downtown grand rapids
we are ready for you
welcome to downtown grand rapids

The new River House is the tallest residential structure in Michigan

Our convention center, DeVos Place, and the Van Andel Arena are both award-winning facilities

Life sciences is a $1 billion industry in Grand Rapids; the Van Andel Institute is recognized globally

Over 31,000 higher education students are learning downtown

Downtown Grand Rapids has 1,175,000 square-feet of Class A office space; over 36,000 employees work downtown
we are michigan’s second largest city
with a population of 800,060 in the metro area
our metropolitan statistical area has a population of 1.2 million

we’ve been voted

#1 Hottest Region for Fastest-Growing Companies 2008 by Inc.
#1 America’s Greenest City 2008 by Fast Company
#6 Top Metros 2008 by Site Selection
#26 Hot Cities for Entrepreneurs 2006 by Entrepreneur, NPRC
★★★★★ 4 Star Quality of Life Ranking 2006 by Expansion Magazine
  • “Western Michigan’s Cultural Epicenter” 2009 by Chicago Tribune

1,262 artists invigorated downtown for two weeks during the first annual ArtPrize 2009, receiving international recognition

Michigan’s only five-diamond restaurant is housed here at the Amway Grand Plaza Hotel

Downtown housing has more than doubled since 2000

Grand Rapids boasts a JW Marriott, one of only 36 worldwide

In the last 10 years, over $1.86 billion has been invested in downtown with $183 million toward green building

Five first-class museums attract over 598,000 visitors annually
More than 80 restaurants attract people from across the region to downtown Grand Rapids.
we are grand rapids

A creative and conscientious community where public-private partnerships are the norm, and where innovation is a tradition. Our entertainment and cultural institutions are world-class, and our architecture is leading-edge. Our downtown is revitalized and bustling with office workers, students, businesses, and residents. We have the structure, dynamism, and demographics for your business to succeed. We are ready for you.

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<th>Population by age</th>
<th>Med. Age</th>
<th>30.4</th>
<th>30.3</th>
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<td>Number of Households</td>
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<td>2009</td>
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Grand Rapids Is Located
- 45 minutes east of Lake Michigan
- Less than three hours from Chicago and Detroit
- 20 minutes from Gerald R. Ford International Airport
- Downtown has direct access to I-196 and US-131

Short Commute Time to Work
Under 20 minutes for 54.5% of people in 10-mile radius

Traffic Counts
For I-196 west and east bound: 69,800 vpd total
For US-131 north and south bound: 96,400 vpd total

Downtown Residents
- 17,372 residents in one-mile radius
- 2,938 housing units in downtown Grand Rapids

Significant Daytime Populations
- Over 36,000 employees in Central Business District
- Over 31,000 higher education students attend class within one square mile

2009 Significant Visiting Populations
- With 1,200 available hotel rooms, over 110,000 convention-goers translated to $62.9 million in direct spending
- Over 739,000 attended special events
- Over 2.6 million people came downtown for culture and entertainment


For more information visit develop-n-gr.org
we are ready for retail

Over 185 Retail Businesses
44% restaurants, 31% traditional retail, 25% services

2009 Consumer Spending
Grand Rapids is a thriving community, shown by its consumer expenditure profile. Within a 10-mile radius there is a total expenditure of over $13.9 billion.²

Retail Opportunity
There is significant retail leakage in neighborhoods within three miles of downtown. People are spending over $600.9 million elsewhere in the categories of furniture, building materials, clothing, hobby and sporting, general merchandise, electronics, and grocery alone. Your business could be tapping into this opportunity.³

² ESRI Demographics for 2009
³ U.S. Census EDGE, 2009

Consumers in the Grand Rapids area spend over $667 million on apparel and accessories alone

gina’s boutique

Transportation and Parking Options
• The Rapid bus transit has 25 dedicated bus lines, and served over 9.3 million passengers in 2009
• Dedicated bus lines connect outlying college students to downtown, and served over 2.6 million passengers in 2009
• Grand Rapids’ free Downtown Area Shuttle (DASH) service served over 554,000 passengers in 2009
• There are 52 public parking structures in downtown Grand Rapids and 16,821 available parking spaces
investment and opportunity

Grand Rapids continues to see significant downtown growth due, in part, to our innovation in developing strong public-private partnerships. Grand Rapids values all projects no matter what size; we have programs to support large and small investments. Your success is our priority.

**Michigan Street Life Sciences Corridor**

Dollars (in millions) spent on new development:

- GVSU Cook-DeVos Center for Health Sciences, 2003: $57
- Lammen-Holton Cancer Pavilion, 2009: $75
- MSU School of Human Medicine, 2010: $90
- Spectrum Health Medical Office Building, 2009: $120
- Meijer Heart Center, 2004: $137
- Van Andel Institute Phase II, 2009: $170
- DeVos Children's Hospital, 2011: $292

**Top Employers Headquartered Downtown**

Over 36,000 people are employed in the Central Business District:

- Spectrum Health: 16,000
- Saint Mary's Health Care: 2,586
- Kent County: 1,973
- Fifth Third Bank: 1,827
- City of Grand Rapids: 1,564
- U.S. Postal Service: 1,532
- Grand Rapids Community College: 1,273
- Amway Hotel Corporation: 1,076
- Mary Free Bed Rehabilitation: 752
- The Grand Rapids Press: 555
business meets pleasure at every corner in our six distinct business districts

riverfront
The scenic shoreline of the Grand River attracts thousands of visitors and local residents for distinctive business and cultural experiences, from state-of-the-art conventions to world-class dining. The new DeVos Place boasts a 162,000 sq. ft. Class A exhibition hall and 250,000 sq. ft. of meeting and exhibit space that generate a robust convention trade. Four hotels offer guests excellent service and fine facilities, including 1,200 rooms. The Riverfront corridor, with its walkways and historic bridges, is a beautiful backdrop for an evening stroll, special event, or a visit to the Grand Rapids Opera, Symphony, Ballet, or Broadway Theatre. The restaurant selection here, including Michigan's only five-diamond restaurant, will please fine-dining connoisseurs. Just across the river is Grand Valley State University's downtown campus, the Gerald R. Ford Museum, Grand Rapids Public Museum and Planetarium, and the nationally recognized David D. Hunting YMCA. Business meets pleasure at the riverfront.

monroe center
Just steps away from the Riverfront hotels, Rosa Parks Circle is the epicenter of downtown Grand Rapids. This outdoor venue offers a myriad of events from outdoor skating and swing dancing, to our annual New Year's Eve party. Concerts range from techno to blue grass, including our popular Blues on the Mall series, which attracts 35,000 attendees. Next door, the sleek, new Grand Rapids Art Museum welcomes more than 100,000 people annually. The tree-lined streets and historic architecture are home to long-standing businesses specializing in fine jewelry, gifts, and high-end fashion boutiques. Popular coffee houses provide hip hangouts, while gourmet restaurants cater to eclectic palates with sushi, seafood, Italian and progressive cuisine. The Monroe Center Parking Ramp offers 60 minutes of free customer parking.

arena district
The Arena District is the heart of the action in the pulsing nightlife of Grand Rapids downtown. Home to the award-winning Van Andel Arena (12,000+ capacity), the streets are alive with sports fans, big-name concert goers, families, and the young at heart, all out to celebrate at the district's collection of restaurants and night clubs. Suede or saucy, there's a place for everyone. The district draws visitors from across the region, and is a hot spot for college students. Whether you seek a wine bar or beer pub, a night club or comedy den, all tastes can be sated in this vibrant mix of businesses.
east fulton
The East Fulton corridor is the gateway to the nationally recognized historic residential neighborhood, Heritage Hill, and is conveniently located between significant medical hubs. With a small-town feel and the constant buzz created by the 15,000 Grand Rapids Community College students nearby, the corridor is an ideal locale to serve urban professionals. Several cultural institutions create great synergy: the Grand Rapids Children’s Museum, Grand Rapids Civic Theatre, St. Cecilia Music Society, and the Grand Rapids Public Library. Long-established eateries keep people well fed, and well entertained. The one-story commercial buildings are filled with small shops and retail boutiques enjoying high visibility and easy access.

avenue for the arts
The Avenue for the Arts is a trendsetting corridor, celebrating diversity, innovation, and art. This rejuvenated area offers unique and highly affordable live/work spaces, and is an emerging arts center in the core of downtown. Art Market events draw visitors on a quest to discover some of our local talent’s latest works. Funky boutiques offer eclectic wares, from the hottest fashion trends to retro and vintage merchandise. Several schools are located here, including the new Cooley Law School. The recently renovated buildings to the north have attracted high-end services, and two new restaurants contribute greatly to the neighborhood vibe. Cutting-edge mixed-use developments, Thirty-Eight, and Gallery on Fulton—home to the Urban Institute for Contemporary Art—border the district, and herald the residential and business boom to come.

grandville avenue
Contemporary and dynamic, Grandville Avenue has become one of the newest hot spots in Grand Rapids, thanks to significant redevelopments for entertainment and living space that have attracted young adults and professionals. Our new, award-winning transit center brings thousands to this corridor, and features its own significant art collection. Michigan has one professional ballet company—the Grand Rapids Ballet—housed right here in its new theater. Two of our city’s most popular entertainment venues are just next door, hosting the best of up-and-coming bands, and catering to micro-brewery aficionados. From a high-end furniture business to an avant-garde hair salon, this business district is chic and sassy.

For more information visit develop-n-gr.org
we generate traffic
call this in one square mile

business corridors
1 Arena District
2 Avenue for the Arts
3 East Fulton
4 Grandville Avenue
5 Michigan Street
6 Monroe Center
7 Monroe North
8 Riverfront
9 Stockbridge
10 West Fulton

cultural
11 David D. Hunting YMCA
12 DeVos Performance Hall
   Broadway Grand Rapids, Grand Rapids Ballet,
   Grand Rapids Symphony, and Opera Grand Rapids
13 Gerald R. Ford Presidential Museum
14 Grand Rapids Art Museum
15 Grand Rapids Ballet Company
16 Grand Rapids Children’s Museum
17 Grand Rapids Civic Theatre
18 Grand Rapids Public Library—Main
19 Ladies Literary Club
20 Grand Rapids Public Museum and
   Roger B. Chaffee Planetarium
21 St. Cecilia Music Center
22 Urban Institute for Contemporary Arts
23 Van Andel Arena

medical
24 American Cancer Society—Hope Lodge
25 Saint Mary’s Health Care
   Hauserstein Center for Neuroscience, Lacks Cancer Center,
   Wege Institute for Mind, Body, and Spirit
26 Mary Free Bed Rehabilitation Center
27 Spectrum Health—Butterworth Campus
   Lemmen-Holton Cancer Pavilion, Cook Institute,
   DeVos Children’s Hospital, Meijer Heart Center,
   Muscular Skeletal Building, Renucchi Hospitality House
28 Van Andel Institute

hospitality
29 Amway Grand Plaza Hotel
30 DeVos Place Convention Center
31 Downtown Courtyard by Marriott
32 Holiday Inn
33 JW Marriott Grand Rapids

education
34 Catholic Central High School
35 Cooley Law School
36 Douglas J. Aveda Institute
37 Ferris State University
38 Grand Rapids Community College
   College Park Plaza, Cook Academic Hall, Main Building, Calkins Science
   Building, Gerald R. Ford Fieldhouse, Student Community Center, Music
   Center, Learning Center, Wienke-Bettrill Applied Technology Center,
   GRCC Spectrum Theater, Actors’ Theatre, and Jewish Theatre
39 Grand Valley State University Downtown Pew Campus
   DeVos Center, Steelecase Library, Leuermore Auditorium, Eberhard
   Center, Kennedy Hall of Engineering, Keller Engineering Laboratories
   Building, Michigan Small Business & Technology Development Center,
   Student Residences Sechel Hall and Winter Hall
40 Grand Valley State University Cook-DeVos Center
   for Health Sciences
41 Kendall College of Art and Design
42 Michigan State University College of Human Medicine
43 Saint Andrew’s School
44 West Michigan Center for Arts and Technology
45 Western Michigan University

government
46 61st District Courthouse
47 City Hall
48 Federal Building
49 Grand Rapids Amtrak Station
50 Grand Rapids Police Department
51 Kent County Administration
52 Kent County Office Building
53 Rapid Central Station—Bus Transit
54 Secretary of State Offices
55 State Building
56 United States Post Office
economic development partners

City of Grand Rapids Downtown Development Authority  develop-n-gr.org  616 456 3797
City of Grand Rapids Economic Development Department  growgrandrapids.org  616 456 3431
grandrapids.org  616 771 0300
Grand Rapids Area Chamber of Commerce  downtowngr.org  616 771 0346
Grand Rapids Downtown Alliance  visitgrandrapids.org  800 678 9859
Grand Rapids/Kent County Convention & Visitors Bureau  misbtdc.org/region7  616 331 7370
MI Small Business & Technology Development Center  rightplace.org  616 771 0325
The Right Place, Inc.

For available store fronts
visit develop-n-gr.org