

Downtown Vitals Report



**DOWNTOWN
GRAND RAPIDS INC**

Spectators enjoying lunch at Relax at Rosa

Published June 2026



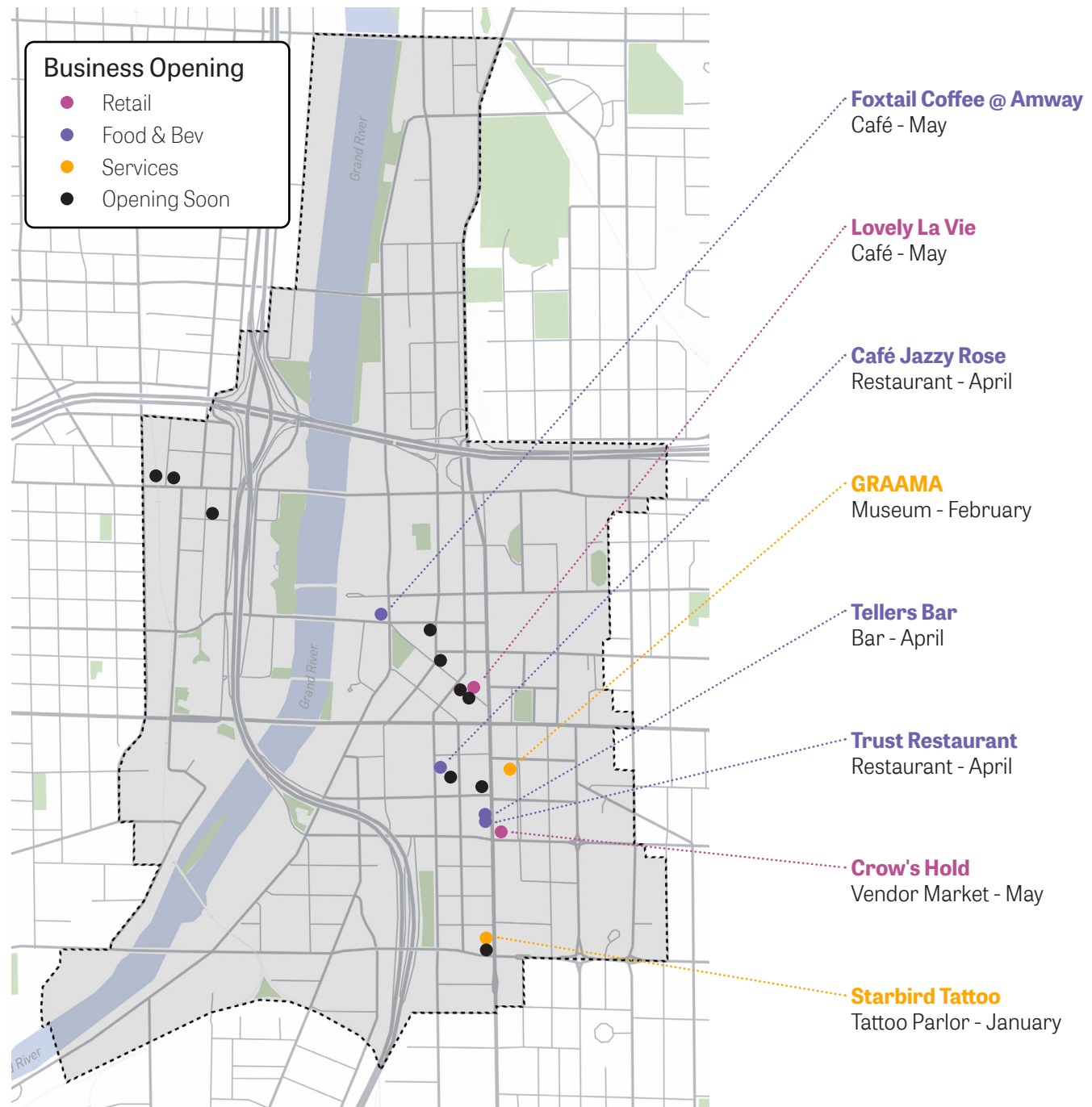
<p>VISITOR ACTIVITY</p> <p>-4%</p> <p>vs. last month (Mar 2026) -1% vs. this time last year</p> <p><small>p.16</small></p>	<p>DAILY EMPLOYEE POPULATION</p> <p>N/A</p> <p>check back next month!*</p> <p><small>n/a</small></p>	<p>RESIDENT ACTIVITY</p> <p>N/A</p> <p>check back next month!*</p> <p><small>n/a</small></p>
<p>NEW STOREFRONT BUSINESS</p> <p>3</p> <p>in May</p> <p>8 business opened this year to date</p> <p><small>p. 3</small></p>	<p>STOREFRONT VACANCY</p> <p>21%</p> <p>in May</p> <p>6 businesses closed this year to date</p> <p><small>p. 4</small></p>	<p>OFFICE VACANCY</p> <p>10.6%</p> <p>in Q1 2026</p> <p>vs. 10.4% this time last year</p> <p><small>p.14</small></p>
<p>OFFICE BASE RENT</p> <p>\$23.06/sqft</p> <p>in Q1 2026</p> <p>vs. \$23.00 this time last year</p> <p><small>p.14</small></p>	<p>HOTEL OCCUPANCY</p> <p>+5%</p> <p>vs. last month (Mar 2026) -4% vs. this time last year</p> <p><small>p. 9</small></p>	<p>HOUSING OCCUPANCY</p> <p>-1%</p> <p>vs. last quarter (Q4 2025) +3% vs. this time last year</p> <p><small>p.15</small></p>
<p>CURRENT ACTIVE INVESTMENT</p> <p>\$242M</p> <p>in building renovations, housing developments & entertainment venues</p> <p><small>p. 5</small></p>	<p>CURRENT GREENWAY INVESTMENT</p> <p>\$68M</p> <p>in parks renovations, trail construction & in-water work</p> <p><small>p. 6</small></p>	<p>DASH CIRCULATOR RIDERSHIP</p> <p>-61%</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
Total	32	\$945,107.46

Business Opening

- Retail
- Food & Bev
- Services
- Opening Soon



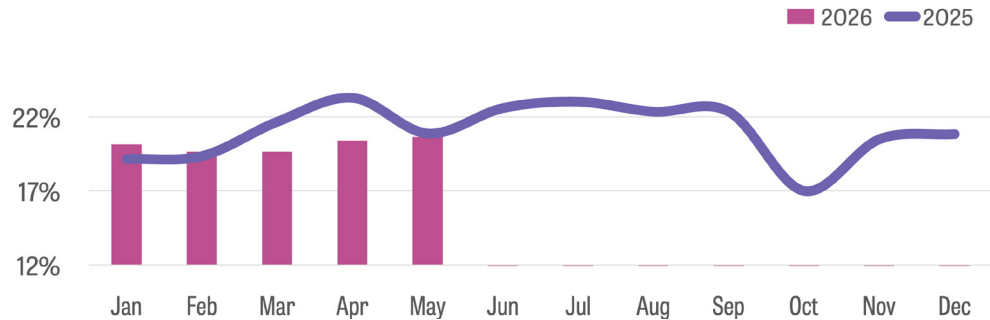
6 storefront businesses closed

Downtown in 2026 to date

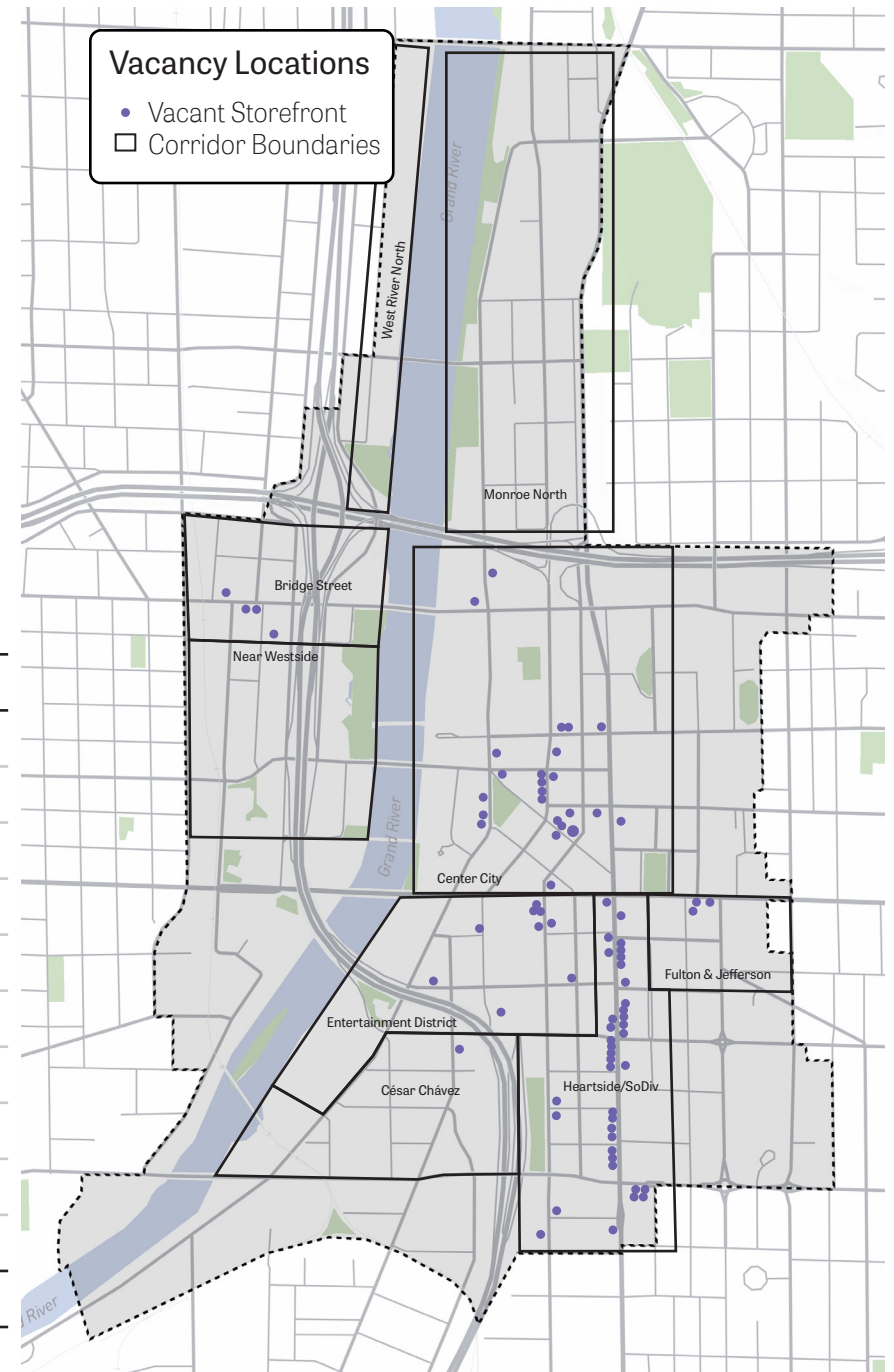
33% Food & Bev - 50% Retail - 17% Services

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 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	36	33%
Monroe North	29	0	0%
Near Westside	14	1	7%
West River North	3	0	0%
DISTRICT TOTALS:	402	83	21%



¹ - 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

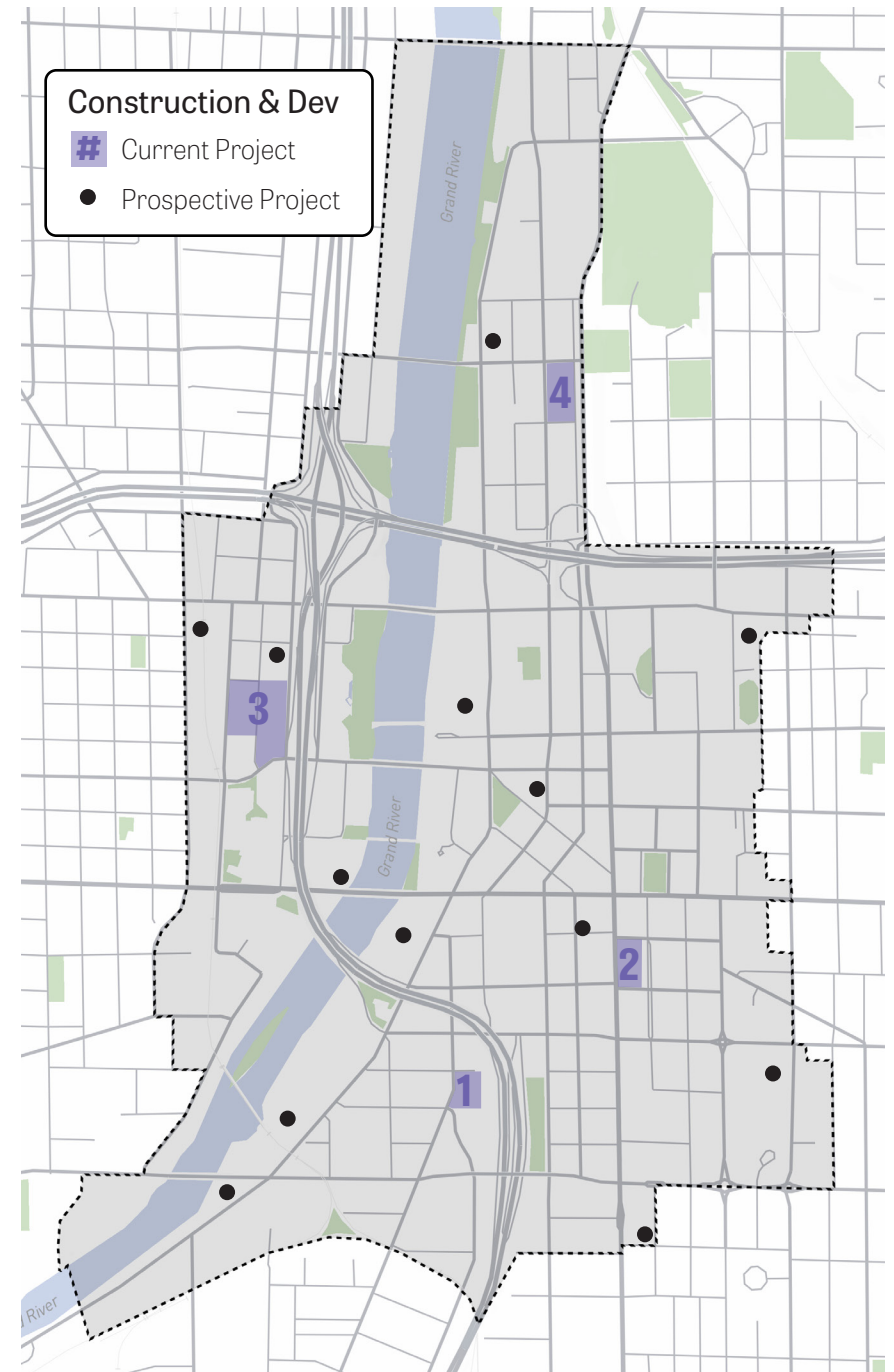
\$46,000,000 investment

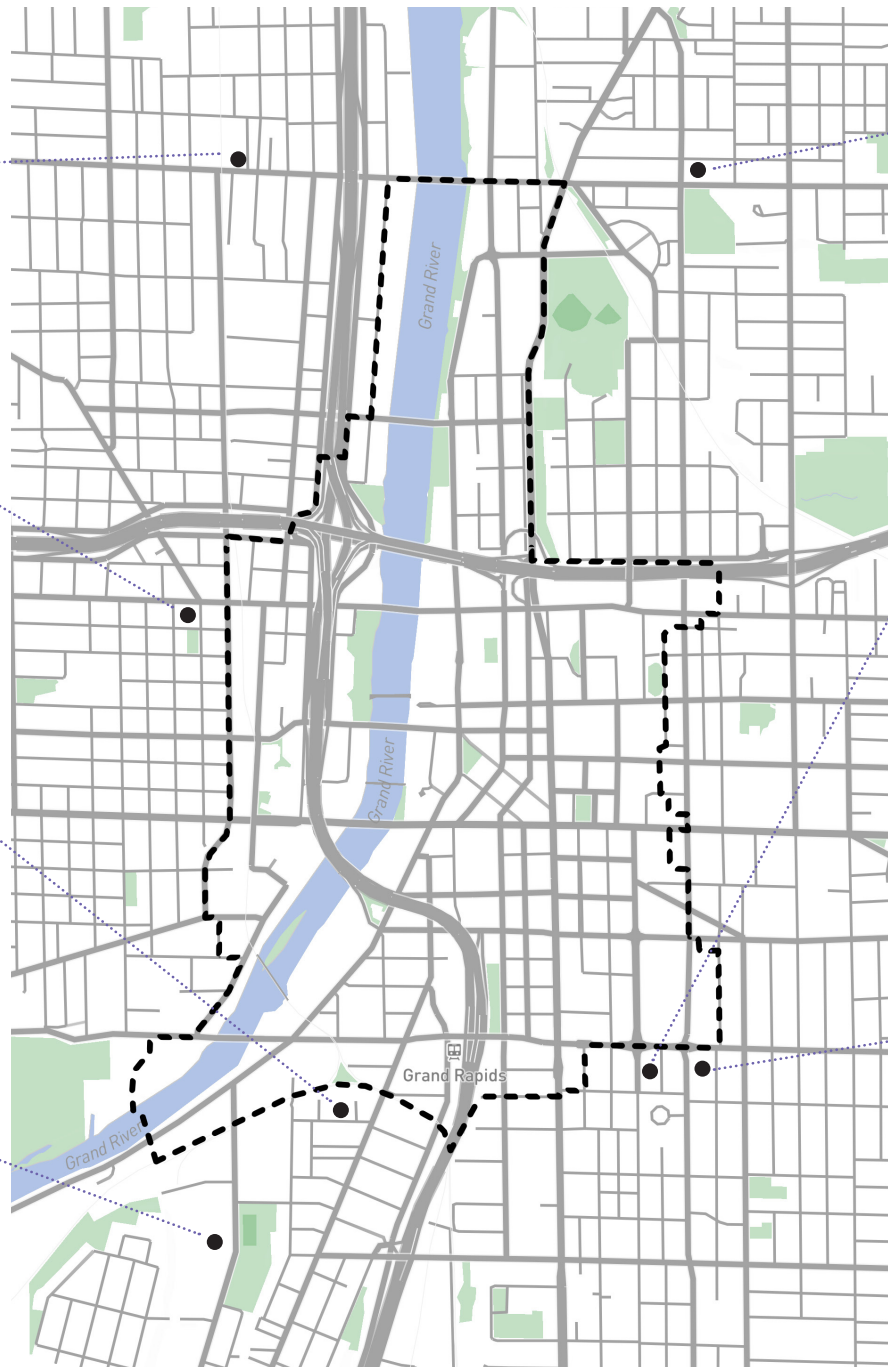
\$242M
current active investment

6k
sq ft of
commercial space

104
new jobs

118
housing units





2 555 Leonard
 anticipated completion: 2026
 +28 housing units
 +2,025 sq ft of commercial space
 \$3,900,000 investment

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

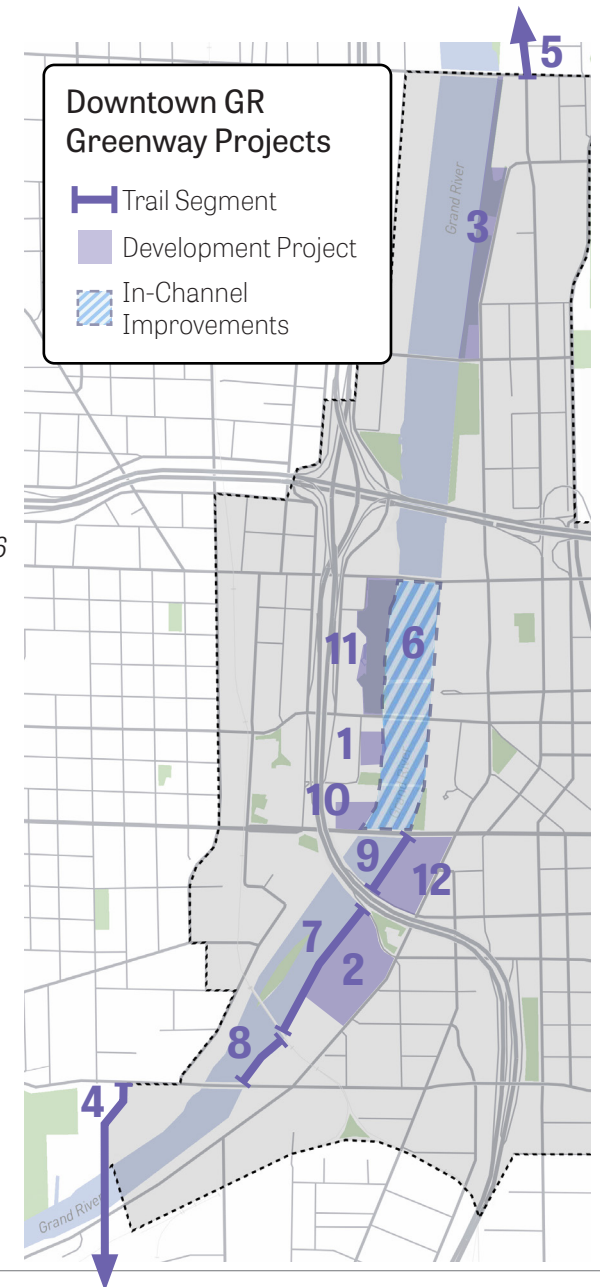
20 total miles of trail improvements¹

\$332M in total public space investment

\$1.7B in private river-adjacent investment²

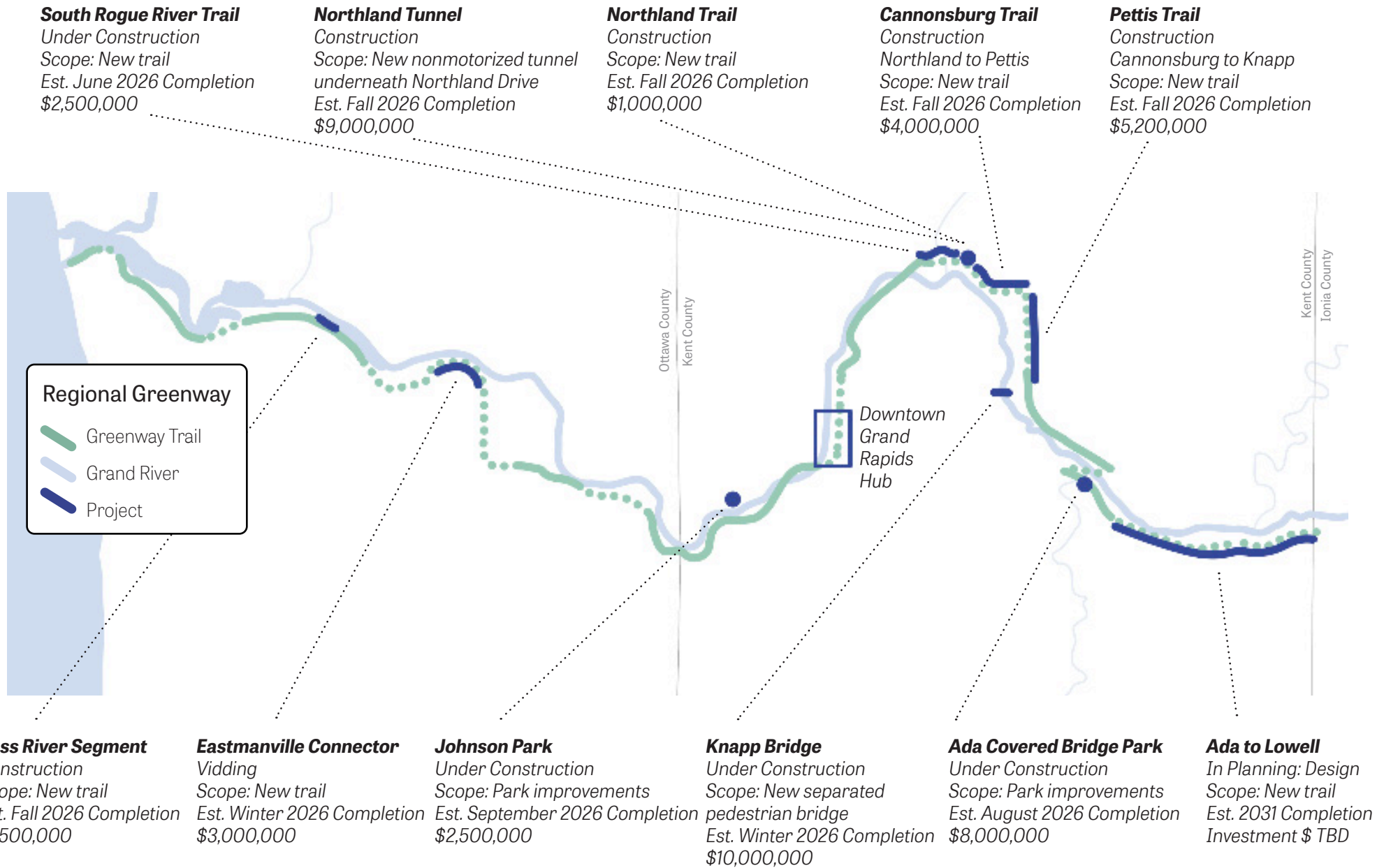
\$70M in DGRI investment³ (DDA, MNTIFA, ARPA) in 2025

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

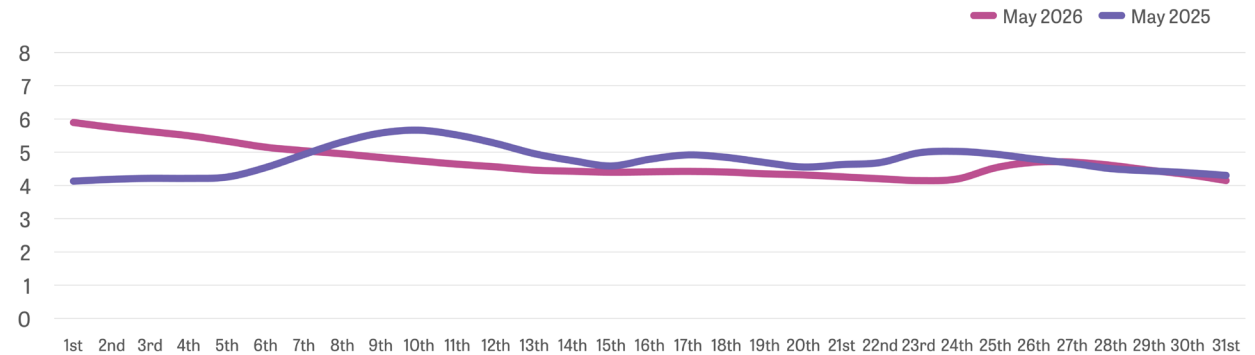


What is gage height? Gage height is the distance (or height) of the water surface above the streamgage datum reference point. Gage height is often observed as it relates to landmarks as well as historical data.²

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

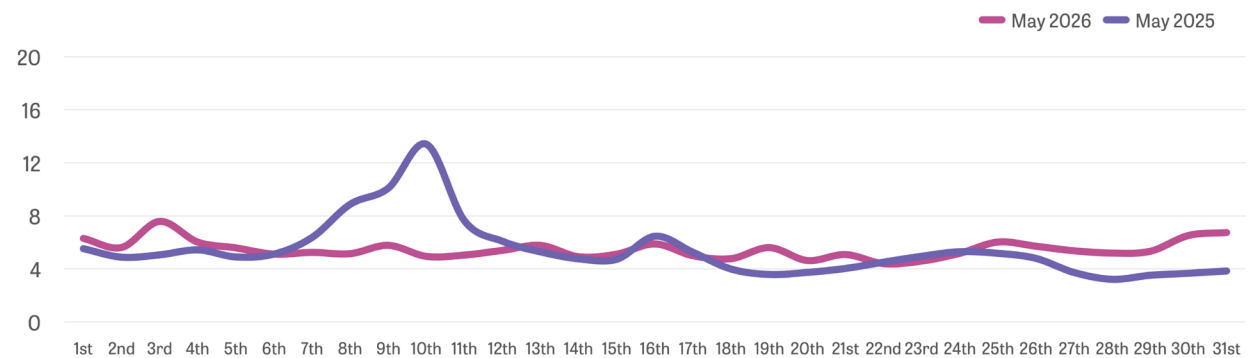


What is turbidity? Turbidity is the measure of relative clarity of a liquid. The higher the intensity of scattered light, the higher the turbidity.²

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 **+1% FNU³** on avg. in May 2026 vs. May 2025 / **-81%** vs. Apr 2026

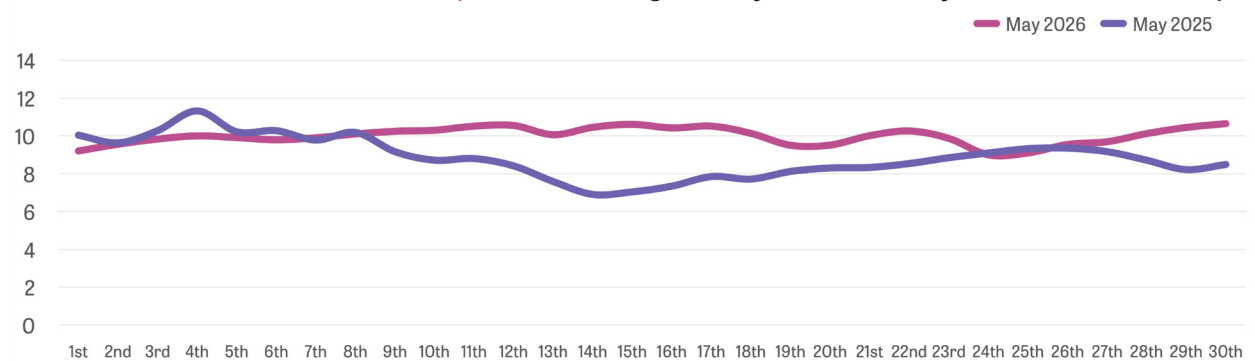


What is dissolved oxygen? Dissolved oxygen is a measure of how much oxygen is dissolved in the water - the amount of oxygen available to living aquatic organisms.²

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>

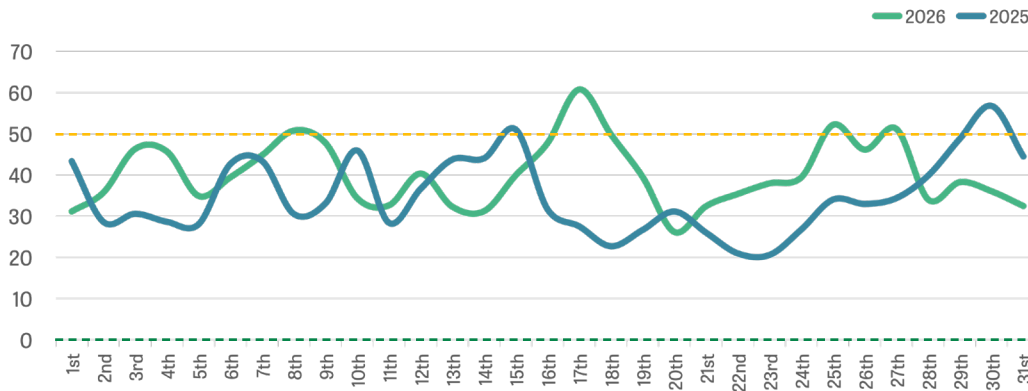
Dissolved O2 increased **+13% ml per liter** on avg. in May 2026 vs. May 2025 / **+13%** vs. Apr 2026



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.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 increased **+15%** in May 2026 vs. May 2025²



May 2026 Recap

May 20
Sixth Street Park
20.14

Best AQI Day

César Chávez
37.96 avg

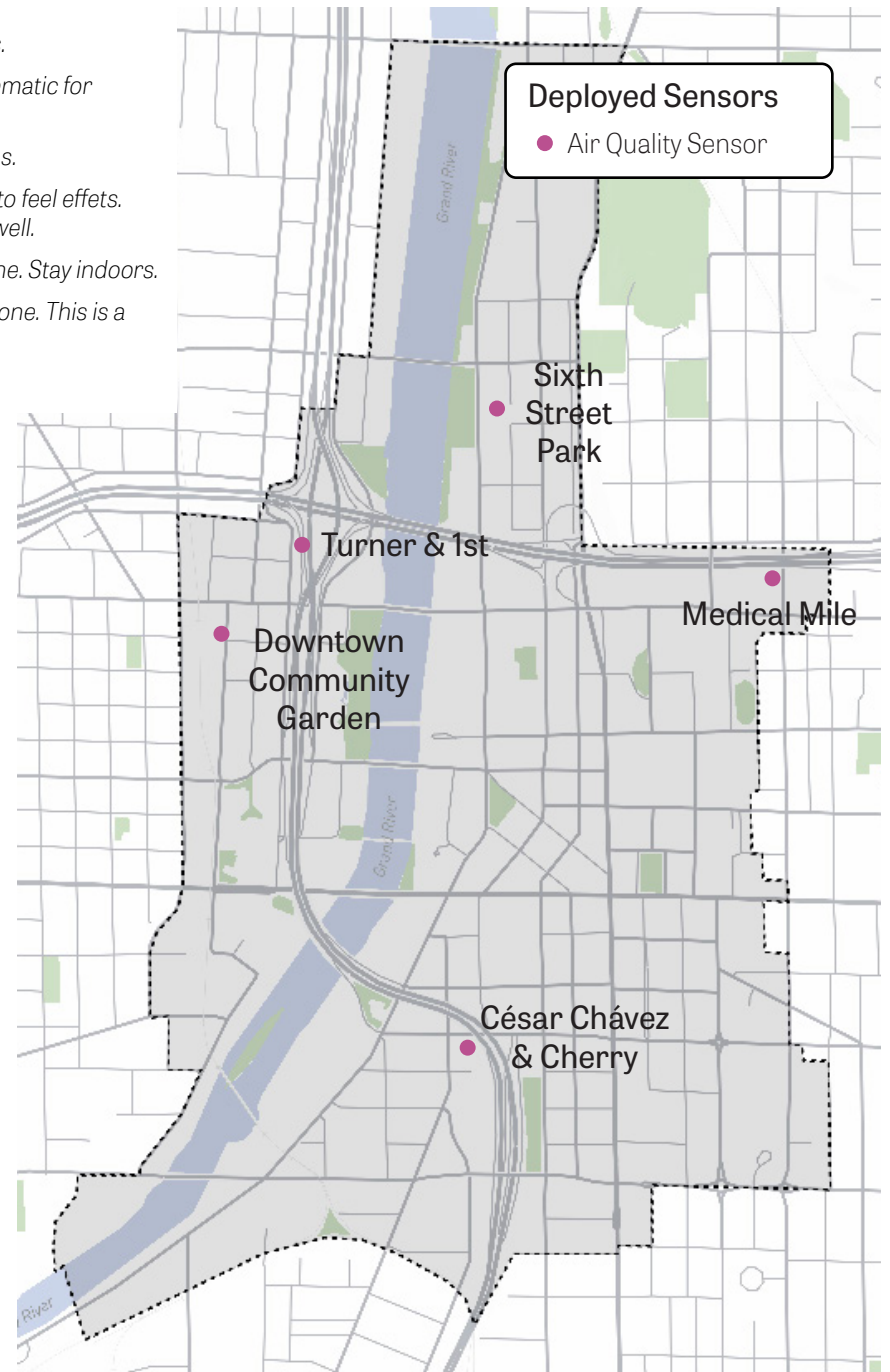
Best Average AQI

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

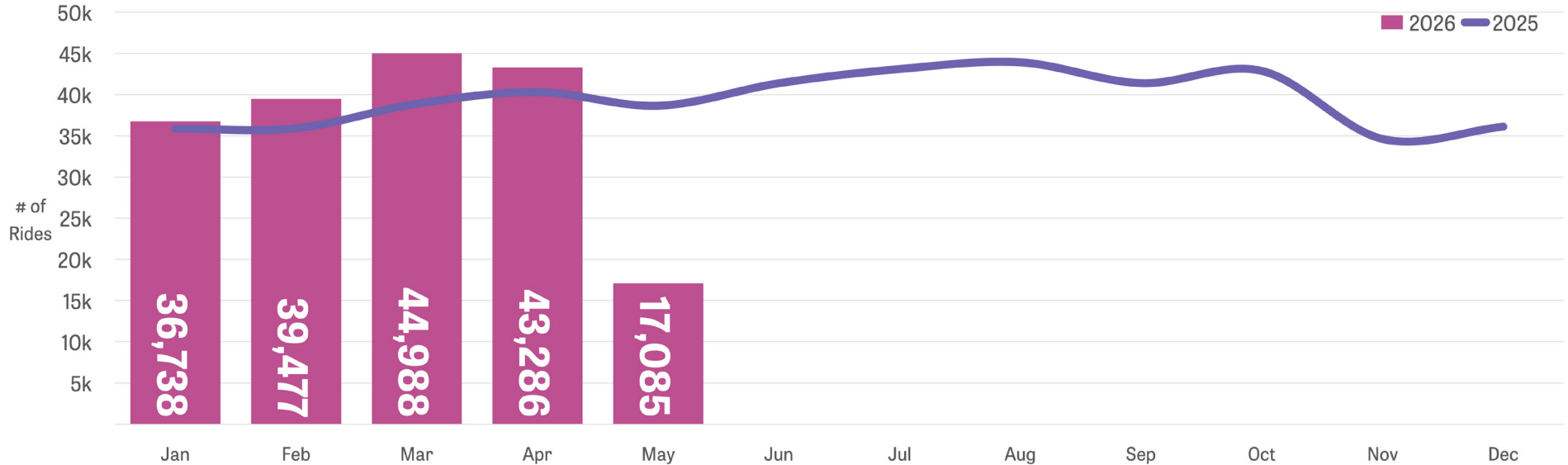


Total Ambassador Banked Hours¹ as of April 2026:

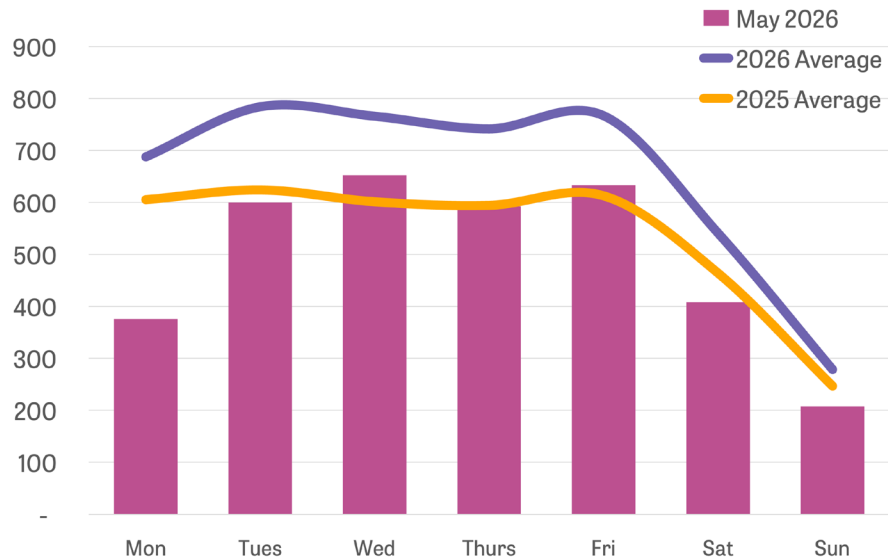
989.25

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

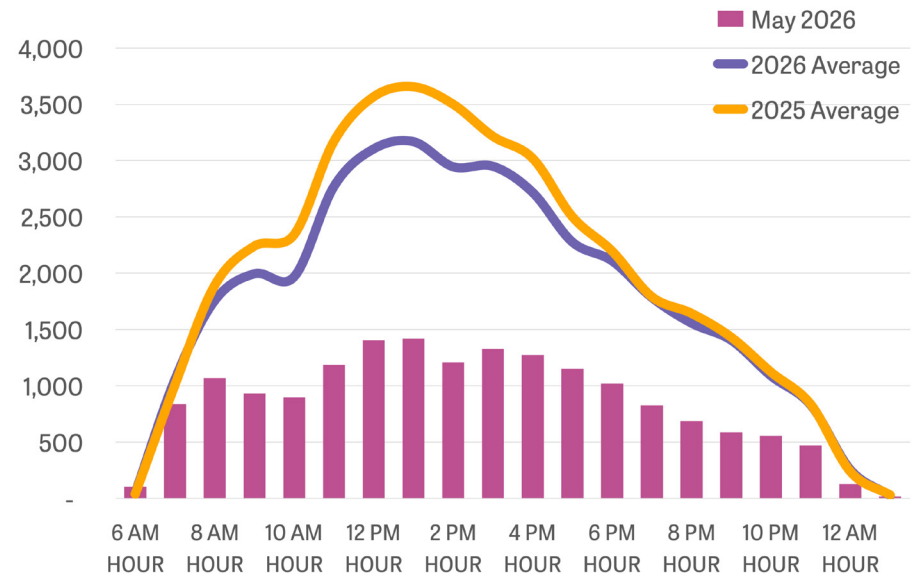
Note: DASH Circulator changed routes, removed Counterclockwise and Work routes on May 4, 2026.



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

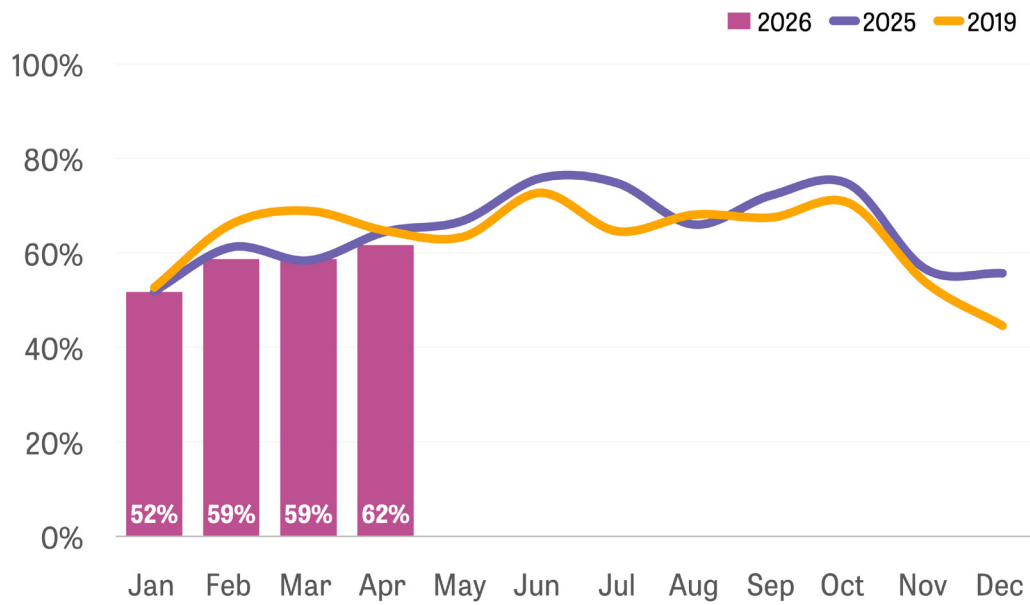


68% of DASH Circulator ridership occurred before 5 PM in April

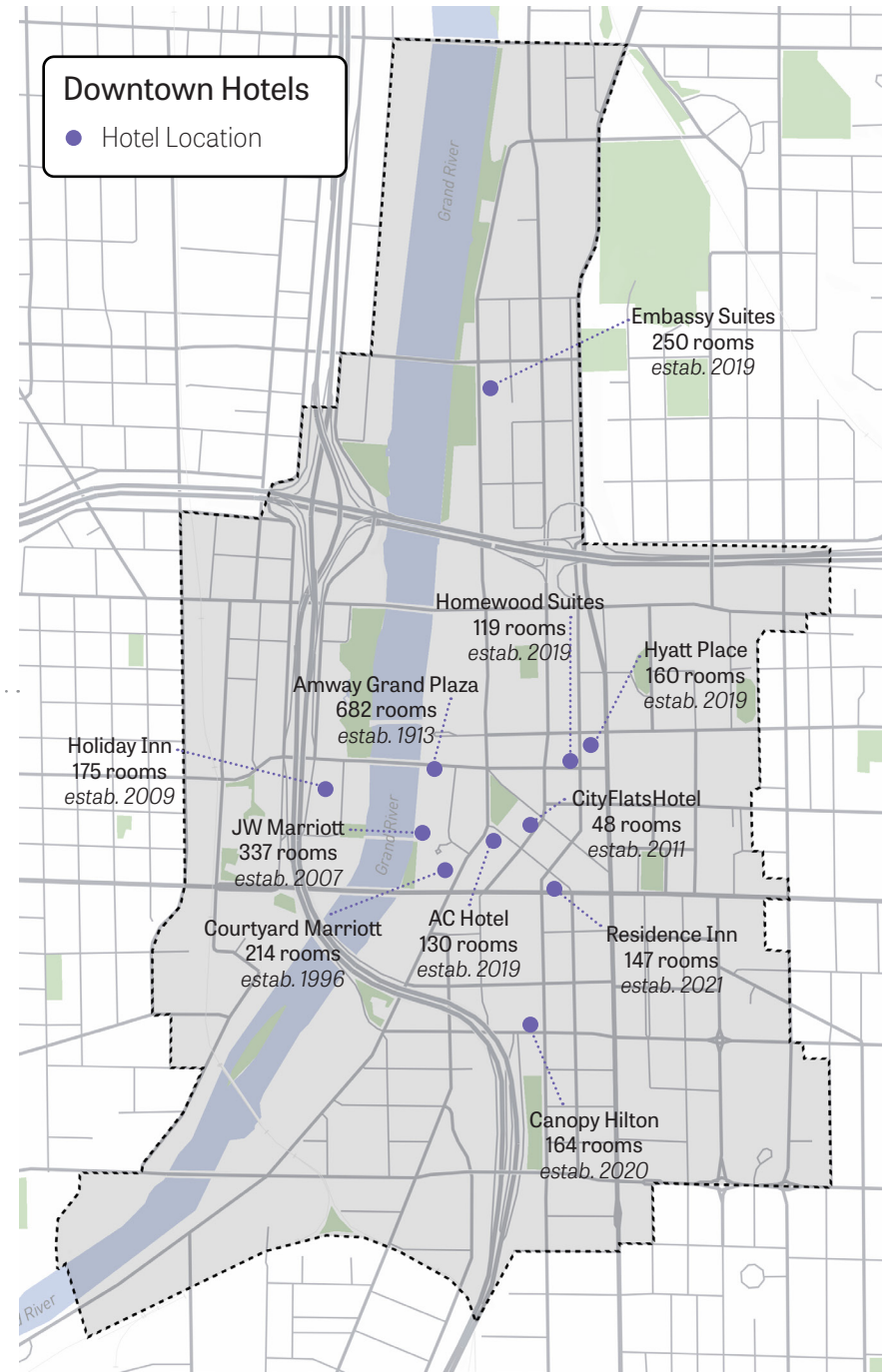
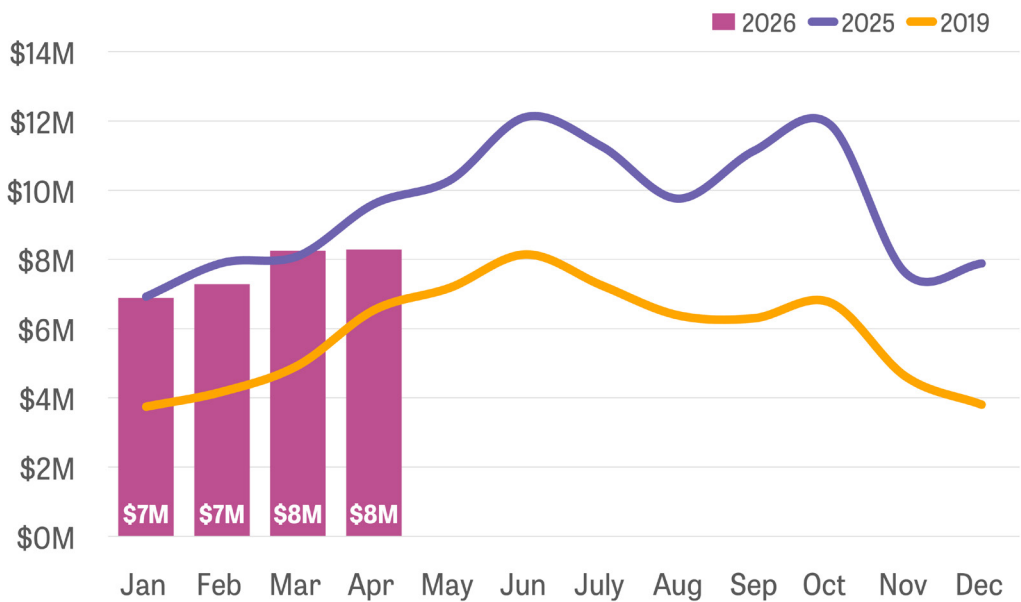


Hotel Occupancy | Updated April 2026

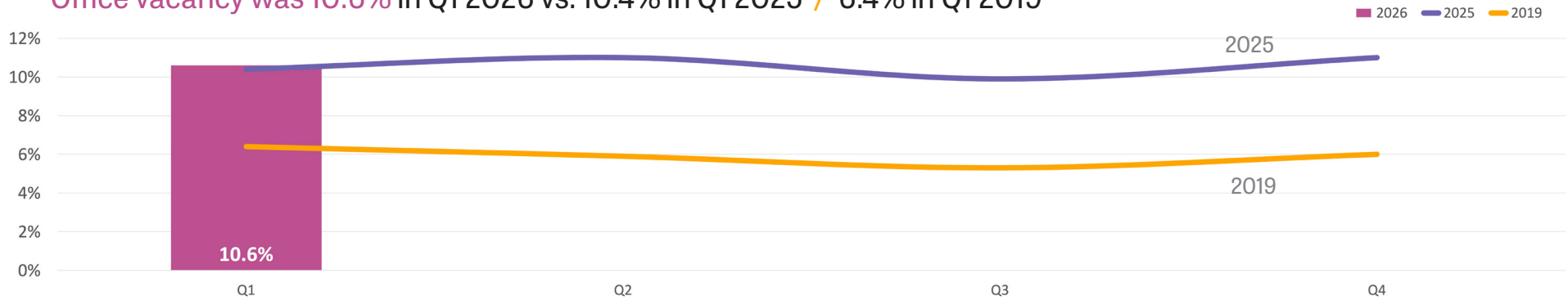
Occupancy increased **+5%** in Apr 2026 vs. Mar 2026 / **-4%** vs. Apr 2025 / **-5%** vs. Apr 2019



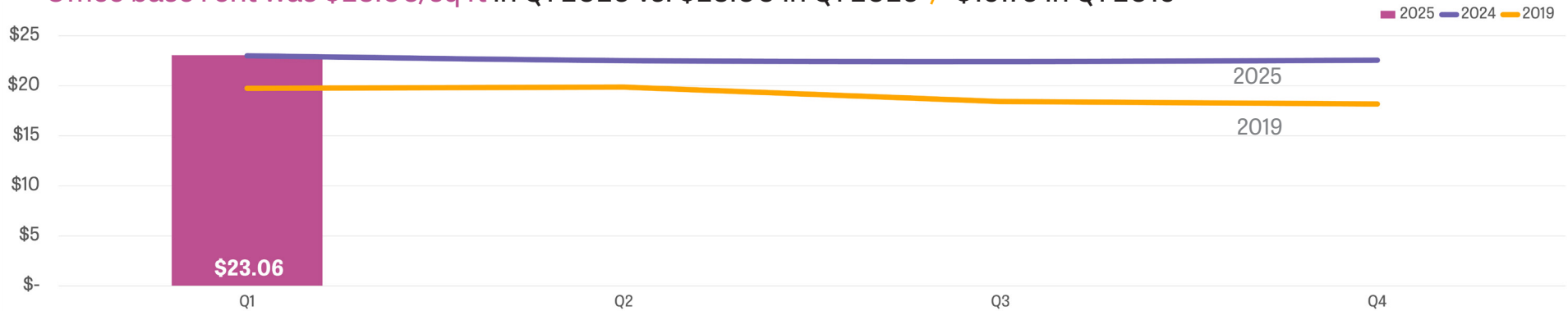
Revenue increased **+0.4%** in Apr 2026 vs. Mar 2026 / **-14%** vs. Apr 2025 / **+27%** vs. Apr 2019



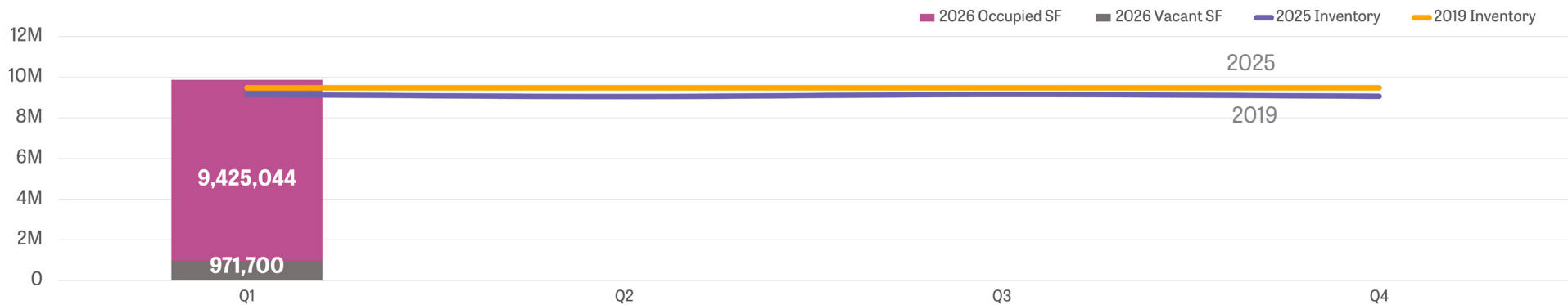
Office vacancy was 10.6% in Q1 2026 vs. 10.4% in Q1 2025 / 6.4% in Q1 2019



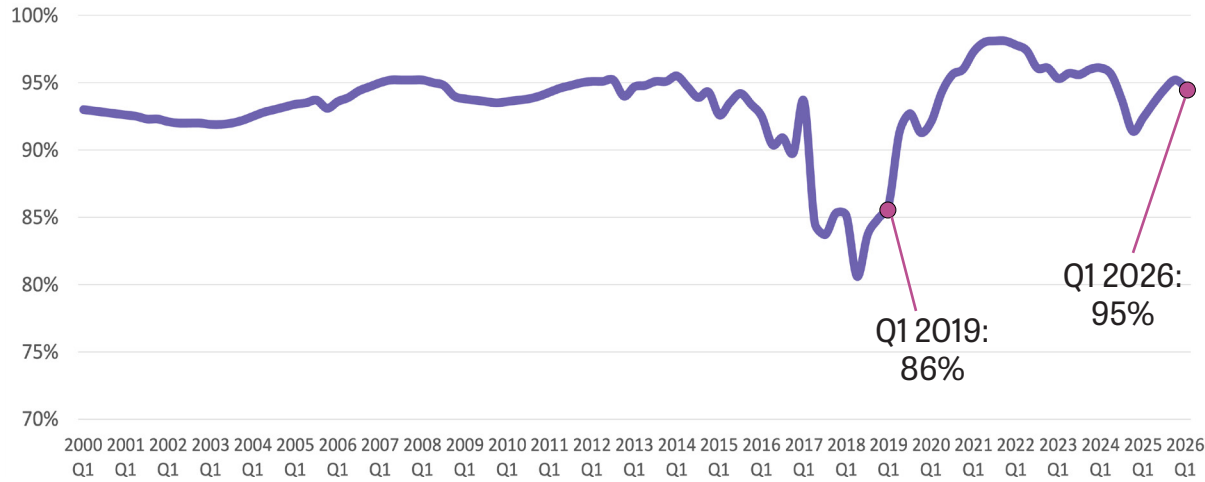
Office base rent was \$23.06/sq ft in Q1 2026 vs. \$23.00 in Q1 2025 / \$19.75 in Q1 2019



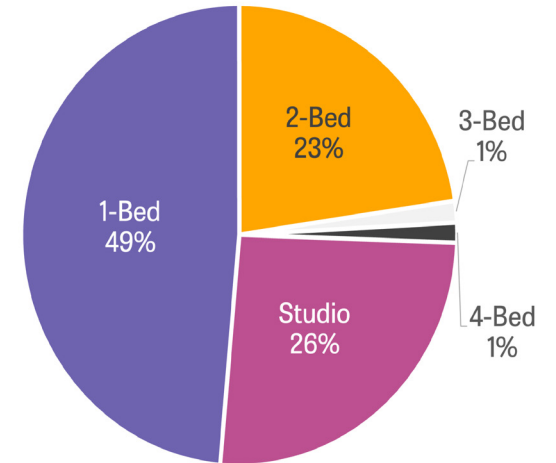
There were 9.9 million square feet of office inventory in Q1 2026



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

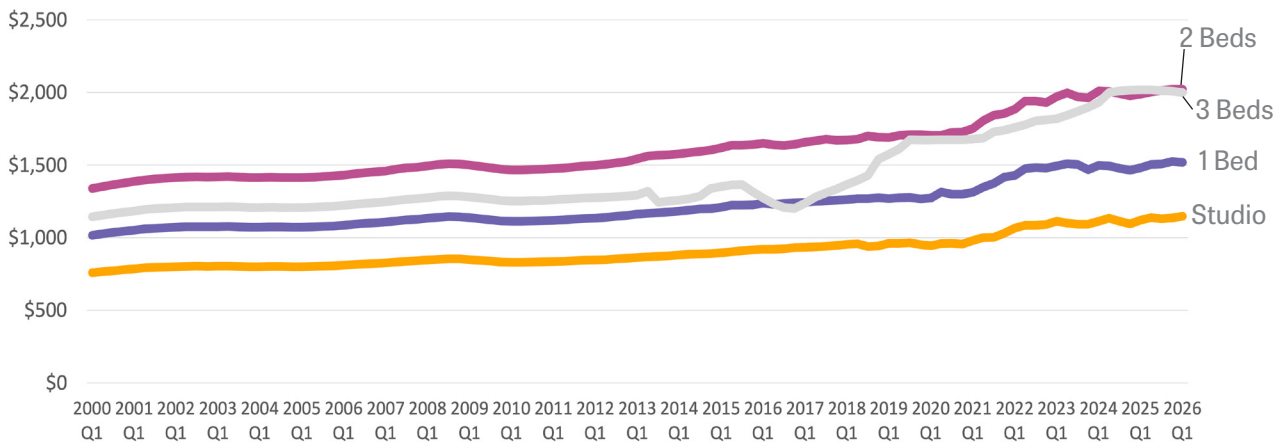


Distribution of Units by # of Rooms

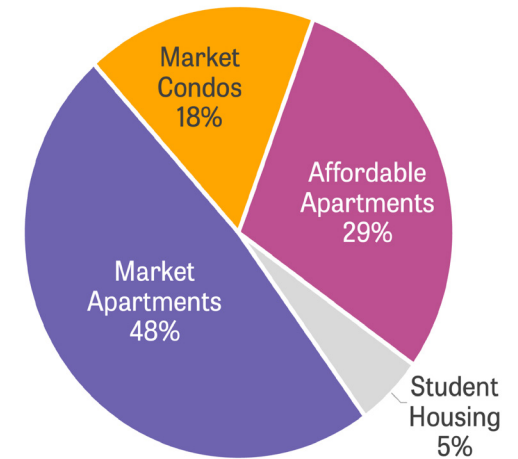


There are **129** units currently under construction and **1,898** in the planning & development pipeline

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

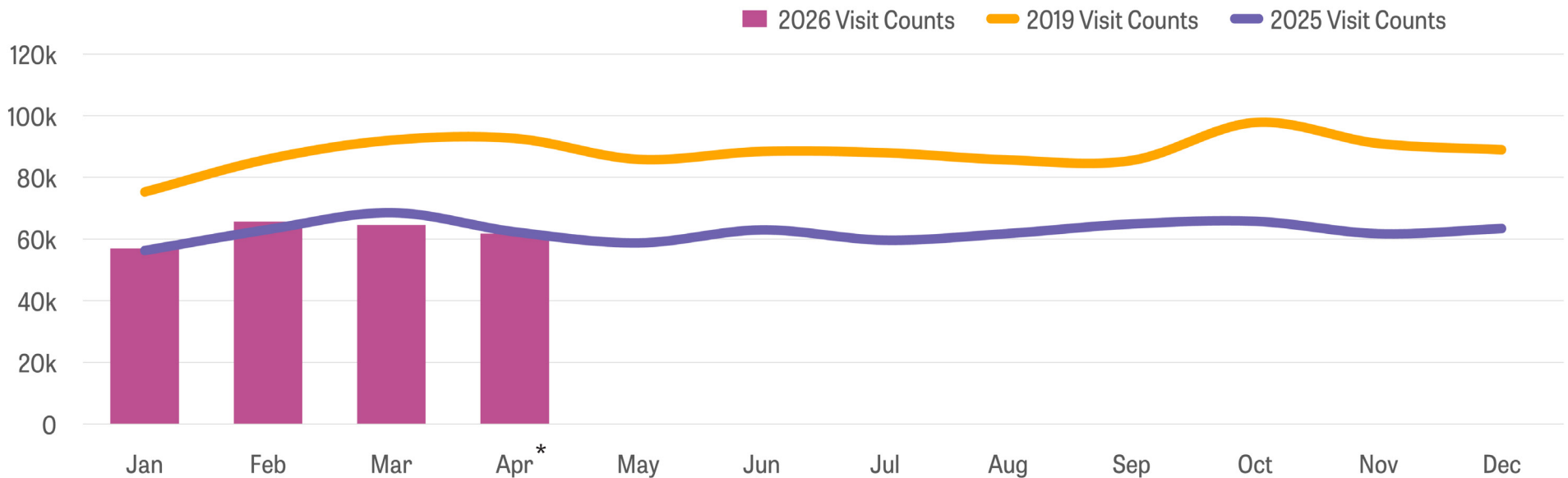


Distribution of Units by Rate Type



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*

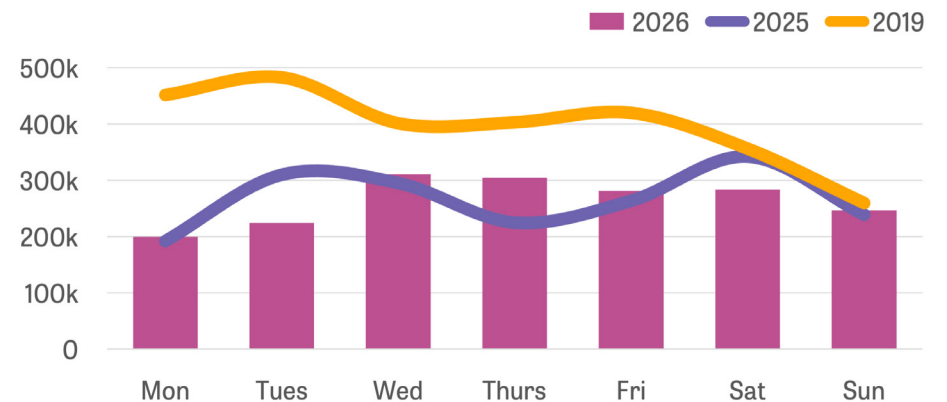


97% of visits are repeat visits in 2026 to date vs. **96%** in 2025 / **95%** in 2019.

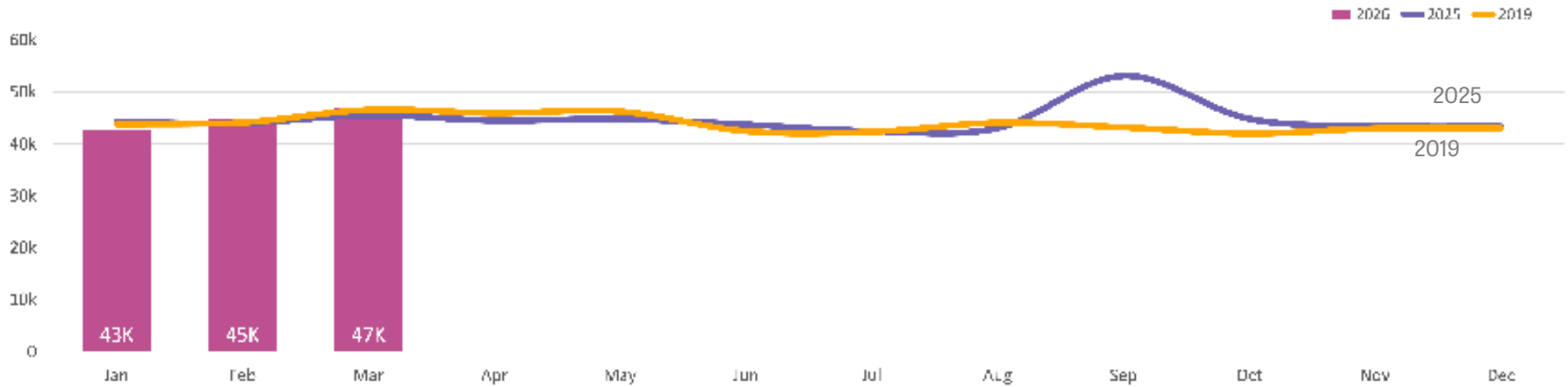
5.2% of visits are out-of-state visits in 2026 to date vs. **6.6%** in 2025 / **6.5%** in 2019.

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

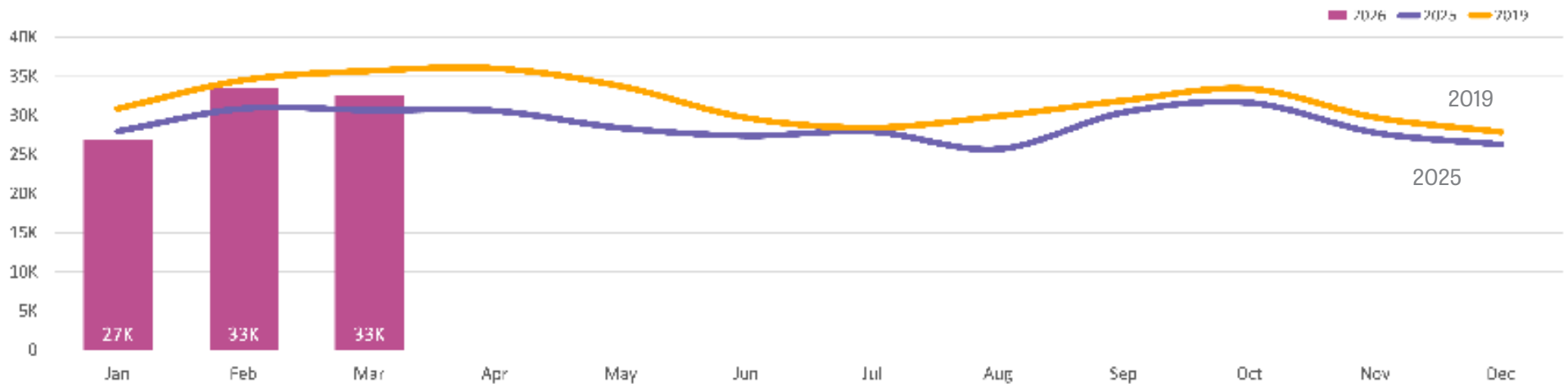
Weekday activity has increased **+3%** in Apr 2026 vs. Apr 2025 / **-39%** vs. Apr 2019*



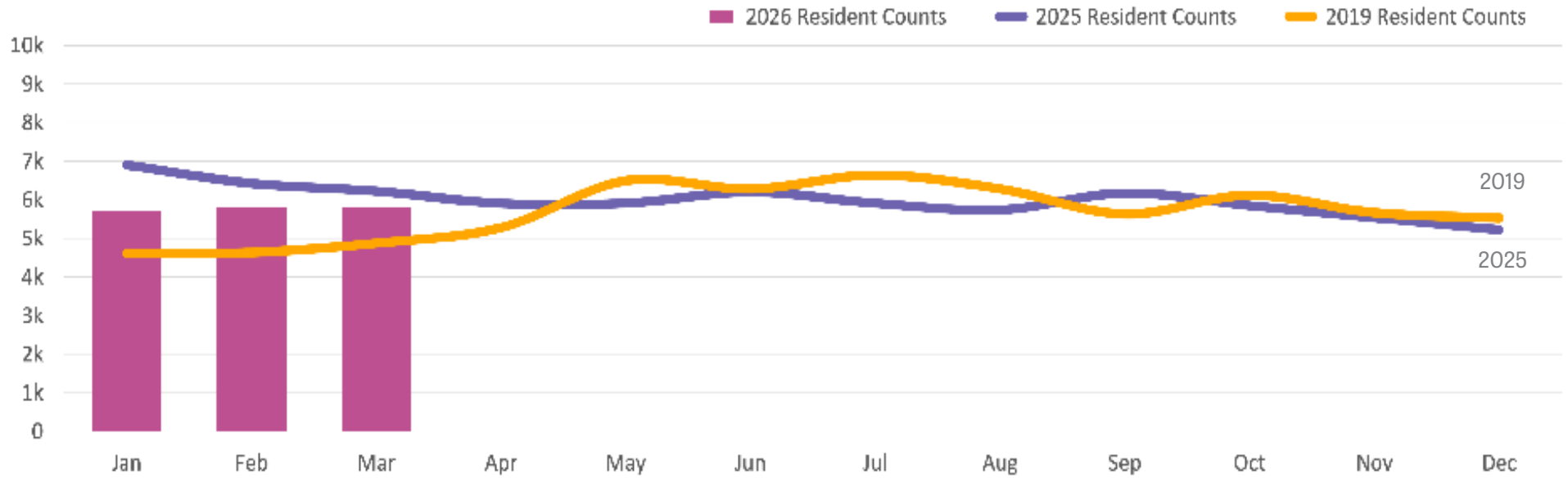
Unique employees¹ increased +5% in Mar 2026 vs. Feb 2026 / +3% vs. Mar 2025 / +1% vs. Mar 2019



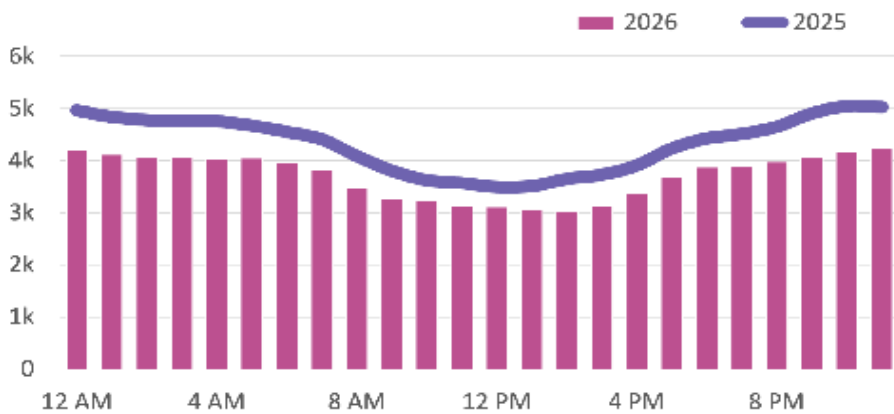
Average daily workforce² decreased -3% in Mar 2026 vs. Feb 2026 / +6% vs. Mar 2025 / -9% vs. Mar 2019



Daily average resident counts decreased **-0.02%** in Mar 2026 vs. Feb 2026 / **-7%** vs. Mar 2025 / **+19%** vs. Mar 2019



Overall daily average hourly counts decreased **-14%** in Mar 2026 vs. Mar 2025



Weekend average daily counts decreased **-10%** in Mar 2026 vs. Mar 2025

