



The Grand Rapids Downtown Development Authority (DDA) retained GPG to assess the market-based potential of four downtown areas - the East Fulton District, the Ionia/Commerce Corridor, the South Division District and the Government/ Monroe Center Area - to support additional retail and restaurants.

GPG's study found that of the 40,050 sf total additional supportable square feet in the four study areas, more than 35,000 sf could be deployed as incubator retailers and restaurants equating to 100 to 150 businesses. These incubators could produce up to \$12.9 million in annual sales, if managed and operated in accordance to commonly accepted shopping center practices. The incubators could be housed in subdivided large commercial, specially constructed space, or repurposed shipping containers.

GPG recommended the DDA and the city consider the following incentives to retain existing businesses and attract targeted retailers, restaurants and other businesses into the downtown and other commercial districts:

- Store Planning and Visual Merchandising Assistance
- Business Operations Assistance
- Merchandising Master Plan
- Incubator Businesses
- Baseline Data Collection
- Business Recruitment Consultant
- Marketing

