Downtown Vitals Report
Downtown Development Authority

Produced for the month of July 2023

Summary of Downtown Vital Signs | *Vitals Collected:* ***July 2023***

NEW BUSINESSES

+2 in July

+10 year-to-date

STOREFRONT VACANCY RATES

+4% vs. June

-5% vs. 2-yr avg.

OFFICE SPACE VACANCY RATES

9.0% in Q2 vs. 9.2% in Q1

OFFICE SPACE RENTAL RATES

$21.56 in Q2 vs. $21.87 in Q1

HOUSING OCCUPANCY

+.4% vs. Q1

+2% vs. 5-yr avg.

+12% vs. 15-yr avg.

(JUNE) HOTEL OCCUPANCY

+29% vs. May

+6% vs. June 2022

+44% vs. 5-yr avg.

VISITOR ACTIVITY COUNTS

-6% vs. June

-5% vs. July 2022

EMPLOYEE ACTIVITY COUNTS

-7% vs. June

+14% vs. July 2022

RESIDENT ACTIVITY COUNTS

+4% vs. June

+25% vs. July 2022

(JUNE) CONSUMER SPENDING

+1% vs. May

+3% vs. June 2022

(JUNE) DASH 3.0 RIDERSHIP

+5% vs. May

(MAY) CITY EMPLOYMENT

+1% vs. April

+5% vs. May 2022

+6% vs. 5-yr avg.

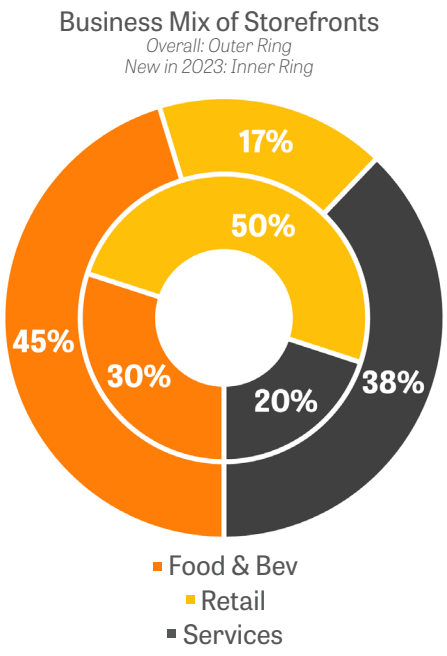
Storefront Business Openings in 2023

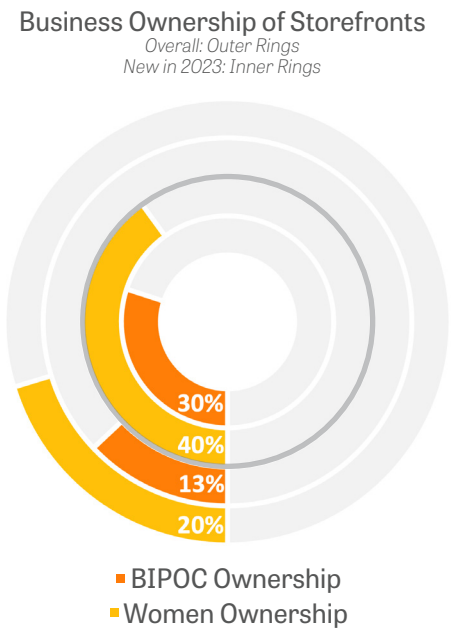
Retail
Pochi's Sweet Designs*
Open Door Bakery
Celebri-T Floral & Design
One of a Kind Vintage
The August Connection

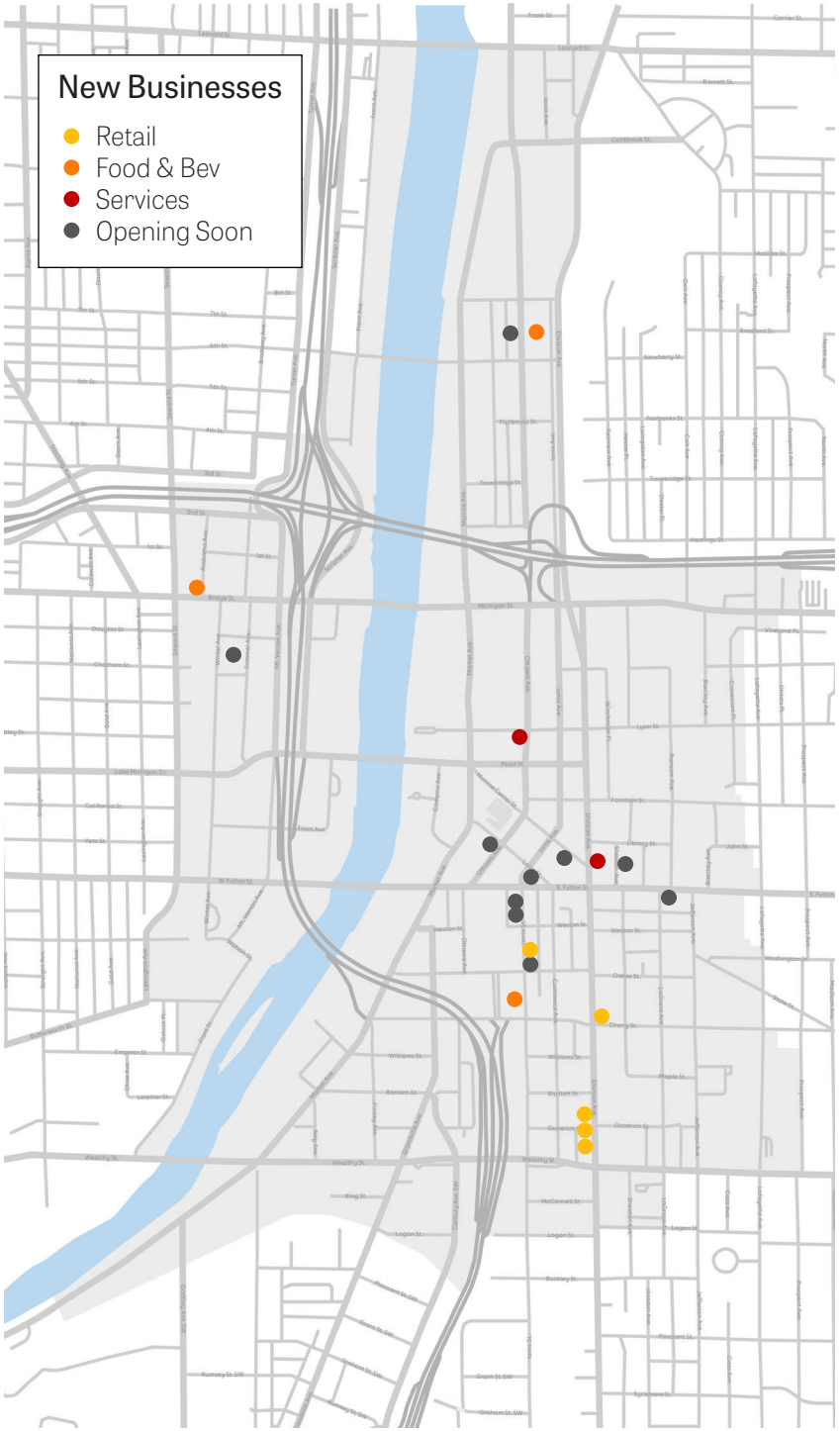
Food & Beverage
Elsa's
Chicago Beef Joint
The General Wood Shop

Services
City Nail Bar
Key Bank

Additionally:
Zabház Expansion
Second Vibess Expansion







DOWNTOWN DEVELOPMENT AUTHORITY

* received DDA Retail Innovation Grant

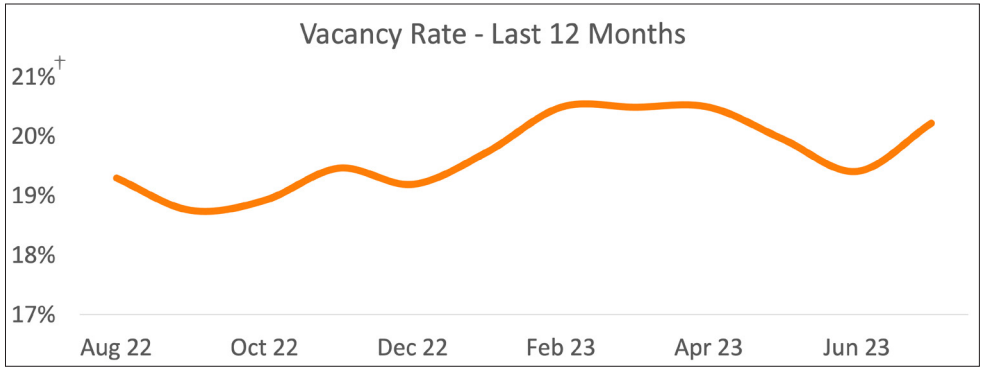
Source: Downtown Grand Rapids Inc.

Storefront Vacancies & Recent Closures

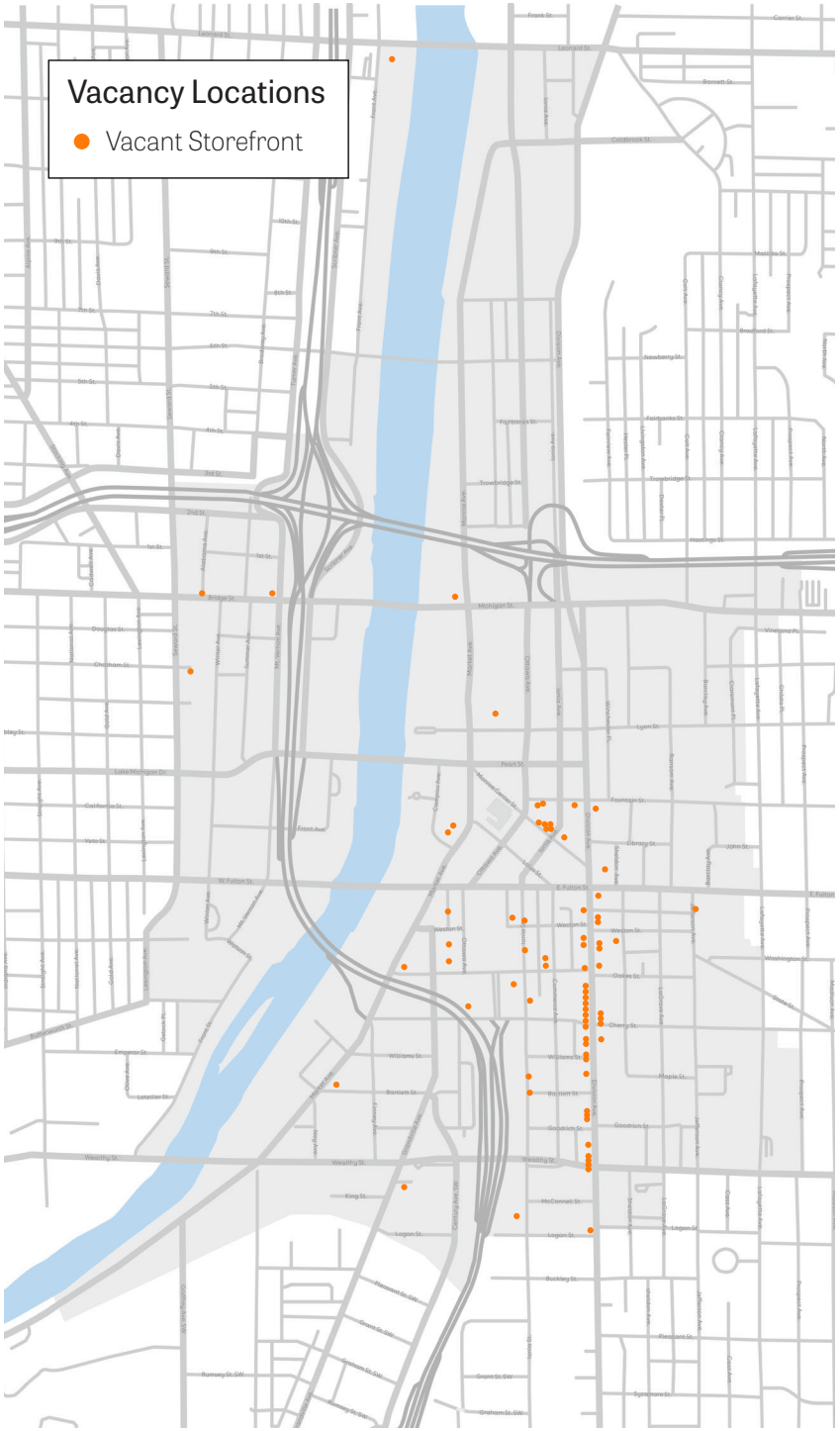
11
storefront businesses have closed in 2023

2023 Closures:
36% Food & Bev
36% Retail
27% Services

20%
vacancy rate



	Storefronts	Vacancies	Vacancy %	Sq Ft Available
Bridge Street	22	2	9%	3,835 sq ft
Center City	116	23	20%	513,736 sq ft
*Monroe Center**	*52**	*10**	*19%**	*~59,292 sq ft**
Fulton & Jefferson	21	0	0%	0 sq ft
Heartside: Division	99	33	33%	~89,561 sq ft
Heartside: Ionia	69	11	16%	42,960 sq ft
Heartside: C. Chavez	14	5	36%	25,238 sq ft
Monroe North	26	0	0%	0 sq ft
Other	4	1	25%	500 sq ft
DISTRICT TOTALS:	371	75	20%	~201,494 sq ft



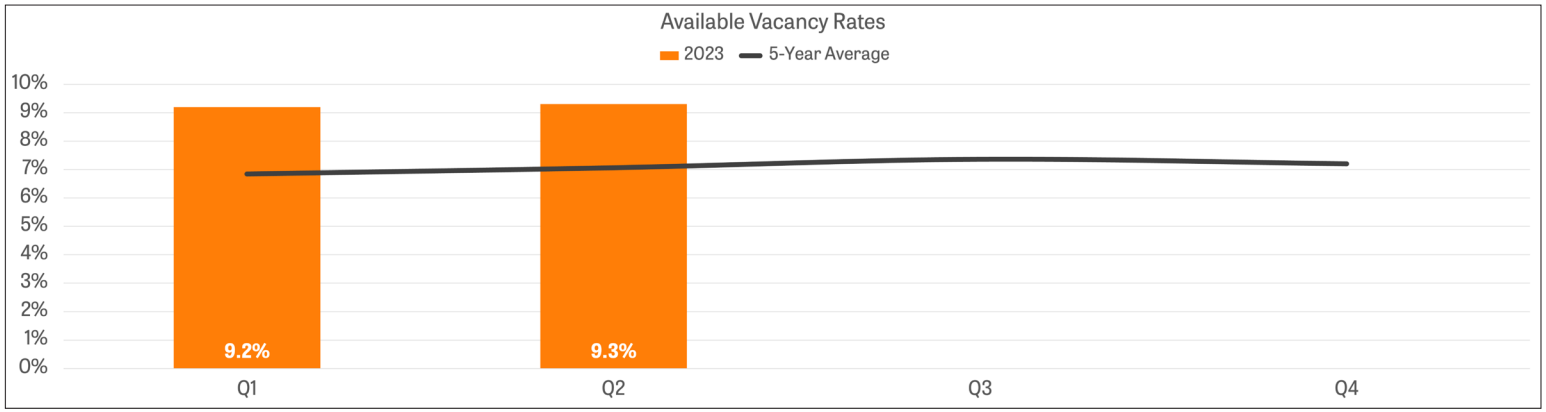
Source: Downtown Grand Rapids Inc.

DOWNTOWN DEVELOPMENT AUTHORITY

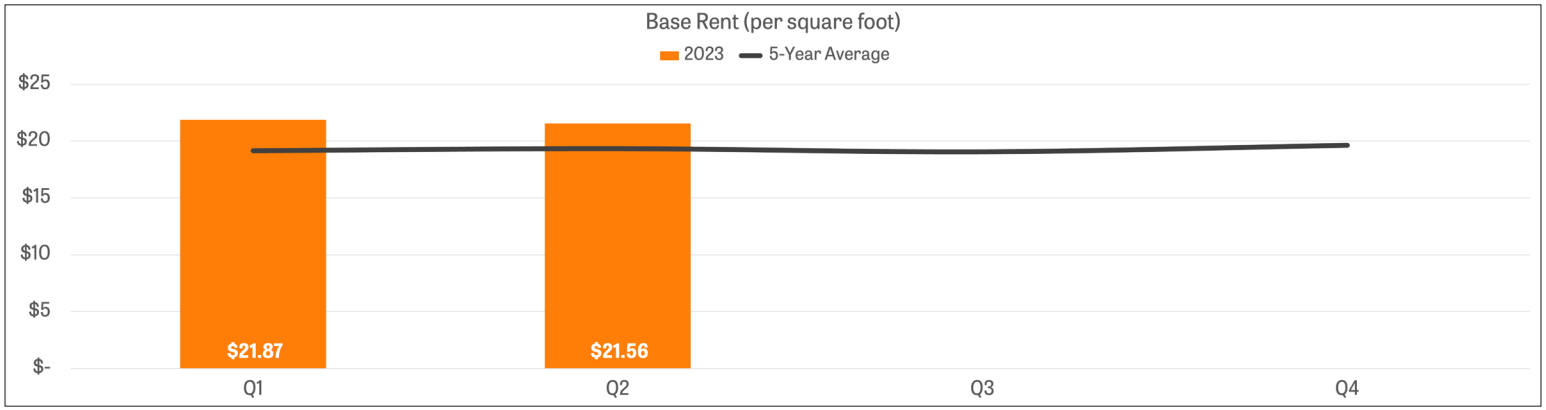
*Monroe Center is a subset of Center City and is not included in District Totals
†truncated y-axis to highlight month-over-month changes

Office Space | *Updated Quarterly*

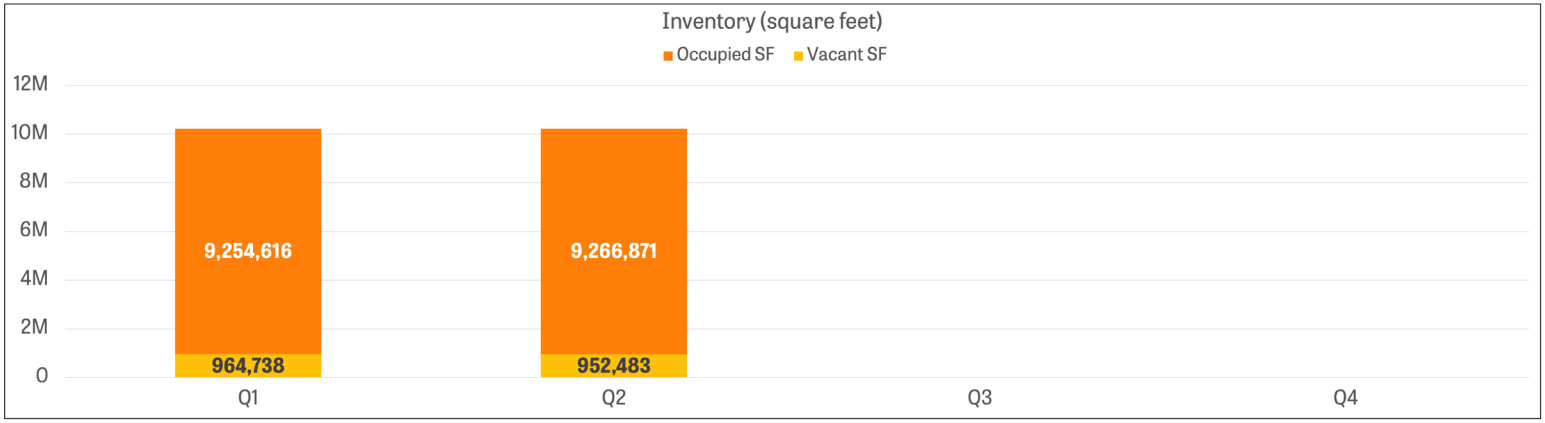
9.0%
vacancy in Q2 2023
vs. 9.2% in Q1 2023



$21.56
per sq ft in Q2 2023
vs. $21.87 in Q1 2023



10.2M
square feet of office space inventory



Source: CoStar

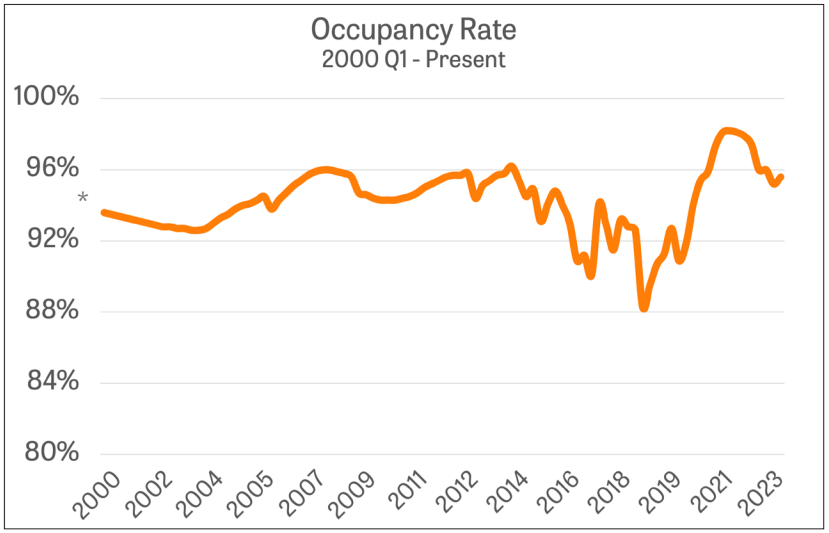
DOWNTOWN DEVELOPMENT AUTHORITY

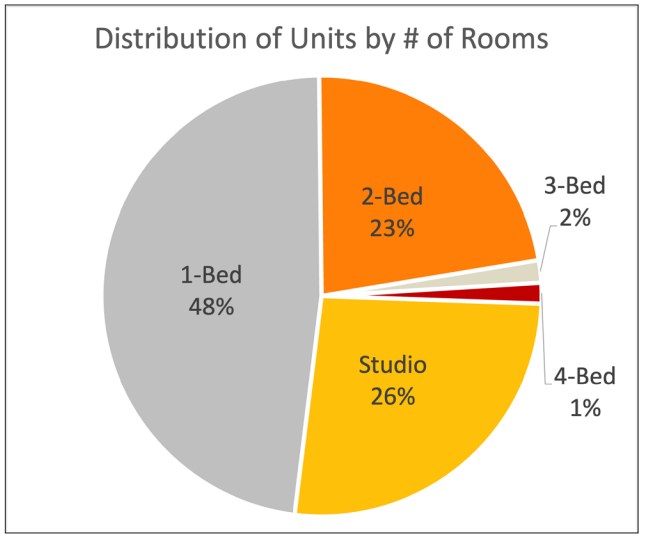
96%
occupancy
in Q2 2023

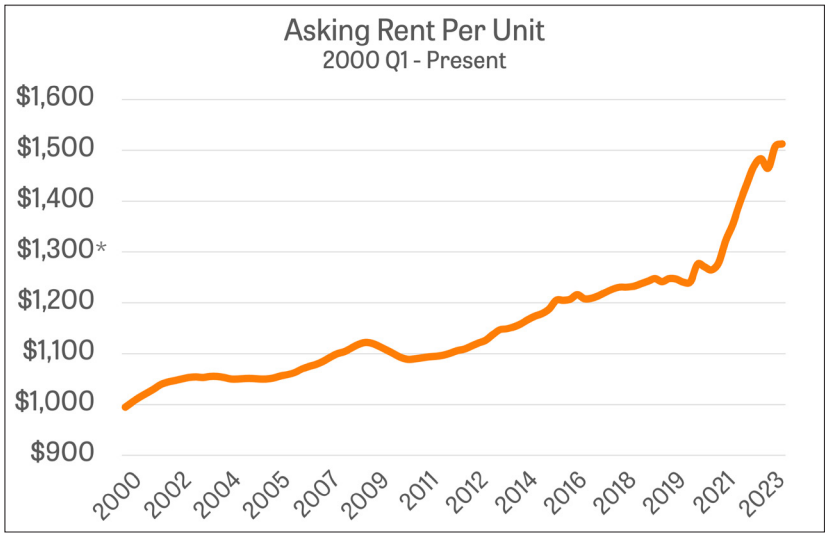
$1,511
asking rent rate
in Q2 2023

250
units under
construction

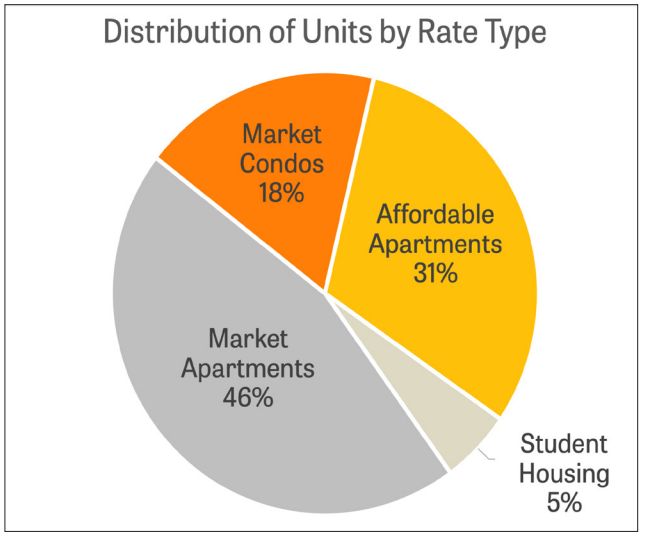
1,171
units in planning







*truncated y-axis to highlight changes



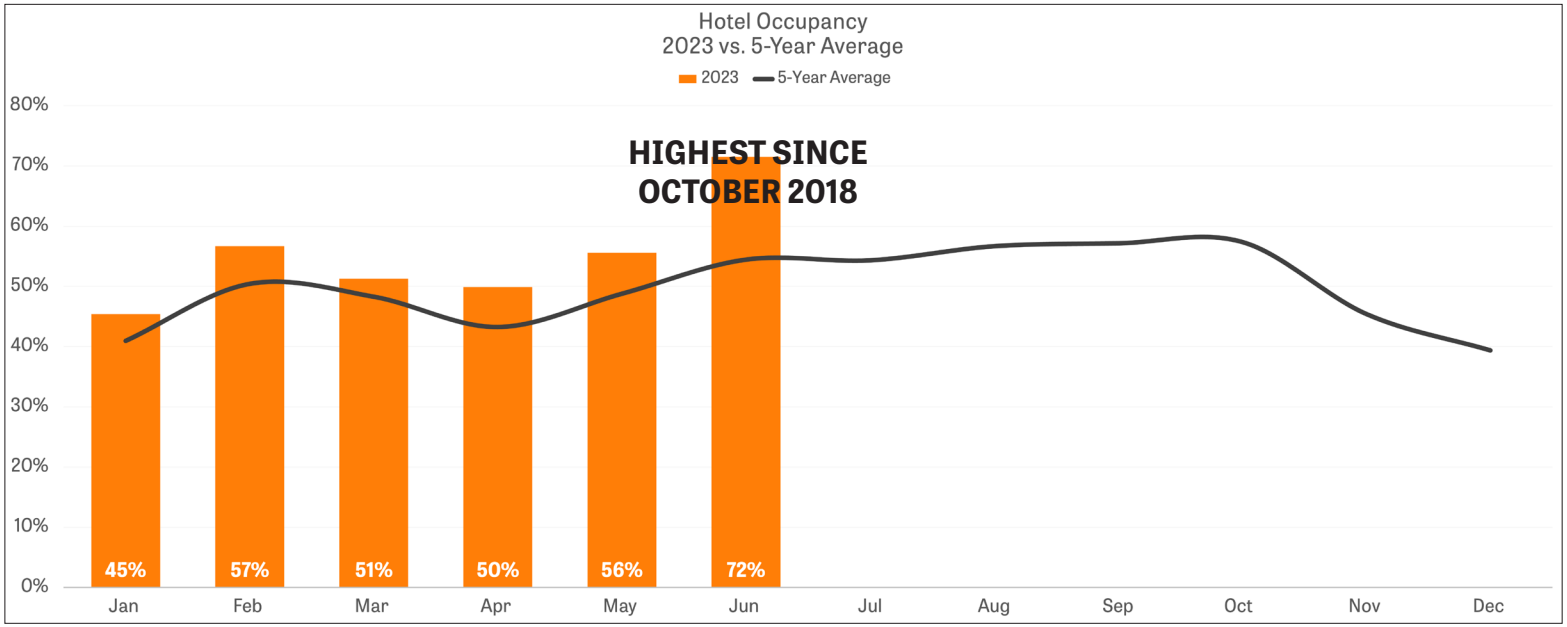
Source: CoStar &
Downtown Grand Rapids Inc.

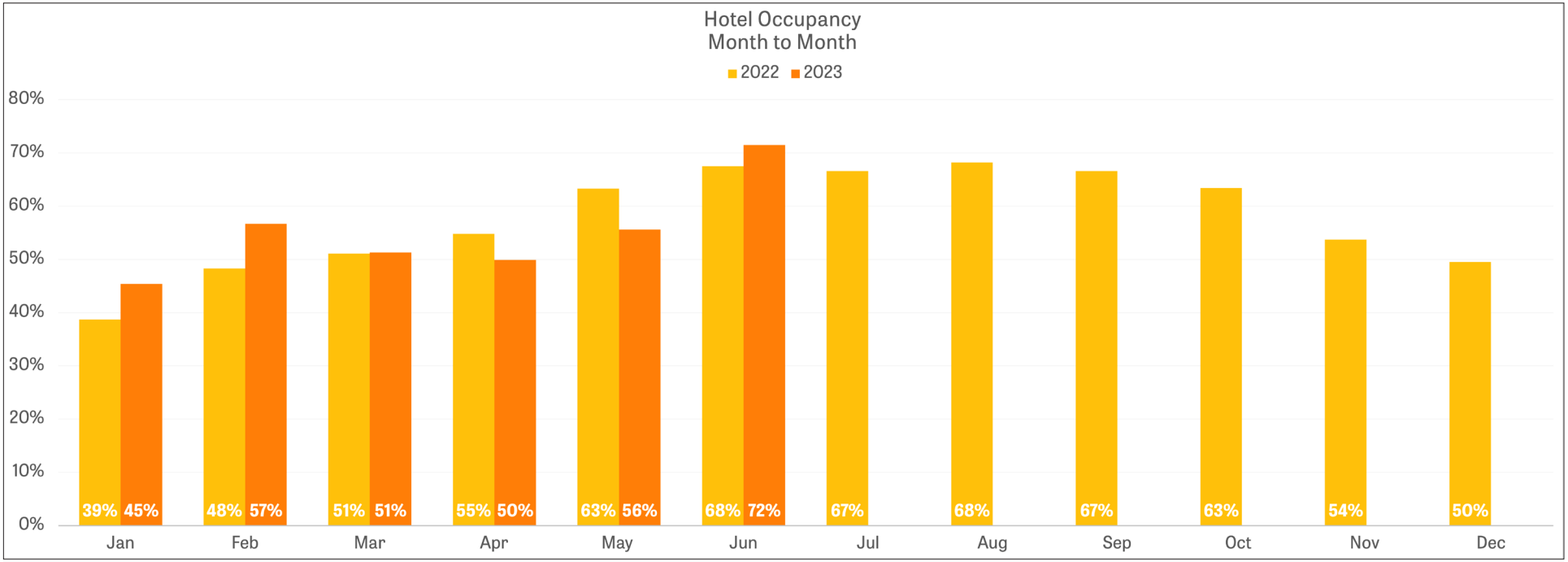
DOWNTOWN
DEVELOPMENT
AUTHORITY

Hotel Occupancy

72%
hotel occupancy in June 2023

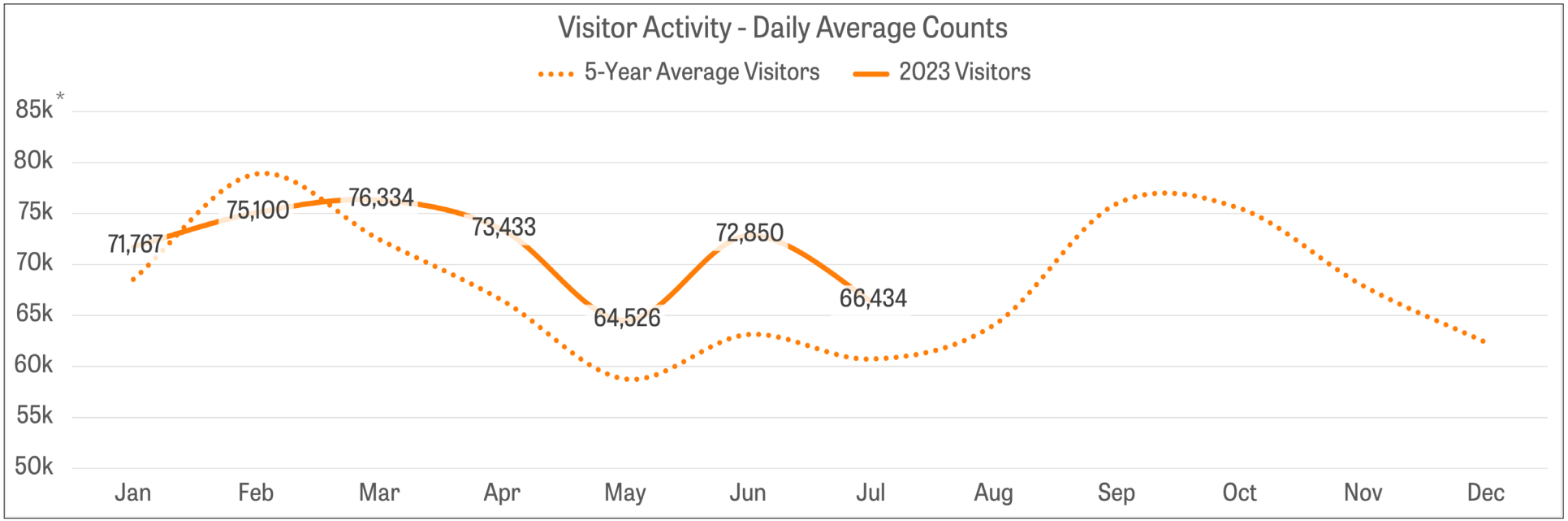
55%
average hotel occupancy in 2023 so far





Source: Smith Travel Research via CoStar

Downtown Visitor Activity Tracking

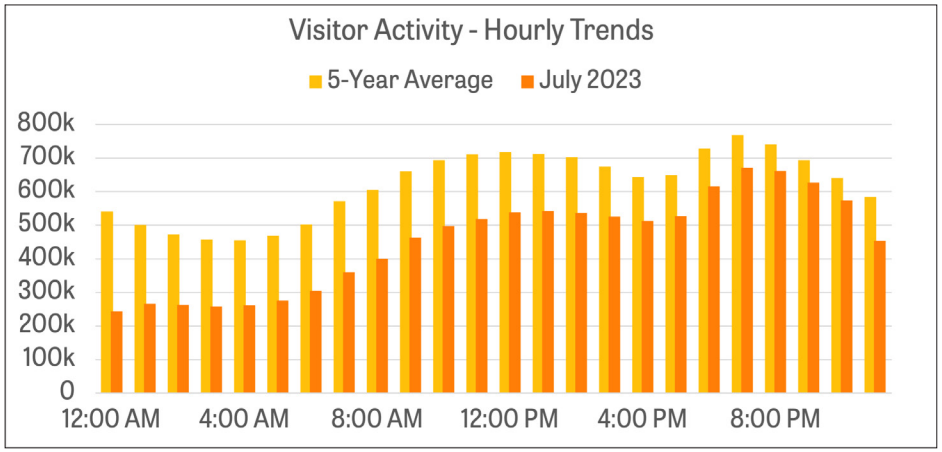


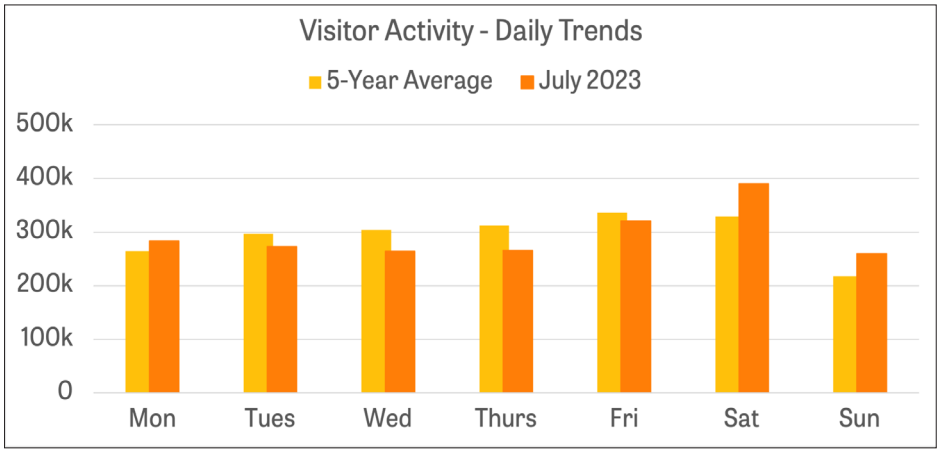
6%
decrease in visitor activity in July 2023 vs. June 2023

5%
decrease in visitor activity in July 2023 vs. 2023 average so far

9%
increase in visitor activity in July 2023 vs. July 5-year average

5%
decrease in visitor activity in July 2023 vs. July 2022



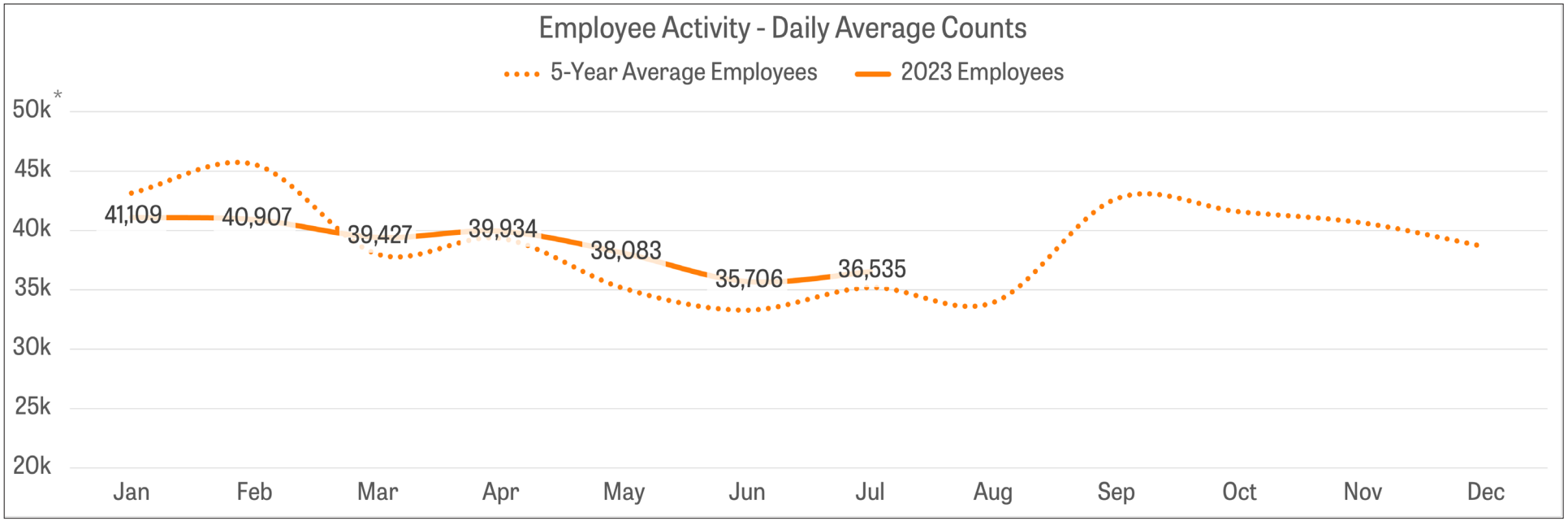


*truncated y-axis to highlight changes

Source: Placer.ai

DOWNTOWN DEVELOPMENT AUTHORITY

Downtown Employee Activity Tracking

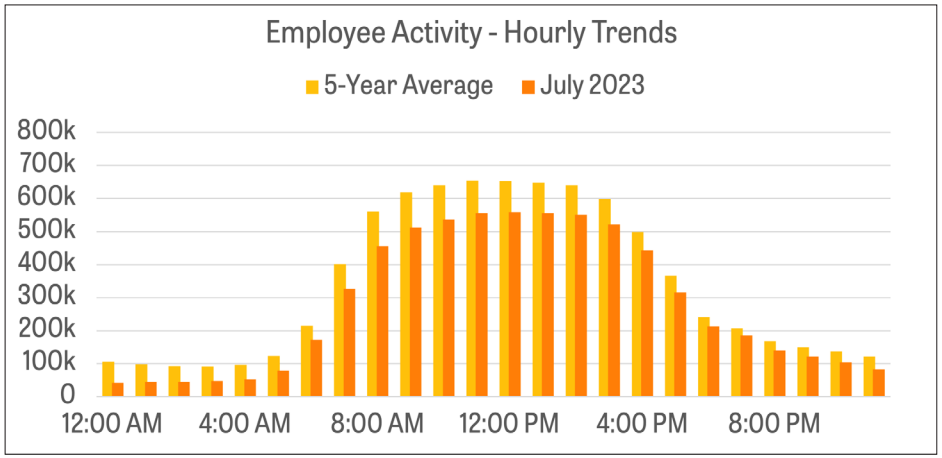


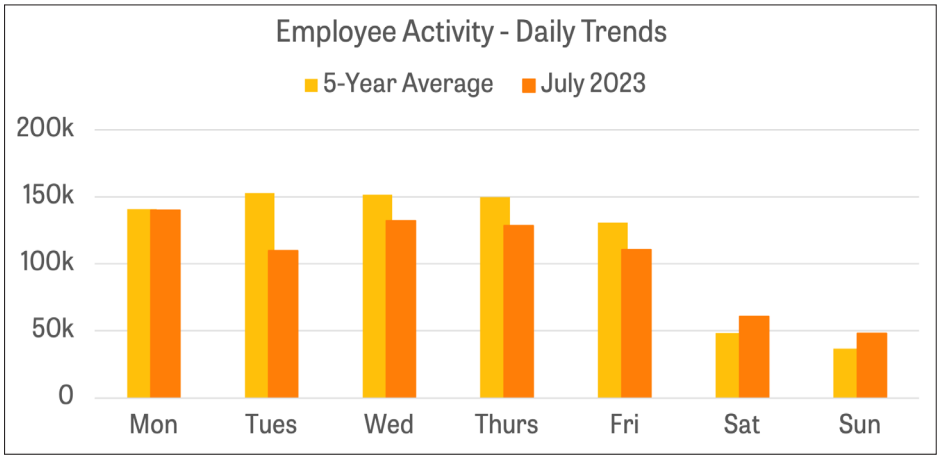
7%
decrease in employee activity in July 2023 vs. June 2023

10%
decrease in employee activity in July 2023 vs. 2023 average so far

4%
increase in employee activity in July 2023 vs. July 5-year average

14%
increase in employee activity in July 2023 vs. July 2022



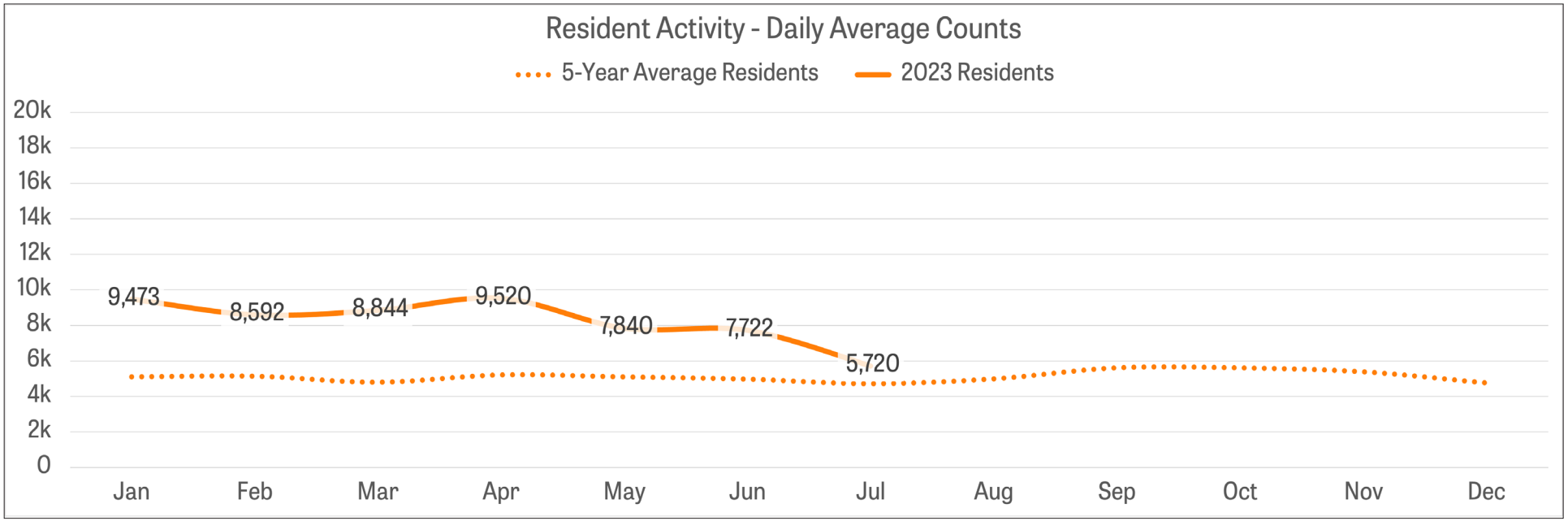


*truncated y-axis to highlight changes

Source: Placer.ai

DOWNTOWN DEVELOPMENT AUTHORITY

Downtown Resident Activity Tracking

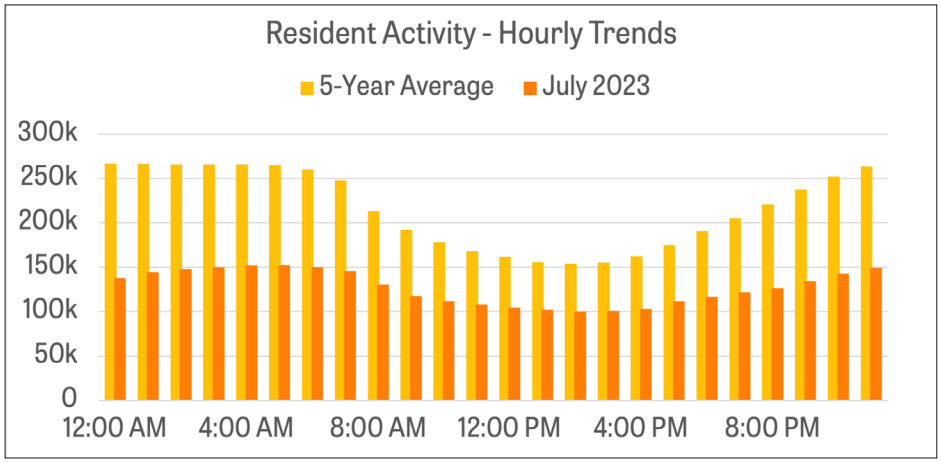


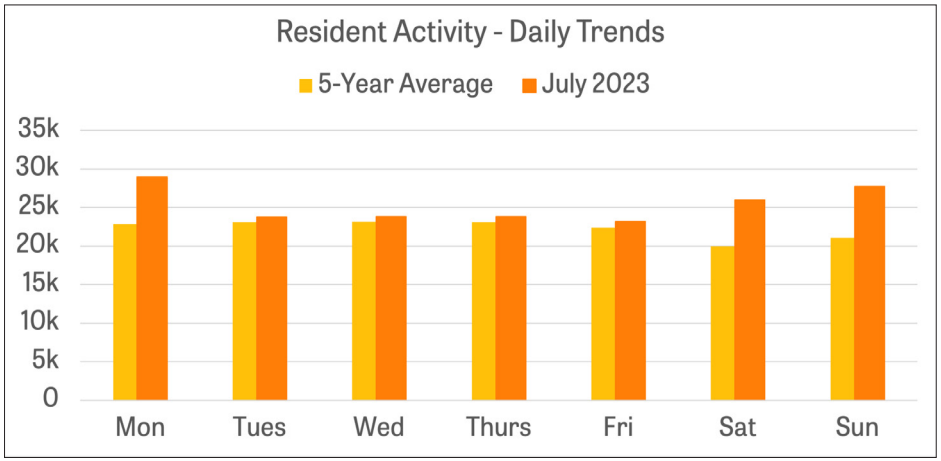
4%
increase in resident activity in July 2023 vs. June 2023

3%
decrease in resident activity in July 2023 vs. 2023 average so far

21%
increase in resident activity in July 2023 vs. July 5-year average

25%
increase in resident activity in July 2023 vs. July 2022





*truncated y-axis to highlight changes

Source: Placer.ai

DOWNTOWN DEVELOPMENT AUTHORITY

Current Downtown Construction & Development

1 **Center for Transformation & Innovation** - *anticipated completion: Summer 2023*

+303,000 square feet of office space
+1,200 jobs
+1,090 parking spaces

2 **Corewell Health Ambulatory Building** - *anticipated completion: Spring 2024*

+240,000 square feet of office space

3 **Studio Park Residential Tower** - *anticipated completion: End 2024*

+193 housing units

4 **Wealthy & Sheldon Lofts** - *anticipated completion: End 2024*

+57 housing units
+2,500 square feet of commercial space
+30 parking spaces

5 **Corewell Health Parking Structure**

Totals:

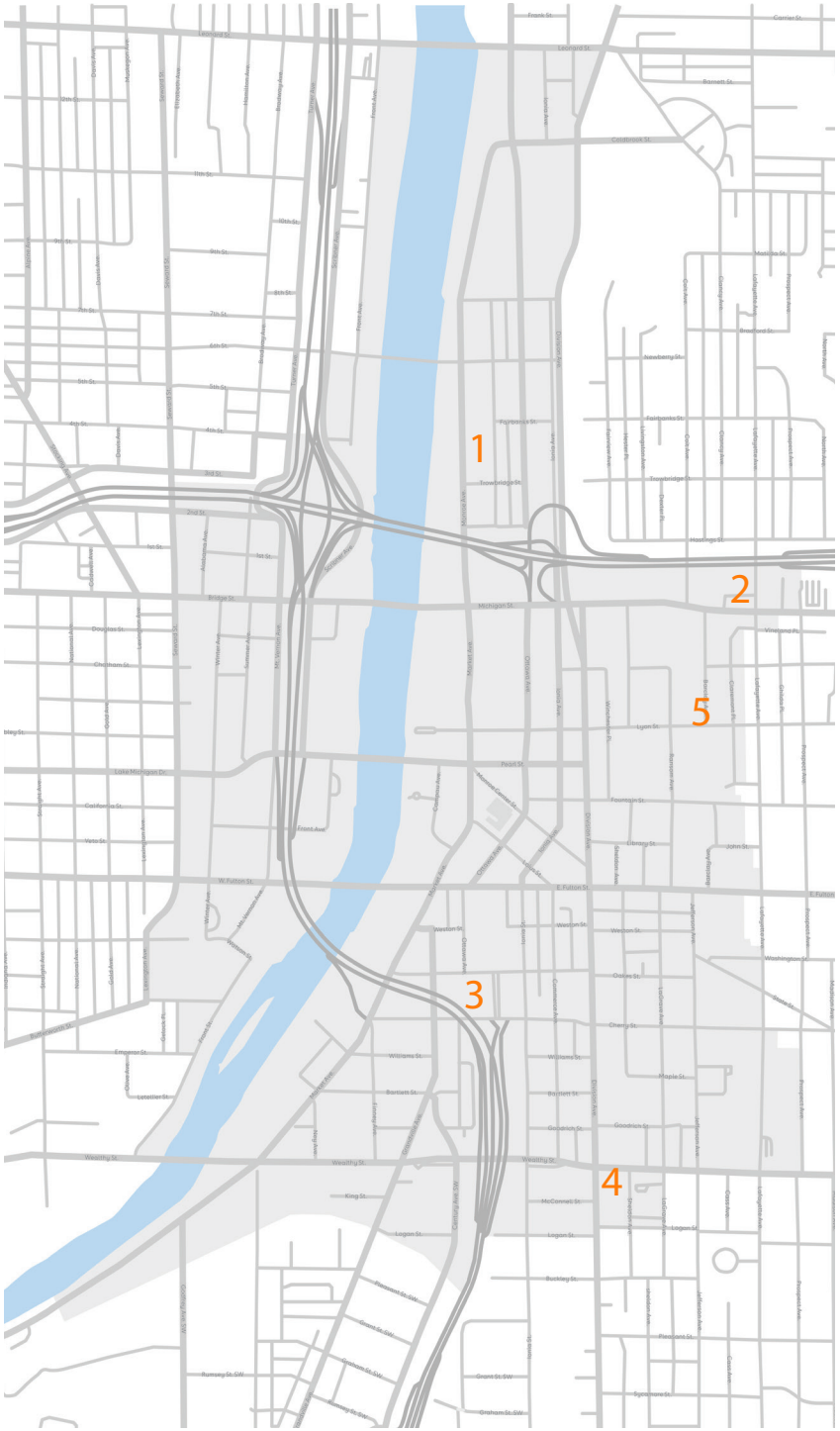
543k
square feet of office space

2,500
square feet of commercial space

250
housing units

1,120
parking spaces

1,200
new jobs

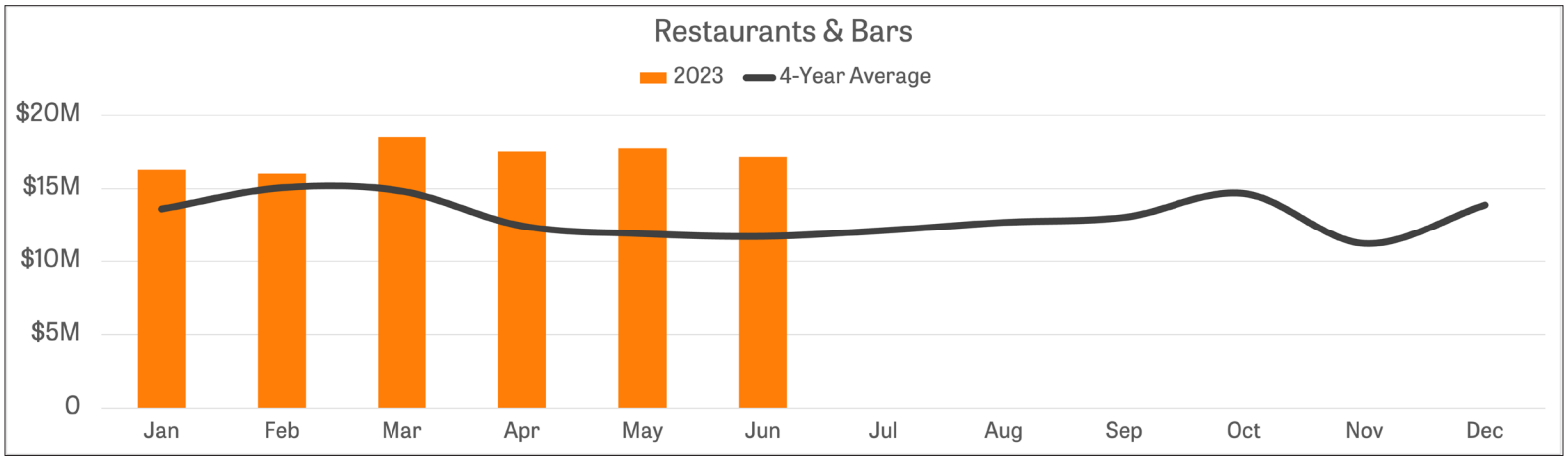


Source: Downtown Grand Rapids Inc.

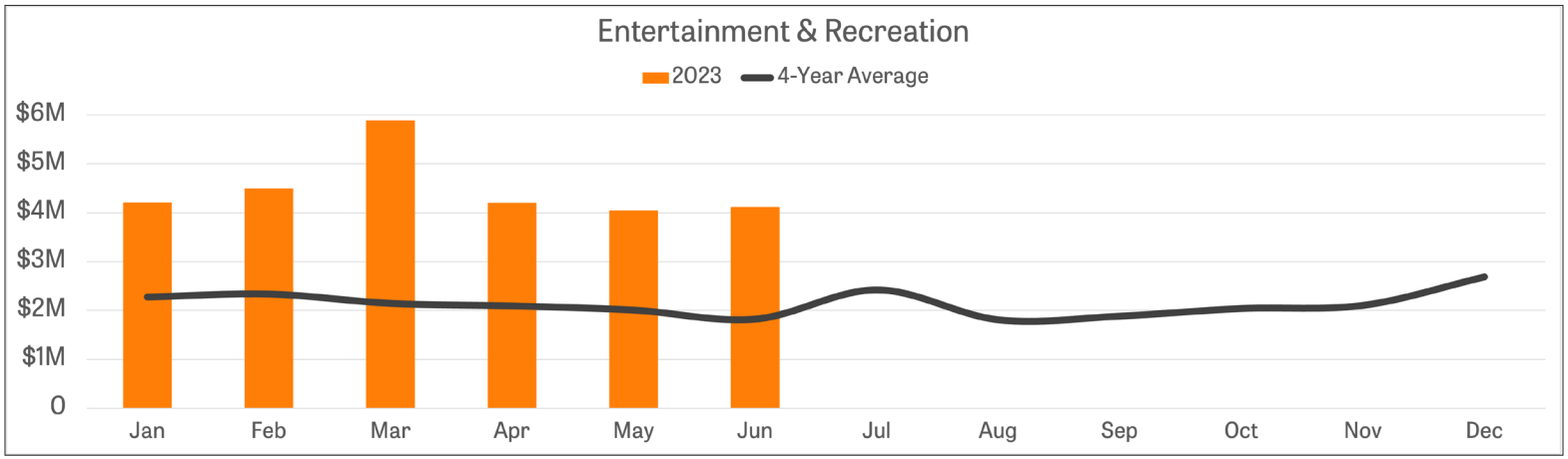
DOWNTOWN DEVELOPMENT AUTHORITY

Consumer Spending | *For Census Tract 20*

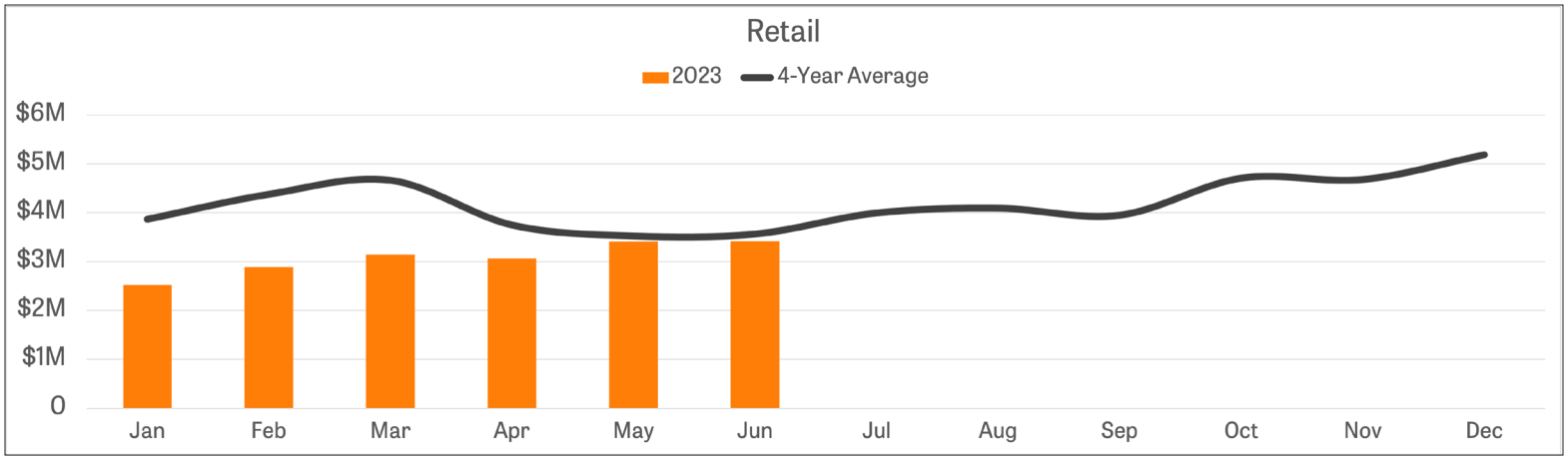
$17M
in restaurant & bar consumer spending in June 2023



$4M
in entertainment & recreation consumer spending in June 2023



$3M
in retail consumer spending in June 2023



Source: Replica

DOWNTOWN DEVELOPMENT AUTHORITY

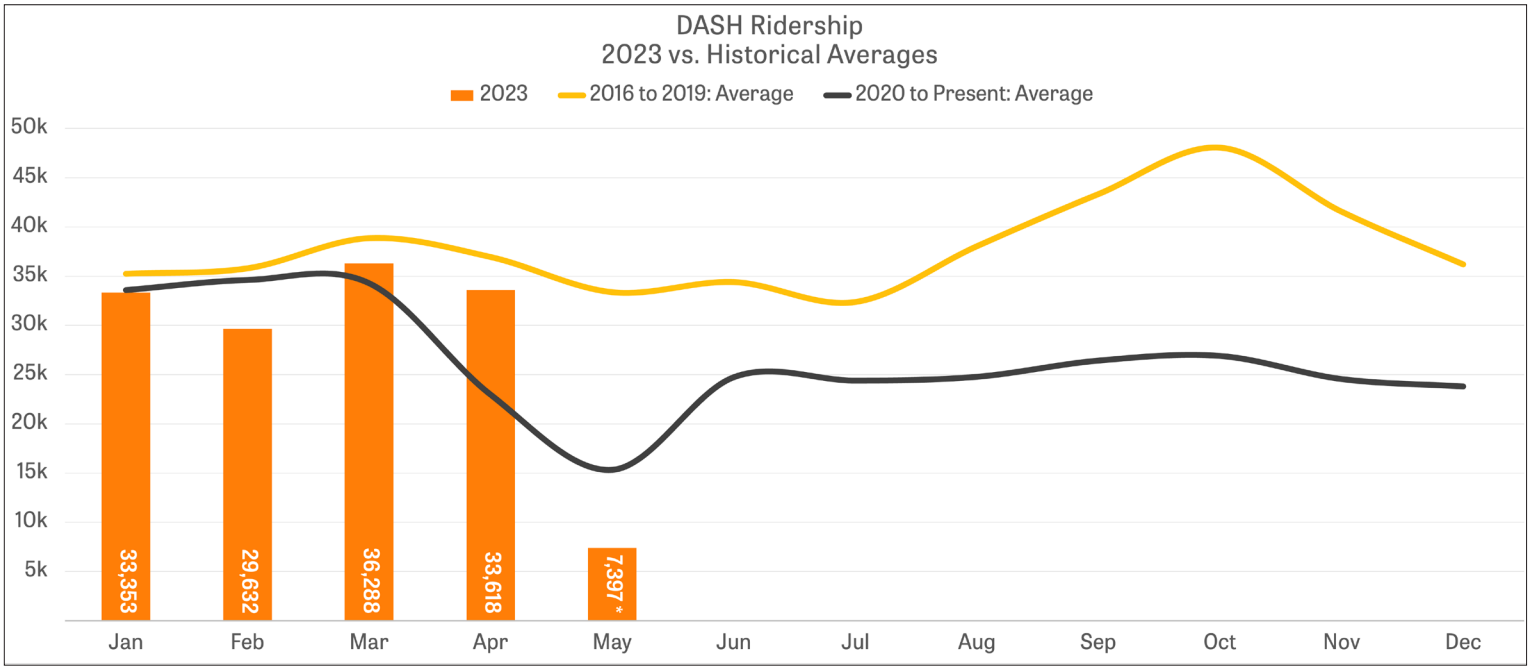
DASH 2.0 Ridership | *Retired May 2023*

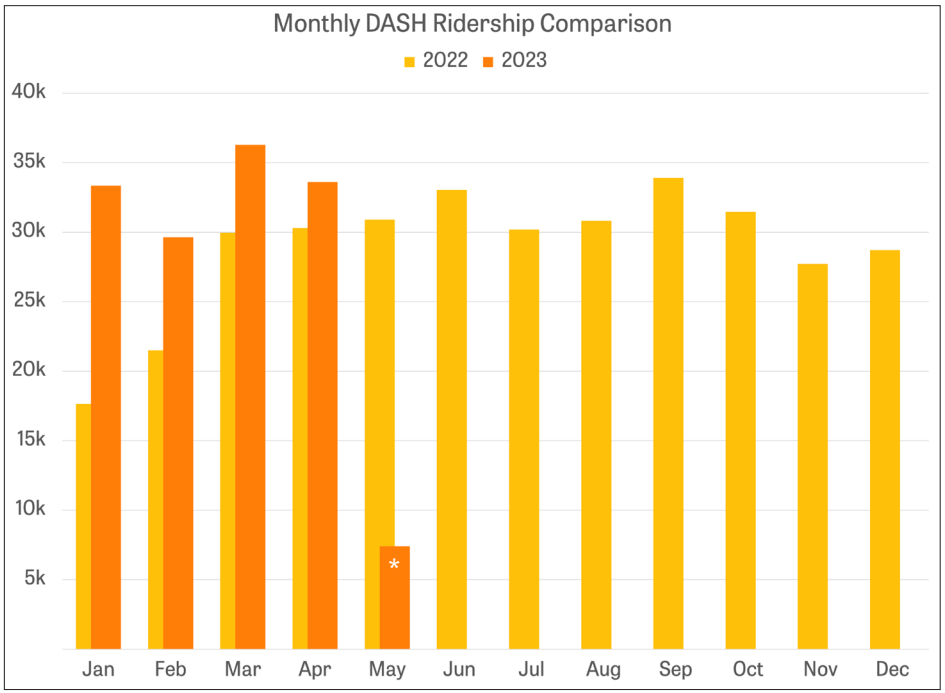
7%

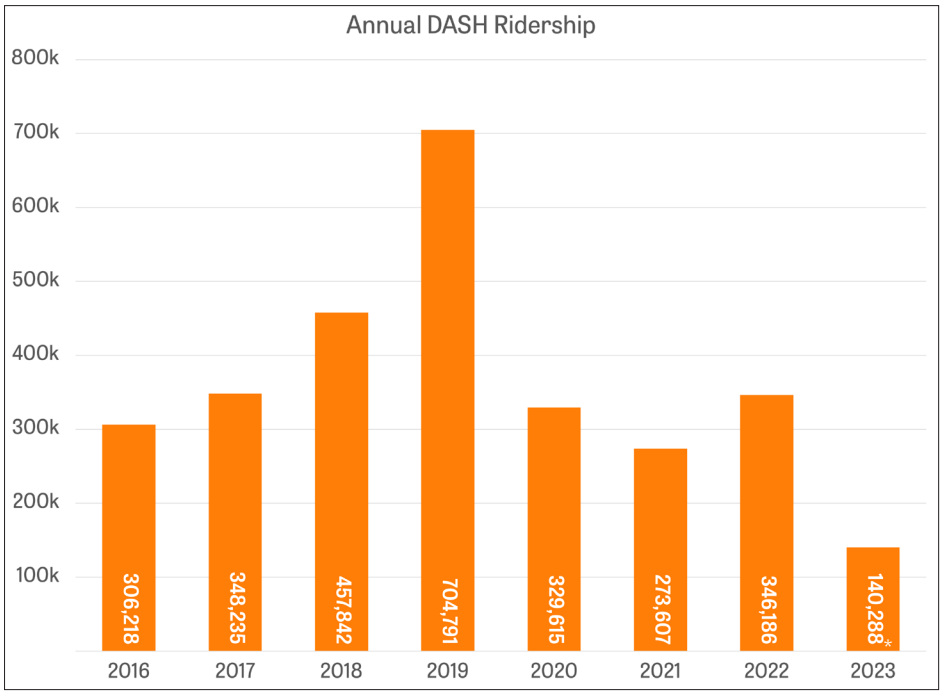
decrease in average ridership Jan - Apr 2023 vs. 7-year average

34%

increase in ridership in Jan - Apr 2023 vs. Jan - Apr 2022







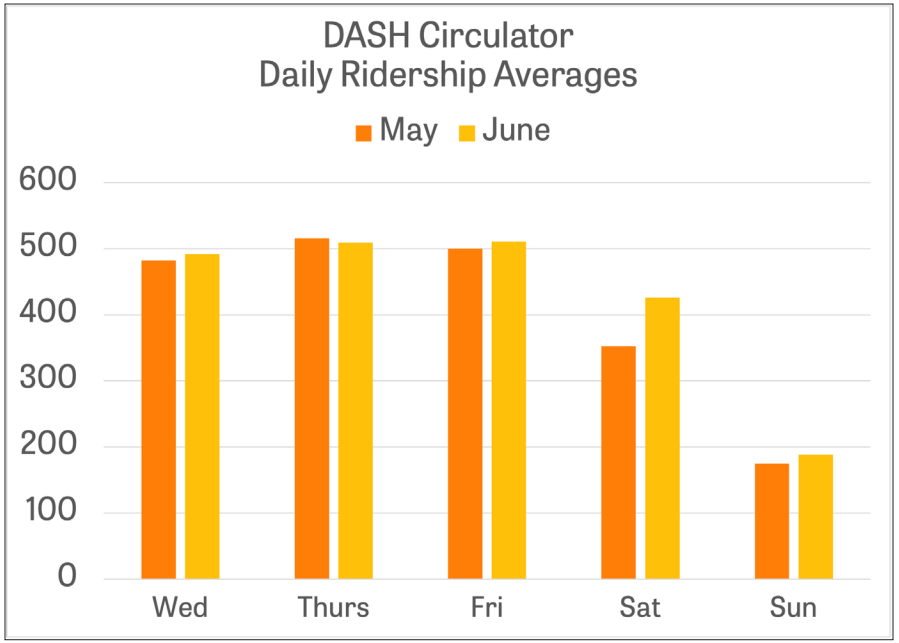
**incomplete year & month*

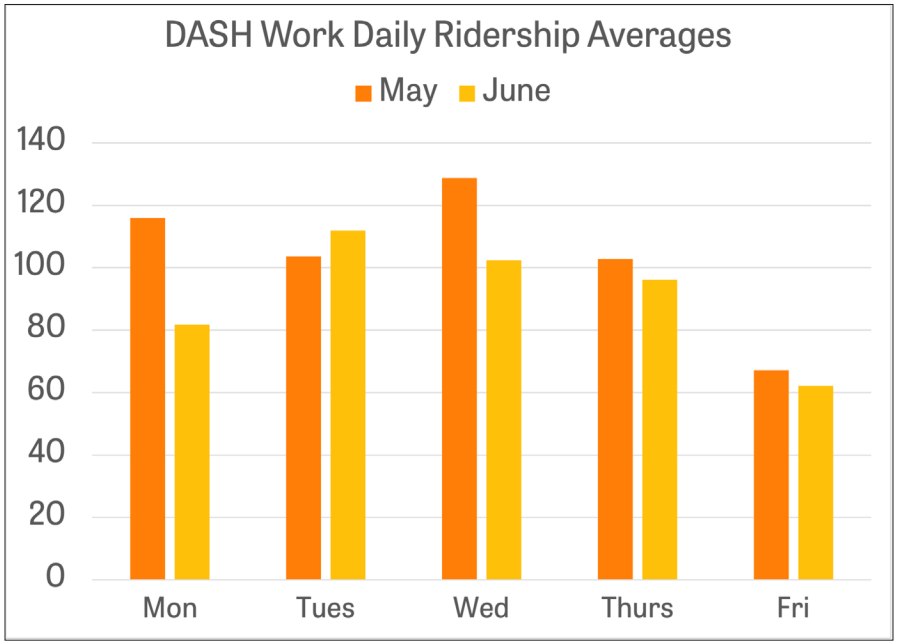
Source: The Rapid

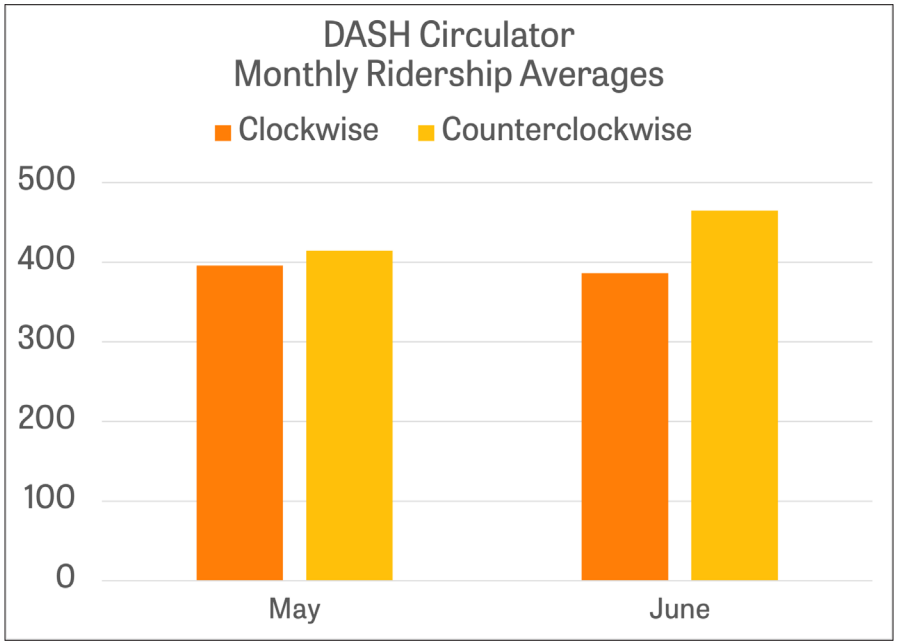
DOWNTOWN DEVELOPMENT AUTHORITY

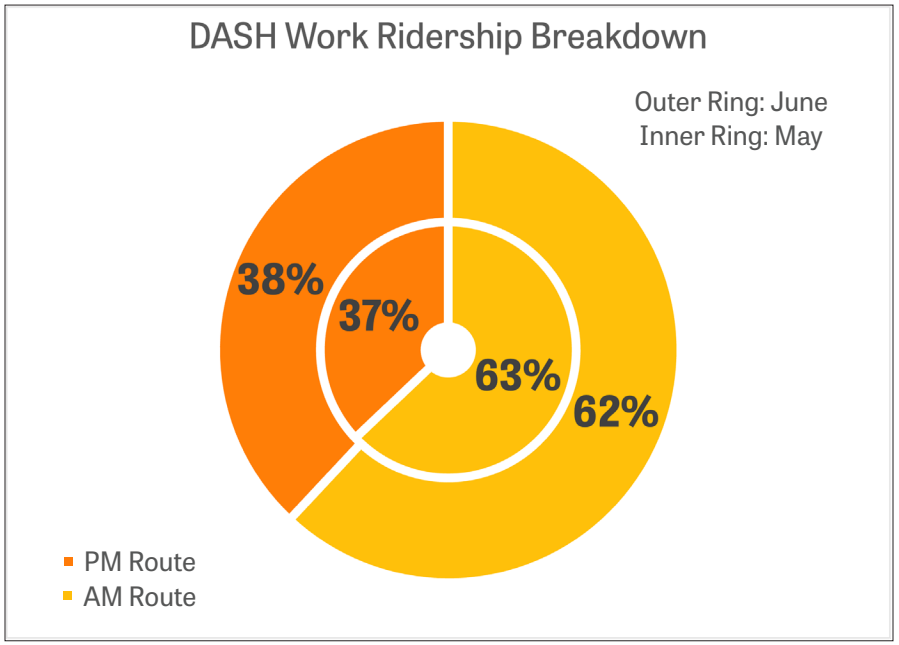
DASH 3.0 Ridership | *Updated Quarterly*

Reminder: May service started on Wednesday 10





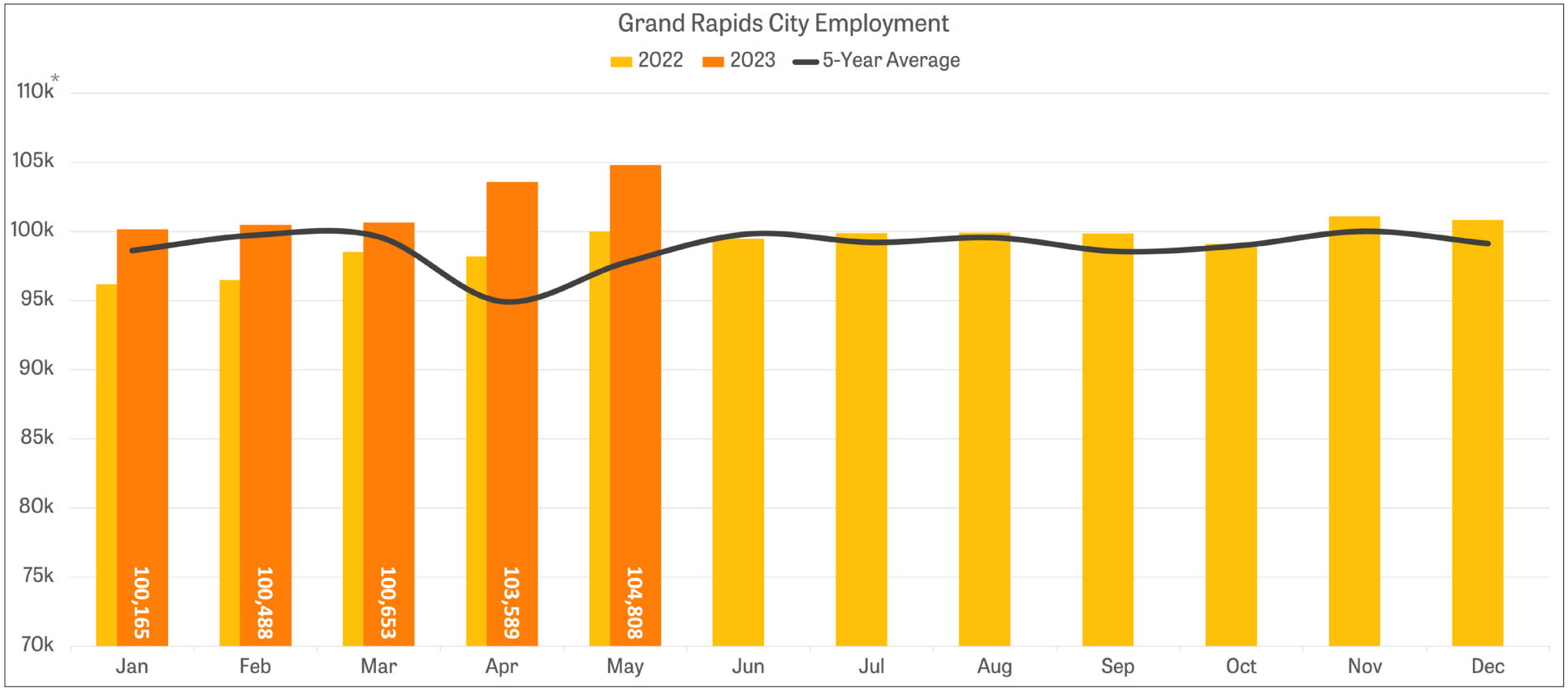




Source: The Rapid

DOWNTOWN DEVELOPMENT AUTHORITY

Grand Rapids City Employment



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

Source: BLS

1% **increase** in May 2023 vs. April 2023

3% **increase** in May 2023 vs. 2023 average

6% **increase** in May 2023 vs. May 5-year average

5% **increase** in May 2023 vs. May 2022