

Downtown Vitals Report



DOWNTOWN
GRAND RAPIDS INC

Attendees at Pride Festival on and around Calder Plaza

Published July 2026



NEW STOREFRONT BUSINESS

2

in June

10 business opened this year to date

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STOREFRONT VACANCY

21%

in June

8 businesses closed this year to date

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CURRENT INVESTMENT IN CORE

\$234M

in building renovations,
housing developments
& entertainment venues

p.5

CURRENT GREENWAY INVESTMENT

\$68M

in parks renovations,
trail construction & in-water work

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DASH CIRCULATOR RIDERSHIP

+4%

vs. last month (May 2026)
-57% vs. this time last year

p.12

HOTEL OCCUPANCY

+11%

vs. last month (Apr 2026)
+3% vs. this time last year

p. 13

OFFICE VACANCY

7.8%

in Q2 2026
vs. 11% this time last year

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HOUSING OCCUPANCY

-3%

vs. last quarter (Q1 2026)
-1% vs. this time last year

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CONSUMER SPENDING

+11%

vs. last month (Apr 2026)
vs. \$22.52 this time last year

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VISITOR ACTIVITY

-4%

vs. last month (Apr 2026)
+2% vs. this time last year

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DAILY ACTIVITY

N/A

check back next month!*

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RESIDENT ACTIVITY

N/A

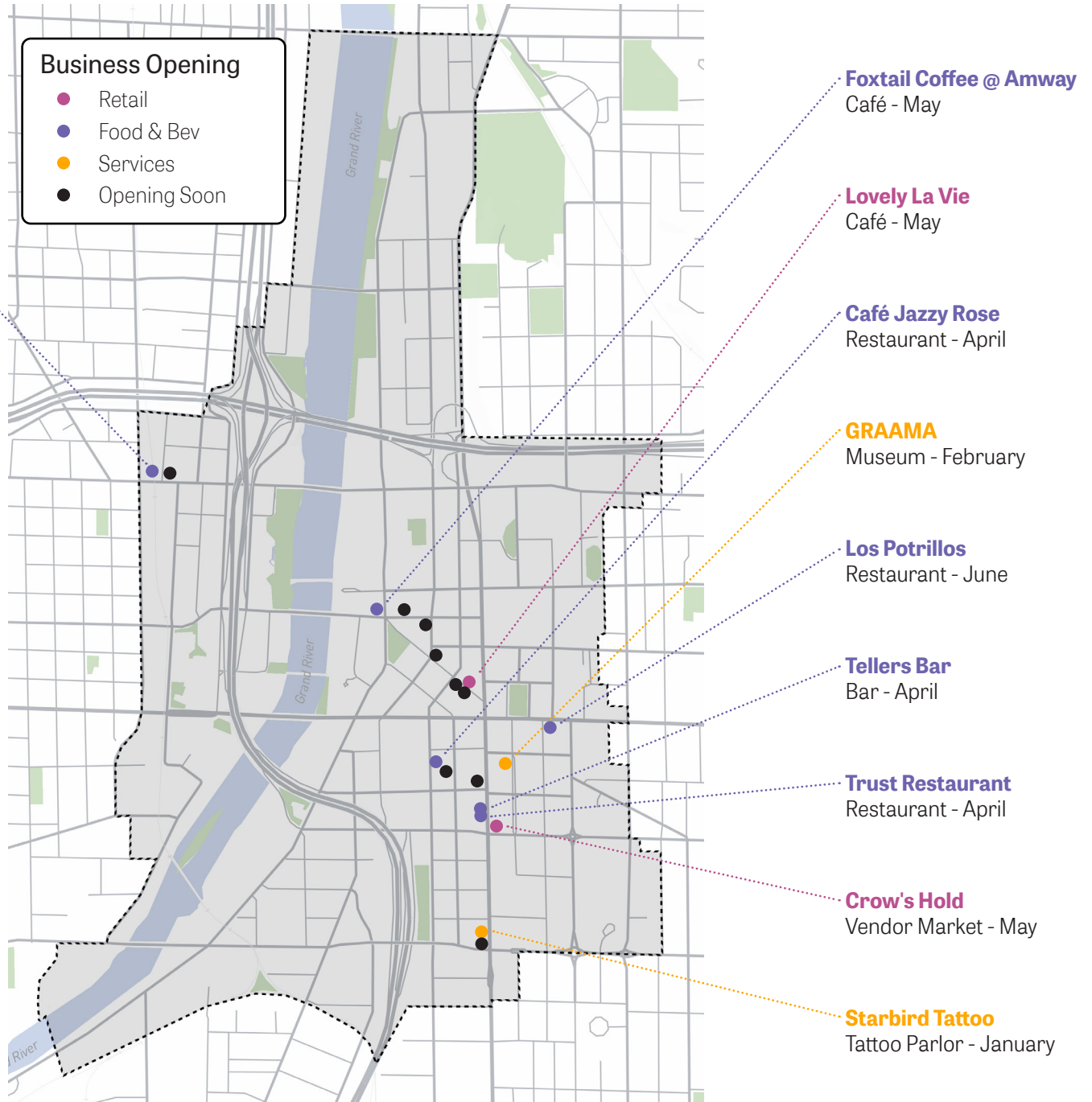
check back next month!*

p. 19

Adobe Mexican Kitchen
Restaurant - June

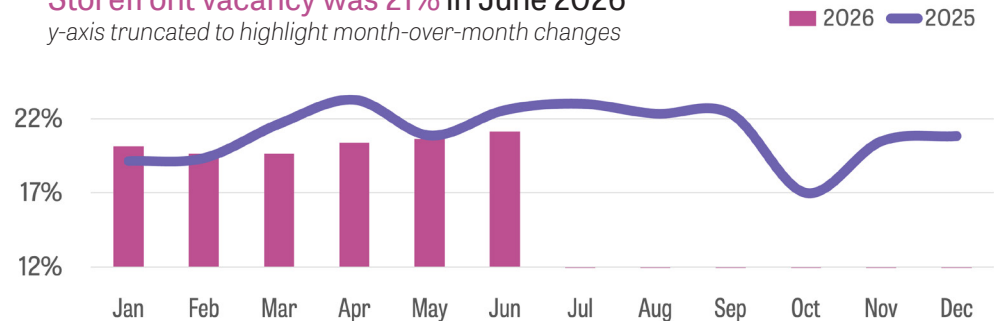
DDA Retail Innovation Grant

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
Total	32	\$945,107.46

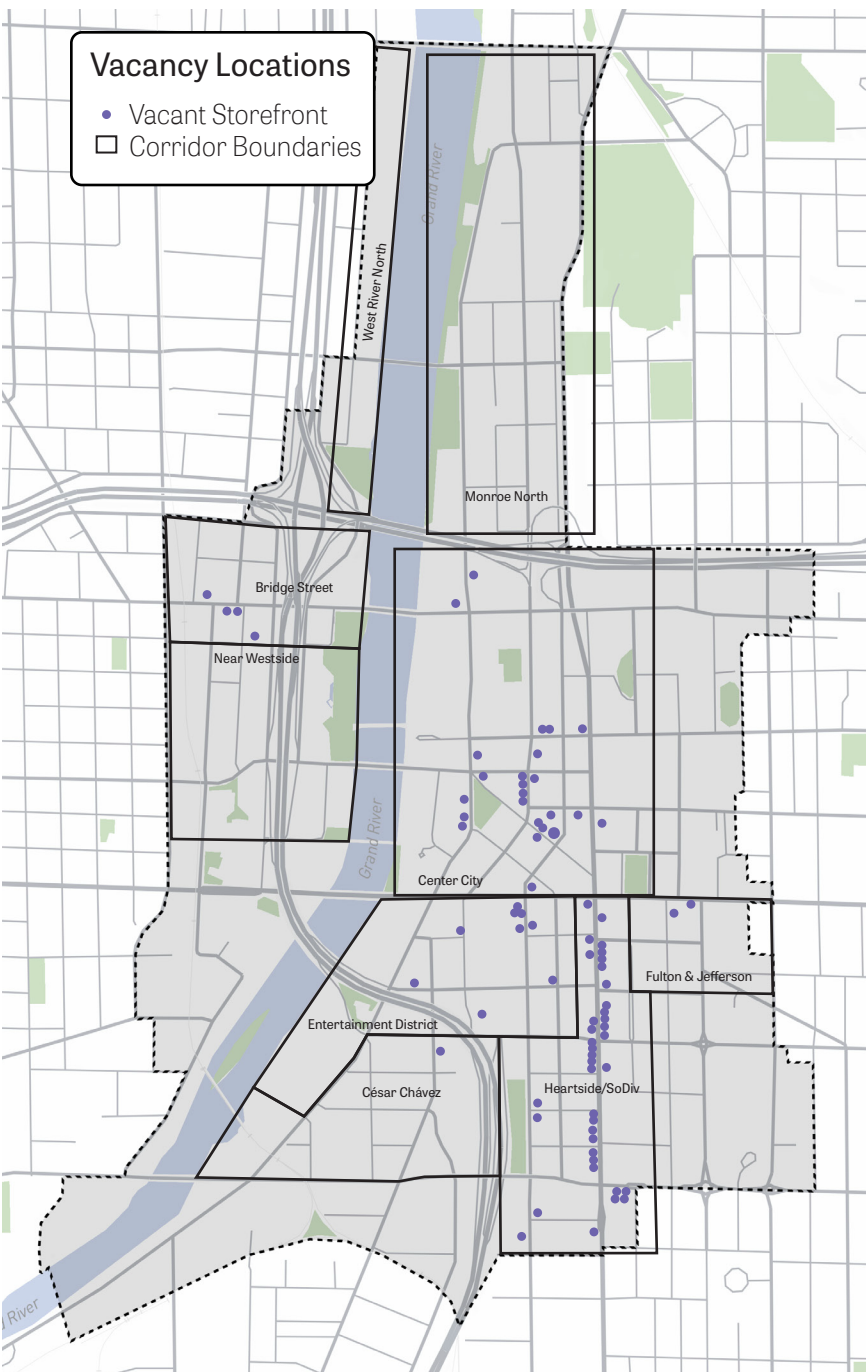


8 storefront businesses closed
Downtown in 2026 to date
25% Food & Bev - 63% Retail - 13% Services

Storefront vacancy was 21% in June 2026
y-axis truncated to highlight month-over-month changes



Corridor	Storefronts	Vacancies	Vacancy %
Bridge Street	24	4	17%
Center City	128	28	22%
Monroe Center ¹	55 ¹	10 ¹	18% ¹
César Chávez	8	1	13%
Entertainment District	65	10	15%
Fulton & Jefferson	21	3	14%
Heartside/SoDiv	110	38	35%
Monroe North	29	0	0%
Near Westside	14	1	7%
West River North	3	0	0%
DISTRICT TOTALS:	402	85	21%



1 - Monroe Center is a subset of Center City and is not included in District Totals

1 Verne Barry Place Renovation

anticipated completion: 2026

\$12,000,000 investment

2 Amway Soccer Stadium

anticipated completion: Spring 2027

+104 jobs

\$175,000,000 investment

3 Karl & Patricia Betz Living Center

anticipated completion: June 2027

+118 housing units

+6,000 sq ft of commercial space

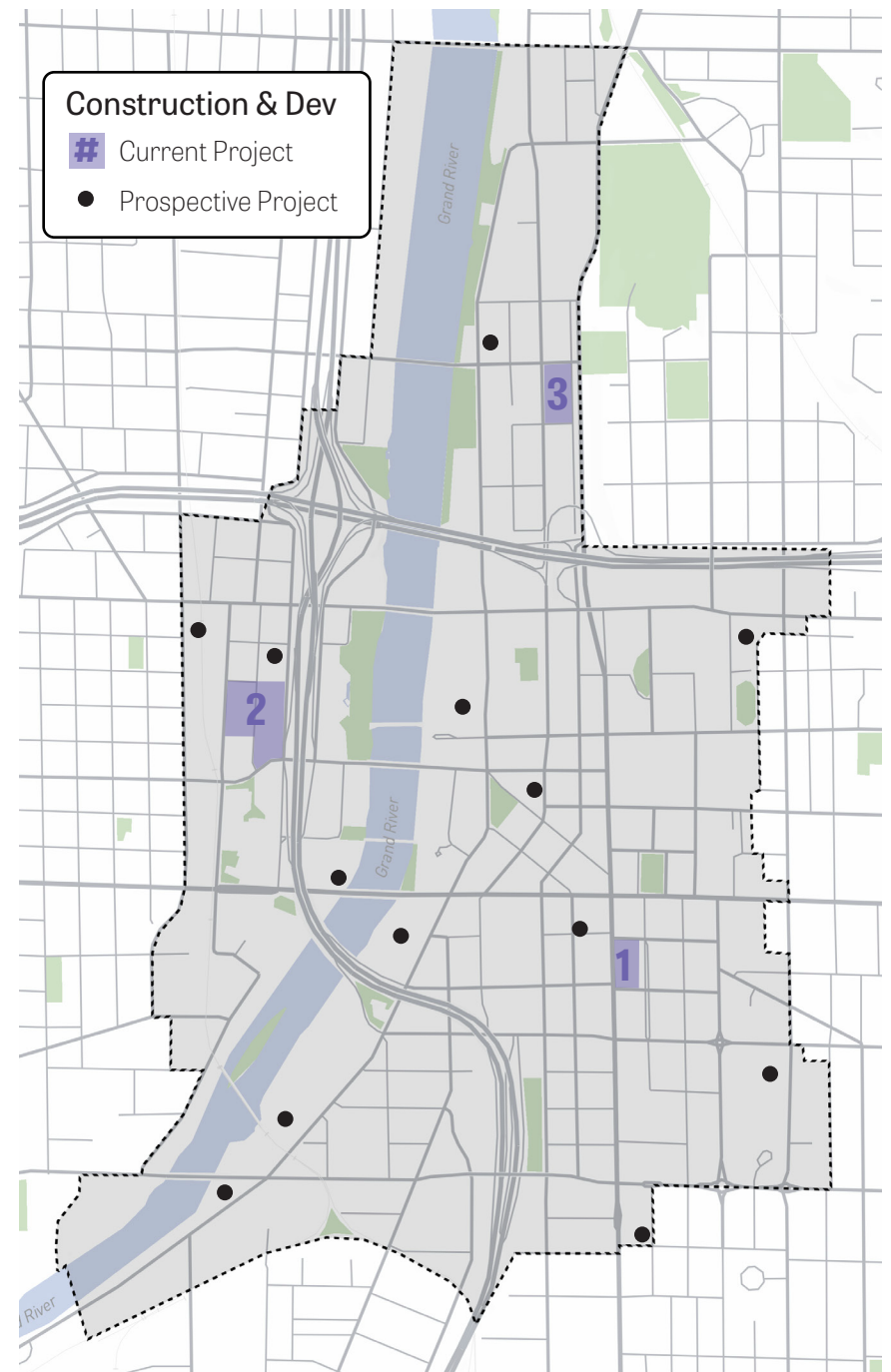
\$46,000,000 investment

\$234M
current active investment

6k
sq ft of
commercial space

104
new jobs

118
housing units



1 555 Leonard

anticipated completion: 2026

+28 housing units
+2,025 sq ft of commercial space
\$3,900,000 investment

2 Verdant

anticipated completion: Summer 2026

+148 housing units
\$31,700,000 investment

3 Adobe West Fulton

anticipated completion: June 2027

+109 housing units
+6,550 sq ft of commercial space
+70 car parking spaces
\$24,500,000 investment

4 Pleasant Hills

anticipated completion: June 2027

+27 housing units
\$10,000,000 investment

5 Factory Yards

anticipated completion: 2027

+467 housing units
+7,000 sq ft of commercial space
+31,000 sq ft of office space
+825 car parking spaces
\$147,000,000 investment

6 The Horizon

anticipated completion: Summer 2027

+171 housing units
+626 sq ft of commercial space
+79 car parking spaces
\$40,000,000 investment

7 Joan Secchia Children's Rehab

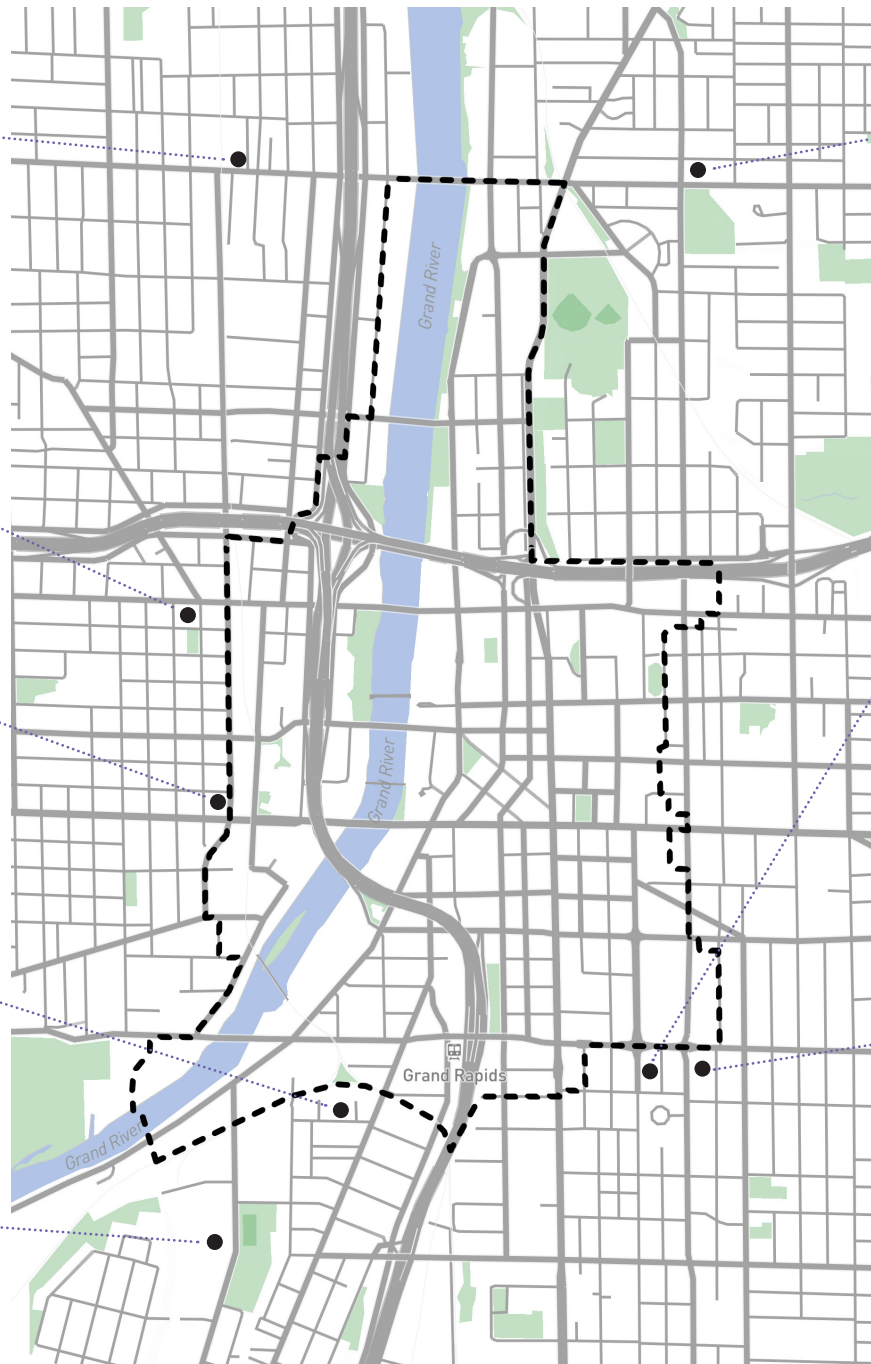
anticipated completion: 2026

+383 car parking spaces
\$70,000,000 investment

8 Wealthy & Prospect

anticipated completion: TBD

+18 housing units
+4,000 sq ft of office space



Grand River Greenway Progress - Local | Updated June 2026

198 total acres of
park improvements

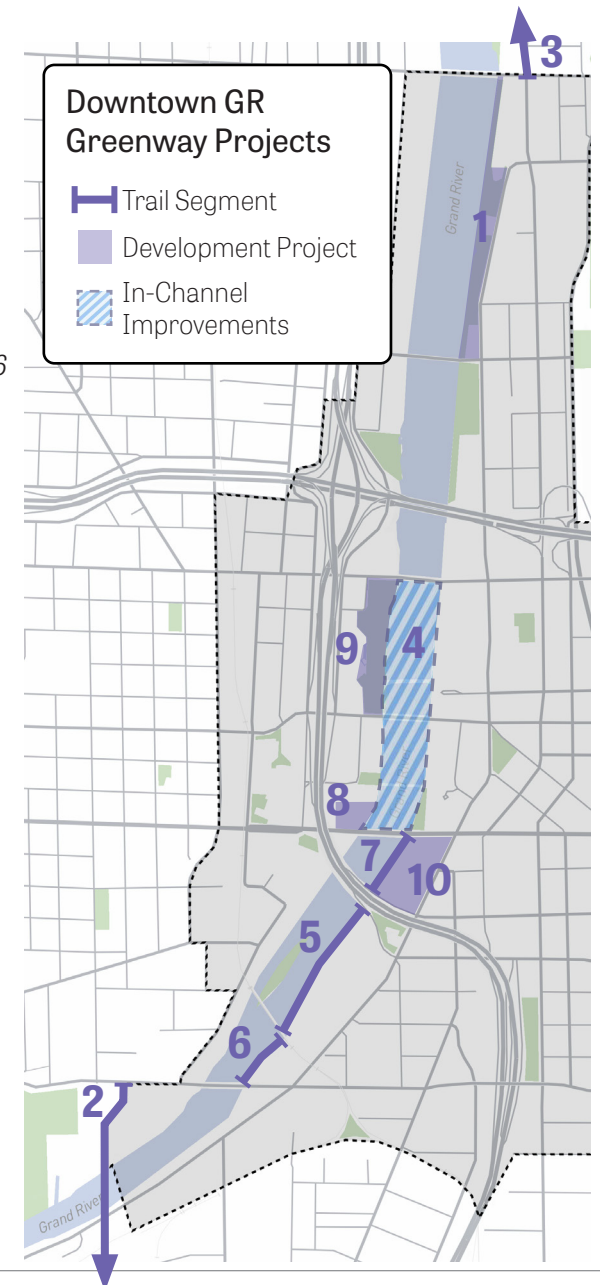
20 total miles of
trail improvements¹

\$332M in total public
space investment

\$1.7B in private
river-adjacent investment²

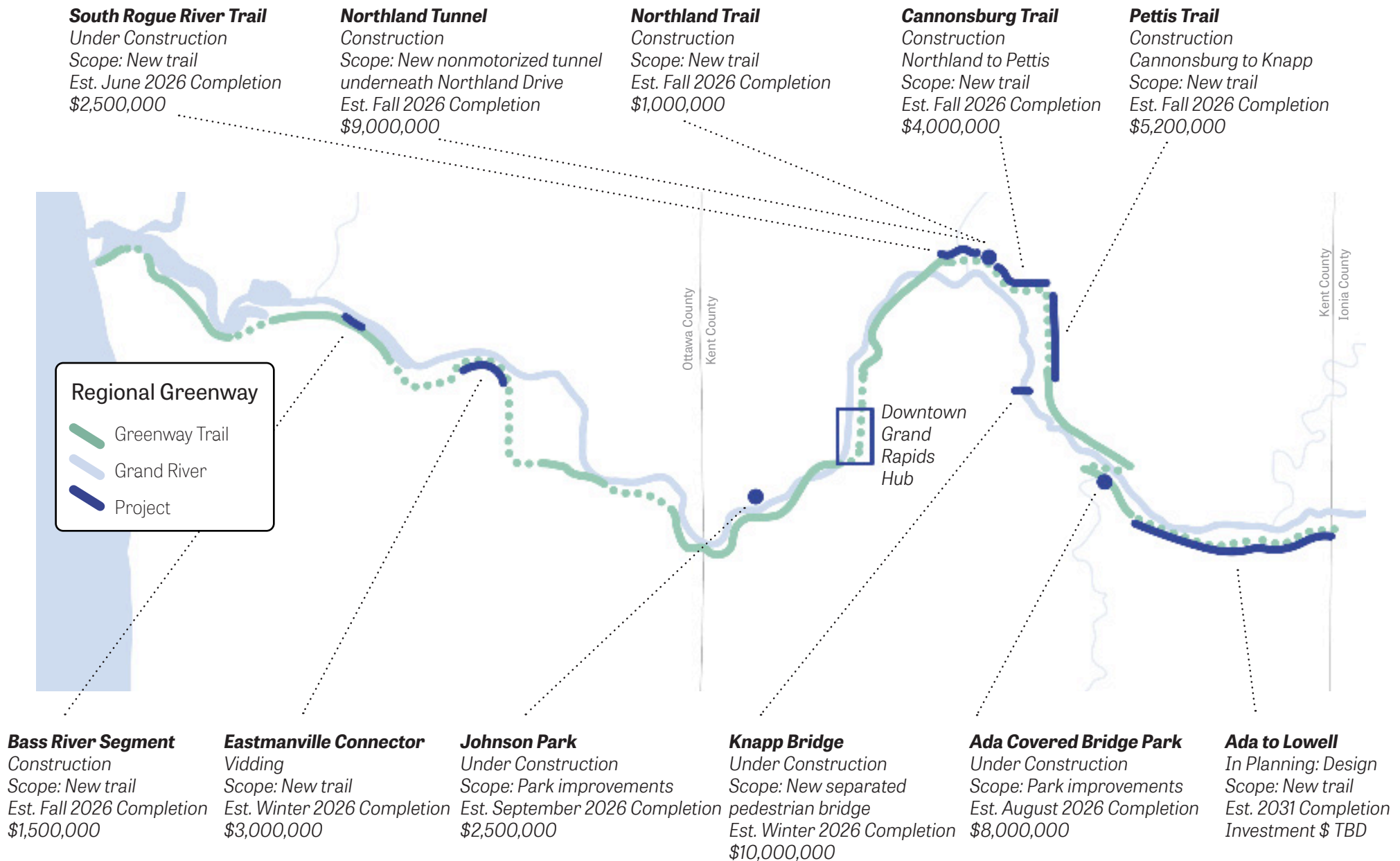
\$70M in DGRI investment³
(DDA, MNTIFA, ARPA) in 2025

1	Canal Park \$9,800,000	Planning	Design	Permitting	Bidding	Construction	Completion est. October 2026
2	Oxford Trail \$9,000,000	Planning	Design	Permitting	Bidding	Construction	Completion est. October 2026
3	Edges Trail, Leonard To Ann \$9,100,000	Planning	Design	Permitting	Bidding	Construction	Completion est. November 2026
4	Lower Reach In-Channel Improvements \$20,000,000	Planning	Design	Permitting	Bidding	Construction	Completion est. Fall 2027
5	Edges Trail US-131 to Railroad \$19,800,000	Planning	Design	Permitting	Bidding	Construction	Completion est. Oct 2026
6	Railroad to Wealthy \$ TBD	Planning	Design	Permitting	Bidding TBD	Construction	Completion
7	Fulton to US-131 \$ TBD	Planning	Design TBD	Permitting	Bidding	Construction	Completion
8	Blue Dot \$ TBD	Planning	Design	Permitting	Bidding TBD	Construction	Completion
9	Ah-Nab-Awen Park \$10,300,000	Planning	Design	Permitting TBD	Bidding	Construction	Completion
10	Fulton & Market \$797,000,000	Planning	Design	Permitting TBD	Bidding	Construction	Completion



Grand River Greenway Progress - Regional | Updated June 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.

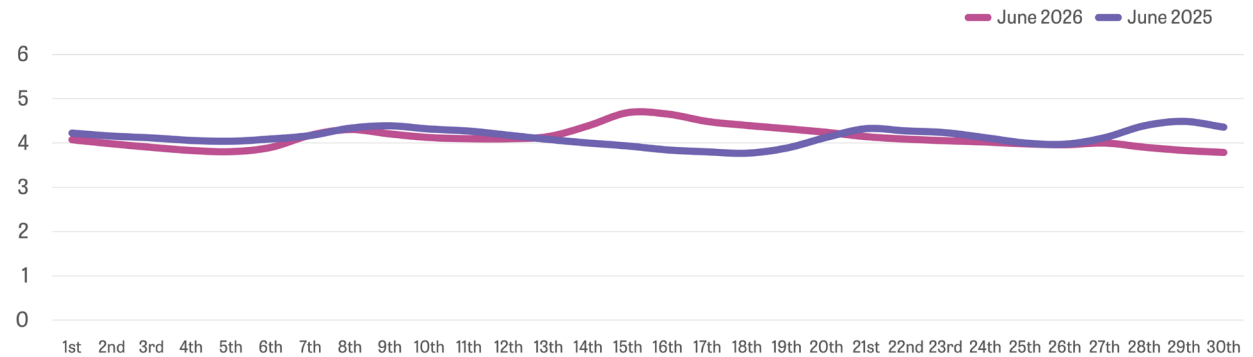


What is gage height? Gage height is the distance (or height) of the water surface above the streamgage datum reference point. Gage height is often observed as it relates to landmarks as well as historical data.²

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 decreased -0.02 feet on average vs. June 2025 / -0.57 feet vs. May 2026

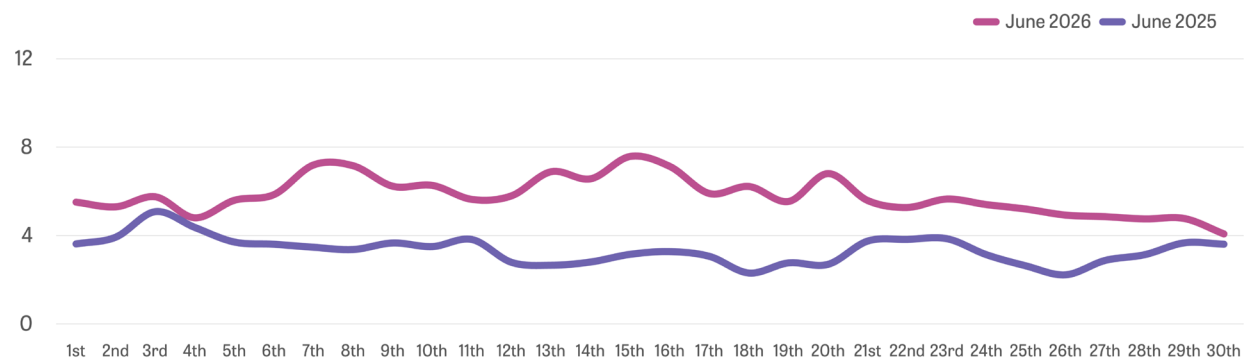


What is turbidity? Turbidity is the measure of relative clarity of a liquid. The higher the intensity of scattered light, the higher the turbidity.²

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 +74% FNU³ on average vs. June 2025 / +6% vs. May 2026

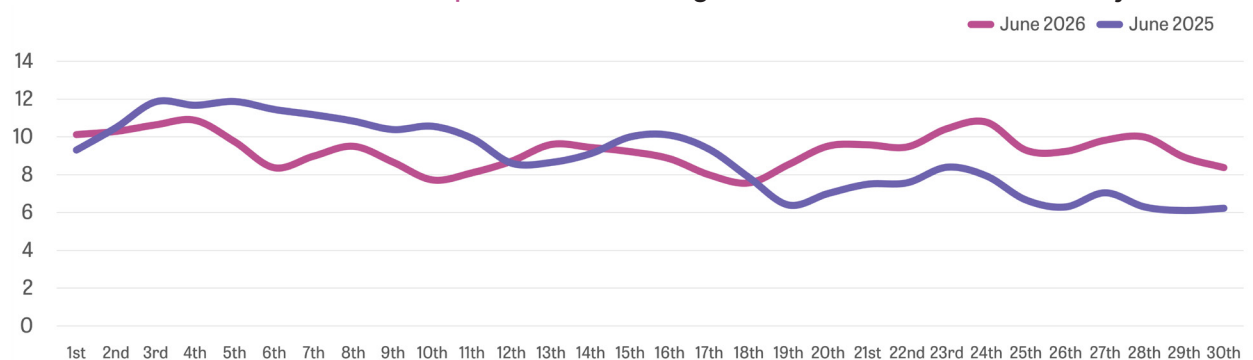


What is dissolved oxygen? Dissolved oxygen is a measure of how much oxygen is dissolved in the water - the amount of oxygen available to living aquatic organisms.²

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>

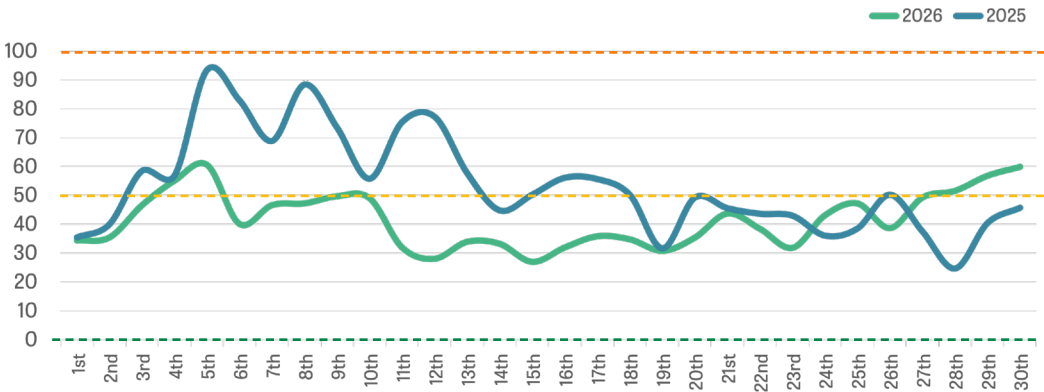
Dissolved O2 increased +4% ml per liter on average vs. June 2025 / +7% vs. May 2026



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.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.

Average daily maximum AQI decreased -22% vs. June 2025²



June 2026 Recap

June 15
Sixth Street Park
20.72

Best AQI Day

Sixth Street Park
39.09 avg

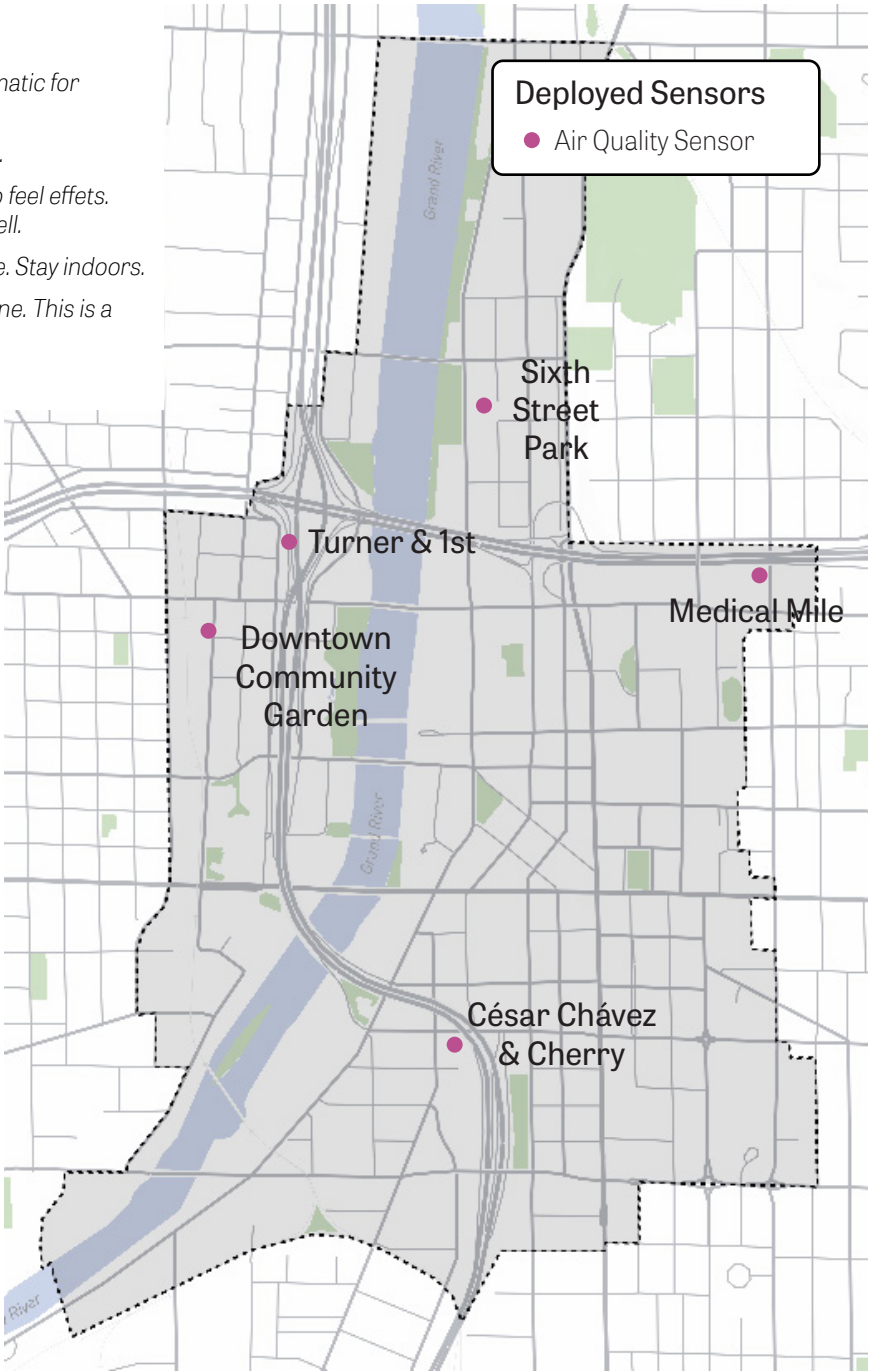
Best Average AQI

June 30
Downtown Garden
67.23

Worst AQI Day

Downtown Garden
45.91 avg

Worst Average AQI



Downtown Ambassador Statistics | Updated June 2026

	June 2026	2026 YTD	2025 YTD	2019 YTD
Graffiti Removals	143	1,041	2,450	689
Lbs of Trash Removed	31,675	140,425	132,350	189,725
Snow Removals	0	5,217	6,402	8,036
Weeds Abated	57,522	92,386	74,416	27,325
Business Contacts	690	4,226	2,341	1,118
Pedestrian Assists	17,575	88,893	87,035	110,081
Mobility Assists	34	489	322	875
Residents Engaged	12	133	408	N/A

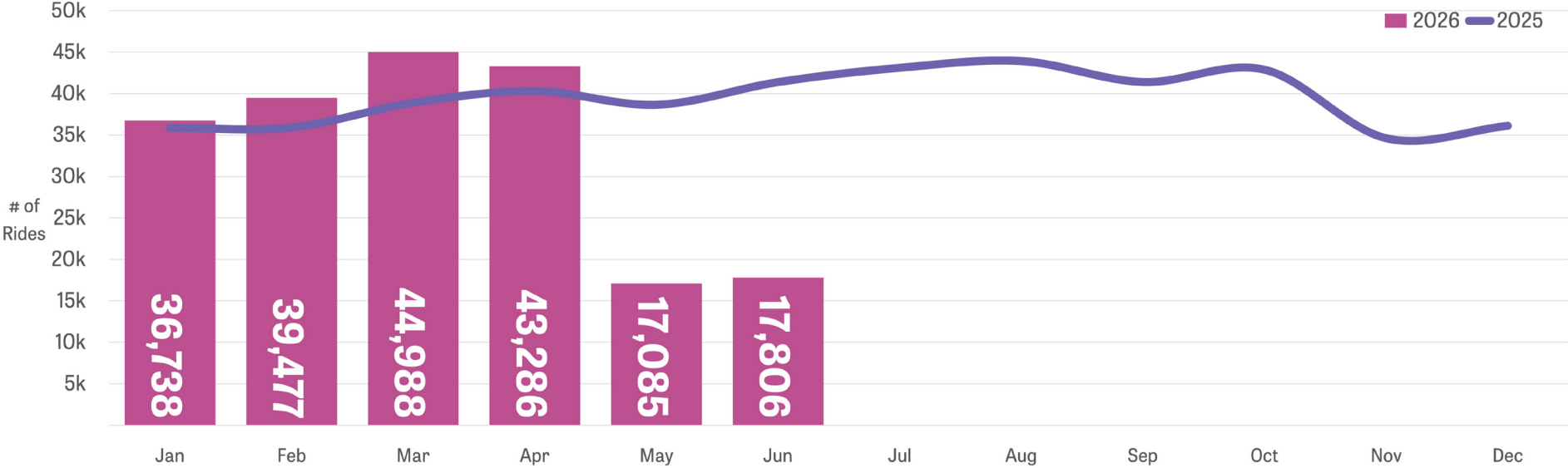


Total Ambassador Banked Hours¹ as of May 2026:

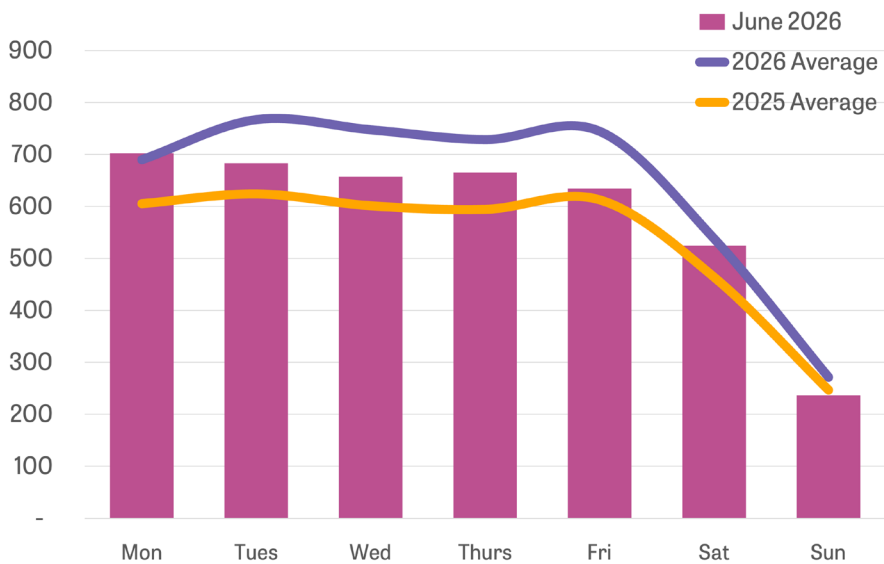
715.75

DASH Circulator ridership increased +4% vs. May 2026 / -57% vs. June 2025 / -70% vs. June 2019

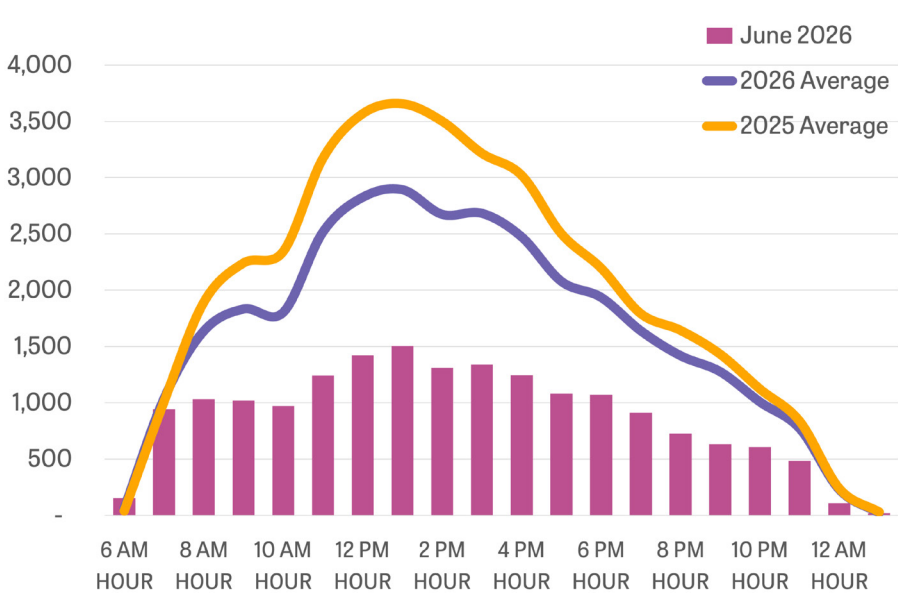
Note: DASH Circulator changed routes, removed Counterclockwise and Work routes on May 4, 2026.



Wednesday average DASH Circulator ridership increased +24% vs. 2025

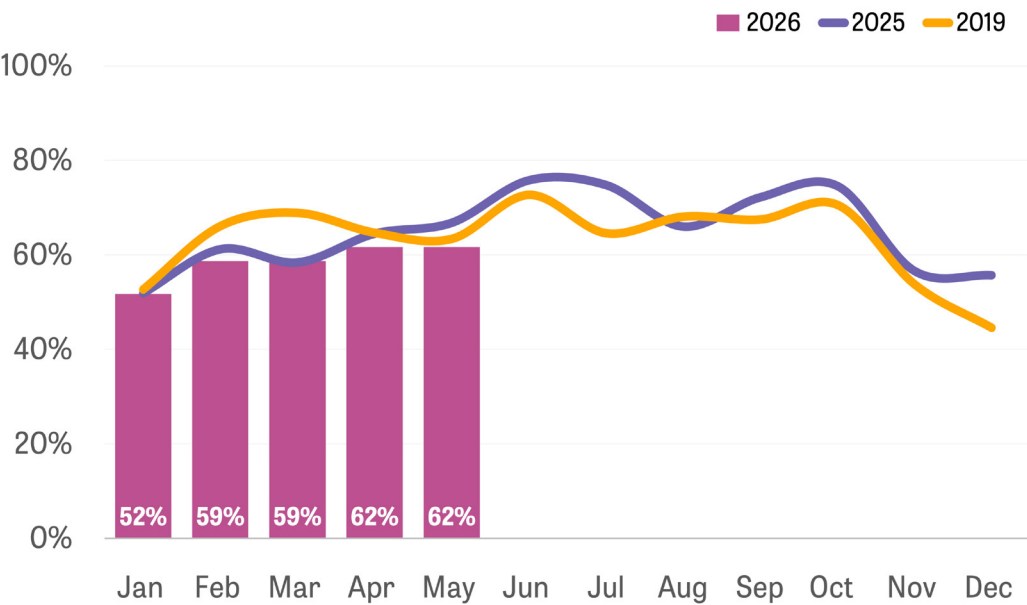


68% of DASH Circulator ridership occurred before 5 PM in June

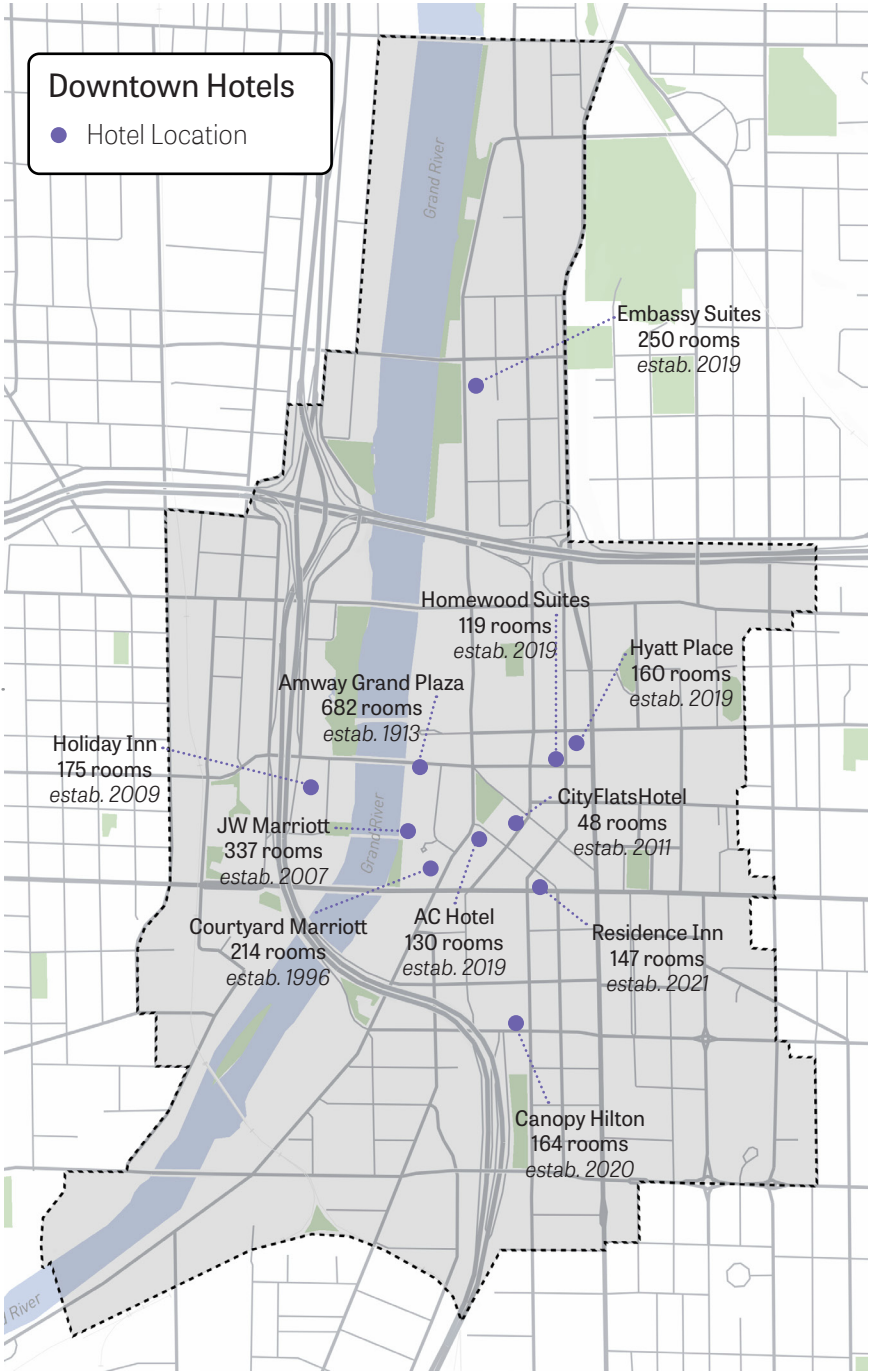
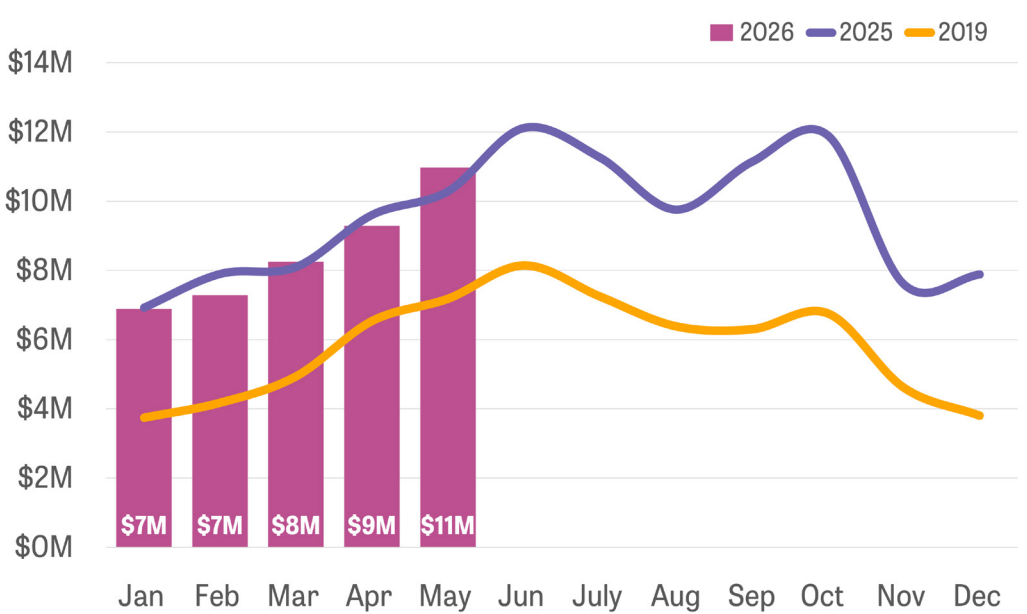


Hotel Occupancy | Updated May 2026

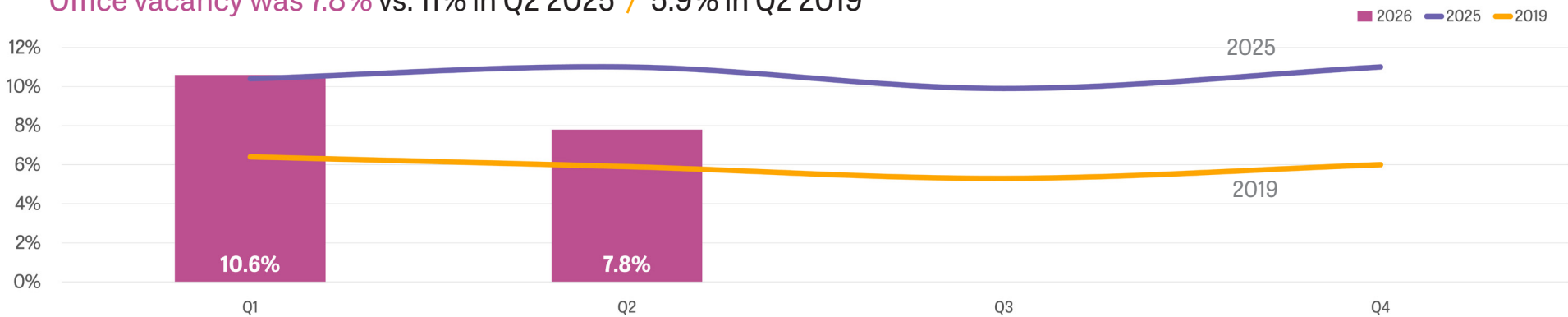
Occupancy increased +11% vs. Apr 2026 / +3% vs. May 2025 / +9% vs. May 2019



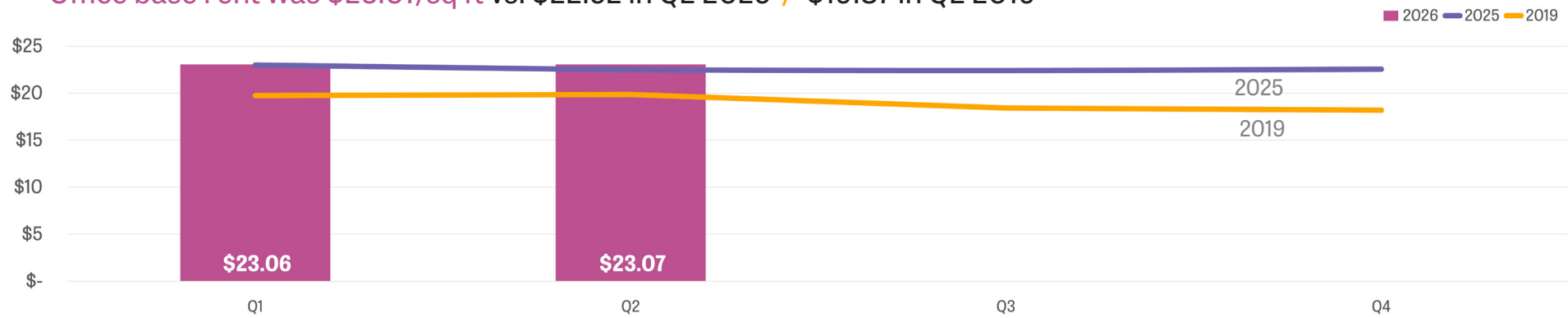
Revenue increased +18% vs. Apr 2026 / +7% vs. May 2025 / +53% vs. May 2019



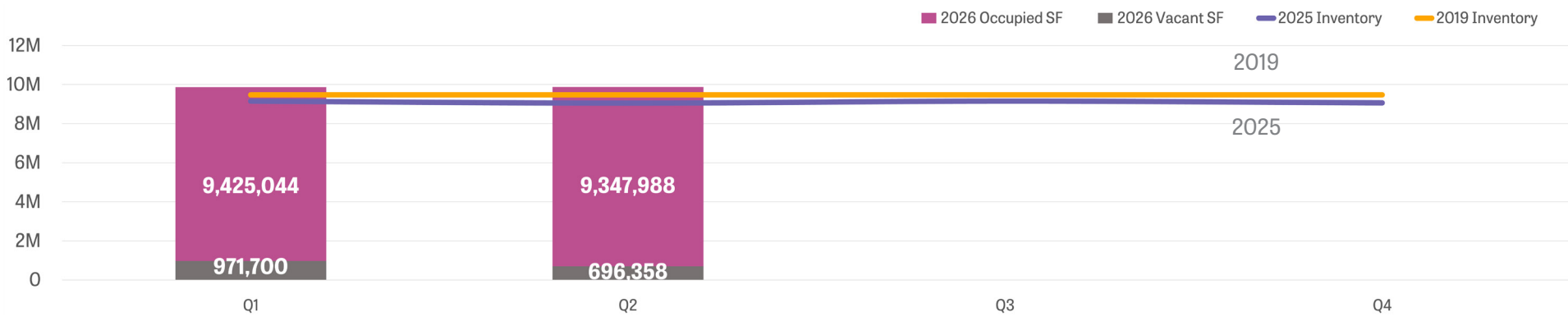
Office vacancy was 7.8% vs. 11% in Q2 2025 / 5.9% in Q2 2019



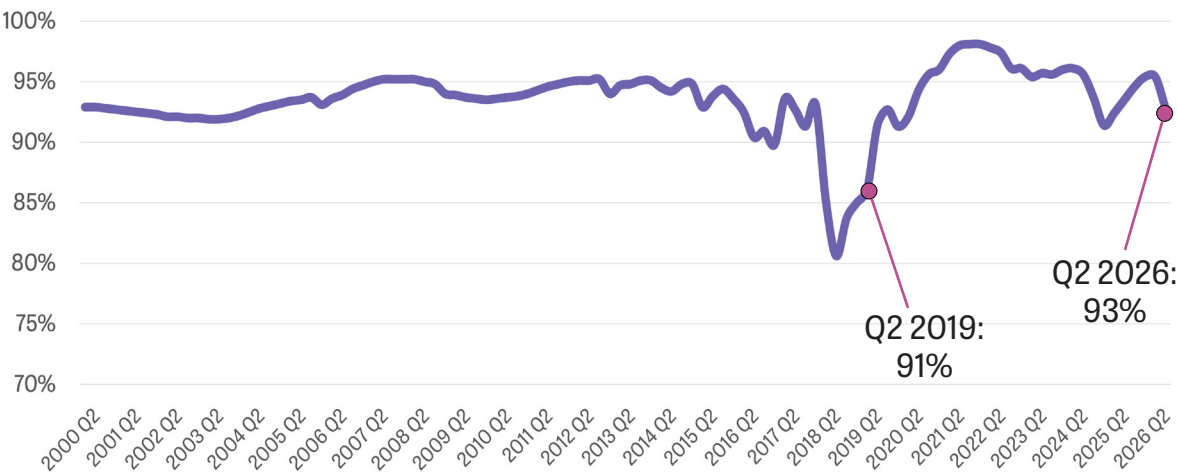
Office base rent was \$23.07/sq ft vs. \$22.52 in Q2 2025 / \$19.87 in Q2 2019



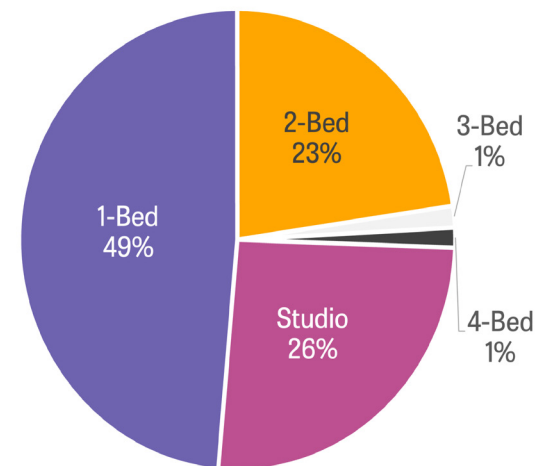
There were 9.2 million square feet of office inventory



Housing occupancy decreased -3% vs. Q1 2026 / -1% vs. Q2 2025 / +2% vs. Q2 2019
y-axis truncated to highlight year-over-year changes

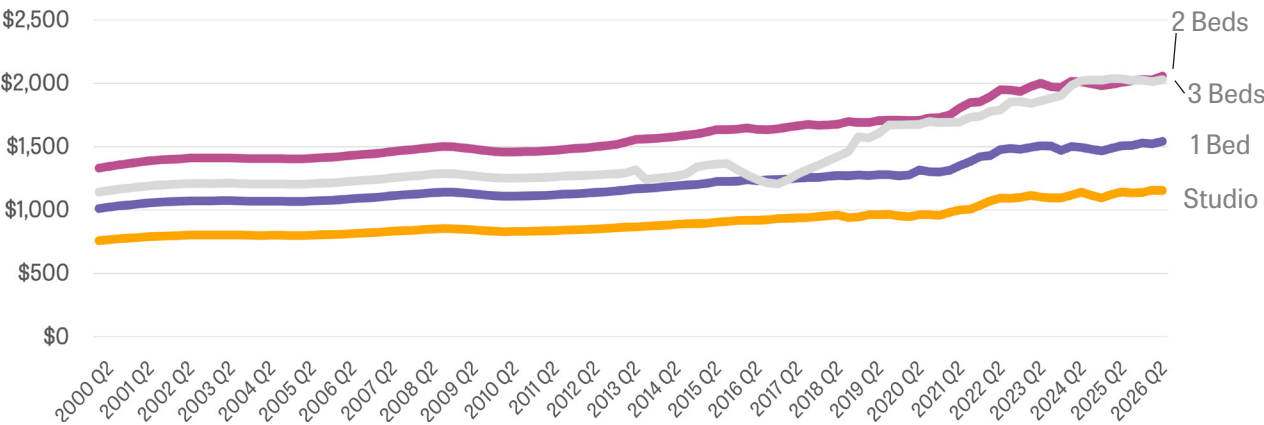


Distribution of Units by # of Rooms

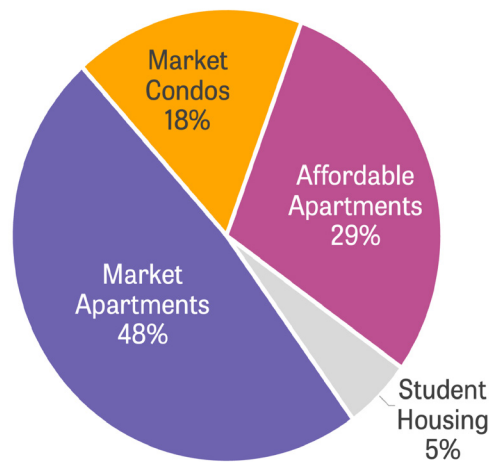


There are **129** units currently under construction and **1,898** in the planning & development pipeline

Average asking rent per unit increased +1% vs. Q1 2026 / +1% vs. Q2 2025 / +21% vs. Q2 2019



Distribution of Units by Rate Type

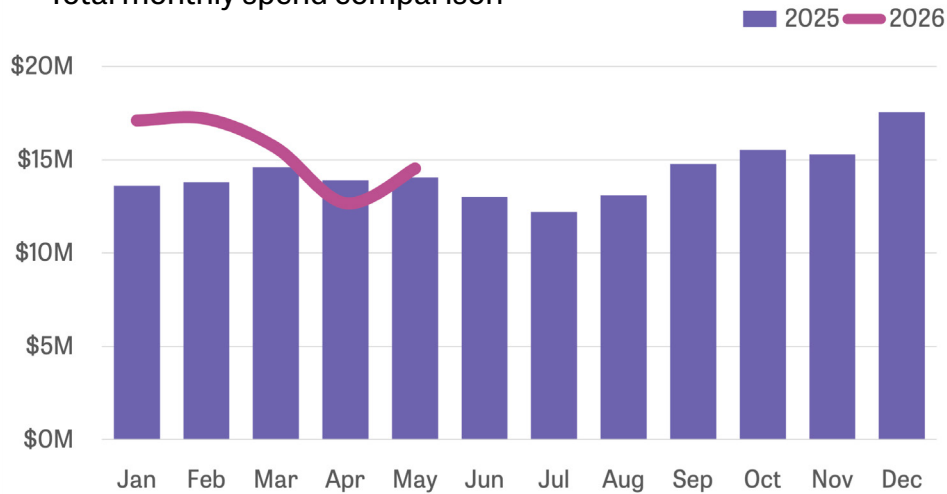


Total spend was approximately **\$14,974,900** vs. \$12,820,250 in April 2026 / \$14,396,878 in May 2025

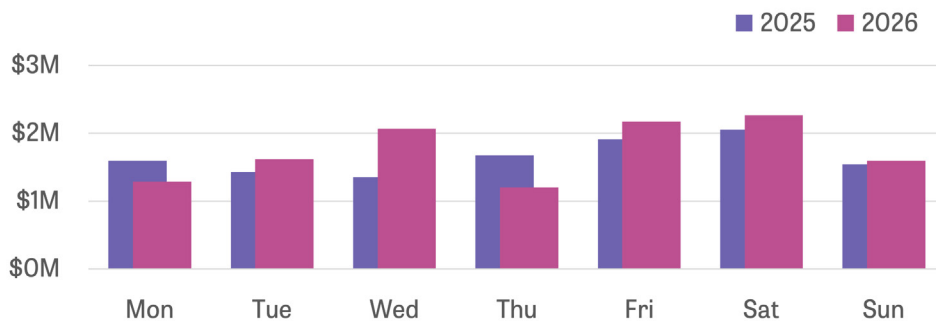
Avg. transaction size was **\$74.00** vs. \$69.69 in Apr 2025 / \$60.90 in May 2025

Spending was **22% local** (origin 0-5 miles) vs. 78% visitor (origin 5+ miles)

Total monthly spend comparison



Spend volume by day



Spending by Category

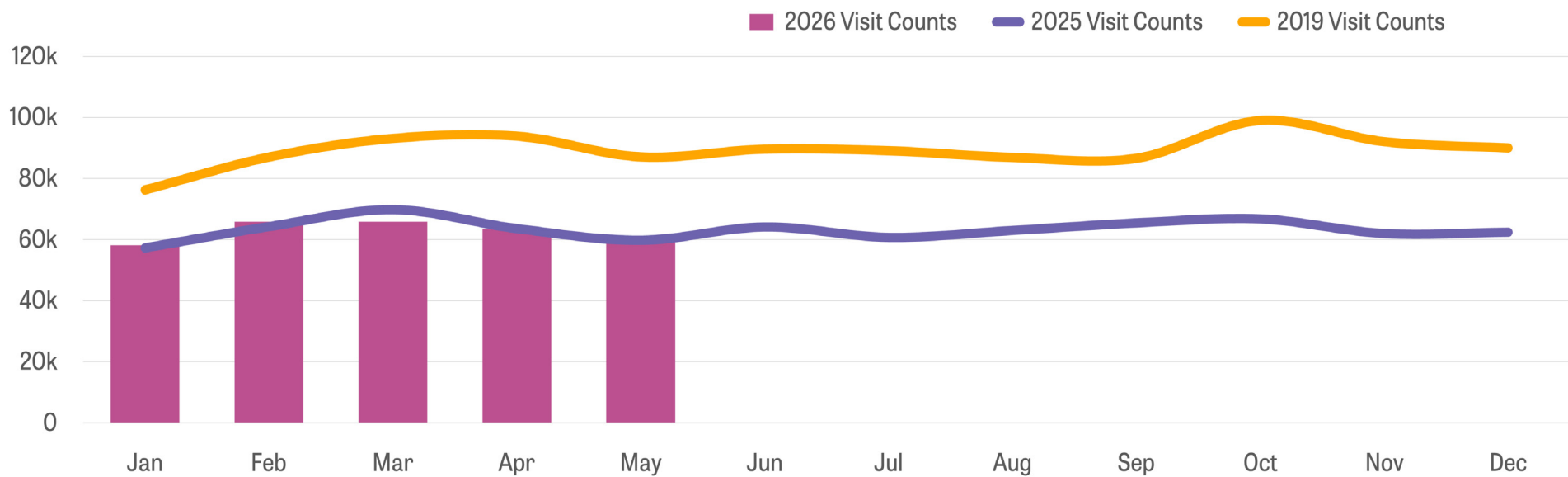
	Share of Spend	Avg. Spend
Dining and Nightlife	34%	\$72.01
Accommodations	32%	\$534.69
Others	14%	\$376.07
Fast Food Restaurants	8%	\$48.15
Specialty Retail	6%	\$33.44
Clothing and Accessories	2%	\$475.53
Leisure, Rec. and Entertainment	2%	\$74.73
Transportation	1%	\$26.15
Personal Care and Services	1%	\$110.30
Grocery and Dept Stores	0.3%	\$26.72

Spending by Origin Zip Code (Top 10)

	Share of Spend	Avg. Spend
Grand Rapids, MI	40%	\$229.86
Holland, MI	7%	\$80.85
Wyoming, MI	4%	\$179.14
Lowell, MI	4%	\$437.43
Grandville, MI	3%	\$260.45
Rockford, MI	3%	\$180.43
Hudsonville, MI	3%	\$152.99
Ada, MI	3%	\$313.39
Jenison, MI	3%	\$171.61
Allendale, MI	2%	\$165.47

Total spending: 85% in-state vs. 15% out-of-state

Daily average visit counts decreased -4% vs. Apr 2026 / +2% vs. May 2025 / -30% vs. May 2019*



96% of visits are repeat visits in 2026 to date vs. 96% in 2025 / 95% in 2019.

5.9% of visits are out-of-state visits in 2026 to date vs. 6.6% in 2025 / 6.5% in 2019.

8.7% of visitor days are overnight trips in 2026 to date vs. 9% in 2025 / 8.4% in 2019.

Average daily weekday activity increased +1% vs. May 2025 / -39% vs. May 2019

