



## Core Focus Areas



### Real Estate Development

Leveraging incentives to attract private investment, expand housing options, and welcome new developers across the city.



### Business Development

Supporting the growth and variety of Grand Rapids' tech community through the SmartZone program.



### Neighborhood Business Corridors

Investing in thriving commercial districts through façade improvements, streetscapes, public art, and community events.

## Results continue to grow in Grand Rapids.

### WE ADVANCED STRATEGIC INVESTMENTS IN REAL ESTATE, BUSINESS GROWTH, AND OPPORTUNITIES FOR NEIGHBORHOODS TO THRIVE.

We exceeded annual goals in all 3 core service areas in 2025.

- **\$427.6 million** in private investment was activated.
- **34% increase** in new affordable housing units at or below 80% AMI.
- Hit **4-year high** for number of companies served with entrepreneurial support services.
- **\$1.14 million** in neighborhood corridor investment and doubled average investment.

These results reflect **intentional, data-driven support of public resources for the opportunity for Grand Rapids neighbors to live, work, and play.**

Every approved project represents a commitment to community investment, economic growth, and local job creation. We continue to track projects through construction and completion to ensure those commitments become reality.

**We're proud to share that projects approved since 2023 have exceeded expectations. The following numbers reflect the impact the investments and developments have had in our communities.**

# Real Estate Development

## Outcomes, Investments, & Programming

**23** Unique Projects Supported  
(28 Incentive Actions)

**NOF Investment:** 17 Projects

**Job Growth**

**541**



**New Jobs Committed:** 192

**Jobs Retained:** 349

**Private Investment**

**\$427.6M**

**New Taxes**

**\$858,447**

**\$830,517**  
Property Taxes

**\$201,198**  
Income Taxes

**611** New Housing Units

**173** Affordable Units at **80%** AMI or Below

**\$25M**

in contracts  
to MBE, WBE,  
MLBE firms

**25%**  
over  
target

# Business Development



**142** Unique  
Companies Served  
**+8%**, a 4-year high



**69**  
Underrepresented  
Companies Served



**48%**  
Underrepresented  
18 pts above  
30% target

# Nighborhood Business Corridors

## Land Bank

**107**

Lots Acquired

**2**

Lots Sold

**21**

Options  
Entered



## Investments & Programming

**Total Corridor  
Investment**

**+33%**  
over 2023

**\$1,137,265**

**Streetscape Improvements | \$827,543 | 73%**

**Events + Sponsorships | \$215,572 | 19%**

**Public Art | \$63,000 | 5%**

**Marketing | \$21,150 | 2%**

**Outdoor Activations | \$10,000 | 1%**

