

THE BANKS PUBLIC PARTNERSHIP: MEDIA SUMMARY FOR JANUARY/FEBRUARY 2021

TWITTER STATISTICS: @IBackTheBanks Followers: 1,626 (2/28/21)

<i>Months</i>	<i>Twitter Posts</i>	<i>Impressions</i>	<i>Engagements</i>
January	21	16.4K	422
February	17	14.9K	400
TOTAL	38	31.3K	822

NEWS MEDIA STORIES & MENTIONS

The following summarizes the key stories/mentions of The Banks that appeared in print, online, and broadcast media outlets in January and February 2021.

In January, broadcast, print and online media mentions totaled 62 which appeared in two print/digital and nine broadcast media. Topics included impact of lifting the curfew on business at The Banks; restaurant leases and expansion, the ICON Music Center, SkyStar Wheel, Sample Space, and Designated Outdoor Refreshment Area (DORA).

In February, a total of 75 mentions appeared in one print/digital and eight broadcast outlets. Topics included impact of lifting the curfew on business at The Banks; restaurant leases and expansion, Designated Outdoor Refreshment Area (DORA), and Smale Riverfront Park.

3/20/21