

DOWNTOWN
GRAND RAPIDS INC.

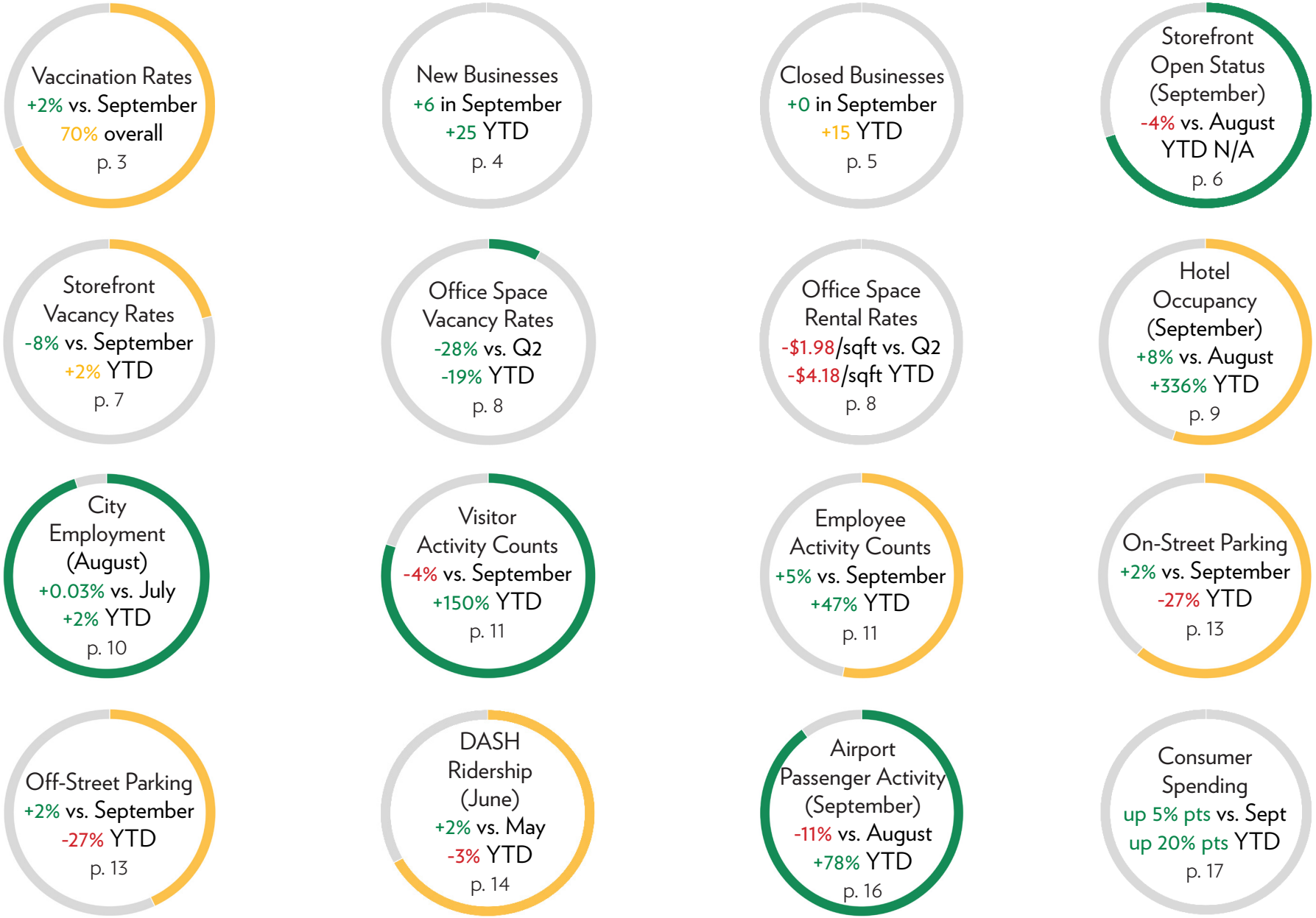
COVID-19 Reignition Report

Produced November 5, 2021

Summary of Downtown Vital Signs

Month over Month & Year to Date Changes

Most Recently Completed Month: ***October 2021***



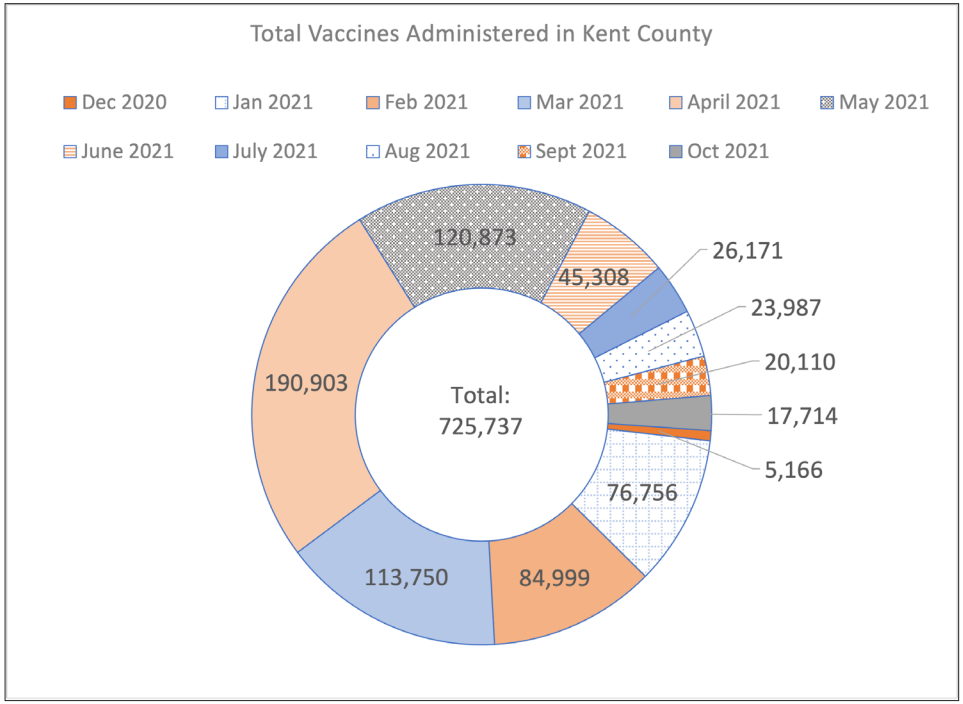
Kent County Vaccination Distribution & Administration

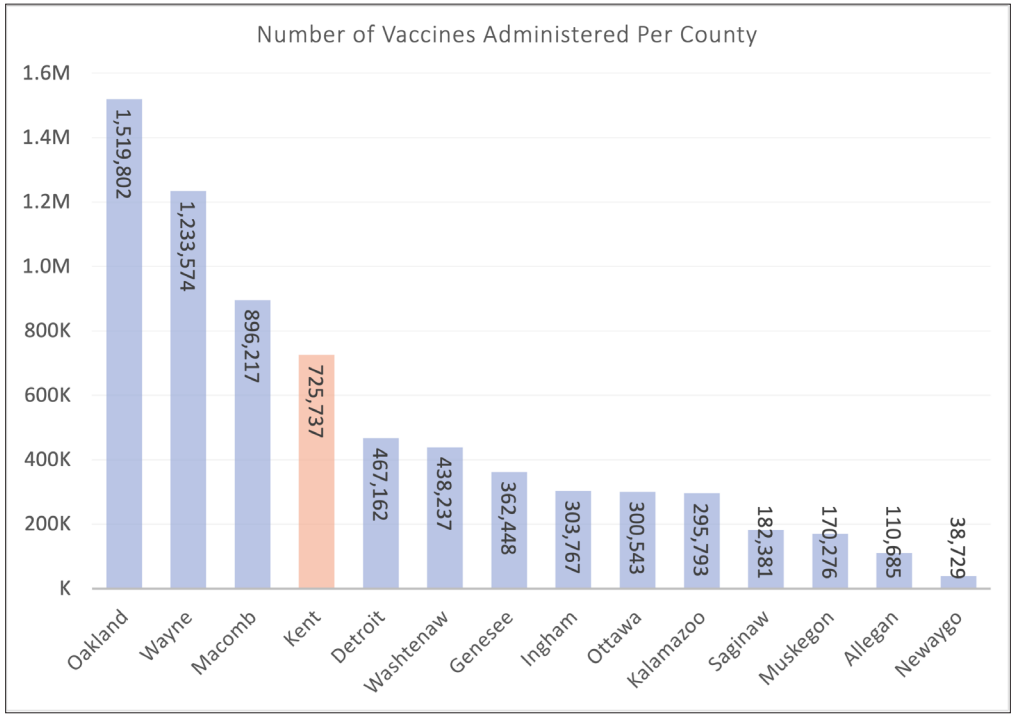
70%
of Michigan residents have received 1st dose as of November 4th

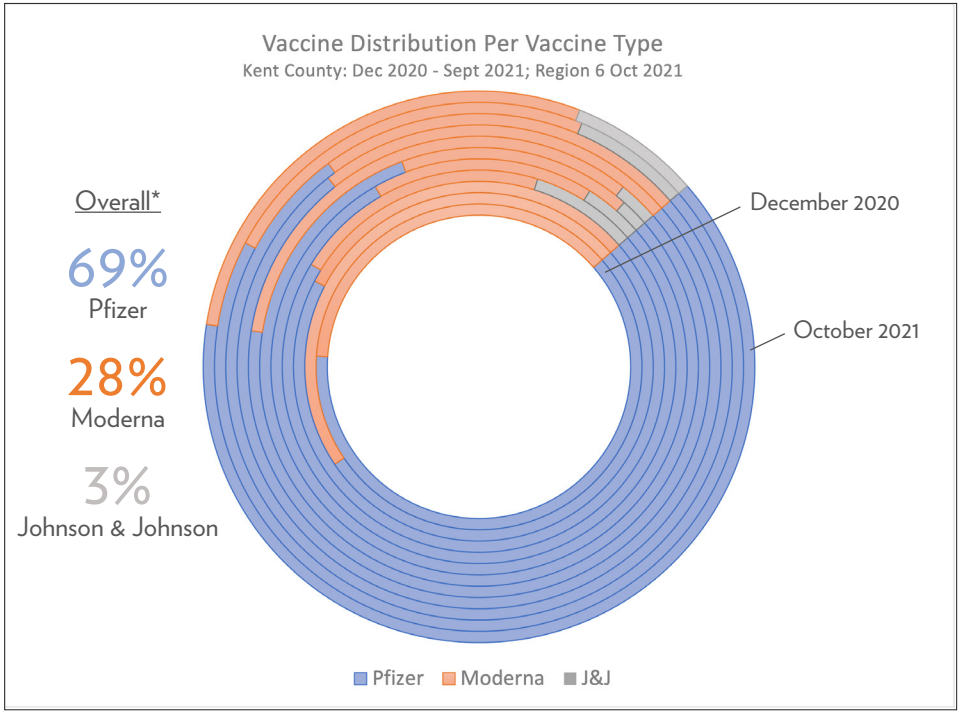
55%
of doses administered
81% nation-wide
70% state-wide

68%
of Kent residents fully vaccinated
58% nation-wide
59% state-wide

118,821
boosters doses administered in Region 6
Grand Rapids is in Region 6







Sources: Michigan Department of Health and Human Service Immunization Department; Kent County Department of Health; vaccinatewestmi.com; covid.cdc.gov

Business Openings

2020

① Daniel Gracie Jiujitsu (May 5)
② Sunny Boba (June)
③ Morning Belle (June 8)
④ Ding Tea (June 28)
⑤ Downtown Nutrition (June 29)
⑥ Art Caribbean Fusion Cuisine (July 10)*
⑦ The Color Forest (July 16)*
⑧ Insomnia Cookies (July 21)
⑨ Pump House (July 23)
⑩ Balke P&D Gallery (August 7)
⑪ Alt City Beverage @ DTM (August 20)
⑫ Knoop (September 8)
⑬ Mel Styles (September 19)*
⑭ Tupelo Honey (September 19)
⑮ Basic Bee Boutique (November 14)*
⑯ Purpose Training Studio (November 16)
⑰ GRNoir (December 4)*
⑱ Aggregate 136 (December 4)
⑲ House Rules Game Lounge (Dec 4)
⑳ Pack Elephant (December 10)*
㉑ Arktos Meadery (December 11)

2021

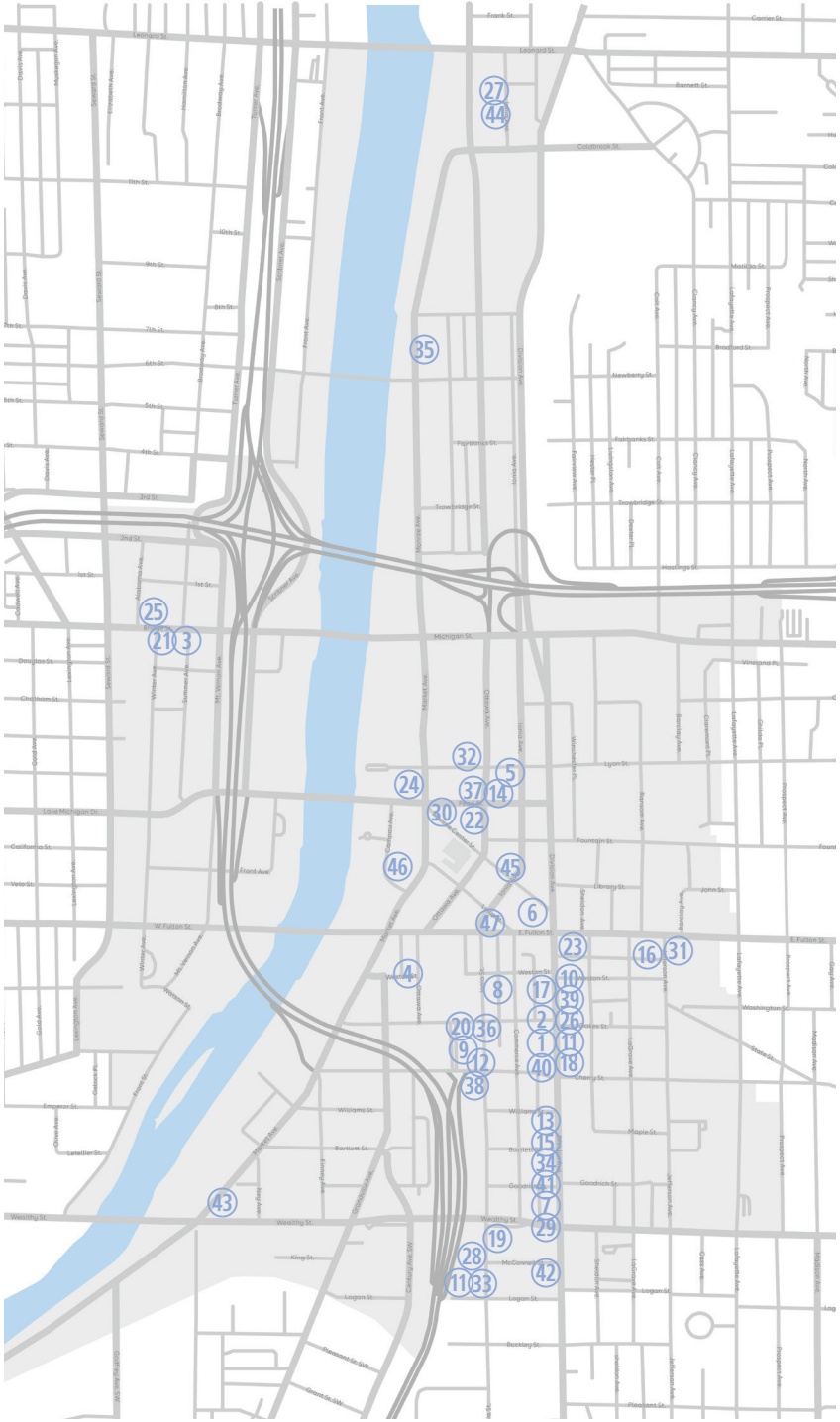
㉒ Marissa's Jewels (January)
㉓ Poké Poké & Boba (January 19)
㉔ MDRD (February 2)
㉕ Condado Tacos (February 4)
㉖ Blonde Theory (March 1)*
㉗ Spinful.Bike (March 9)
㉘ Gaby's Gourmandise @ DTM (May 8)
㉙ Eagle Eye Tattoo (May 10)
㉚ Wise Men Distillery (June 2)
㉛ The 12th House GR (June 2)*
㉜ DGX Market (June 21)
㉝ Squibb Café @ DTM (June 25)
㉞ The Dream Garden (July 17)
㉟ High Point Tattoo (August 21)
㊱ Starbucks @ Studio Park (September 1)
㊲ Webster's Market (September 3)
㊳ Portico (September 3)
㊴ ArtRat Gallery (September 10)
㊵ Skelletones (September 10)
㊶ Umbrella Reading (October)
㊷ Stoner's Cave Smoke Shop (October 1)
㊸ Planet Fitness (October 8)
㊹ Midwest Movement Collective (Oct 16)
㊺ The Aroma Labs (October 23)
㊻ K-ROK (October 30)
㊼ Wahlburgers (November 1)

46
businesses opened in the same time frame pre-COVID

17%
BIPOC-Owned

36%
Women-Owned

*received DDA Retail Incubation Grant



Source: Downtown Grand Rapids Inc.

Business Closings

2020

① Zoey Ashwood Fine Art (May)
② Charley's Crab (May 15)
③ Grand Central Market (June 1)
④ The Wheelhouse (June 4)*
⑤ Madcap @ DTM (June 8)
⑥ UICA (June 17)*
⑦ Dog Story Theatre (June 27)*
⑧ Sloppy Joe's Snack Shack (July)
⑨ Bend Gallery (July)
⑩ Perrigo Printing (July 1)*
⑪ Social Kitchen (July 7)
⑫ Gina's Boutique (August 8)
⑬ Sin Repubic Salon (August 28)
⑭ GRAM Store (August 30)
⑮ GP Sports (Summer)
⑯ Craft Beer Cellar (September 26)*
⑰ Beer City Barre (October 31)
⑱ Bultema Group (December 14)*
⑲ The Dog Pit (December 19)*

2021

⑳ Iyengar Yoga Center (2021)
㉑ The Mitten State (February 9)
㉒ Big E's Sports Grill (February 18)
㉓ Sweetie-Licious @ DTM (February 25)
㉔ Apothecary Off Main (February 28)
㉕ Downtown Ferris Coffee (March 14)
㉖ MLive (April)
㉗ Monroe Ave Subway (April)
㉘ Bliss & Vinegar @ DTM (April 25)
㉙ Marissa's Jewels (May)
㉚ Electric Hero (May 20)
㉛ West Side Ferris Coffee (May 22)
㉜ Art Caribbean Fusion Cuisine (June 21)
㉝ Jam'N Bean (June 28)
㉞ Go Java Coffee (July 18)

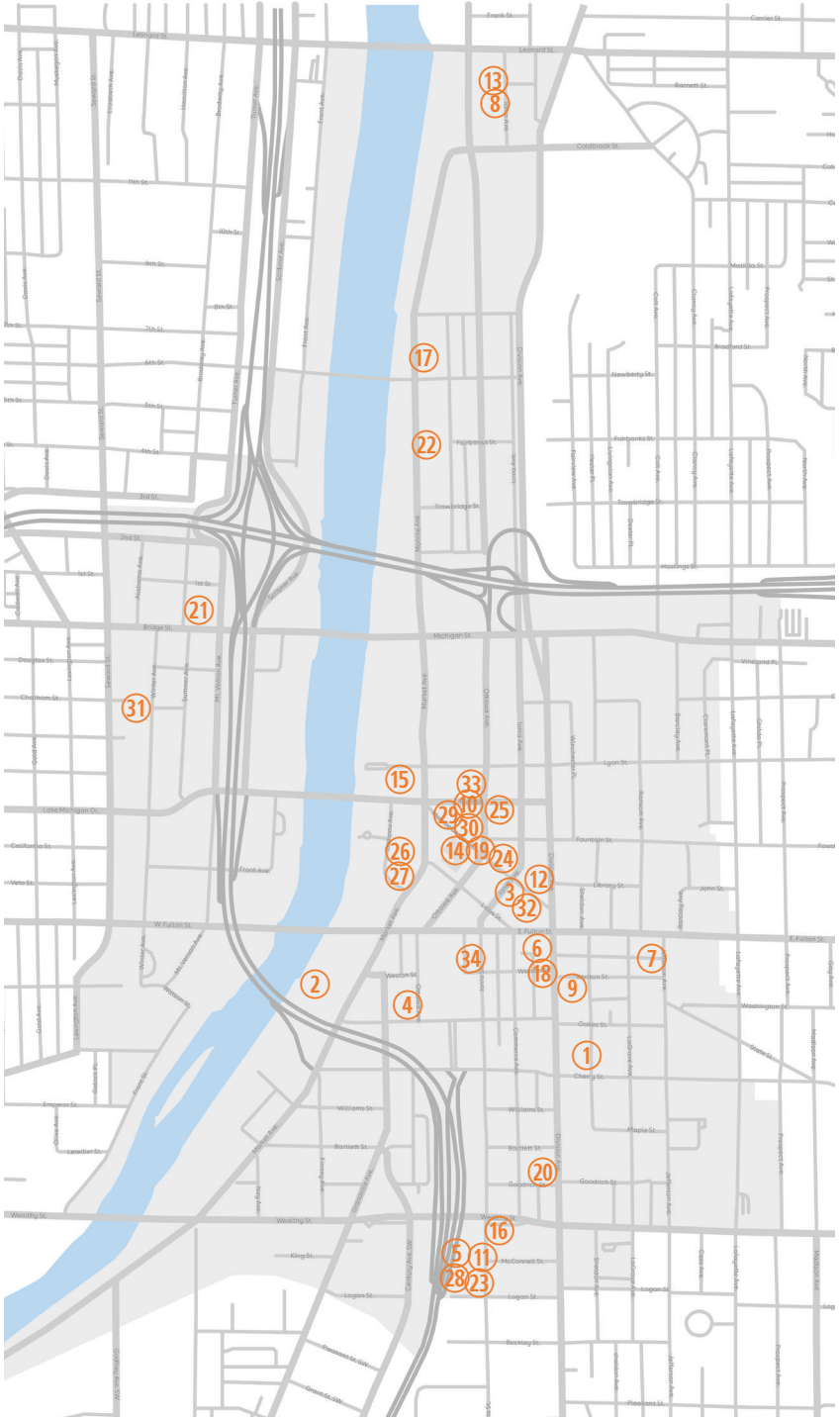
businesses opening

1.38x

faster than closing

23

businesses closed in the same time frame pre-COVID

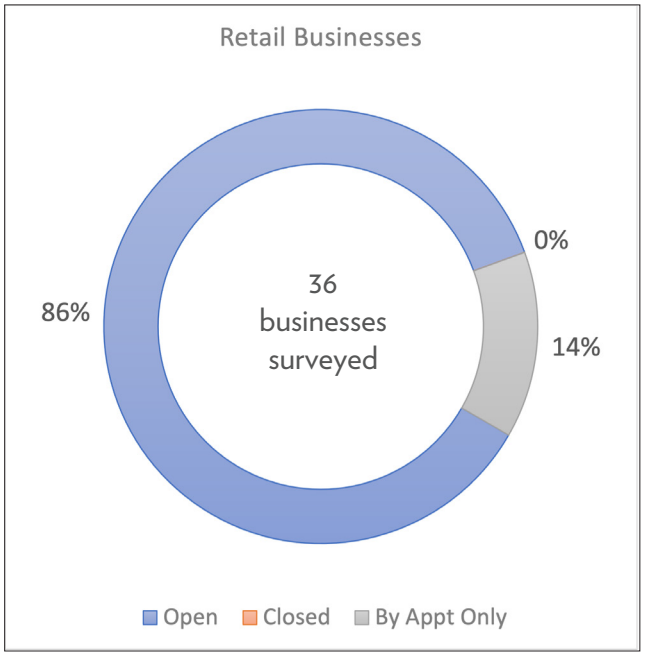


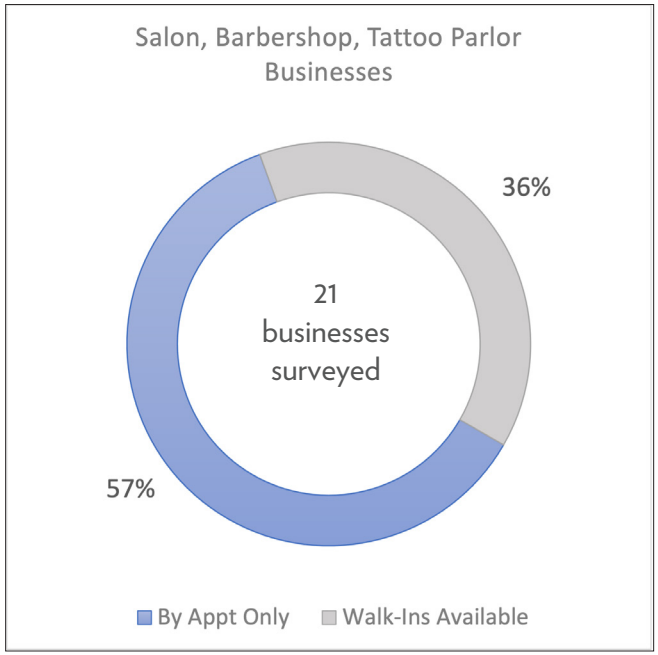
*business transitioned or moved

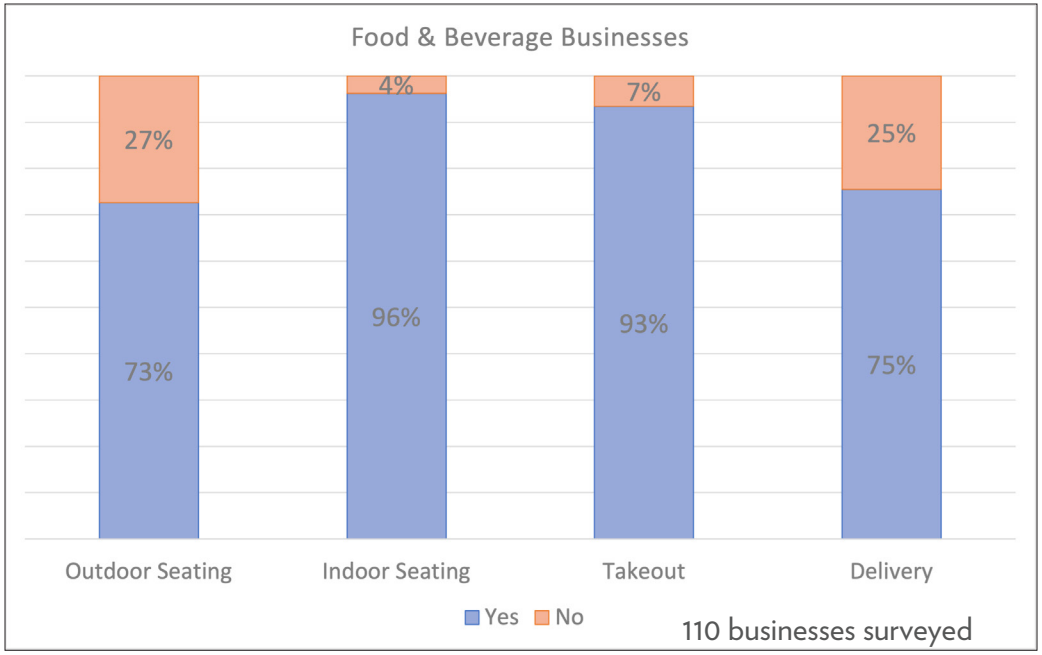
Source: Downtown Grand Rapids Inc.

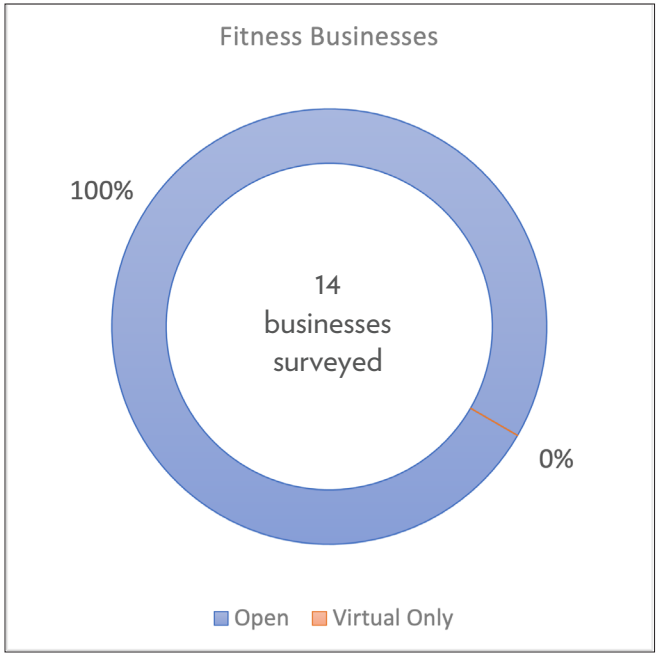
Tracking Storefront Business State of Operations

Updated Quarterly









Calculations made on September 1st, 2021.

Source: Downtown Grand Rapids Inc.

Ground-Floor Storefront Vacancies

348
ground-floor businesses in DT

21%
current vacancy rate

2.5 yr
average vacancy duration

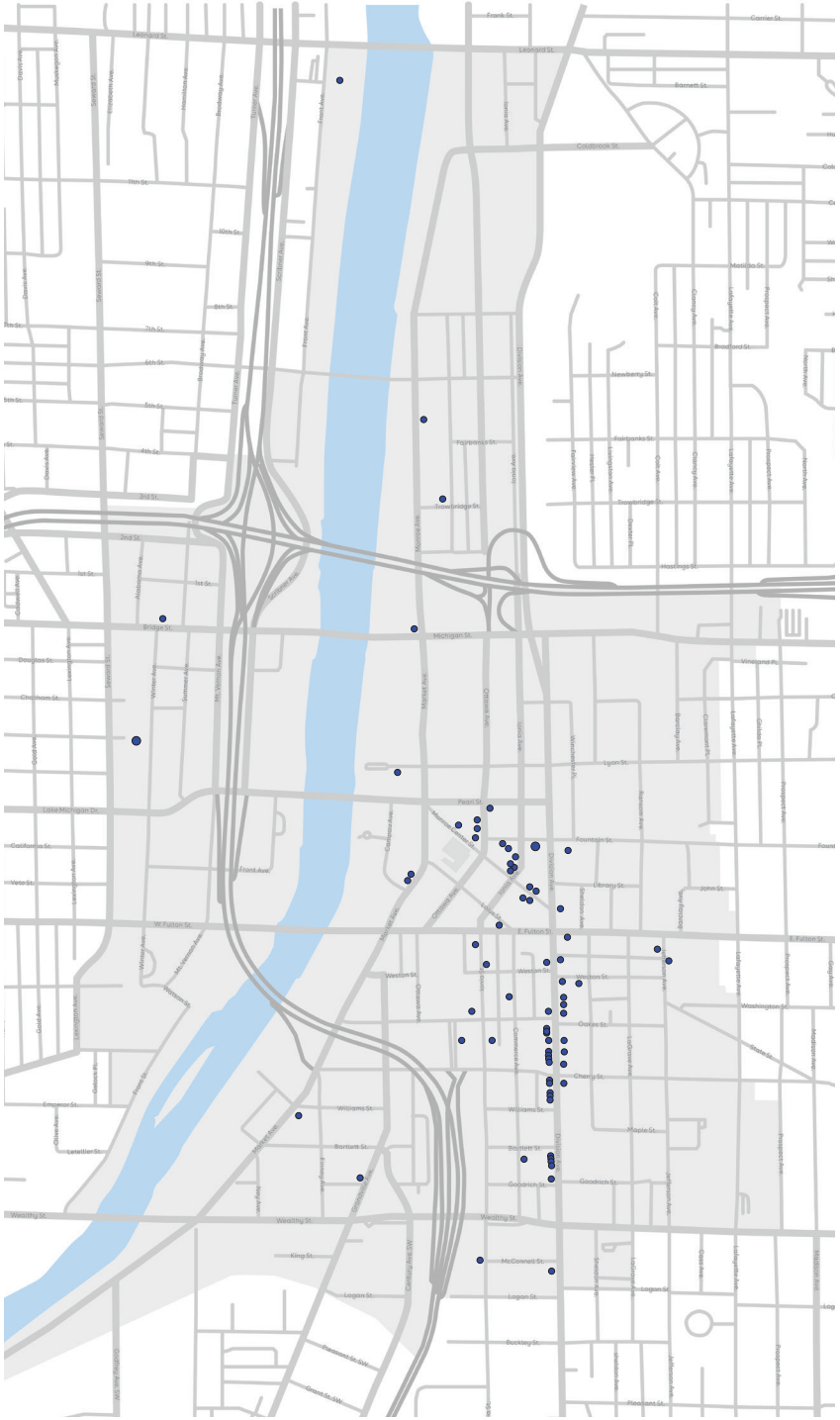
This equates to
369k
square feet of available space

7 new storefronts businesses in the last 12 months:

449 Bridge St NW #1 (Condado Tacos @ Bridge St Lofts)
449 Bridge St NW #2 (Vacant @ Bridge St Lofts)
10 Ionia Ave NW #1 (Wahlburgers @ Residence Inn)
10 Ionia Ave NW #2 (Social Misfits @ Residence Inn)
111 Lyon St NW #1 (Vacant)
111 Lyon St NW #2 (Real Seafood Co)
111 Lyon St NW #3 (DGX)
121 Ionia Ave SW #105 (Starbucks @ Studio Park)

Anticipated new storefront business space:

430 Monroe Ave NW development - 2022
446 Grandville redevelopment - 2022
ICCF Tapestry Square - 2022
Spectrum T&I Center - 2023



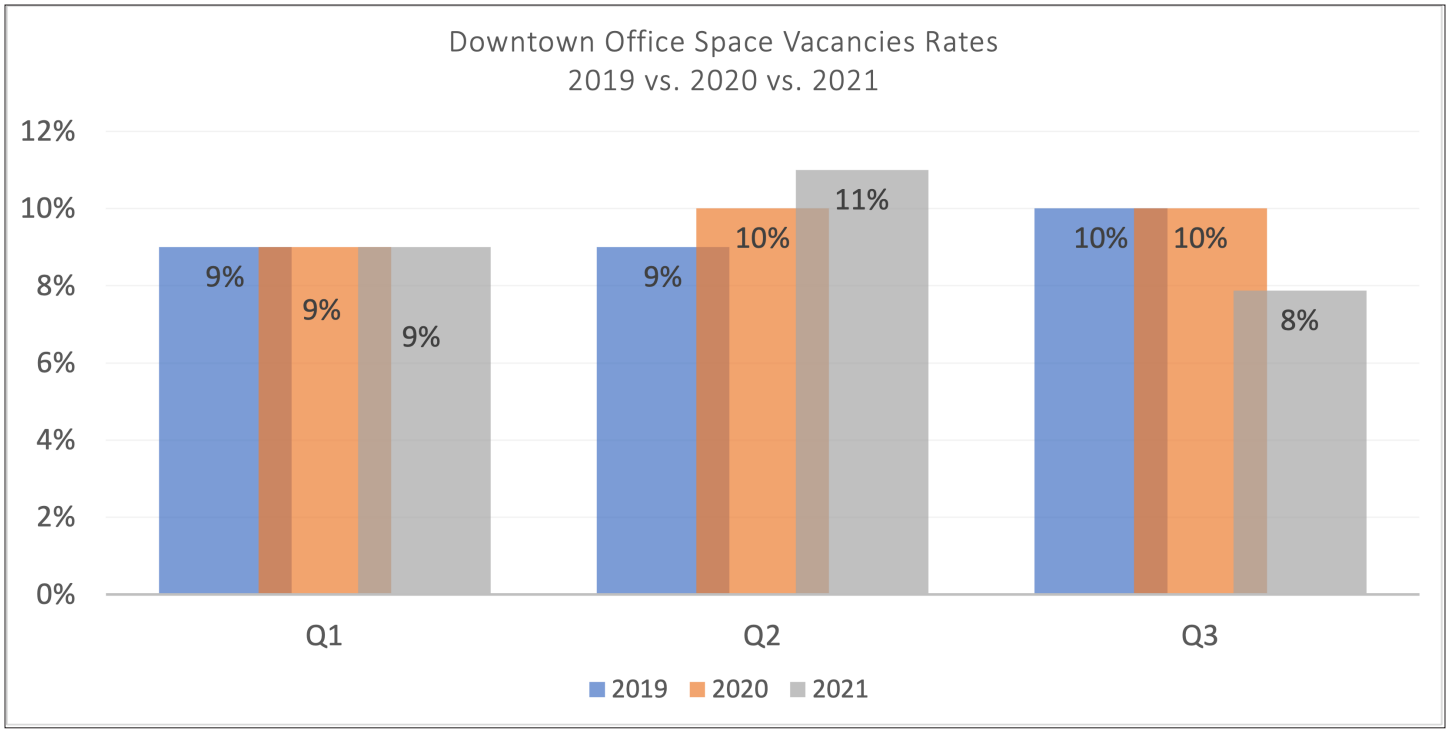
Source: Downtown Grand Rapids Inc.

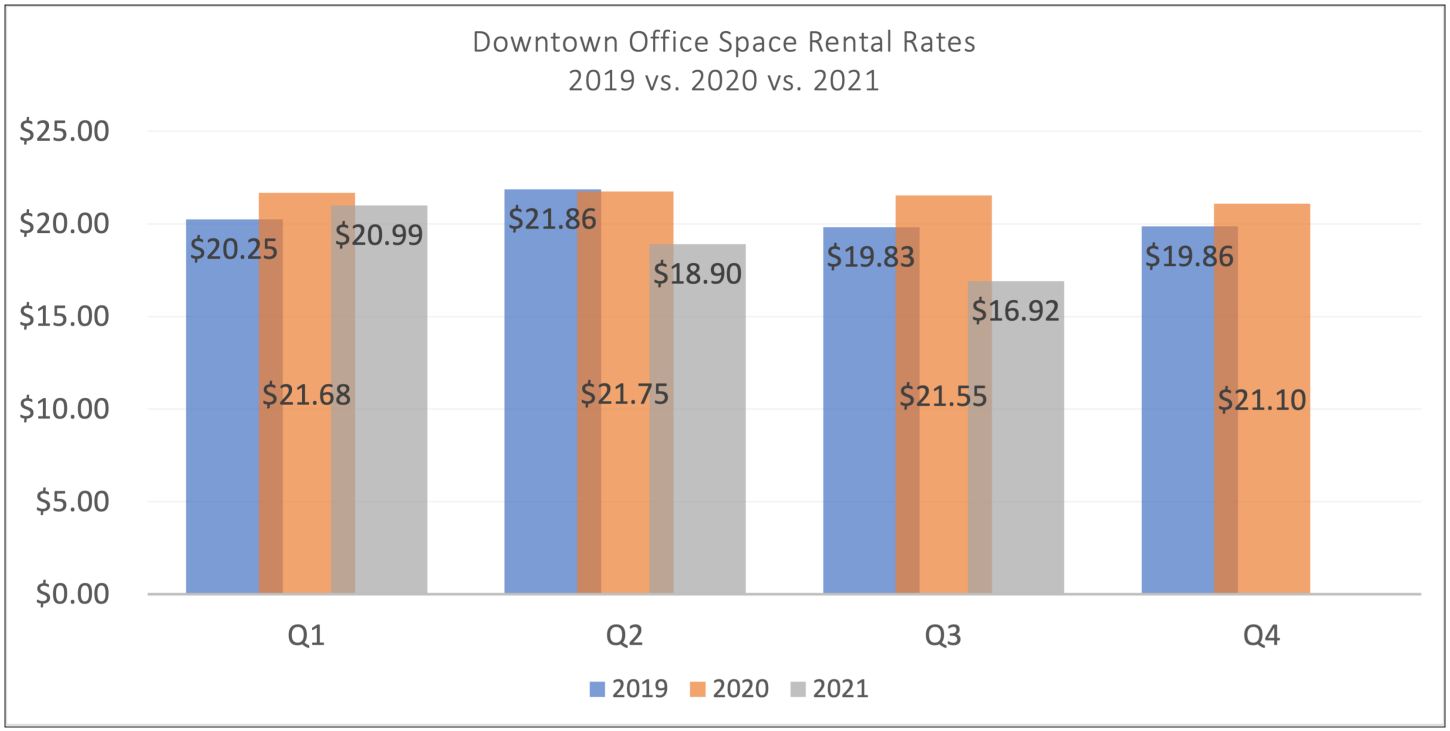
Downtown Office Space Vacancy
Updated Quarterly

2%
overall increase in vacancy rates through 2020 and 2021

Colliers estimates
10M
square feet of occupied space in Q3 2021, a
76%
increase since Q2 2020

22%
overall decrease in rental rates ($4.76) in 2020 and 2021



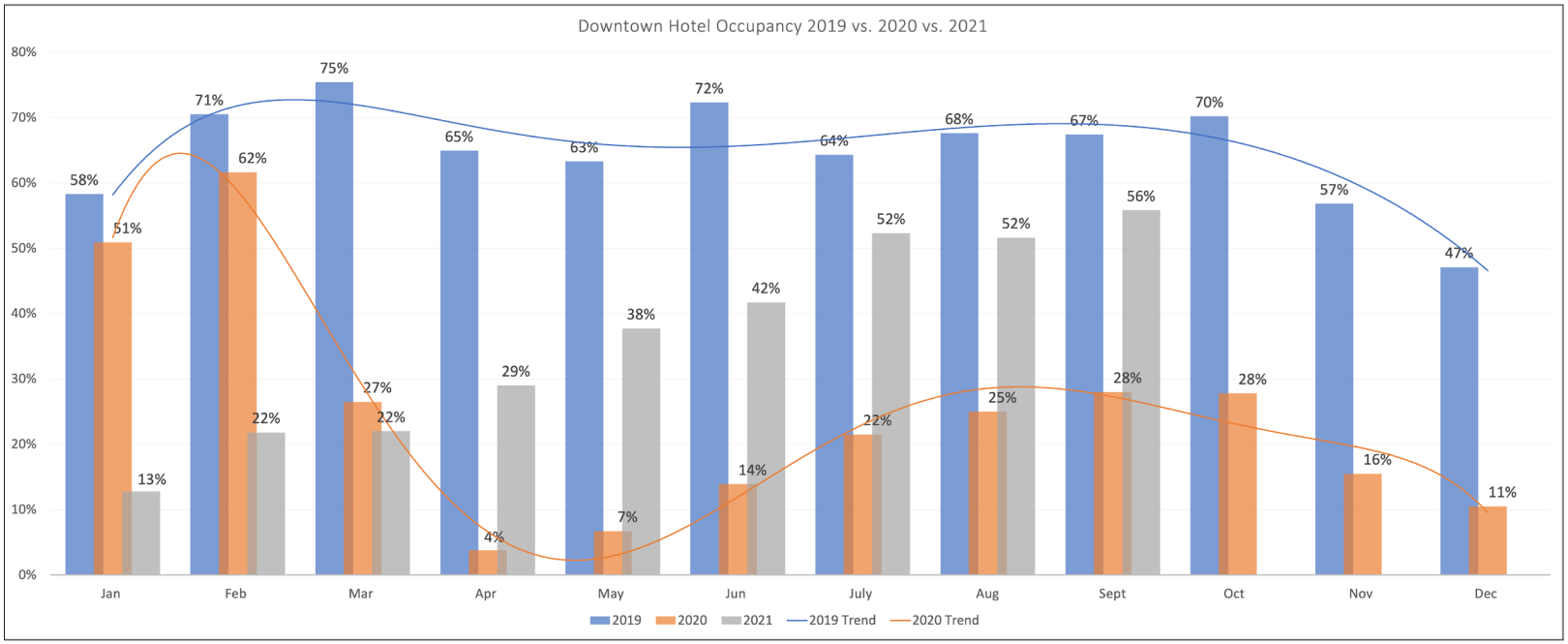


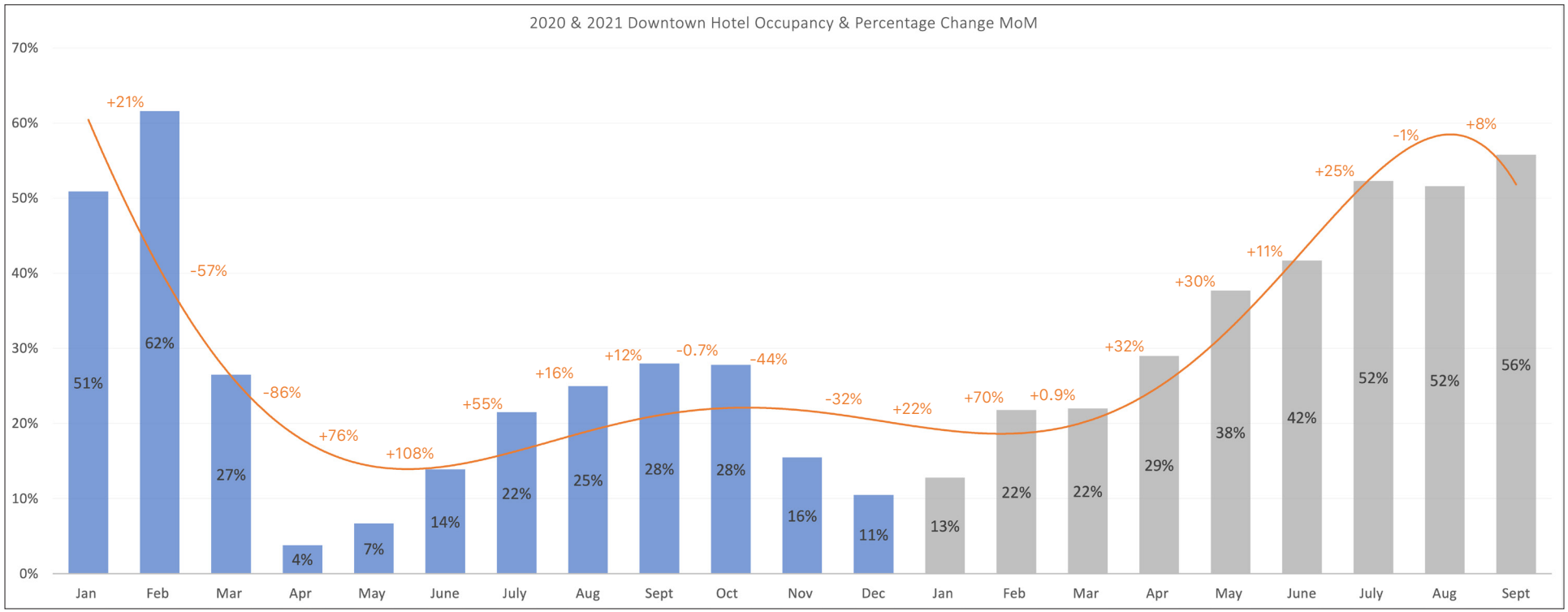
Source: Colliers International

Hotel Occupancy

58%
average decrease in hotel occupancy during COVID

431%
overall increase in hotel occupancy in 2021 since Dec 2020





Source: Smith Travel Research via Experience GR

City Employment Rates

6%

average decrease in employment during COVID

Key Dates

March 15, 2020
bars/restaurants closed for dine-in, gyms, theaters and other public places.

June 8, 2020
restaurants & bars reopen at limited capacity.

September 9, 2020
gyms, pools and organized sports can reopen/resume.

July 1, 2020
indoor service at bars recloses.

November 18, 2020
indoor dining, theaters, bowling alleys, casinos, group fitness classes, organized sports reclose.

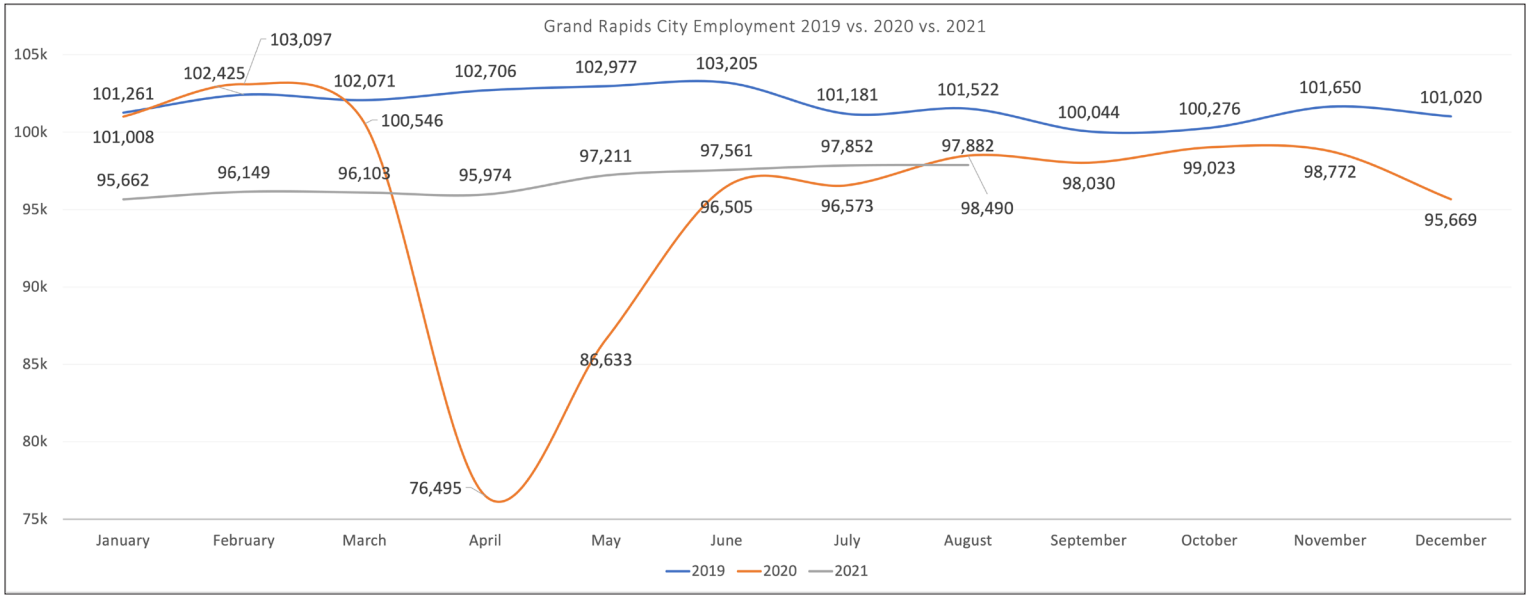
December 18, 2020
some businesses (casinos, cinemas, bowling alleys) reopen. Indoor dining remains closed.

February 1, 2021
indoor dining reopens with capacity restrictions, 10 p.m. curfew.

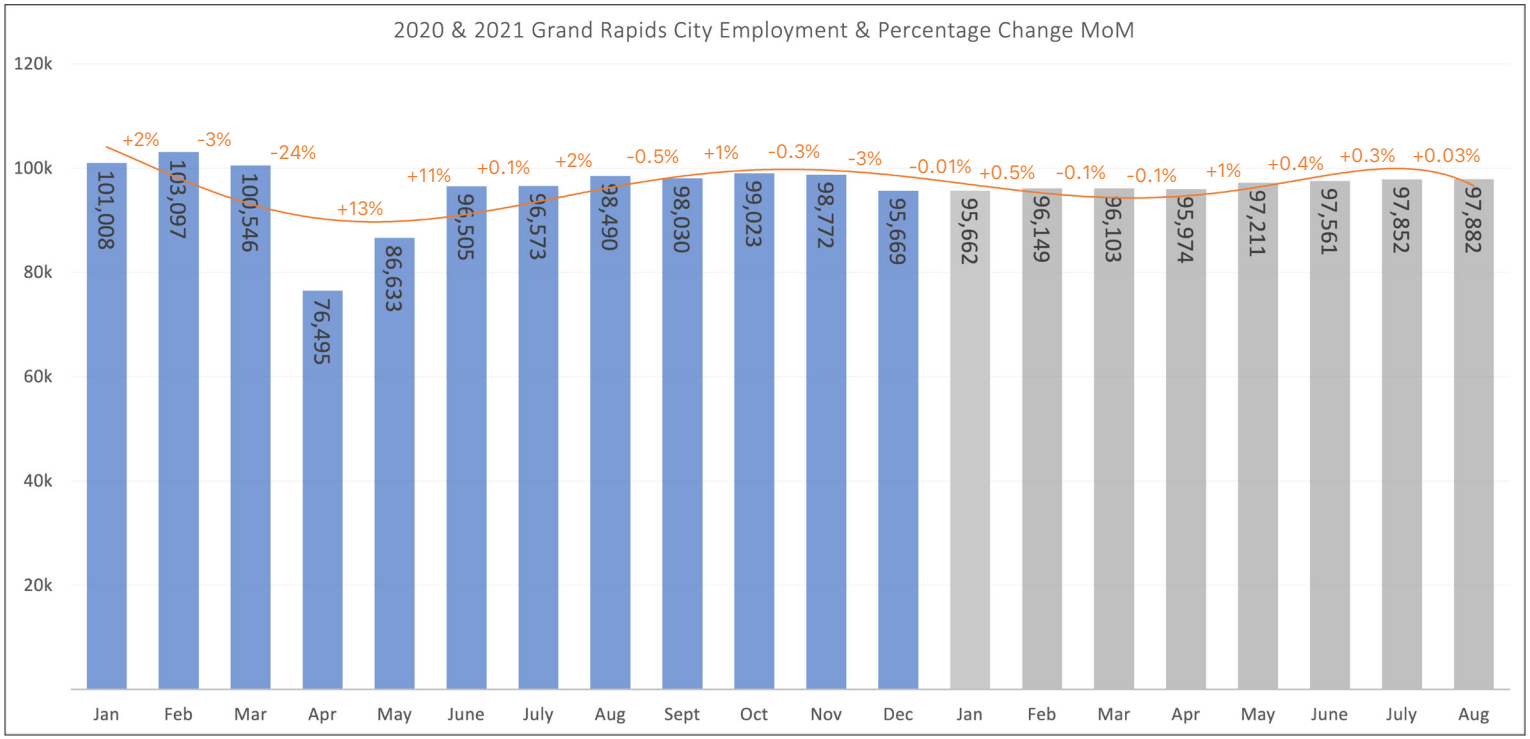
March 5, 2021
restaurants reopen to 50%, other business capacity augmentations.

June 1, 2021
outdoor restrictions lifted, curfew and capacity restrictions reduced

June 1, 2021
Capacity limits, mask restrictions lifted

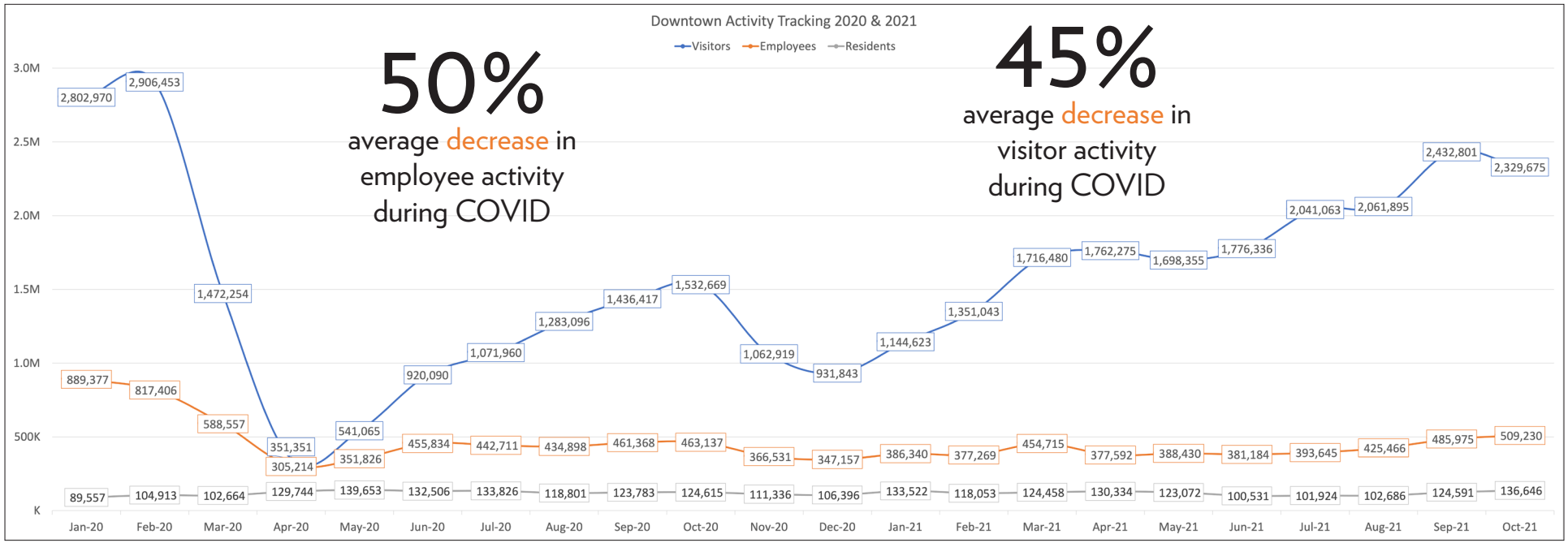


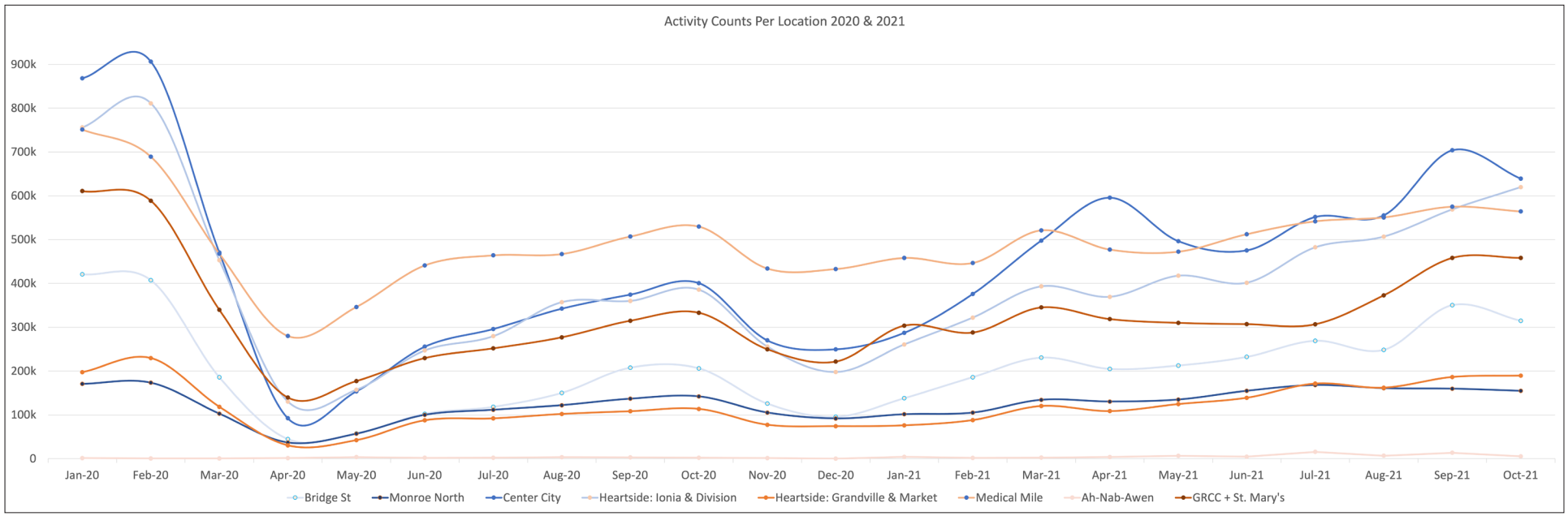
	Jan Δ	Feb Δ	March Δ	April Δ	May Δ	June Δ	July Δ	Aug Δ	Sept Δ	Oct Δ	Nov Δ	Dec Δ
2019 vs. 2020	-0.2%	1%	-1%	-26%	-16%	-6%	-5%	-3%	-2%	-1%	-3%	-5%
2020 vs. 2021	-5%	-7%	-4%	25%	12%	1%	1%	-1%	-	-	-	-



Source: U.S. Bureau of Labor Statistics via City of Grand Rapids

Downtown Activity Tracking





Counts are Estimated Number of Visits (per month)

Source: Placer.ai
via Downtown Grand Rapids Inc.

Current Downtown Construction and Development

① **Amway Grand Plaza Renovation**
anticipated completion: Q4 2021

② **Dégagé Ministries Redevelopment**
anticipated completion: March 2022

+4,000 square feet of commercial space

③ **MSU Innovation Park**
anticipated completion: March 2022

+200,000 square feet of office space
+4,000 square feet of commercial space
+600 parking spaces
+450 jobs

④ **Perrigo Headquarters**
anticipated completion: 2022

+63,550 square feet of office space
+4,000 square feet of commercial space
+170 jobs

⑤ **470 Market Ave Redevelopment**
anticipated completion: May 2022

+173 housing units

⑥ **ICCF Tapestry Square**
anticipated completion: Q4 2022

+10,000 square feet of commercial space
+56 housing units

⑦ **Spectrum Transformation & Innovation Center**
anticipated completion: 2023

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

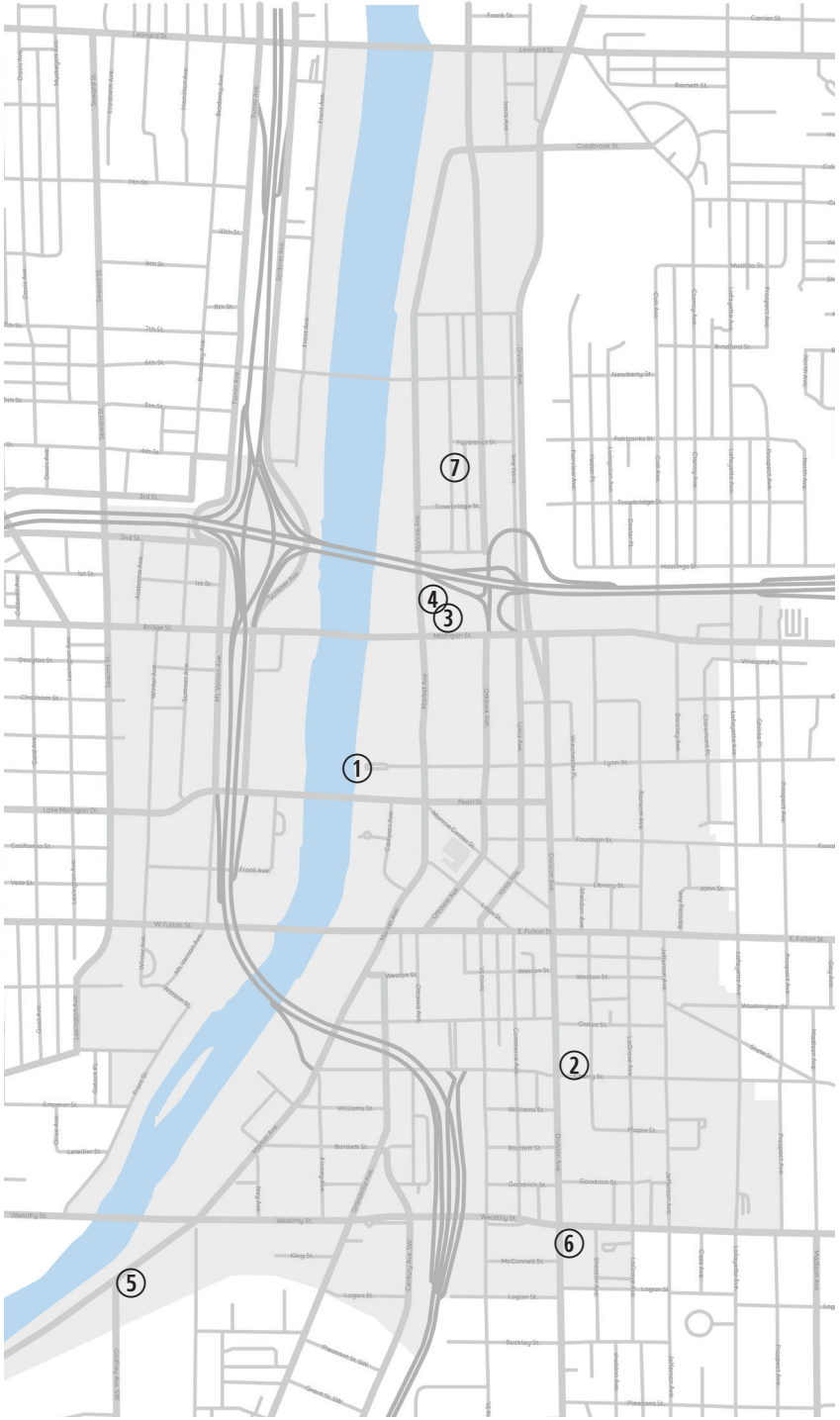
567k
square feet of office space

22k
square feet of commercial space

1,690
parking spaces

1,820
new jobs

229
housing units



Source: Downtown Grand Rapids Inc.

On- and Off-Street Parking

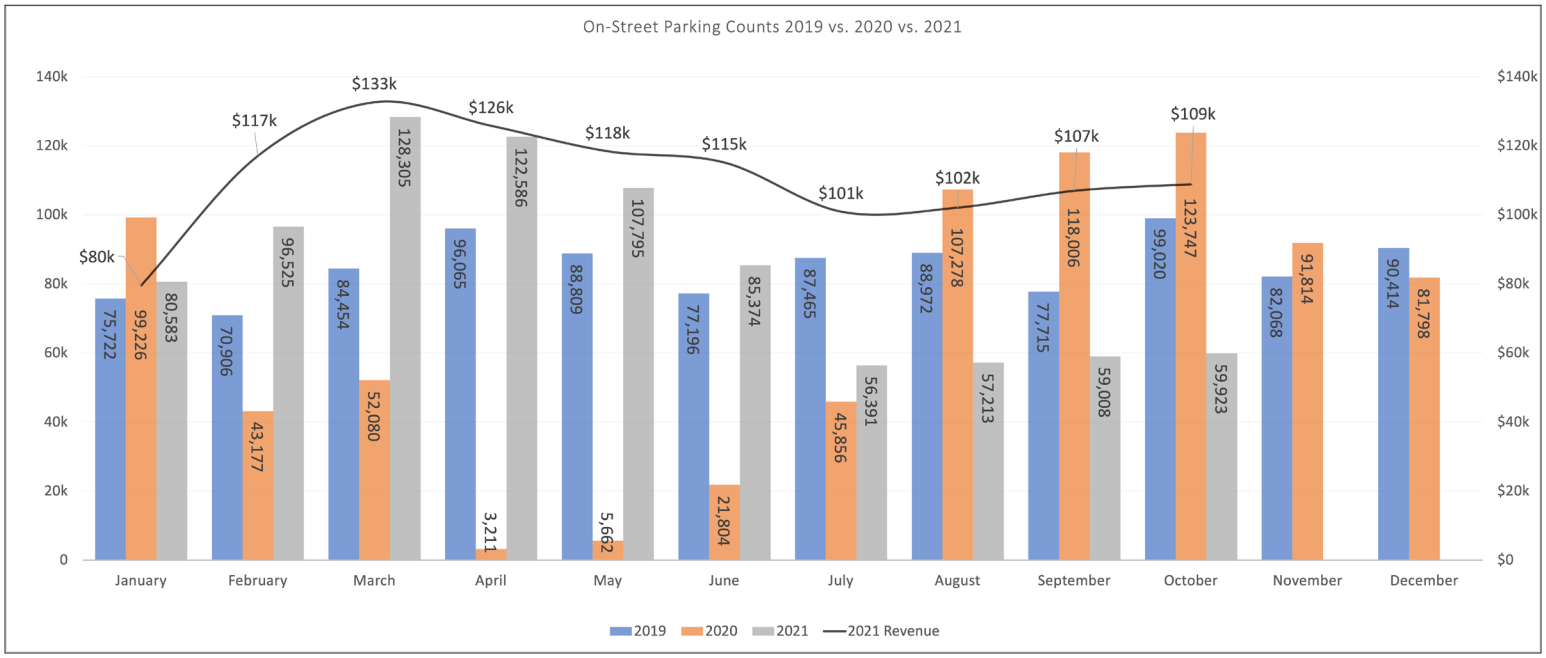
8%
average decrease in on-street occupancy during COVID

44%
average decrease in on-street revenue during COVID

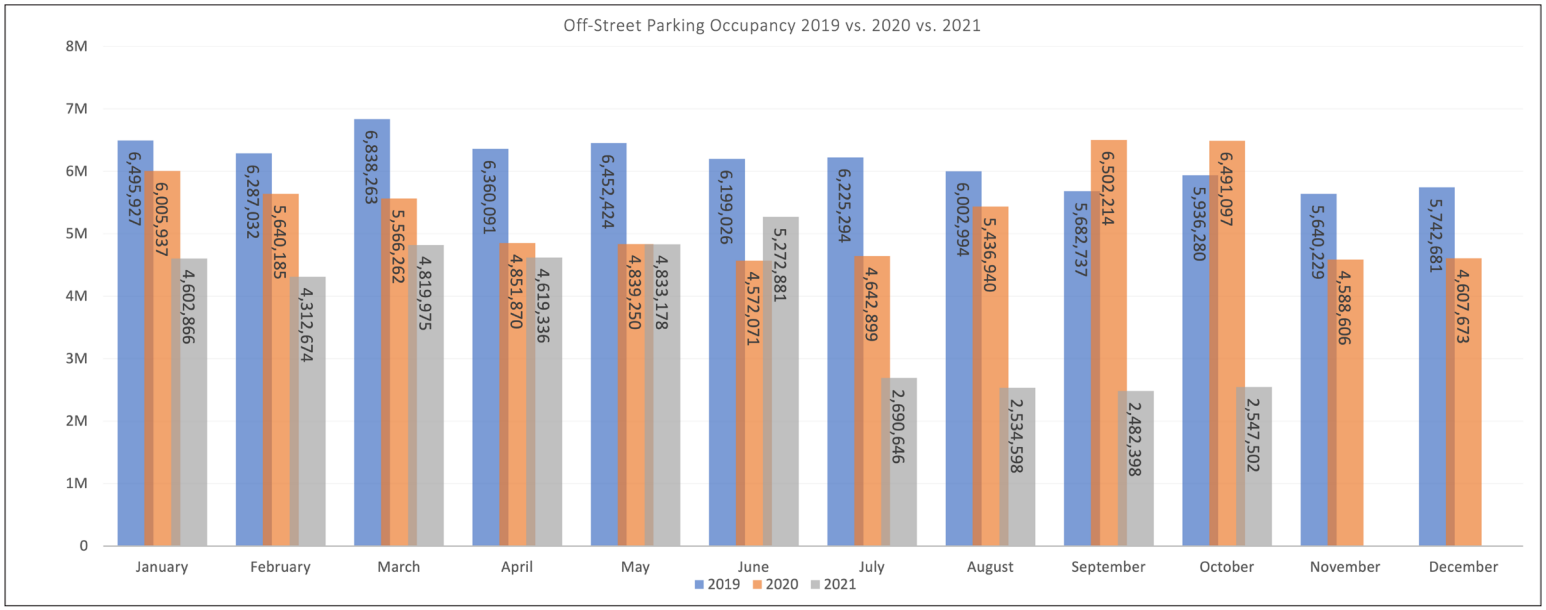
30%
average increase in on-street revenue during COVID

27%
average decrease in off-street occupancy during COVID

March 24th, 2020 - July 6th 2020: meter enforcement was suspended



	Jan Δ	Feb Δ	March Δ	April Δ	May Δ	June Δ	July Δ	Aug Δ	Sept Δ	Oct Δ	Nov Δ	Dec Δ
2019 vs. 2020	31%	-39%	-38%	-97%	-94%	-72%	-48%	21%	52%	25%	12%	-10%
2020 vs. 2021	-19%	124%	146%	3718%	1804%	292%	23%	-47%	-50%	-52%	-	-

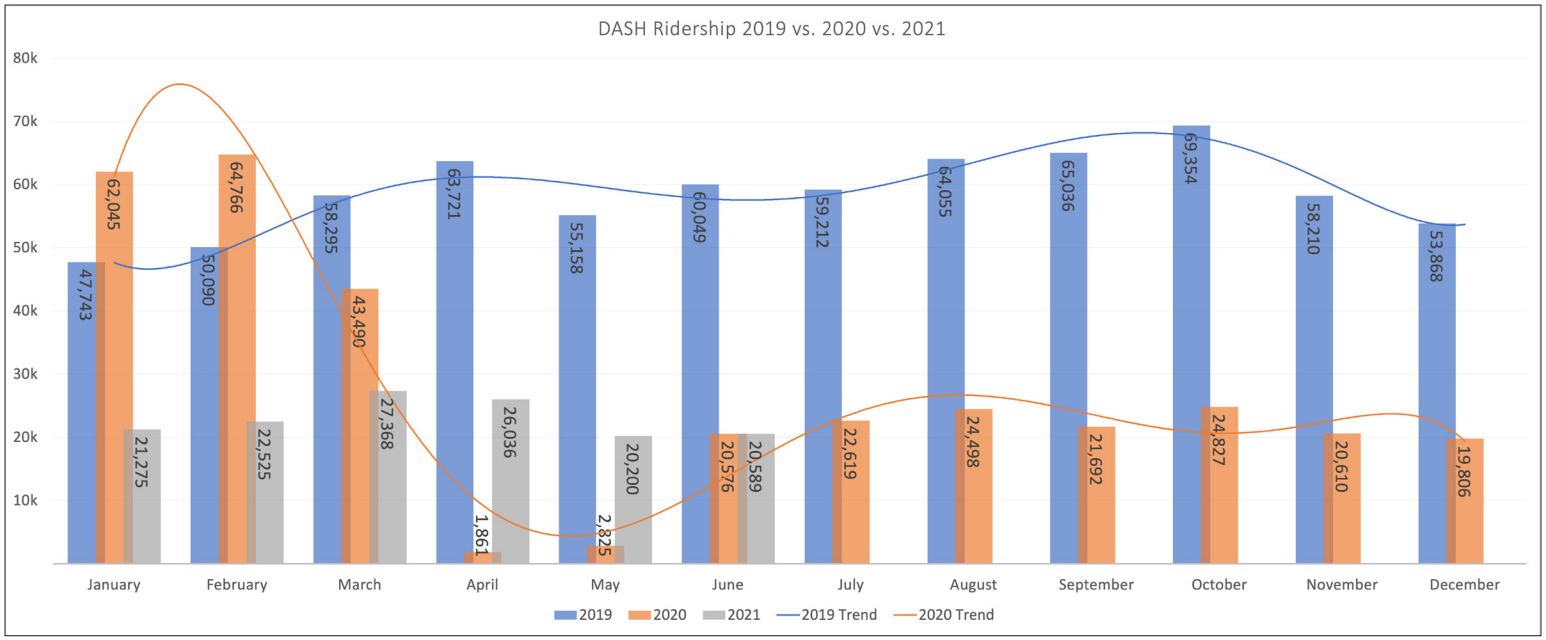


	Jan Δ	Feb Δ	March Δ	April Δ	May Δ	June Δ	July Δ	Aug Δ	Sept Δ	Oct Δ	Nov Δ	Dec Δ
2019 vs. 2020	-8%	-10%	-19%	-24%	-25%	-26%	-25%	-9%	14%	9%	-19%	-20%
2020 vs. 2021	-23%	-24%	-13%	-5%	-0.1%	15%	-42%	-53%	-62%	-61%	-	-

Source: MobileGR

DASH Ridership
Updated Quarterly

67%
average decrease in ridership during COVID



	Jan Δ	Feb Δ	March Δ	April Δ	May Δ	June Δ	July Δ	Aug Δ	Sept Δ	Oct Δ	Nov Δ	Dec Δ
2019 vs. 2020	30%	29%	-25%	-97%	-95%	-66%	-62%	-62%	-67%	-64%	-65%	-63%
2020 vs. 2021	-66%	-65%	-37%	1299%	629%	0.1%	-	-	-	-	-	-

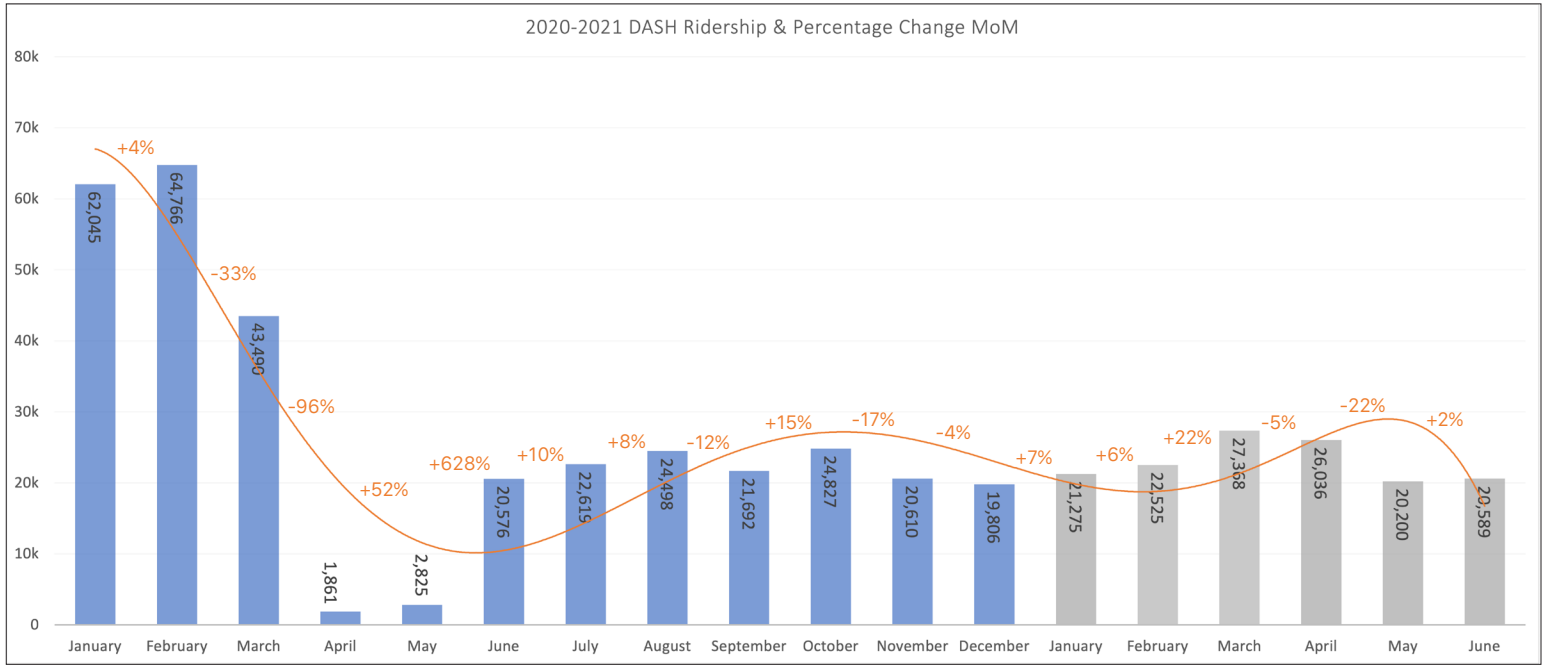
Timeline of DASH Schedule Changes

March 26th, 2020:
DASH West changed to 15-minute frequency;
DASH North changed to 20-minute frequency;
Hours changed to 7am-7pm, Mon-Fri

April 10th, 2020:
Services were temporarily suspended

May 26th, 2020:
Number of vehicles was reduced;
Hours changed to 6am-10 pm, Mon-Sat

May 10th, 2021:
Hours changed to 7am-8:30pm, Mon-Fri



*not on full schedule

Source: The Rapid

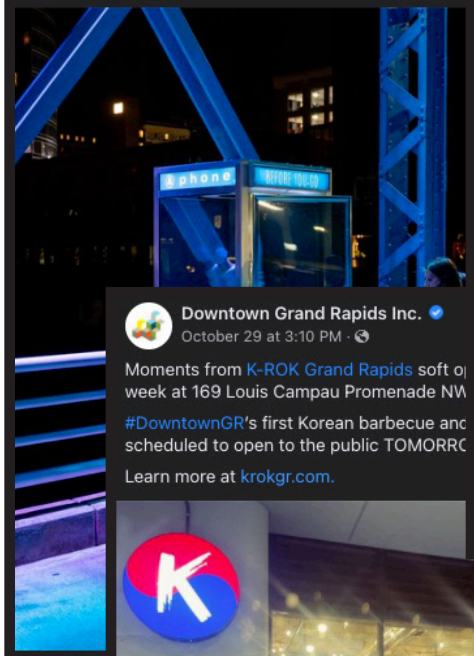
Downtown Social Media Engagement Look-In

ArtPrize
October 1 ·

We are SO excited to announce this years GRAND PRIZE WINNE
This prize was Exclusively sponsored by Wolverine Worldwide. T
years winner is:

"Before You Go" by Christian Reichle & Monica Pritchard - locat
on the Blue Bridge.

"Before You Go" is an audio-based installation that compiles a
series of interviews the team conducted with members of the pu
from Grand Rapids and around the country. A vintage phone boo
acts as the primary installation and invites spectat... See more



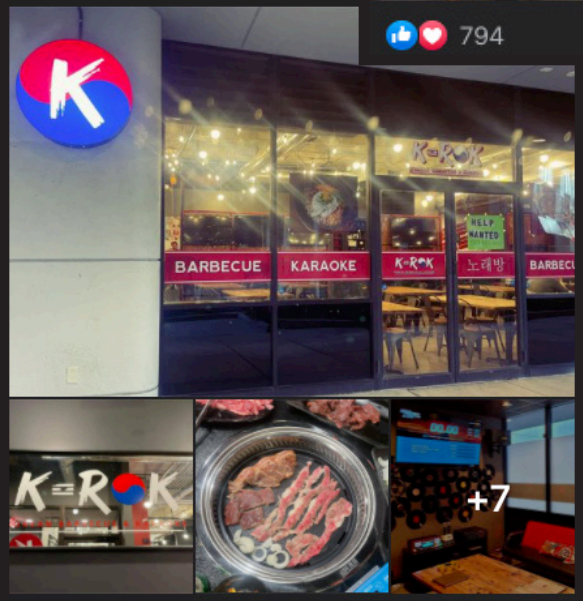
920

Downtown Grand Rapids Inc.
October 29 at 3:10 PM ·

Moments from K-ROK Grand Rapids soft o
week at 169 Louis Campau Promenade NW

#DowntownGR's first Korean barbecue and
scheduled to open to the public TOMORRO

Learn more at krokgr.com.



217 232 Comments 323 Shares

Experience Grand Rapids
October 8 at 7:55 PM ·

Sometimes the rain gives us double the magic. ❤️💧🌈🌈

📷: Brian Kelly Photography & Film

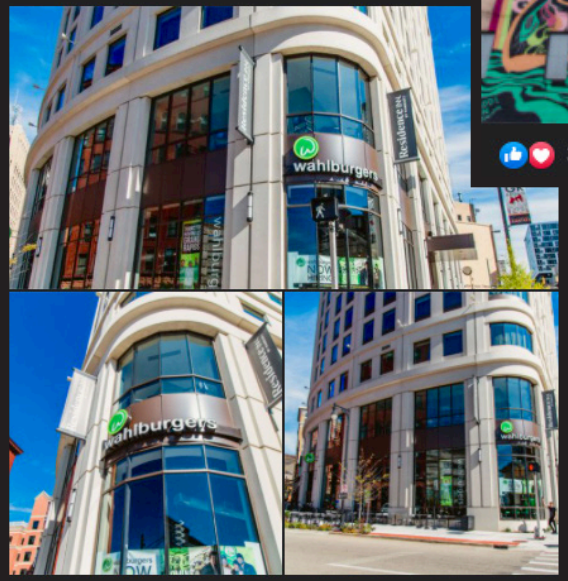


794

Downtown Grand Rapids Inc.
October 20 at 12:37 PM ·

Wahlburgers Grand Rapids will open on the 1st floor of the
Residence Inn Grand Rapids Downtown at 10 Ionia Ave NW
November 1st!

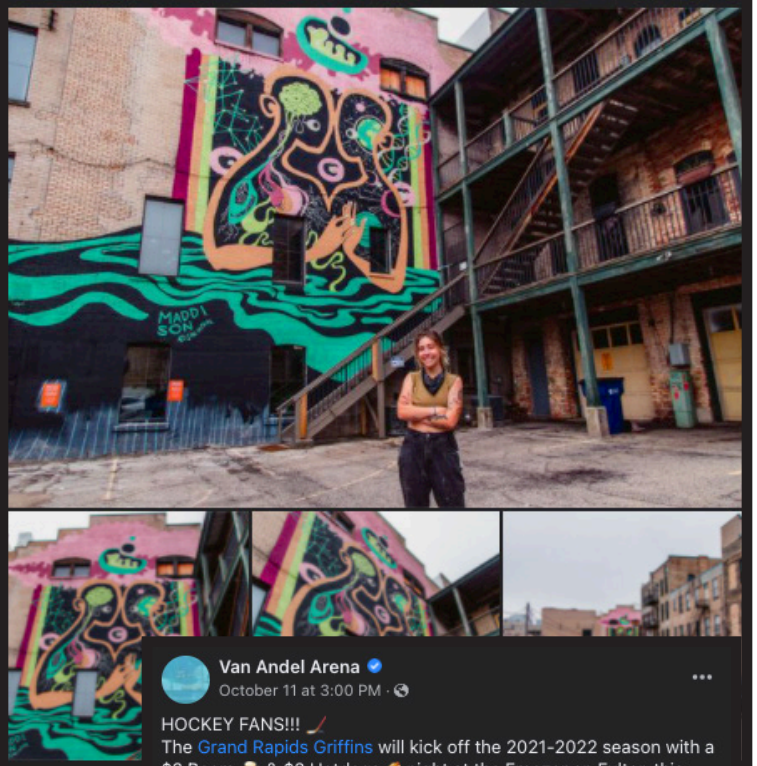
This is the chain's third location in Michigan - with the othe
Royal Oak and Detroit - and its first in West Michigan.
#DowntownGR



859 254 Comments 1K Shares

Downtown Grand Rapids Inc.
October 12 at 4:18 PM ·

Local artist Maddie Chaffer's new mural, titled "Body & Soul" and
located on the side of The Harris Building (111 S. Division Ave), is
now complete! #DowntownGR



368

Van Andel Arena
October 11 at 3:00 PM ·

HOCKEY FANS!!! 🏒
The Grand Rapids Griffins will kick off the 2021-2022 season with a
$2 Beers 🍺 & $2 Hotdogs🌭 night at the Freezer on Fulton this
Friday, October 15th! 😆 #GoGRG

Check out the full Griffins schedule, promotions and updated health
& safety protocols
👍 https://bit.ly/2X5gWNg

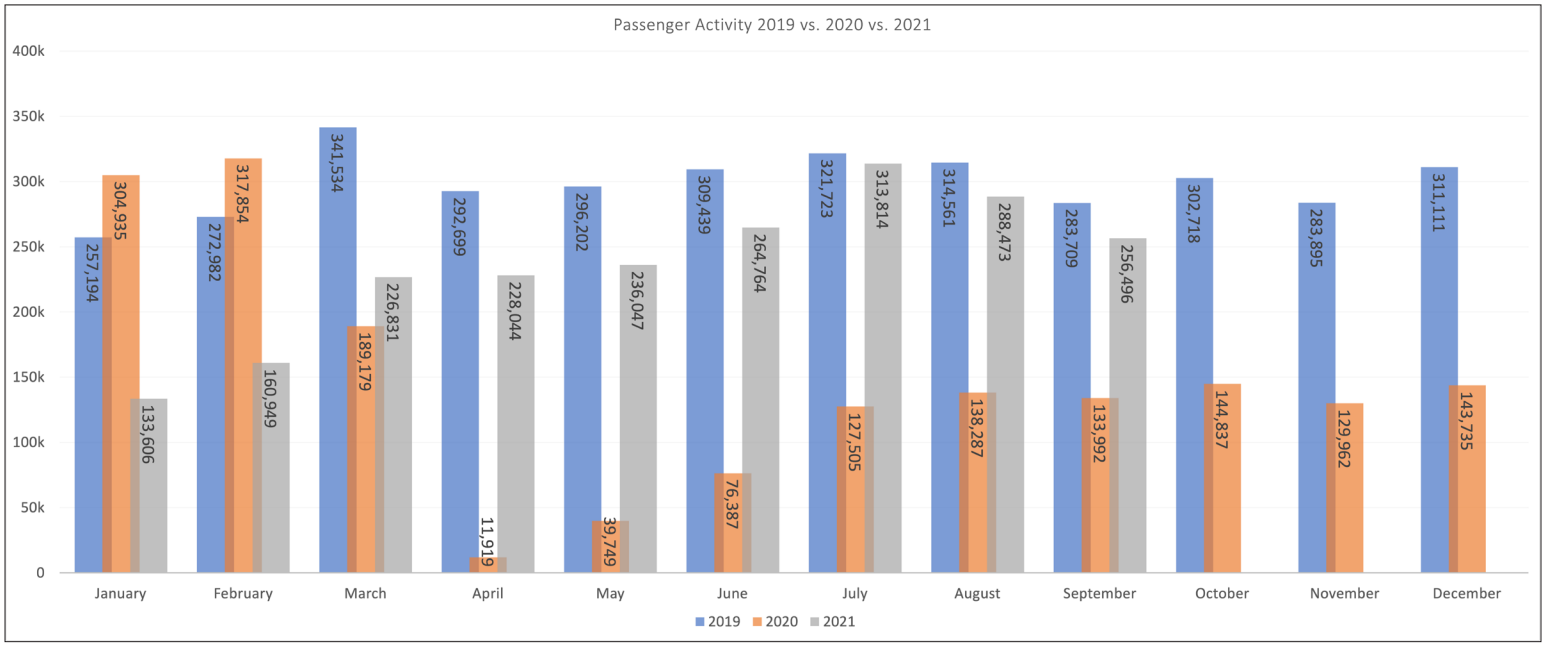


77 15 Comments 13 Shares

Airport Activity

44%

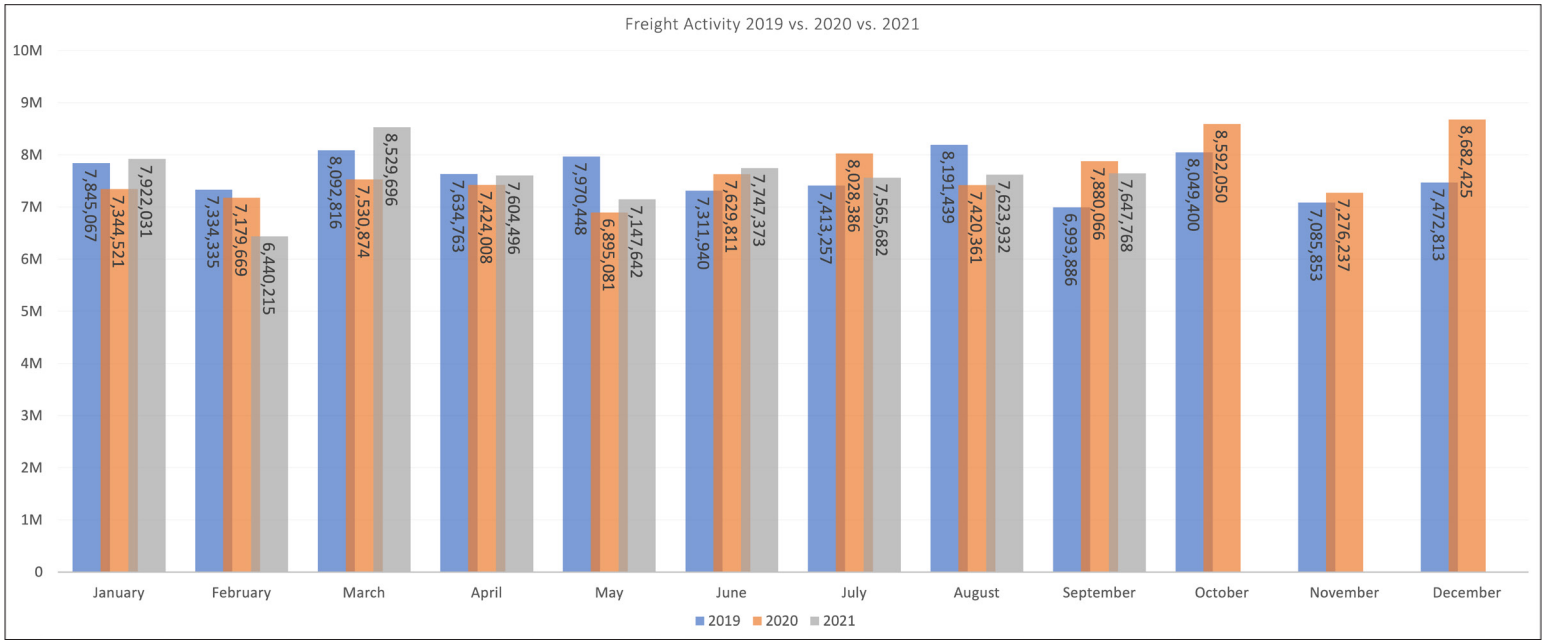
average decrease in passenger activity during COVID



	Jan Δ	Feb Δ	March Δ	April Δ	May Δ	June Δ	July Δ	Aug Δ	Sept Δ	Oct Δ	Nov Δ	Dec Δ
2019 vs. 2020	19%	16%	-45%	-96%	-87%	-75%	-60%	-56%	-53%	-52%	-54%	-54%
2020 vs. 2021	-56%	-49%	20%	1813%	494%	247%	146%	109%	91%	-	-	-

1%

average increase in freight activity during COVID



	Jan Δ	Feb Δ	March Δ	April Δ	May Δ	June Δ	July Δ	Aug Δ	Sept Δ	Oct Δ	Nov Δ	Dec Δ
2019 vs. 2020	-6%	-2%	-7%	-3%	-13%	4%	8%	-9%	13%	7%	3%	16%
2020 vs. 2021	8%	-10%	13%	2%	4%	2%	-6%	3%	-3%	-	-	-

Source: Gerald R. Ford Airport

Percent Change in All Consumer Spending*

In **Michigan**, as of **October 17 2021**, total spending by all consumers **increased** by **19.5%** compared to January 2020.



Key Dates

March 10, 2020 - Michigan confirms its first two COVID cases; State of Emergency declared
March 13, 2020 - Gov. Whitmer closes all K-12 schools; bans gatherings of 250 or more
March 15, 2020 - Gov. Whitmer orders the closure of bars/restaurants for dine-in, gyms, theaters, and other public places
March 24, 2020 - statewide stay-at-home order begins (subsequently extended 4 times)
April 13, 2020 - first round of stimulus payments begins
June 19, 2020 - stay-at-home order expires
September 9, 2020 - gyms, pools, and organized sports are allowed to reopen/resume
October 9, 2020 - movie theaters, performance venues, arcades, and other businesses can reopen at limited capacity
November 15, 2020 - Gov. Whitmer orders the closure of high schools and universities, as well as other businesses (extended on December 7, 2020)
December 18, 2020 - partial shutdown extended but allows for some businesses like theaters, casinos, and bowling alleys to reopen at limited capacity
December 18, 2020 - first COVID vaccine administered in Kent County
December 29, 2020 - second round of stimulus payments begins
February 1, 2021 - indoor dining reopens with 25% capacity, curfew, and other requirements
March 5, 2021 - restaurants reopen to 50%, other business capacity augmentations
March 31, 2021 - all population groups eligible for the COVID vaccine in MI
May 10, 2021 - Michigan hits milestone of 55% first-dose vaccinations
May 24, 2021 - all in-person work can resume
June 1, 2021 - outdoor capacity limits end, full capacity allowed at outdoor sports and entertainment venues, indoor capacity for many businesses increases to 50%, curfew ends, table limits and social distancing between tables ends
June 22, 2021 - Michigan lifts capacity limits, mask restrictions
August 1, 2021 - Kent County risk level moves to 'moderate'
August 13, 2021 - Kent County risk level moves to 'substanial'
August 17, 2021 - GRPS requires masks indoors
August 20, 2021 - Kent County risk level moves to 'high'
August 23, 2021 - FDA fully approves Pfizer vaccine

Source: Opportunity Insights Economic Tracker
tracktherecovery.org