

Downtown Vitals Report



DOWNTOWN
GRAND RAPIDS INC

A scene from Fiesta Mexicana

Published October 2026



NEW STOREFRONT FILLINGS

+2

in September
13 storefronts filled this year to date

p.3

STOREFRONT VACANCY

20%

in September
15 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

\$68M

in parks renovations,
trail construction
& in-water work

p. 7

DASH CIRCULATOR RIDERSHIP

-9%

vs. last month (August 2026)
-57% vs. this time last year

p.12

HOTEL OCCUPANCY

-1%

vs. last month (July 2026)
+15% 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

+7%

vs. last month (June 2026)
+4% vs. this time last year

p. 17

Foxtail Coffee

- Café inside the Amway Grand
- Replaced existing café
- Opened May 2026

Adobe Mexican Kitchen

- Storefront restaurant
- Filled vacated storefront
- Opened June 2026

LaunchKit

- In-building office
- Grew from storefront to 3x larger office
- Moved in July 2026

The 1850 Room

- Storefront bar & lounge
- Filled vacated storefront
- Opened September 2026

The Jazzy Rose

- Storefront restaurant
- Filled vacated space
- June 2026

Root Functional Medicine

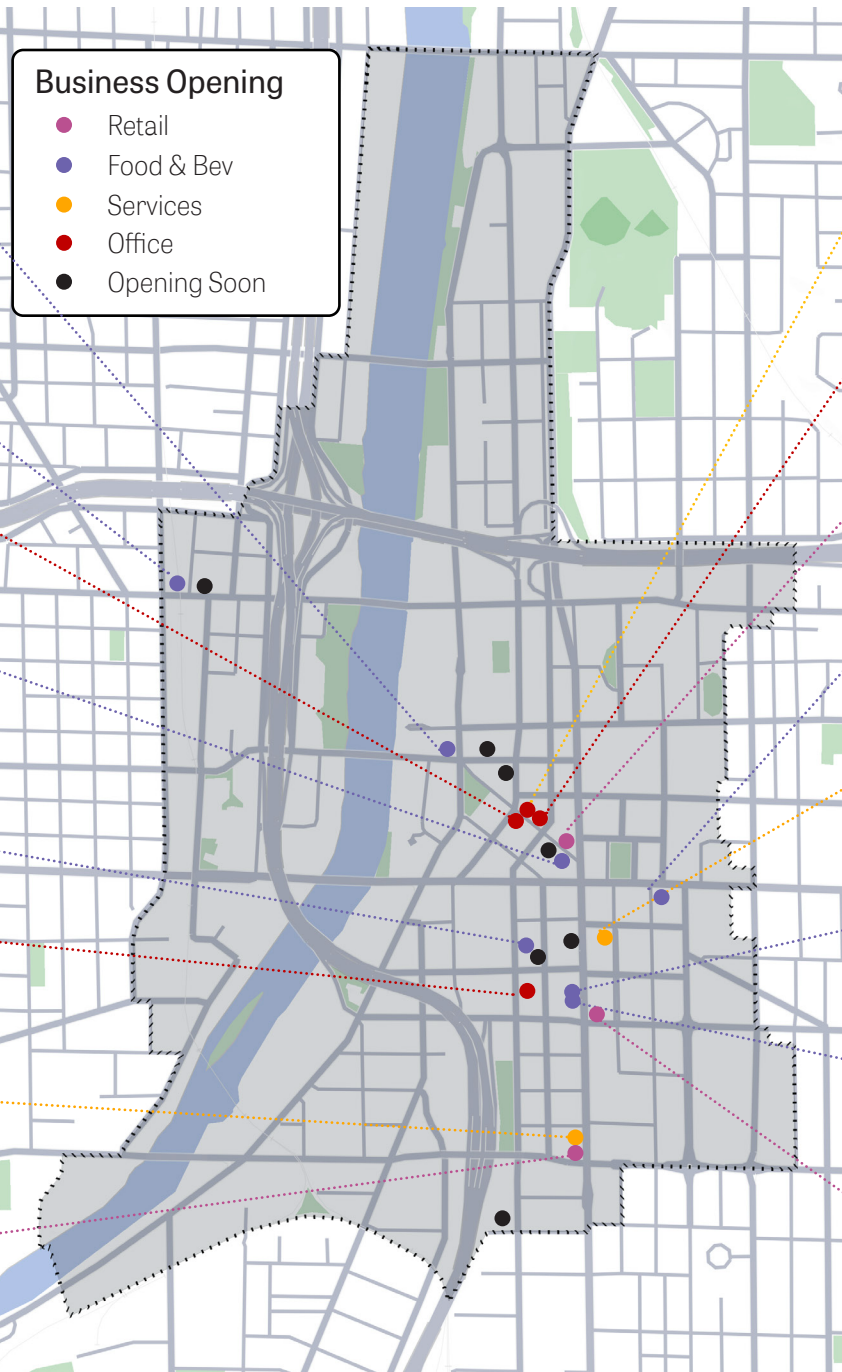
- In-building office
- Moved their HQ to Downtown
- Moved in September 2026

Starbird Tattoo

- Storefront tattoo parlor
- Filled vacated storefront
- Opened January 2026

The Endcap Market & Studios

- Artist collective and studio space
- Filled vacated building & storefront
- Opened August 2026



Independent Bank

- Standalone building with storefront
- Moved from Downtown & expanded
- Moved in September 2026

Blue Cross Blue Shield

- In-building office
- Moved their Cascade employees DT
- Moved in September 2026

Lovely La Vie

- Storefront soft goods retail
- Filled vacated storefront
- Opened May 2026

Los Potrillos

- Storefront restaurant
- Filled long vacated storefront
- June 2026

GRAAMA

- Standalone museum building
- Filled long vacated building
- Opened February 2026

Tellers Bar

- Storefront bar
- Filled long vacated storefront
- Opened April 2026

Trust Restaurant

- Storefront restaurant
- Filled long vacated storefront
- Opened April 2026

Crow's Hold

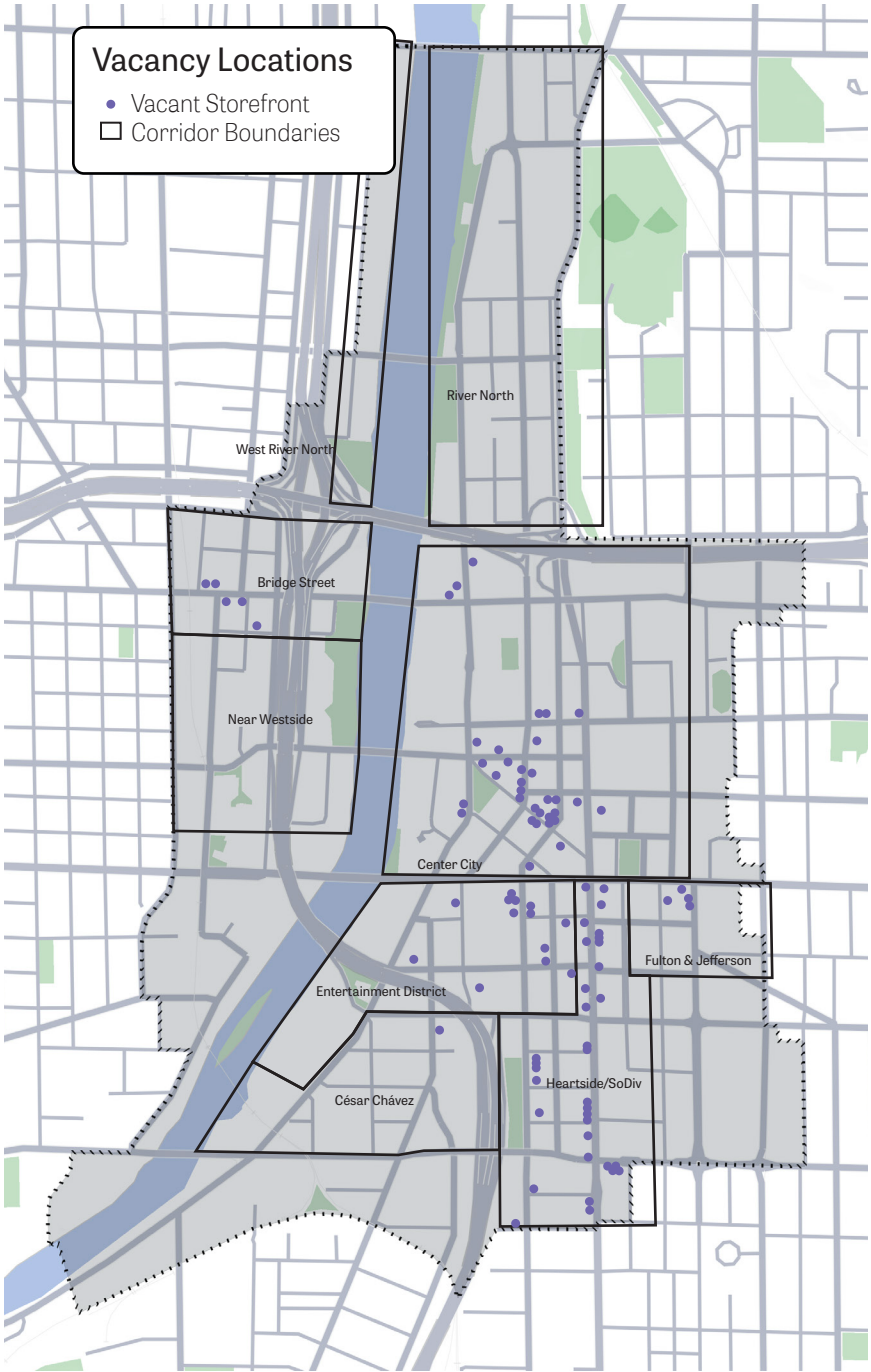
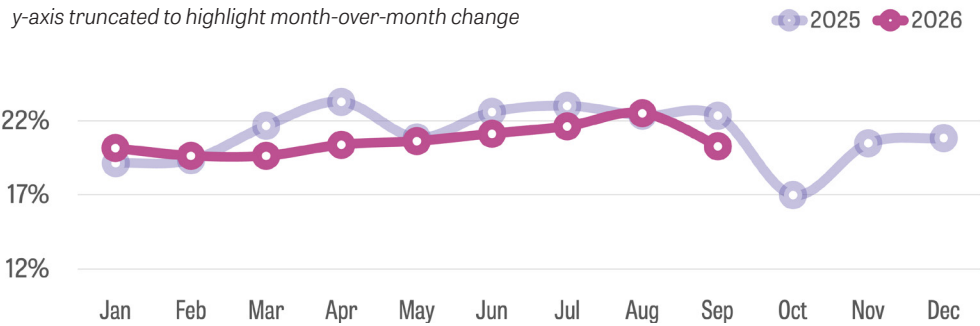
- Storefront vendor market
- Filled vacated storefront
- Opened May 2026

14 storefronts vacated
Downtown in 2026 to date
36% Food & Bev - 43% Retail - 21% Services

Corridor	Storefronts	Vacancies
Bridge Street	24	3 (13%)
Center City	126	29 (23%)
Monroe Center ¹	54 ¹	11 (20%) ¹
César Chávez	9	1 (11%)
Entertainment District	65	10 (15%)
Fulton & Jefferson	21	4 (19%)
Heartside/SoDiv	115	35 (30%)
River North	29	0 (0%)
Near Westside	13	0 (0%)
West River North	2	0 (0%)
DISTRICT TOTALS:	404	82 (20%)

Storefront vacancy was 20% in September 2026

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



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 rehabilitation

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

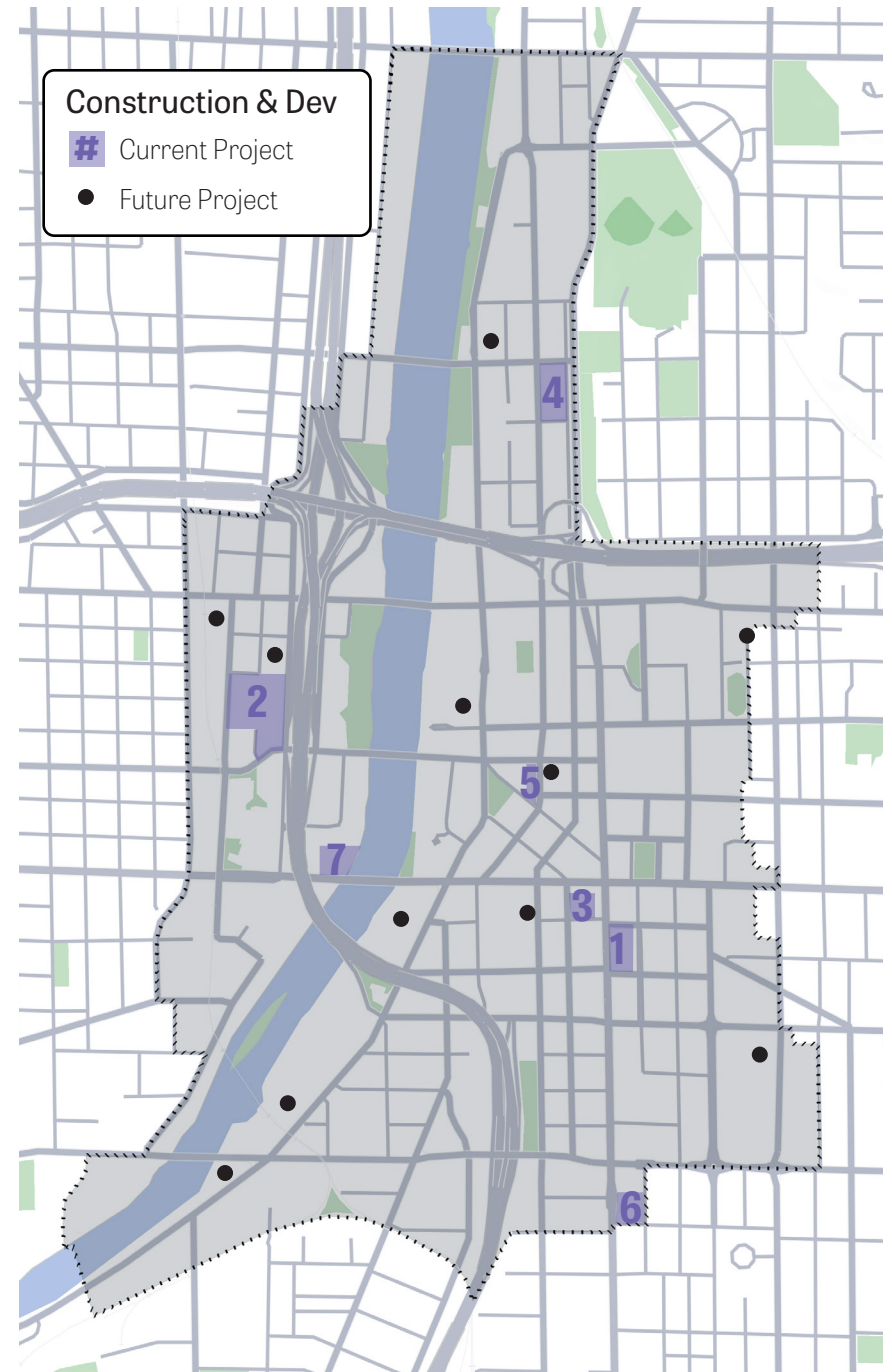
6k
sq ft of new storefront
commercial space

15k
sq ft of new office space

104
new jobs

180
new housing units

14
new car parking spaces



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 commercial 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

6 Joan Secchia Children's Rehab

anticipated completion: November 2026

+383 car parking spaces
\$70,000,000 investment

7 Heritage Court

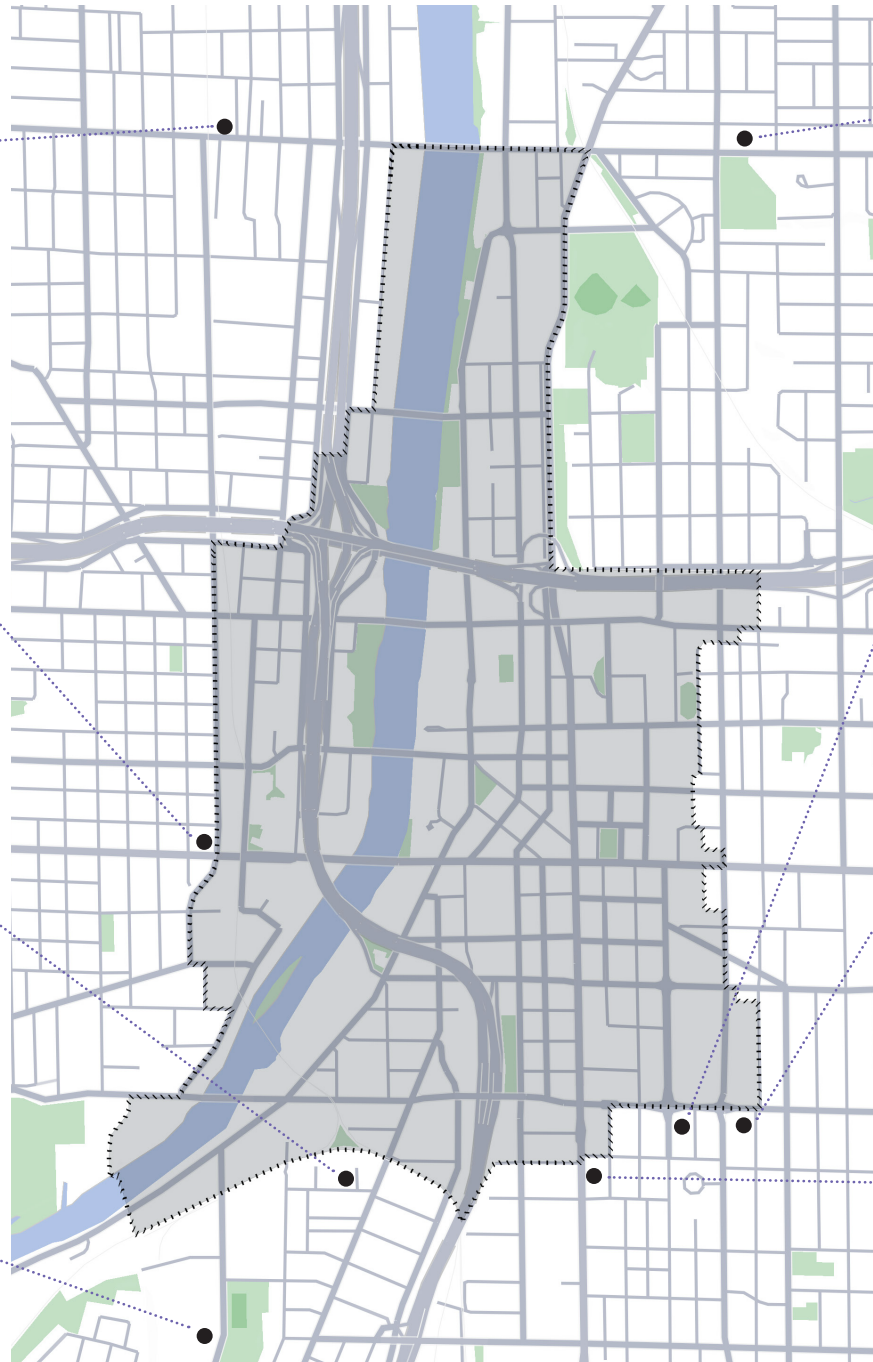
anticipated completion: TBD

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

8 GR University Prep Academy

anticipated completion: May 2027

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



Grand River Greenway Progress - Urban Core | Updated September 2026

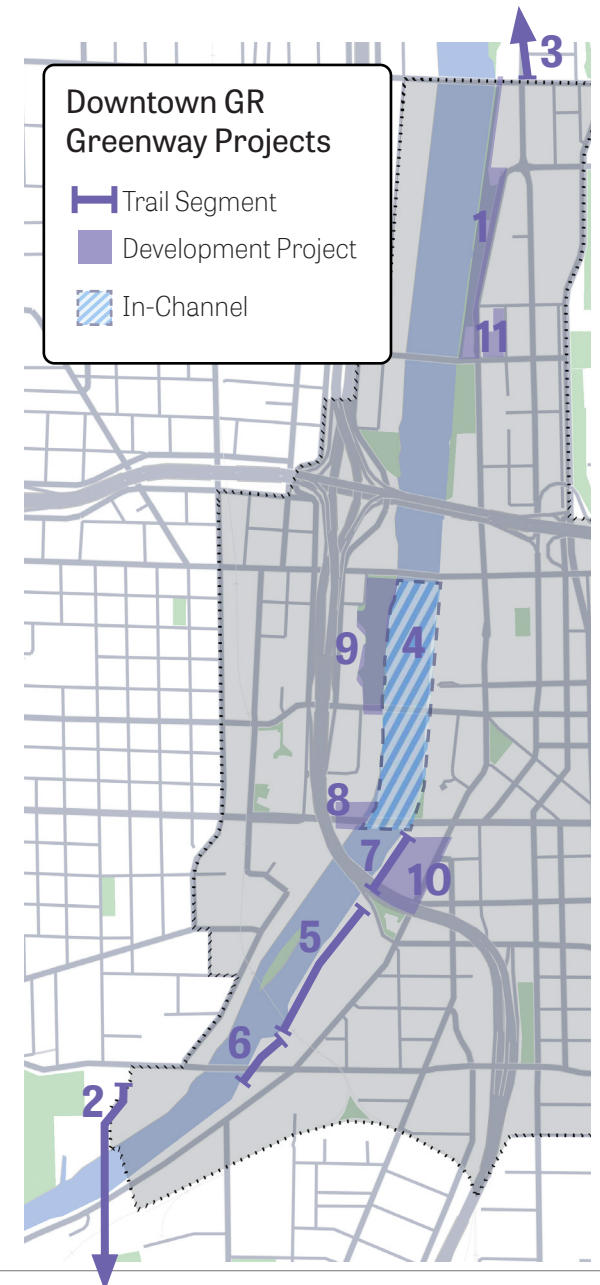
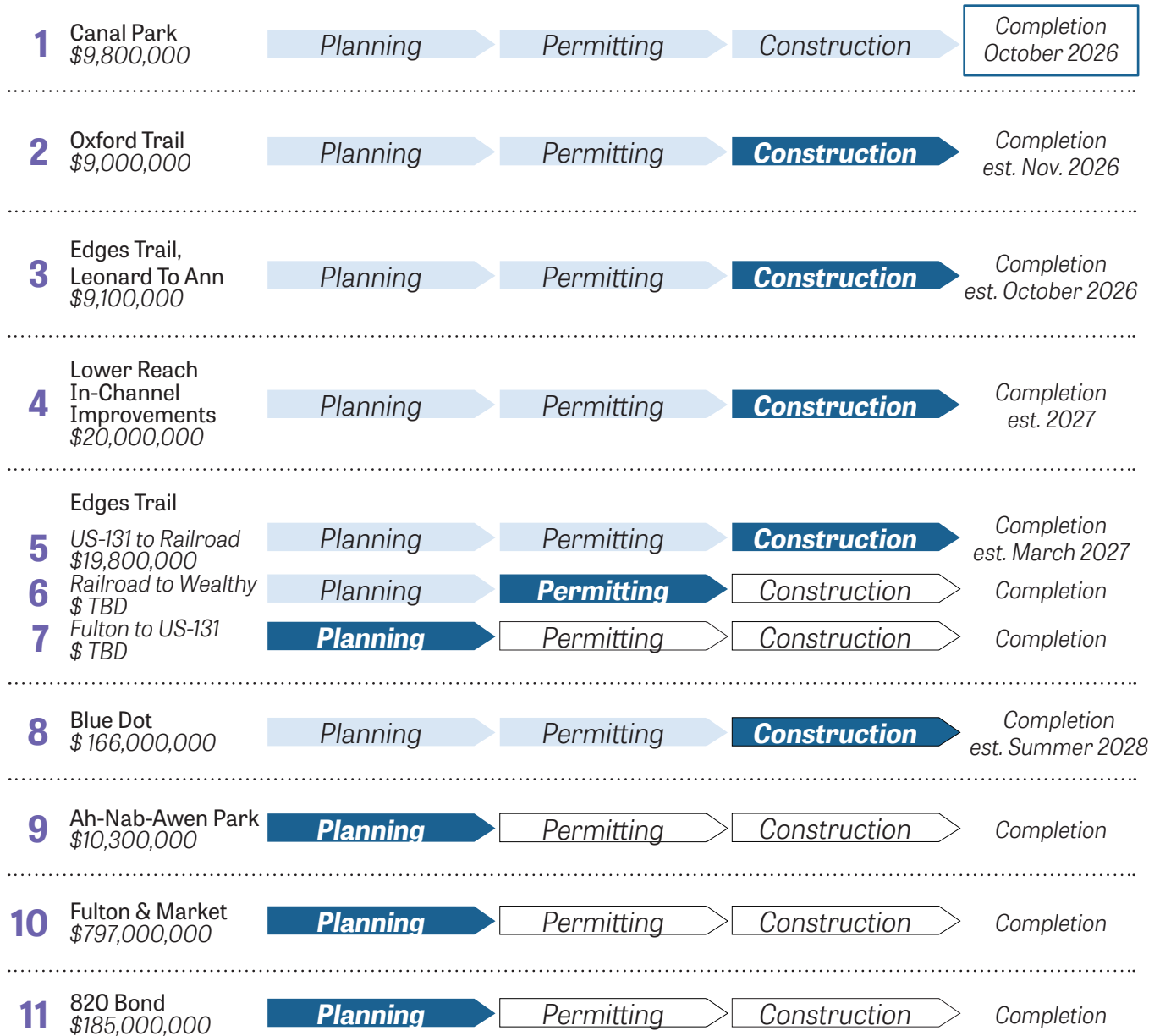
198 total acres of
park improvements

20 total miles of
trail improvements¹

\$332M in total public
space investment

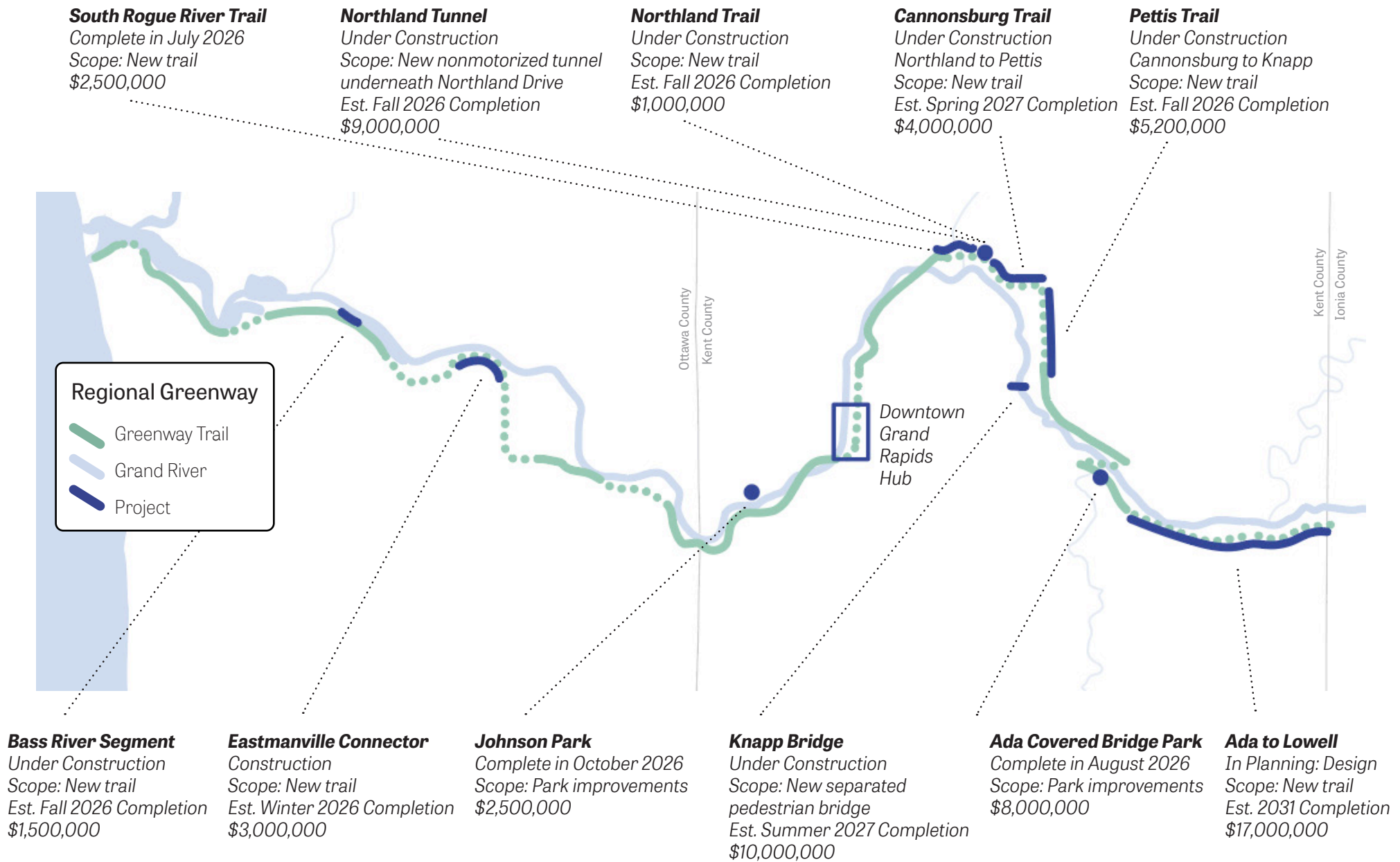
\$1.9B in private
river-adjacent investment²

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



Grand River Greenway Progress - Regional | Updated September 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.

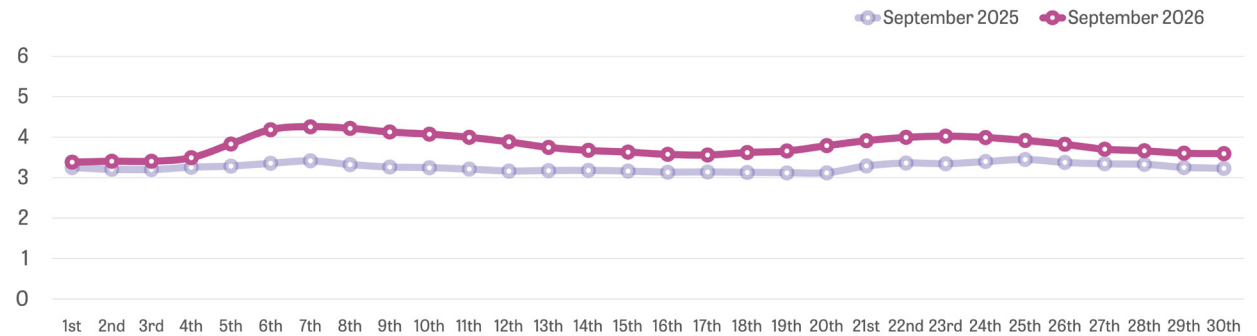


What is gage height? Gage height is the distance (or height) of the water surface above the streamgage datum reference point. Gage height is often observed as it relates to landmarks as well as historical data.²

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 +0.54 feet on average vs. Sept 2025 / +0.3 feet vs. August 2026

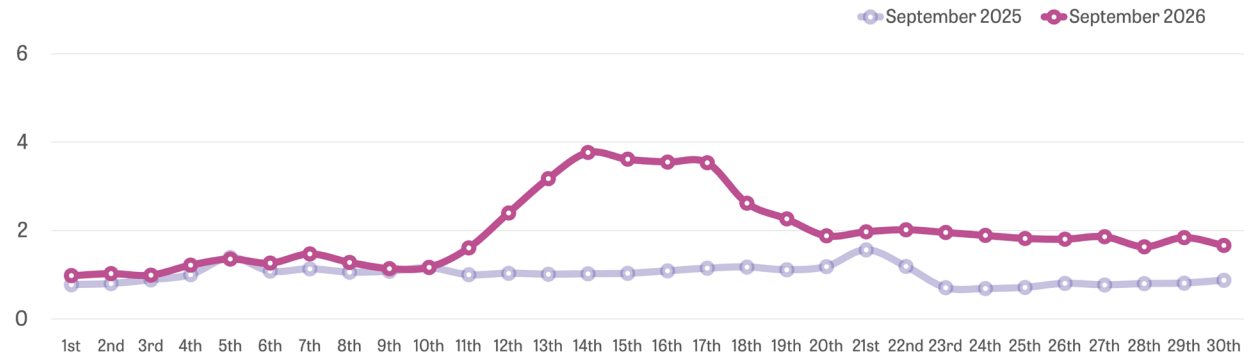


What is turbidity? Turbidity is the measure of relative clarity of a liquid. The higher the intensity of scattered light, the higher the turbidity.²

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 +95% FNU³ on average vs. Sept 2025 / +22% vs. August 2026

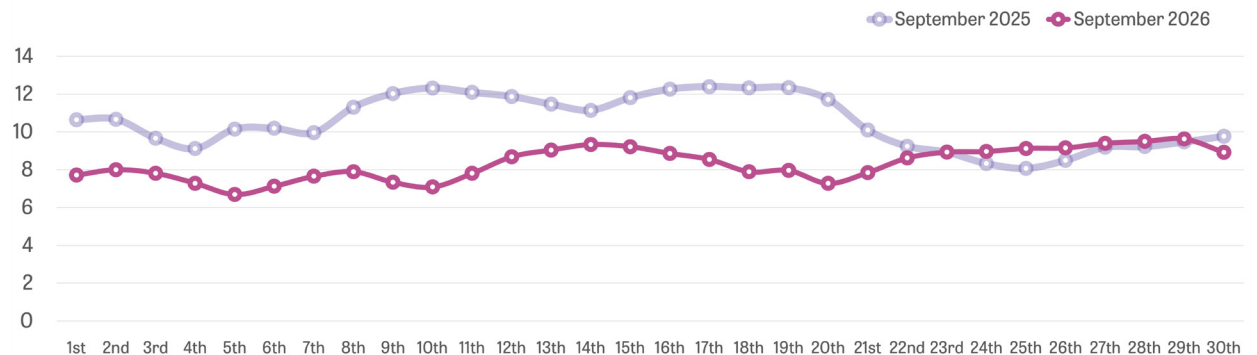


What is dissolved oxygen? Dissolved oxygen is a measure of how much oxygen is dissolved in the water - the amount of oxygen available to living aquatic organisms.²

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>

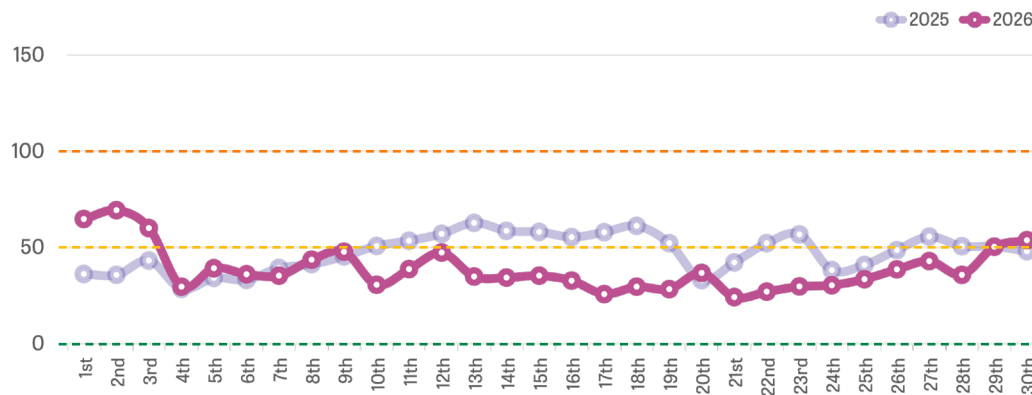
Dissolved O2 decreased -21% ml per liter on average vs. Sept 2025 / -5% vs. August 2026



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 average maximum AQI decreased -18% vs. September 2025



September 2026 Recap

September 21
César Chávez
20.51 AQI

Best AQI Day

César Chávez
37.39 avg AQI

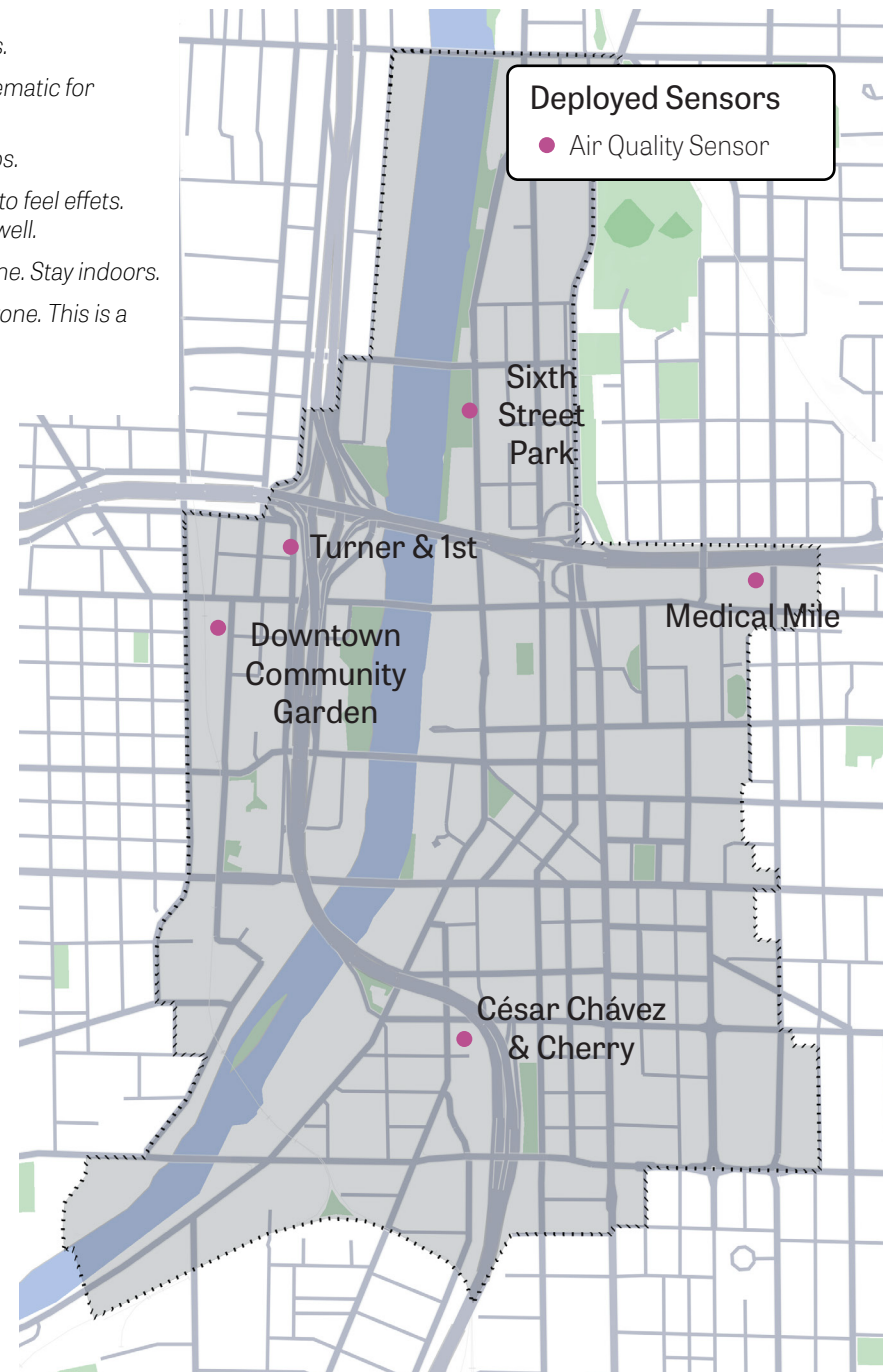
Best Average AQI

September 2
Community Garden
81.59 AQI

Worst AQI Day

Turner & 1st
40.08 avg AQI

Worst Average AQI



Downtown Ambassador Statistics | Updated September 2026

	September 2026	2026 YTD	2025 YTD	5-Year Average YTD
Graffiti Removals	309	1,966	3,365	3,370
Lbs of Trash Removed	42,500	259,575	235,775	279,031
Snow Removals	0	5,217	6,402	7,866
Weeds Abated	56,337	209,710	144,027	182,658
Business Contacts	783	6,343	3,758	4,954
Pedestrian Assists	18,184	145,638	125,825	153,481
Mobility Assists	115	716	491	1,596
Residents Engaged	9	222	408	N/A

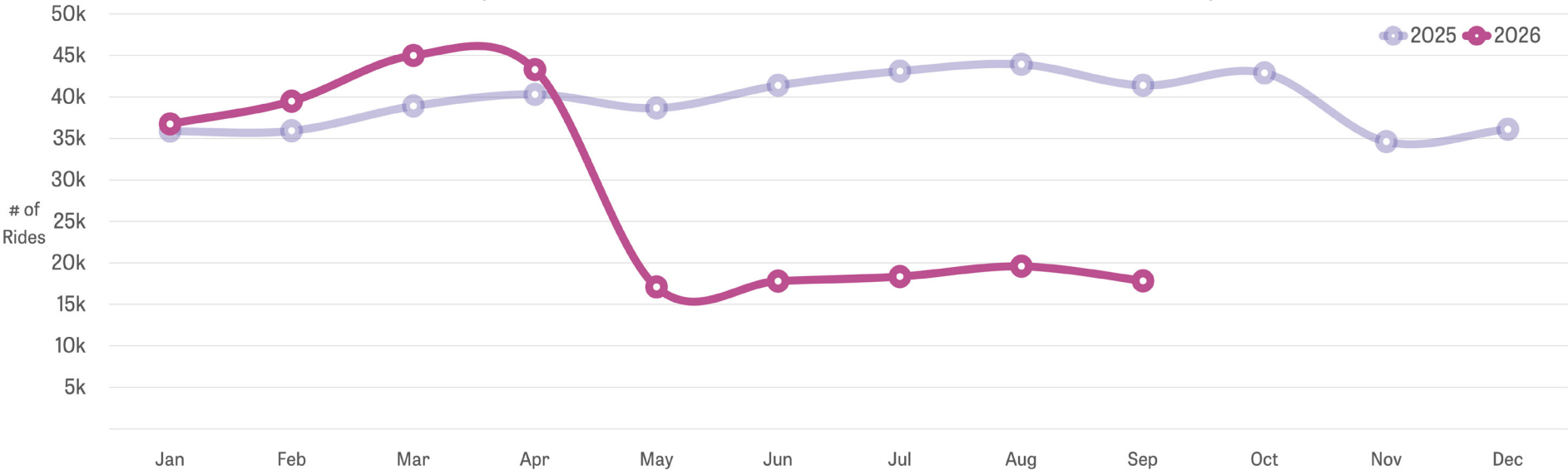


Total Ambassador Banked Hours¹ as of August 2026:

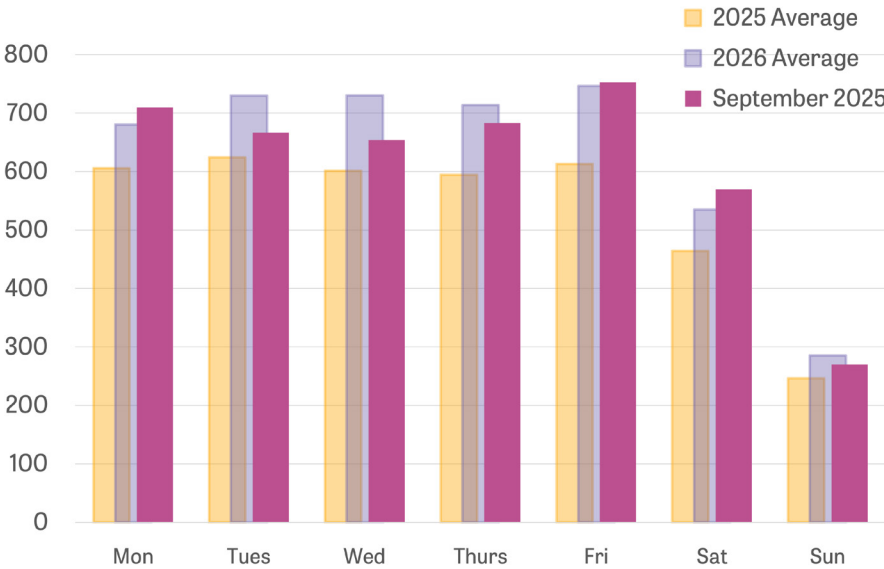
667.25

DASH Circulator ridership decreased -9% vs. August 2026 / -57% vs. September 2025

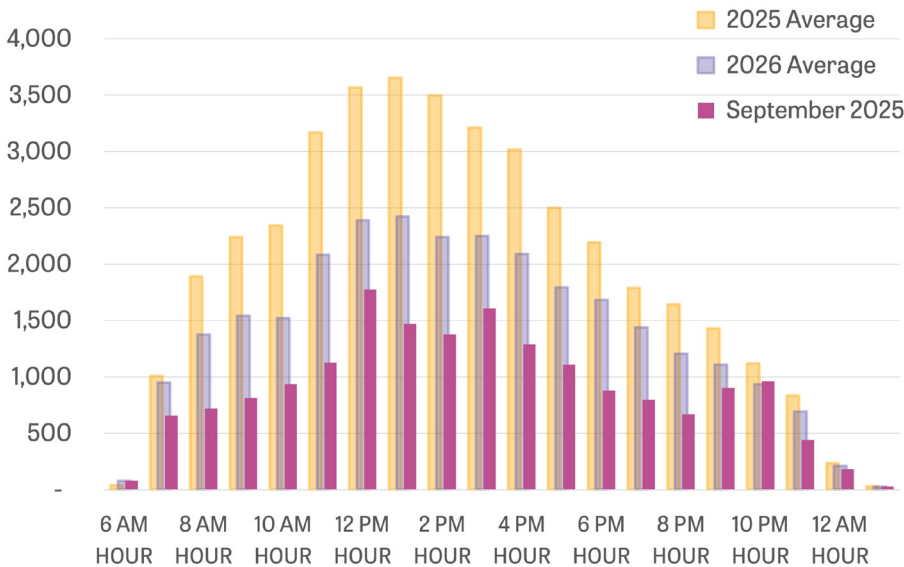
Note: DASH Circulator changed routes, removed Counterclockwise and Work routes on May 4, 2026.



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

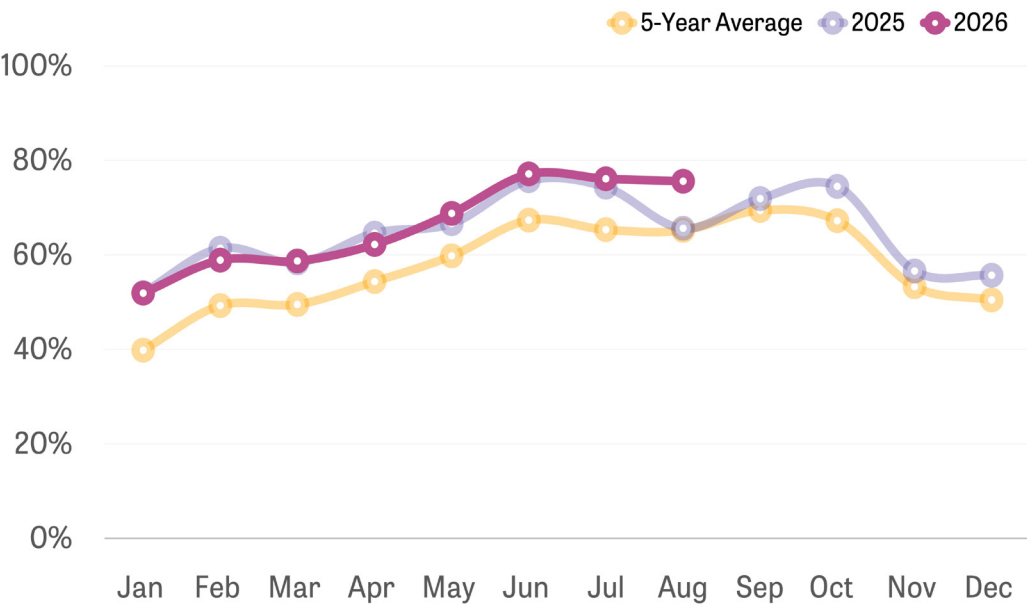


66% of DASH Circulator ridership occurred before 5 PM in September

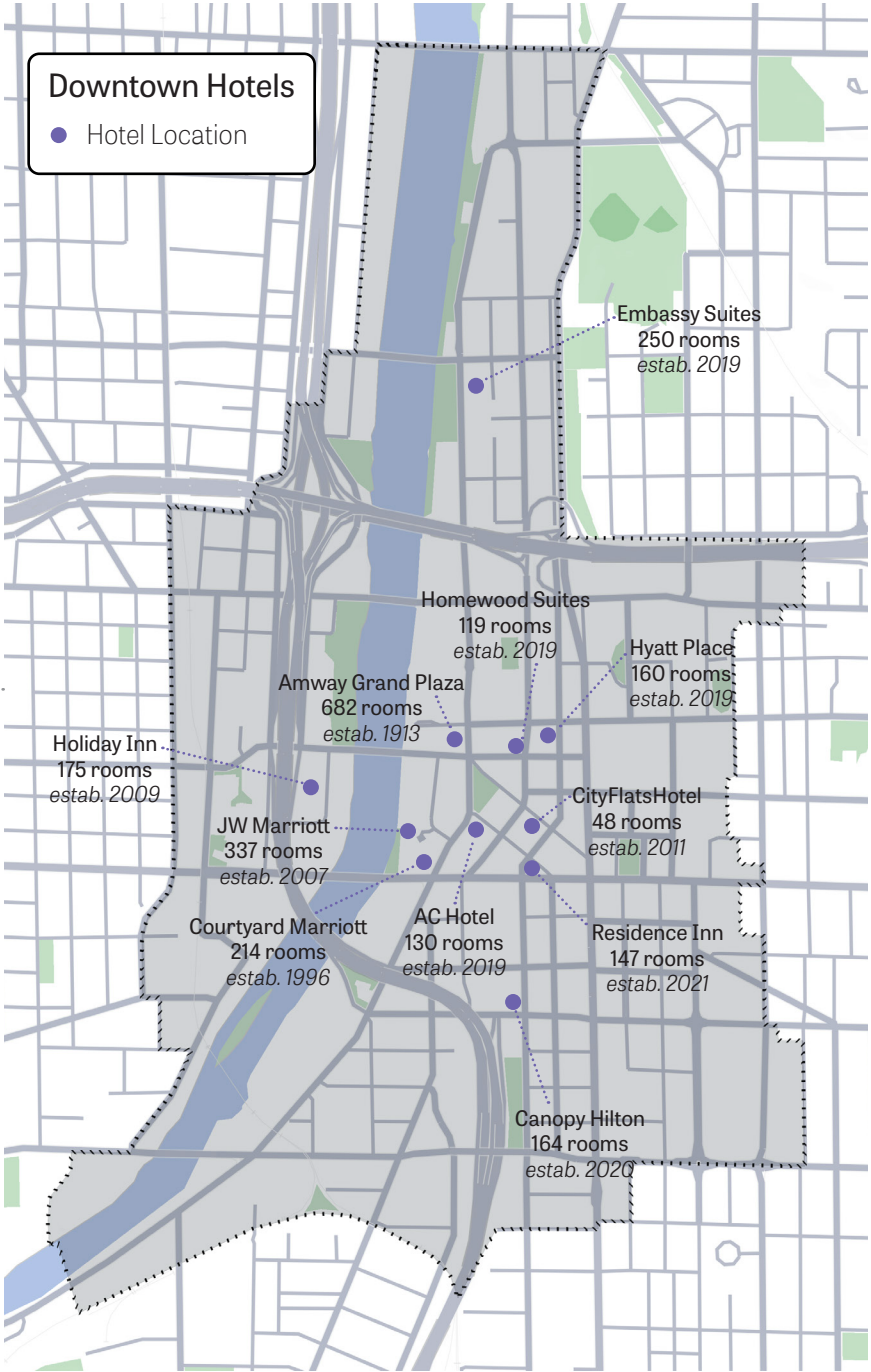
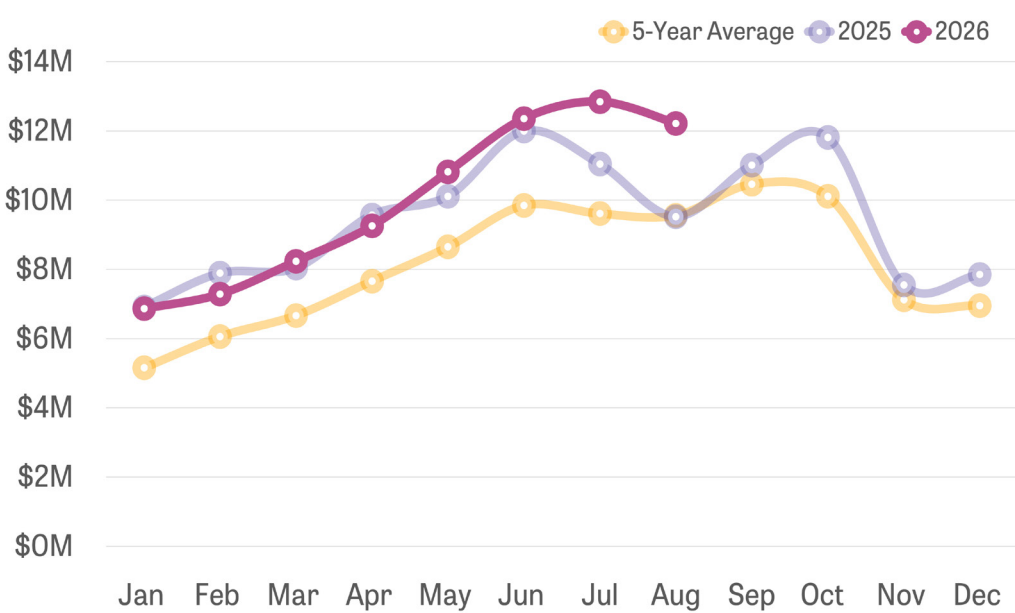


Hotel Occupancy | Updated August 2026

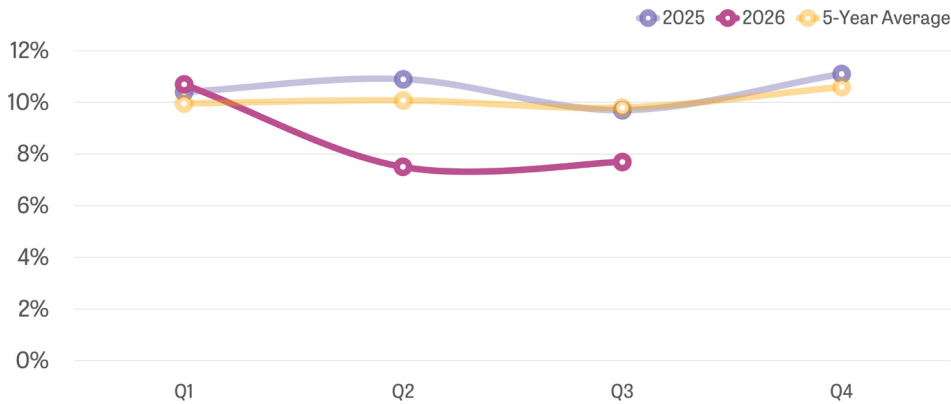
Occupancy decreased -1% vs. July 2026 / +15% vs. August 2025 / +16% vs. 5-year average



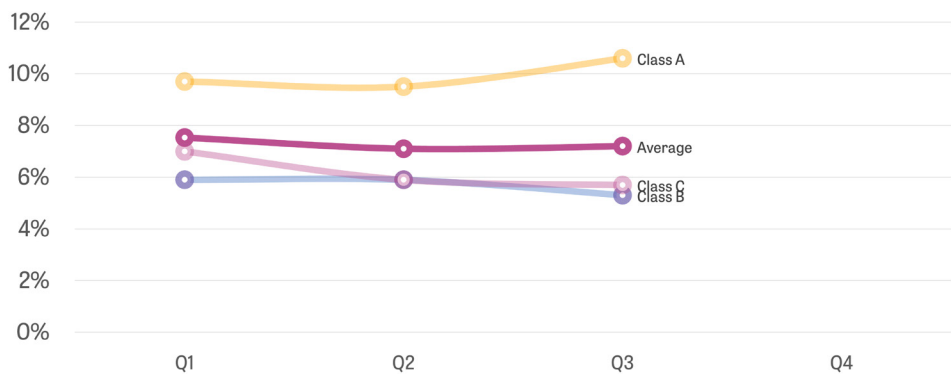
Revenue decreased -5% vs. July 2026 / +28% vs. August 2025 / +28% vs. 5-year average¹



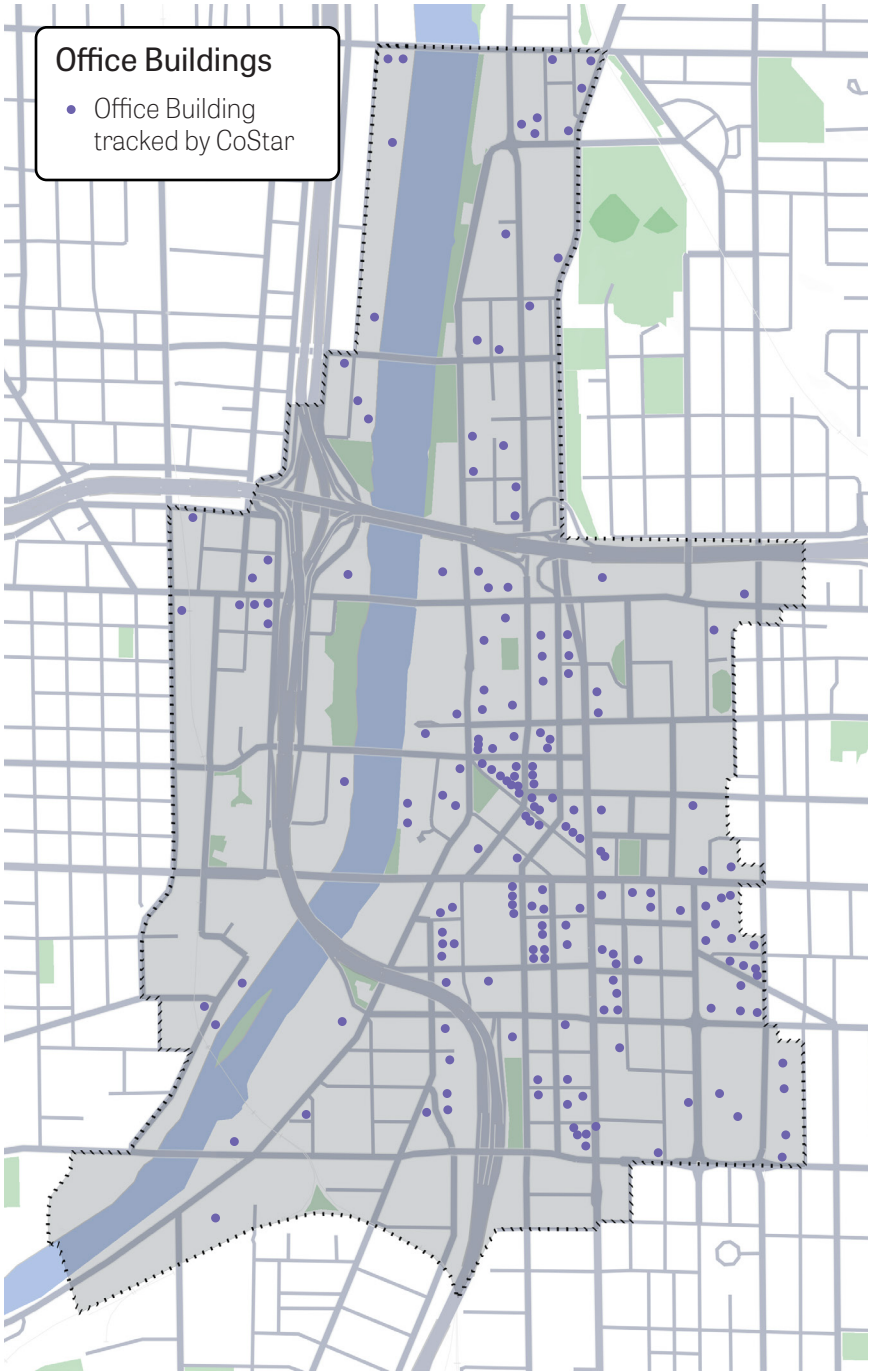
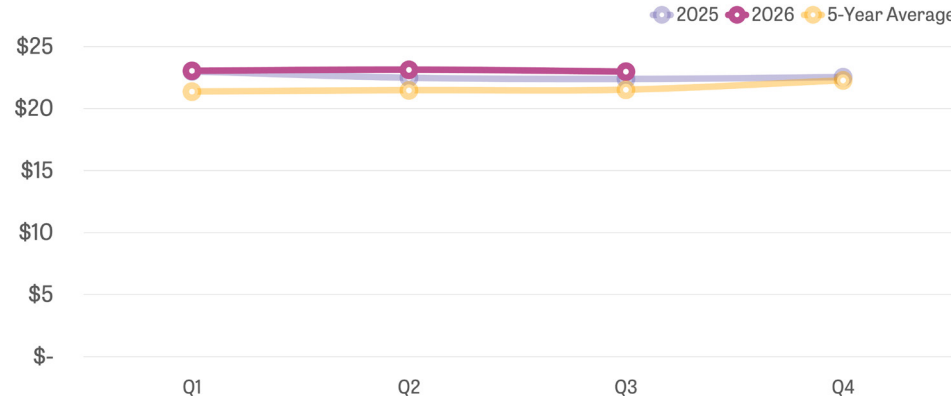
Office vacancy was 7.7% vs. 9.7% in Q3 2025



Office vacancy for Class A buildings was +29% vs. the average vacancy¹

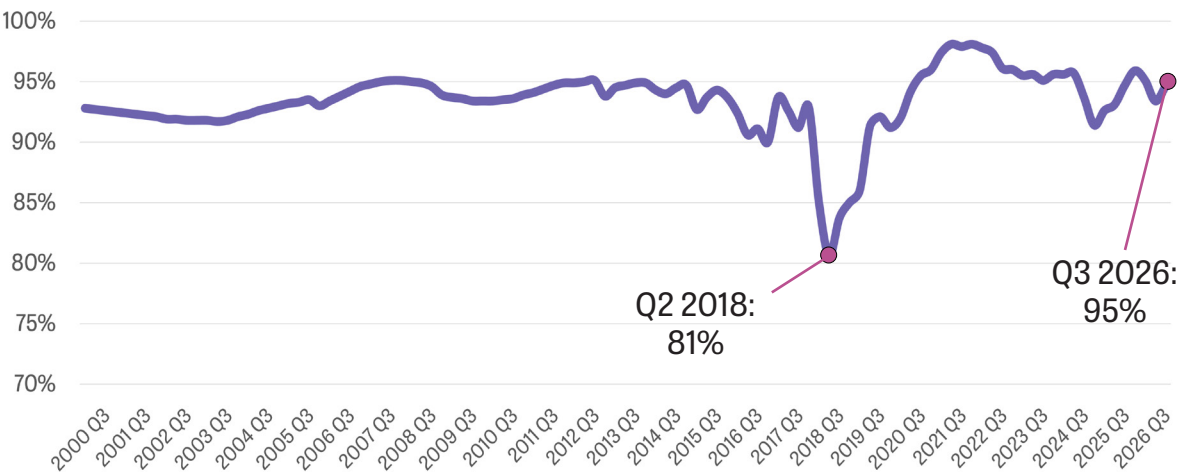


Office base rent was \$22.99/sq ft vs. \$22.39 in Q3 2025

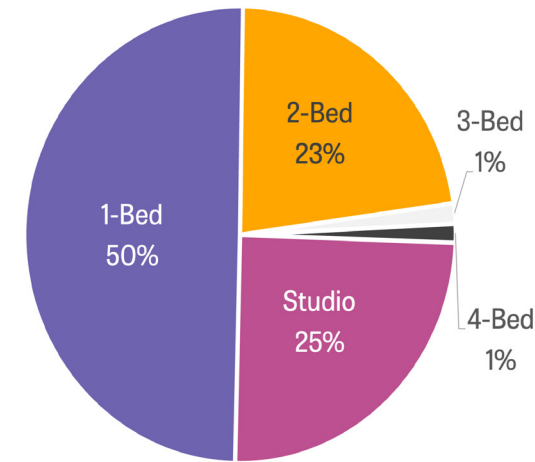


¹ - Overall vacancy average is weighted while per class vacancy is the true average of each rate

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

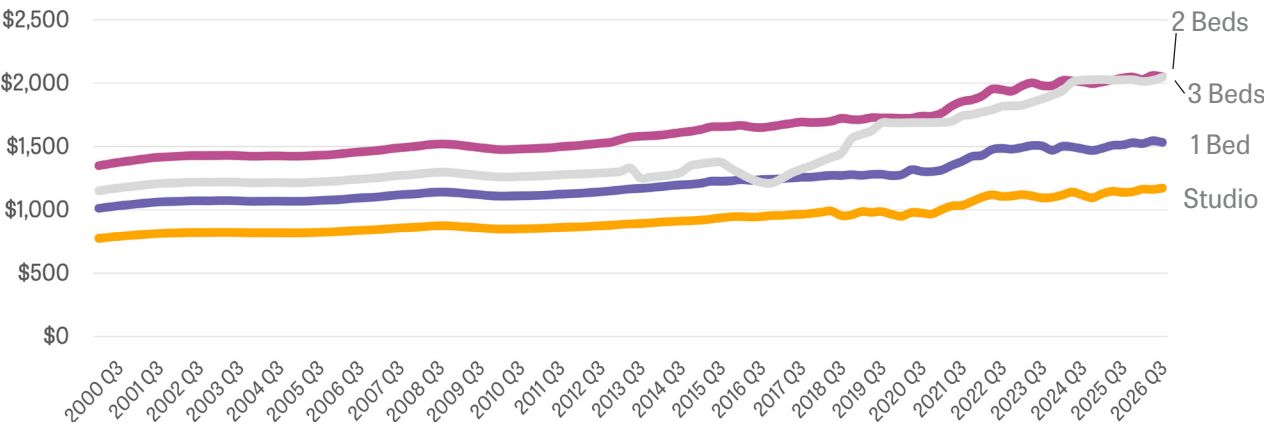


Distribution of Units by # of Rooms

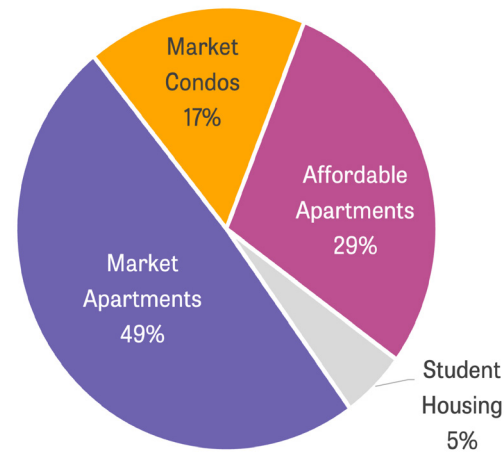


There are **180** units currently under construction and **1,855** in the planning & development pipeline

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

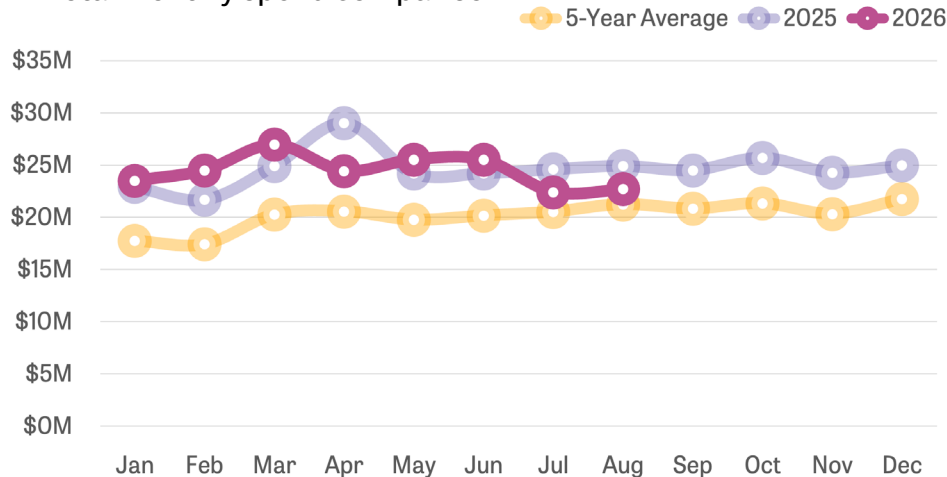


Total spend was approximately **\$22,740,593** vs. \$22,430,852 in July 2026 / \$24,932,734 in August 2025 / \$21,260,939 August 5-year average

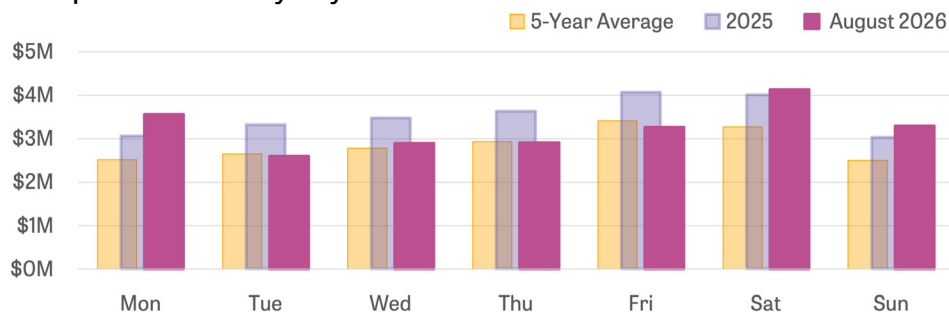
Avg. transaction size was **\$82.67** vs. \$85.98 in July 2026 / \$80.17 in August 2025 / \$77.25 August 5-year average

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

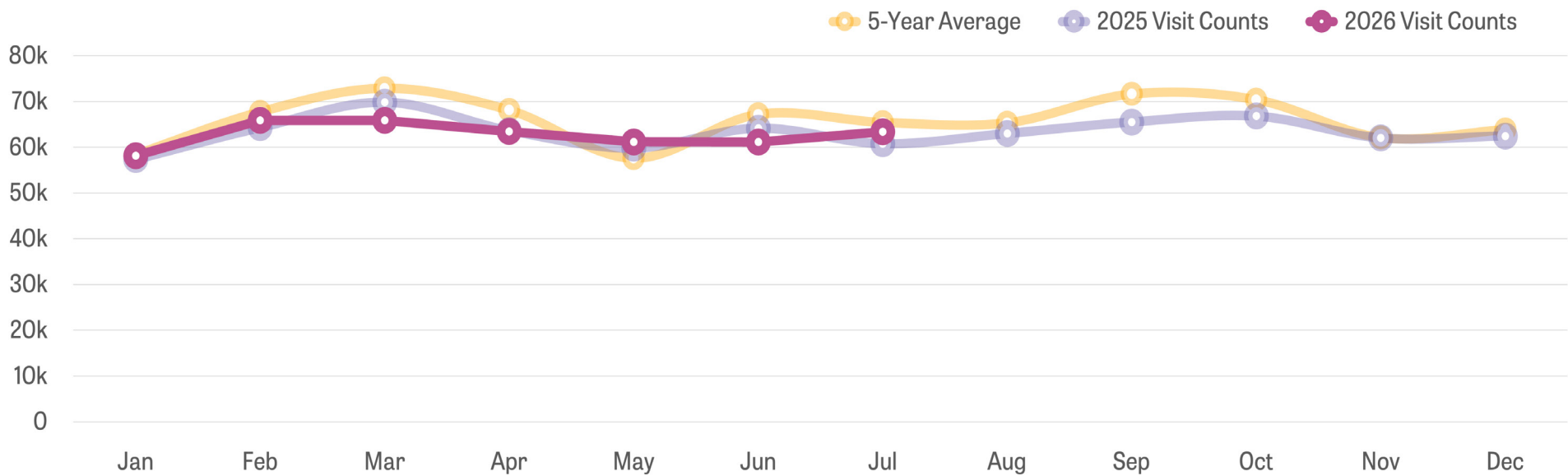
	Share of Spend	Avg. Spend
Financial Services	45%	\$433.23
Dining and Nightlife	15%	\$45.10
Others	15%	\$302.23
Accommodations	12%	\$356.53
Fast Food Restaurants	4%	\$31.40
Specialty Retail	4%	\$78.41
Clothing and Accessories	1%	\$53.04
Leisure, Recreation and Entertainment	1%	\$83.82
Transportation	1%	\$17.08
Grocery and Dept Stores	0.7%	\$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 increased **+7%** vs. June 2026 / **+4%** vs. July 2025 / **-3%** vs. 5-Year Average



94% of visits are repeat visits in 2026 to date vs. 97% in 2025 / 96% 5-year average.

10.4% of visits are out-of-state visits in 2026 to date vs. 6.8% in 2025 / 6.4% 5-year average.

11.7% of visitor days are overnight trips in 2026 to date vs. 8.8% in 2025 / 10% 5-year average.

Average daily **weekday activity decreased -1%** vs. 2025 / **-9%** vs. 5-Year Avg.

