
Downtown Vitals Report



DOWNTOWN
GRAND RAPIDS INC.

Published July 2025

NEW BUSINESSES

+1

in June

+11

year-to-date

STOREFRONT VACANCY RATES

+1%

vs. May 2025

+13%

vs. 2-yr avg.

Q2 OFFICE VACANCY RATES

10.4%

in Q2 2025 vs. 9.8% in Q1 2025

Q2 OFFICE RENTAL RATES

\$22.52

per square foot
in Q2 2025 vs. \$23.00 in Q1 2025

Q2 HOUSING OCCUPANCY

+0%

vs. Q1 2025

+1%

vs. Q2 2024

+2%

vs. Q2 2019

MAY HOTEL OCCUPANCY

+3%

vs. Apr 2025

-3%

vs. May 2024

+5%

vs. May 2019

VISITOR ACTIVITY COUNTS

+1%

vs. May 2025

-3%

vs. Jun 2024

-3%

vs. Jun 2019

DAILY AVG EMPLOYEE ACTIVITY

-6%

vs. May 2025

+7%

vs. Jun 2024

-10%

vs. Jun 2019

RESIDENT ACTIVITY COUNTS

+5%

vs. May 2025

+9%

vs. Jun 2024

+19%

vs. Jun 2019

MAY DASH WORK RIDERSHIP

-51%

vs. Apr 2025

MAY DASH CIRC. RIDERSHIP

-4%

vs. Apr 2025

CURRENT ACTIVE INVESTMENT

\$476M

Storefront Business Openings | Updated June 2025

Reserve became **Allora Coastal Italian**
QSR
February

The Cottage
Coworking Space
March

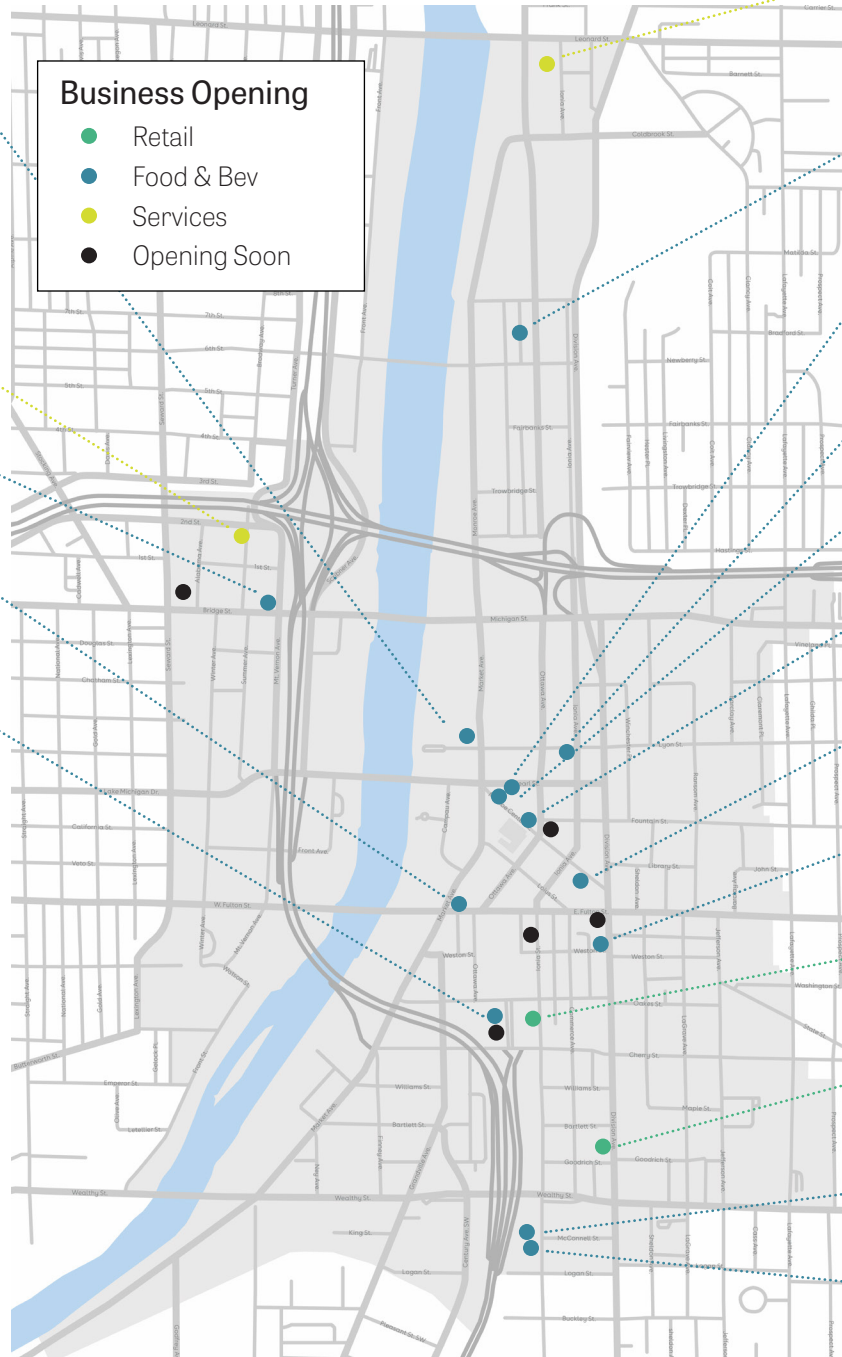
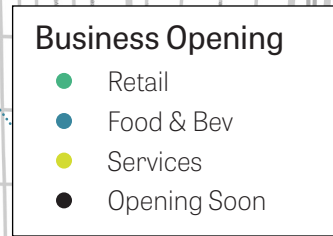
Kawa Sushi
Restaurant
April

Ashton inside the BOB
Bar
March

Vel Sushi and Pho
Restaurant
May

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
Total	32	\$852,571.46



Midwest Movement Collective

Expansion
Fitness Studio
April

SILVA

Restaurant
February

Poke Tori

QSR
January

Morning Ritual

Café
June

Twisted Tap Distillery

Bar & Tasting Room
April

The Macaron became Sugar Bar

Food Retail & beverages
February

Garden District

Restaurant
February

OTONO Café inside OTONO

Café
March

Niksi

Soft Goods Retail
February

NIDO - The Urban Nest*

Soft Goods Retail & Event Space
March

Pinktail Poke became Rudy's Sub Shop

QSR
February

Go Vegan GR

Restaurant
May

Source: Downtown Grand



DOWNTOWN
GRAND RAPIDS INC.

* received DDA Retail Innovation Grant

QSR = Quick Service Restaurant

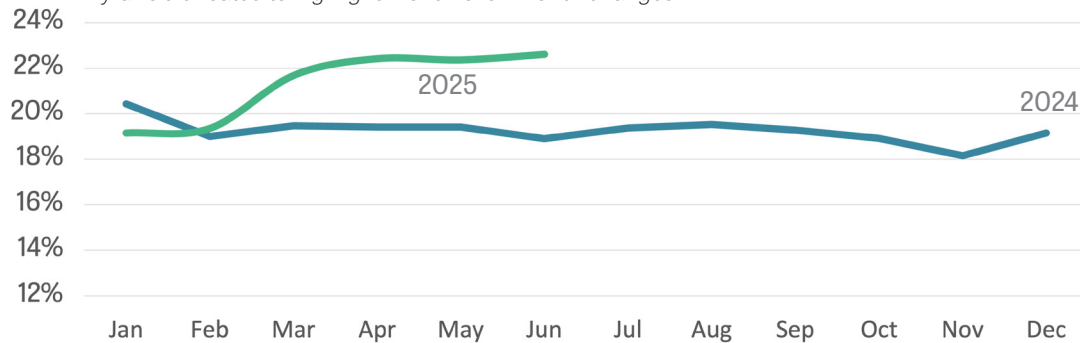
Storefront Vacancies & Recent Closures | Updated June 2025

12 storefront businesses closed
in Downtown in 2025 so far

2025 Closures:
75% Food & Bev
0% Retail
25% Services

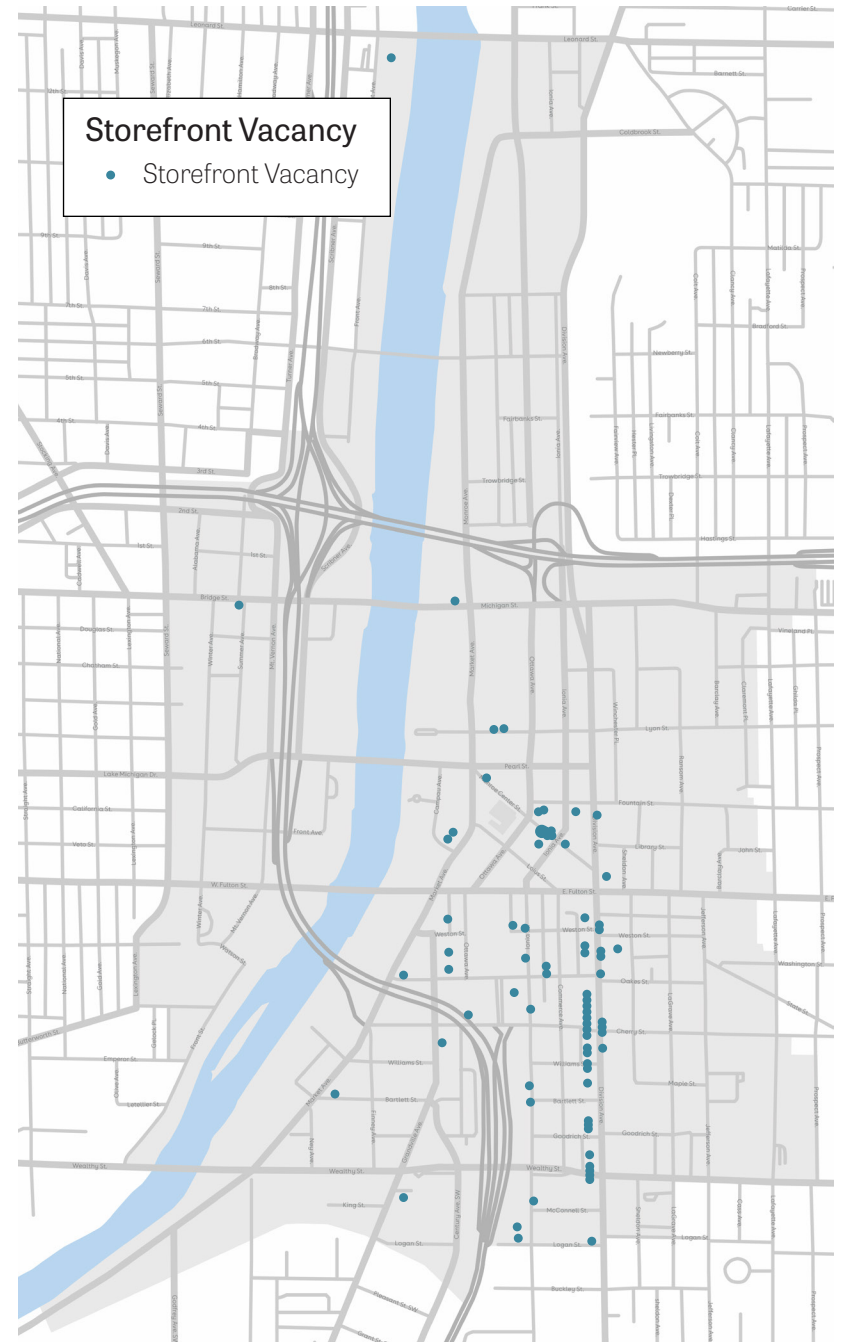
Storefront vacancy was **23%** in June 2025

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



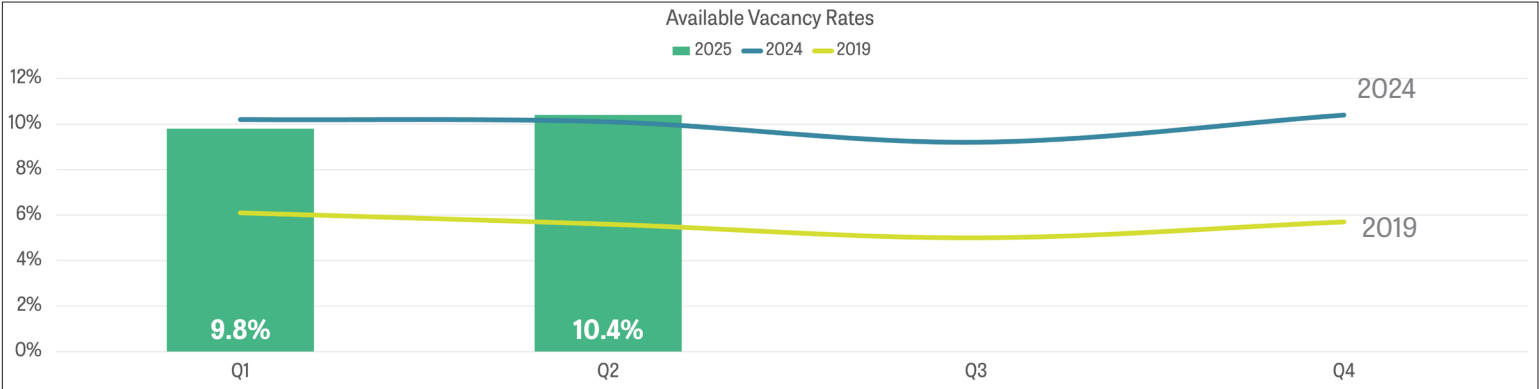
	Storefronts	Vacancies	Vacancy %	Sq Ft Available
Bridge Street	25	2	8%	9,920 sq ft
Center City	127	28	22%	113,414 sq ft
Monroe Center ¹	54 ¹	11 ¹	20% ¹	60,650 sq ft ¹
Fulton & Jefferson	21	1	5%	1,320 sq ft
Heartside: Division	102	43	42%	~150,268 sq ft
Heartside: Ionia	73	14	19%	~54,290 sq ft
Heartside: C. Chavez	13	3	23%	4,029 sq ft
Monroe North	29	0	0%	0 sq ft
Other	17	1	6%	3,960 sq ft
DISTRICT TOTALS:	407	92	23%	~ 341,269 sq ft

Source: Downtown Grand Rapids Inc.



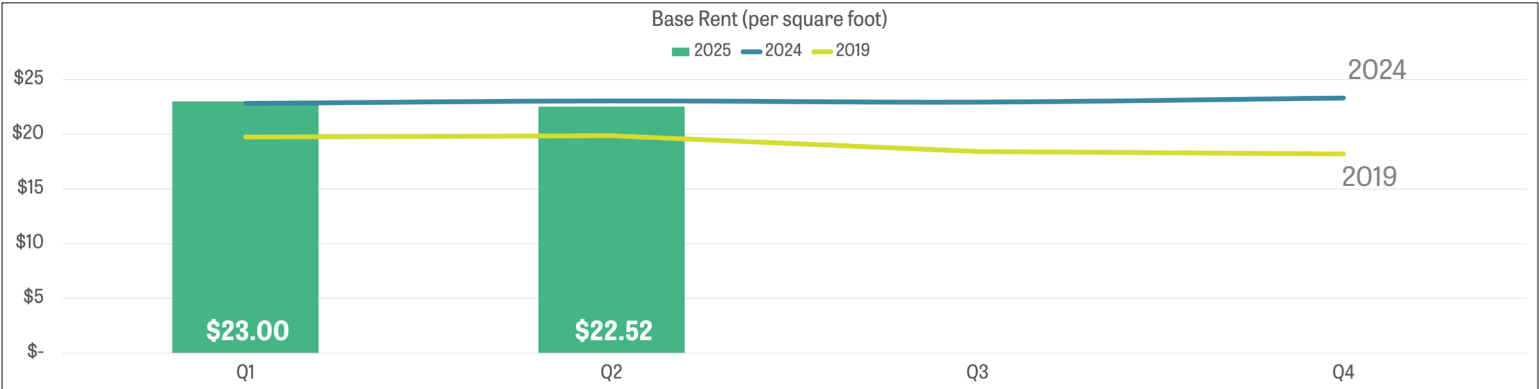
Source: Downtown Grand Rapids Inc.

10.4%
vacancy in Q2 2025
vs. 9.8% in Q1 2025



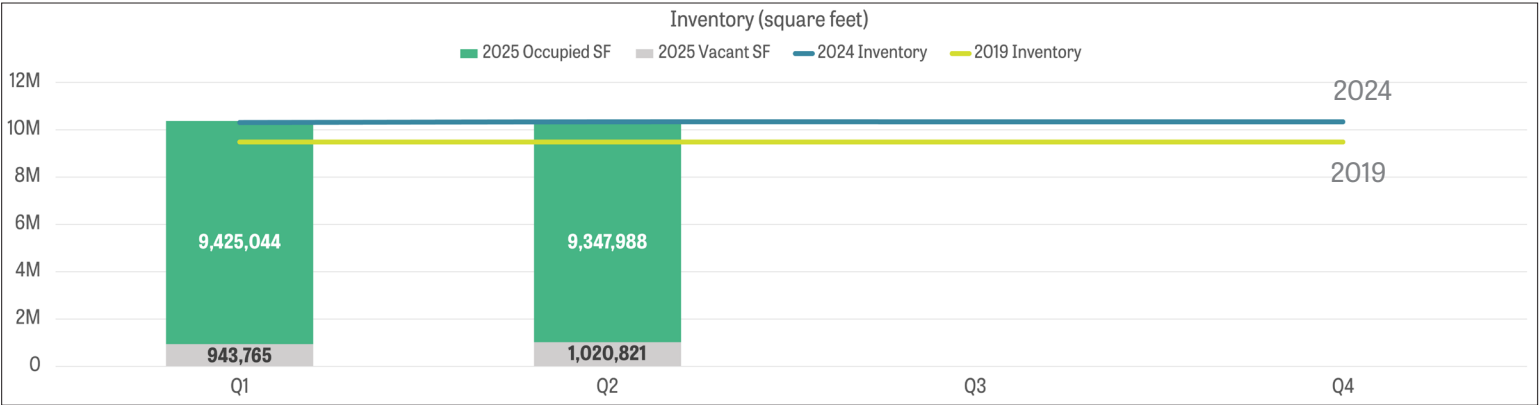
Source: CoStar

\$22.52
per sq ft in Q2 2025
vs. \$23.00 in Q1 2025



Source: CoStar

10.4M
square feet of office
space inventory



Source: CoStar

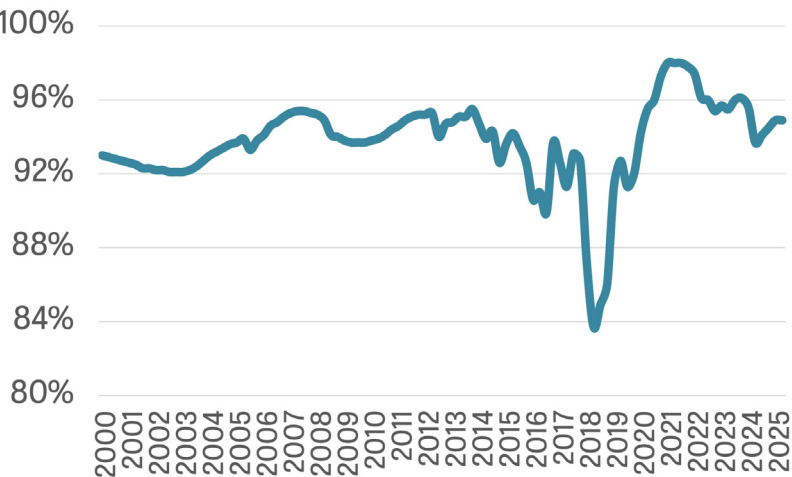
94%
occupancy
Q1 2025

172
units under
construction

1,965
units in pipeline

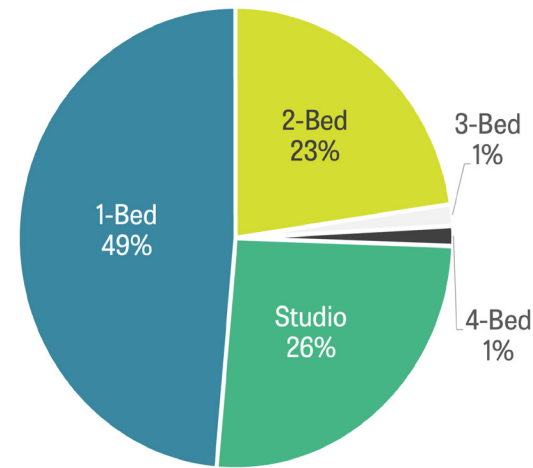
Housing occupancy was **1%** higher in Q2 vs. Q1 2025

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



Source: CoStar

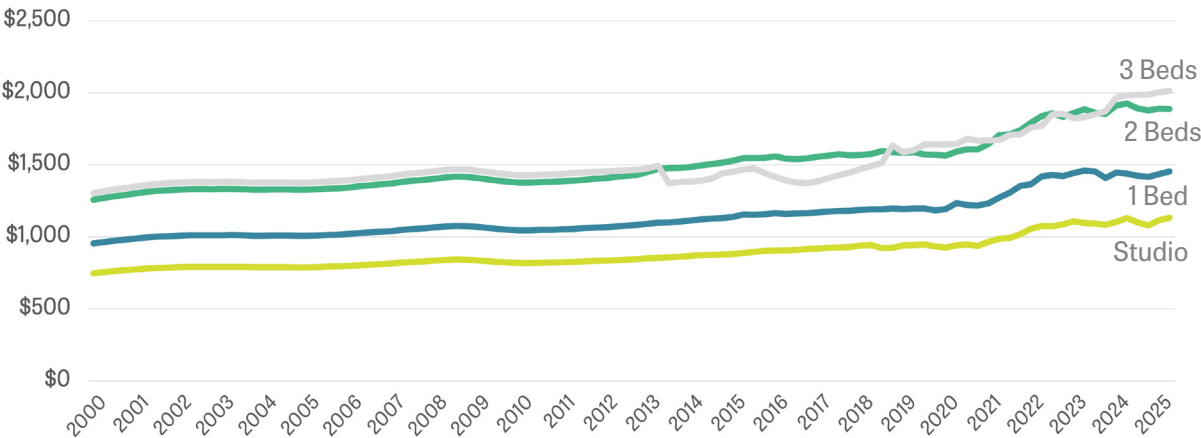
Distribution of Units by # of Rooms



Source: CoStar

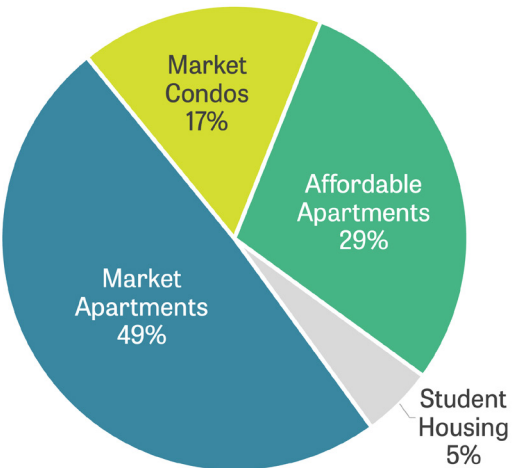
Asking Rent Per Unit Type

Studio 1 Bed 2 Beds 3 Beds



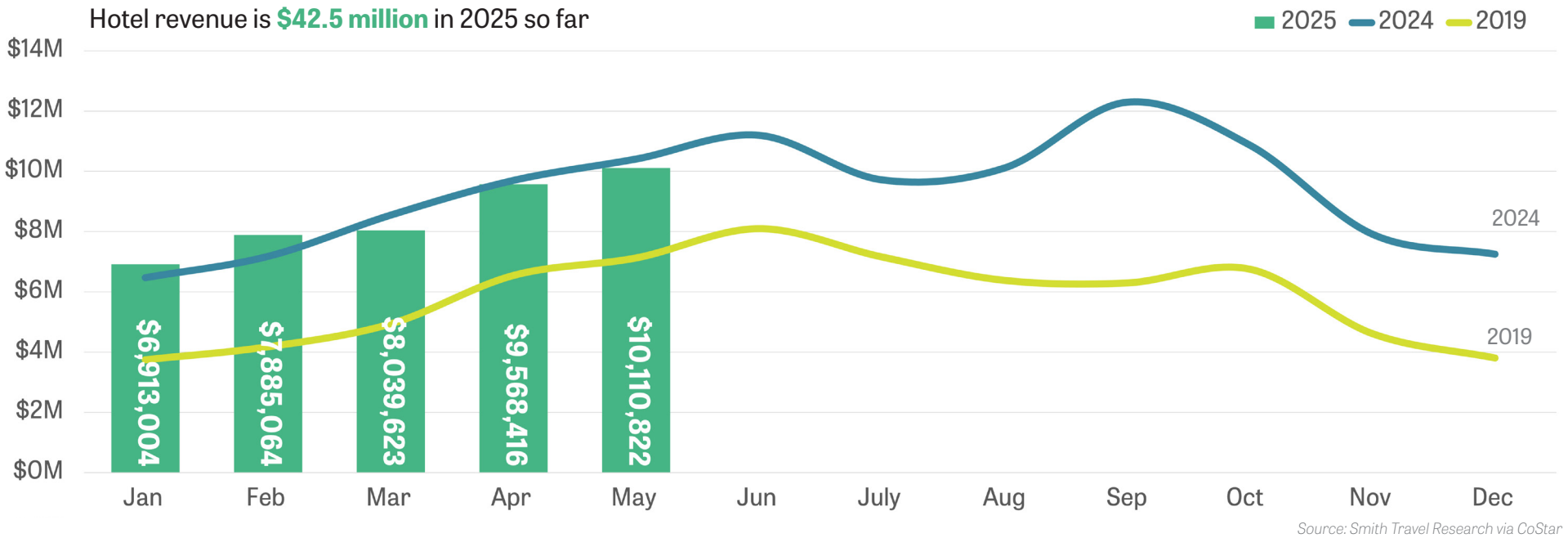
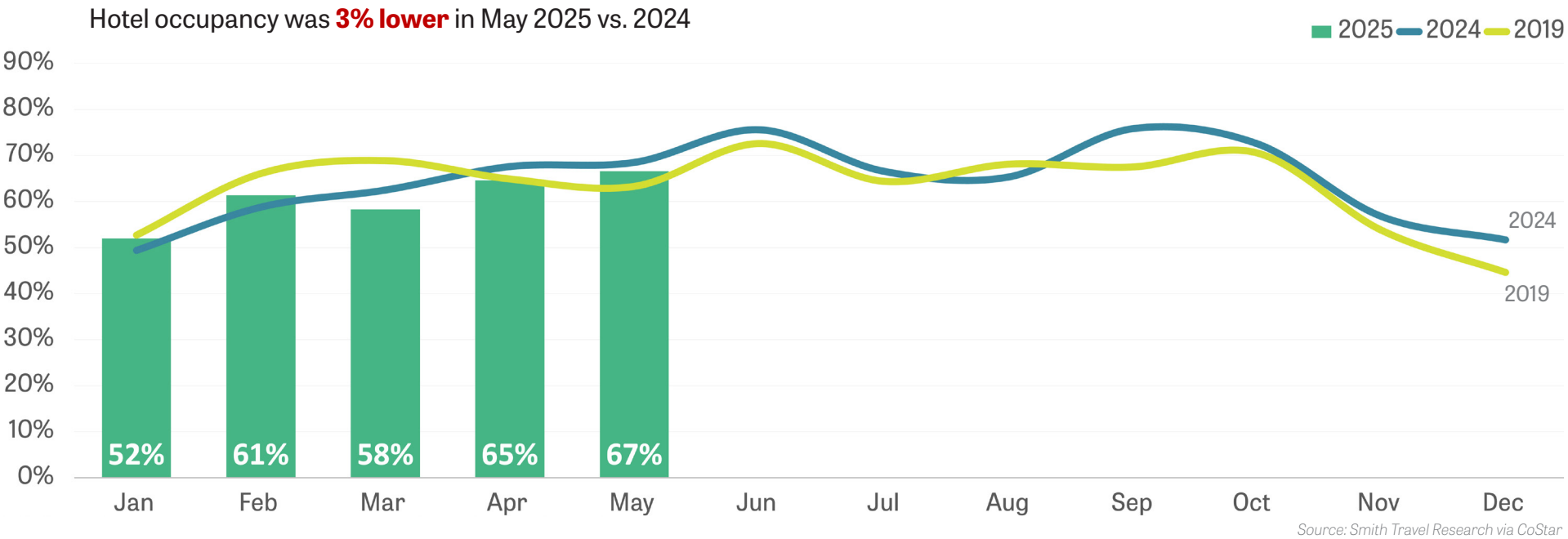
Source: CoStar

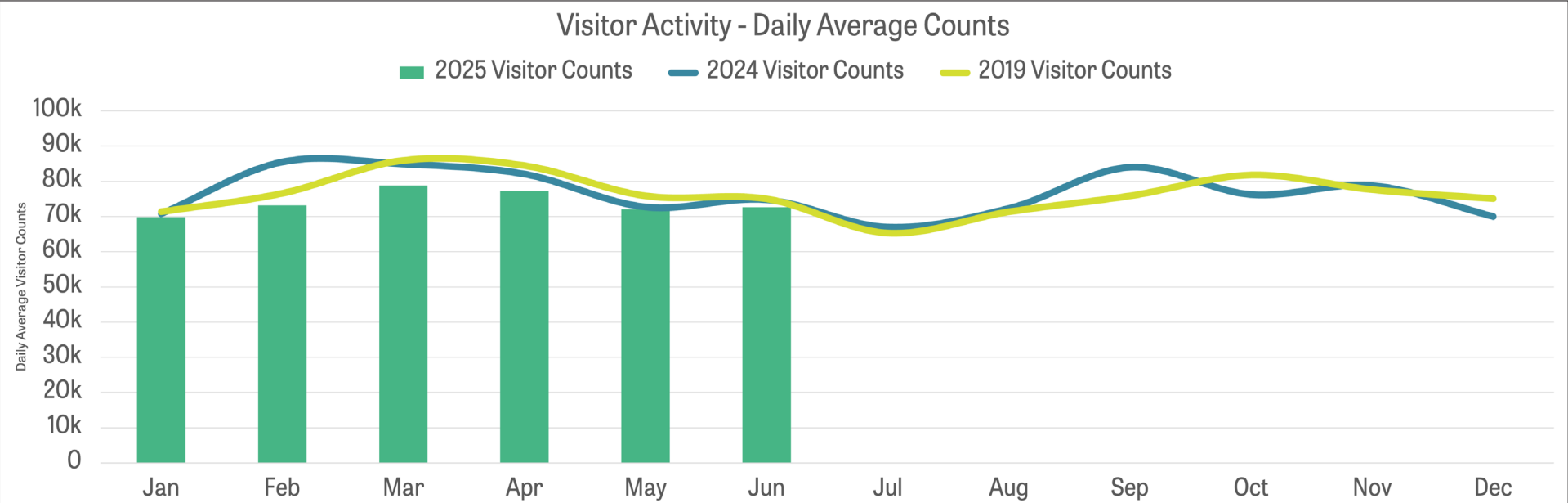
Distribution of Units by Rate Type



Source: Downtown Grand Rapids Inc.

Hotel Occupancy | Updated May 2025



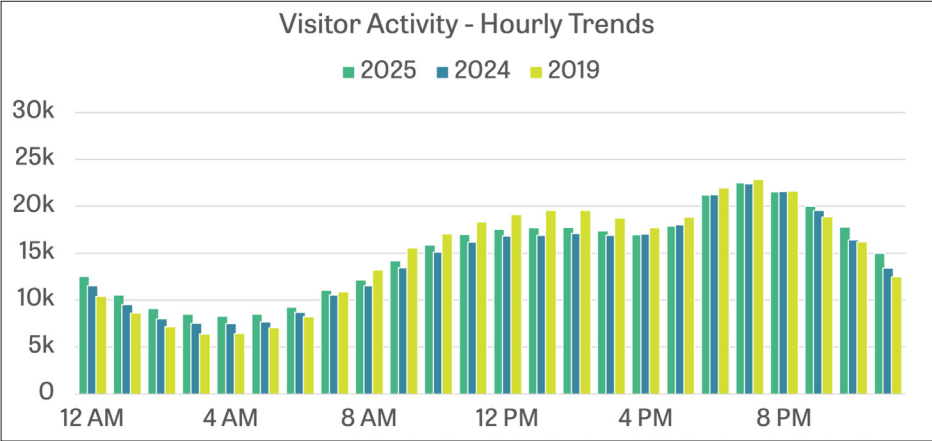


Source: Placer.ai

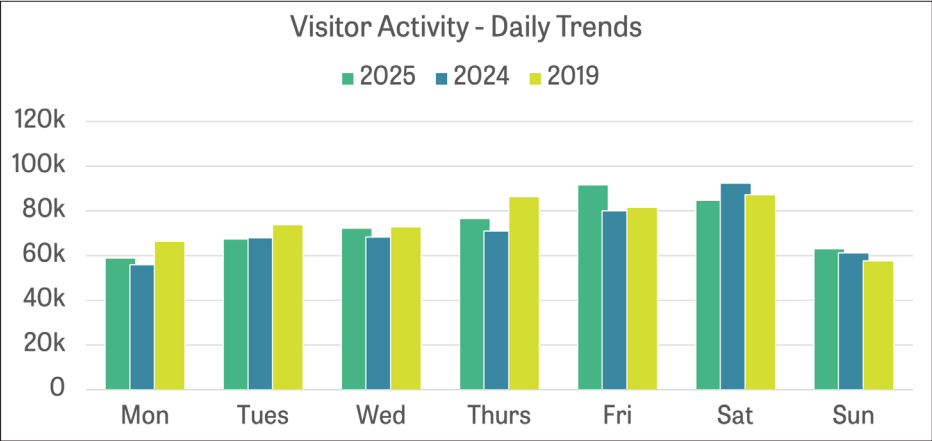
1%
increase
June 2025 vs. May 2025

3%
decrease
June 2025 vs. June 2024

3%
decrease
June 2025 vs. June 2019

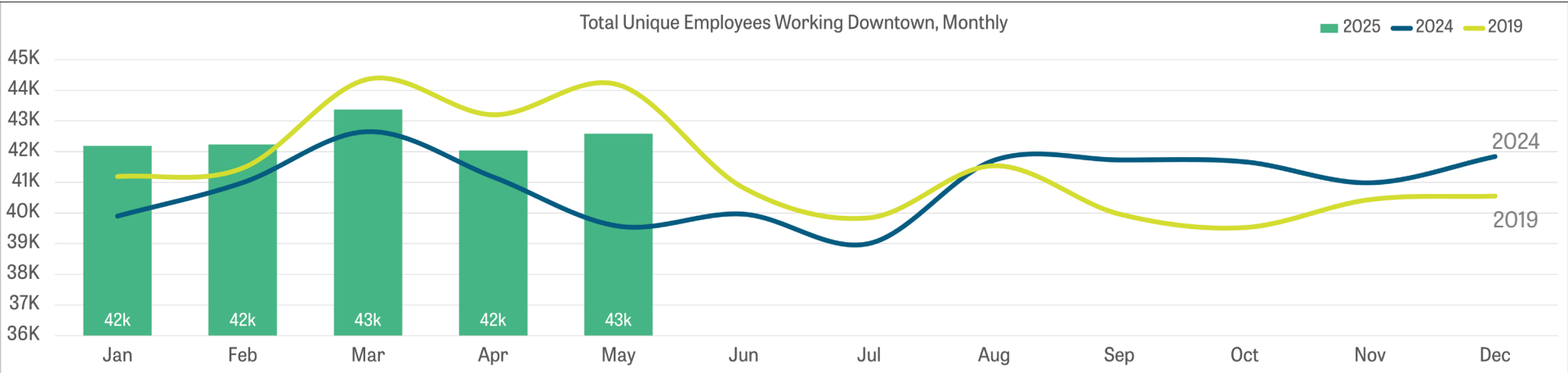


Source: Placer.ai

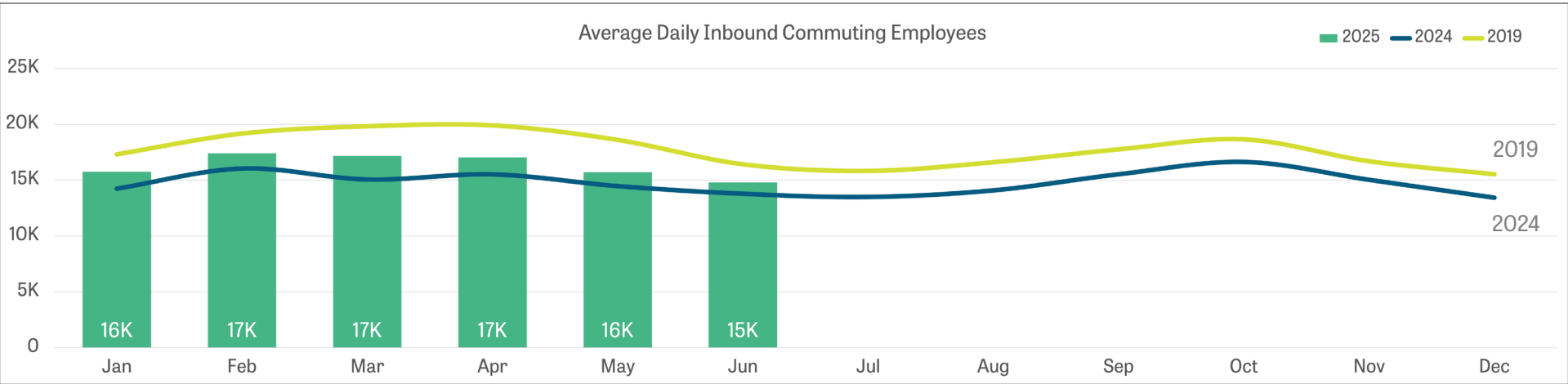
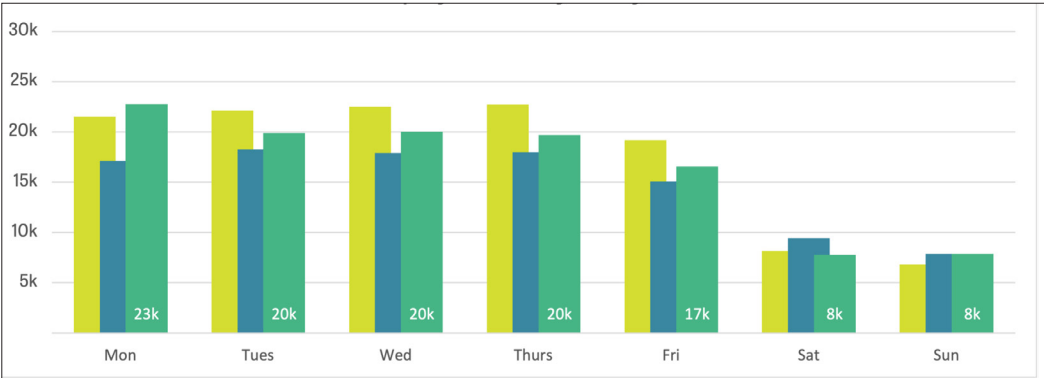


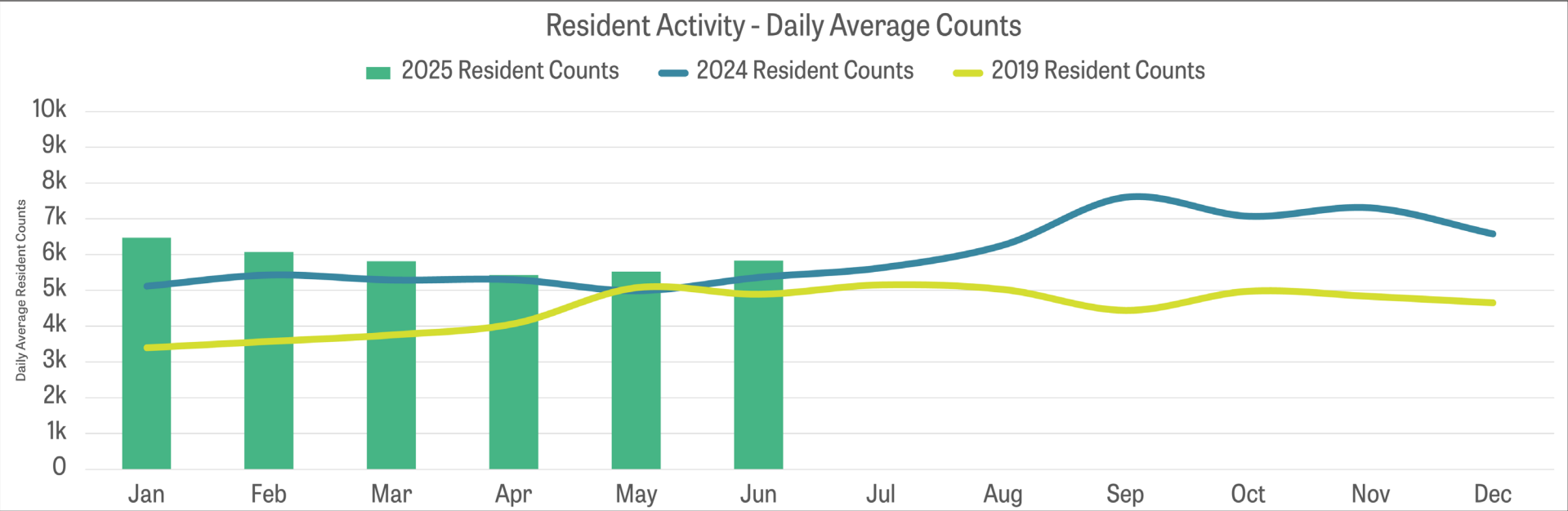
Source: Placer.ai

DDA Employee Activity Tracking | Updated June 2025



The graph **below** indicates the daily average number of Downtown employees that are inbound commuters, i.e. how many employees are working in the district that commute from outside the district on a daily basis. Employee activity fluctuates daily due to schedules, remote work practices, etc The DGR I team will continue to enhance the reporting on this audience type based on the new methodology employed by Placer.ai.





Source: Placer.ai

5%

increase

June 2025 vs. May 2025

9%

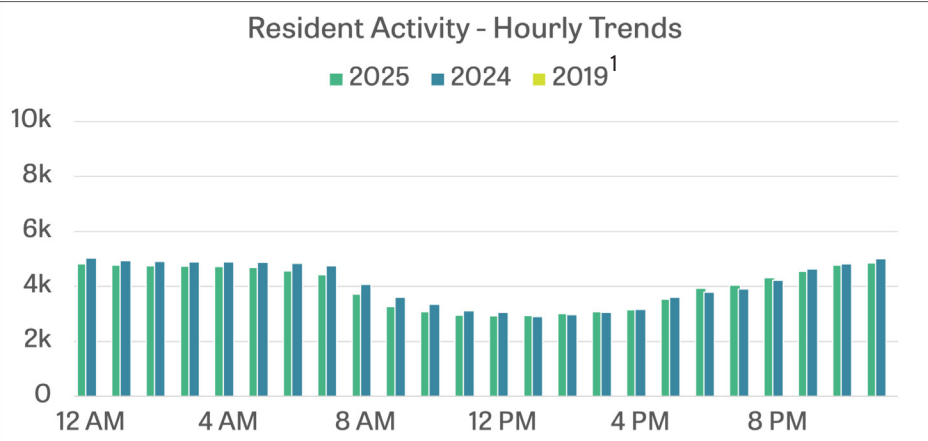
increase

June 2025 vs. June 2024

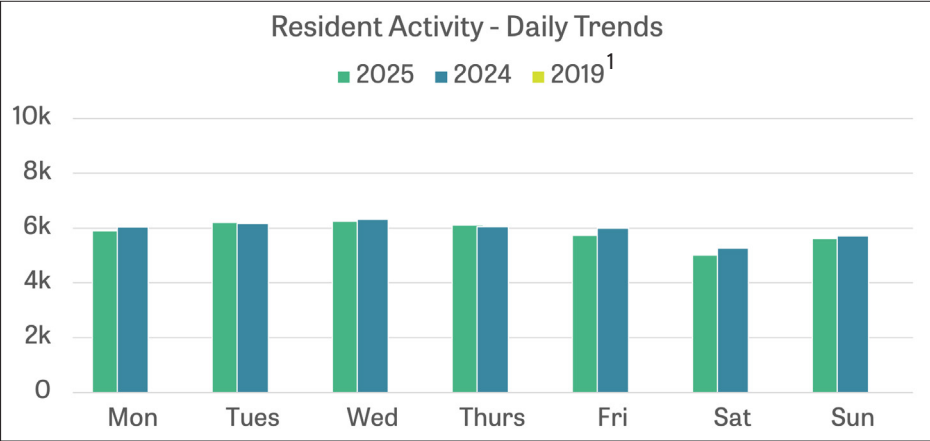
19%

increase

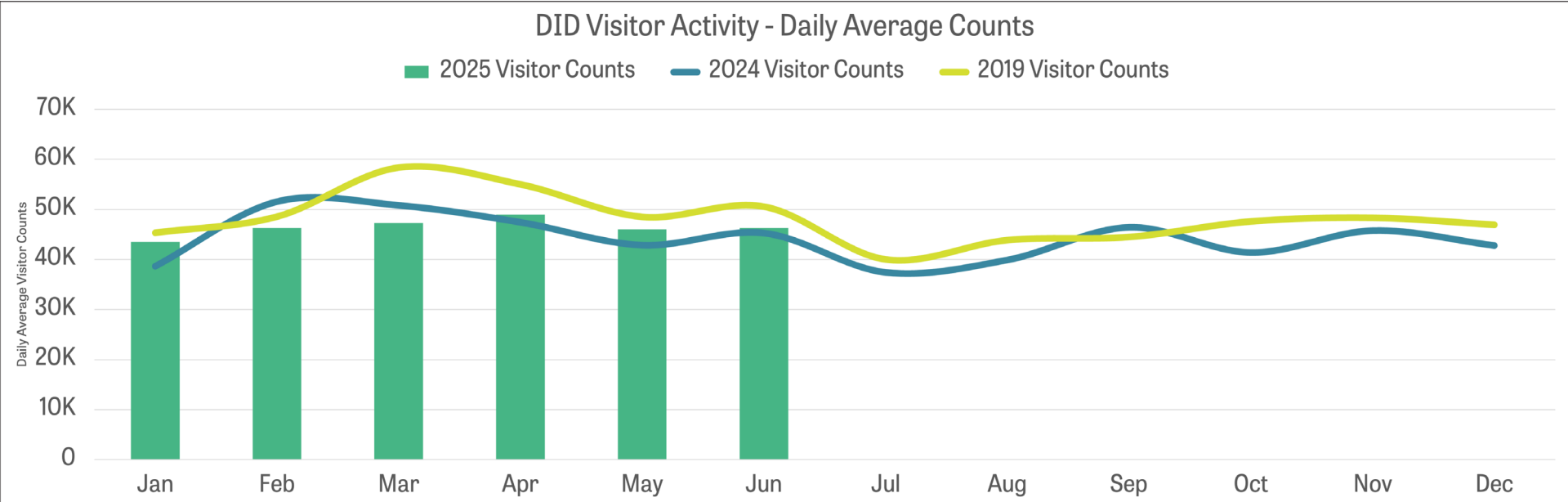
June 2025 vs. June 2019



Source: Placer.ai



Source: Placer.ai

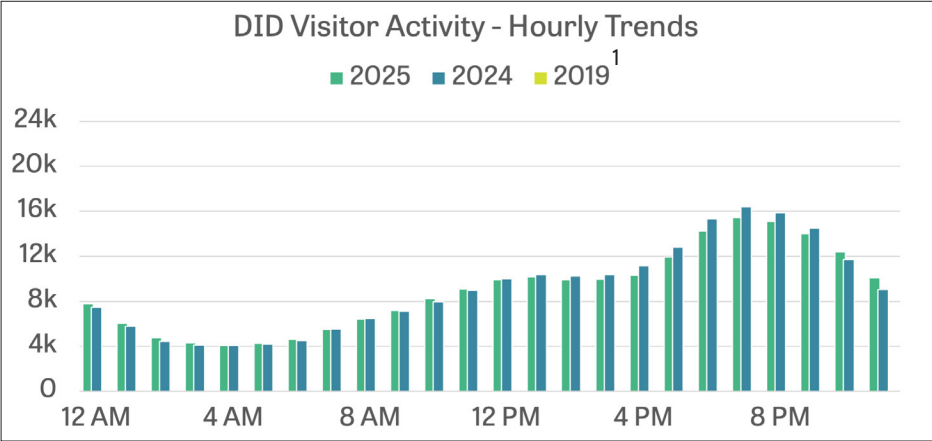


Source: Placer.ai

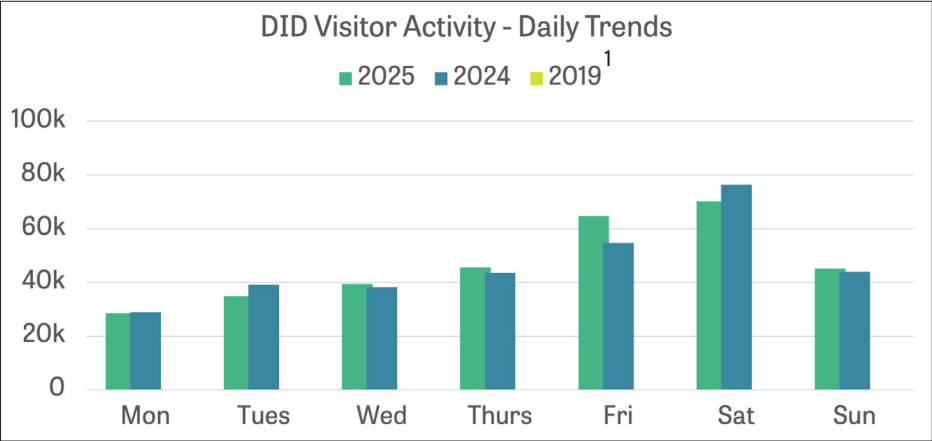
1%
increase
June 2025 vs. May 2025

2%
increase
June 2025 vs. June 2024

8%
decrease
June 2025 vs. June 2019



Source: Placer.ai



Source: Placer.ai

Downtown Ambassador Statistics | Updated June 2025

	June 2025	2025 YTD	2024 YTD	2019 YTD
Graffiti Removals	470	2,450	2,795	689
Lbs of Trash Removed	25,050	132,350	156,725	189,725
Snow Removals	-	6,402	5,569	5,569
Weeds Abated	53,411	74,416	150,820	27,325
Business Contacts	278	2,341	4,108	1,118
Pedestrian Assists	6,849	87,035	185,823	110,081
Mobility Assists	13	322	2,311	875
Total Ambassador Banked Hours as of April:				401.75
Total Resident Ambassador Banked Hours as of April:				224.25

Source: Downtown Grand Rapids Inc.



Current Construction & Development | Updated June 2025

1 Lyon Square Reconstruction

anticipated completion: July 2nd, 2025

\$12,000,000 investment

2 GRPM River's Edge Work

anticipated completion: August 2025

\$12,000,000 investment

3 Acrisure Amphitheater

anticipated completion: Spring 2026

+190 parking spaces

+825 jobs

\$214,500,000 investment

4 111 Lyon Residential Conversion

anticipated completion: Spring 2026

+140 housing units

-125,000 sq ft of office space

\$50,000,000 investment

5 974 Front Redevelopment

anticipated completion: Spring 2026

+32 housing units

+20,000 sq ft of office space

\$12,800,000 investment

6 Amway Soccer Stadium

anticipated completion: Spring 2027

+104 jobs

\$175,000,000 investment

7 Corewell Parking Lots

anticipated completion: TBD

+40 parking spaces

929

new jobs

230

parking spaces

172

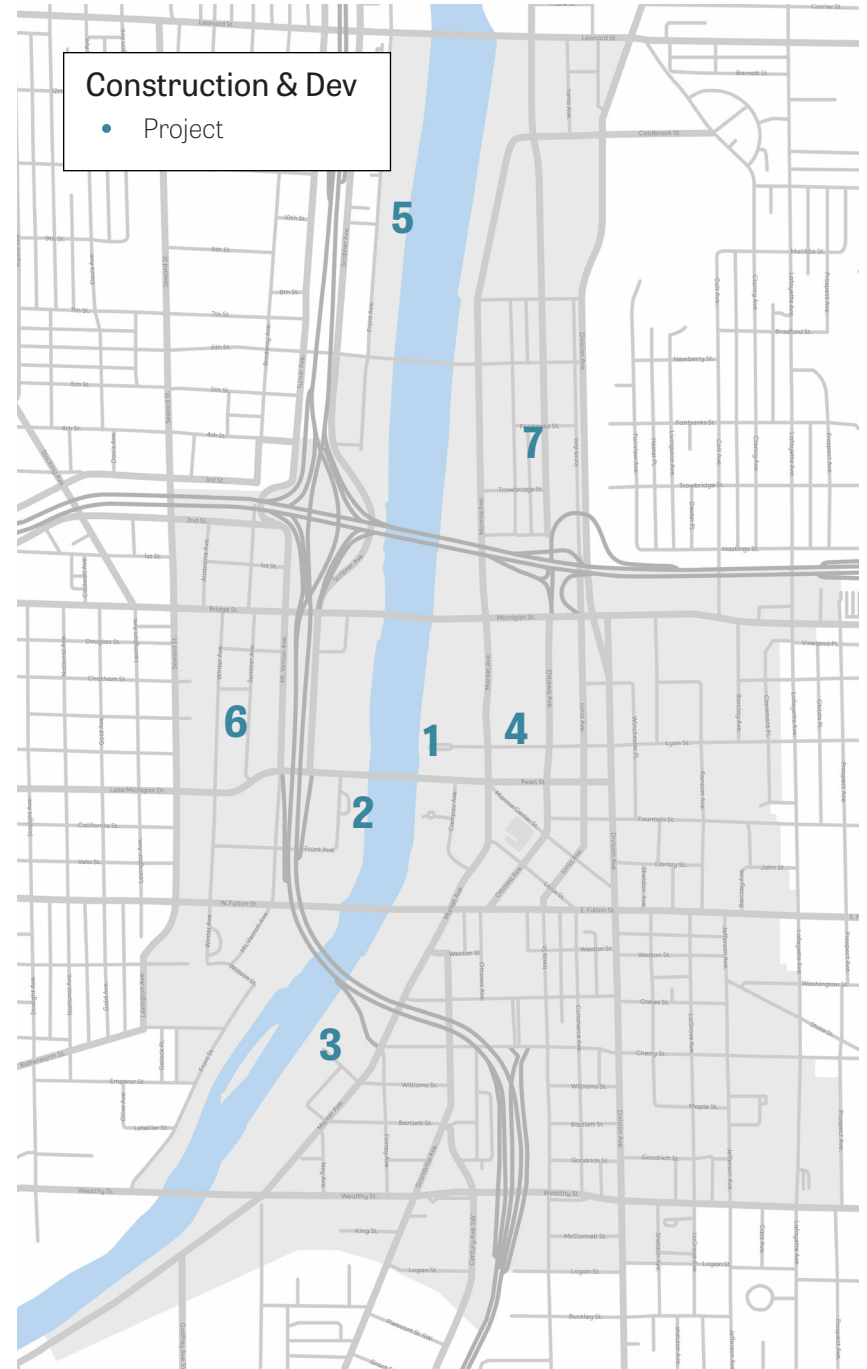
housing units

\$476M

in investment

-125k

sq ft of office space



Source: Downtown Grand Rapids Inc.

Grand River Corridor Revitalization Progress | Updated May 2025

48

acres of park improvements

20

miles of trail improvements¹

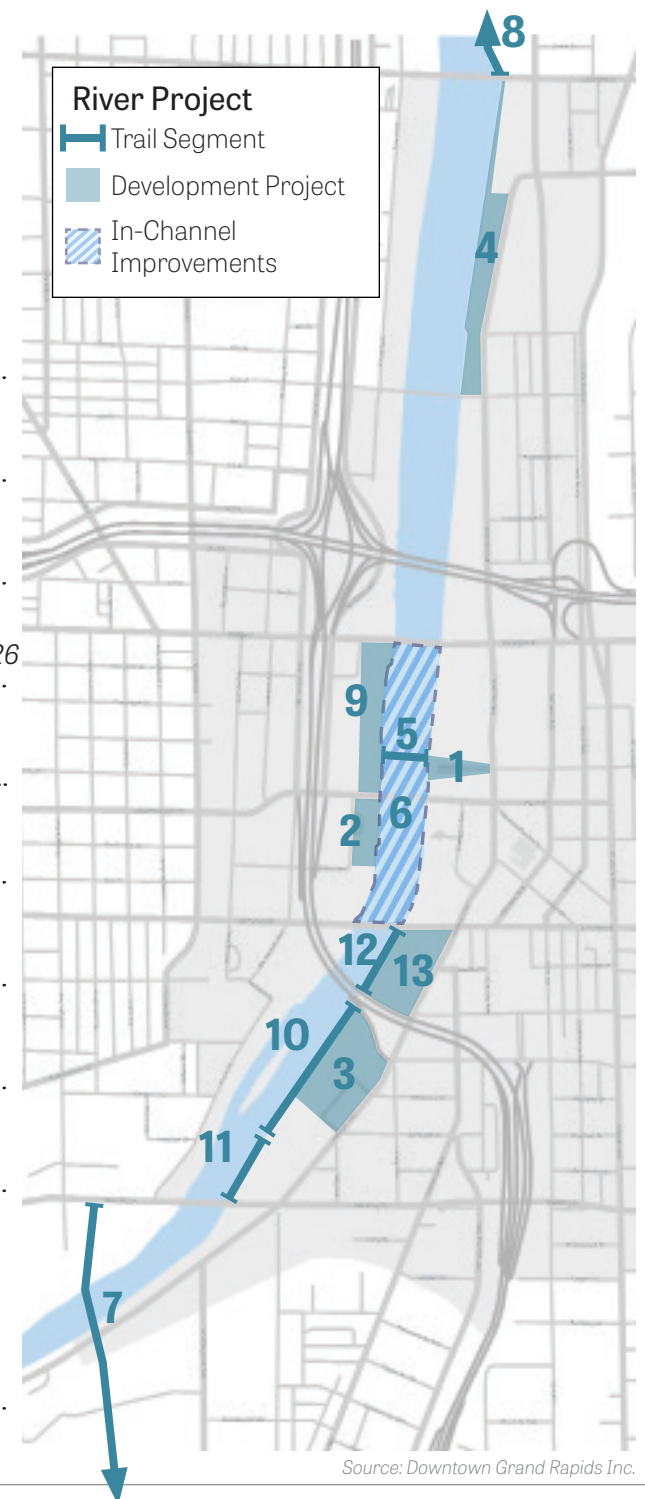
\$62M

total DGRI investment (DDA, MNTIFA, ARPA)

\$1.7B

total private river-adjacent investment

1	Lyon Square	Planning	Design	Permitting	Bidding	Construction	Complete!
2	GRPM River Edge Improvements	Planning	Design	Permitting	Bidding	Construction	Completion est. Nov 2025
3	Acrisure Amphitheater	Planning	Design	Permitting	Bidding	Construction	Completion est. May 2026
4	Canal Park	Planning	Design	Permitting	Bidding	Construction	Completion est. Summer 2026
5	Gillett Bridge	Planning	Design	Permitting	Bidding	Construction	Completion est. Sept 2025
6	Lower Reach In-Channel Improvements	Planning	Design	Permitting	Bidding	Construction TBD	Completion
7	Oxford Trail	Planning	Design	Permitting	Bidding	Construction est. Sept 2025	Completion
8	Edges Trail, Leonard To Ann	Planning	Design	Permitting	Bidding	Construction est. August 2025	Completion
9	Ah-Nab-Awen Park	Planning	Design	Permitting TBD ²	Bidding	Construction	Completion
10	Edges Trail	Planning	Design	Permitting	Bidding	Construction	Completion
11	US-131 to Railroad					Construction	est. Oct 2026
12	Railroad to Wealthy						TBD
13	Fulton to US-131						TBD
13	Fulton & Market	Planning	Design	Permitting	Bidding	Construction	Completion



Source: Downtown Grand Rapids Inc.



DOWNTOWN
GRAND RAPIDS INC.

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

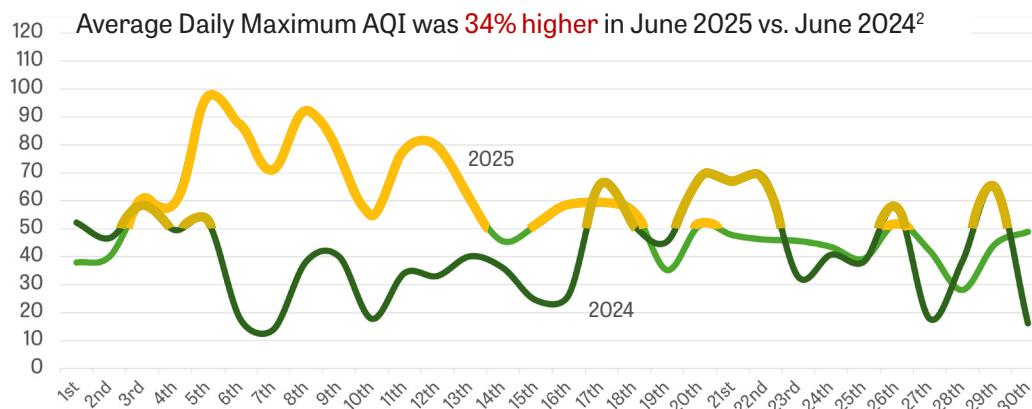
1 - Includes 16 miles of ARPA-funded Kent County greenway trail, White Pine Trail to Ada

2 - Ah-Nab-Awen Park construction is dependent on Lower Reach in-channel improvements timing.

Air Quality Monitoring | Updated June 2025

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. AQI measures five major air pollutants known to be hazardous to our health: ground-level ozone, carbon monoxide, sulfur dioxide, nitrogen dioxide, and particulate pollution.¹

- 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.



June 2025 Recap

June 28
Medical Mile
20.27

Best AQI Day

Medical Mile
36.14 avg

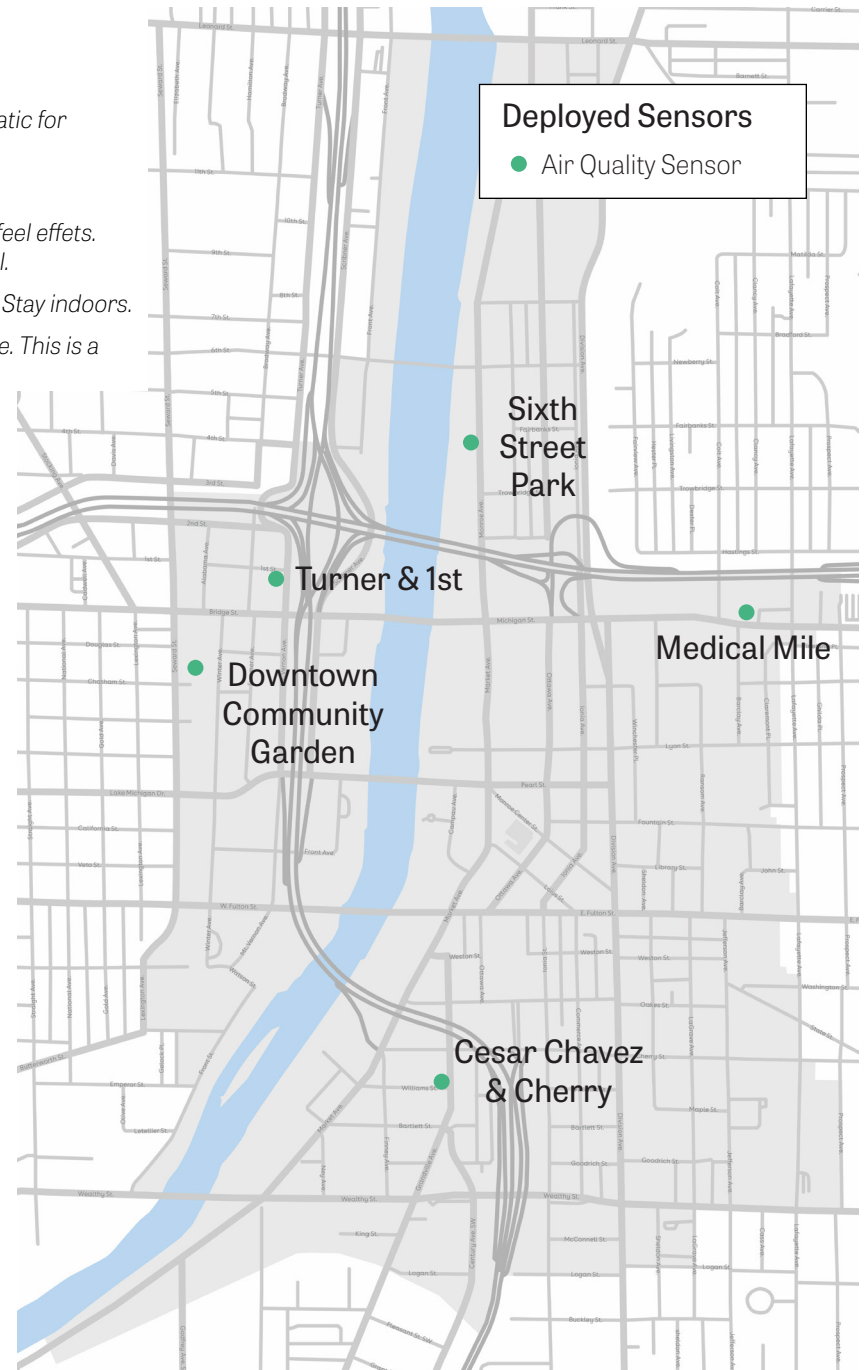
Best Average
June AQI

June 5
Sixth Street Park
109.83

Worst AQI Day

Community Garden
65.59 avg

Worst Average
June AQI



Source: Downtown Grand Rapids Inc.

DASH 3.0: Circulator Ridership | Updated May 2025

DASH Circulator operates Monday - Sunday on one route with two directions (Clockwise and Counterclockwise).

4%

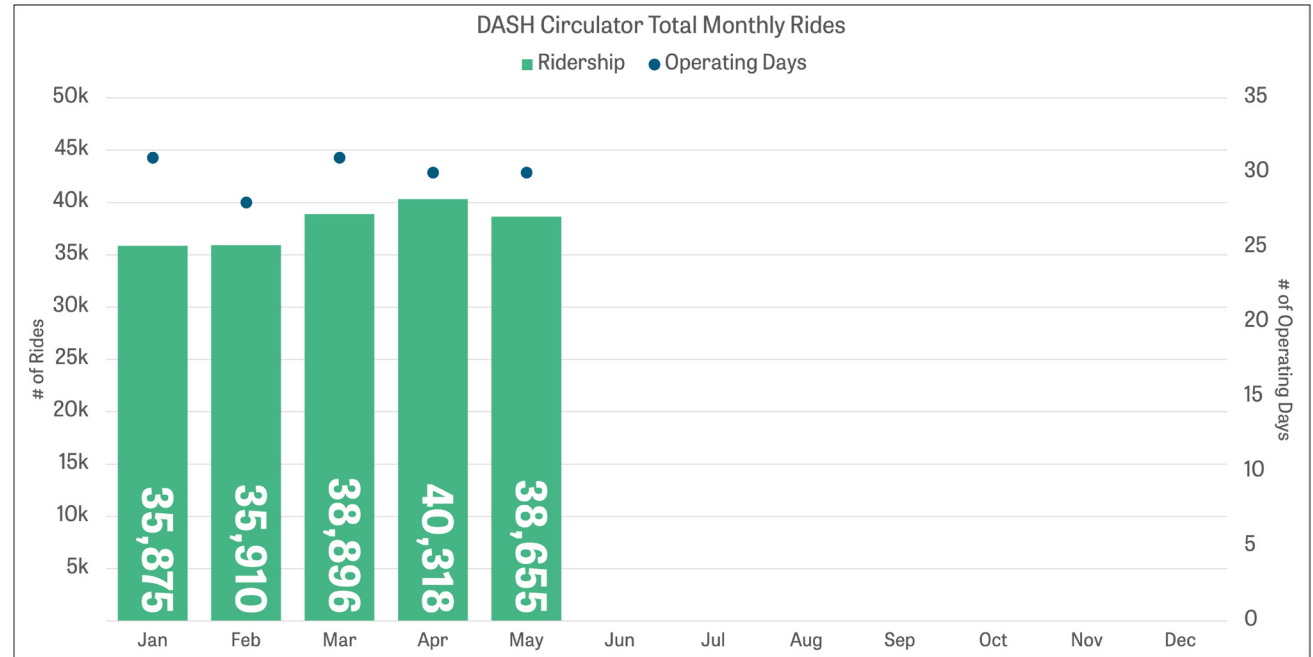
decrease in ridership
May 2025 vs. Apr 2025

24%

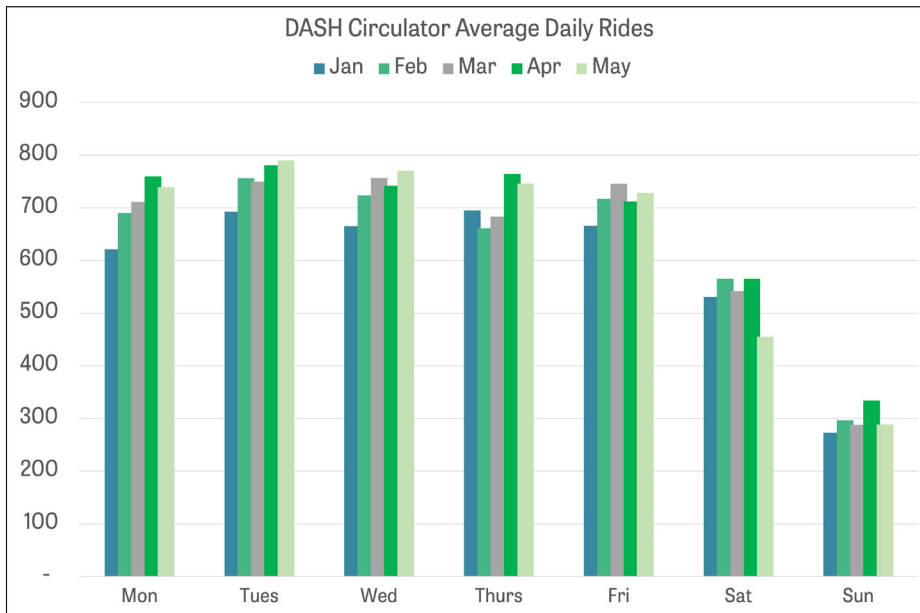
increase in ridership
May 2025 vs. May 2024

33%

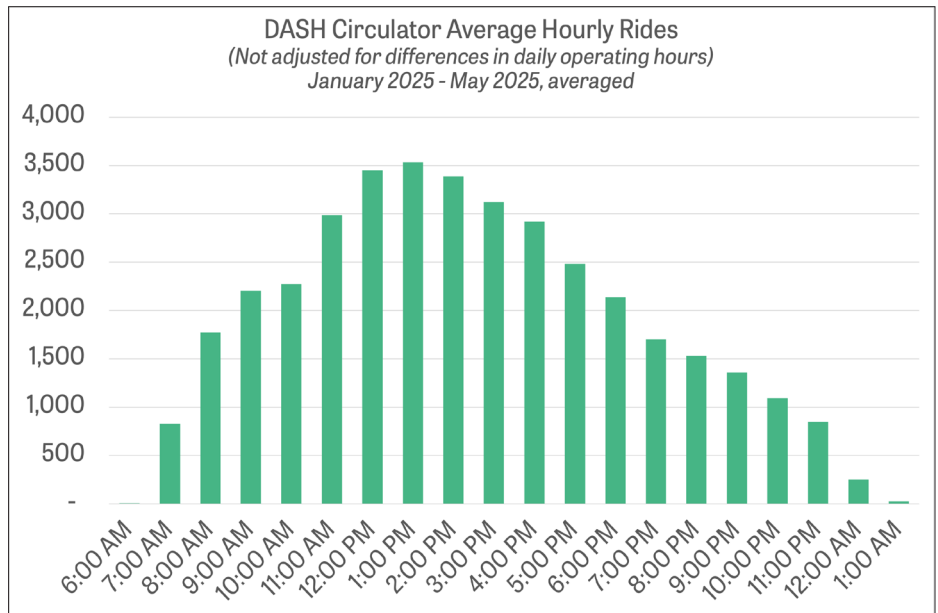
decrease in ridership
May 2025 vs. May 2019



Source: The Rapid



Source: The Rapid



Source: The Rapid

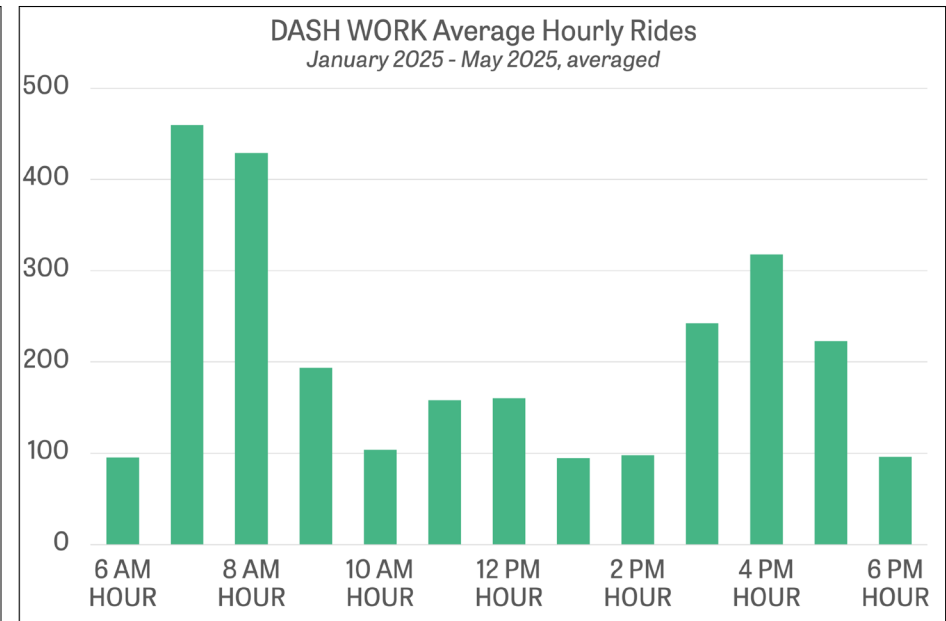
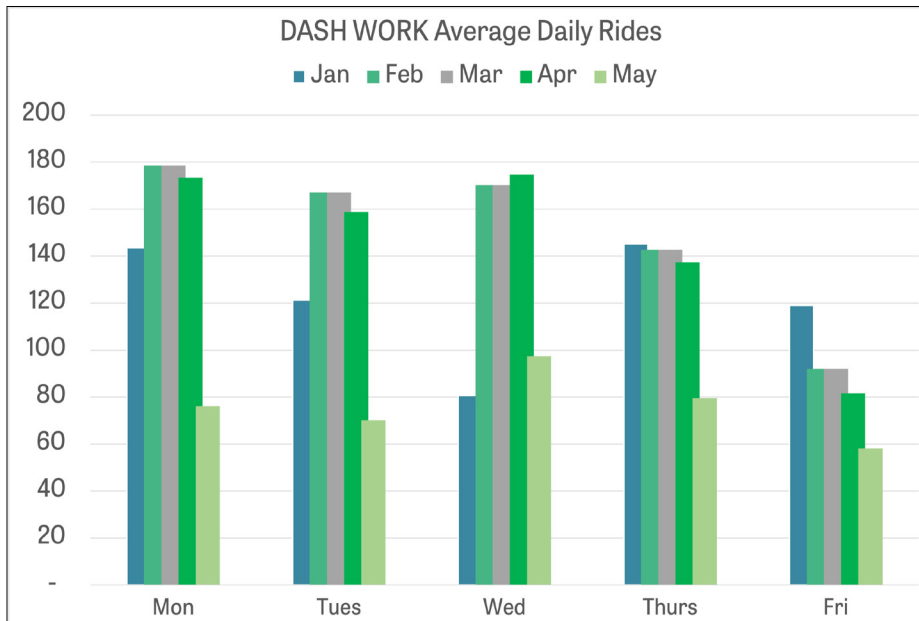
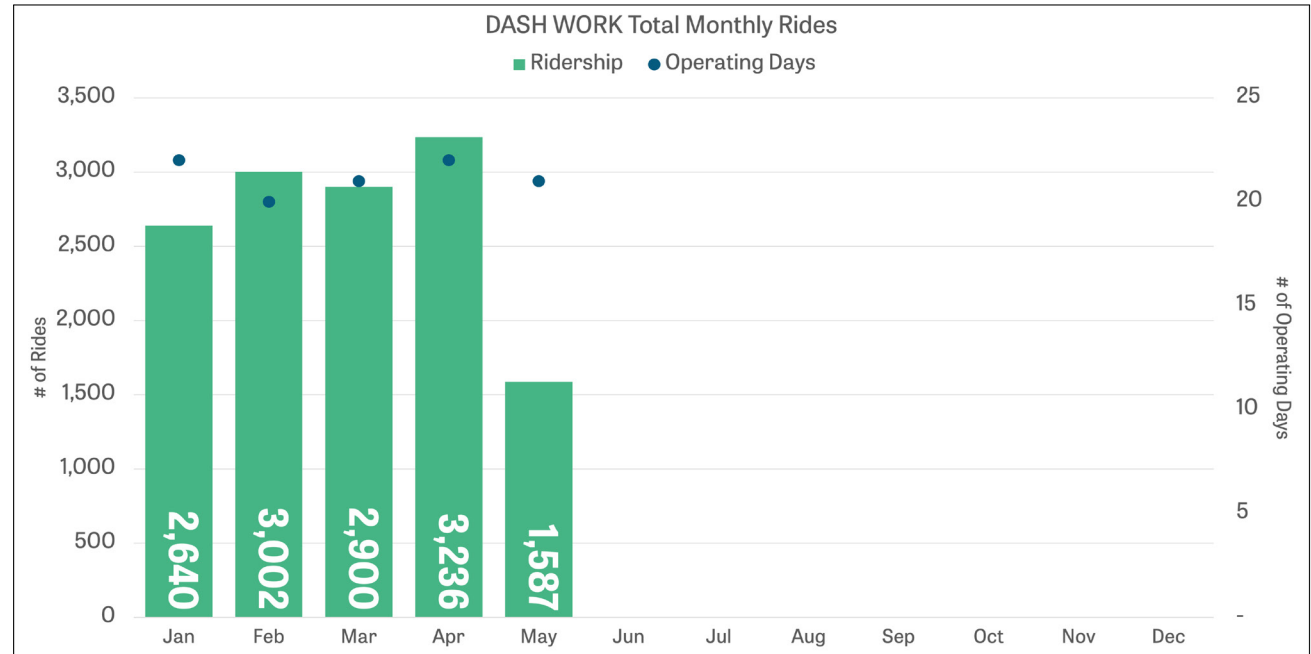


DASH 3.0: WORK Ridership | Updated May 2025

DASH WORK operates Monday - Friday, 6:30 AM - 6:30 PM, primarily servicing Downtown employees that park in Areas 7 & 9.

51%
decrease in ridership
May 2025 vs. Apr 2025

30%
decrease in ridership
May 2025 vs. May 2024



Source: The Rapid