Downtown Vitals Report

DOWNTOWN
GRAND RAPIDS INC



New Canal Park improvements from above

Published November 2026

NEW STOREFRONT FILLINGS

+2

in October
15 storefronts filled this year to date

p.3

STOREFRONT VACANCY

21%

in October
18 storefronts vacated this year to date

p.4

CURRENT INVESTMENT IN CORE

$417M

in building renovations,
housing developments
& entertainment venues

p.5

CURRENT GREENWAY INVESTMENT

$64M

in parks renovations,
trail construction & in-water
work in Downtown core

p. 7

DASH CIRCULATOR RIDERSHIP

+8%

vs. last month (September 2026)
-55% vs. this time last year

p.12

HOTEL OCCUPANCY

-5%

vs. last month (August 2026)
+0.3% vs. this time last year

p. 13

OFFICE VACANCY

7.7%

in Q3 2026
vs. 9.7% this time last year

p. 14

HOUSING OCCUPANCY

+1%

vs. last quarter (Q2 2026)
+1% vs. this time last year

p. 15

CONSUMER SPENDING

+1%

vs. last month (July 2026)
vs. -9% this time last year

p. 16

VISITOR ACTIVITY

-2%

vs. last month (July 2026)
-1% vs. this time last year

p. 17

Business Activity | *Updated October 2026*

Foxtail Coffee *(May 2026)*
- Café inside the Amway Grand
- Replaced existing café

Adobe Mexican Kitchen *(June 2026)*
- Storefront restaurant
- Filled vacated storefront

LaunchKit *(July 2026)*
- In-building office
- Grew from storefront to 3x larger office

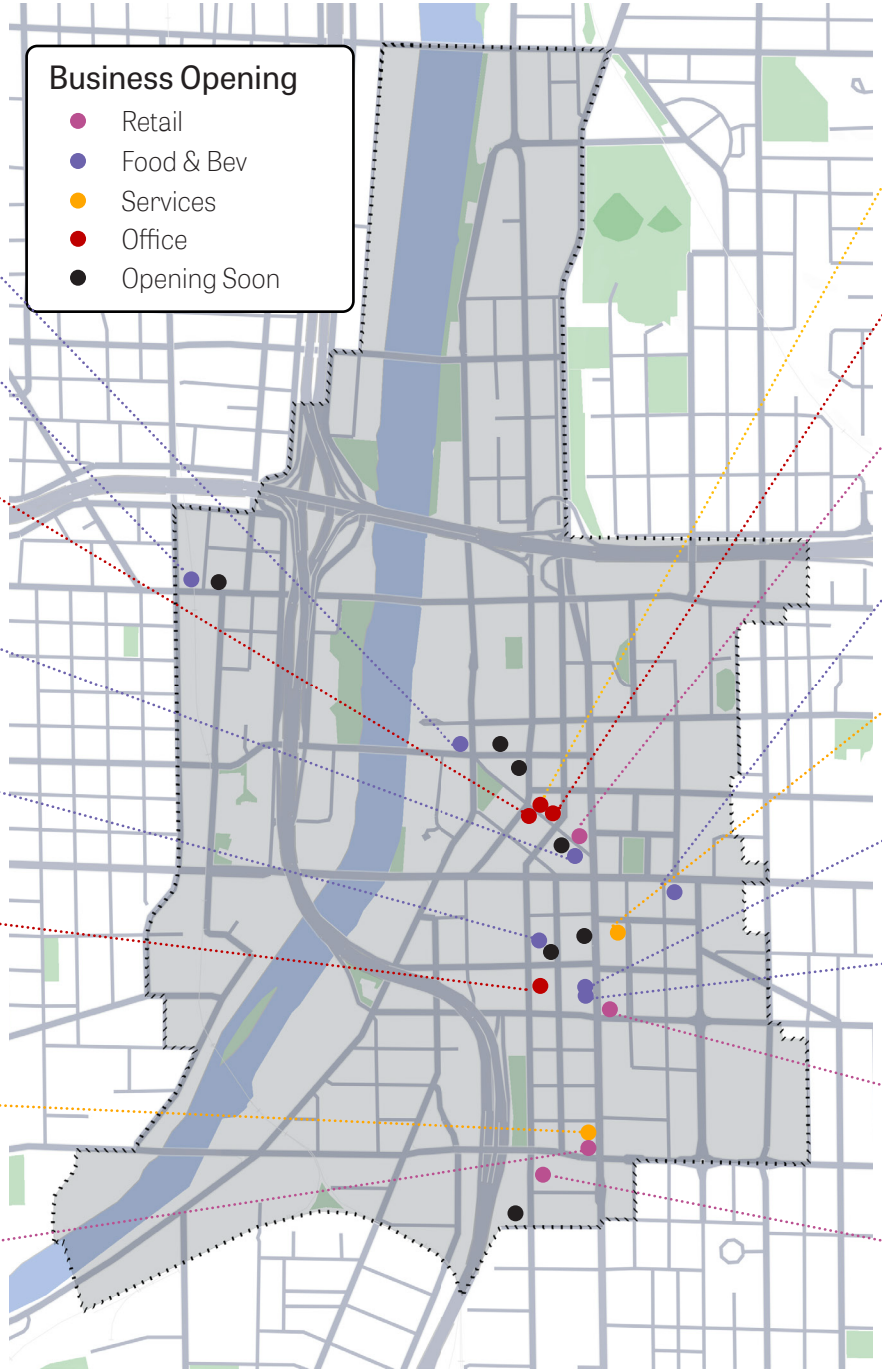
The 1850 Room *(Sep 2026)*
- Storefront bar & lounge
- Filled vacated storefront

The Jazzy Rose *(June 2026)*
- Storefront restaurant
- Filled vacated storefront

Root Functional Medicine *(Sep 2026)*
- In-building office
- Moved their HQ to Downtown

Starbird Tattoo *(Jan 2026)*
- Storefront tattoo parlor
- Filled vacated storefront

The Endcap Market & Studios *(Aug 2026)*
- Artist collective and studio space
- Filled vacated building & storefront



Independent Bank *(Sep 2026)*
- Standalone building with storefront
- Moved from within Downtown & HQ

Blue Cross Blue Shield *(Sep 2026)*
- In-building office
- Moved their Cascade employees DT

Lovely La Vie *(May 2026)*
- Storefront soft goods retail
- Filled vacated storefront

Los Potrillos *(June 2026)*
- Storefront restaurant
- Filled long vacated storefront

GRAAMA *(Feb 2026)*
- Standalone museum building
- Filled long vacated building

Tellers Bar *(Apr 2026)*
- Storefront bar
- Filled long vacated storefront

Trust Restaurant *(Apr 2026)*
- Storefront restaurant
- Filled long vacated storefront

Crow's Hold *(May 2026)*
- Storefront vendor market
- Filled vacated storefront

House Rules Expansion *(Oct 2026)*
- Storefront retail expansion
- Filled long vacated storefronts

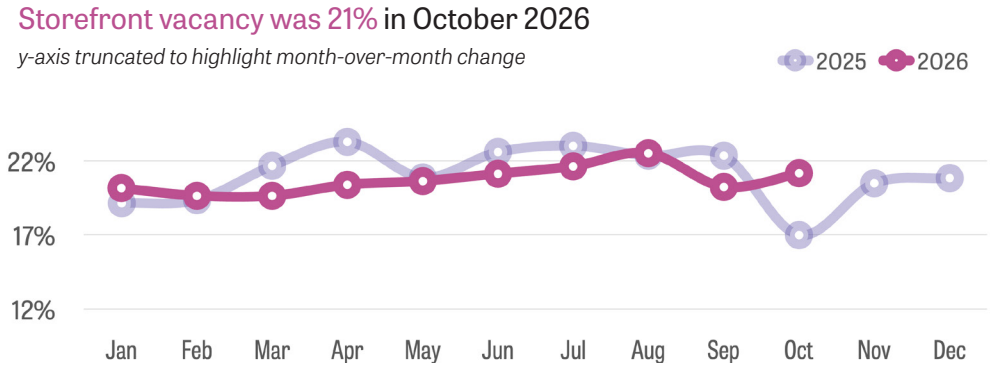
Source: Downtown Grand Rapids Inc

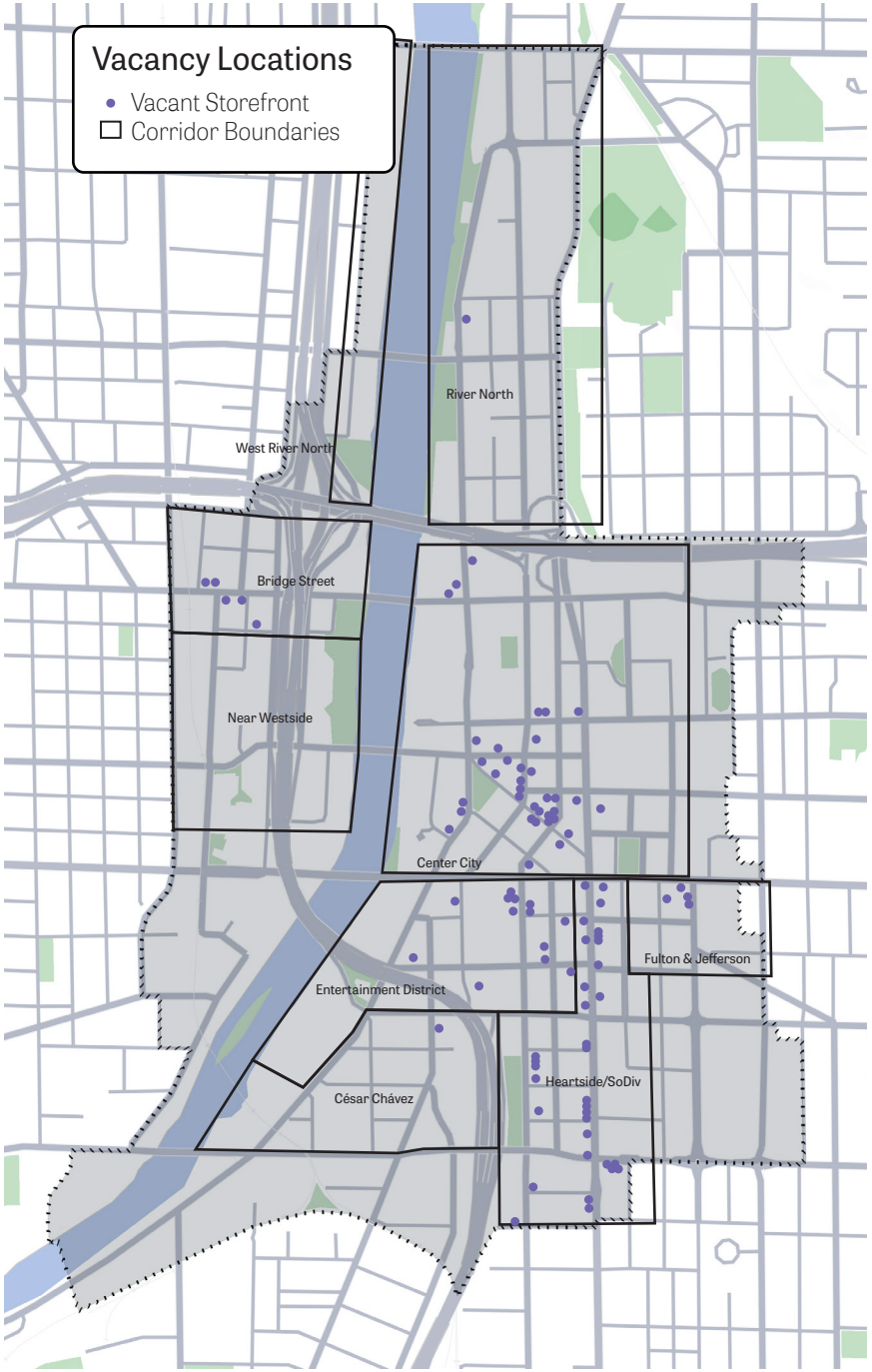
18 storefronts vacated

Downtown in 2026 to date

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

Corridor	Storefronts	Vacancies
Bridge Street	24	3 (13%)
Center City	127	31 (24%)
Monroe Center[1]	*55*[1]	*12 (22%)*[1]
César Chávez	9	1 (11%)
Entertainment District	65	11 (17%)
Fulton & Jefferson	21	4 (19%)
Heartside/SoDiv	115	35 (30%)
River North	29	1 (3%)
Near Westside	13	0 (0%)
West River North	3	0 (0%)
DISTRICT TOTALS:	406	86 **(21%)**





1 - Monroe Center is a subset of Center City and is not included in District Totals
* counted as vacancies

Source: Downtown Grand Rapids Inc

Current Construction & Development - DDA | *Updated October 2026*

1 Verne Barry Place Renovation
anticipated completion: 2026
$12,600,000 investment

2 Amway Soccer Stadium
anticipated completion: Spring 2027
+104 jobs
$175,000,000 investment

3 21 Weston Renovation
anticipated completion: 2027
+96 unit rehabiliation
Investment $TBD

4 Karl & Patricia Betz Living Center
anticipated completion: June 2027
+118 housing units
+6,000 sq ft of commercial space
$46,000,000 investment

5 Ledyard Building Conversion
anticipated completion: July 2027
+36 housing units
$12,300,000 investment

6 Genesis Landing
anticipated completion: July 2027
+26 housing units
+14 car parking spots & bike parking
$5,500,000 investment

7 Blue Dot
anticipated completion: Summer 2028
+15,000 sq ft of new office space
$166,000,000 investment

$417M
current active investment

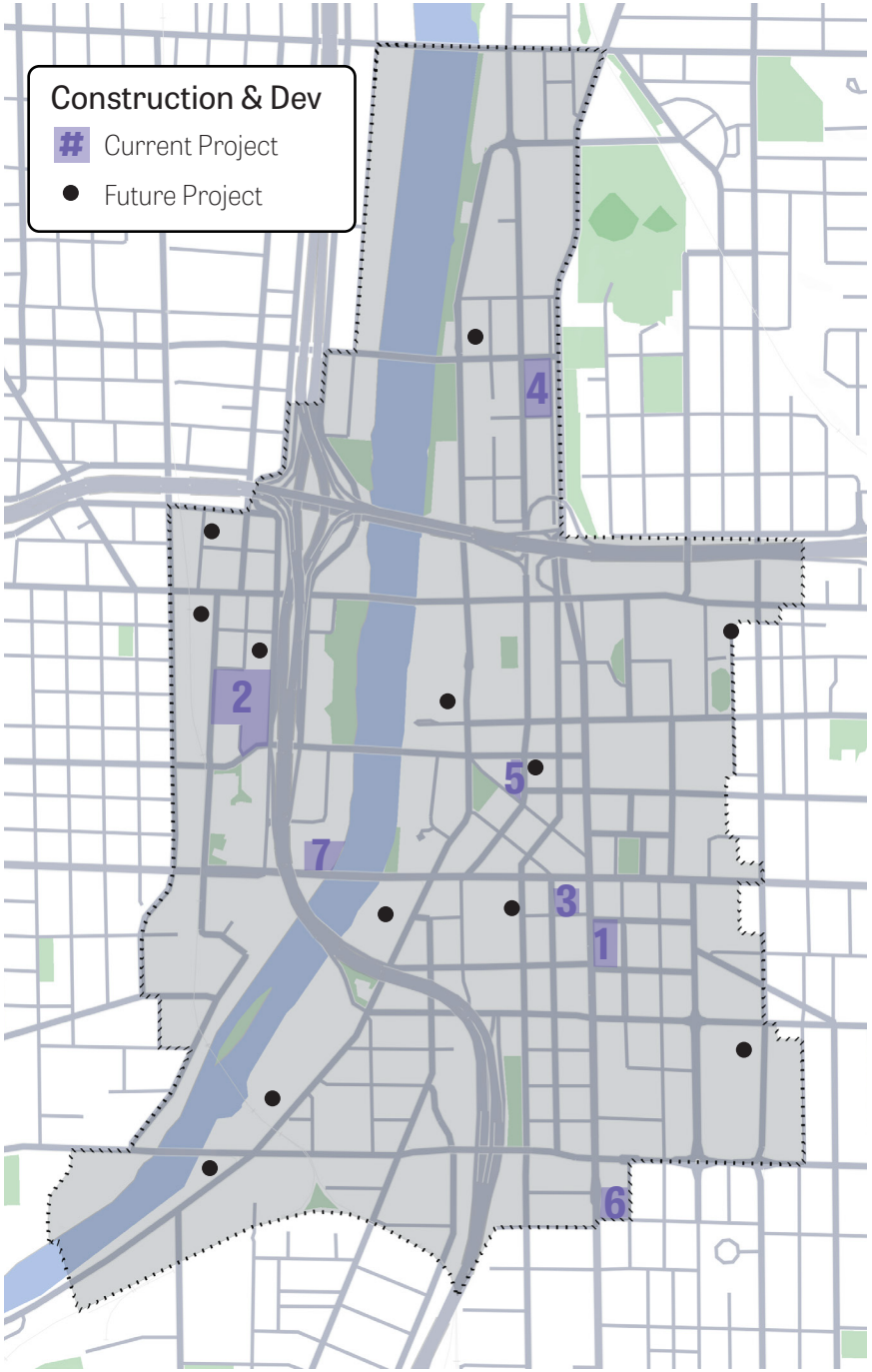
6k
sq ft of new storefront commercial space

15k
sq ft of new office space

104
new jobs

180
new housing units

14
new car parking spaces



Source: Downtown Grand Rapids Inc

Current Construction & Development - Area Adjacent | *Updated October 2026*

1 555 Leonard
anticipated completion: 2026

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

2 Adobe West Fulton
anticipated completion: June 2027

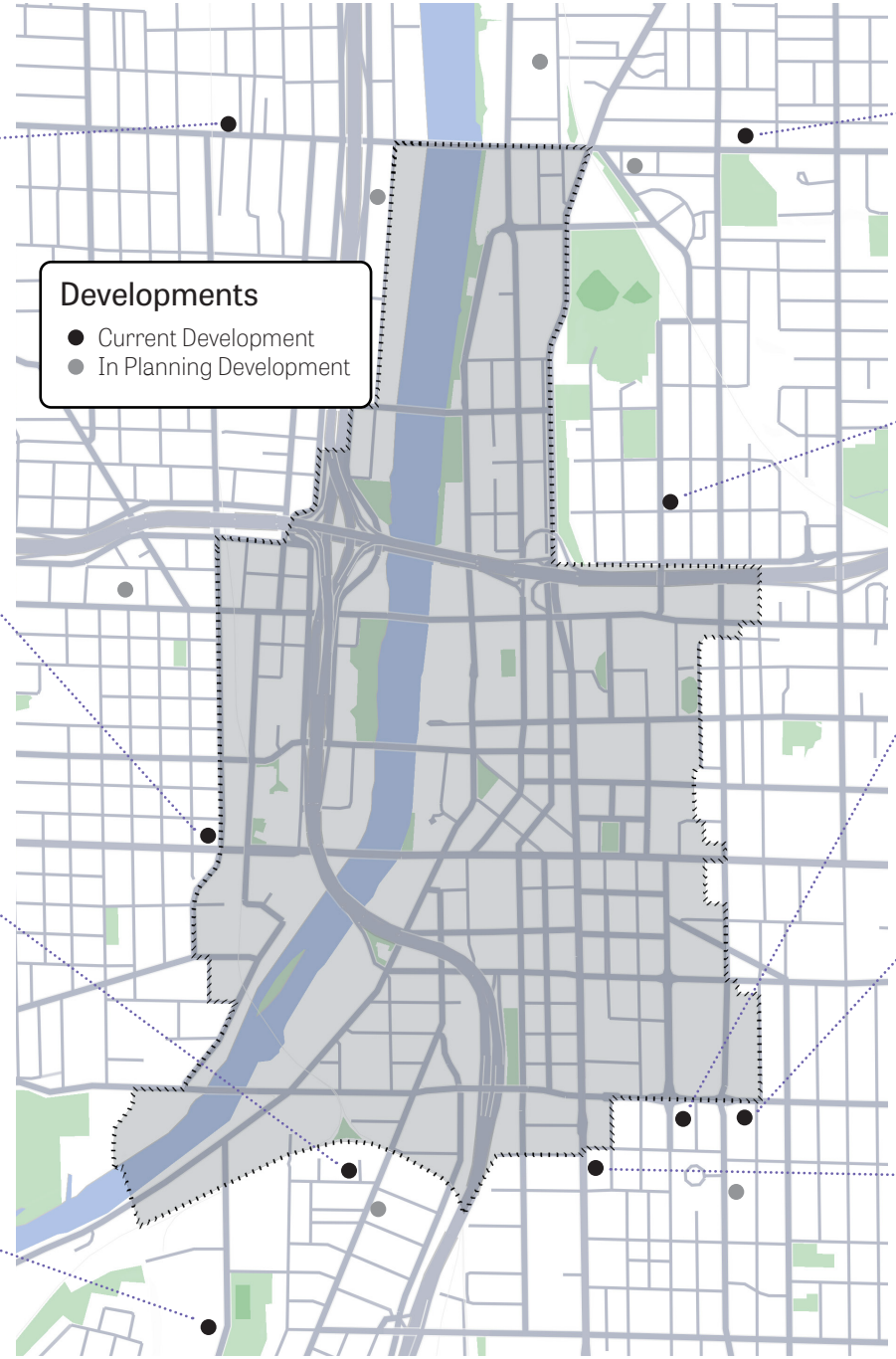
+109 housing units
+6,550 sq ft of commerical space
+70 car parking spaces
$24,500,000 investment

3 Pleasant Hills
anticipated completion: June 2027

+27 housing units
$10,000,000 investment

4 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



5 The Horizon
anticipated completion: Summer 2027

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

7 Union Suites on Coit II
anticipated completion: 2027

+52 housing units
+32 car parking spaces
$17,800,000 investment

8 Joan Secchia Children's Rehab
anticipated completion: December 2026

+383 car parking spaces
$72,000,000 investment

9 Heritage Court
anticipated completion: TBD

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

10 GR University Prep Academy
anticipated completion: May 2027

+10,000 sq ft expansion
$7,400,000 investment

Source: Downtown Grand Rapids Inc

Grand River Greenway Progress - Urban Core | *Updated October 2026*

***198 total acres** of park improvements*

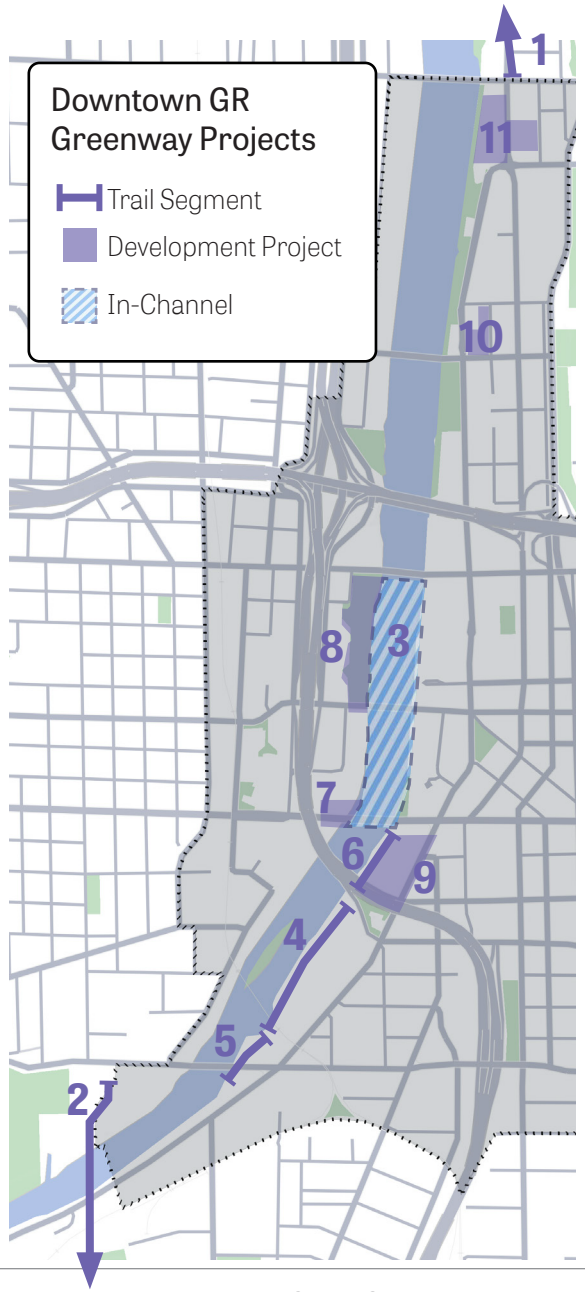
***20 total miles** of trail improvements[1]*

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

***$1.9B** in private river-adjacent investment[2]*

***$70M** in DGRI investment[3] (DDA, MNTIFA, ARPA) in 2025*

1	Edges Trail, Leonard To Ann *$9,100,000*	Planning	Permitting	Construction	Complete! October 2026
2	Oxford Trail *$9,000,000*	Planning	Permitting	**Construction**	Completion est. Nov. 2026
3	Lower Reach In-Channel Improvements *$20,000,000*	Planning	Permitting	**Construction**	Completion est. 2027
	Edges Trail				
4	*US-131 to Railroad $19,800,000*	Planning	Permitting	**Construction**	Completion est. March 2027
5	*Railroad to Wealthy $ TBD*	Planning	**Permitting**	Construction	Completion
6	*Fulton to US-131 $ TBD*	**Planning**	Permitting	Construction	Completion
7	Blue Dot *$166,000,000*	Planning	Permitting	**Construction**	Completion est. Summer 2028
8	Ah-Nab-Awen Park *$10,300,000*	**Planning**	Permitting	Construction	Completion
9	Fulton & Market *$797,000,000*	**Planning**	Permitting	Construction	Completion
10	820 Bond *$185,000,000*	**Planning**	Permitting	Construction	Completion
11	Coldbrook Site *$ TBD*	**Planning**	Permitting	Construction	Completion



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Grand River Network

1 - Includes 16 miles of ARPA-funded Kent County greenway trail, White Pine Trail to Ada
2 - Completed since 2025 & currently in development pipeline
3 - Includes 2025 completed projects Lyon Square & Lower Riverwalk

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

Grand River Greenway Progress - Regional | *Updated October 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.*

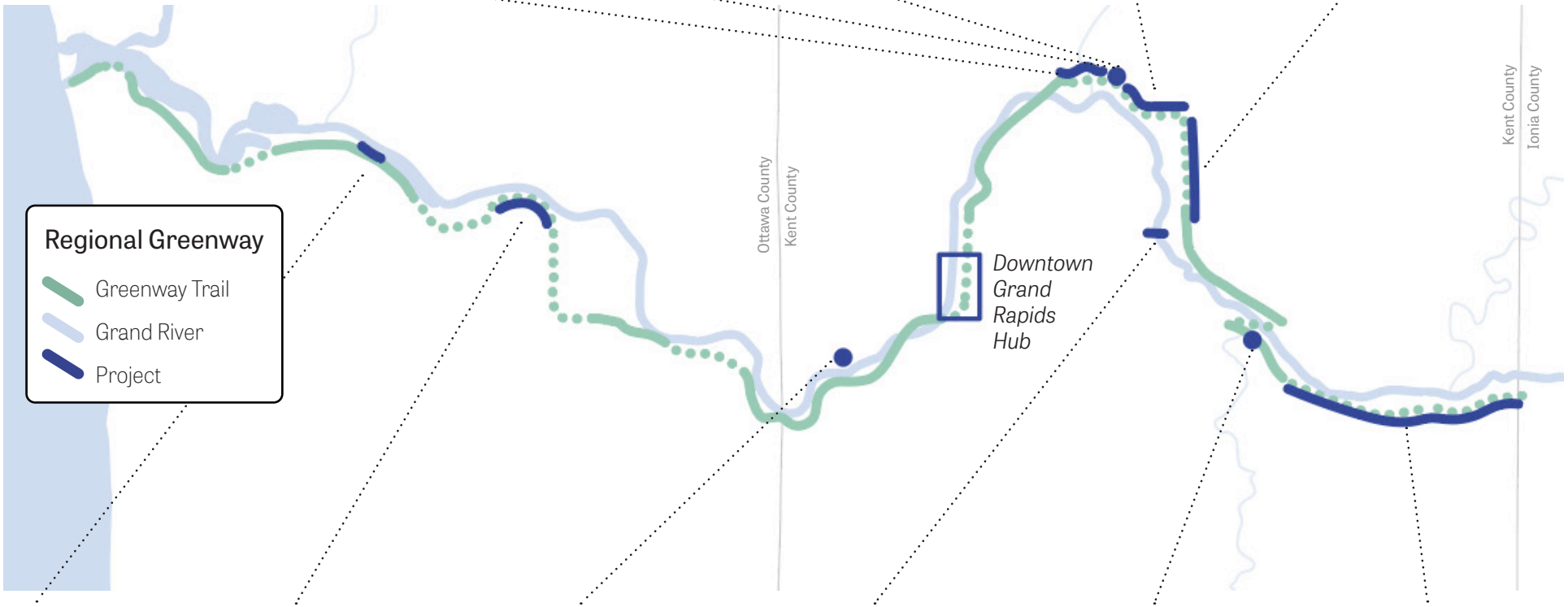
South Rogue River Trail
Complete in July 2026
Scope: New trail
$2,500,000

Northland Tunnel
Under Construction
Scope: New nonmotorized tunnel underneath Northland Drive
Est. Winter 2026 Completion
$9,000,000

Northland Trail
Under Construction
Scope: New trail
Est. Winter 2026 Completion
$1,000,000

Cannonsburg Trail
Under Construction
Northland to Pettis
Scope: New trail
Est. Spring 2027 Completion
$4,000,000

Pettis Trail
Under Construction
Cannonsburg to Knapp
Scope: New trail
Est. Fall 2026 Completion
$5,200,000



Bass River Segment
Phase 1: Complete
Phase 2: In Design
Scope: New trail
Est. Fall 2027 Completion
$1,500,000

Eastmanville Connector
Under Construction
Scope: New trail
Est. Winter 2026 Completion
$3,000,000

Johnson Park
Complete in October 2026
Scope: Park improvements
$2,500,000

Knapp Bridge
Under Construction
Scope: New separated pedestrian bridge
Est. Summer 2027 Completion
$10,000,000

Ada Covered Bridge Park
Complete in August 2026
Scope: Park improvements
$8,000,000

Ada to Lowell
In Design
Scope: New trail
Est. 2031 Completion
$17,000,000

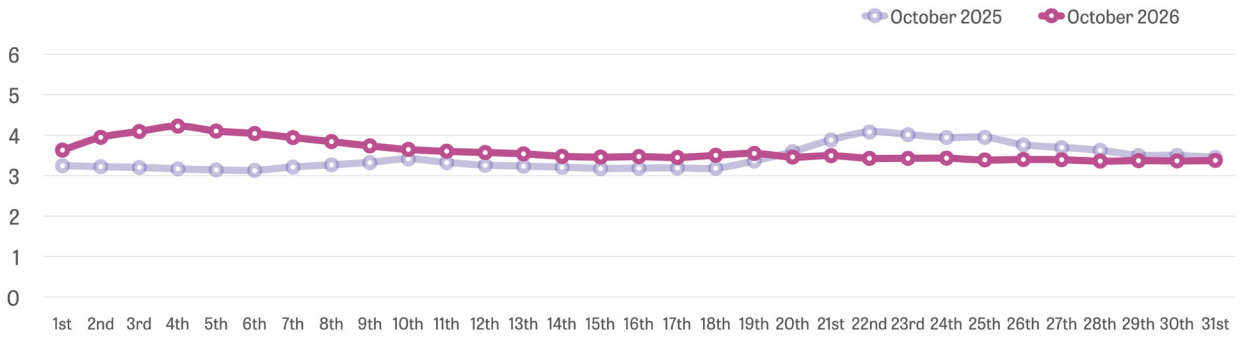
Grand River Water Quality Monitoring[1] | *Updated October 2026*

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 increased +0.17 feet on average vs. Oct 2025 / -0.19 feet vs. Sep 2026

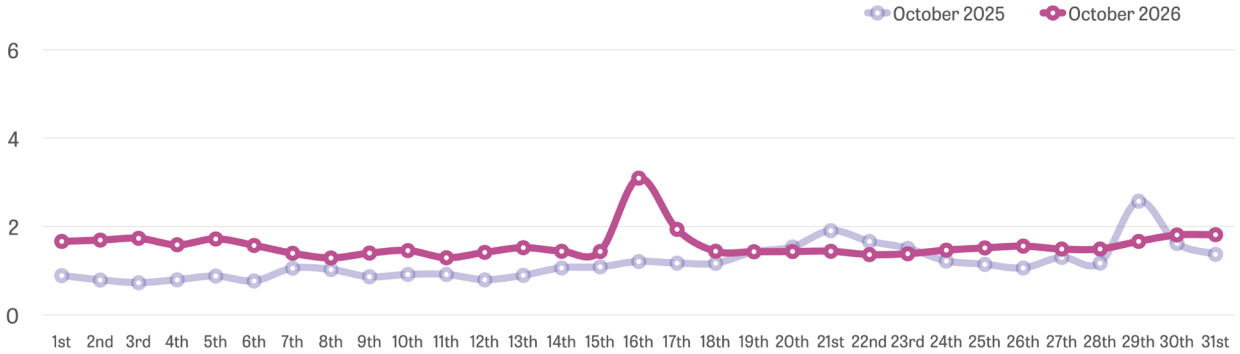


What is turbidity? *Turbidity is the measure of relative clarity of a liquid. The higher the intensity of scattered light, the higher the turbidity.[2]*

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 +34% FNU[3] on average vs. Oct 2025 / -19% vs. Sep 2026

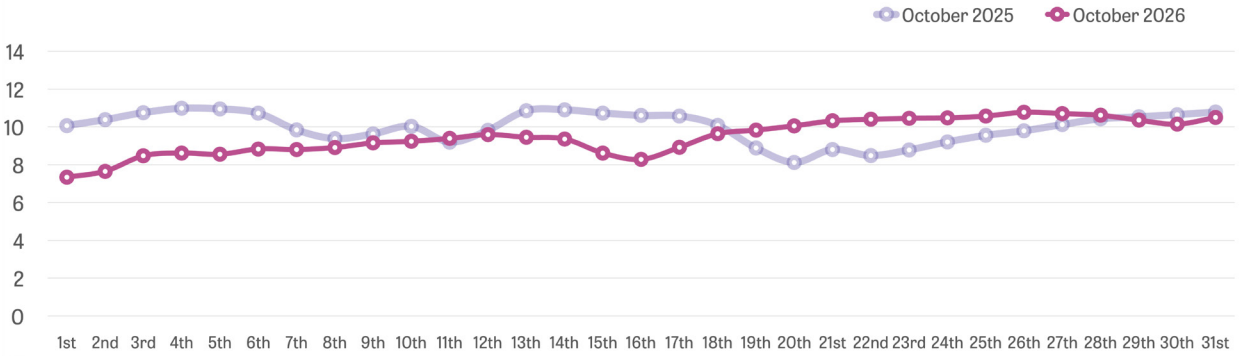


What is dissolved oxygen? *Dissolved oxygen is a measure of how much oxygen is dissolved in the water - the amount of oxygen available to living aquatic organisms.[2]*

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 decreased -5% ml per liter on average vs. Oct 2025 / +14% vs. Sep 2026



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USGS science for a changing world

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

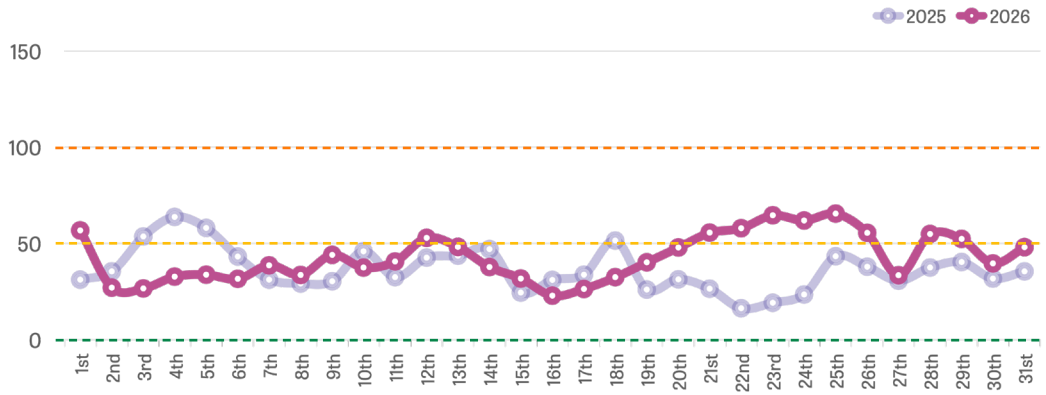
Data partner & source: USGS interpreted by DGRI
Learn more at https://waterdata.usgs.gov/nwis

Air Quality Monitoring | *Updated October 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 know to be hazardous to our health: ground-level ozone, carbon monoxide, sulfur dioxide, nitrogen dioxide, and particule 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 effets. 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 average maximum AQI increased +13% vs. October 2025



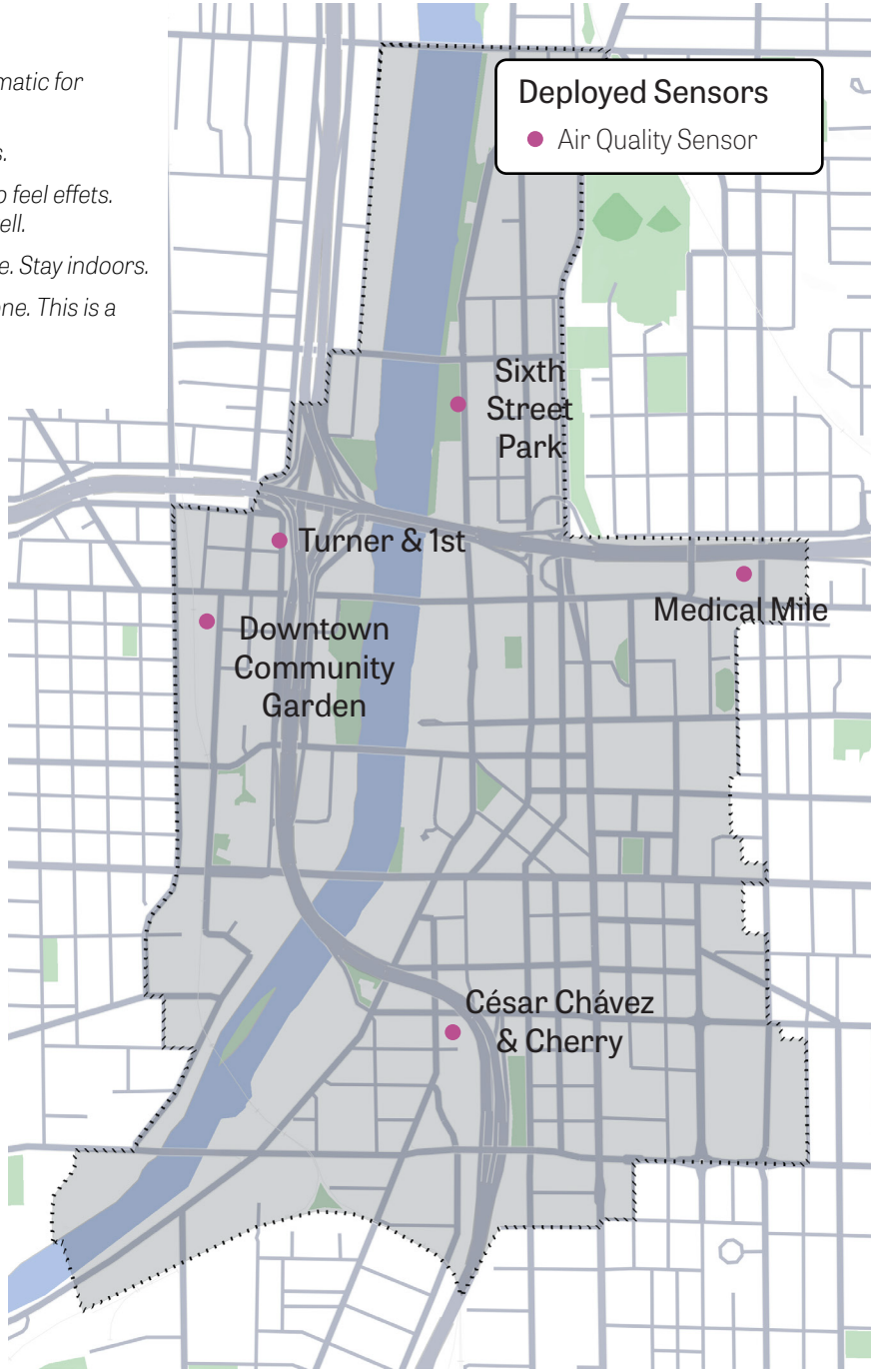
October 2026 Recap

October 16
Sixth Street Park
17.94 AQI
Best AQI Day

Sixth Street Park
40.44 avg AQI
Best Average AQI

October 25
Turner & 1st
69.20 AQI
Worst AQI Day

Community Garden
44.64 avg AQI
Worst Average AQI



DOWNTOWN GRAND RAPIDS INC JustAir

1 - Data partner & source: JustAir interpreted by Downtown Grand Rapids Inc. Learn more at https://justair.co
Data collection began in 2022

Source: JustAir interpreted by DGRI

Downtown Ambassador Statistics | *Updated October 2026*

	October 2026	2026 YTD	2025 YTD	5-Year Average YTD
Graffiti Removals	589	2,555	3,884	4,218
Lbs of Trash Removed	48,425	308,000	273,575	337,470
Snow Removals	0	5,217	6,402	7,041
Weeds Abated	12,488	222,198	174,533	218,877
Business Contacts	760	7,103	4,470	5,871
Pedestrian Assists	17,730	163,368	138,956	191,669
Mobility Assists	160	876	590	1,997
Residents Engaged	12	234	408	*N/A*





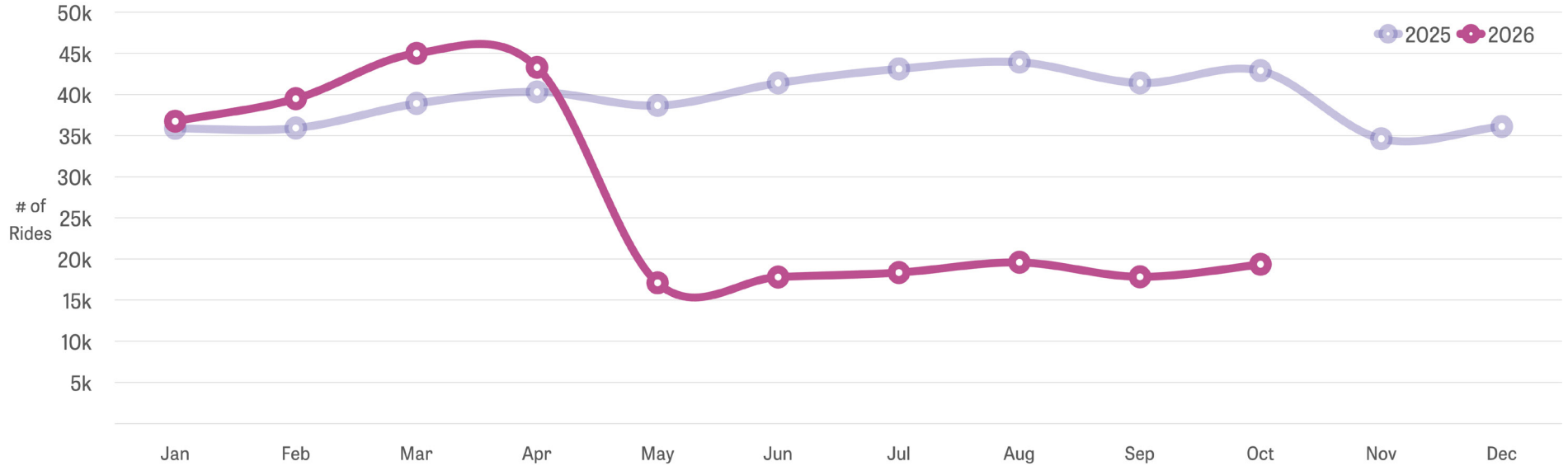
Total Ambassador Banked Hours[1] *as of October 2026:*	1,119.00

1 - Banked hours reflect underspent Ambassador hours. Negative hours reflect overspent Ambassador hours.

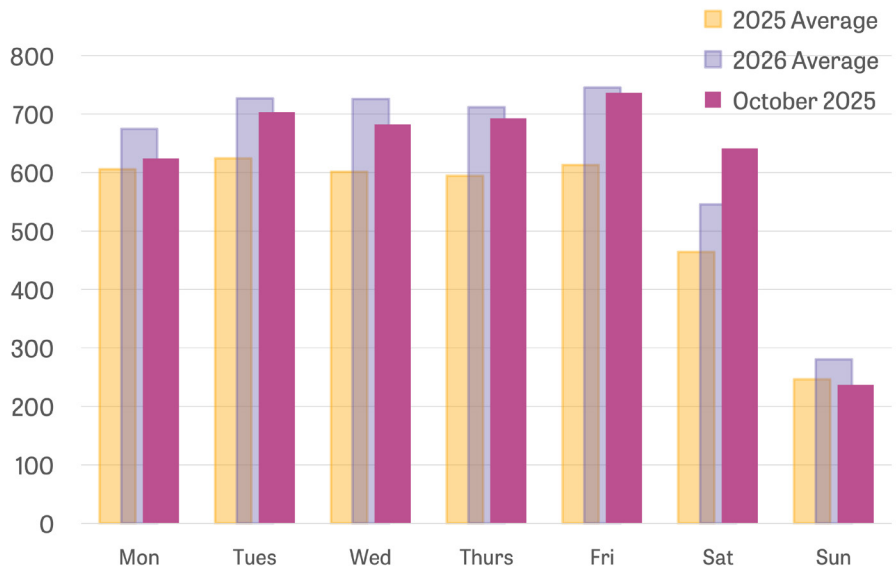
Source: Downtown Grand Rapids Inc via Block by Block

DASH Circulator ridership increased +8% vs. September 2026 / -55% vs. October 2025

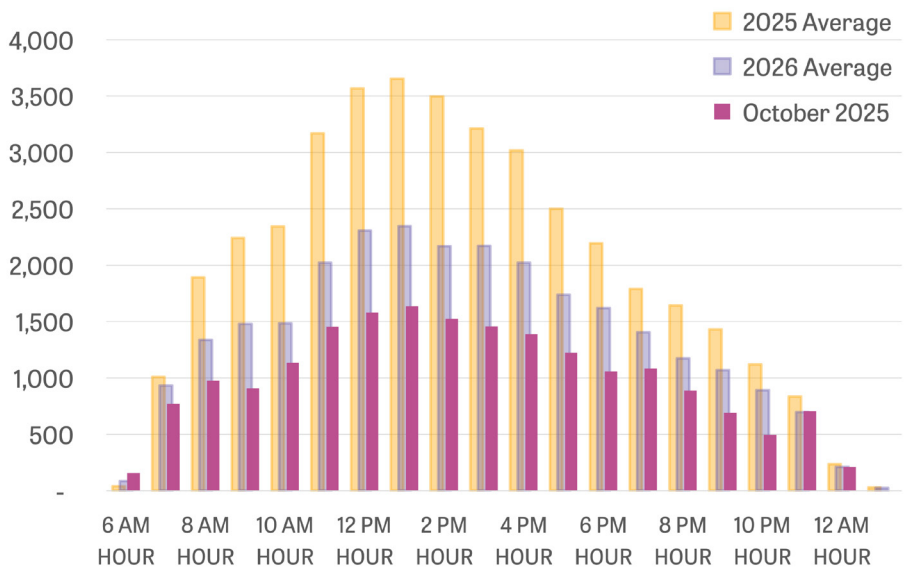
Note: DASH Circulator changed routes, removed Counterclockwise and Work routes on May 4, 2026.



Thursday average DASH Circulator ridership increased the most:+22% vs. 2025



67% of DASH Circulator ridership occured before 5 PM in October

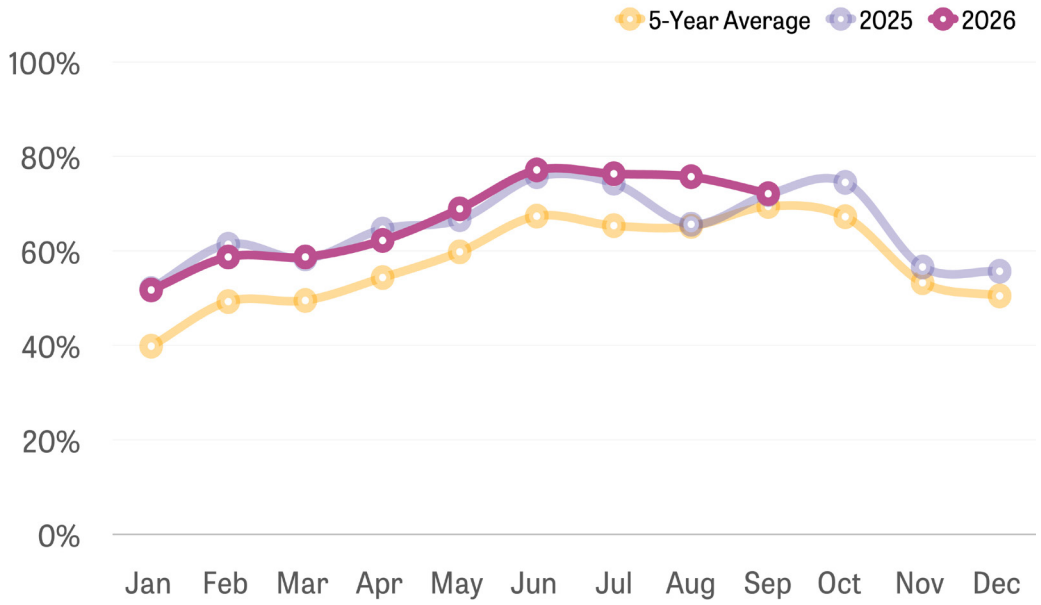


Number of operating days: Jan: 30; Feb: 28; Mar: 31; Apr: 30; May: 30; June: 30; July: 31; August: 31; September: 29; October: 31
5-year average not considered applicable due to many variations in route, schedule.

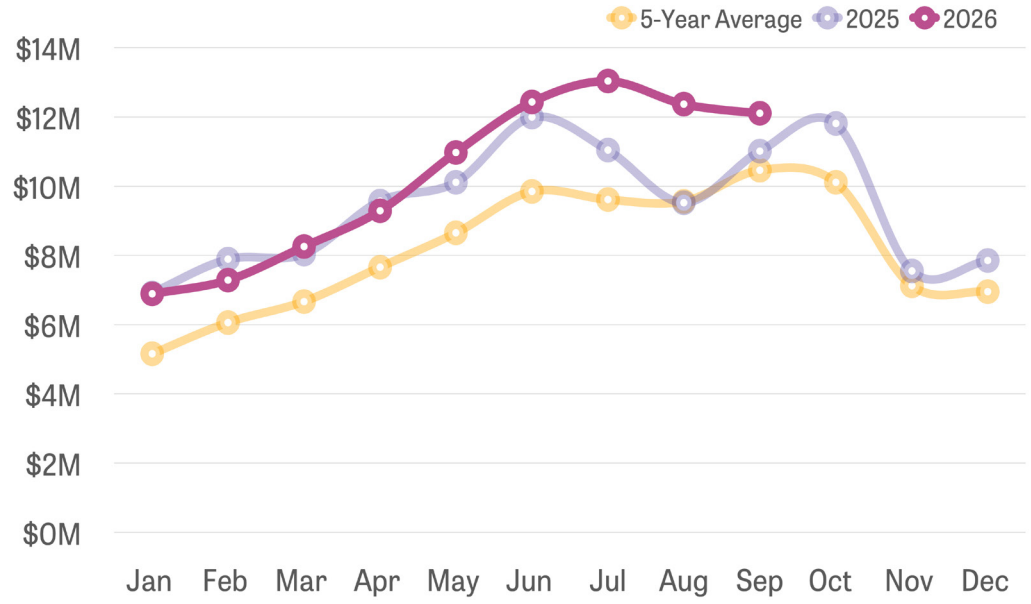
Source: The Rapid interpreted by DGRI

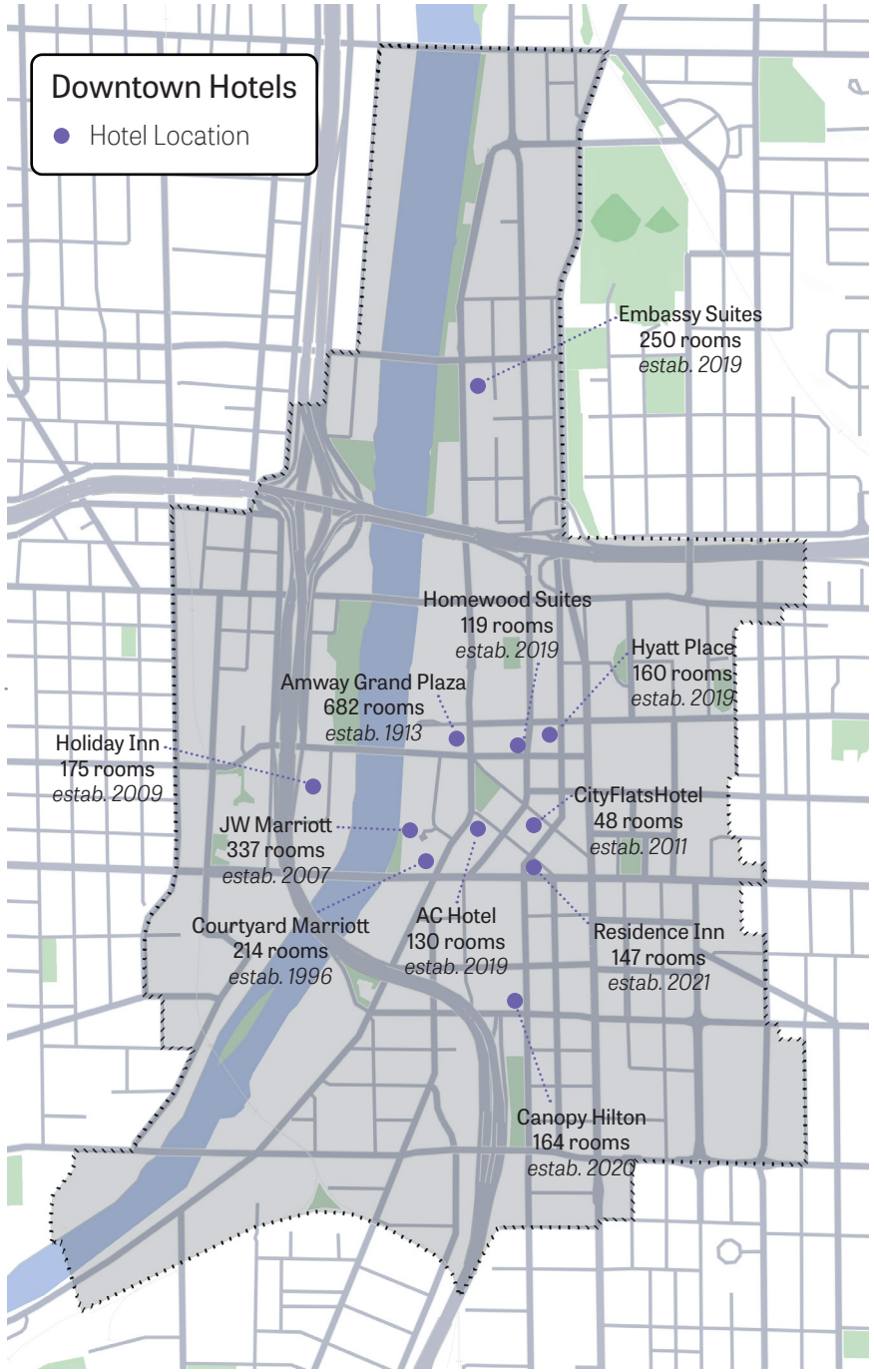
Hotel Occupancy | *Updated September 2026*

Occupancy decreased -5% vs. August 2026 / +0.3% vs. Sep 2025 / +4% vs. 5-year average



Revenue decreased -2% vs. August 2026 / +10% vs. Sep 2025 / +16% vs. 5-year average[1]



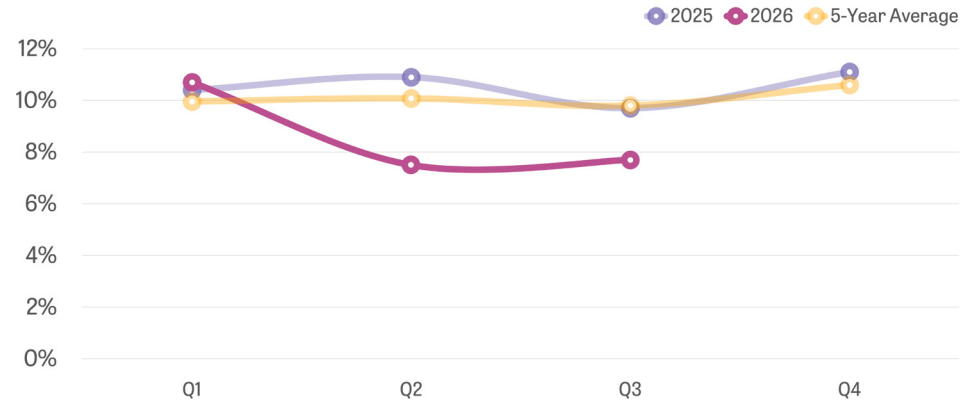


DOWNTOWN GRAND RAPIDS INC

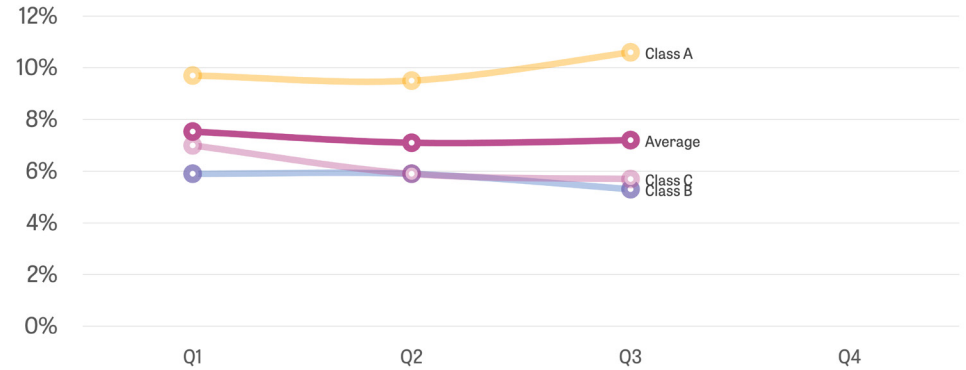
Source: CoStar Analytics interpreted by DGRI

Source: Downtown Grand Rapids Inc

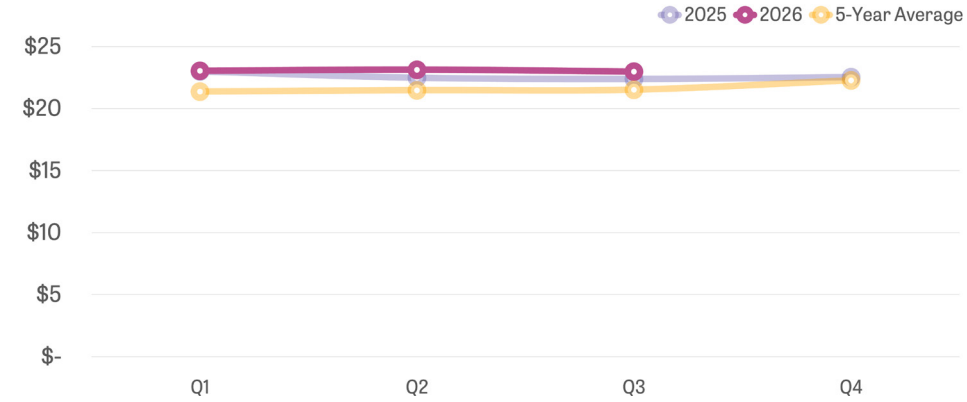
Office vacancy was 7.7% vs. 9.7% in Q3 2025

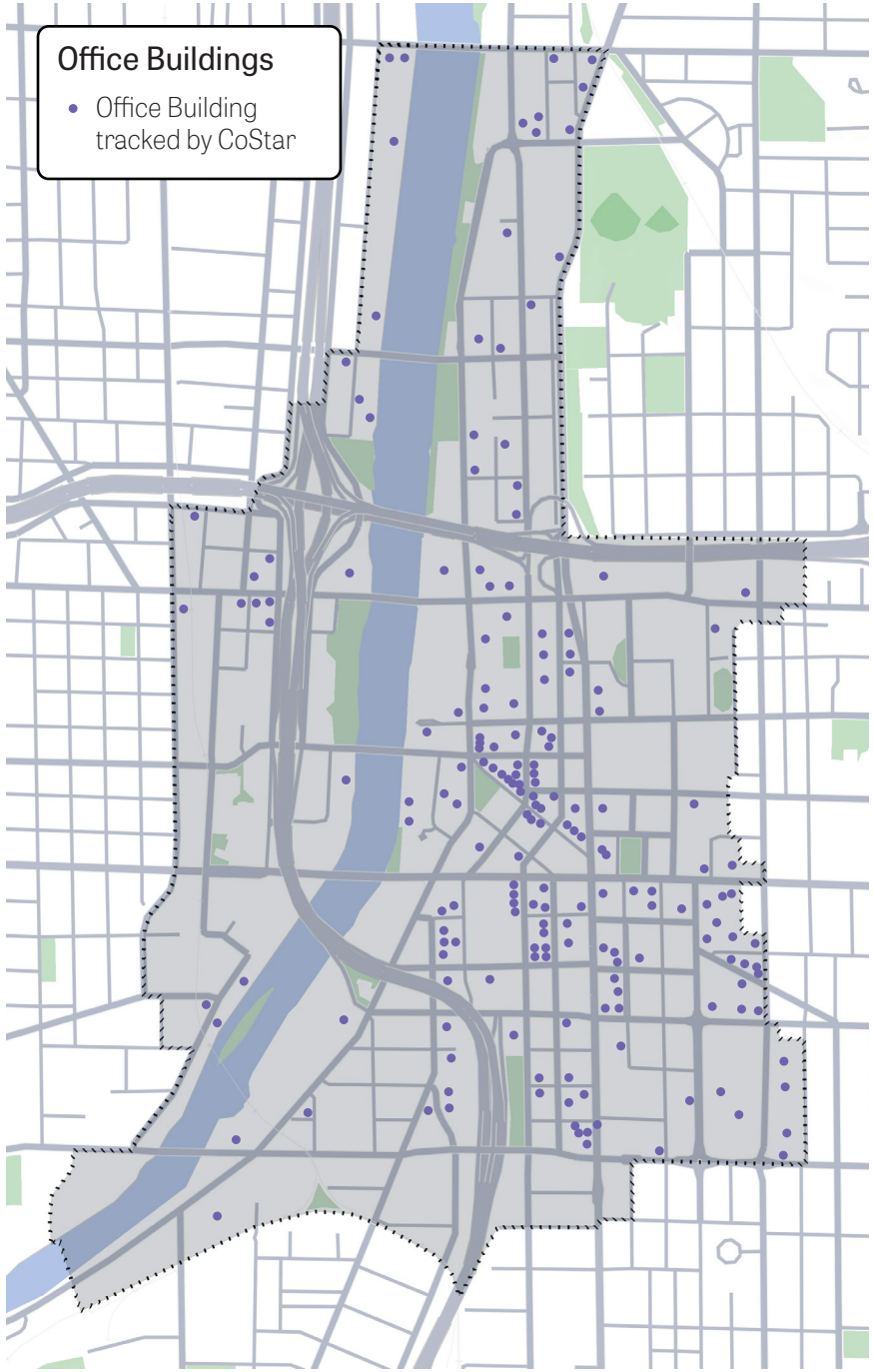


Office vacancy for Class A buildings was +29% vs. the average vacancy[1]



Office base rent was $22.99/sq ft vs. $22.39 in Q3 2025



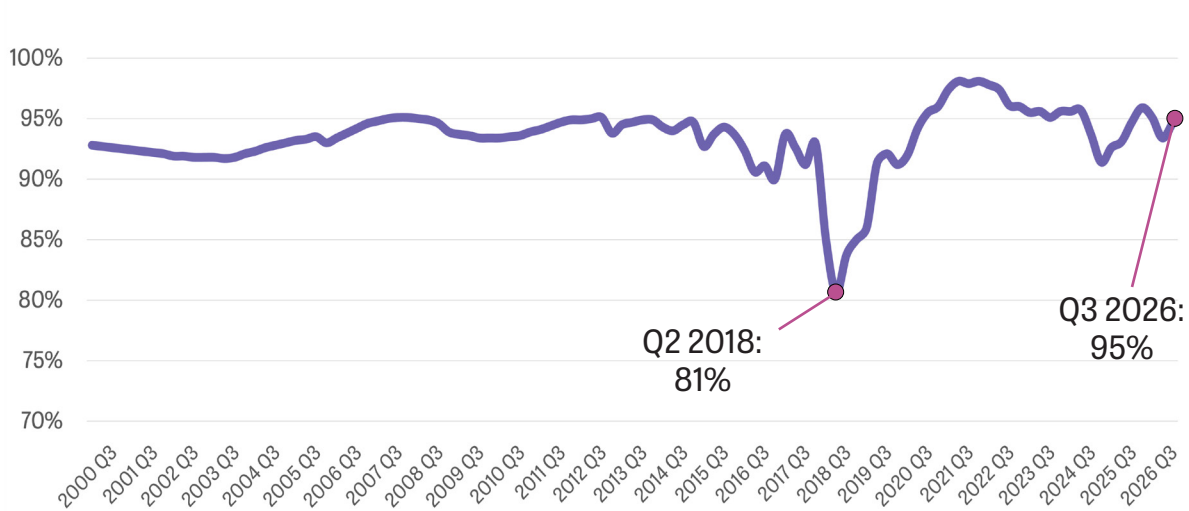


1 - Overall vacancy average is weighted while per class vacancy is the true average of each rate

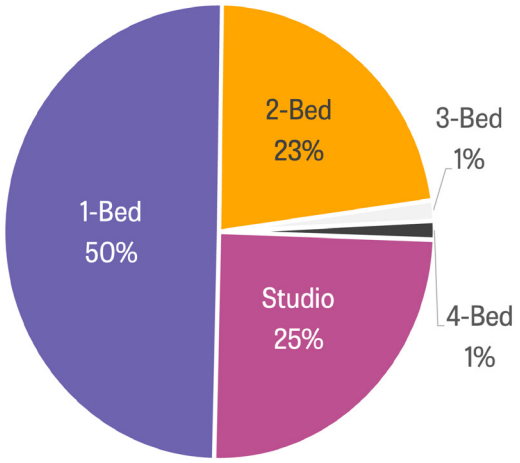
Source: CoStar Analytics interpreted by DGRI

Housing occupancy increased +1% vs. Q2 2026 / -0.1% vs. Q3 2025 / -1% vs. 5-year average

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

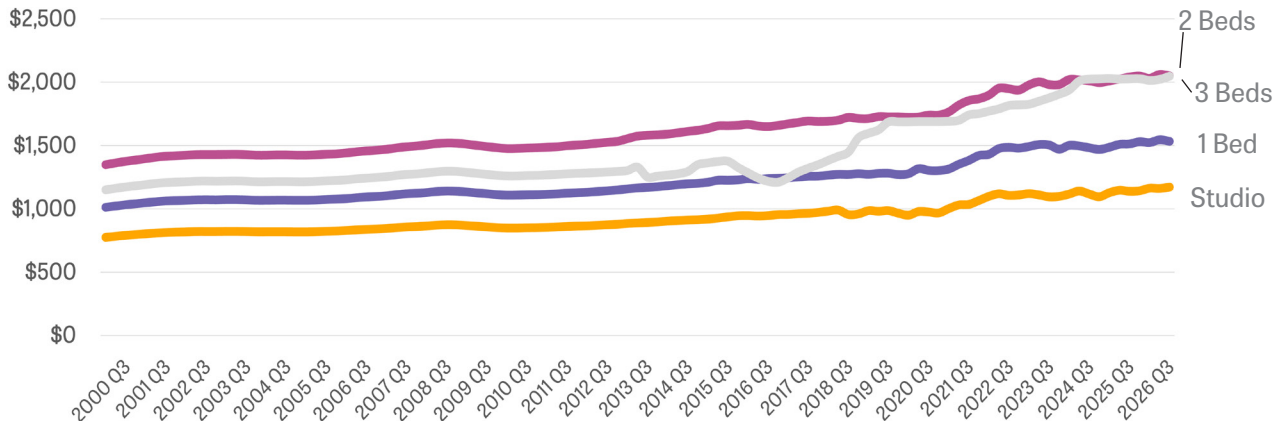


Distribution of Units by # of Rooms

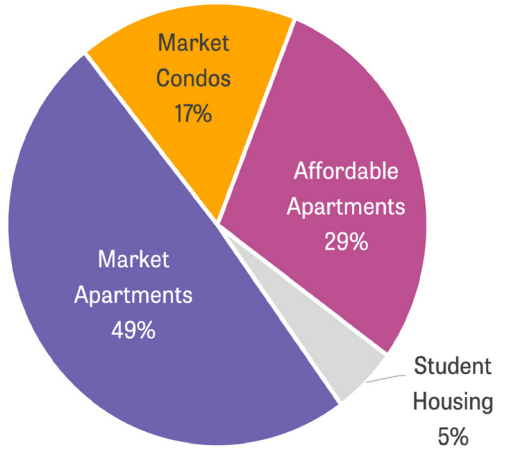


There are **180** units currently under construction and **2,086** in the planning & development pipeline

Average asking rent per unit increased +0.2% vs. Q2 2026 / +1% vs. Q3 2025 / +6% vs. 5-year avg.



Distribution of Units by Rate Type



Source: CoStar Analytics interpreted by DGRI

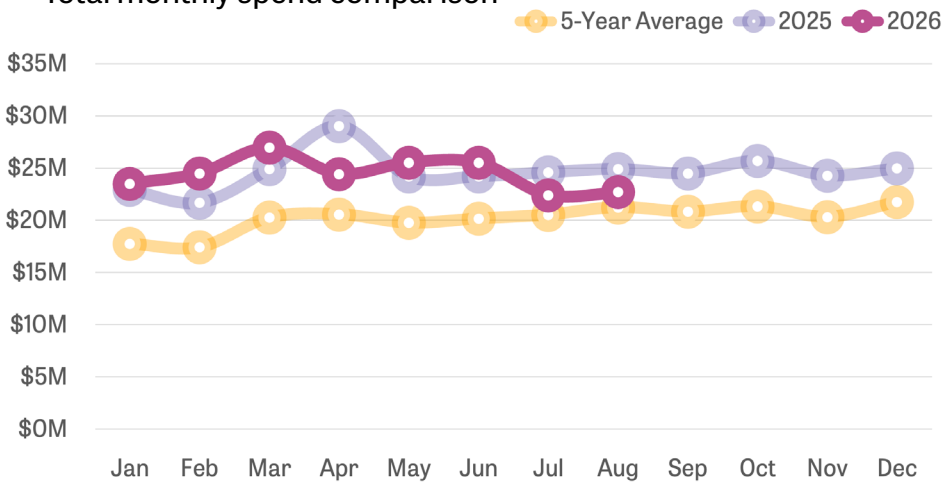
Source: Downtown Grand Rapids Inc

Total spend was approximately $22,740,593 vs. $22,430,852 in July 2026 / $24,932,734 in August 2025 / $21,260,939 August 5-year average

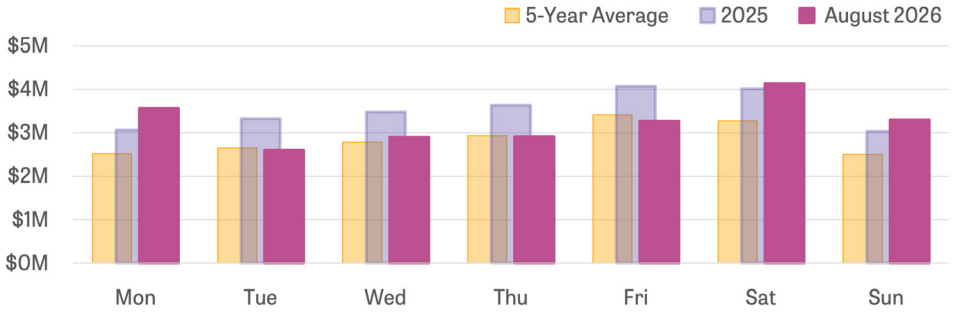
Avg. transaction size was $82.67 vs. $85.98 in July 2026 / $80.17 in August 2025 / $77.25 August 5-year average

Spending was 34% local (origin 0-5 miles) vs. 66% visitor (origin 5+ miles)

Total monthly spend comparison



Spend volume by day



Spending by Category

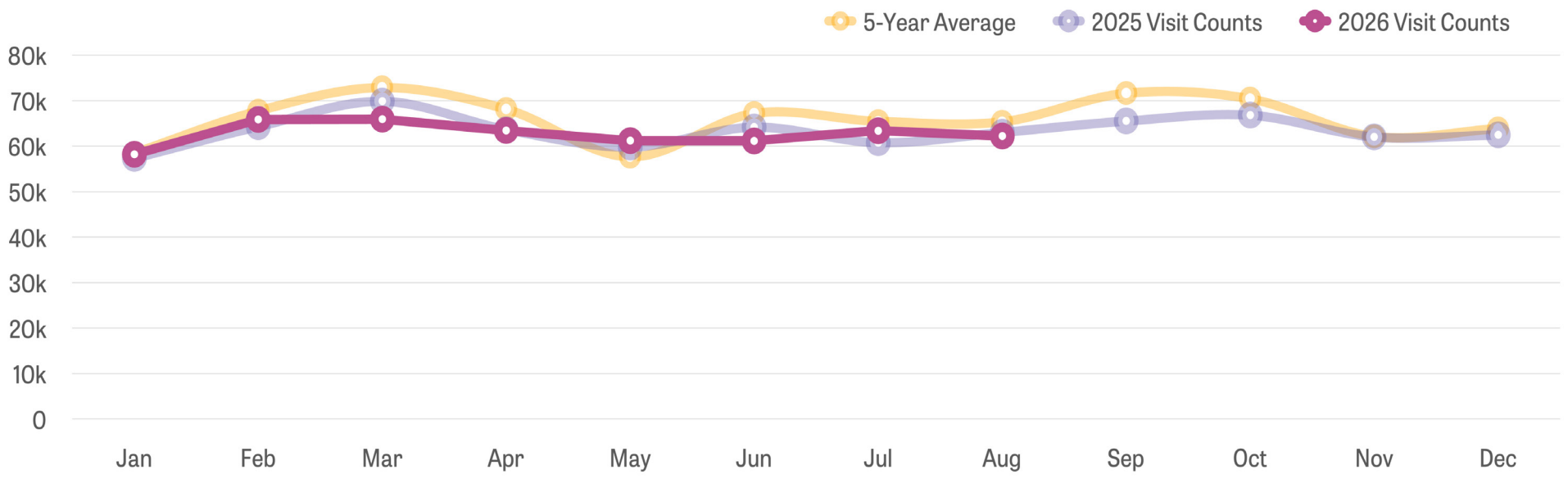
	Share of Spend	Avg. Spend
Financial Services	45%	$433.23
Dining and Nightlife	15%	$45.10
Others	15%	$302.23
Accommodations	12%	$356.53
Fast Food Restaurants	4%	$31.40
Specialty Retail	4%	$78.41
Clothing and Accessories	1%	$53.04
Leisure, Recreation and Entertainment	1%	$83.82
Transportation	1%	$17.08
Grocery and Dept Stores	0%	$32.48

Spending by Origin City (Top 10)

	Share of Spend	Avg. Spend
Grand Rapids, MI	51%	$247.30
Wyoming, MI	10%	$254.58
Grandville, MI	3%	$160.93
Holland, MI	3%	$124.38
Rockford, MI	2%	$100.74
Comstock Park, MI	2%	$187.81
Byron Center, MI	2%	$132.30
Hudsonville, MI	2%	$195.96
Caledonia, MI	2%	$111.15
Lowell, MI	1%	$137.69

Total spending: 88% in-state vs. 12% out-of-state

Daily average visit counts decreased -2% vs. July 2026 / -1% vs. August 2025 / -5% vs. 5-Year Average

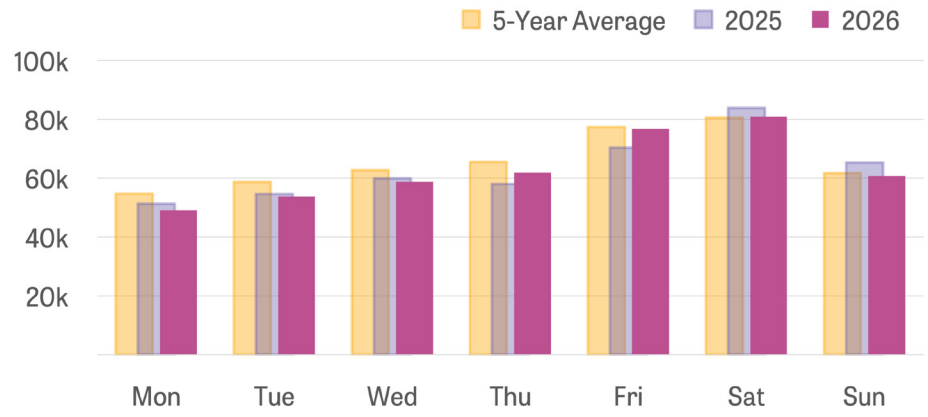


96% of visits are repeat visits in 2026 to date
vs. 97% in 2025 / 96% 5-year average.

7.7% of visits are out-of-state visits in 2026 to date
vs. 6.8% in 2025 / 6.4% 5-year average.

10.1% of visitor days are overnight trips in 2026 to date
vs. 8.8% in 2025 / 10% 5-year average.

Average daily weekday activity increased +2% vs. 2025 / -6% vs. 5-Year Avg.



Source: Datafy interpreted by DGRI