

Downtown Vitals Report

Published November 2025



DOWNTOWN
GRAND RAPIDS INC.

Marathoners at a rainy Amway River Bank Run →



NEW STOREFRONT BUSINESSES

+3

in October
+18 businesses this year so far

STOREFRONT VACANCY

17%

in October
-17 businesses this year so far

OFFICE VACANCY

9.4%

in Q3
vs. 9.4% this time last year

OFFICE BASE RENT

\$22.43/sqft

in Q3
vs. \$22.96 this time last year

HOUSING OCCUPANCY

+0.4%

vs. last quarter (Q2)
+0.2% vs. this time last year

HOTEL OCCUPANCY

+10%

vs. last month (August)
-5% vs. this time last year

VISITOR ACTIVITY

+3%

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

DAILY EMPLOYEE POPULATION

+4%

vs. last month (September)
+6% vs. this time last year

RESIDENT ACTIVITY

-5%

vs. last month (September)
-17% vs. this time last year

DASH CIRCULATOR RIDERSHIP

-6%

vs. last month (August)
+25% vs. this time last year

DASH WORK RIDERSHIP

+25%

vs. last month (August)
-15% vs. this time last year

CURRENT ACTIVE INVESTMENT

\$521M

Business Openings | Updated October 2025

Reserve became **Allora Coastal Italian**
Restaurant - February

The Cottage
Coworking Space - March

Kawa Sushi
Restaurant - April

Rebel Nell*
Soft Goods Retail - October

Ashton inside the BOB
Bar - March

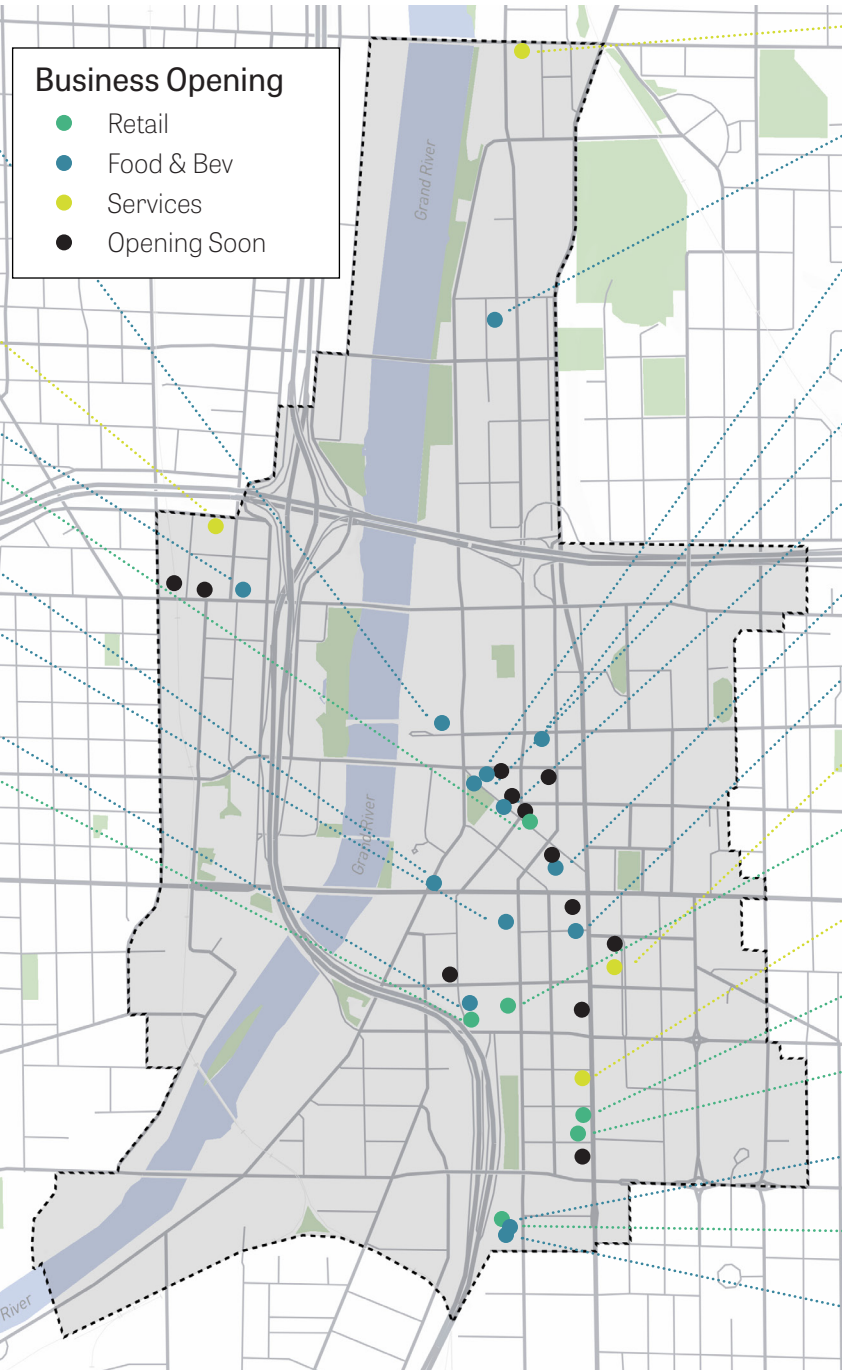
Cottage Inn
Pizza Shop - September

Vel Sushi and Pho
Restaurant - May

Earthly Refillery
Soft Goods Retail - August

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	3	\$55,839.00
Total	32	\$908,407.46



Midwest Movement Co. expansion
Fitness Studio - April

SILVA
Restaurant - February

Poke Toki
QSR - January

Morning Ritual
Café - June

Twisted Tap Distillery
Bar & Tasting Room - April

Le Macaron became **Sugar Bar**
Food Retail & Beverages - February

Garden District
Restaurant - February

OTONO Café inside OTONO
Café - March

Ladies Literary Club reopened
Community Space & Café - August

Niksi
Soft Goods Retail - February

Selah Studio
Art Studio - October

Dolly's Delights
Bakery - September

NIDO - The Urban Nest*
Soft Goods Retail & Event Space - March

Pinktail Poke became **Rudy's Sub Shop**
QSR - February

Her Daily Bread
Food Retail - October

Go Vegan GR
Restaurant - May



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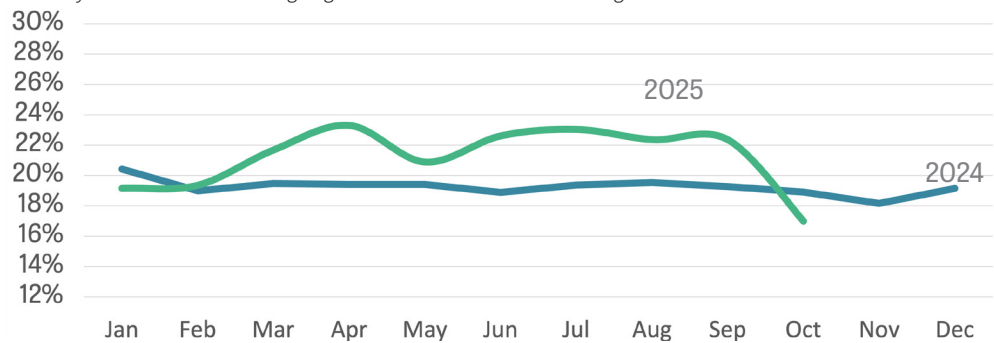
* received DDA Retail Innovation Grant
QSR = Quick Service Restaurant

Source: Downtown Grand Rapids Inc.

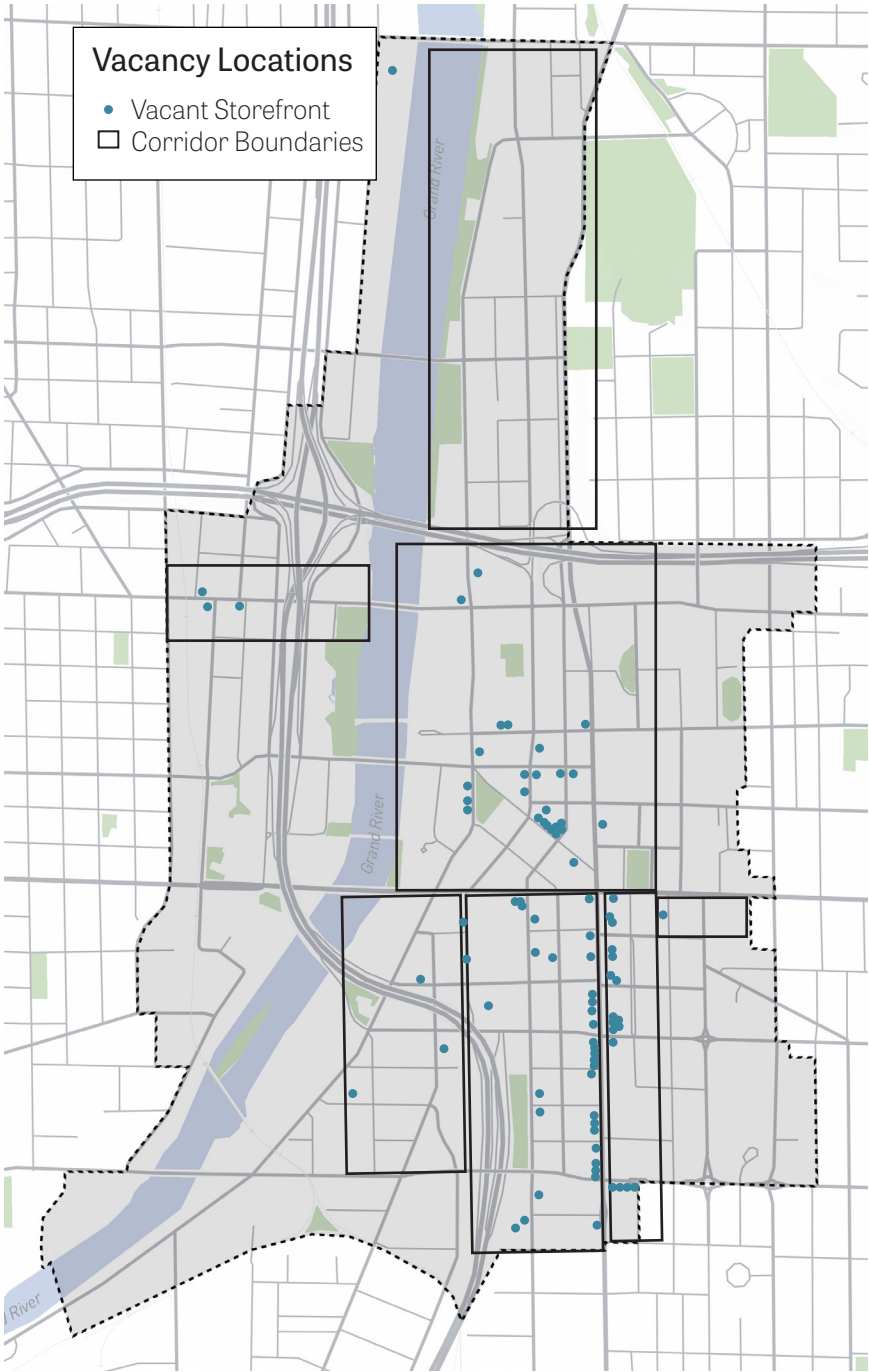
17 storefront businesses closed
in Downtown in 2025 so far
71% Food & Bev - 12% Retail - 18% Services

Storefront vacancy was 17% in October 2025

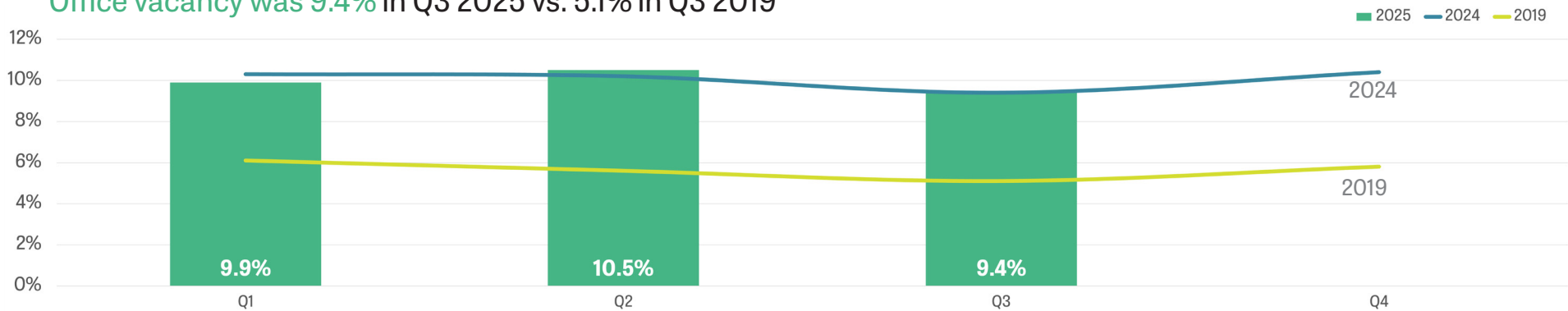
y-axis truncated to highlight month-over-month changes



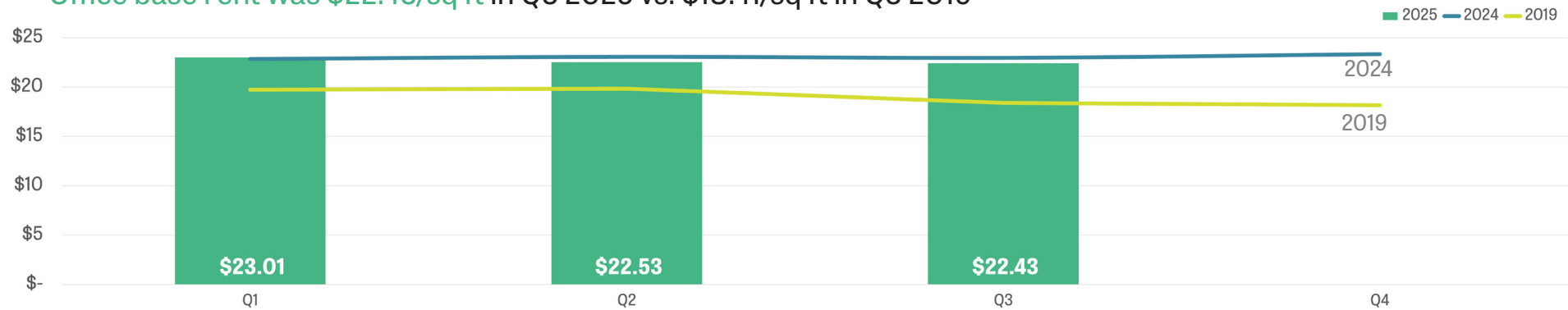
	Storefronts	Vacancies	Vacancy %
Bridge Street	25	3	12%
Center City	127	17	13%
Monroe Center ¹	54 ¹	8 ¹	15% ¹
Fulton & Jefferson	21	1	5%
Heartside: Division	101	32	32%
Heartside: Ionia	73	12	16%
Heartside: C. Chavez	13	3	23%
Monroe North	29	0	0%
Other	17	1	6%
DISTRICT TOTALS:	406	69	17%



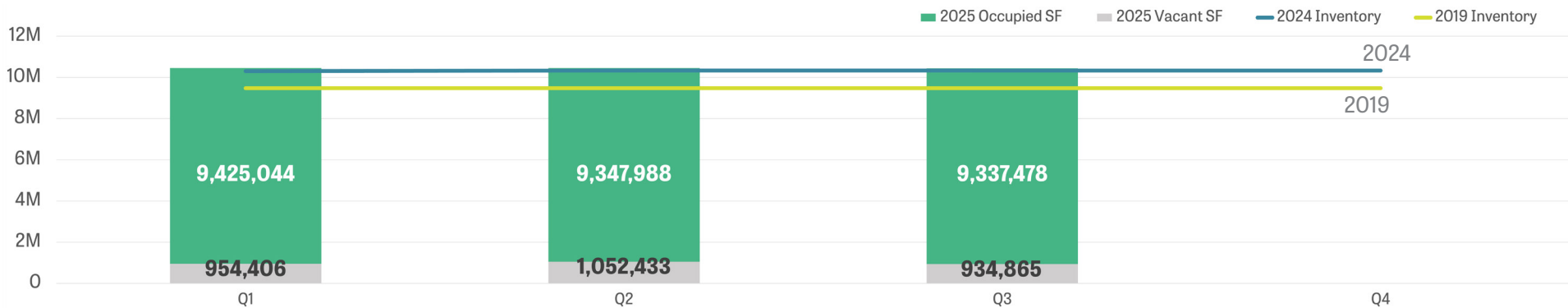
Office vacancy was 9.4% in Q3 2025 vs. 5.1% in Q3 2019



Office base rent was \$22.43/sq ft in Q3 2025 vs. \$18.41/sq ft in Q3 2019

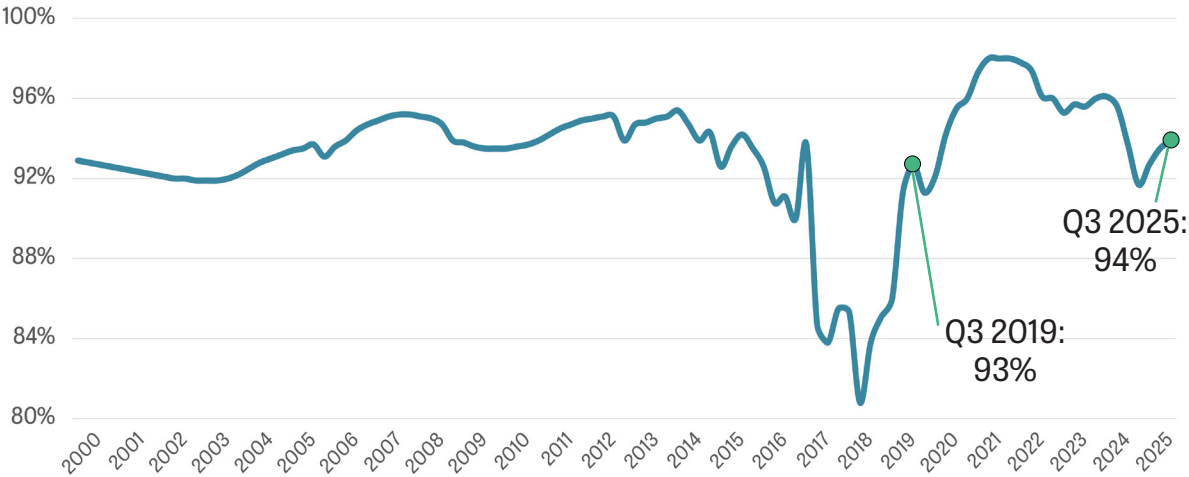


There were 10.3 million square feet of office inventory in Q3 2025

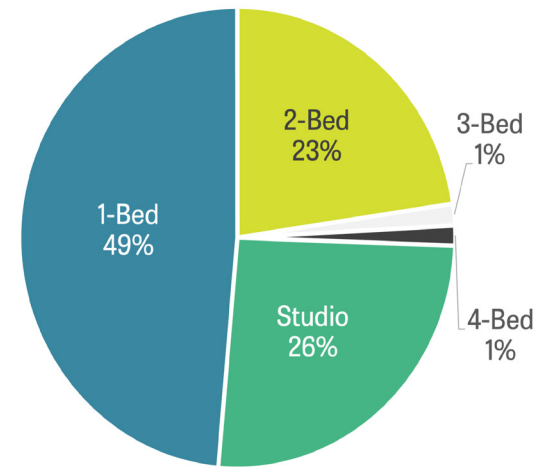


Housing occupancy increased **+0.4%** vs. Q2 2025; **+1%** vs. Q3 2019

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

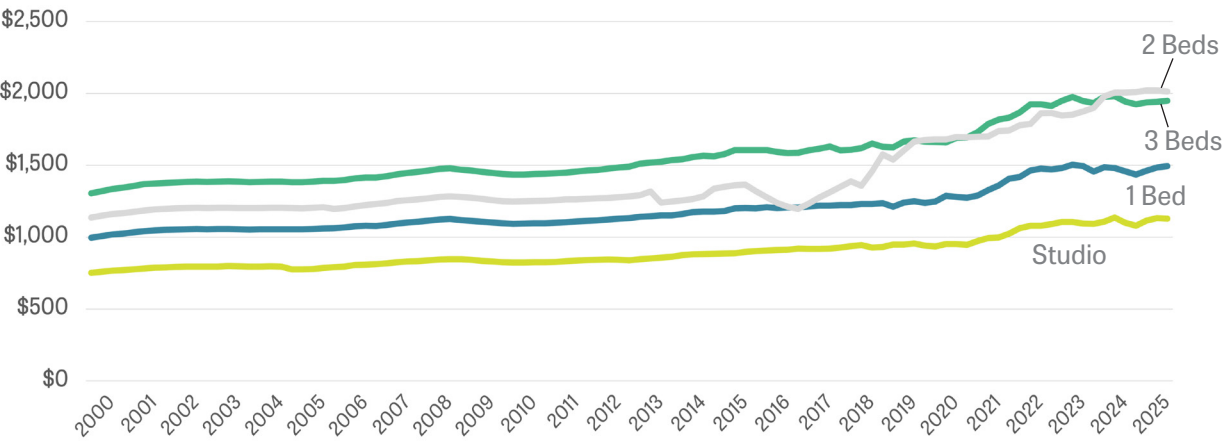


Distribution of Units by # of Rooms

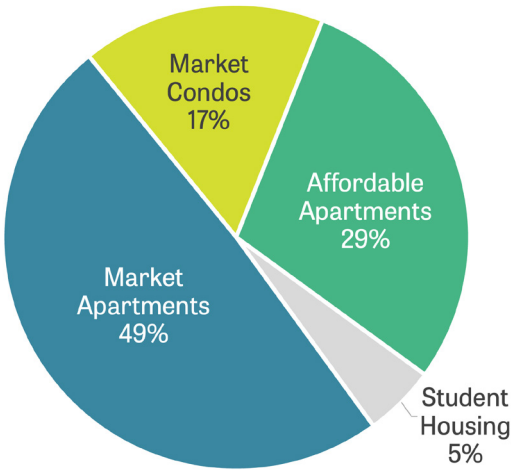


There are **293** units currently under construction and **1,856** in the planning & development pipeline

Average asking rent per unit increased **+0.1%** vs. Q2 2025; **+17%** vs. Q3 2019

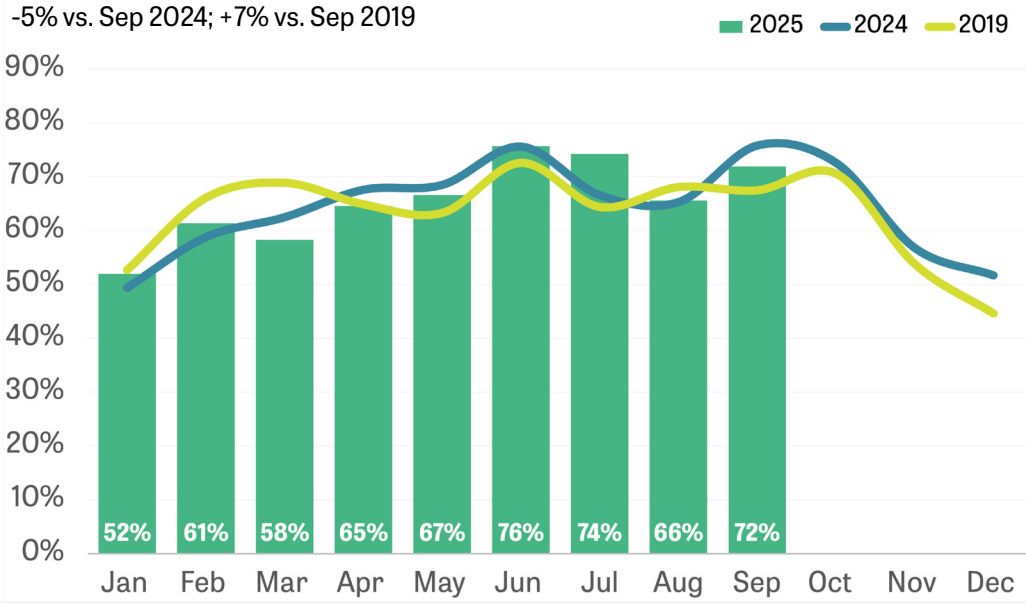


Distribution of Units by Rate Type

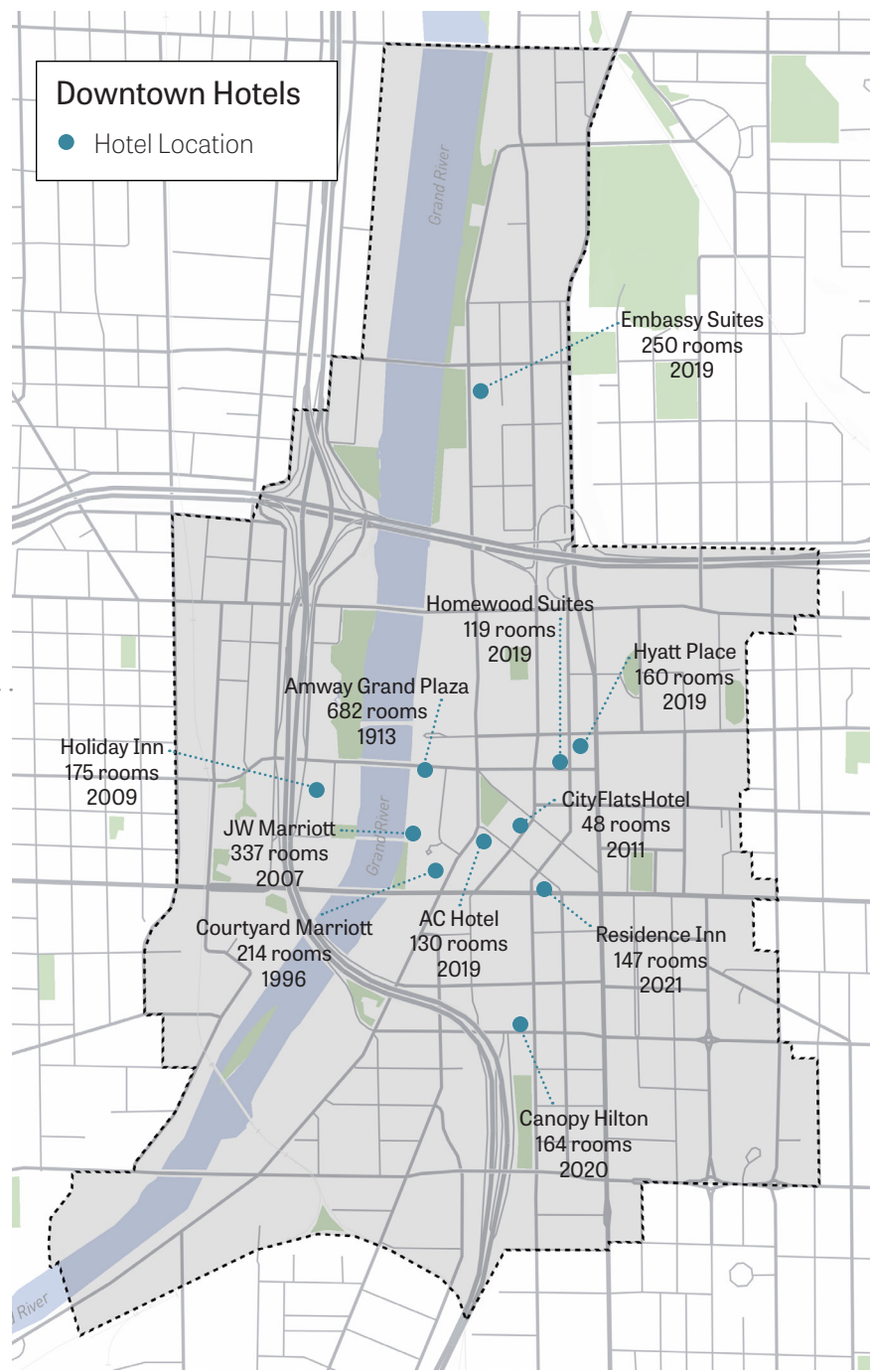
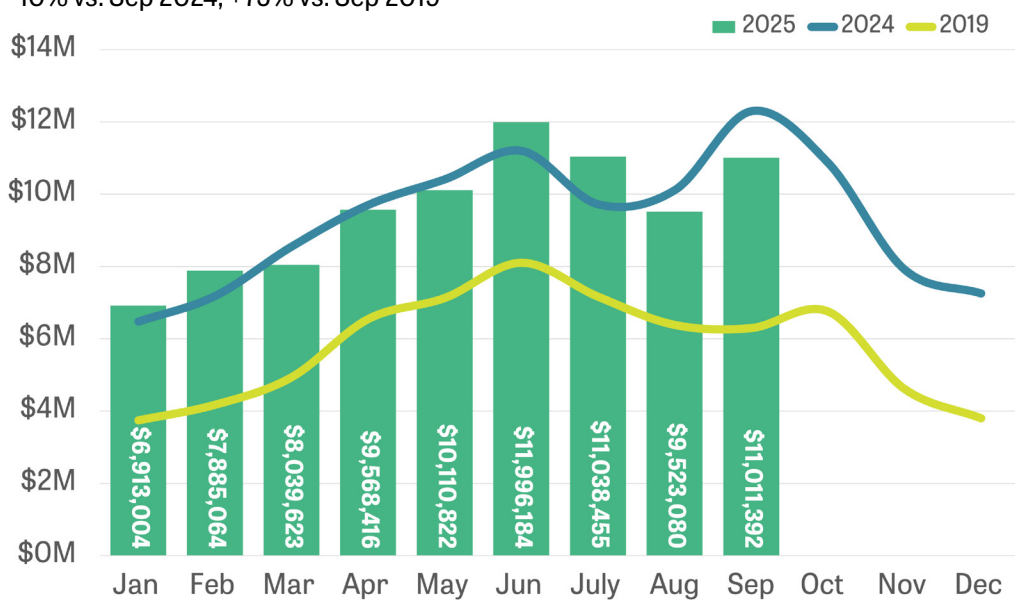


Hotel Occupancy | Updated September 2025

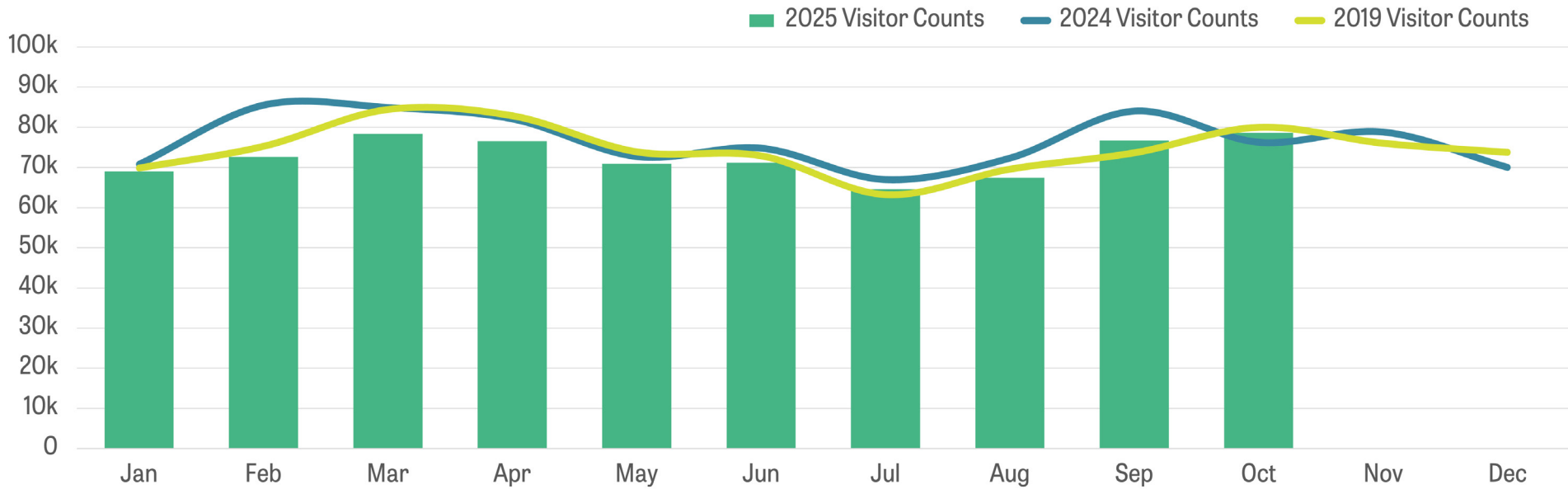
Hotel occupancy increased +10% in Sep 2025 vs. Aug 2025;
-5% vs. Sep 2024; +7% vs. Sep 2019



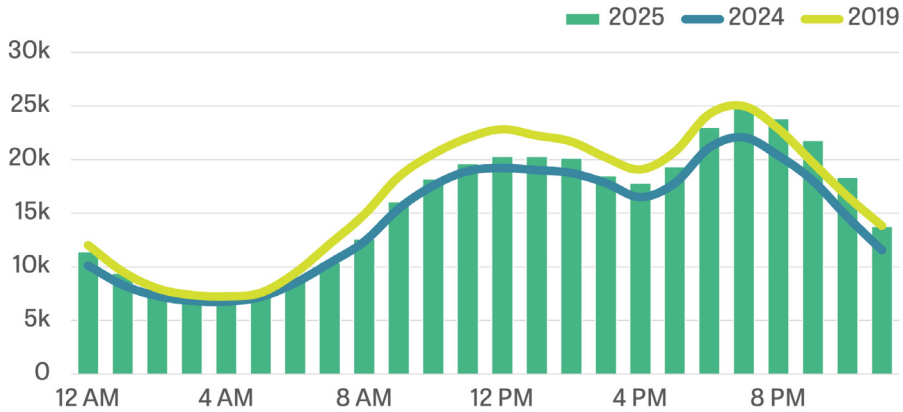
Hotel revenue increased +16% in Sep 2025 vs. Aug 2025;
-10% vs. Sep 2024; +75% vs. Sep 2019



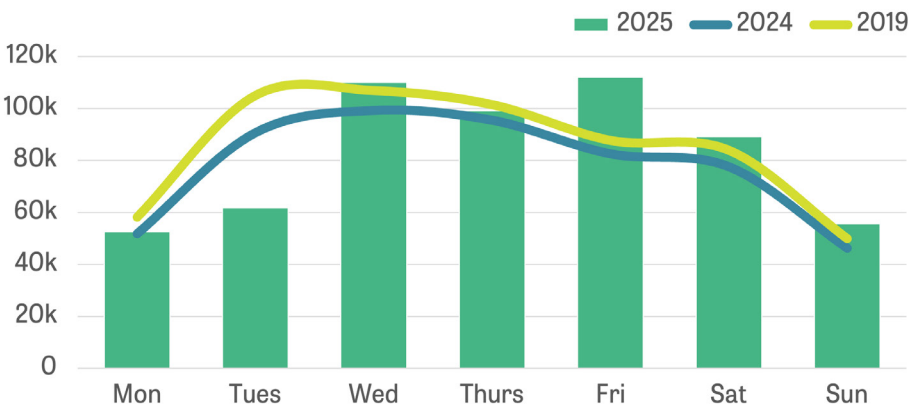
Daily average visit counts increased +3% in Oct 2025 vs. Sep 2025; +3% vs. Oct 2024; -2% vs. Oct 2019



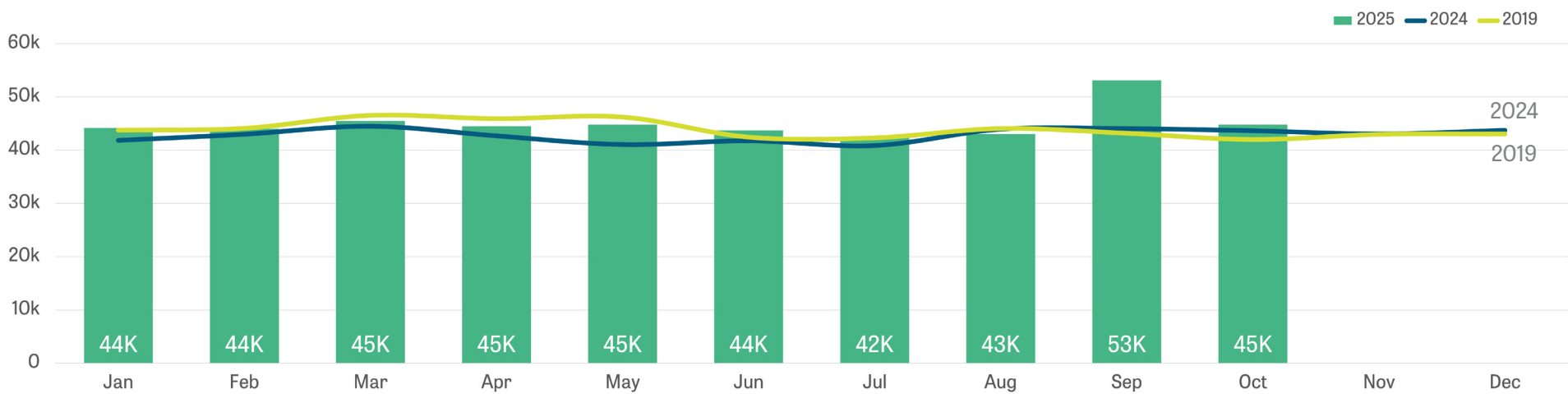
From 5 PM - 11 PM daily average hourly counts increased +15% in Oct 2025 vs. Oct 2024; +1% vs. Oct 2019



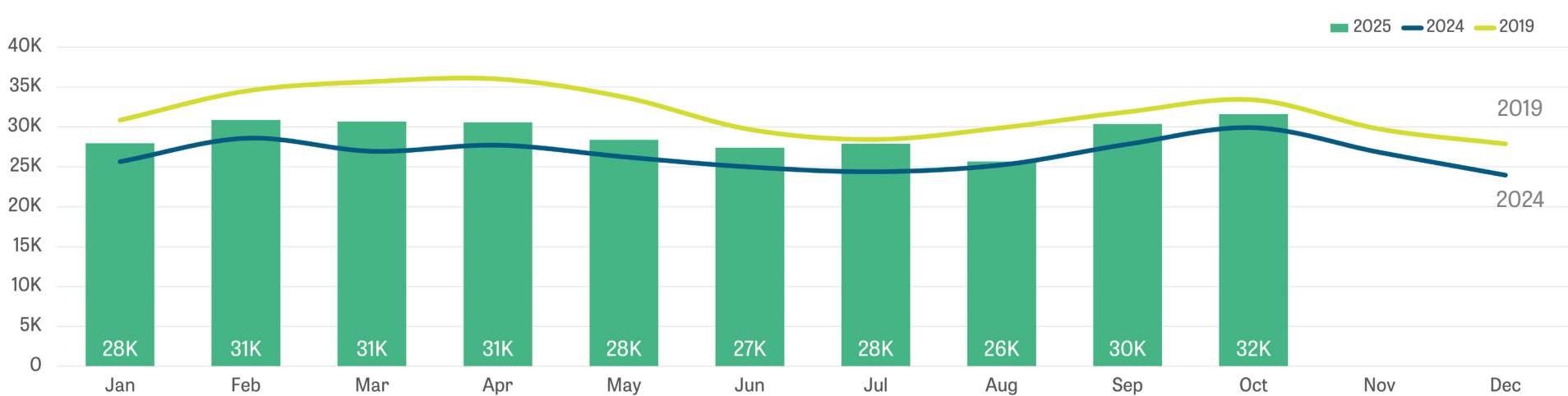
Friday average daily counts increased +36% in Oct 2025 vs. Oct 2024; +28% vs. Oct 2019



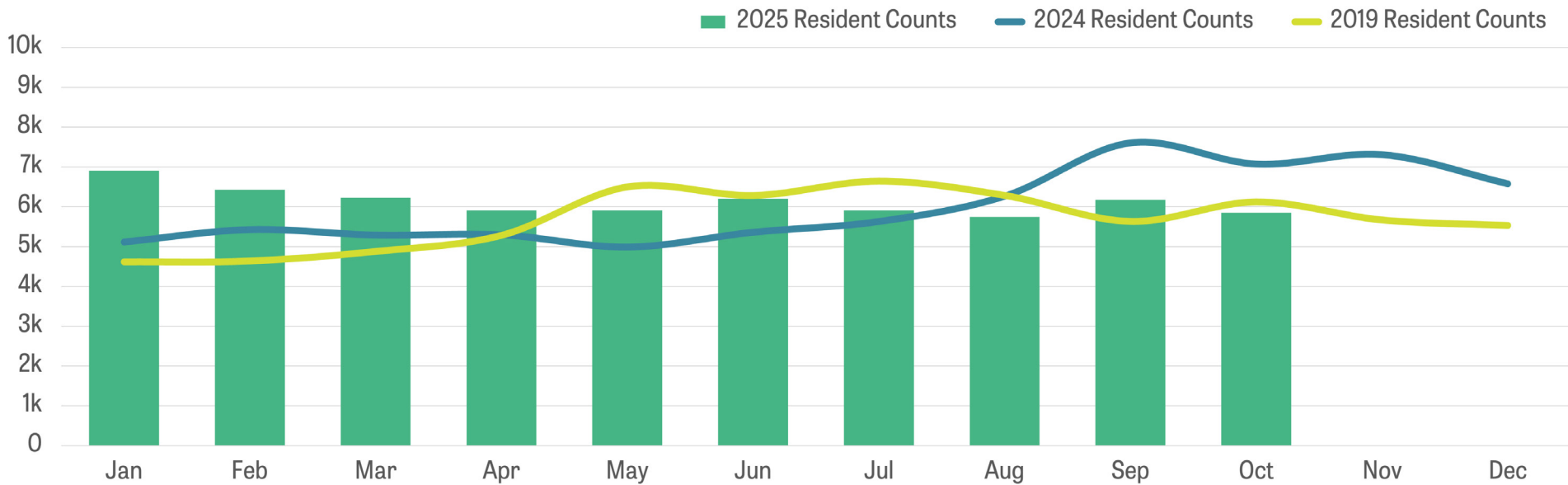
Unique employees¹ decreased -16% in Oct 2025 vs. Sep 2025; +3% vs. Oct 2024; +7% vs. Oct 2019



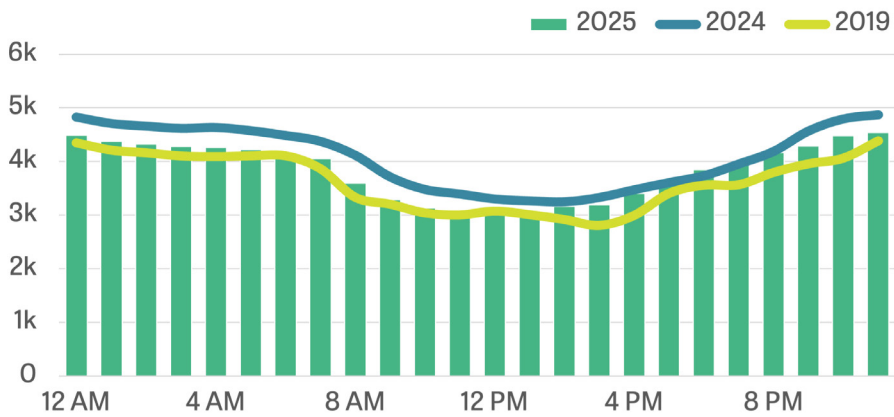
Average daily workforce² increased +4% in Oct 2025 vs. Sep 2025; +6% vs. Oct 2024; -5% vs. Oct 2019



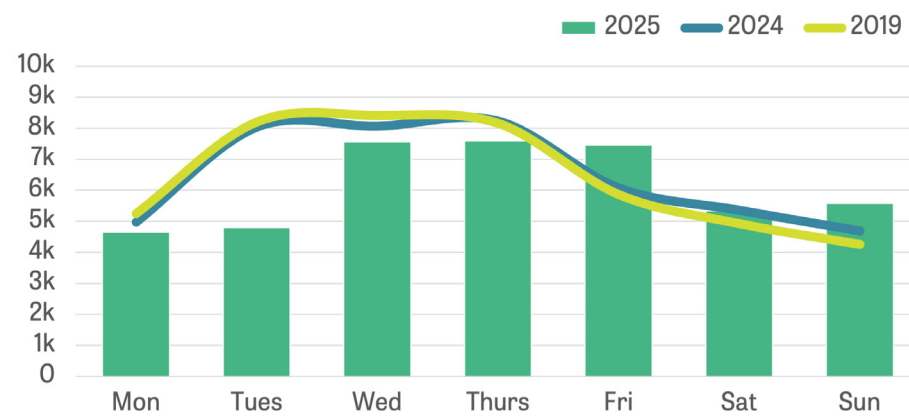
Daily average resident counts decreased -5% in Oct 2025 vs. Sep 2025; -17% vs. Oct 2024; -4% vs. Oct 2019



Overall daily average hourly counts decreased -6% in Oct 2025 vs. Oct 2024; +6% vs. Oct 2019



Weekday average daily counts decreased -9% in Oct 2025 vs. Oct 2024; -11% vs. Oct 2019



Downtown Ambassador Statistics | Updated October 2025

	October 2025	2025 YTD	2024 YTD	2019 YTD
Graffiti Removals	519	3,884	6,713	1,671
Lbs of Trash Removed	37,800	273,575	324,125	406,575
Snow Removals	-	6,402	5,569	8,036
Weeds Abated	30,506	174,533	372,540	128,232
Business Contacts	712	4,470	7,118	1,622
Pedestrian Assists	13,131	138,956	292,623	148,840
Mobility Assists	99	590	3,273	1,079
Total Ambassador Banked Hours ¹ as of September:				2,044.00



1 Bamboo Cowork Phase 1

anticipated completion: December 2025

\$3,100,000 investment

2 GRPM River's Edge Work

anticipated completion: Q1 2026

\$12,000,000 investment

3 Acrisure Amphitheater

anticipated completion: May 2026

+190 car 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 Clipper Lofts

anticipated completion: Spring 2026

+35 housing units

+20,000 sq ft of office space

\$12,800,000 investment

6 Early Childhood Center @ Rapid Central Station

anticipated completion: April 2026

\$7,900,000 investment

7 Amway Soccer Stadium

anticipated completion: Spring 2027

+104 jobs

\$175,000,000 investment

8 Corewell Parking Lots

anticipated completion: TBD

+40 car parking spaces

9 Karl & Patricia Betz Living Center

anticipated completion: June 2027

+118 housing units

+6,000 sq ft of commercial space

\$46,000,000 investment

\$521M
in investment

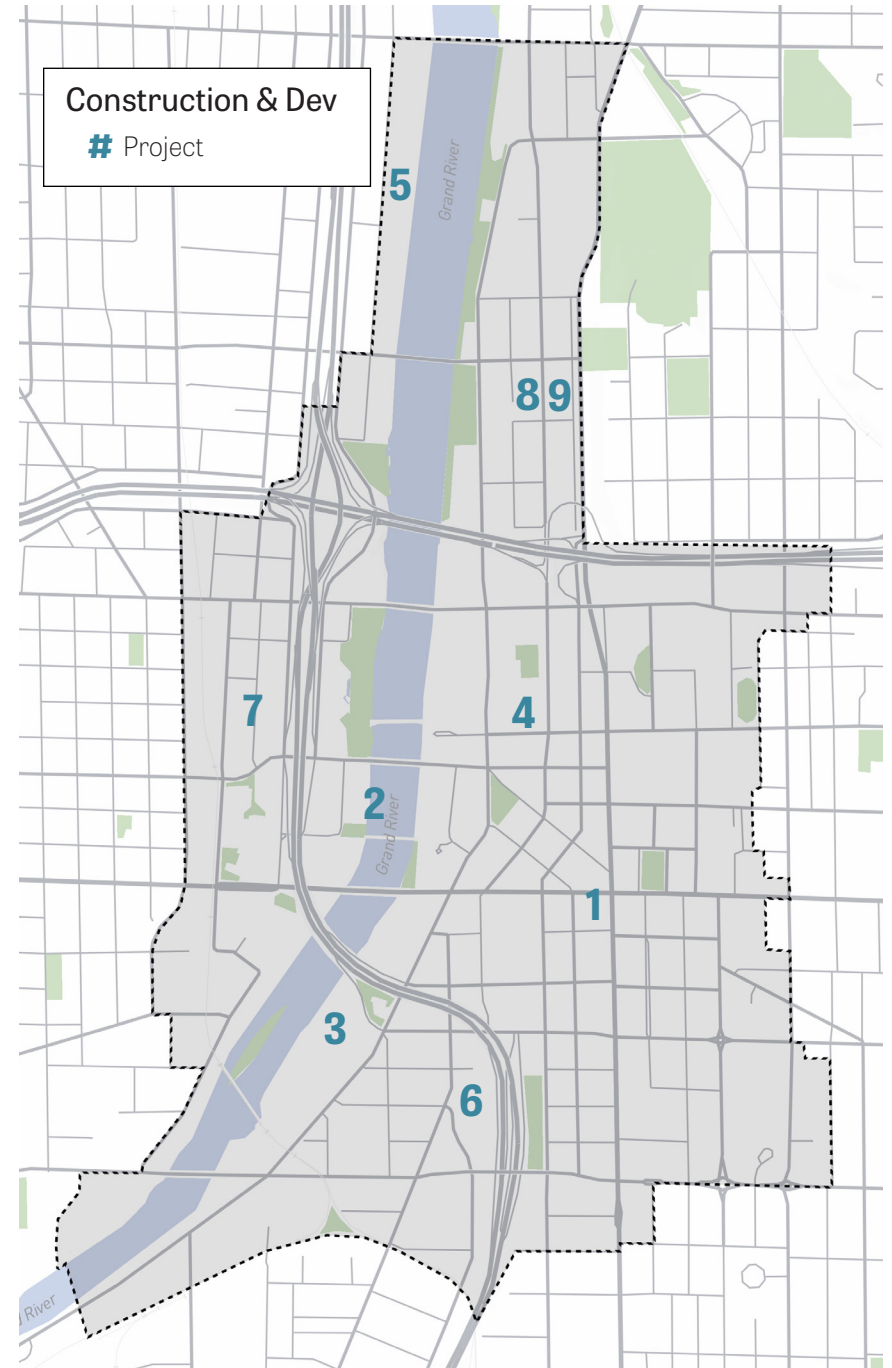
6k
sq ft of commercial space

-125k
sq ft of office space

929
new jobs

230
car parking spaces

293
housing units



Grand River Greenway Progress - Local | Updated October 2025

198 total acres of
park improvements

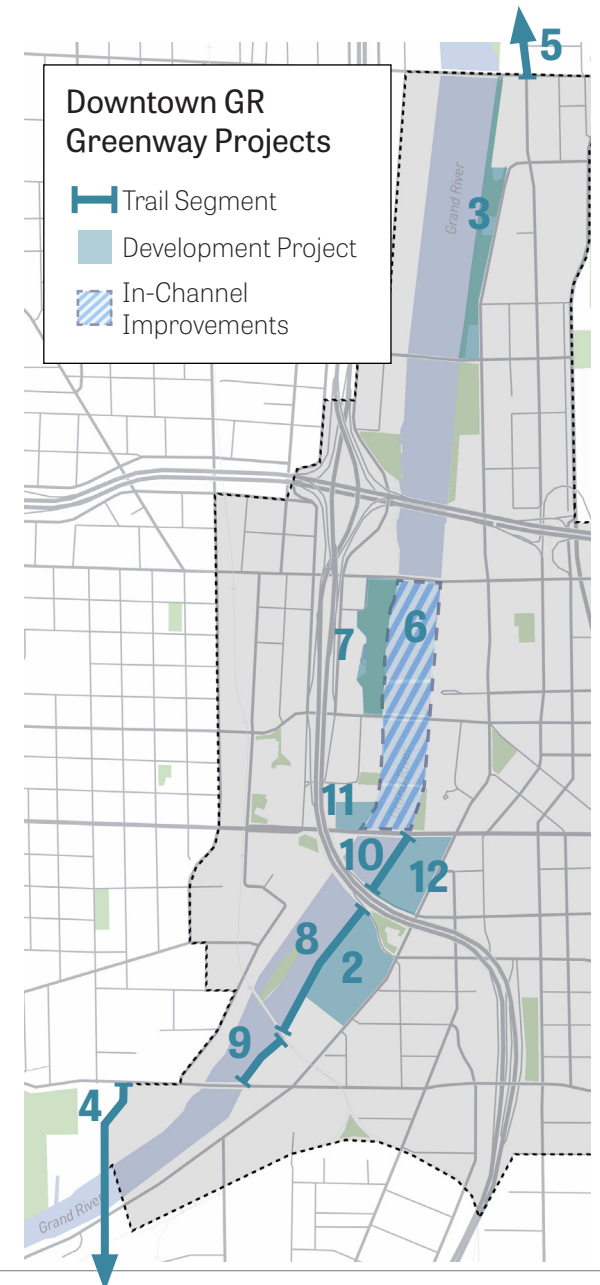
20 total miles of
trail improvements¹

\$332M in
total 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	Completion est. Early 2026
2	Acrisure Amphitheater \$214,500,000	Planning	Design	Permitting	Bidding	Construction	Completion est. May 2026
3	Canal Park \$9,800,000	Planning	Design	Permitting	Bidding	Construction	Completion est. Summer 2026
4	Oxford Trail \$9,000,000	Planning	Design	Permitting	Bidding	Construction	Completion est. Summer 2026
5	Edges Trail, Leonard To Ann \$9,100,000	Planning	Design	Permitting	Bidding	Construction est. Oct 2025	Completion
6	Lower Reach In-Channel Improvements \$20,000,000	Planning	Design	Permitting	Bidding	Construction est. Summer 2026	Completion
7	Ah-Nab-Awen Park \$10,300,000	Planning	Design	Permitting TBD	Bidding	Construction	Completion
8	Edges Trail US-131 to Railroad \$19,800,000	Planning	Design	Permitting	Bidding	Construction	Completion est. Oct 2026
9	Railroad to Wealthy \$ TBD	Planning	Design	Permitting TBD	Bidding	Construction	Completion
10	Fulton to US-131 \$ TBD	Planning	Design TBD	Permitting	Bidding	Construction	Completion
11	Blue Dot \$ TBD	Planning	Design	Permitting TBD	Bidding	Construction	Completion
12	Fulton & Market \$797,000,000	Planning	Design TBD	Permitting	Bidding	Construction	Completion



3 - Includes 2025 completed projects Lyon Square & Lower Riverwalk



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Grand River
Network

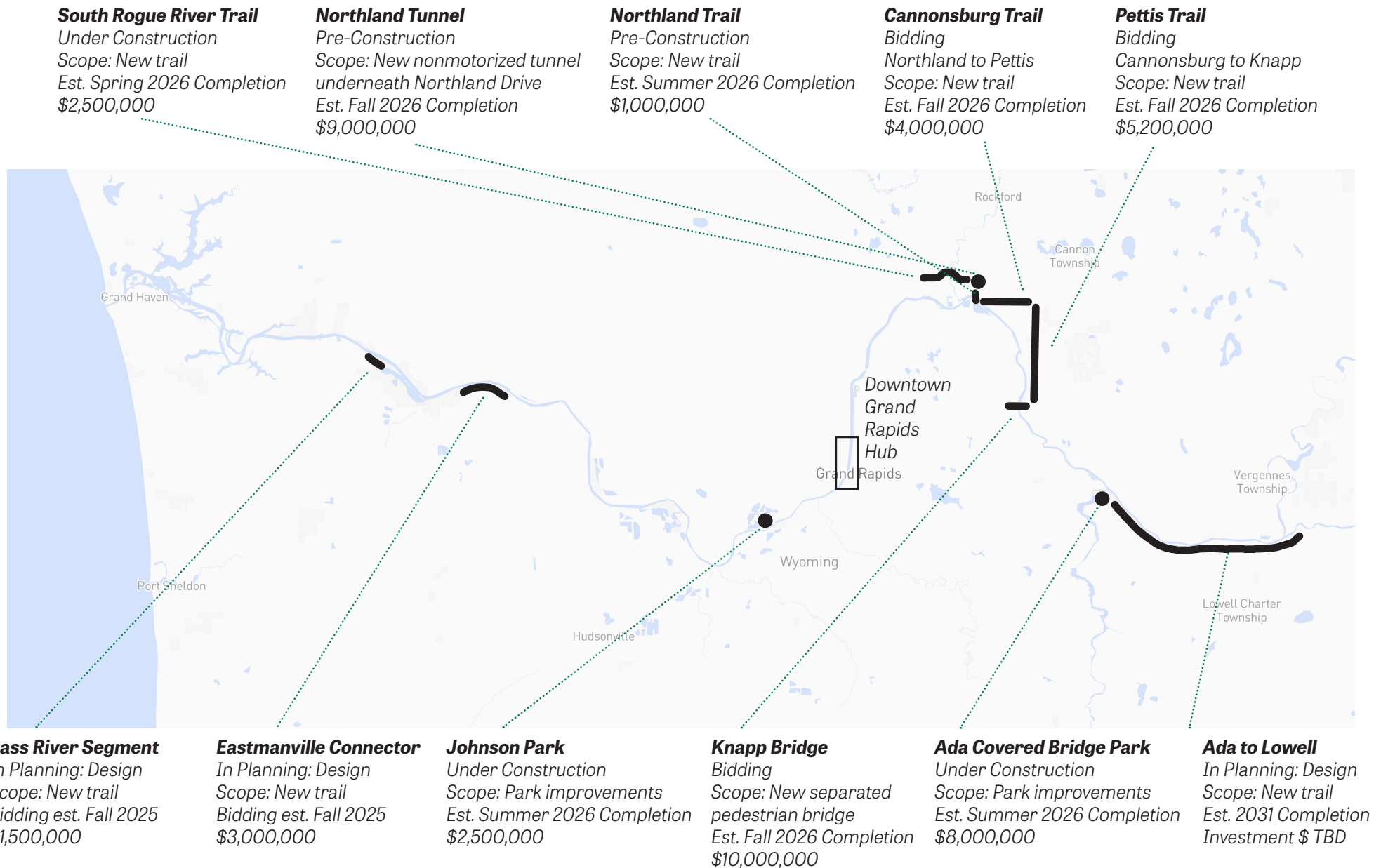
For more information, visit: <https://grandriver.network/upcoming-projects>

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

2 - Completed since 2023 & currently in development pipeline

Grand River Greenway Progress - Regional | Updated October 2025

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.



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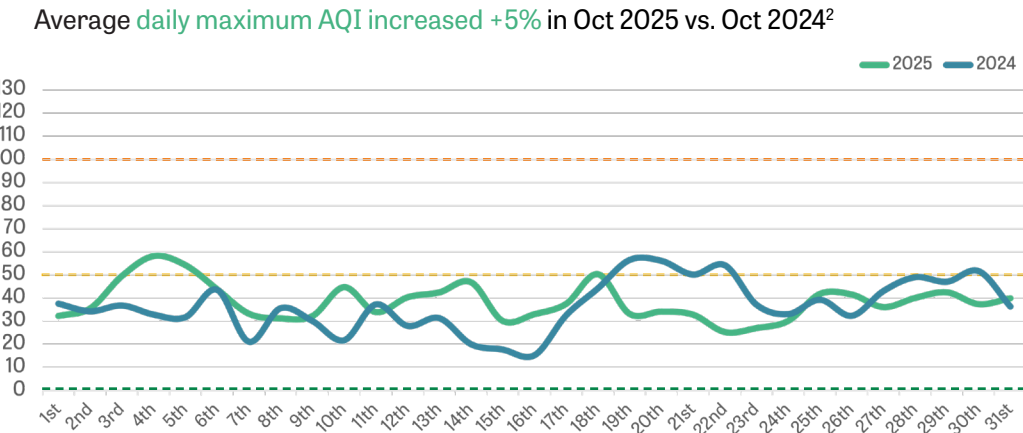


**Grand
River
Network**

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

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.



October 2025 Recap

October 22
Sixth Street Park
12.62

Best AQI Day

October 4
Community Garden
67.92

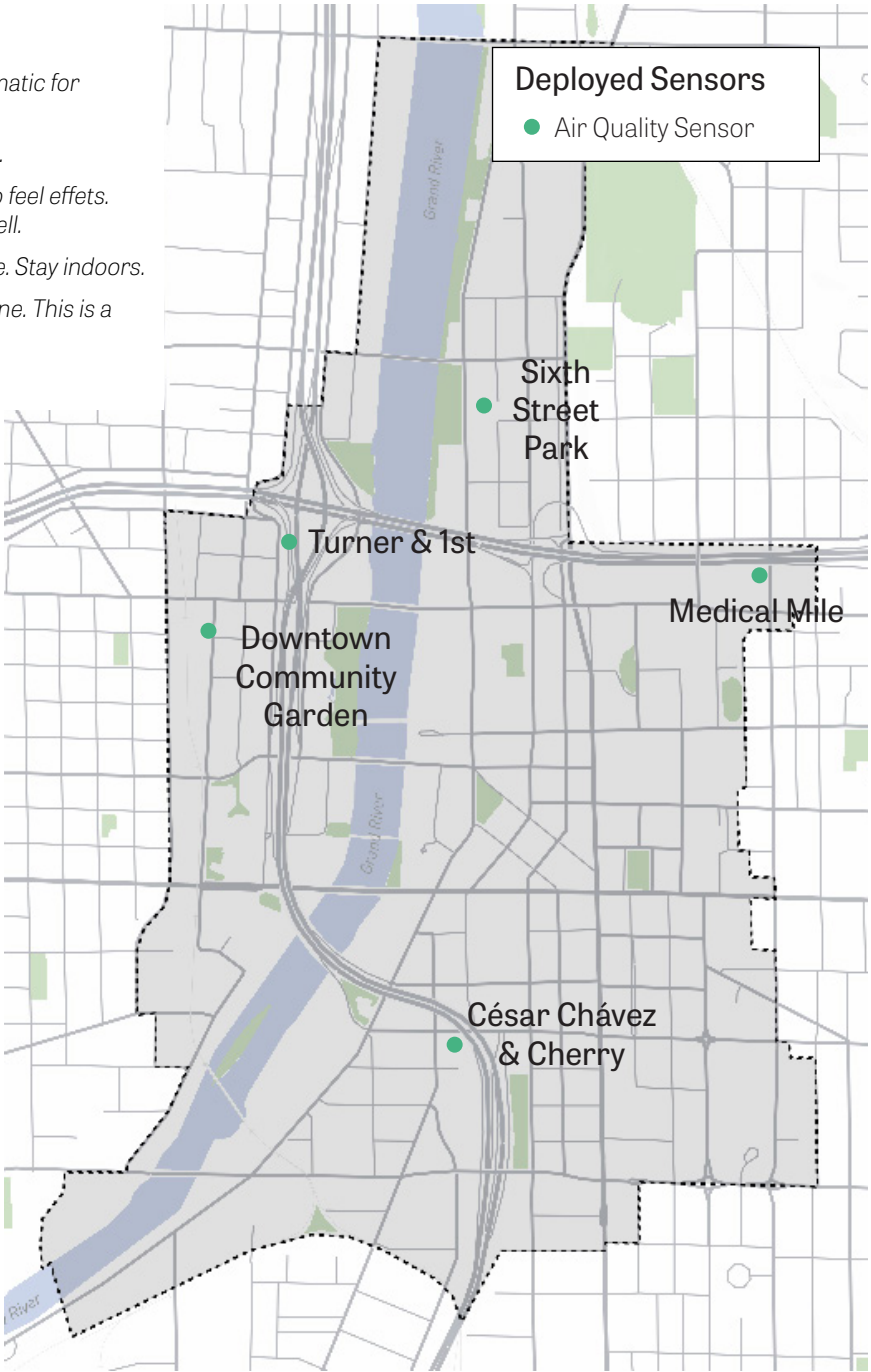
Worst AQI Day

Sixth Street Park
30.41 avg

Best Average
October AQI

Turner & 1st
45.50 avg

Worst Average
October AQI



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/

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

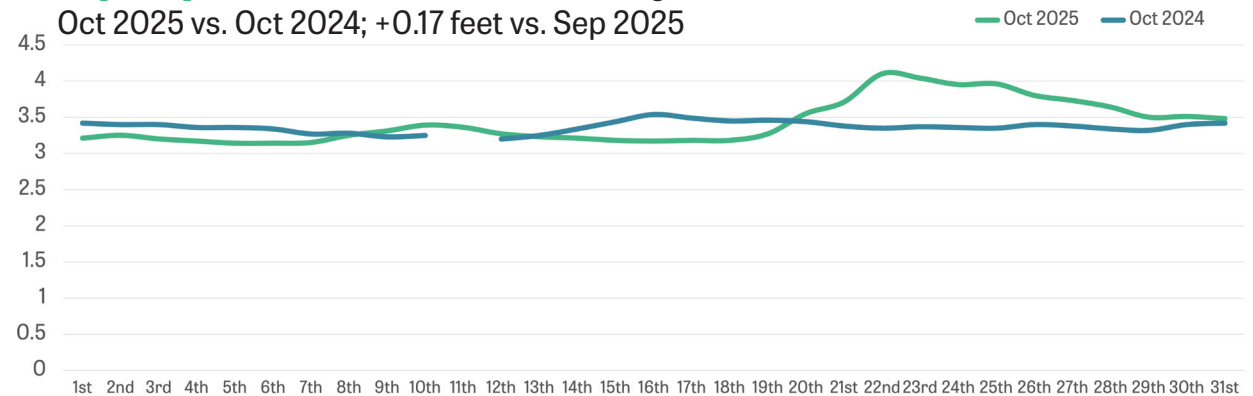
Learn more here: <https://www.usgs.gov/water-science-school/science/turbidity-and-water>

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

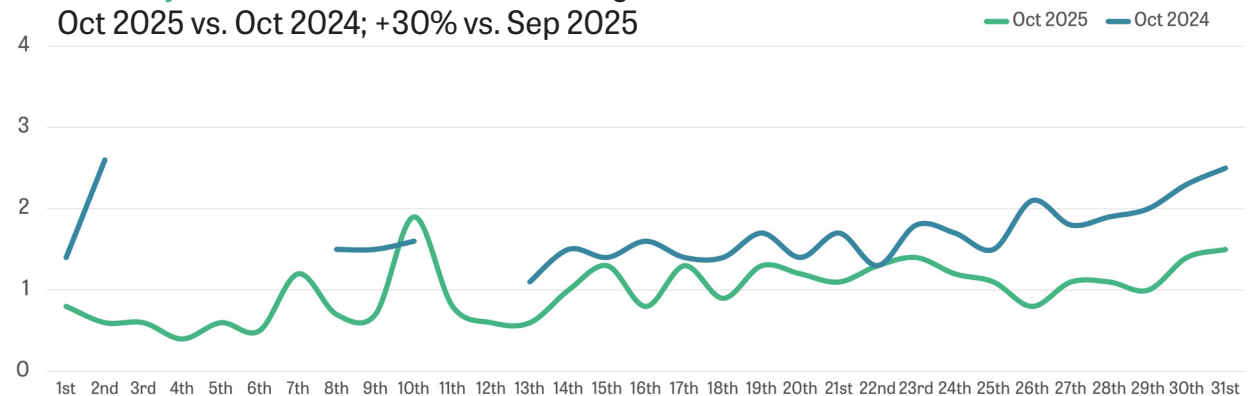
Why it matters: Fast-moving streams and rivers hold more oxygen, while stagnant waters hold less. When excess organic matter decays, bacteria use up oxygen, leading to eutrophication, i.e. low-oxygen conditions that can kill aquatic life.

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

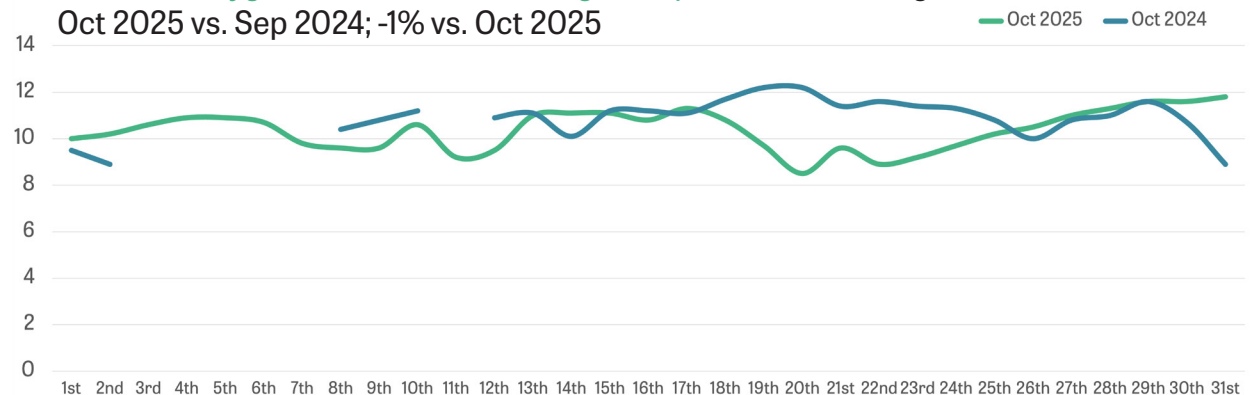
Gage height increased +0.06 feet on average in Oct 2025 vs. Oct 2024; +0.17 feet vs. Sep 2025



Turbidity decreased -41% FNU³ on average in Oct 2025 vs. Oct 2024; +30% vs. Sep 2025



Dissolved oxygen decreased -5% milligrams per liter on average in Oct 2025 vs. Sep 2024; -1% vs. Oct 2025



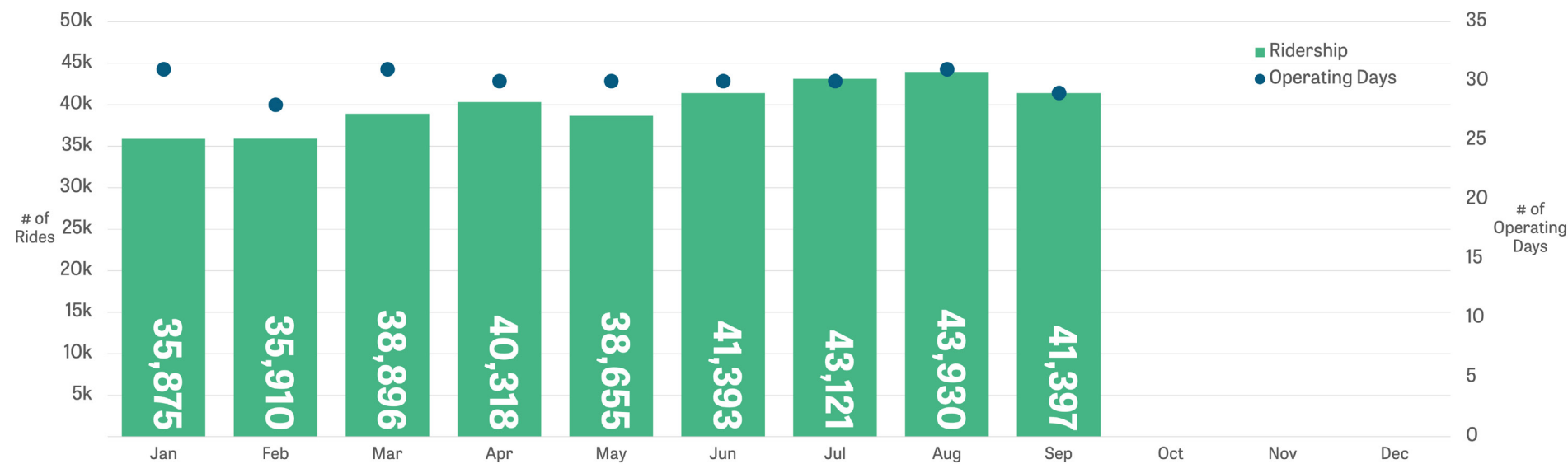
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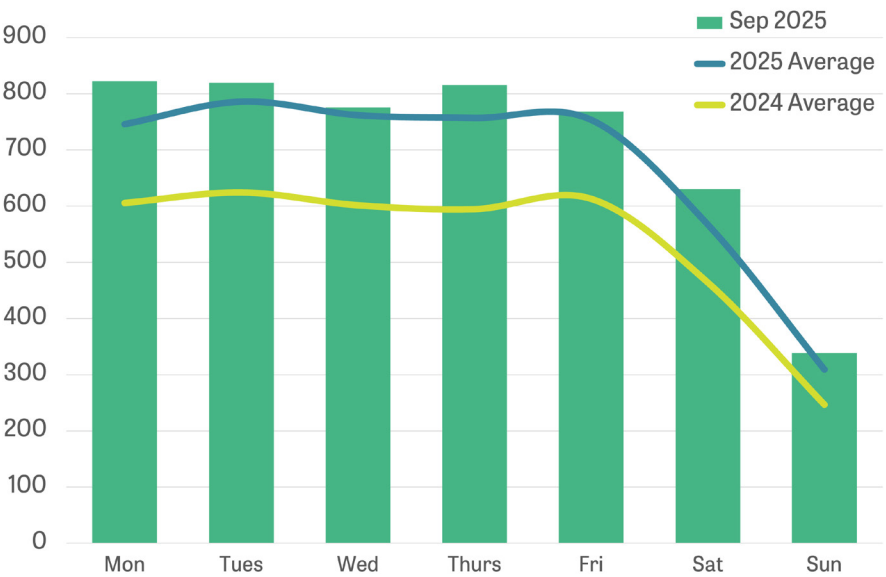
1 - Measurements made at North Park St NE Bridge
2 - Definitions provided by United States Geological Survey (USGS)
3 - FNU = Formazin nephelometric units

Gaps indicate missing data.
Data partner & source: USGS.
Learn more at <https://waterdata.usgs.gov/nwis>

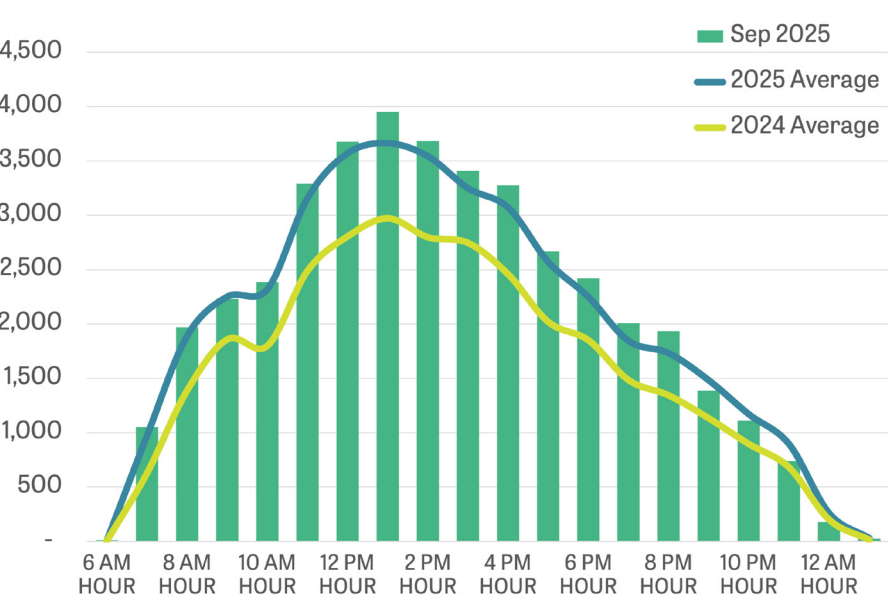
DASH Circulator ridership decreased -6% in Sep 2025 vs. Aug 2025; +25% vs. Sep 2024; -36% vs. Sep 2019



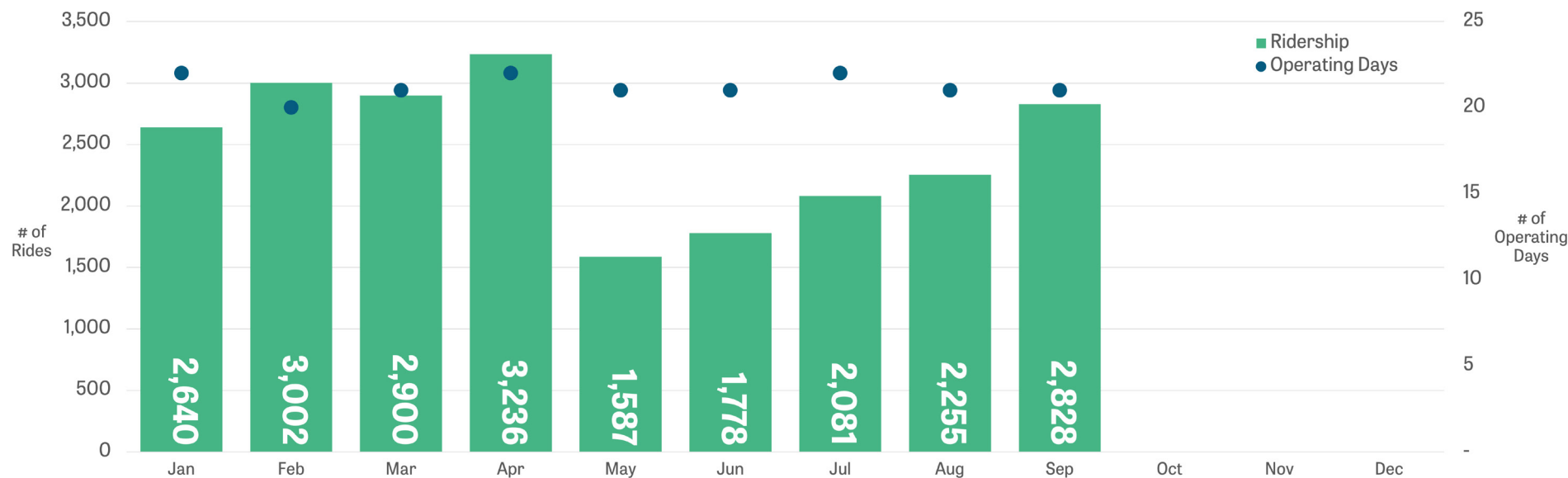
Thursday DASH Circulator ridership increased +42% in Sep 2025 vs. Sep 2024



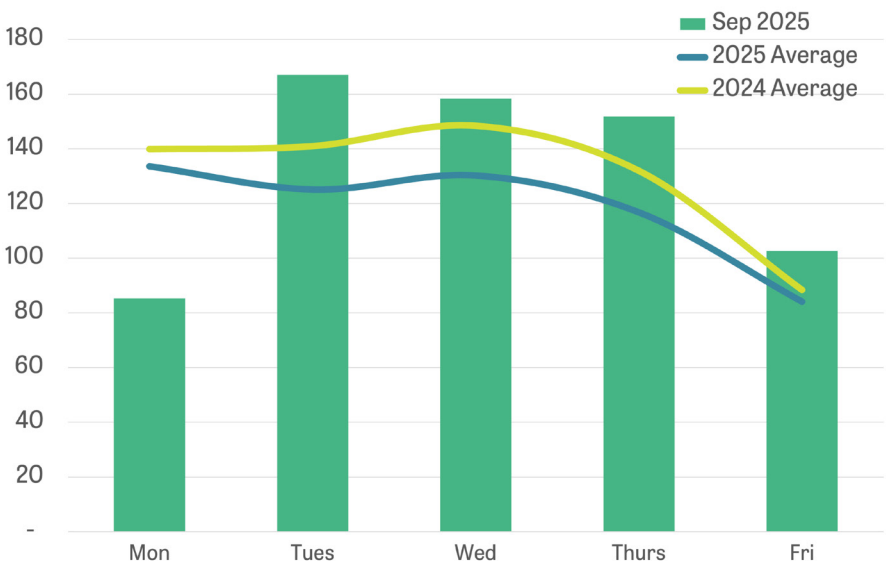
32% of DASH Circulator ridership occurred before noon in September



DASH WORK ridership increased +25% in Sep 2025 vs. Aug 2025; -15% vs. Sep 2024



Monday DASH WORK ridership decreased -56% in Sep 2025 vs. Sep 2024



34% of DASH WORK ridership in September occurred between 7 AM - 9 AM

