

# REOPENING GRAND RAPIDS

## #STRONGERMICHIGAN

We understand that the past few weeks have been very difficult for local businesses. OUTFRONT wants to help you grow again. We provide a platform to help businesses of all sizes #GrowStronger. The below outlines the specifics of Grand Rapids' reopening and current traffic patterns.

### PHASE 4 REOPENING

- June 4th: Retailers can reopen
- June 8th: Dine-in service at restaurants at 50% capacity, outdoor fitness classes, athletic practices, training sessions and games (all with social distancing required), offices and workspaces
- June 15th: Hair, nail, and massage businesses
- June 22nd: Overnight lodging facilities and shelters in state parks and recreation areas

### TRAFFIC PATTERNS

- Since the national emergency, our average yield is at 92% of impressions delivered.
- As more business and offices reopen, we continue to see a steady increase in impressions across the market. As of the last 7 audited days, OUTFRONT is delivering 114% of impressions.

