

The Park Collective Project Narrative

The Park Collective is a proposed experiential hospitality and entertainment destination planned for the redevelopment of the former Tommy's Boats property in Comstock Park, Michigan. The project is designed to transform the existing 15,000 square foot building into a highly activated, community focused gathering place that blends elevated food and beverage experiences with year-round programming, social interaction, and destination quality placemaking.

The vision for The Park Collective is rooted in adaptive reuse and long-term community investment. Instead of a traditional single use restaurant or entertainment venue, the project has been thoughtfully designed as a multi concept hospitality environment that creates energy throughout the day and evening while serving a broad demographic including families, young professionals, sports fans, corporate groups, and visitors to the greater Grand Rapids market. The development will feature approximately 10,000 square feet of guest accessible indoor space in addition to outdoor patio areas and programmed exterior gathering spaces. The Park Collective is anticipated to include five unique food concepts curated to provide variety and repeat visitation, an ice cream shop, multiple hospitality driven gathering spaces, a robust beverage program and self-pour wall, private event space, and flexible indoor and outdoor seating environments.

A core component of the project is the emphasis on community activation and experiential programming. The Park Collective is being designed to host a robust year-round calendar of events including live music on Friday and Saturday evenings, themed social events, family friendly programming, sports viewing experiences, charitable and community gatherings, and seasonal activations. Outdoor yard games including cornhole and other social recreational activities will further reinforce the project's approachable and family friendly atmosphere.

The project also includes a signature architectural feature within the existing glass tower structure on the property. The tower is envisioned as a curated 21+ experiential attraction designed to create a unique destination element for the development while contributing to the visual identity of the corridor. The experience is intended to be immersive, educational, and hospitality focused, further differentiating the project as a one-of-a-kind regional attraction. The tower will also serve as a visually striking landmark feature that enhances the overall architectural character of the site.

From an economic and community development perspective, The Park Collective is expected to generate meaningful positive impact through:

- Significant private investment into an existing commercial property
- Creation of new management, hospitality, and service related jobs
- Increased visitor traffic and economic activity within the surrounding area
- Additional support for nearby businesses and commercial development
- Activation of an underutilized property with year-round energy and engagement

- Expansion of entertainment and dining options available to local residents and visitors

The project team is committed to creating a high-quality development that complements the surrounding community while elevating the overall experience and identity of the area. The Park Collective is intended to serve not simply as a restaurant destination, but as a long-term community gathering place centered around hospitality, connection, entertainment, and memorable shared experiences.

The Park Collective is part of the broader “Collective” family of hospitality and entertainment destinations developed by the project team across multiple markets. Existing projects including Liberty Collective (www.liberty-collective.com) in Liberty Township, Ohio and Westfield Collective (www.westfield-collective.com) in Westfield, Indiana have successfully demonstrated the ability of the Collective model to create highly activated community gathering places centered around elevated food and beverage offerings, experiential programming, social connectivity, and family friendly entertainment. Building on the success of these projects, additional Collective developments are actively being pursued in multiple markets throughout the country. The Park Collective represents the continued evolution of this proven hospitality concept and is intended to serve as a signature destination for the Comstock Park and greater Grand Rapids community.

Through thoughtful design, adaptive reuse, quality architecture, and intentional programming, The Park Collective aims to become a signature destination for Comstock Park and the greater Grand Rapids region.