

The Banks March 2015 Media Summary

Twitter Statistics:

Posts: 35

Retweets, Mentions & Favorites: 105

New Followers: 40

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 March, 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: 15 broadcast/digital stories or mentions regarding lane closures due to concrete pours.

Temporary Road Closure: Race Street and Rosa Parks Street

March 6 & March 8 - release date

Race Street and Rosa Parks Street between Freedom Way and Second Street to close Monday, March 9 for concrete pours for The Banks Phase IIA construction

WKRC – March 8

[Preview Clip](#)

WLWT – March 9

[Preview Clip](#)

WKRC – March 9

[Preview Clip](#)

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

March 11 – release date

One block of Race Street to close February 6 between 6 a.m. and 10 a.m. for concrete pour for The Banks Phase IIA construction

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

March 13 & March 15 – release date

One block of Rosa Park Street to March 16 between 9 a.m. and 4 p.m. for concrete pour for The Banks Phase IIA construction

Temporary Road Closure: Rosa Parks Street (Vine Street) between Freedom Way and Second Street, and Freedom Way between Rosa Parks Street and Race Street

March 18 – release date

One block of Rosa Parks Street to close March 19; one block of Freedom Way to close March 20 for concrete pours for The Banks Phase IIA construction

WVXU – March 18 at 7:57 a.m.

Ohio River Walk story, interview with Phil Beck regarding what's being built west of Roebling Bridge
[no link available]

WKRC – March 19
Preview Clip

**Temporary Road Closure: Race Street and Rosa Parks Street between Freedom Way and Second Street
Mach 24 – release date**

One block of Race Street and of Rosa Parks Street to close March 25 for concrete pour for The Banks Phase IIA construction

**Temporary Road Closure: Race Street between Freedom Way and Second Street
March 26 – release date**

One block of Race Street to close March 27 between 2 a.m. and 6:30 a.m. for concrete pour for The Banks Phase IIA construction

WCPO – March 27
Preview Clip

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

March 30 – release date

Closures to occur March 31, 3 a.m. to 11 a.m. and April 1, 2 a.m. to 6:30 a.m. for concrete pours for The Banks Phase IIA construction

Total Story Count:	13
Total Nielsen Audience:	705,537
Total 30-Second Ad Value:	\$3,775
Total Run Time:	10:56
Total Calculated Ad Equivalency:	\$8,652
Total Calculated Publicity Value:	\$25,960

Broadcast digital story:

91.7 WVXU digital story – March 17

Streetcar work closes Second Street

Streetcar Construction at The Banks continues at a busy time for Phase II of The Banks, joint interview with Phil Beck, The Banks project executive.

<http://wvxu.org/post/streetcar-work-closes-second-street>

DEVELOPMENT Stories/Mentions

Summary of this month's coverage: 30 broadcast and digital stories or mentions covering Holy Grail owners open Italian concept at The Banks; Potential entertainment district at The Banks; GE's global operations center coming to The Banks; the Carousel at Smale Park; and stories about Phase II development including retail, apartments, restaurants

8 print/digital stories regarding entertainment district at The Banks; development projects to watch in 2015 includes General Electric's U.S. Global Operations Center at The Banks; GE's Immelt in Cincinnati, states The Banks will attract best talent; Carter names real estate veteran as The Banks executive

WCPO – March 2

Signs of spring construction includes The Banks Phase II apartments, GE Global Operations Center and Carol Ann's Carousel

Preview Clip

WKRC – March 2

WLWT – March 2

Update on Smale Riverfront Park and the carousel

Preview Clip

Preview Clip

WXIX – March 3

Major construction project this month includes The Banks phase 2 apartments and GE Global Operations Center

Preview Clip

WLWT – March 4

WSTR – March 4

Entertainment district at The Banks

Preview Clip

Preview Clip

WLWT – March 10

Newest restaurant at The Banks hoping to open before Opening Day

Preview Clip

WCPO – March 16

GE executive Jeff Immelt being honored, GE announced new building coming to The Banks last year, showing great confidence in our region

Preview Clip

WKRC – March 22

GE's Jeff Immelt is clearly a Cincinnati, was in town last week, 1,800 employee global operations center being built at The Banks

Preview Clip

WXIX – March 24

WCPO – March 24

Smale Riverfront Park Carol Ann's Carousel

Preview Clip

Preview Clip

WKRC Newsmakers – March 29

The Banks district where GE is building their new headquarters building

Preview Clip

WVXU Cincinnati Edition – March 30

Progress of development at The Banks

Listen

Total Story Count:	30
Total Nielsen Audience:	1,125,375
Total 30-Second Ad Value:	\$9,077
Total Run Time:	37:30
Total Calculated Ad Equivalency:	\$35,788
Total Calculated Publicity Value:	\$107,378

Print/digital stories:

The Cincinnati Enquirer

Open containers on Opening Day? – March 3

'Opening Day is a no go' for open container district – online story update March 13

Open-container plan delayed – print story March 14

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

The Cincinnati Enquirer – March 7

10 development projects to watch in 2015

<http://www.cincinnati.com/story/money/2015/03/07/developments-watch/24576085/>

The Cincinnati Enquirer – March 16

GE's Immelt: The Banks will attract best talent

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

The Cincinnati Enquirer – March 26

'Bourbon Street' coming to The Banks?

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

The Business Courier – March 30

Carter names local real estate veteran as Banks project executive

http://www.bizjournals.com/cincinnati/news/2015/03/30/carter-names-local-real-estate-veteran-as-banks.html?surround=etf&ana=e_article&u=mkWD5sXrAozt84s7Z0jh3FqLV1Y&t=1428423640

The Cincinnati Enquirer – March 30

New Cincinnati-based exec to manage The Banks

<http://cin.ci/1Cpje53>