

The Banks January 2015 Media Summary

Twitter Statistics:

Posts: 30

Retweets, Mentions & Favorites: 64

New Followers: 34

The following are stories/mentions of The Banks, separated as Infrastructure/Public Partnership and Development in broadcast, print and online publications for the month of January, 2015. Please note that due to the number of media mentions, outlets carrying the same story have been combined under that story topic with links (as appropriate).

INFRASTRUCTURE/PUBLIC PARTNERSHIP Stories/Mentions

Summary of this month's coverage: 6 broadcast/digital stories or mentions regarding lane closures due to concrete pours and 1 print/digital story regarding use of the Riverfront Transit Center for the All-Star Game

Temporary Lane Closures: Rosa Park Street between Freedom Way and Second Street

January 1 - release date

One block of Rosa Parks Street to close January 2 from 3 a.m. to 10 p.m. for concrete pour for The Banks Phase IIA construction

WXIX – Jan. 7

Preview Clip

Temporary Road Closure: Freedom Way between Rosa Parks Street and Race Street

January 9 – release date

One block of Freedom Way to close January 12 between 9 a.m. and 2 p.m. and January 13 between 7 am and 11 am for concrete pour for The Banks Phase IIA construction

Temporary Road Closure: Race Street and Rosa Parks Street between Freedom Way and Second Street

January 15 – release date

One block of Race Street and Rosa Park Street to close January 16 for concrete pour for The Banks Phase IIA construction

Temporary Lane Closures: Second Street between Rosa Parks Street and Race Street, as well as Rosa Parks Street between Second Street and Freedom Way

January 21 – release date

Closures to occur Jan. 22 between 3 am and 11 am for concrete pour for The Banks Phase IIA construction

WSTR – Jan 22

Preview Clip

WLWT – Jan. 22

Preview Clip

Temporary Road Closure: Freedom Way between Rosa Parks Street and Race Street

January 27 – release date

One block of Freedom Way to close Jan. 28 between 7 am and 11 am and Jan. 30 between 4 am and 11 am for concrete pour for The Banks Phase IIA construction

Total Broadcast Story Count:	6
Total Nielsen Audience:	245,097
Total 30-Second Ad Value:	\$1,686
Total Run Time:	7:07
Total Calculated Ad Equivalency:	\$9,578
Total Calculated Publicity Value:	\$28,738

Cincinnati Business Courier – January 20

http://www.bizjournals.com/cincinnati/news/2015/01/20/reds-want-to-use-riverfront-transit-center-for.html?surround=etf&ana=e_article&u=mkWD5sXrAozt84s7Z0jh3FqLV1Y&t=1423672411

DEVELOPMENT Stories/Mentions

Summary of this month's coverage: 25 broadcast and digital stories or mentions covering GE's global operations center coming to The Banks; the Carousel at Smale Park; new restaurants coming to The Banks; and stories about Phase II development including retail, apartments, restaurants

5 print/digital stories regarding The Banks photo slideshow; downtown projects to watch in 2015; Carousel and other park openings; Talent sealed GE's choice; Holy Grail owners opening second concept in former Mahogany's space at The Banks

WCPO – Jan 1

Johnny Rocket's will be replaced with Crosley's at The Banks

Preview Clip

WKRC Business Watch – Jan. 4

Cincinnati and Hamilton County made the biggest economic development deal in the region's history by landing GE at The Banks

Preview Clip

WCPO – Jan. 6

New carousel coming to Smale Park destined to become a landmark

Preview Clip

WKRC – Jan. 7

Cold did not slow down construction crews building Phase II apartments and Smale Riverfront Park at The Banks

Preview Clip

WXIX, WKRC, WLWT – Jan. 13

Ribbon cutting for new carousel at Smale Park scheduled for May 16

Preview Clip

Preview Clip

Preview Clip

WKRC, WLWT, WCPO, WXIX – Jan. 22

Owners of Holy Grail opening a new Italian restaurant in the former Mahogany's space at The Banks

Preview Clip

Preview Clip

Preview Clip

Preview Clip

Total Broadcast Story Count:	25
Total Nielsen Audience:	896,132
Total 30-Second Ad Value:	\$7,670
Total Run Time:	40:10
Total Calculated Ad Equivalency:	\$32,473
Total Calculated Publicity Value:	\$97,417

Print/digital stories:

Cincinnati Business Courier – January 5

Downtown and Over-the-Rhine projects to watch in 2015

http://www.bizjournals.com/cincinnati/morning_call/2015/01/downtown-and-over-the-rhine-projects-to-watch-in.html?ana=e_cinci_rdup&s=newsletter&ed=2015-01-05&u=rAWEuPu8PYs5pDQ1gBLgbcoOy&t=1420464108

Cincinnati Business Courier – January 5

Courier Slideshow: See the progress at the Banks' second phase

http://www.bizjournals.com/cincinnati/gallery/139611?r=http%3A%2F%2Fwww.bizjournals.com%2Fcincinnati%2Fblog%2F2015%2F01%2Fsee-the-progress-at-the-banks-second-phase.html%3Fed%3D2015-01-05%26s%3Darticle_du

The Cincinnati Enquirer – January 12

Carousel and other Smale Park openings announced

<http://cin.ci/1BVitRr>

The Cincinnati Enquirer – January 13

Talent, not tax breaks, sealed GE's choice of Cincinnati

<http://cin.ci/1II0zSH>

Cincinnati Business Courier – January 14

Here's when the carousel and Smale Park's other features will open

http://www.bizjournals.com/cincinnati/news/2015/01/14/here-s-when-the-carousel-and-smale-park-s-other.html?ana=e_cinci_rdup&s=newsletter&ed=2015-01-15&u=rAWEuPu8PYs5pDQ1gBLgbcoOy&t=1421338941

The Cincinnati Enquirer – January 22

Holy Grail Italian restaurant replaces Mahogany's

<http://cin.ci/1BLjmOe>

http://www.bizjournals.com/cincinnati/news/2015/01/22/holy-grail-owners-opening-second-concept-in-former.html?ana=e_cinci_bn_breakingnews&u=mkWD5sXrAozt84s7Z0jh3FqLV1Y&t=1423672510