

# ***Downtown Vitals Report***



**DOWNTOWN  
GRAND RAPIDS INC**

**Spectators enjoying lunch at Relax at Rosa**

*Published June 2026*



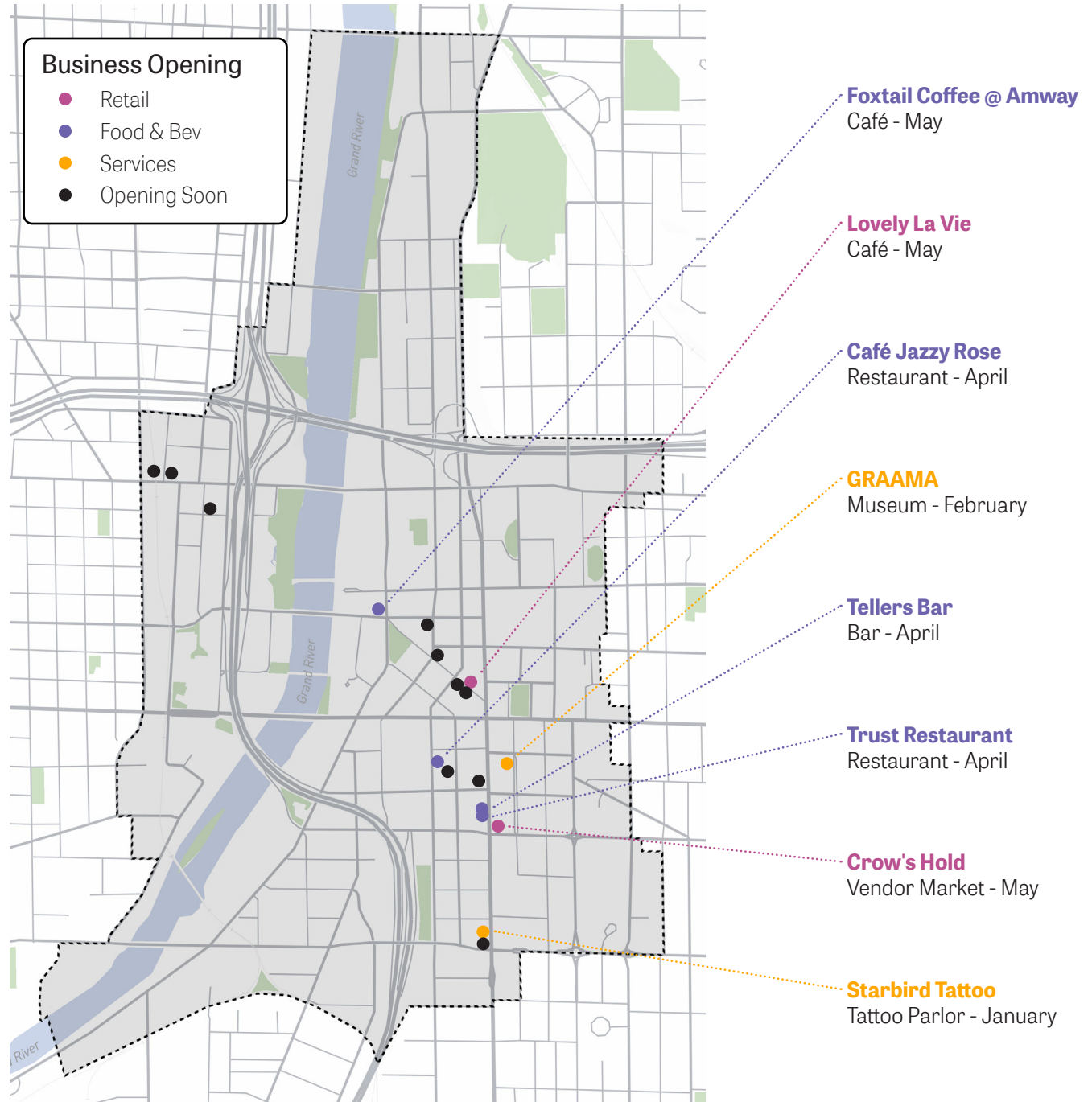
<p><b>VISITOR ACTIVITY</b></p> <p><b>-4%</b></p> <p>vs. last month (Mar 2026) -1% vs. this time last year</p> <p><small>p.16</small></p>	<p><b>DAILY EMPLOYEE POPULATION</b></p> <p><b>N/A</b></p> <p>check back next month!*</p> <p><small>n/a</small></p>	<p><b>RESIDENT ACTIVITY</b></p> <p><b>N/A</b></p> <p>check back next month!*</p> <p><small>n/a</small></p>
<p><b>NEW STOREFRONT BUSINESS</b></p> <p><b>3</b></p> <p>in May</p> <p>8 business opened this year to date</p> <p><small>p.3</small></p>	<p><b>STOREFRONT VACANCY</b></p> <p><b>21%</b></p> <p>in May</p> <p>6 businesses closed this year to date</p> <p><small>p.4</small></p>	<p><b>OFFICE VACANCY</b></p> <p><b>10.6%</b></p> <p>in Q1 2026</p> <p>vs. 10.4% this time last year</p> <p><small>p.14</small></p>
<p><b>OFFICE BASE RENT</b></p> <p><b>\$23.06</b>/sqft</p> <p>in Q1 2026</p> <p>vs. \$23.00 this time last year</p> <p><small>p.14</small></p>	<p><b>HOTEL OCCUPANCY</b></p> <p><b>+5%</b></p> <p>vs. last month (Mar 2026) -4% vs. this time last year</p> <p><small>p.9</small></p>	<p><b>HOUSING OCCUPANCY</b></p> <p><b>-1%</b></p> <p>vs. last quarter (Q4 2025) +3% vs. this time last year</p> <p><small>p.15</small></p>
<p><b>CURRENT ACTIVE INVESTMENT</b></p> <p><b>\$242</b></p> <p>in building renovations, housing developments &amp; entertainment venues</p> <p><small>p.5</small></p>	<p><b>CURRENT GREENWAY INVESTMENT</b></p> <p><b>\$68</b></p> <p>in parks renovations, trail construction &amp; in-water work</p> <p><small>p.6</small></p>	<p><b>DASH CIRCULATOR RIDERSHIP</b></p> <p><b>-61%</b></p> <p>vs. last month (Apr 2026) -56% vs. this time last year</p> <p><small>p.11</small></p>

**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
<b>Total</b>	<b>32</b>	<b>\$945,107.46</b>

**Business Opening**

- Retail
- Food & Bev
- Services
- Opening Soon



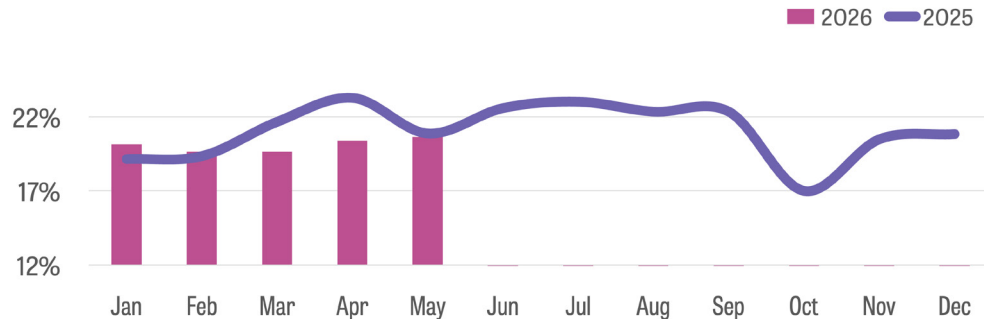
**6 storefront businesses closed**

*Downtown in 2026 to date*

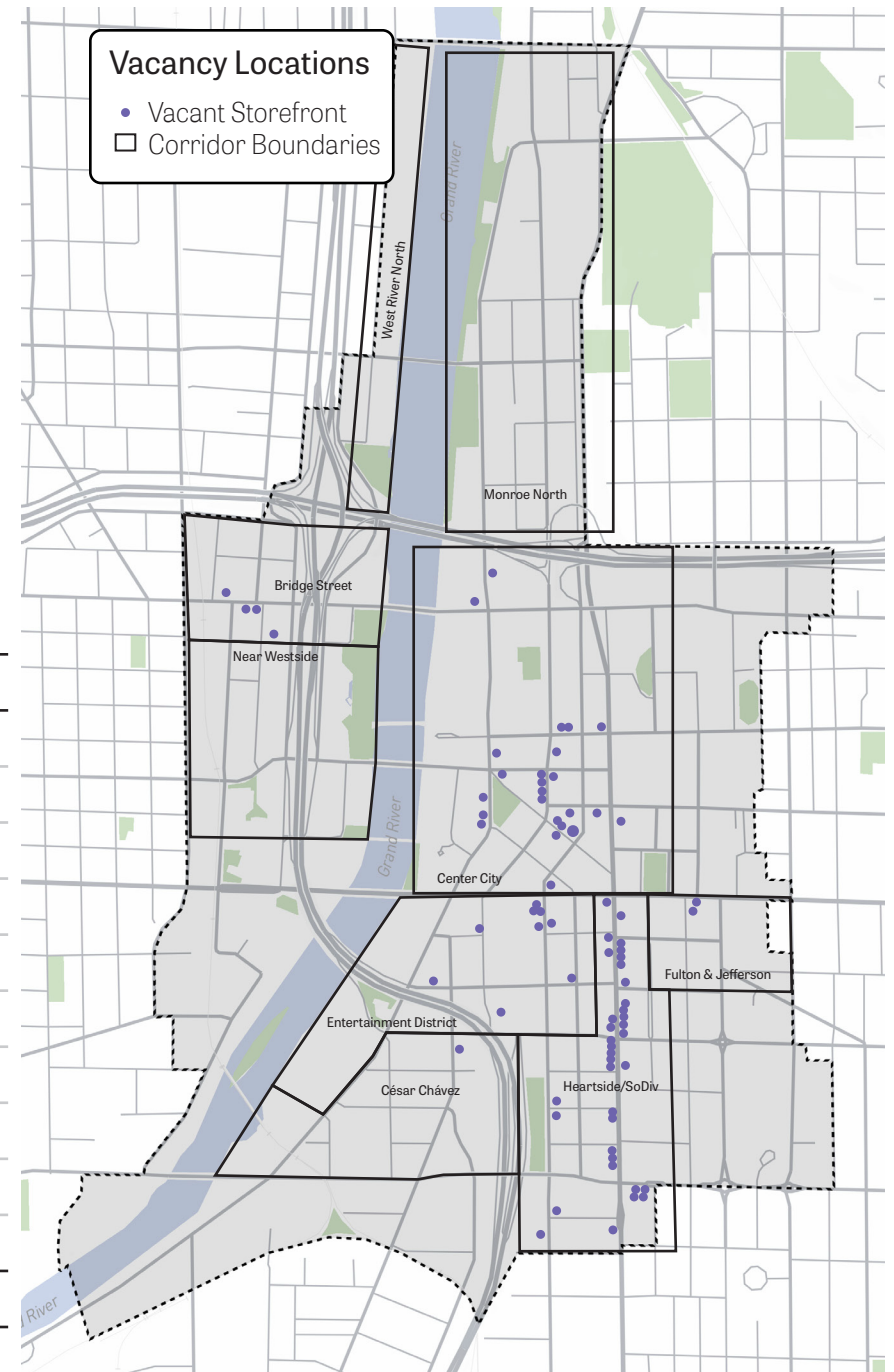
*33% Food & Bev - 50% Retail - 17% Services*

**Storefront vacancy was 21% in May 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 <sup>1</sup>	55 <sup>1</sup>	10 <sup>1</sup>	18% <sup>1</sup>
César Chávez	8	1	13%
Entertainment District	65	10	15%
Fulton & Jefferson	21	3	14%
Heartside/SoDiv	110	36	33%
Monroe North	29	0	0%
Near Westside	14	1	7%
West River North	3	0	0%
<b>DISTRICT TOTALS:</b>	<b>402</b>	<b>83</b>	<b>21%</b>



<sup>1</sup> - Monroe Center is a subset of Center City and is not included in District Totals

**1 Early Childhood Center @ Rapid Central Station**

*anticipated completion: June 2026*

\$9,000,000 investment

**2 Verne Barry Place Renovation**

*anticipated completion: 2026*

\$12,000,000 investment

**3 Amway Soccer Stadium**

*anticipated completion: Spring 2027*

+104 jobs

\$175,000,000 investment

**4 Karl & Patricia Betz Living Center**

*anticipated completion: June 2027*

+118 housing units

+6,000 sq ft of commercial space

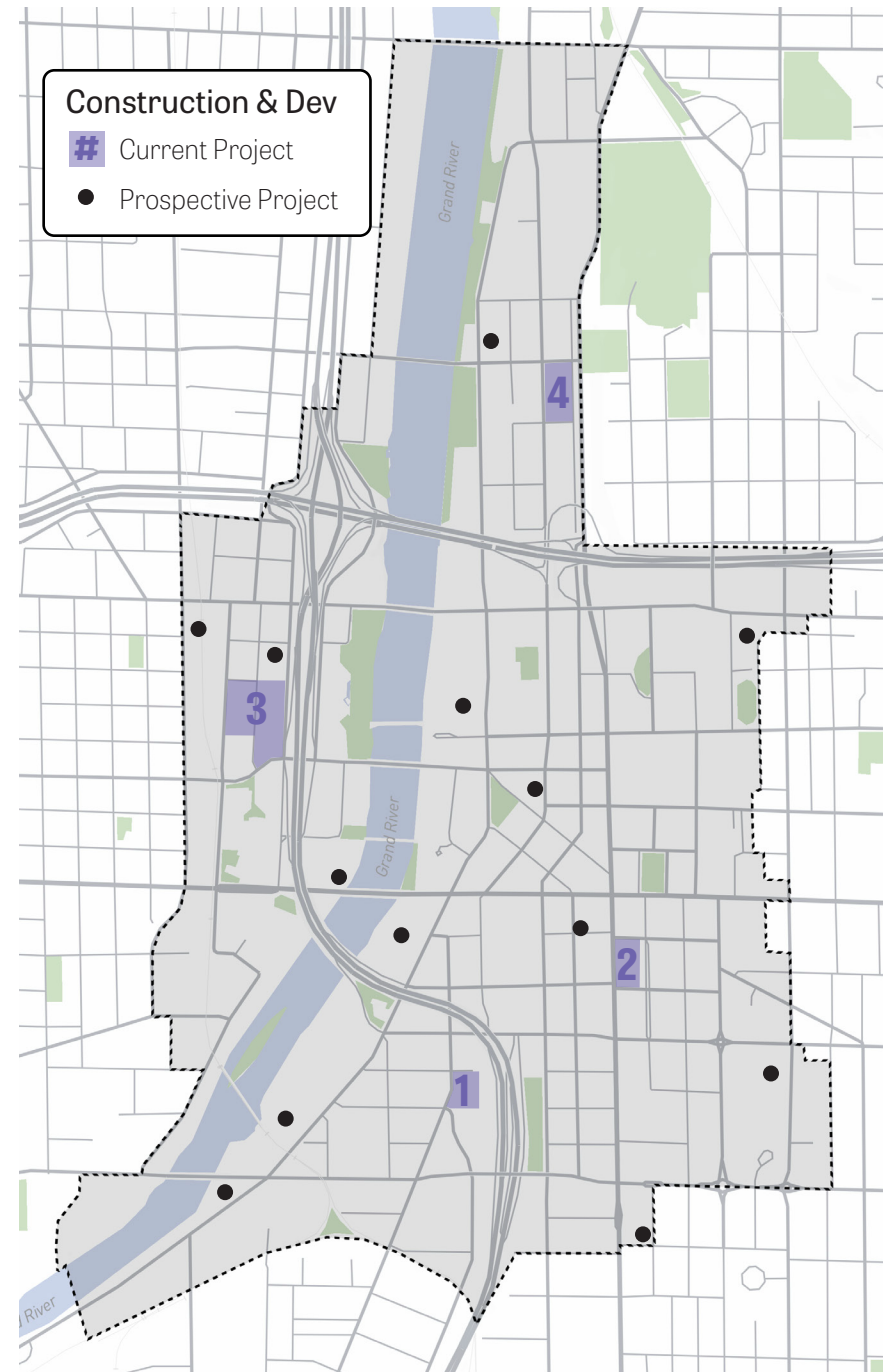
\$46,000,000 investment

**\$242M**  
current active investment

**6k**  
sq ft of  
commercial space

**104**  
new jobs

**118**  
housing units



**1 Verdant**

anticipated completion: Summer 2026  
 +148 housing units  
 \$31,700,000 investment

**2 Pleasant Hills**

anticipated completion: June 2027  
 +27 housing units  
 \$10,000,000 investment

**3 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

**4 The Horizon**

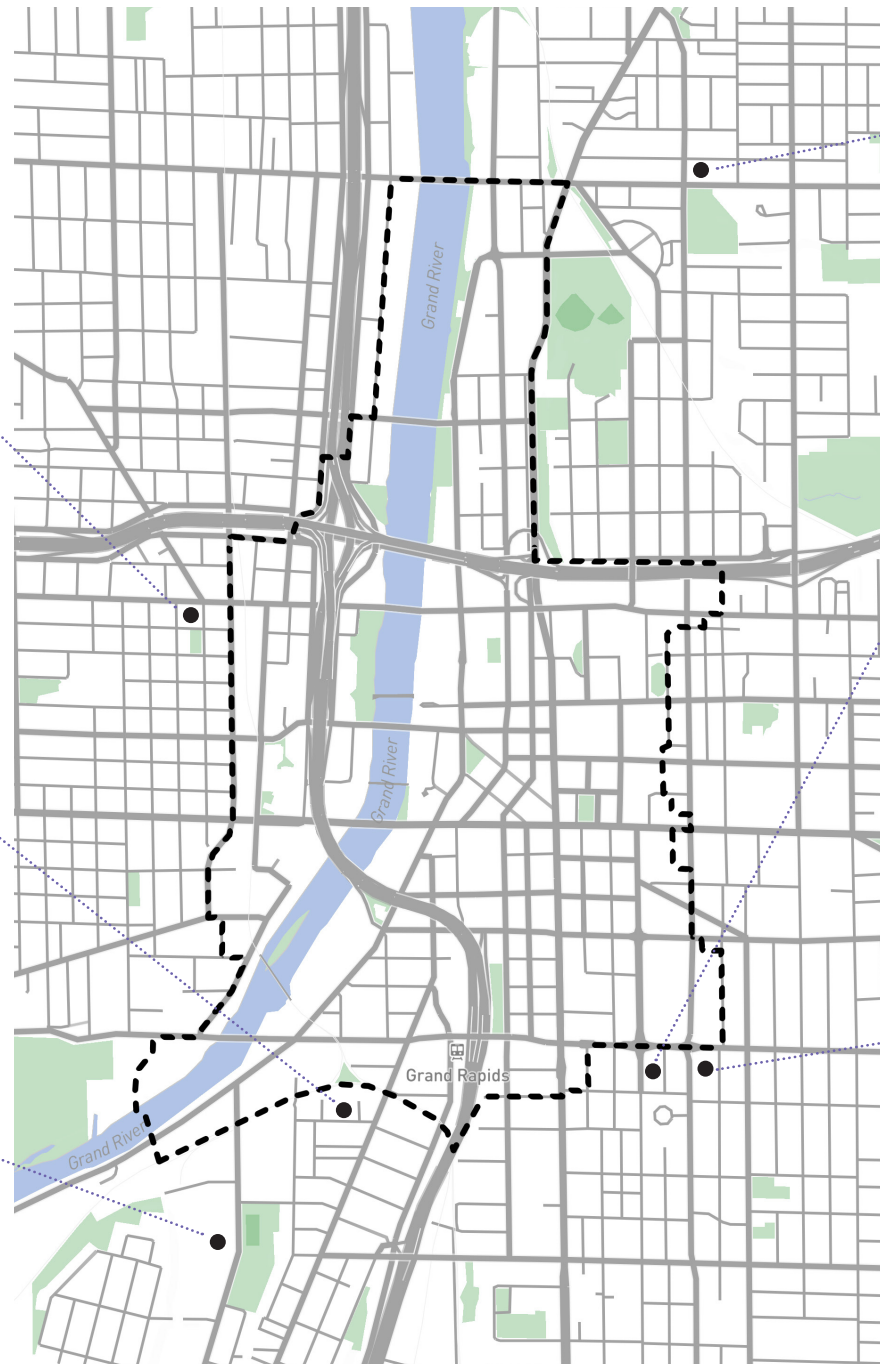
anticipated completion: Summer 2027  
 +171 housing units  
 +626 sq ft of commercial space  
 +79 car parking spaces  
 \$40,000,000 investment

**5 Joan Secchia Children's Rehab**

anticipated completion: 2026  
 +383 car parking spaces  
 \$70,000,000 investment

**6 Wealthy & Prospect**

anticipated completion: TBD  
 +18 housing units  
 +4,000 sq ft of office space



# Grand River Greenway Progress - Local | Updated May 2026

**198 total acres** of park improvements

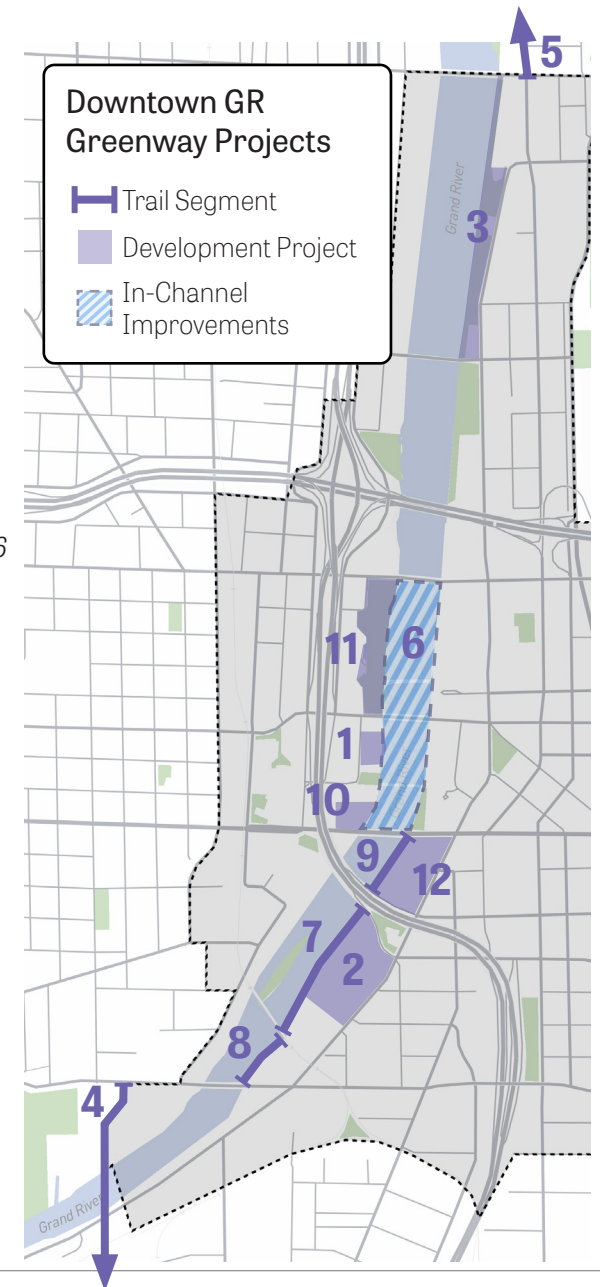
**20 total miles** of trail improvements<sup>1</sup>

**\$332M** in total public space investment

**\$1.7B** in private river-adjacent investment<sup>2</sup>

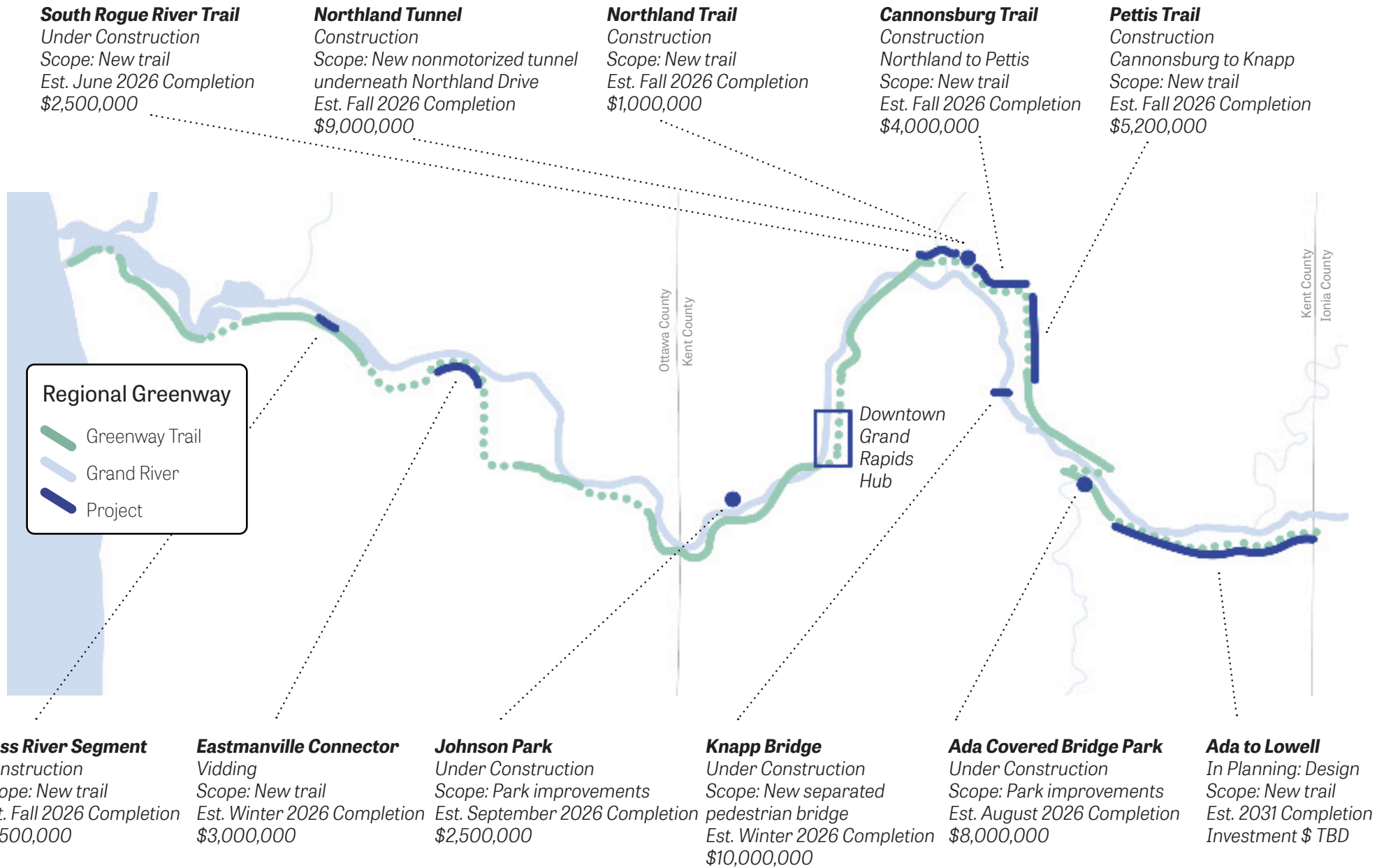
**\$70M** in DGRI investment<sup>3</sup> (DDA, MNTIFA, ARPA) in 2025

<b>1</b>	GRPM River Edge Improvements \$12,000,000	Planning	Design	Permitting	Bidding	Construction	<b>Complete!</b>
<b>2</b>	Acrisure Amphitheater \$214,500,000	Planning	Design	Permitting	Bidding	Construction	<b>Complete!</b>
<b>3</b>	Canal Park \$9,800,000	Planning	Design	Permitting	Bidding	<b>Construction</b>	Completion est. October 2026
<b>4</b>	Oxford Trail \$9,000,000	Planning	Design	Permitting	Bidding	<b>Construction</b>	Completion est. October 2026
<b>5</b>	Edges Trail, Leonard To Ann \$9,100,000	Planning	Design	Permitting	Bidding	<b>Construction</b>	Completion est. November 2026
<b>6</b>	Lower Reach In-Channel Improvements \$20,000,000	Planning	Design	Permitting	Bidding	<b>Construction</b>	Completion est. Fall 2027
<b>7</b>	Edges Trail US-131 to Railroad \$19,800,000	Planning	Design	Permitting	Bidding	<b>Construction</b>	Completion est. Oct 2026
<b>8</b>	Railroad to Wealthy \$ TBD	Planning	Design	<b>Permitting</b>	Bidding	Construction	Completion
<b>9</b>	Fulton to US-131 \$ TBD	<b>Planning</b>	Design TBD	Permitting	Bidding	Construction	Completion
<b>10</b>	Blue Dot \$ TBD	Planning	Design	<b>Permittina</b>	Bidding TBD	Construction	Completion
<b>11</b>	Ah-Nab-Awen Park \$10,300,000	Planning	<b>Design</b>	Permitting TBD	Bidding	Construction	Completion
<b>12</b>	Fulton & Market \$797,000,000	Planning	<b>Design</b>	Permitting TBD	Bidding	Construction	Completion



# Grand River Greenway Progress - Regional | Updated May 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

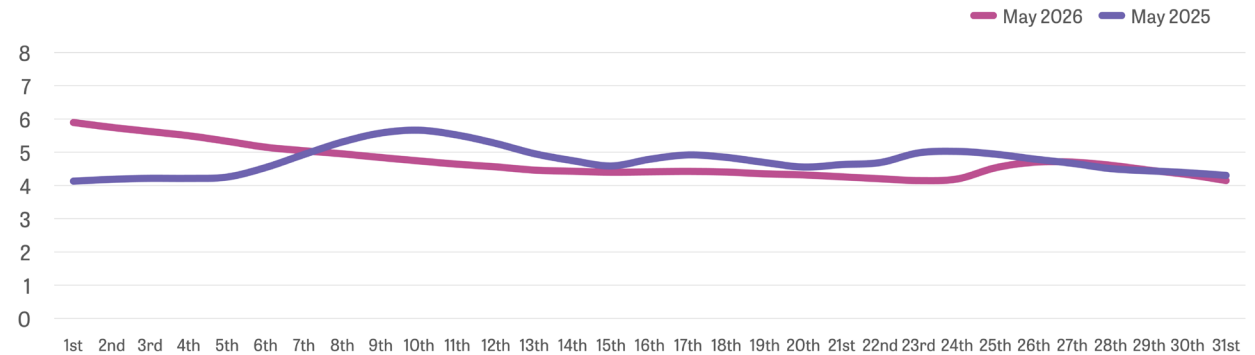


**What is gage height?** Gage height is the distance (or height) of the water surface above the streamgage datum reference point. Gage height is often observed as it relates to landmarks as well as historical data.<sup>2</sup>

**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/](https://waterdata.usgs.gov/blog/gage_height/)

Gage height decreased **-0.06 feet** on avg. in May 2026 vs. May 2025 / **-3.95 feet** vs. Apr 2026

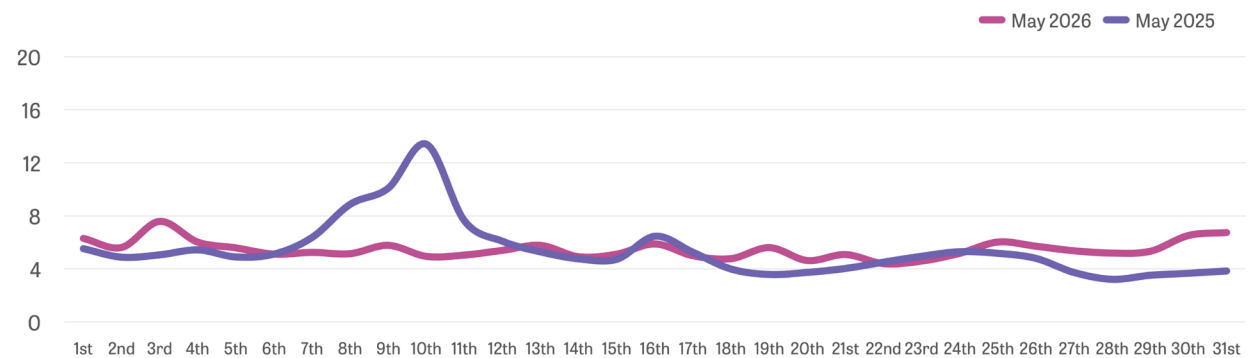


**What is turbidity?** Turbidity is the measure of relative clarity of a liquid. The higher the intensity of scattered light, the higher the turbidity.<sup>2</sup>

**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.<sup>2</sup>

**Learn more here:** <https://www.usgs.gov/water-science-school/science/turbidity-and-water>

Turbidity increased **+1% FNU<sup>3</sup>** on avg. in May 2026 vs. May 2025 / **-81%** vs. Apr 2026

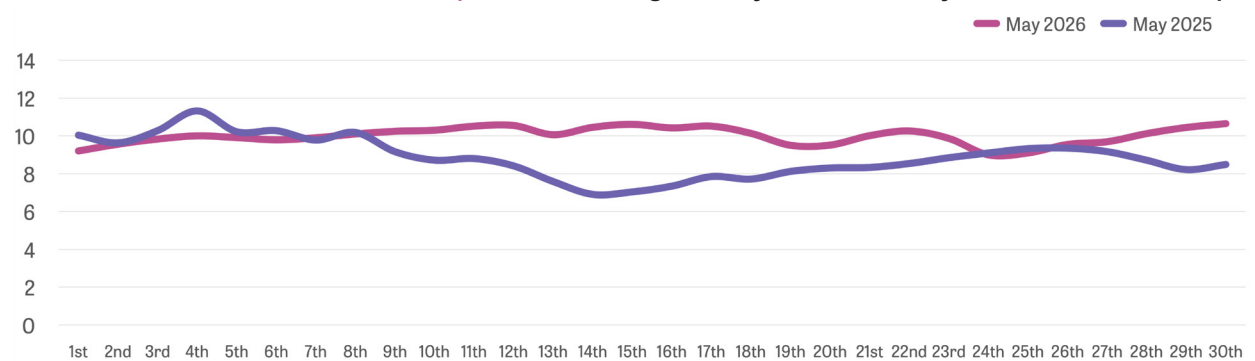


**What is dissolved oxygen?** Dissolved oxygen is a measure of how much oxygen is dissolved in the water - the amount of oxygen available to living aquatic organisms.<sup>2</sup>

**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>

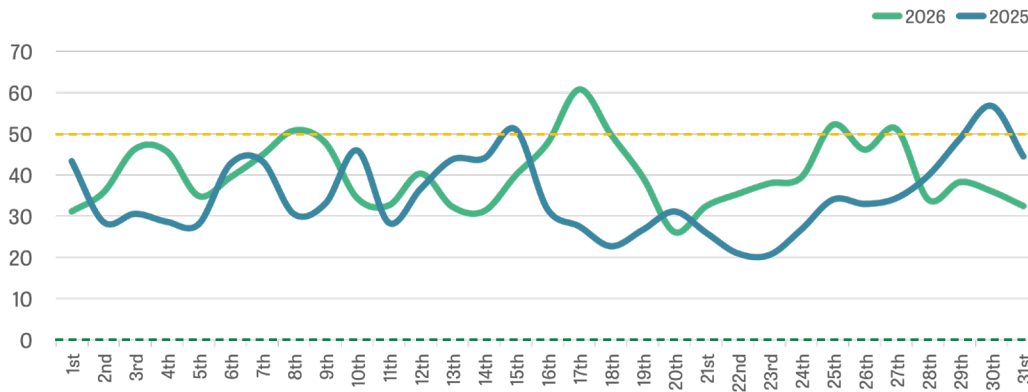
Dissolved O2 increased **+13% ml per liter** on avg. in May 2026 vs. May 2025 / **+13%** vs. Apr 2026



**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.<sup>1</sup>

- 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 increased +15% in May 2026 vs. May 2025<sup>2</sup>



### May 2026 Recap

**May 20**  
Sixth Street Park  
**20.14**

Best AQI Day

**César Chávez**  
**37.96 avg**

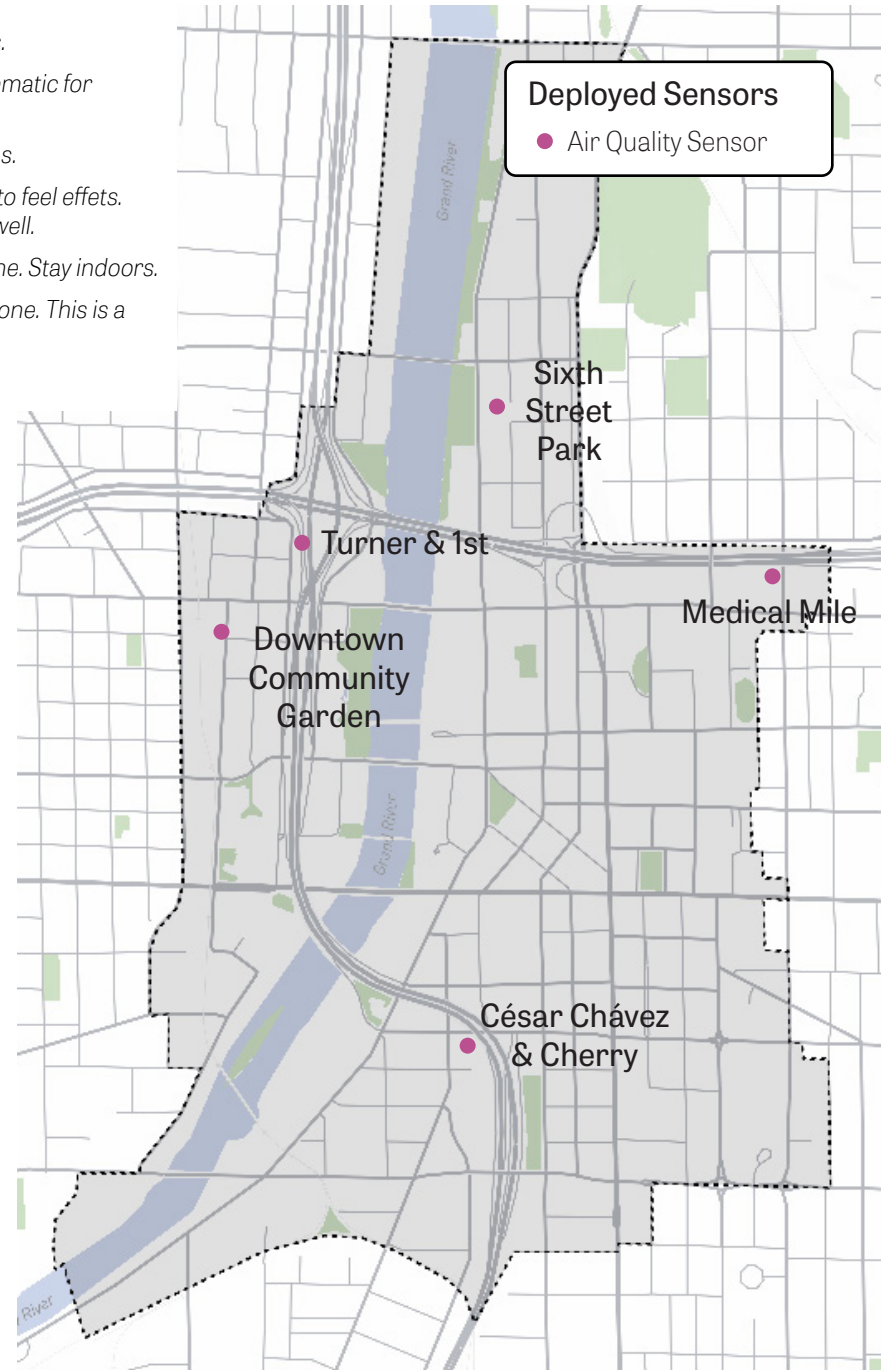
Best Average AQI

**May 25**  
Sixth Street Park  
**64.82**

Worst AQI Day

**Sixth Street Park**  
**44.23 avg**

Worst Average AQI



## Downtown Ambassador Statistics | Updated May 2026

	May 2026	2026 YTD	2025 YTD	2019 YTD
Graffiti Removals	303	898	1,980	609
Lbs of Trash Removed	30,150	108,750	107,300	147,875
Snow Removals	0	5,217	6,402	8,036
Weeds Abated	23,485	34,864	21,005	12,012
Business Contacts	831	3,536	2,063	1,027
Pedestrian Assists	29,487	71,318	80,186	99,059
Mobility Assists	136	455	309	760
Residents Engaged	23	121	408	N/A

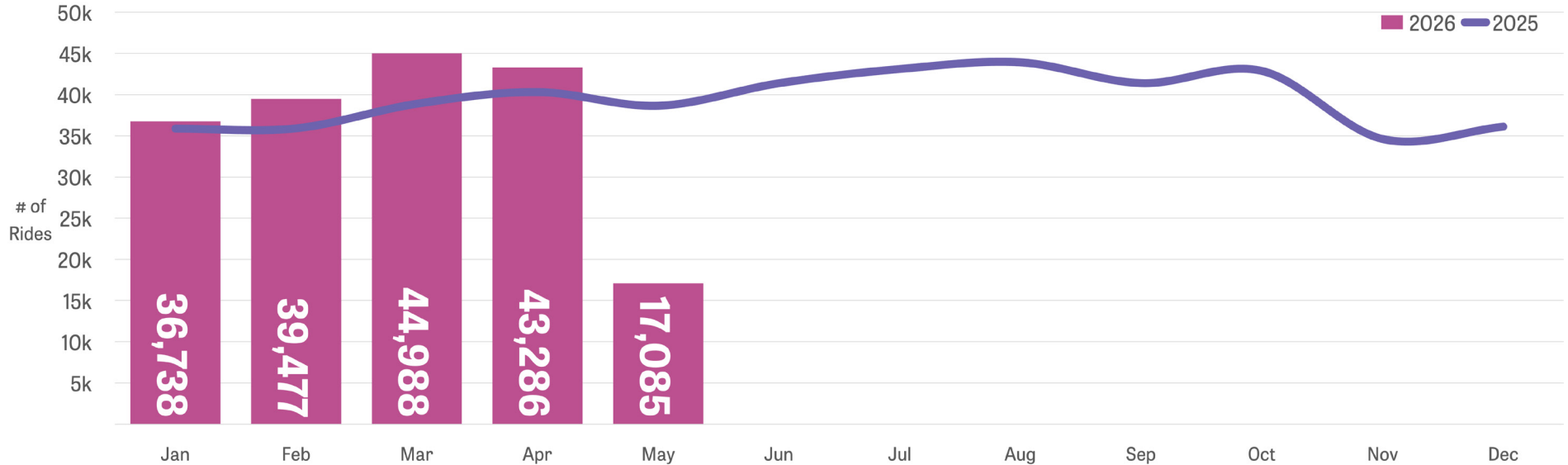


Total Ambassador Banked Hours<sup>1</sup> as of April 2026:

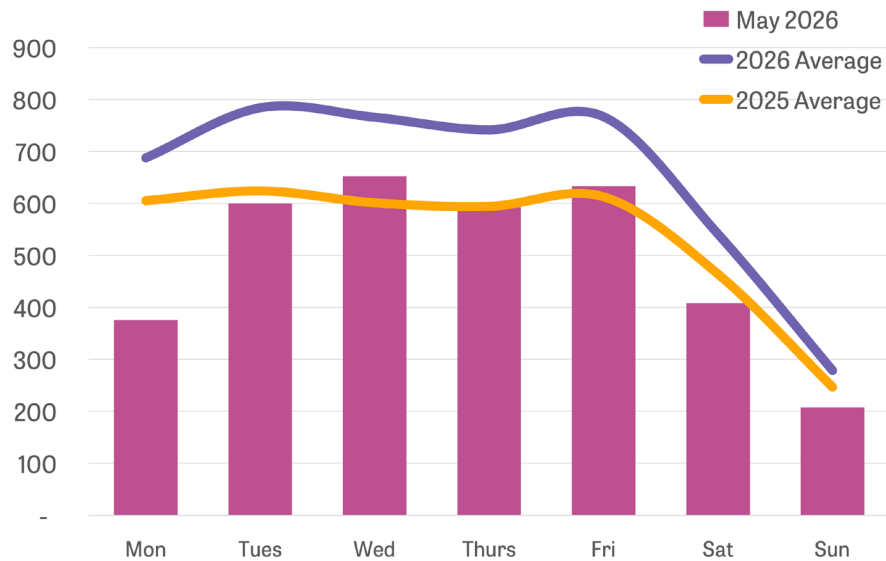
989.25

DASH Circulator ridership decreased -61% in May 2026 vs. Apr 2026 / -56% vs. May 2025 / -69% vs. May 2019

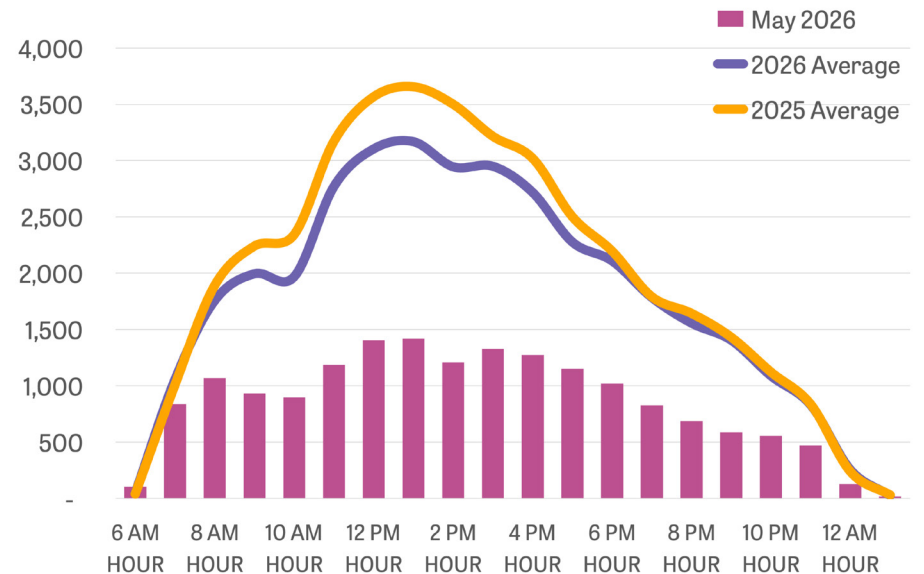
Note: DASH Circulator changed routes, removed Counterclockwise and Work routes on May 4, 2026.



Wednesday average DASH Circulator ridership increased +27% in 2026 vs. 2025

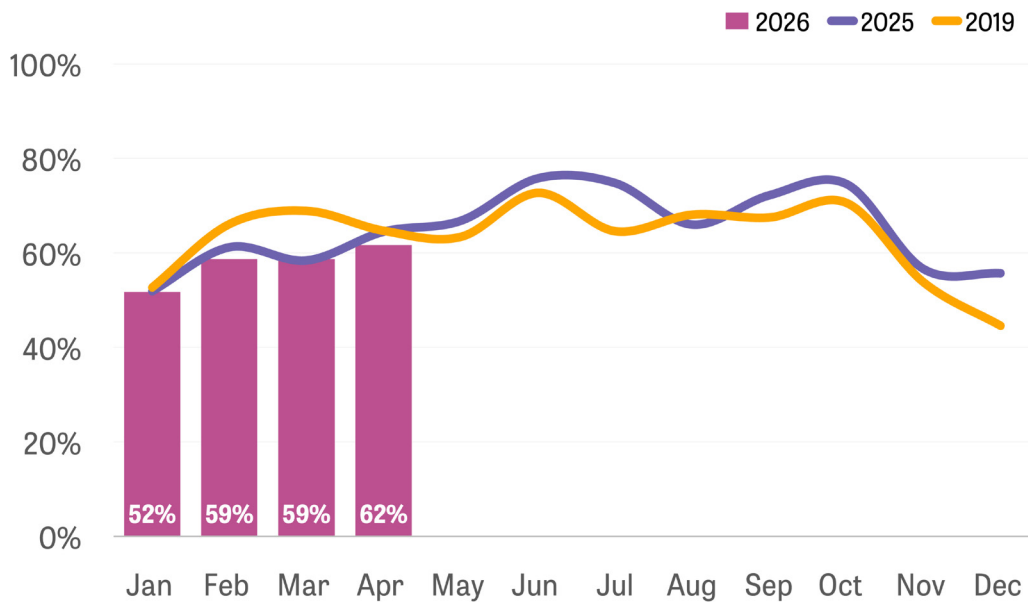


68% of DASH Circulator ridership occurred before 5 PM in April

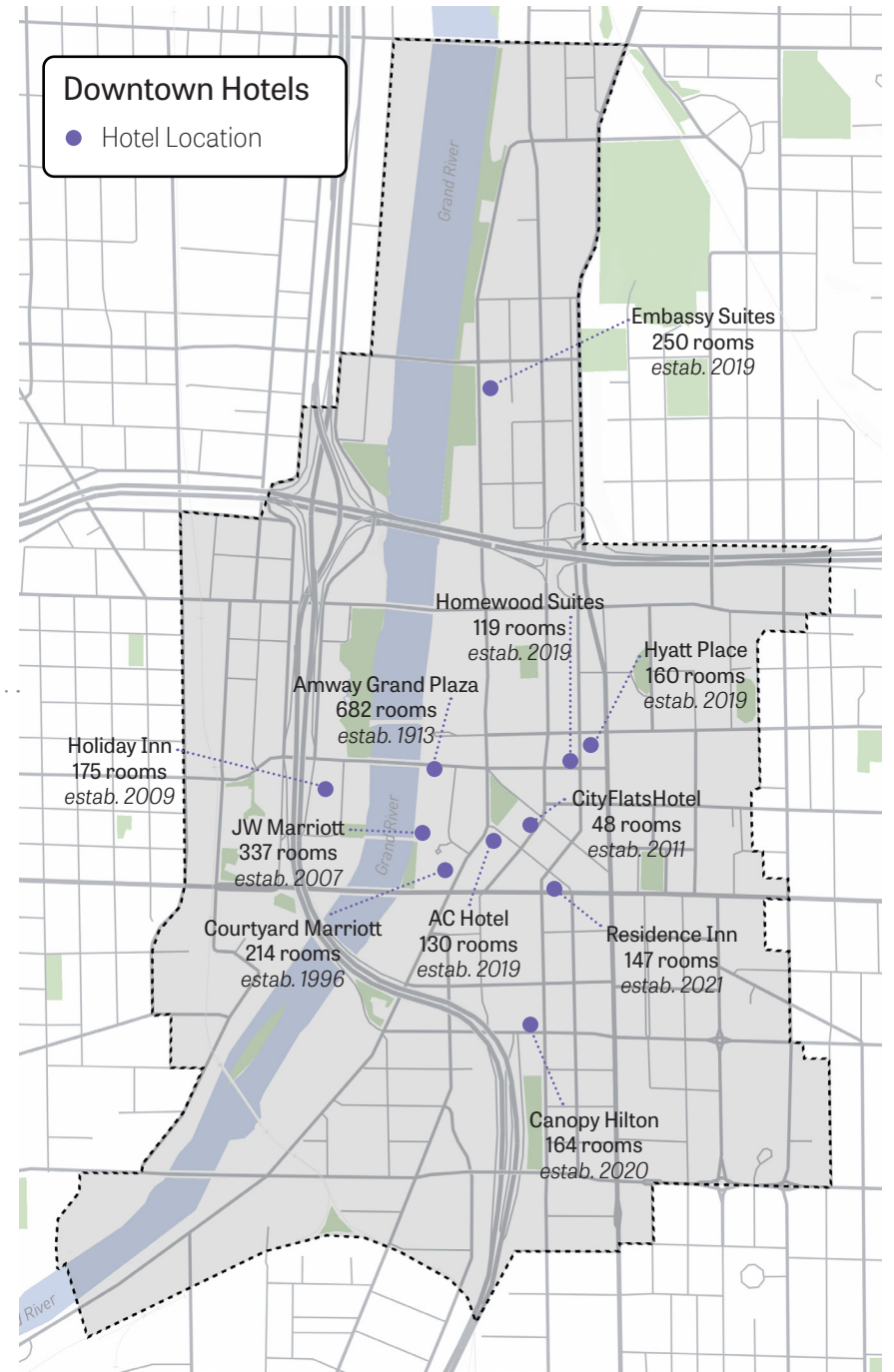
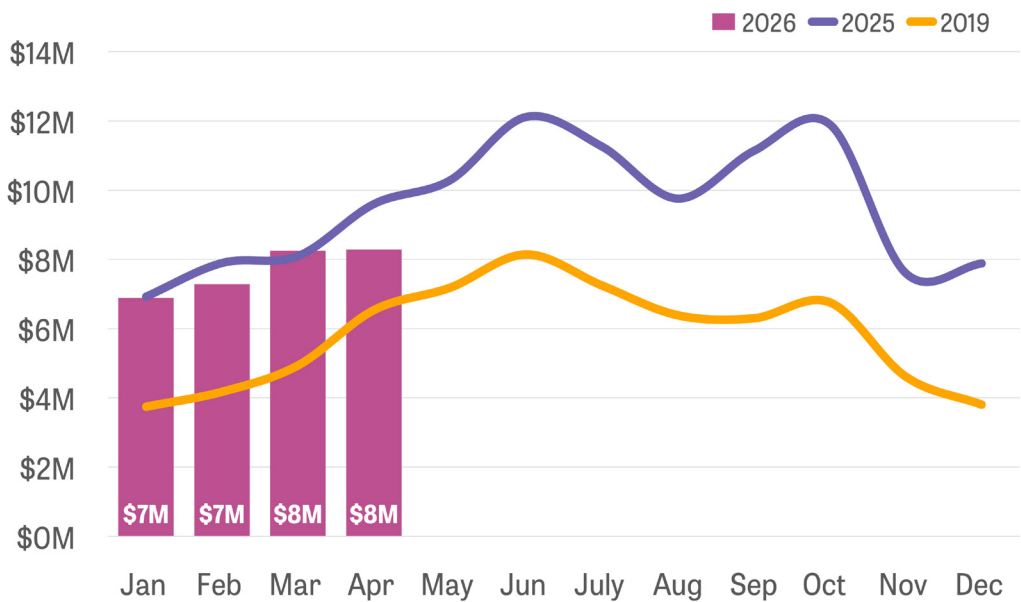


# Hotel Occupancy | Updated April 2026

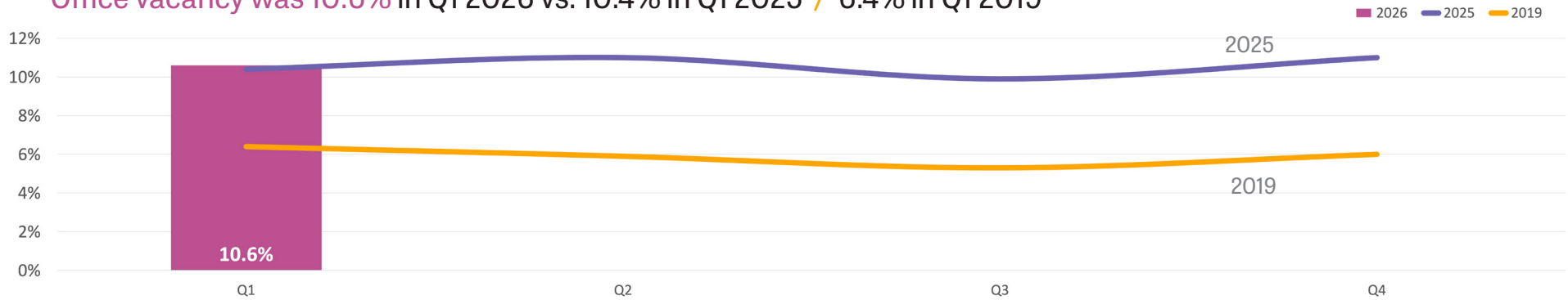
Occupancy increased **+5%** in Apr 2026 vs. Mar 2026 / **-4%** vs. Apr 2025 / **-5%** vs. Apr 2019



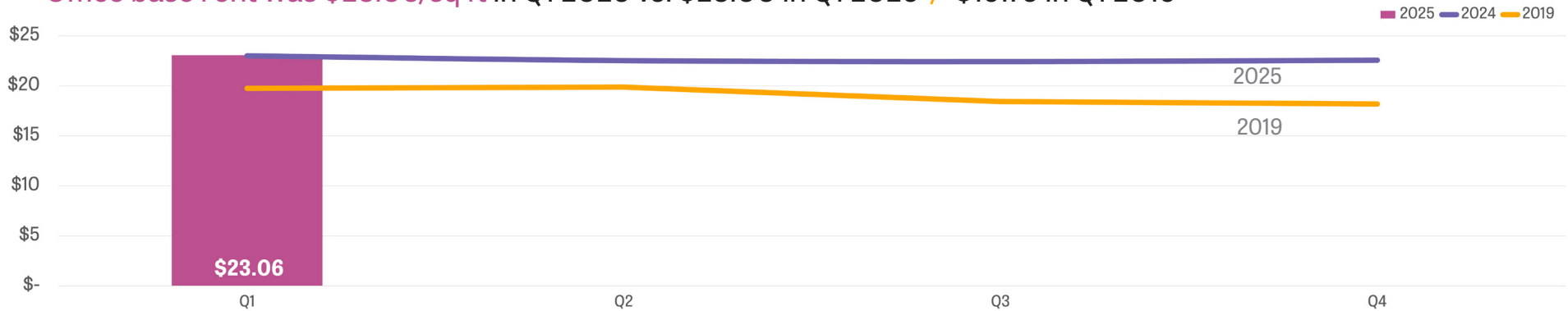
Revenue increased **+0.4%** in Apr 2026 vs. Mar 2026 / **-14%** vs. Apr 2025 / **+27%** vs. Apr 2019



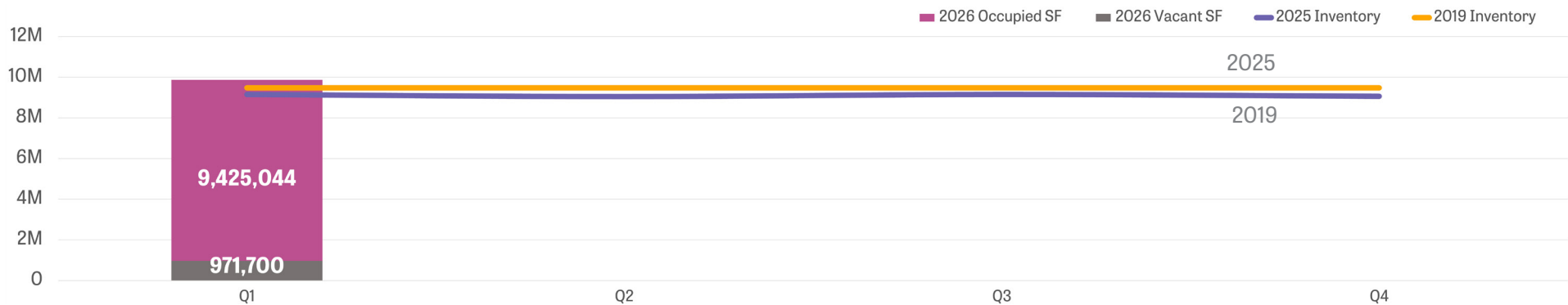
Office vacancy was 10.6% in Q1 2026 vs. 10.4% in Q1 2025 / 6.4% in Q1 2019



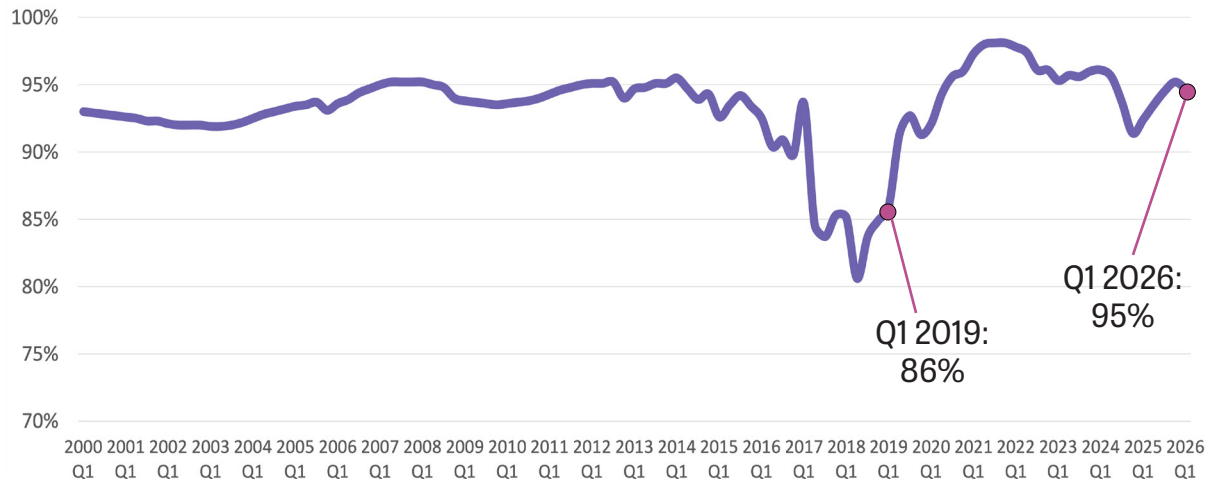
Office base rent was \$23.06/sq ft in Q1 2026 vs. \$23.00 in Q1 2025 / \$19.75 in Q1 2019



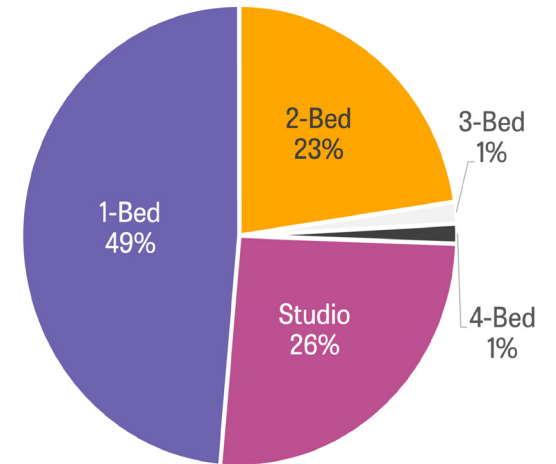
There were 9.9 million square feet of office inventory in Q1 2026



Housing occupancy decreased **-1%** vs. Q4 2025 / **+3%** vs. Q1 2025 / **+10%** vs. Q1 2019  
 y-axis truncated to highlight year-over-year changes

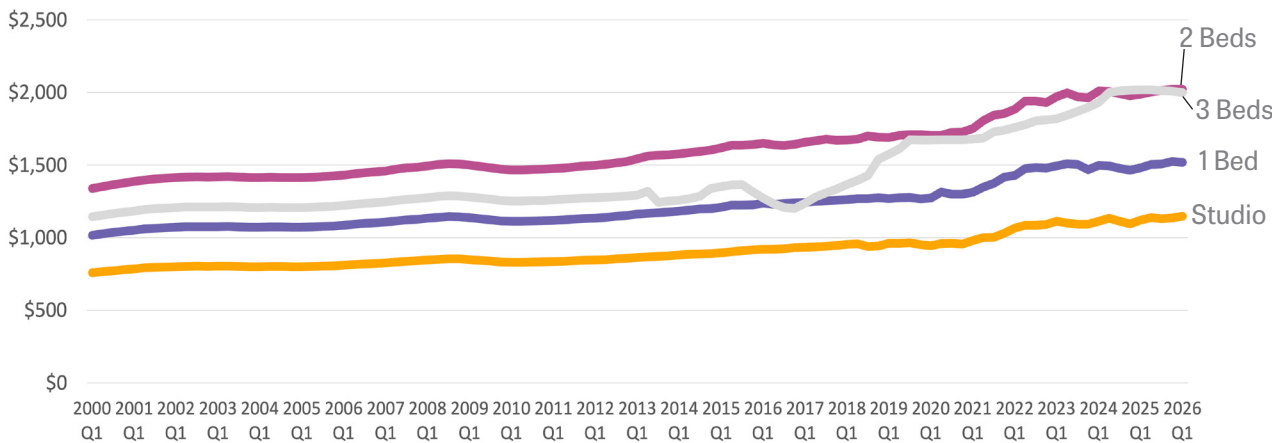


Distribution of Units by # of Rooms

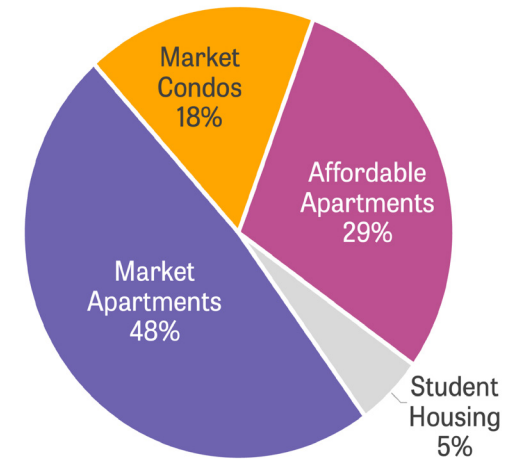


There are **129** units currently under construction and **1,898** in the planning & development pipeline

Average asking rent per unit decreased **-0.1%** vs. Q4 2025 / **+1%** vs. Q1 2025 / **+20%** vs. Q1 2019

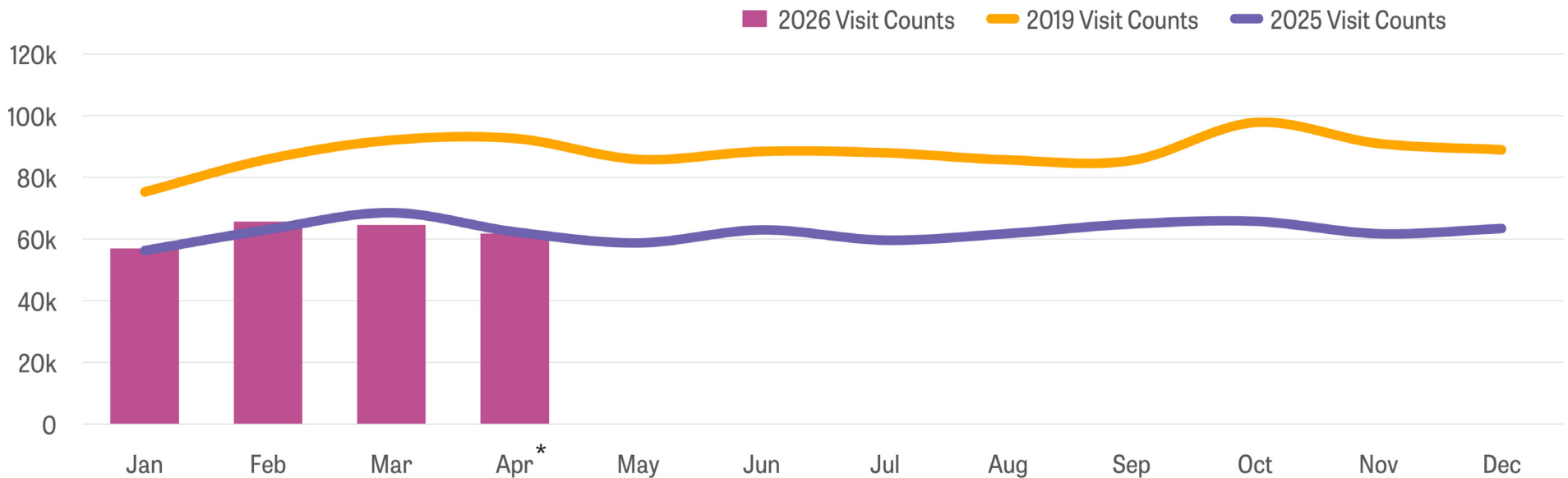


Distribution of Units by Rate Type



Daily average visit counts decreased **-2%** in Mar 2026 vs. Feb 2026 / **-6%** vs. Mar 2025 / **-30%** vs. Mar 2019

Daily average visit counts decreased **-4%** in Apr 2026 vs. Mar 2026 / **-1%** vs. Apr 2025 / **-33%** vs. Apr 2019\*



**97%** of visits are repeat visits in 2026 to date vs. **96%** in 2025 / **95%** in 2019.

**5.2%** of visits are out-of-state visits in 2026 to date vs. **6.6%** in 2025 / **6.5%** in 2019.

**8.2%** of visitor days are overnight trips in 2026 to date vs. **9%** in 2025 / **8.4%** in 2019.

Weekday activity has increased **+3%** in Apr 2026 vs. Apr 2025 / **-39%** vs. Apr 2019\*

