

The Banks February 2013 Media Summary

The following are updates on The Banks and mentions in broadcast and online publications for the month of February 2013. Summary of this month's coverage: 31 broadcast/digital stories and/or mentions

Topics covered: The Yard House opening; news of The Banks being 94 percent leased; the one year anniversary of Moerlein Lager House; the release of The Banks annual report; parking for the opening of the Horseshoe Casino; a PNC Foundation donation for the Smale Riverfront Park.

Please note that due to the number of media mentions, outlets carrying the same story have been combined under that story topic (with links where available).

* *no link available*

Articles/Mentions

The Yard House Opening

The newest business at The Banks plans to open its doors March 24

WCPO-ABC* – February 1, 5, 2013

WKRC-CBS* – February 1, 5, 2013

WXIX-FOX* – February 1, 5, 2013

WLW-AM* – February 5, 2013

WLWT* – February 6, 2013

WLWT-NBC*

February 7, 2013

The PNC Foundation will be making a big donation today to help out with development of Smale Riverfront Park, although we haven't been told exactly what it is. But we do know it's donations like ones made in the past that help city parks thrive.

WLWT NBC*

February 18 & 19, 2013

You can park at The Banks for free and catch a shuttle to the casino.

WCPO-ABC*

February 20, 2013

Carrie Armstrong is a Current at The Banks resident, "We walk everywhere. You go out, there's a plethora of places around here. Soon, people will be able to walk to one of the newest businesses downtown and the grocery store." It could be the freshest news residents have sunken their teeth into in a long time.

Renters enjoy life at The Banks

Cincinnati.com

February 21, 2013

The apartment vacancy rate Downtown is about two percent, with the few new developments such as Current at The Banks reporting a waiting list since shortly after opening.

<http://communitypress.cincinnati.com/videonetwork318/2178817972001/Renters-enjoy-life-at-The-Banks>

Moerlein Lager House one year anniversary

WKRC-CBS*- February 17, 2013

WKRC* - February 23, 2013

WXIX-FOX*- February 23, 2013

WCPO-ABC* -February 23, 2013

WLWT-NBC*- February 23, 2013

Cincinnati Enquirer - February 23, 2013

<http://news.cincinnati.com/article/20130223/BIZ/302230091/Moerlein-Lager-House-marks-1-year>

The Banks project looks to become even more successful

February 23, 2013

WCPO.com

As the Christian Moerlein Lager House prepares to celebrate its birthday, people in Cincinnati are asking what's next for the Banks project.

http://www.youtube.com/watch?v=vGqmOF_RzB8&list=UUQaDjAlpg-pd44ats-HXCyA

The Banks' commercial space 94 percent leased

Cincinnati.com

February 25, 2013

The commercial space in the first phase of The Banks is 94 percent leased, according to a newly released report on The Banks.

<http://news.cincinnati.com/article/20130225/BIZ/302250125/The-Banks-commercial-space-94-leased?odyssey=mod%7Cnewswell%7Ctext%7CFRONTPAGE%7Cp>

The Banks annual report shows project on time, within budget

February 25, 2013

Fox 19.com

The Banks has released its annual report from 2012. The year concluded with on-time, within budget progress on all public parties work.

<http://www.fox19.com/story/21331090/the-banks-released-annual-report>

John Deatruck interview

February 25, 2013

WNKU*

WCPO-ABC*

February 26, 2013

The casino's new program will allow patrons to redeem rewards points earned at Horseshoe for free meals at ten restaurants. Included on the list is Mahogany's at The Banks, Jean Robert's table, Moerlein Lager House and Montgomery Inn Boathouse.

Will casino traffic clog downtown? Cincinnati police say they're ready to manage the flow

February 27, 2013

Kypost.com

Other casino openings have caused major traffic snarls, but Cincinnati officials say they're ready for the Horseshoe Casino Cincinnati opening near downtown.

http://www.kypost.com/dpps/money/business_news/will-casino-traffic-clog-downtown-cincinnati-police-say-theyre-ready-to-manage-the-flow_8281771

WKRC – CBS*

February 27, 2013

There will be free parking Monday at The Banks and shuttles to get you to the casino. Shuttle service is not available tonight.

Horseshoe Casino and The Banks work together to win business

February 28, 2013

Kypost.com

In addition to the opening day parking partnership, the casino likely will look for more opportunities to team up with the Banks as it gets up and running, said Mike Warren, Horseshoe Casino Cincinnati's vice president of marketing.

http://www.kypost.com/dpps/money/business_news/casino-new-casino-the-banks-team-up-so-both-can-be-winners_8279938

Cincinnati casino gearing up for opening next week

February 28, 2013

Yahoo New Zealand News

While the casino already has its gambling license, it must pass the commission's test on Wednesday in order to open to the public on Monday.

<http://nz.finance.yahoo.com/news/cincinnati-casino-gearing-opening-next-141511867.html>

WLWT*

February 28, 2013

There were no major problems reported at last night's dry run. If you plan on going to the grand opening for the Casino Monday, beware. The parking decks will be closed. You can catch a free shuttle from The Banks.