

Downtown Vitals Report

Published October 2025



DOWNTOWN
GRAND RAPIDS INC.

ArtPrize 15 transforms the Blue Bridge



NEW BUSINESSES

+2

in September
+15 businesses this year so far

STOREFRONT VACANCY

22%

in September
-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
+0.2% vs. this time last year

HOTEL OCCUPANCY

-12%

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

VISITOR ACTIVITY

+12%

vs. last month
-8% vs. this time last year

DAILY EMPLOYEE POPULATION

+18%

vs. last month
+9% vs. this time last year

RESIDENT ACTIVITY

+11%

vs. last month
-18% vs. this time last year

DASH CIRCULATOR RIDERSHIP

+2%

vs. last month (July)
+22% vs. this time last year

DASH WORK RIDERSHIP

+8%

vs. last month (July)
-16% vs. this time last year

CURRENT ACTIVE INVESTMENT

\$475M

Storefront Business Openings | Updated September 2025

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

The Cottage
Coworking Space - March

Kawa Sushi
Restaurant - April

Ashton inside the BOB
Bar - March

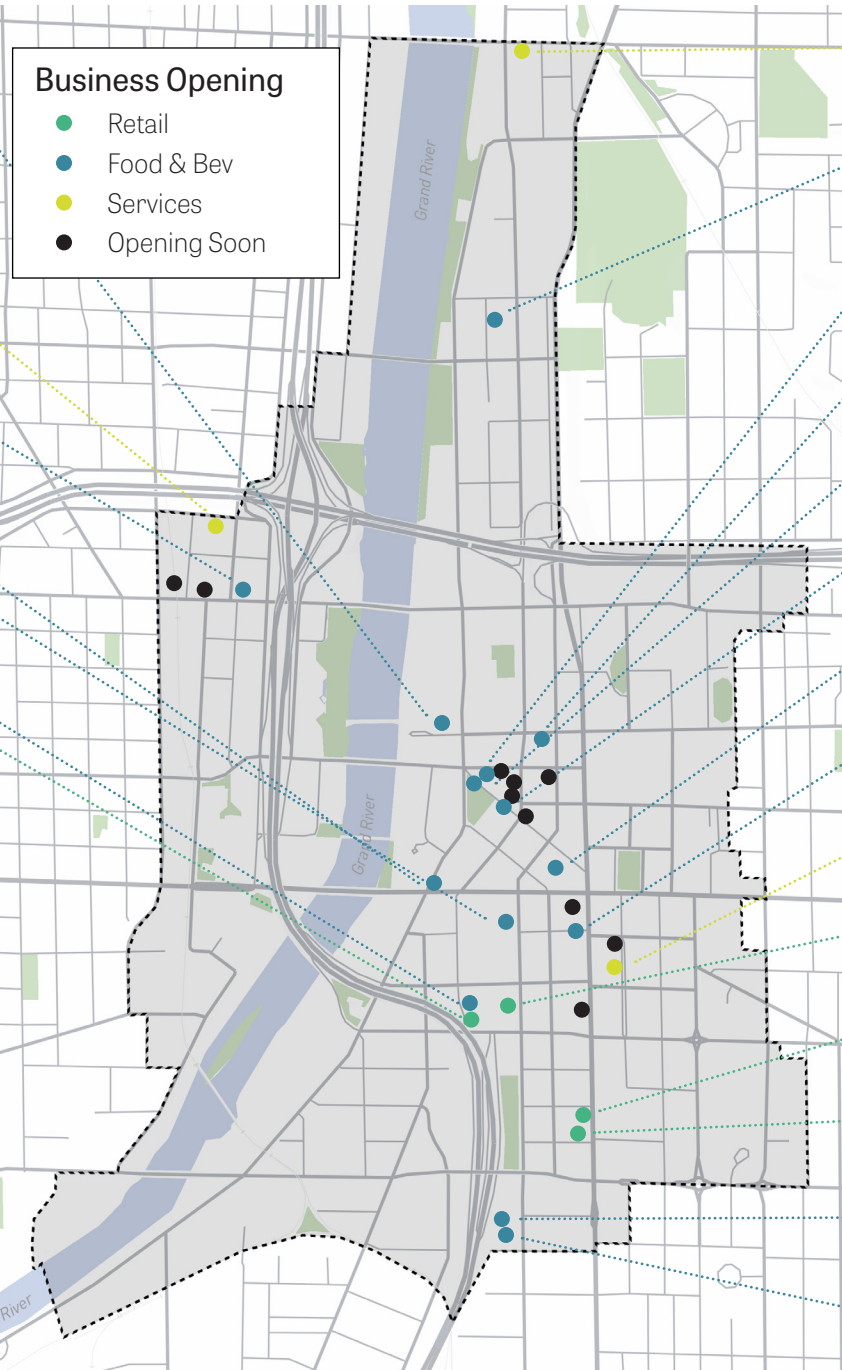
Cottage Inn
Pizza Shop - September

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
Total	32	\$852,571.46



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

Dolly's Delights
Bakery - September

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

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

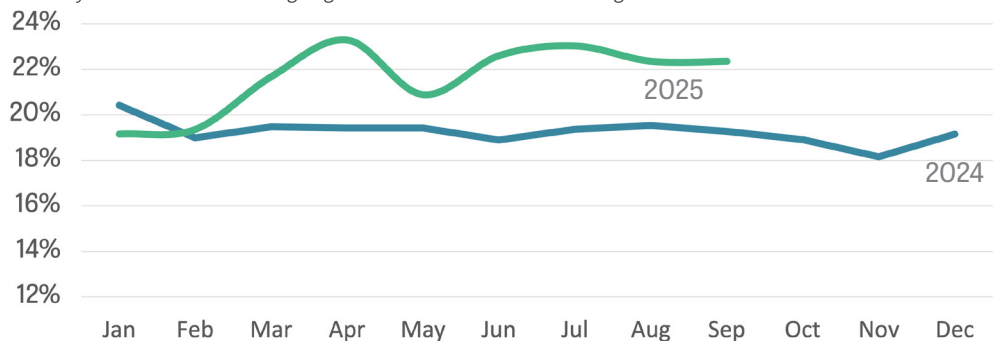
Go Vegan GR
Restaurant - May



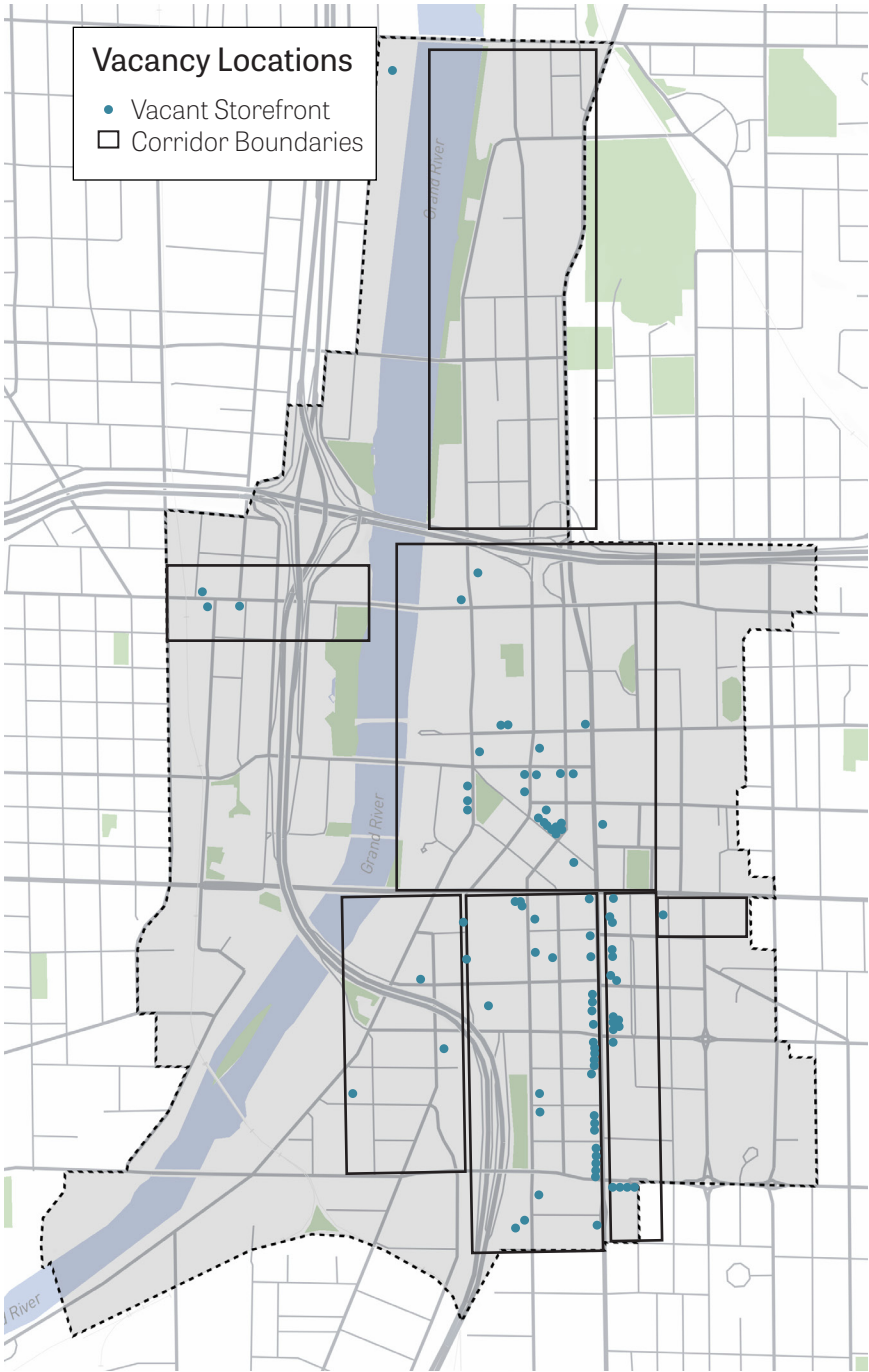
17 storefront businesses closed
in Downtown in 2025 so far
71% Food & Bev - 12% Retail - 18% Services

Storefront vacancy was 22% in September 2025

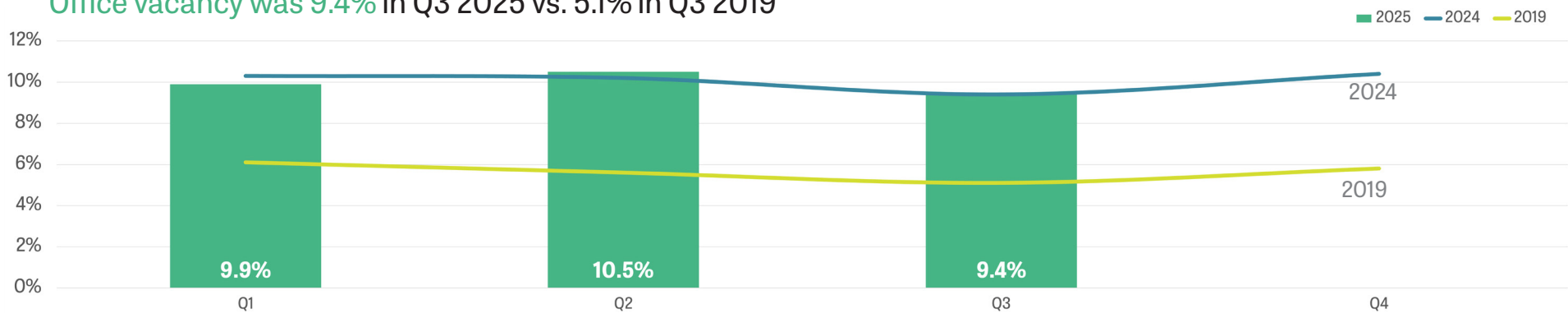
y-axis truncated to highlight month-over-month changes



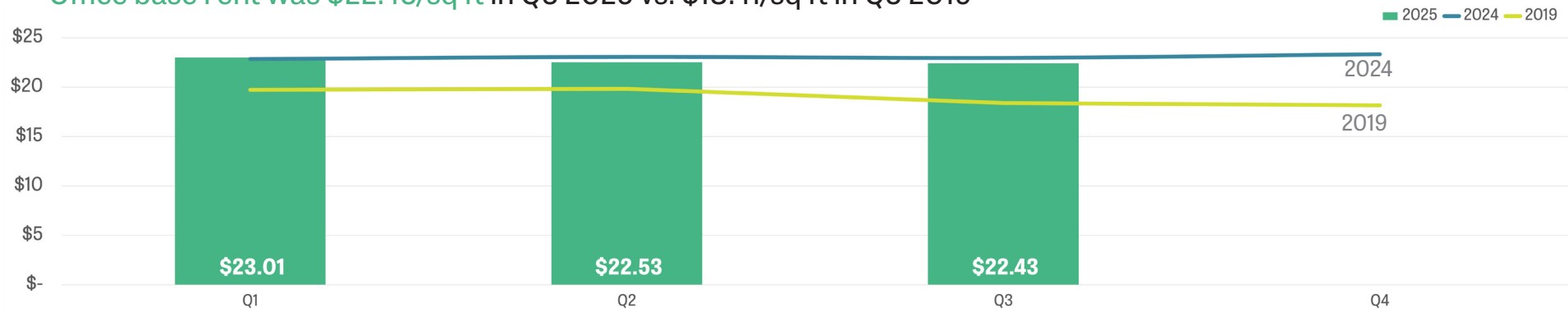
	Storefronts	Vacancies	Vacancy %
Bridge Street	25	3	12%
Center City	127	27	21%
Monroe Center ¹	54 ¹	11 ¹	20% ¹
Fulton & Jefferson	21	1	5%
Heartside: Division	102	41	40%
Heartside: Ionia	73	15	21%
Heartside: C. Chavez	13	3	23%
Monroe North	29	0	0%
Other	17	1	6%
DISTRICT TOTALS:	407	91	22%



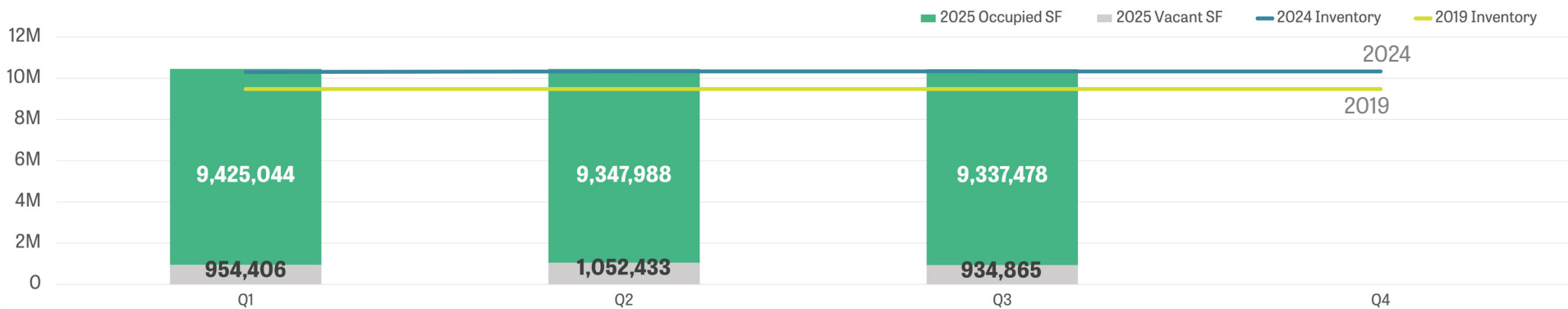
Office vacancy was 9.4% in Q3 2025 vs. 5.1% in Q3 2019



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

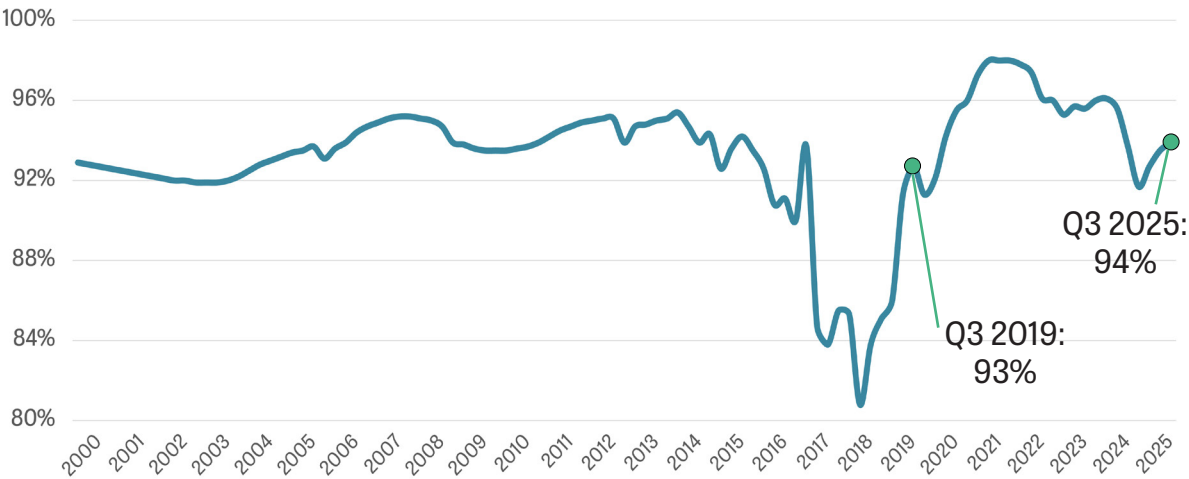


There were 10.3 million square feet of office inventory in Q3 2025



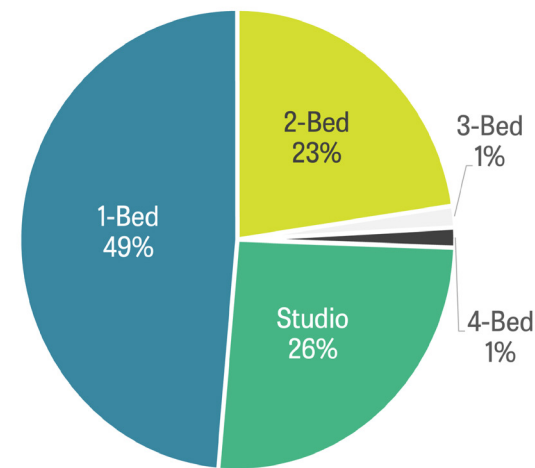
Housing occupancy increased **+0.4%** vs. Q2 2025; **+1%** vs. Q3 2019

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



Source: CoStar

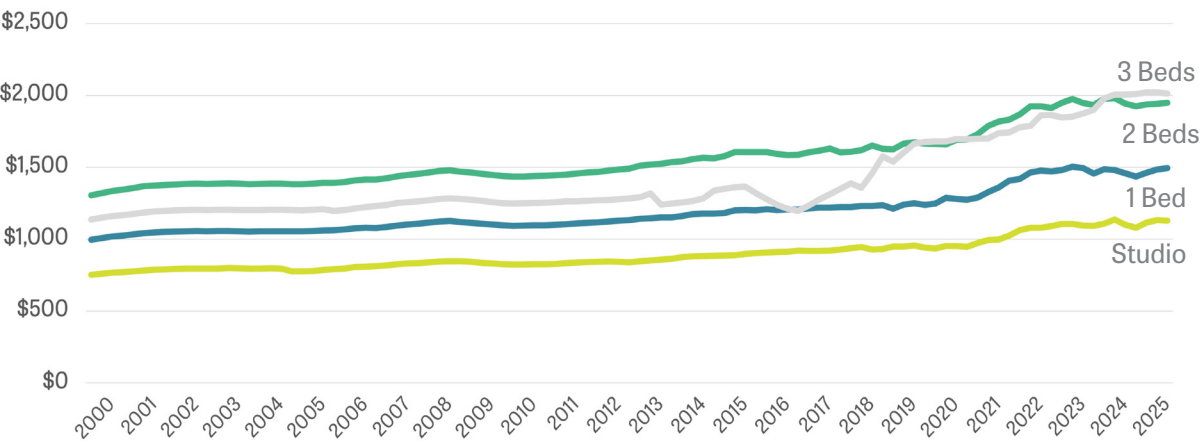
Distribution of Units by # of Rooms



Source: Downtown Grand Rapids Inc.

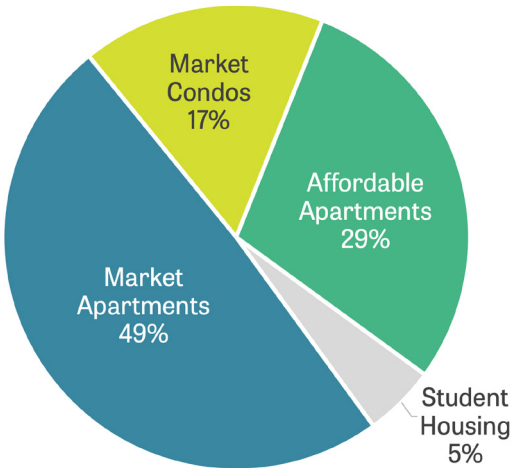
There are **175** units currently under construction and **1,981** in the planning & development pipeline

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



Source: CoStar

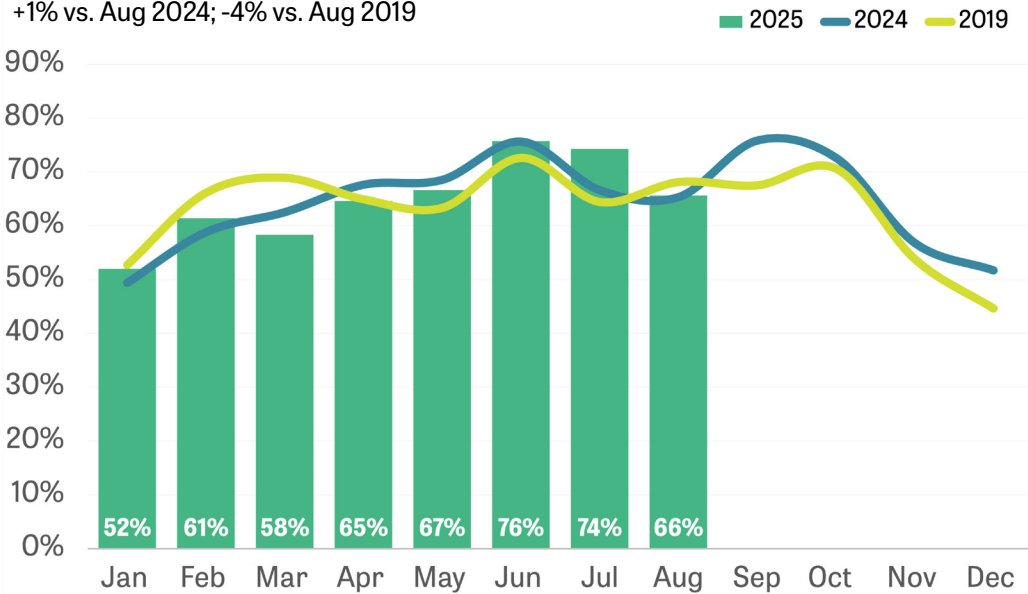
Distribution of Units by Rate Type



Source: Downtown Grand Rapids Inc.

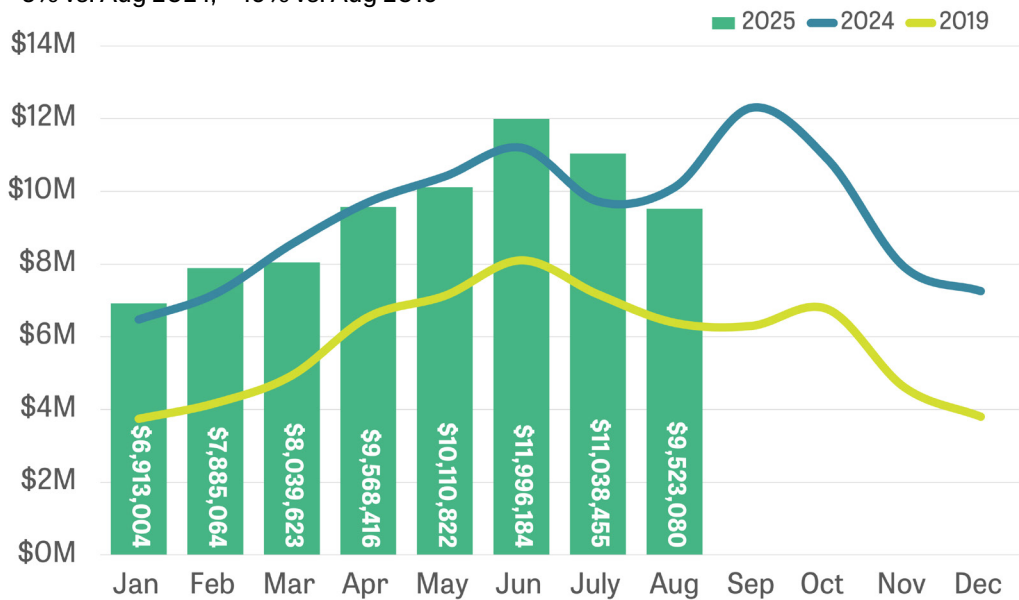
Hotel Occupancy | Updated August 2025

Hotel occupancy decreased -12% in Aug 2025 vs. July 2025;
+1% vs. Aug 2024; -4% vs. Aug 2019

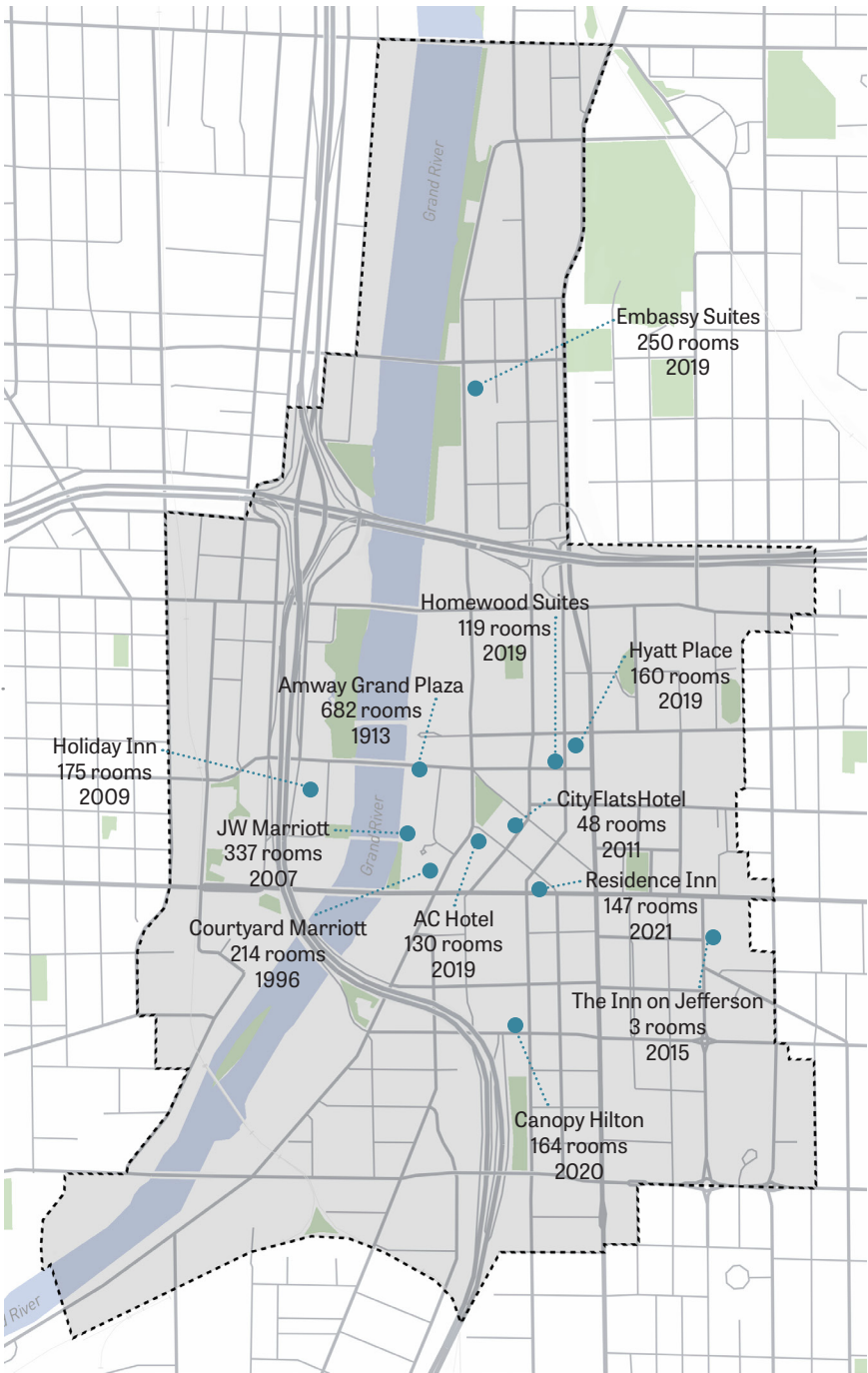


Source: CoStar

Hotel revenue decreased -14% in Aug 2025 vs. July 2025;
-6% vs. Aug 2024; +49% vs. Aug 2019

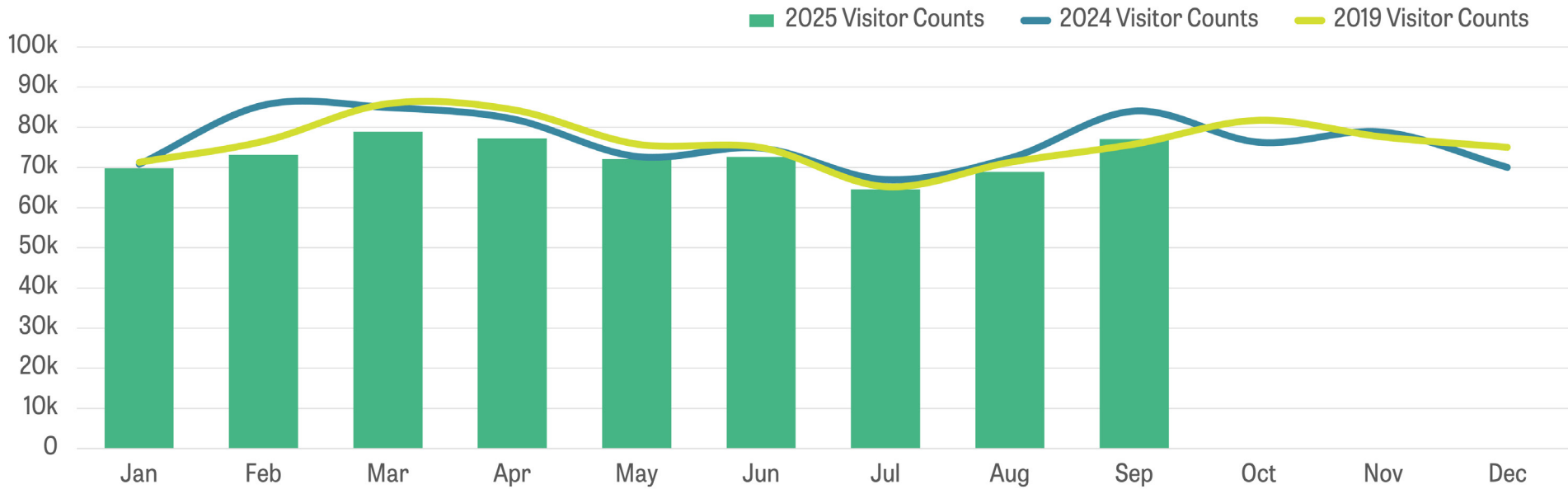


Source: CoStar

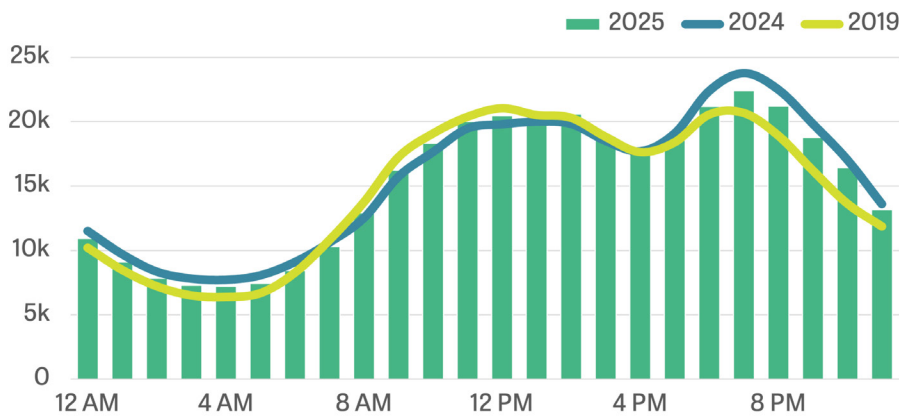


Source: Downtown Grand Rapids Inc.

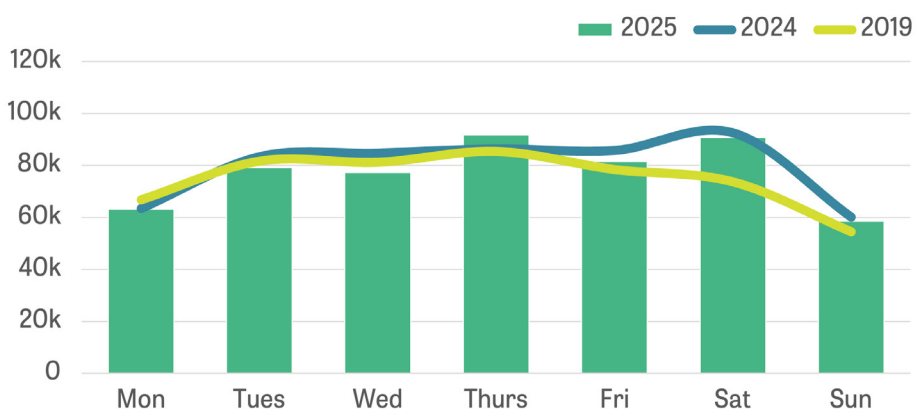
Daily average visit counts increased +12% in Sep 2025 vs. Aug 2025; -8% vs. Sep 2024; +2% vs. Sep 2019



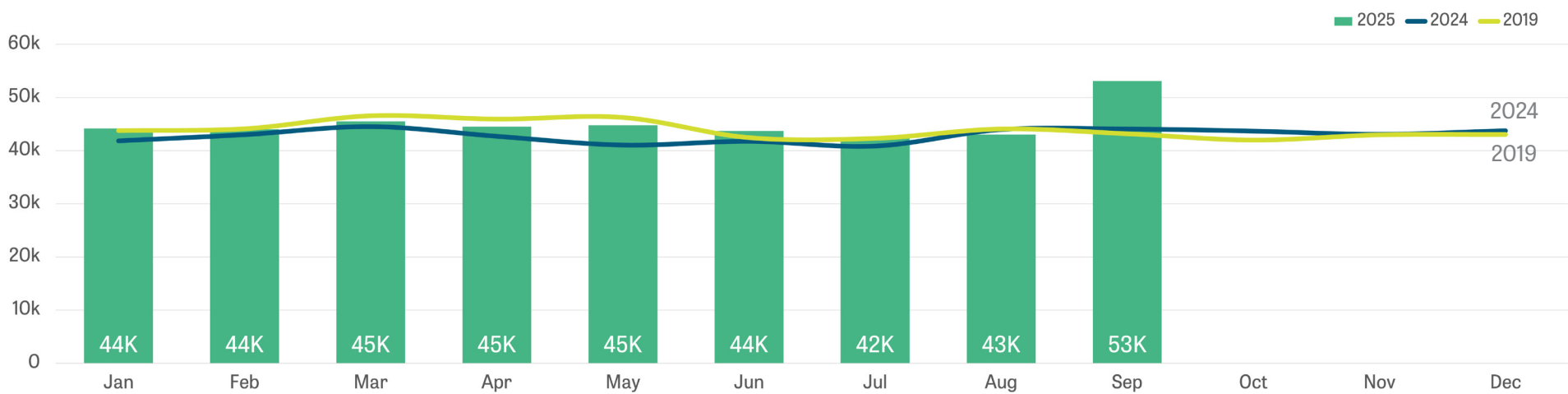
From 5 PM - 11 PM daily average hourly counts decreased -5% in Sep 2025 vs. Sep 2024; +9% vs. Sep 2019



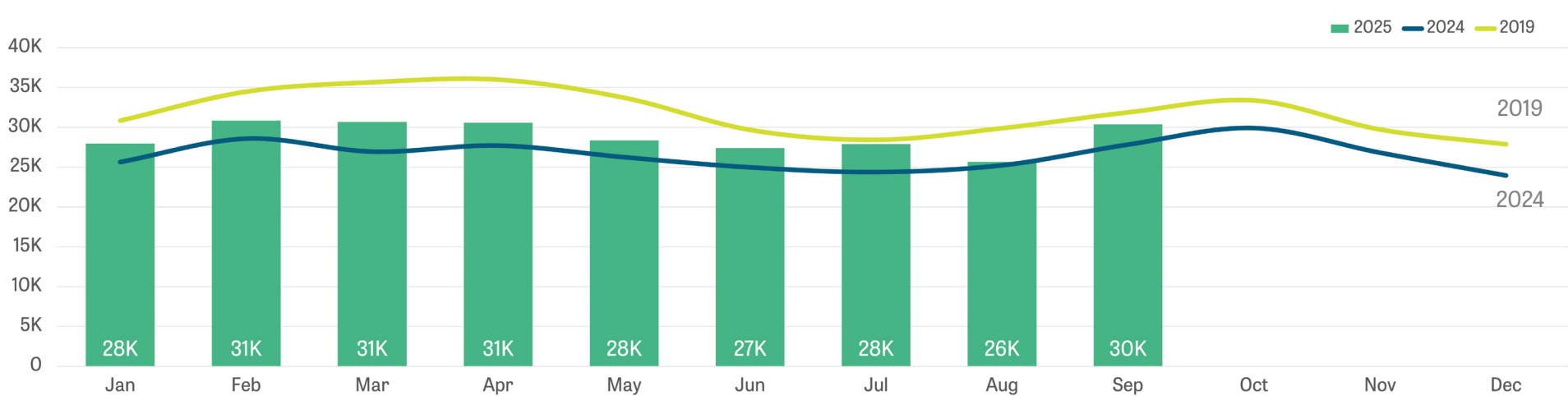
Thursday average daily counts increased +6% in Sep 2025 vs. in Sep 2024; +7% vs. in Sep 2019



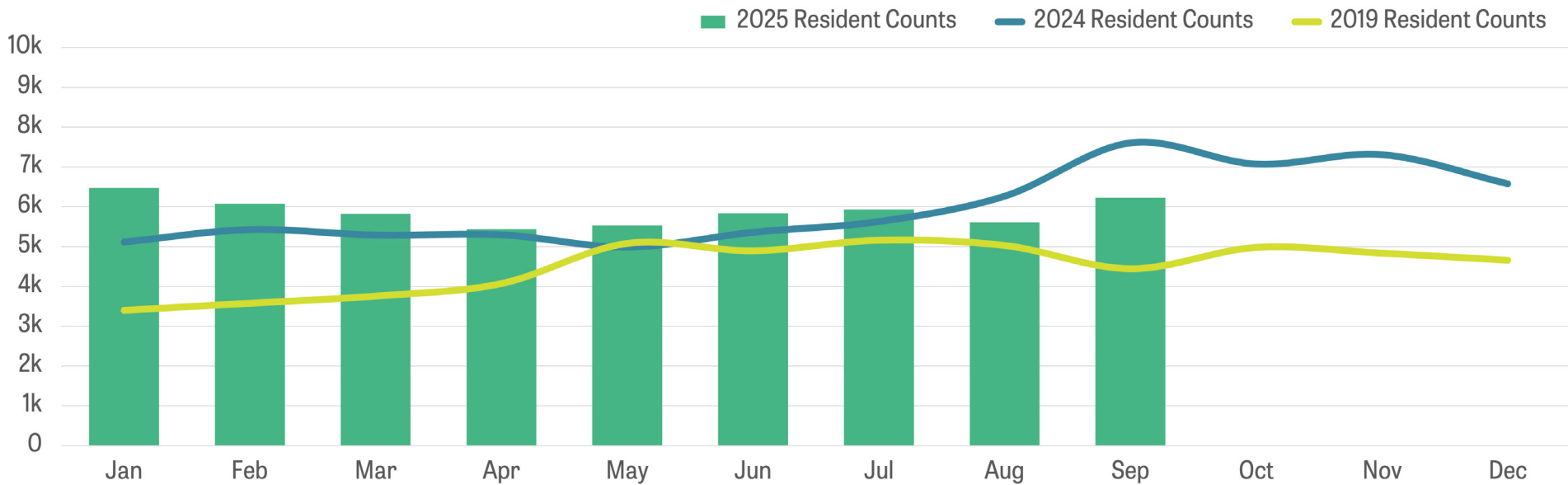
Unique employees increased +23% in Sep 2025 vs. Aug 2025; +21% vs. Sep 2024; +23% vs. Sep 2019¹



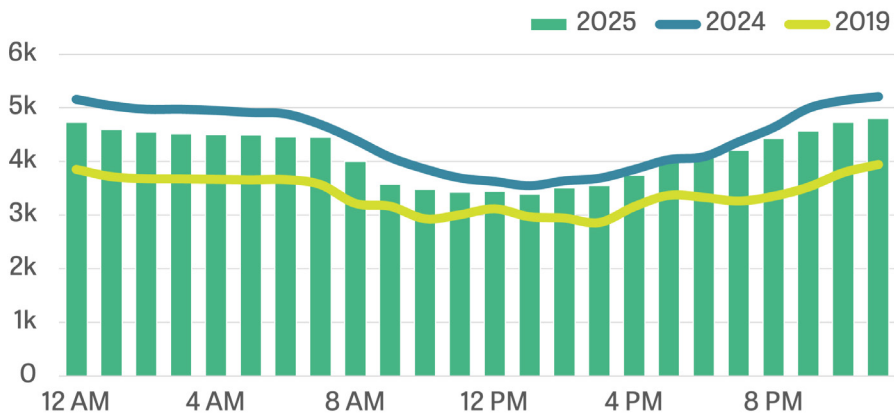
Average daily workforce increased +18% in Sep 2025 vs. Aug 2025; +9% vs. Sep 2024; -5% vs. Sep 2019²



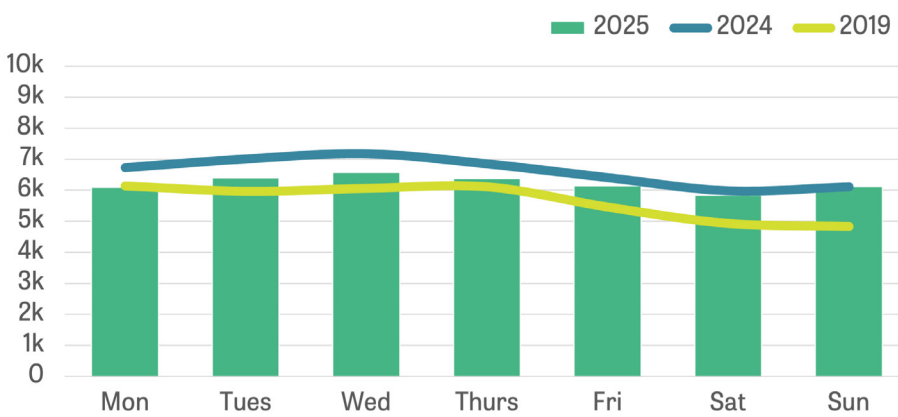
Daily average resident counts increased +11% in Sep 2025 vs. Aug 2025; -18% vs. Sep 2024; +40% vs. Sep 2019



Overall daily average hourly counts decreased -7% in Sep 2025 vs. Sep 2024; +22% vs. Sep 2019



Weekday average daily counts decreased -7% in Sep 2025 vs. Sep 2024; +6% vs. Sep 2019



Downtown Ambassador Statistics | Updated September 2025

	September 2025	2025 YTD	2024 YTD	2019 YTD
Graffiti Removals	229	3,365	5,234	1,422
Lbs of Trash Removed	35,425	235,775	284,925	361,875
Snow Removals	-	6,402	5,569	8,036
Weeds Abated	9,455	144,027	362,560	123,444
Business Contacts	881	3,758	6,605	1,535
Pedestrian Assists	18,372	125,825	277,268	141,143
Mobility Assists	86	491	3,067	1,063
Total Ambassador Banked Hours ¹ as of July:				1,179.50



1 GRPM River's Edge Work

anticipated completion: November 2025

\$12,000,000 investment

2 Bamboo Cowork Phase 1

anticipated completion: November 2025

\$3,100,000 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: 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

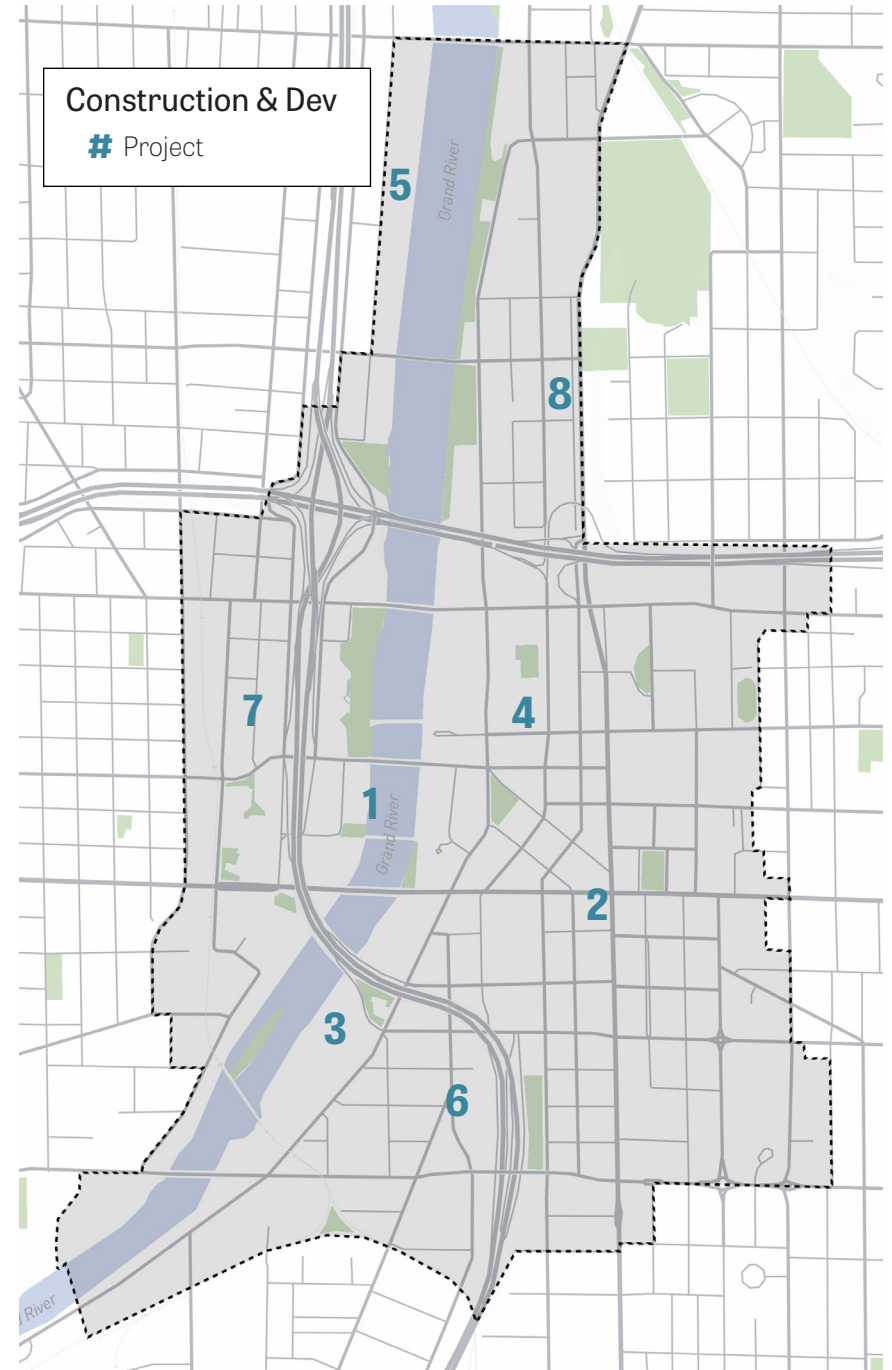
\$475M
in investment

230
car parking spaces

175
housing units

929
new jobs

-125k
sq ft of office space



48

acres of park improvements

20

miles of trail improvements¹

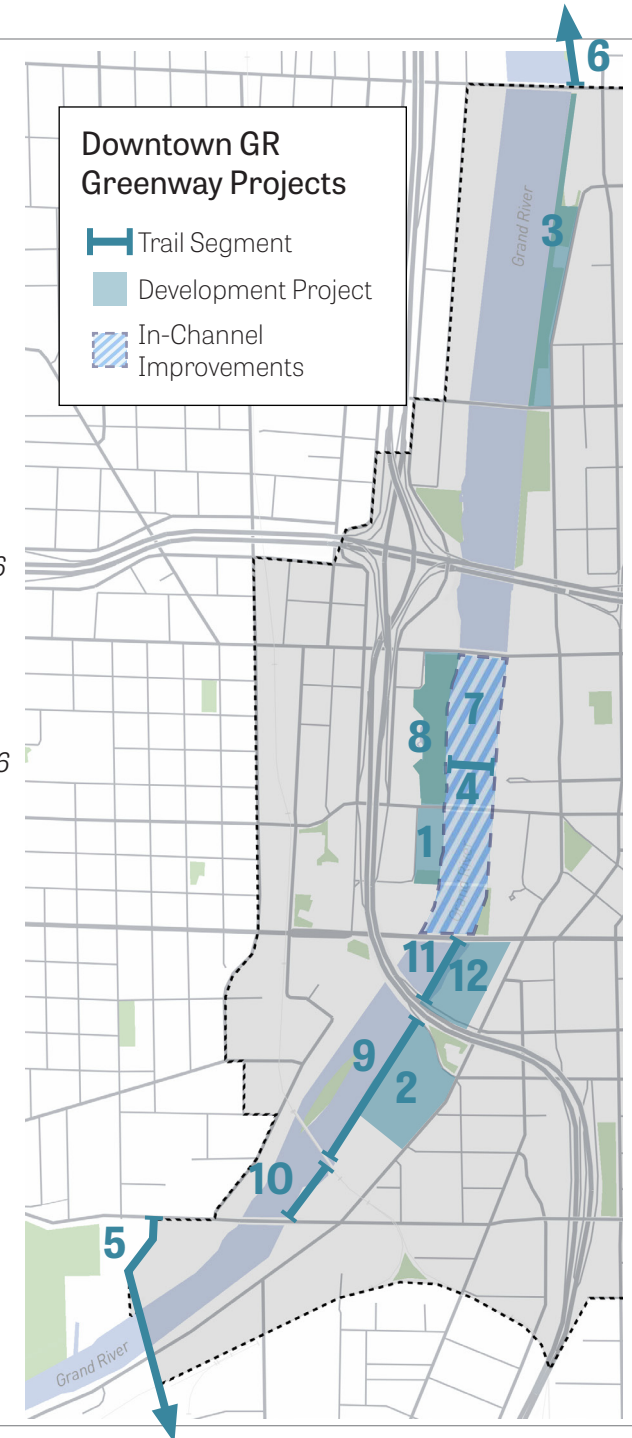
\$62M

total DGRI investment (DDA, MNTIFA, ARPA)

\$1.7B

total private river-adjacent investment

1	GRPM River Edge Improvements	Planning	Design	Permitting	Bidding	Construction	Completion est. Nov 2025
2	Acrisure Amphitheater	Planning	Design	Permitting	Bidding	Construction	Completion est. May 2026
3	Canal Park	Planning	Design	Permitting	Bidding	Construction	Completion est. Summer 2026
4	Gillett Bridge	Planning	Design	Permitting	Bidding	Construction	Completion est. Oct 2025
5	Oxford Trail	Planning	Design	Permitting	Bidding	Construction	Completion est. Summer 2026
6	Edges Trail, Leonard To Ann	Planning	Design	Permitting	Bidding	Construction	Completion est. Oct 2025
7	Lower Reach In-Channel Improvements	Planning	Design	Permitting	Bidding	Construction	Completion est. Summer 2026
8	Ah-Nab-Awen Park	Planning	Design	Permitting TBD ²	Bidding	Construction	Completion
9	Edges Trail	Planning	Design	Permitting	Bidding	Construction	Completion
10	US-131 to Railroad					Construction	est. Oct 2026
11	Railroad to Wealthy						TBD
12	Fulton to US-131						TBD
12	Fulton & Market	Planning	Design	Permitting	Bidding	Construction	Completion



DOWNTOWN
GRAND RAPIDS INC.

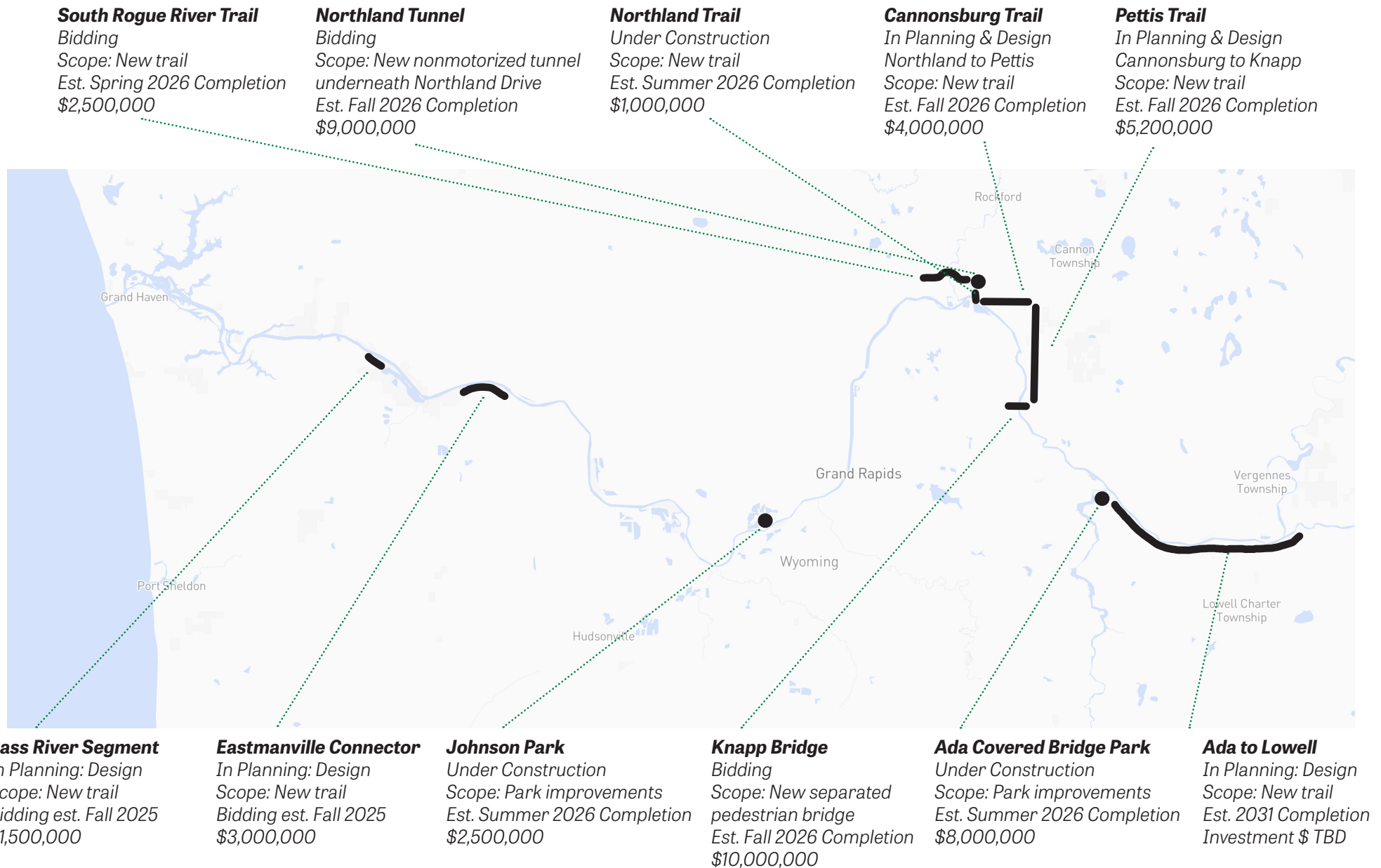
For more information, visit: <https://grandriver.network/upcoming-projects>

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

2 - Ah-Nab-Awen Park construction is dependent on Lower Reach in-channel improvements timing.

Grand River Greenway Progress - Regional | Updated September 2025

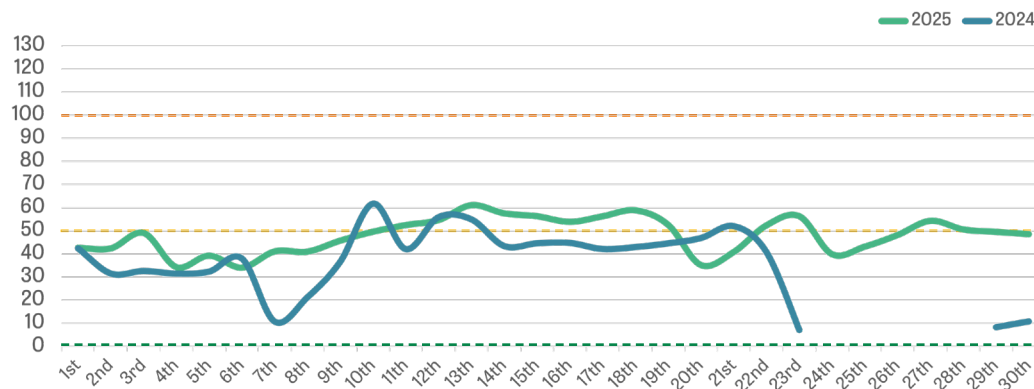
The urban core of Grand Rapids is the hub of West Michigan's outdoor recreation system. Beyond Downtown, partners across the region continue progress to establish the **Grand River Greenway** - an 80+ mile network of public parks and trails connecting Lowell to the Lakeshore.



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. AQI 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 +30% in Sep 2025 vs. Sep 2024²



September 2025 Recap

September 4
Medical Mile
22.33

Best AQI Day

Medical Mile
45.49 avg

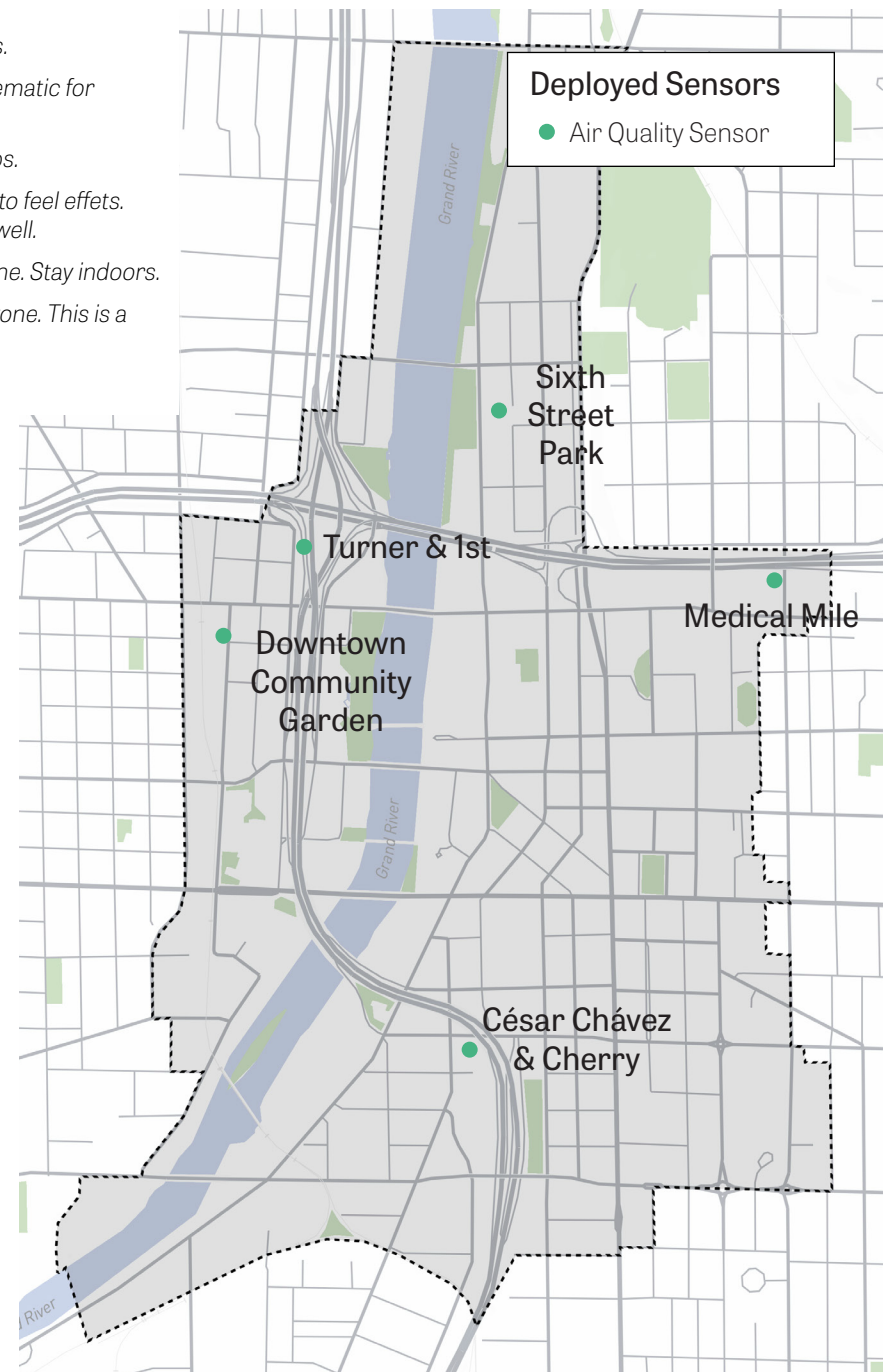
Best Average
September AQI

September 13
Sixth Street Park
66.46

Worst AQI Day

Turner & 1st
50.03 avg

Worst Average
September 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

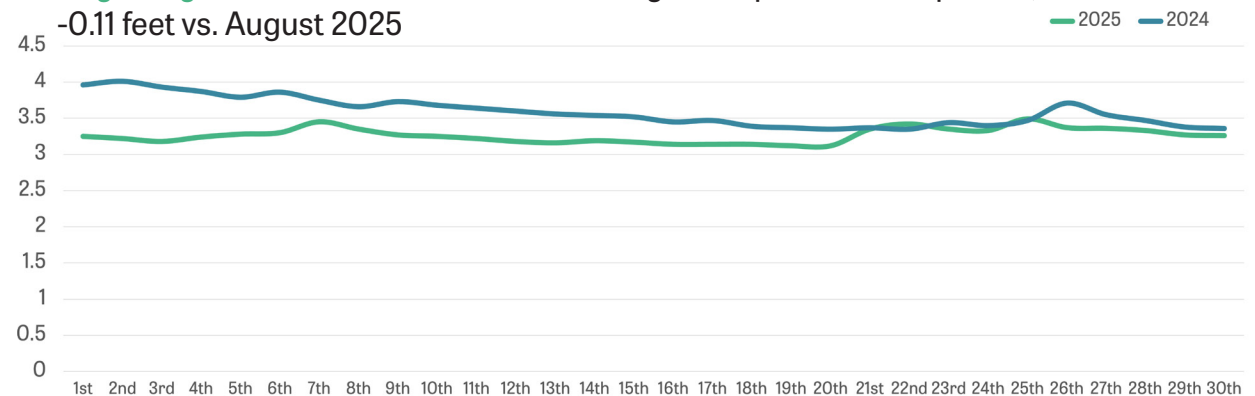
Learn more here: <https://www.usgs.gov/water-science-school/science/turbidity-and-water>

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

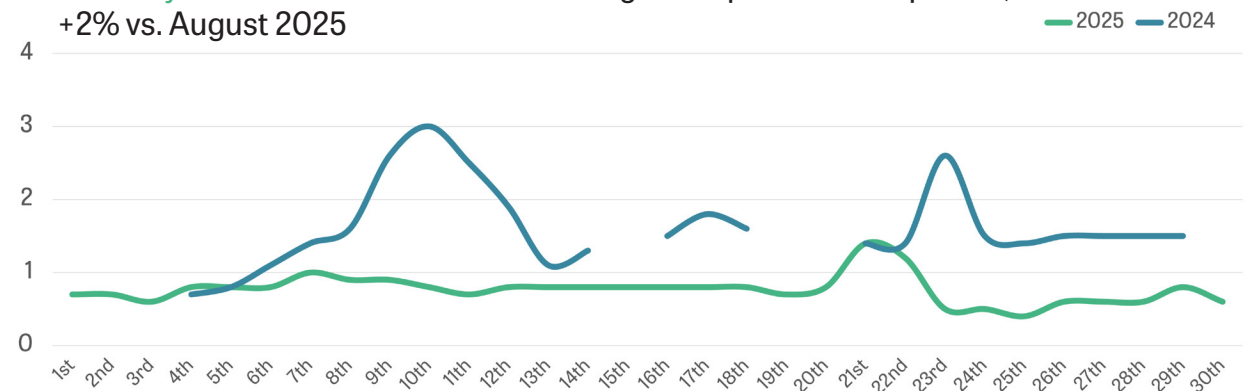
Why it matters: Fast-moving streams and rivers hold more oxygen, while stagnant waters hold less. When excess organic matter decays, bacteria use up oxygen, leading to eutrophication, i.e. low-oxygen conditions that can kill aquatic life.

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

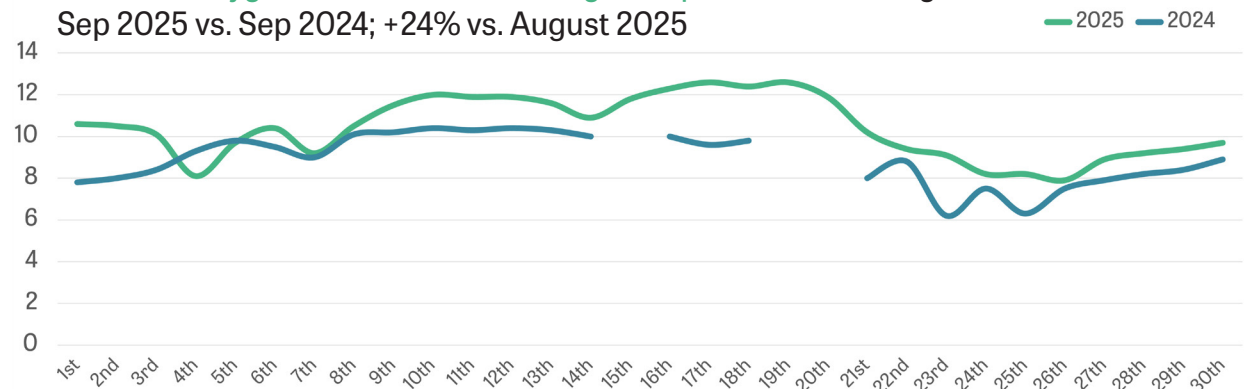
Gage height decreased -0.32 feet on average in Sep 2025 vs. Sep 2024; -0.11 feet vs. August 2025



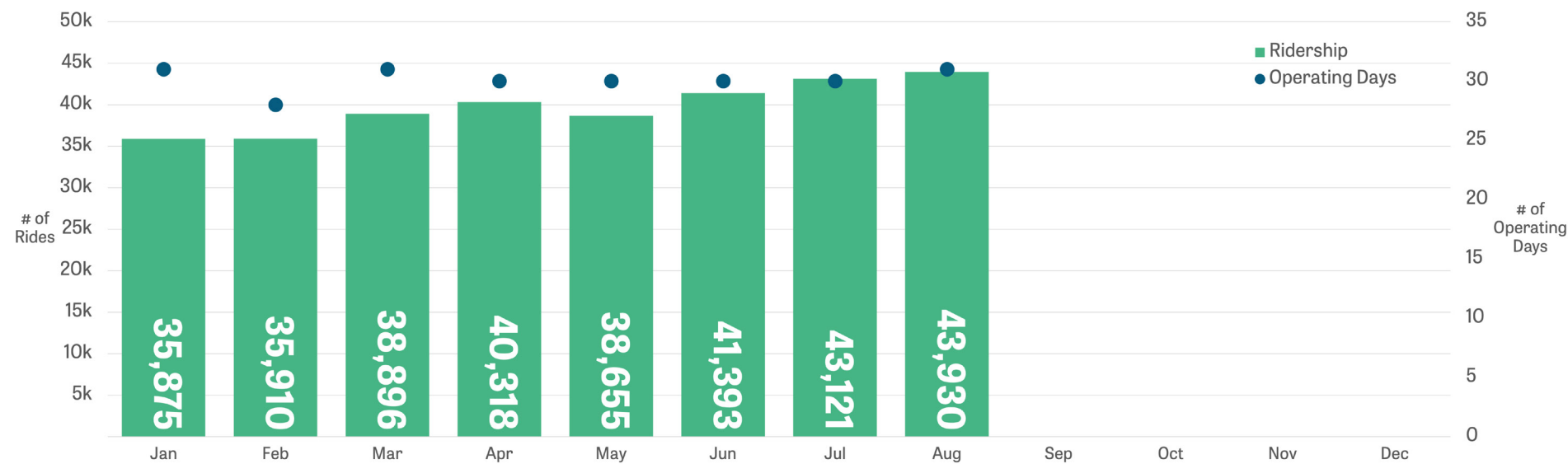
Turbidity decreased -53% FNU³ on average in Sep 2025 vs. Sep 2024; +2% vs. August 2025



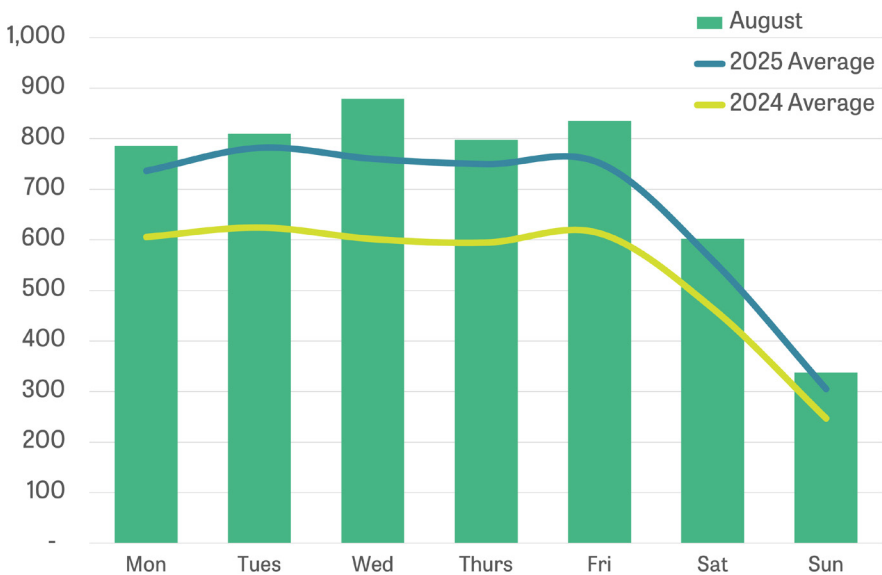
Dissolved oxygen increased +17% milligrams per liter on average in Sep 2025 vs. Sep 2024; +24% vs. August 2025



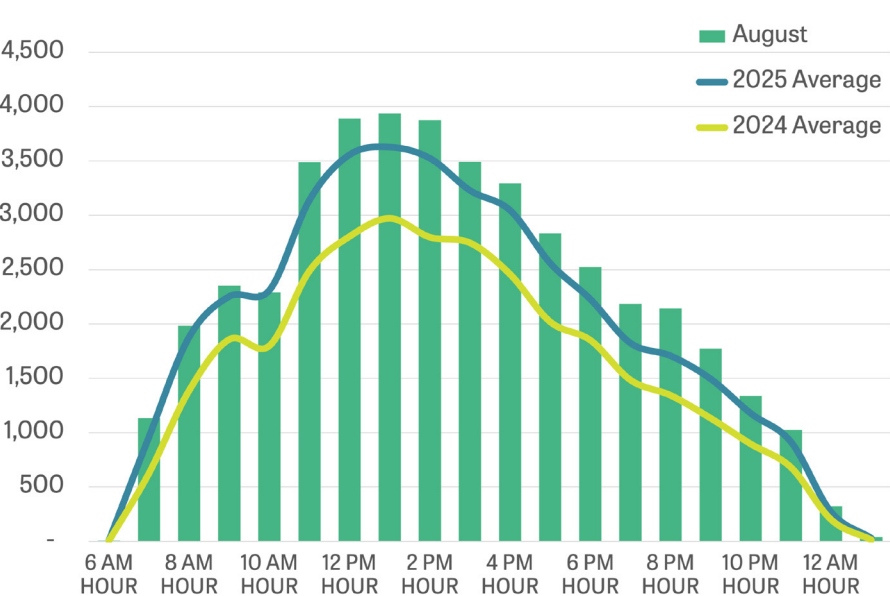
DASH Circulator ridership increased +2% in Aug 2025 vs. July 2025; +22% vs. Aug 2024; -31% vs. Aug 2019



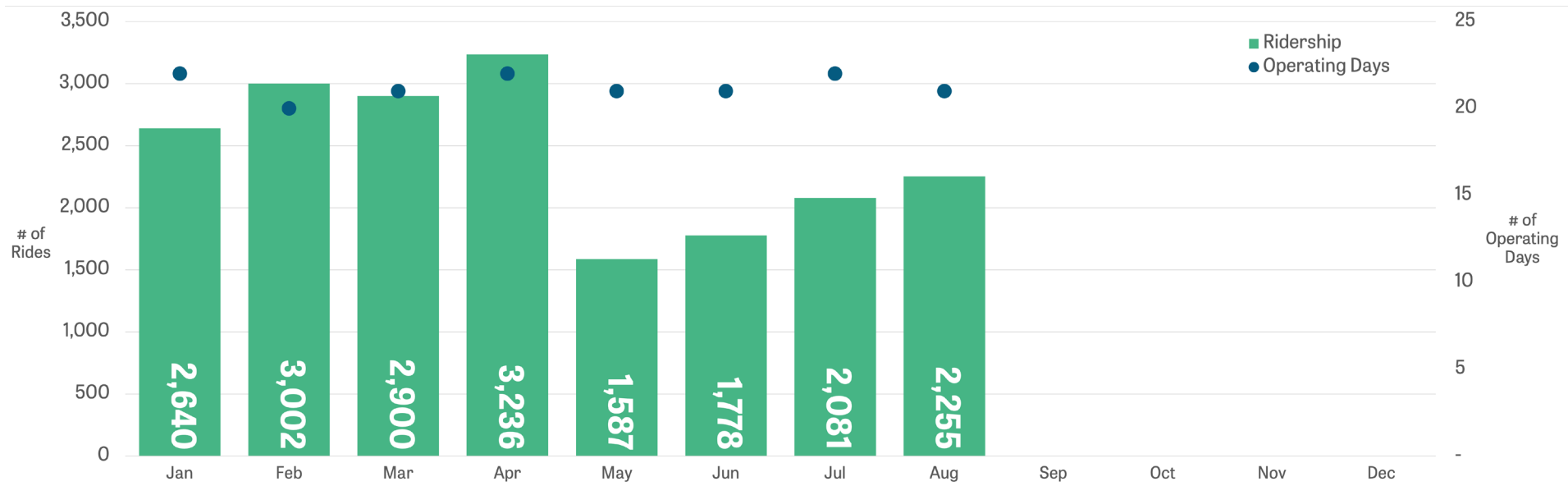
Wednesday DASH Circulator ridership increased +32% in Aug 2025 vs. Aug 2024



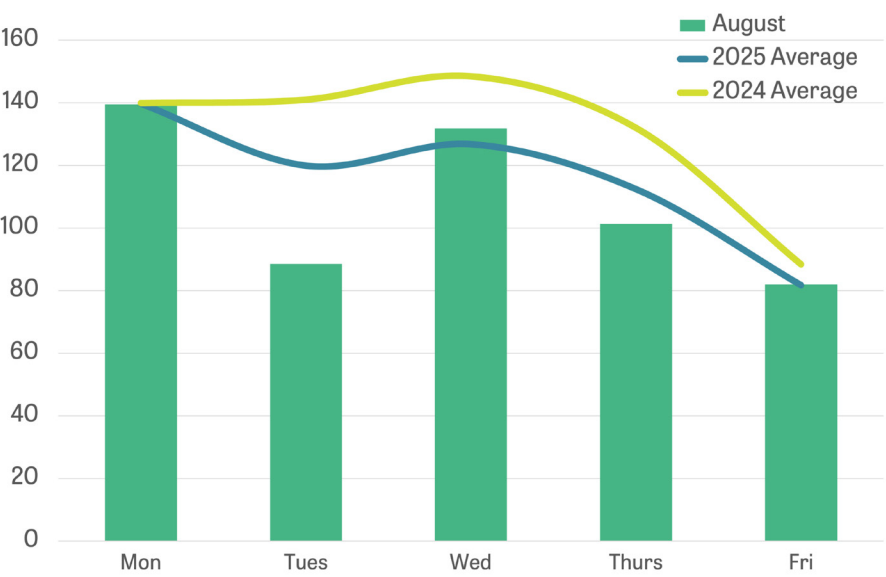
32% of DASH Circulator ridership occurred before noon in August



DASH WORK ridership increased +8% in August 2025 vs. July 2025; -16% vs. August 2024



Tuesday DASH WORK ridership decreased -15% in 2025 vs. 2024



35% of DASH WORK ridership in August occurred between 7 AM - 9 AM

