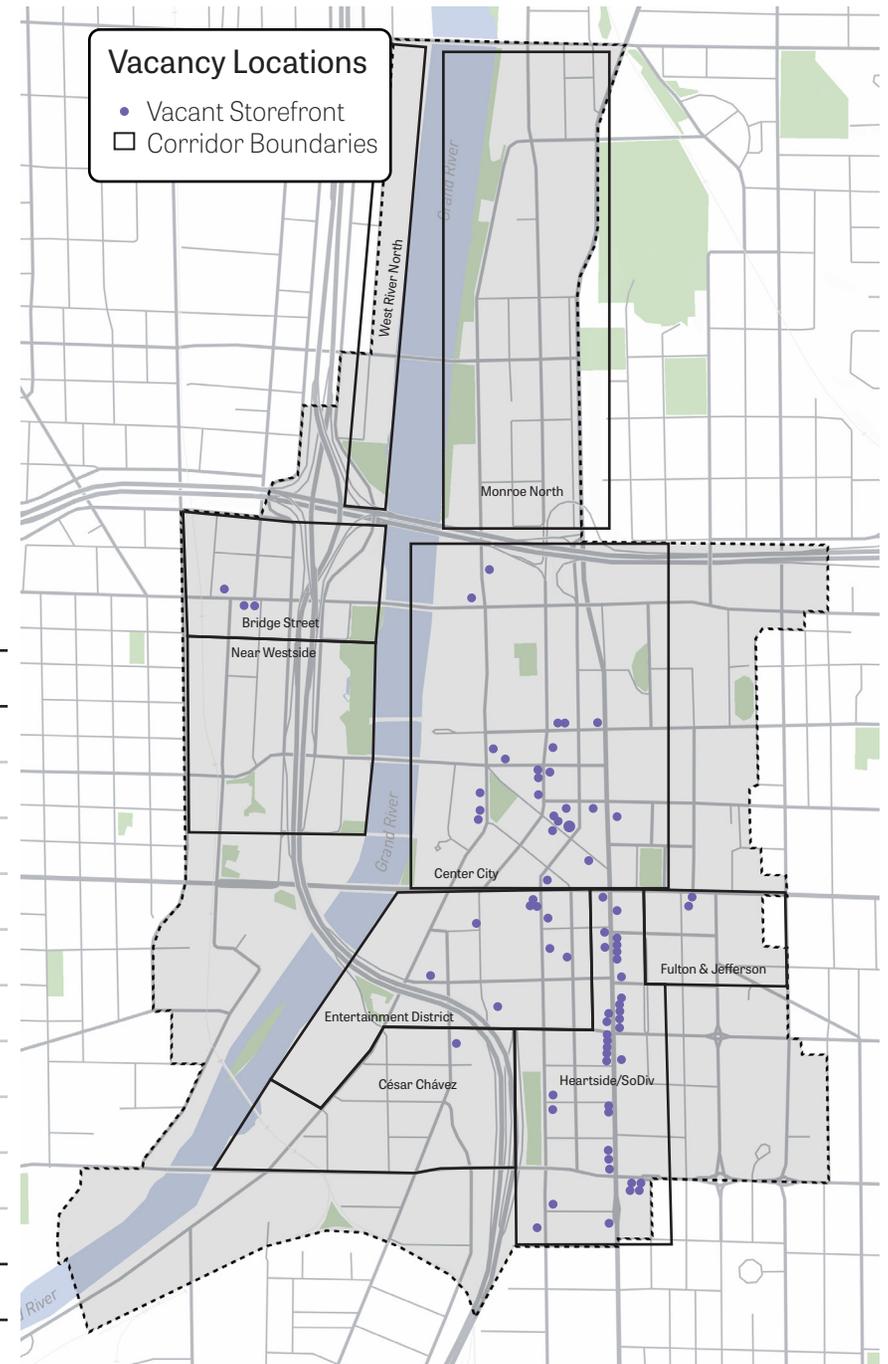
0 storefront businesses closed
 in Downtown in 2026 so far
 0% Food & Bev - 0% Retail - 0% Services

Storefront vacancy was 20% in January 2026

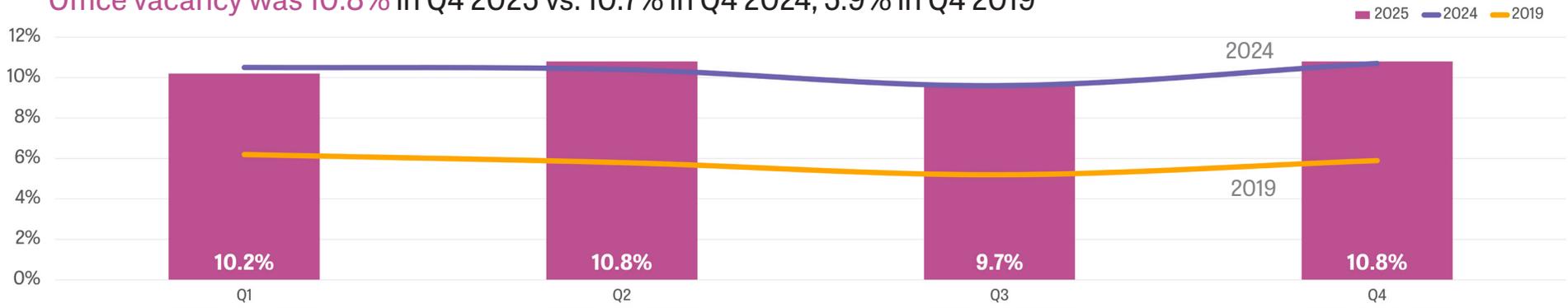
y-axis truncated to highlight month-over-month changes



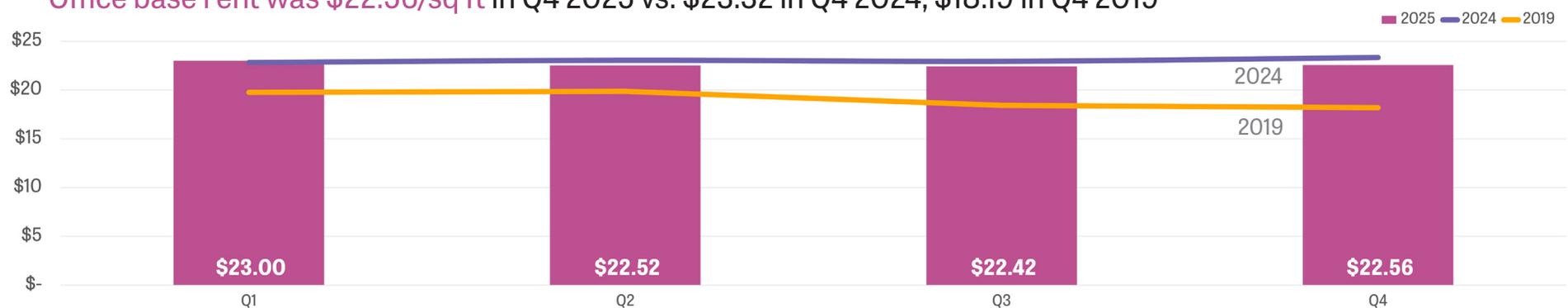
Corridor	Storefronts	Vacancies	Vacancy %
Bridge Street	23	3	13%
Center City	129	29	22%
Monroe Center ¹	55 ¹	11 ¹	20% ¹
César Chávez	8	1	13%
Entertainment District	64	10	16%
Fulton & Jefferson	21	2	10%
Heartside/SoDiv	111	36	32%
Monroe North	29	0	0%
Near Westside	14	0	0%
West River North	3	0	0%
DISTRICT TOTALS:	402	81	20%



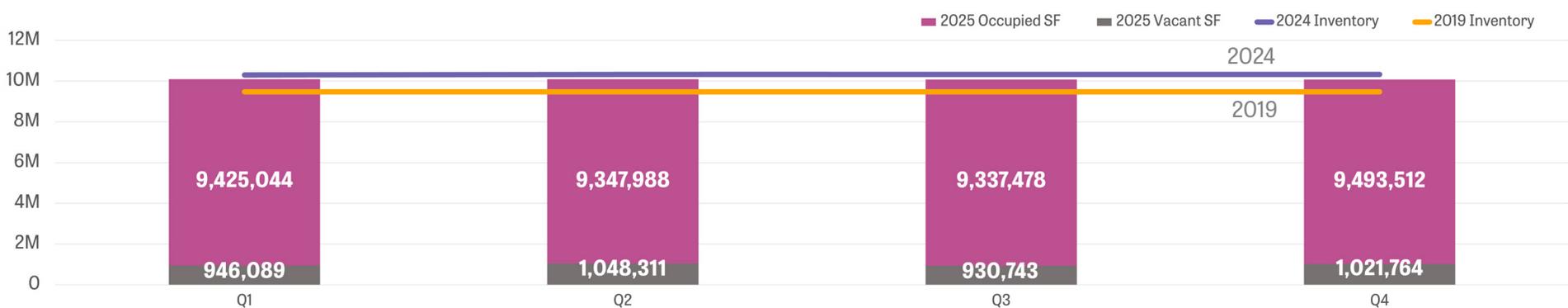
Office vacancy was 10.8% in Q4 2025 vs. 10.7% in Q4 2024; 5.9% in Q4 2019



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

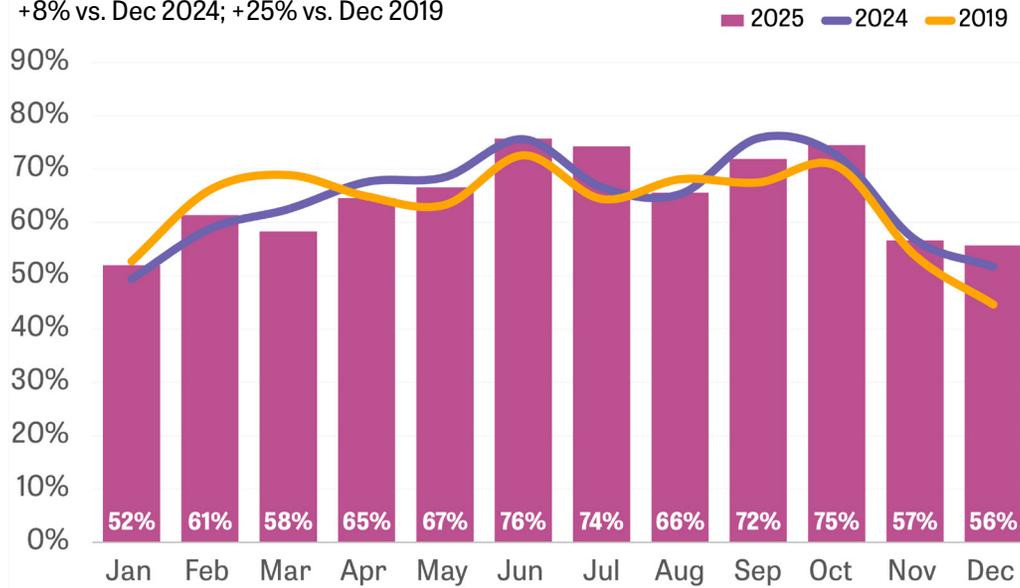


There were 10.1 million square feet of office inventory in Q4 2025

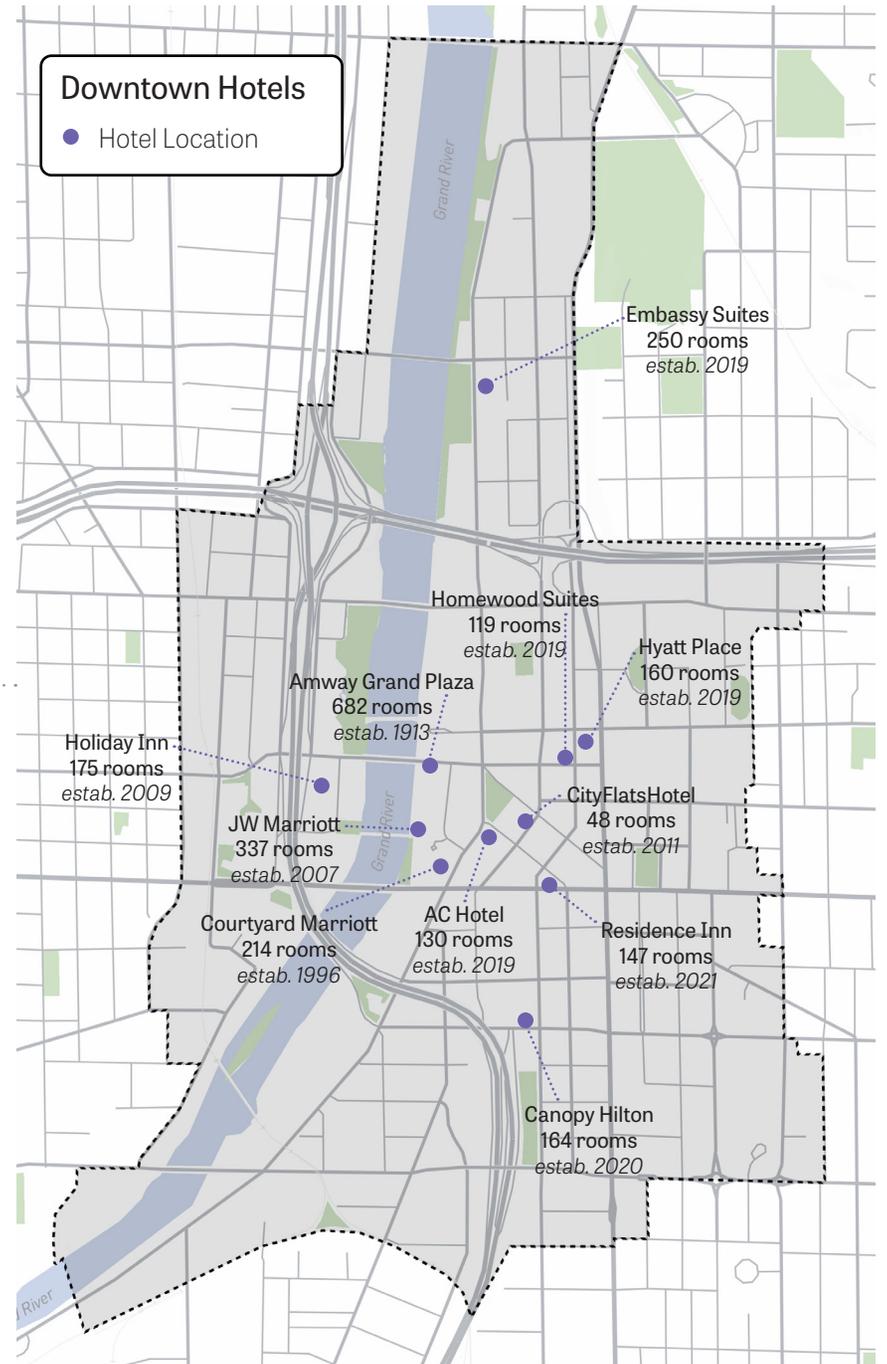
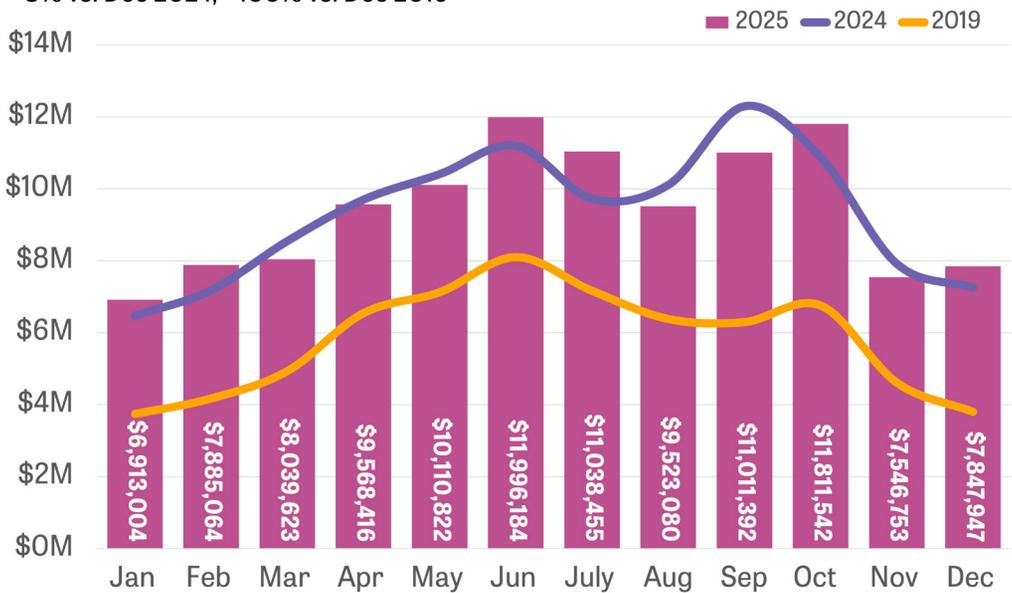


Hotel Occupancy | Updated December 2025

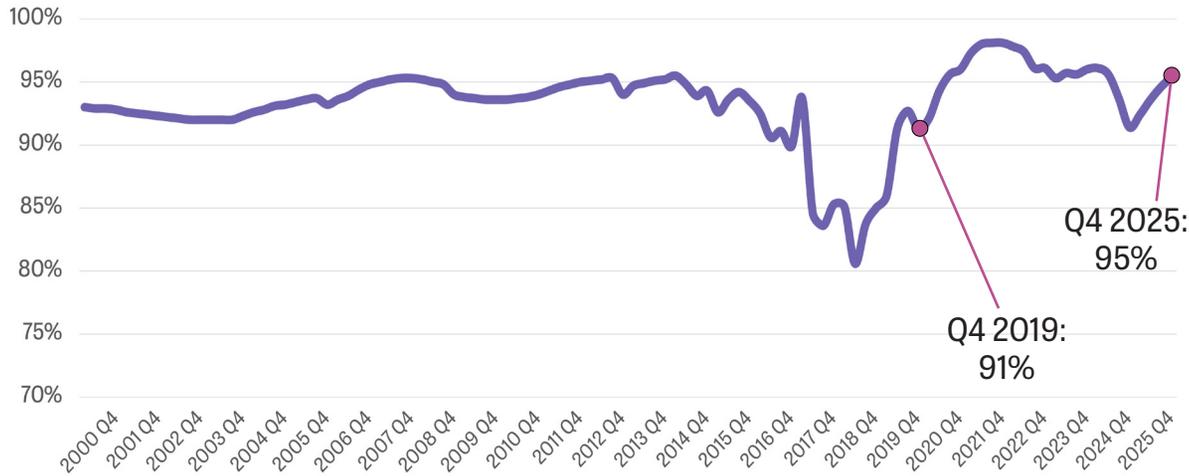
Hotel occupancy decreased **-2%** in Dec 2025 vs. Nov 2025;
 +8% vs. Dec 2024; +25% vs. Dec 2019



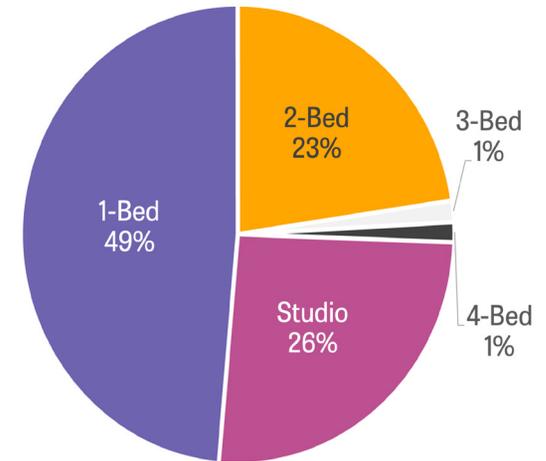
Hotel revenue increased **+4%** in Dec 2025 vs. Nov 2025;
 +8% vs. Dec 2024; +106% vs. Dec 2019



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

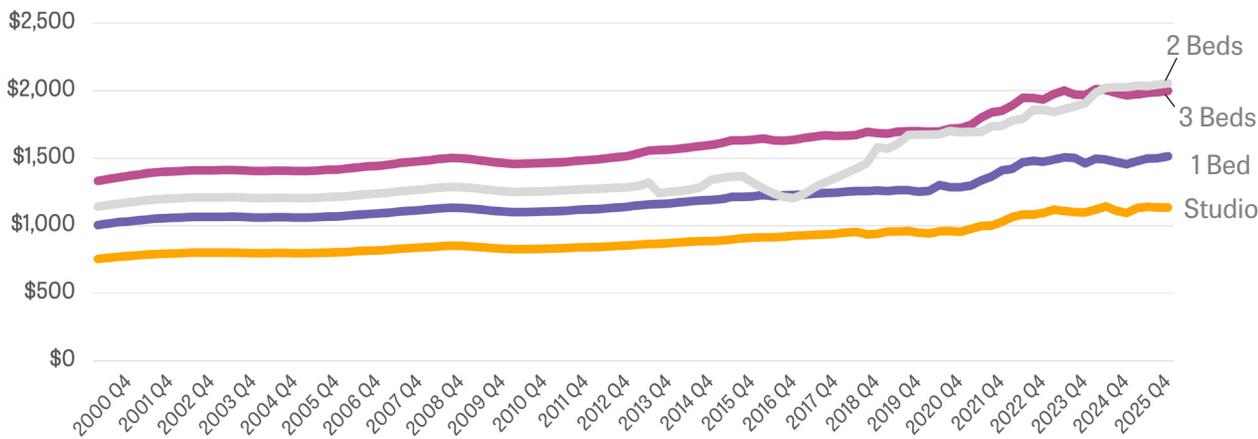


Distribution of Units by # of Rooms

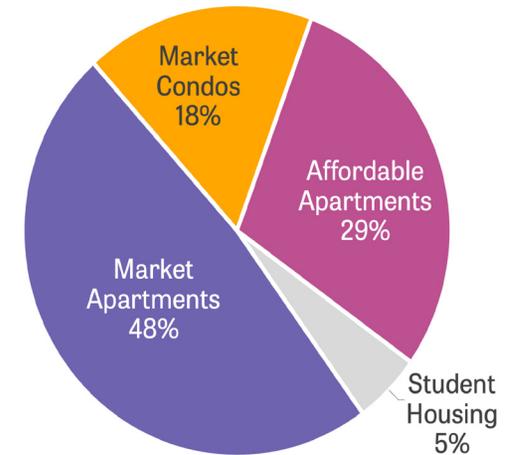


There are **293** units currently under construction and **1,856** in the planning & development pipeline

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 Clipper Lofts

anticipated completion: Q1 2026

- +35 housing units
- +20,000 sq ft of office space
- \$12,800,000 investment

2 GRPM River's Edge Work

anticipated completion: Q1 2026

\$12,000,000 investment

3 Acrisure Amphitheater

anticipated completion: May 2026

- +190 car parking spaces
- +825 jobs
- \$214,500,000 investment

4 111 Lyon Residential Conversion

anticipated completion: June 2026

- +140 housing units
- 125,000 sq ft of office space
- \$50,000,000 investment

5 Early Childhood Center @ Rapid Central Station

anticipated completion: April 2026

\$7,900,000 investment

6 Verne Barry Place Renovation

anticipated completion: 2026

\$12,000,000 investment

7 Amway Soccer Stadium

anticipated completion: Spring 2027

- +104 jobs
- \$175,000,000 investment

8 Corewell Parking Lots

anticipated completion: TBD

- +40 car parking spaces

9 Karl & Patricia Betz Living Center

anticipated completion: June 2027

- +118 housing units
- +6,000 sq ft of commercial space
- \$46,000,000 investment

\$530M

current active investment

6k

sq ft of commercial space

-105k

sq ft of office space

929

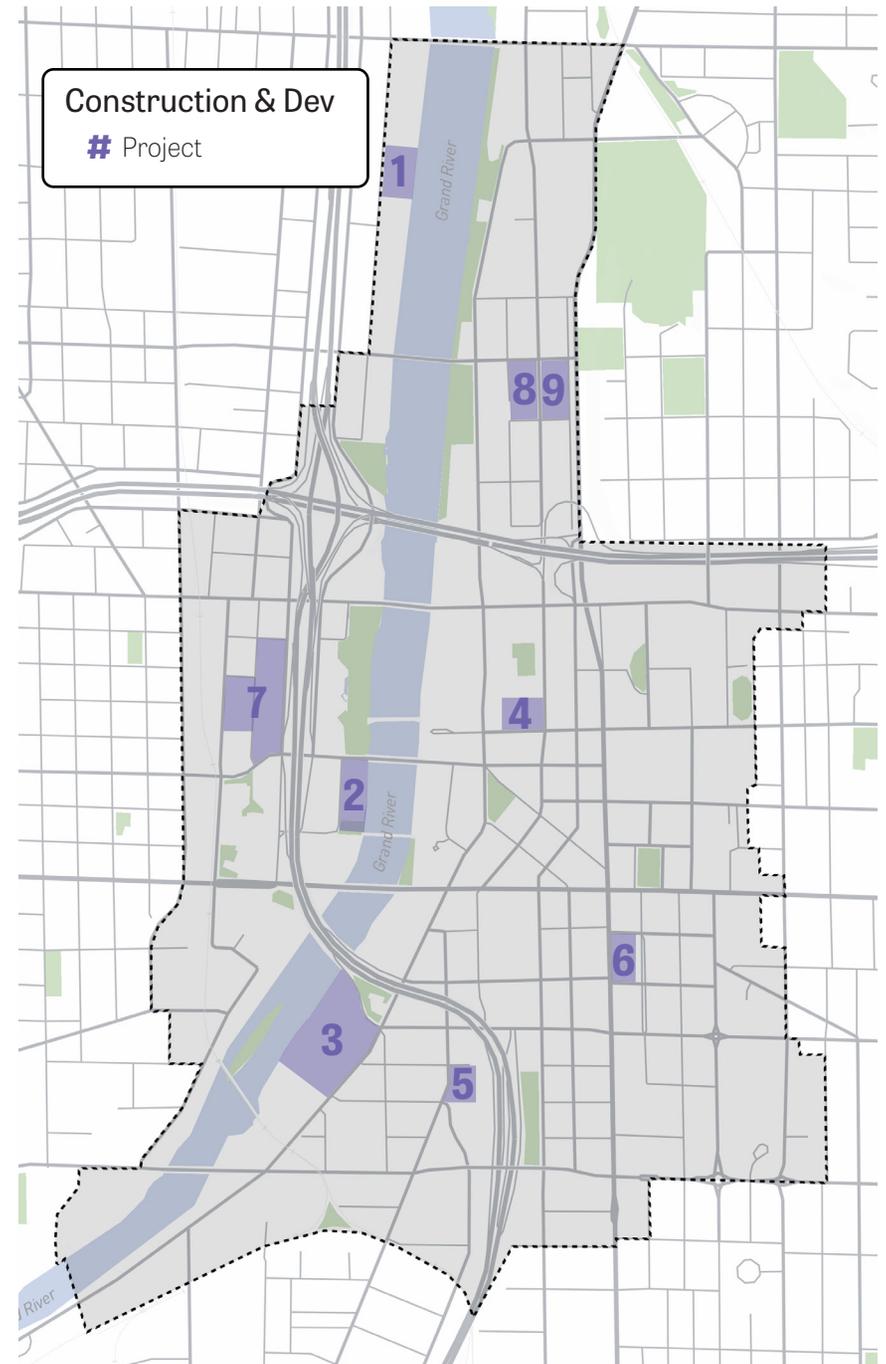
new jobs

230

car parking spaces

293

housing units



Grand River Greenway Progress - Local | Updated January 2025

198 total acres of park improvements

20 total miles of trail improvements¹

\$332M in total public space investment

\$1.7B in private river-adjacent investment²

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

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



3 - Includes 2025 completed projects Lyon Square & Lower Riverwalk
Source: Grand River Network



DOWNTOWN
GRAND RAPIDS INC.



Grand River
Network

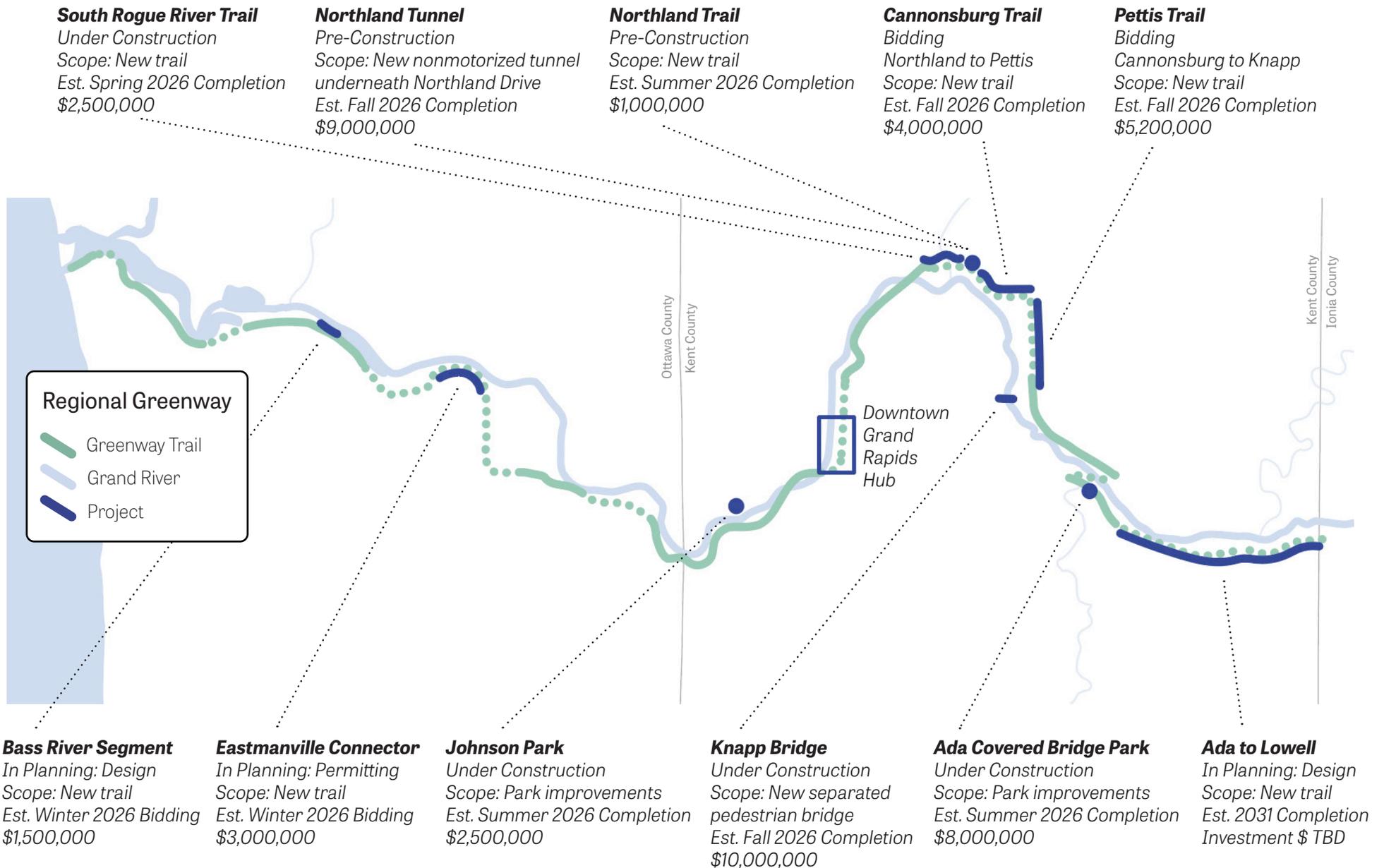
For more information, visit: <https://grandriver.network/upcoming-projects>

1 - Includes 16 miles of ARPA-funded Kent County greenway trail, White Pine Trail to Ada

2 - Completed since 2023 & currently in development pipeline

Grand River Greenway Progress - Regional | Updated January 2025

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.

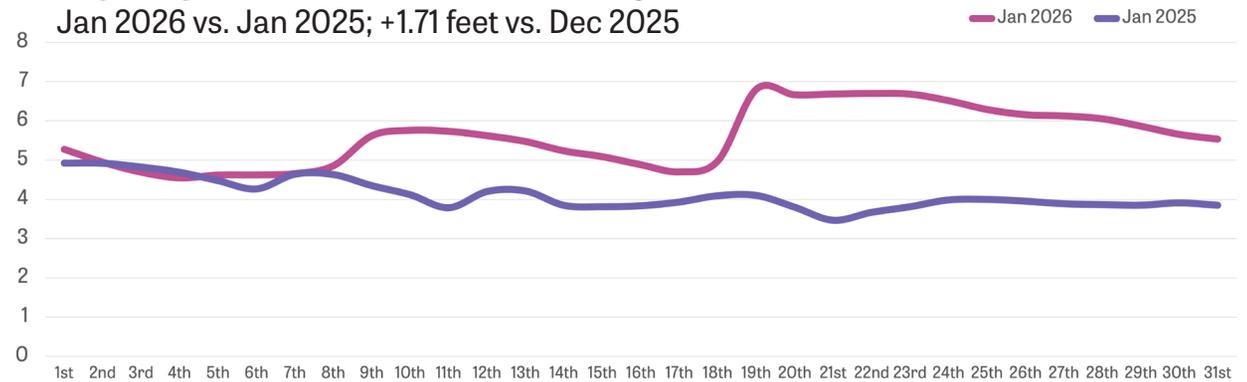


What is gage height? Gage height is the distance (or height) of the water surface above the streamgage datum reference point. Gage height is often observed as it relates to landmarks as well as historical data.²

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 +1.46 feet on average in Jan 2026 vs. Jan 2025; +1.71 feet vs. Dec 2025

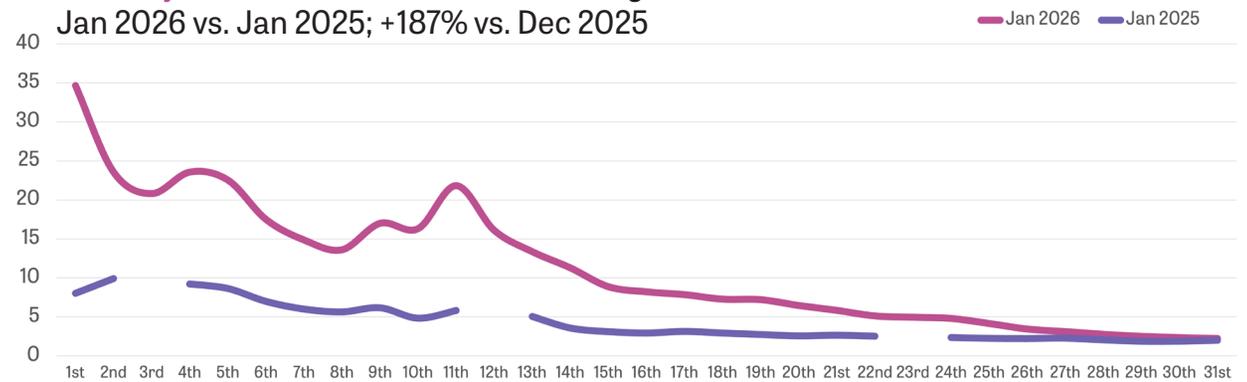


What is turbidity? Turbidity is the measure of relative clarity of a liquid. The higher the intensity of scattered light, the higher the turbidity.²

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 +168% FNU³ on average in Jan 2026 vs. Jan 2025; +187% vs. Dec 2025

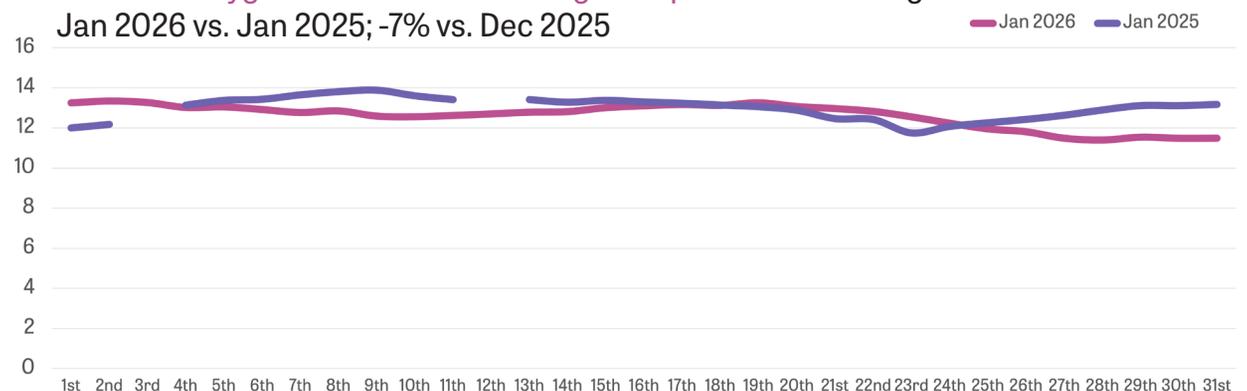


What is dissolved oxygen? Dissolved oxygen is a measure of how much oxygen is dissolved in the water - the amount of oxygen available to living aquatic organisms.²

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 oxygen decreased -3% milligrams per liter on average in Jan 2026 vs. Jan 2025; -7% vs. Dec 2025



1 - Measurements made at North Park St NE Bridge
 2 - Definitions provided by United States Geological Survey (USGS)
 3 - FNU = Formazin nephelometric units

Gaps indicate missing data.
 Data partner & source: USGS interpreted by DGRI.
 Learn more at <https://waterdata.usgs.gov/nwis>

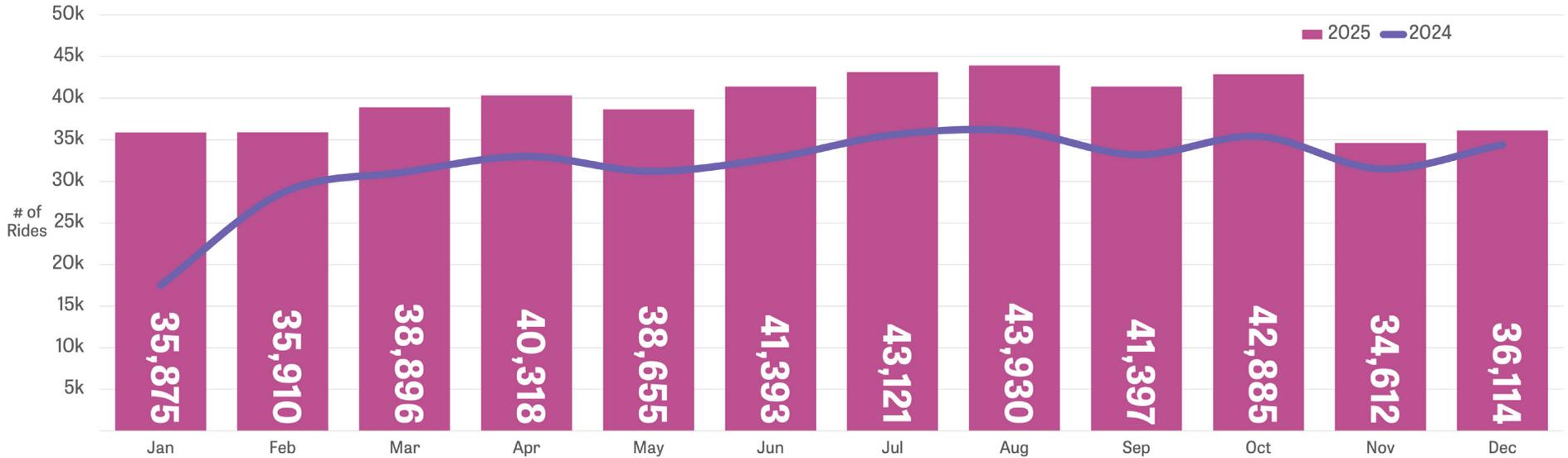
Downtown Ambassador Statistics | Updated January 2026

	January 2026	2026 YTD	2025 YTD	2019 YTD
Graffiti Removals	40	40	97	68
Lbs of Trash Removed	11,900	11,900	12,650	27,950
Snow Removals	3,694	3,694	4,047	3,573
Weeds Abated	0	0	0	0
Business Contacts	1,412	1,412	473	234
Pedestrian Assists	14,315	14,315	20,896	16,421
Mobility Assists	75	75	90	98

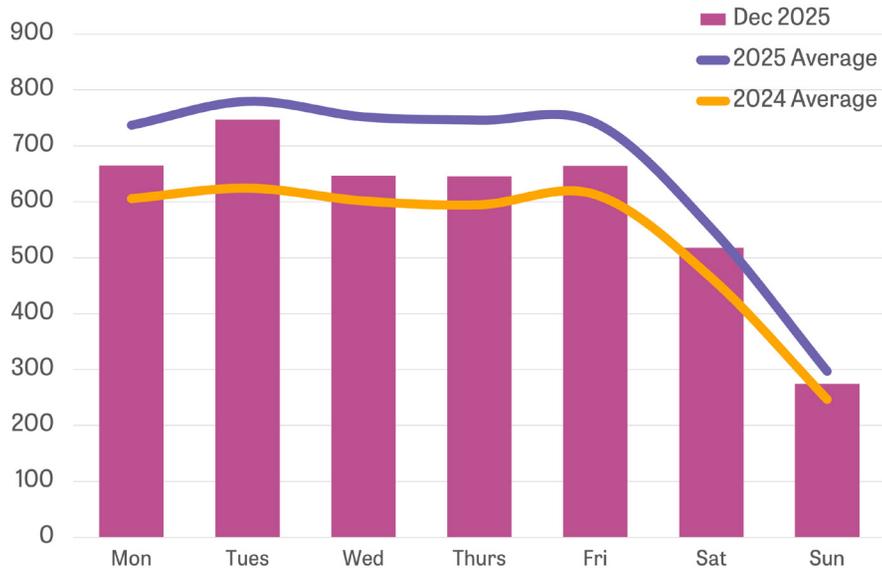


Total Ambassador Banked Hours ¹ as of December 2025:	1,553.75
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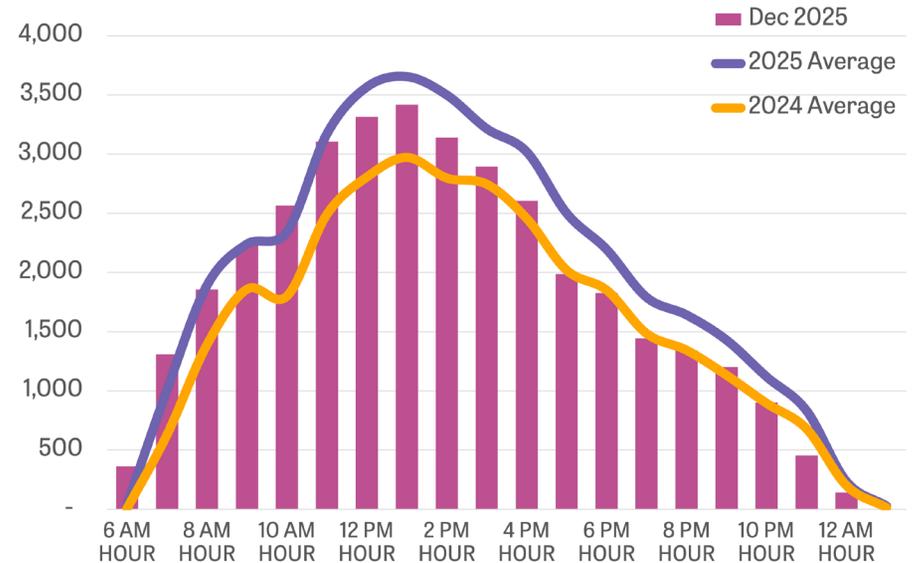
DASH Circulator ridership increased +4% in Dec 2025 vs. Nov 2025; +5% vs. Dec 2024; -33% vs. Dec 2019



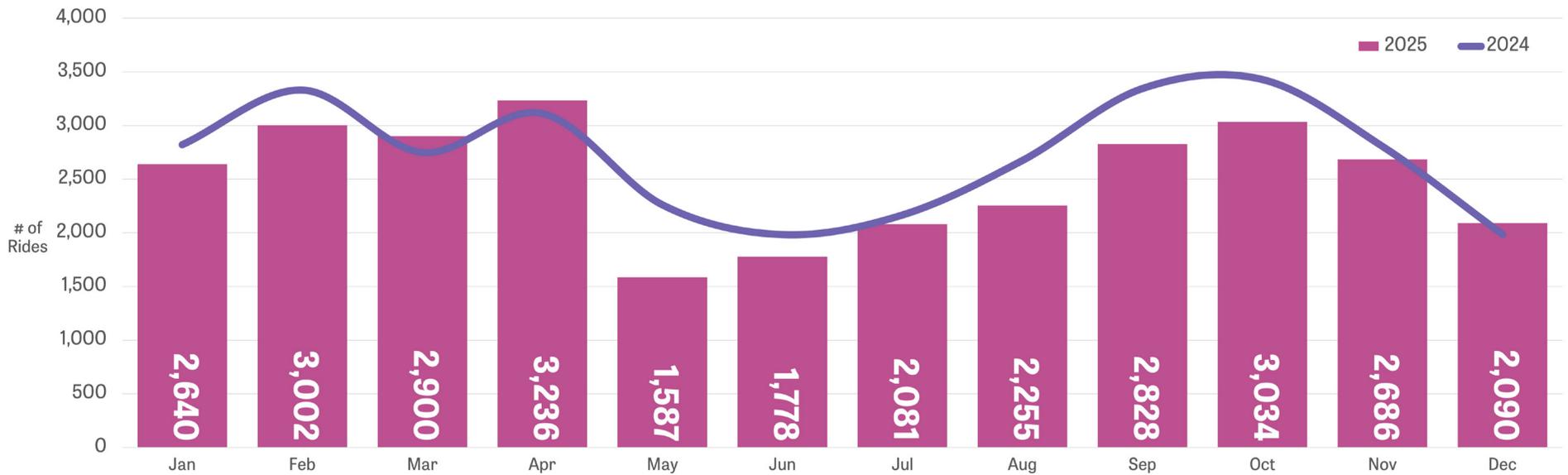
Sunday DASH Circulator ridership increased +35% in Dec 2025 vs. Dec 2024



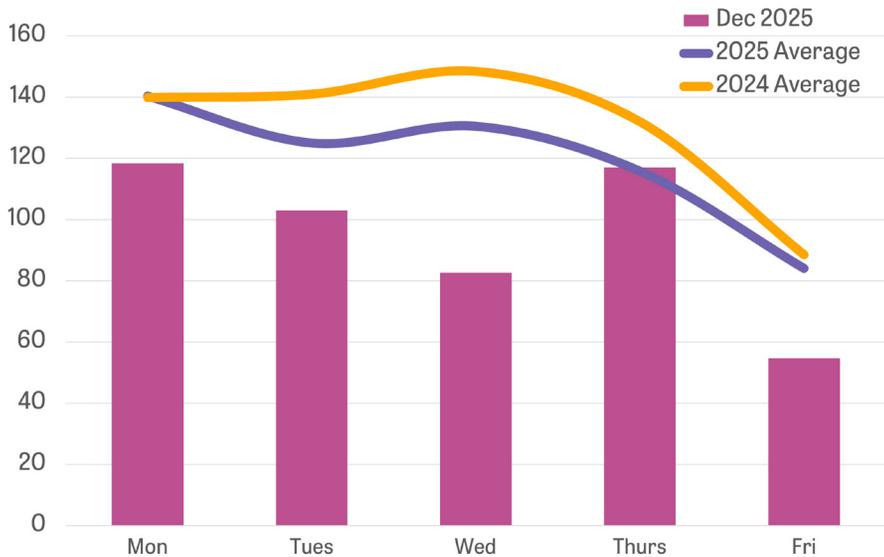
37% of DASH Circulator ridership occurred before noon in December



DASH WORK ridership decreased -22% in Dec 2025 vs. Nov 2025; +5% vs. Dec 2024



Wednesday DASH WORK ridership decreased -56% in Dec 2025 vs. Dec 2024



42% of DASH WORK ridership in December occurred between 7 AM - 9 AM

