

THE BANKS PUBLIC PARTNERSHIP: MEDIA SUMMARY FOR MARCH & APRIL 2017

TWITTER STATISTICS: @IBackTheBanks Followers: 1,335 (4/30/17)

Month	Twitter Posts	Impressions	Engagements
March	26	6,700	100
April	19	4,841	76

NEWS MEDIA STORIES & MENTIONS

The following are key stories/mentions of The Banks, separated as Infrastructure/Public Partnership and Development that appeared in broadcast outlets for the months of January and February.

For **Infrastructure/Public Partnership**, there were two media mentions in March/April (Carousel, decking over Fort Washington Way to The Banks).

**Development** garnered eight broadcast mentions in March/April (Developer Phase III, AC hotel, Street Corner Market Burger-Fi).



**WLWT-NBC Television** Market: Cincinnati, OH (36)

Issues

Mar 5 2017 04:30AM ET

[4:46:09 AM] [5:57] Carol Ann’s **CAROUSEL** is brand-new and located on the riverfront park. It's indoors in an all glass building and people don't know where we're located. By the Roebling Bridge. And Mehring Way is under it. If people need an address it's under it. Right across from Smale park. How did we end up with this **CAROUSEL**? We had a lot of people interested in having a **CAROUSEL** and the idea had been kicked around a few years. Definitely the benefit of the city itself. A local artist was involved and did the paint work and **CAROUSEL** works is the people that carve the park and hand painted and everything related to the **CAROUSEL** is from the city. We have over 44 characters on it and definitely have a lot of people that love it and it's an interest for our city.

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**WKRC-CBS Television** Market: Cincinnati, OH (36)

Business Watch

Mar 12 2017 06:30AM ET

[6:30:46 AM] [4:52] V:Good morning and welcome to U.S. Bank business watch. I'm Peg Rusconi. Cincinnati’s core is experiencing a building boom. \$2 Billion boom. Sometimes it's hard to keep all the projects straight. On the business courier front page centerpiece, introducing crane watch, a tool that provides a bird's-eye view and most comprehensive look at construction projects in our region. \$2.3 Billion is the dollar amount of 62 development,

redevelopment and construction projects that are either planned or under way in the core of Cincinnati. And that's just a start. Projects range from the \$135 million upgrade of music hall, to a \$35 million AC hotel by Marriott at **THE BANKS**. To \$17.5 Million headquarters building for empower media marketing. That magnitude of construction has prompted the business courier to launch crane watch on Cincinnati business courier are. Com. This interactive development map allows users to see all of the activity taking place in the city from **THE BANKS** to uptown along the Interstate 71 corridor.

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**WCPO-ABC Television** Market: Cincinnati, OH (36)  
News

Mar 14 2017 12:00PM ET

[12:15:25 PM] [0:36] If you like a good burger- you might like a new restaurant coming to **THE BANKS!** It's called burger-fi and it opens Monday in the space between Jimmy John's and Tervis on East Freedom Way. It's known for its fresh, all- natural, hormone-free angus burgers. It'll also have hot dogs and craft beer. This is the first location in the tri- state area.

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**WCPO-ABC Television** Market: Cincinnati, OH (36)  
Good Morning Tri-State

Mar 14 2017 05:30AM ET

[5:37:47 AM] [0:09] And a new place to grab a bite to each. The restaurant ready to open in **THE BANKS**.

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[5:41:44 AM] [0:18] If you like burgers then a new restaurant coming to **THE BANKS** is for you. You. It's called burger-fi and it opens Monday in the space between Jimmy john's and tervis on east freedom way.

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**WCPO-ABC Television** Market: Cincinnati, OH (36)  
Good Morning Tri-State

Mar 14 2017 04:30AM ET

[4:51:59 AM] [0:23] A new eatery is set to open on **THE BANKS**. What the new place will have that's going to separate it from your typical burger joint. If you don't feel like plowing your snow there's an app for that.

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[4:56:45 AM] [0:08] A gourmet burger restaurant is coming to **THE BANKS**.

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 **WCPO-ABC Television** Market: Cincinnati, OH (36)  
News

Mar 13 2017 05:30PM ET

[5:36:11 PM] [0:31] V: A gourmet burger restaurant is coming to **THE BANKS**. "Burger-fi" is scheduled to open its doors a week from today. It will sit in the empty space between "Jimmy John's" and "Tervis" on east freedom way. "Burger-fi" is a Florida based chain. It is known for its fresh, all-natural, hormone-free angus burgers. They also sell hot dogs and craft beer. This will be the first location in the tri-state area.

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 **WCPO-ABC Television** Market: Cincinnati, OH (36)  
News

Mar 14 2017 12:00PM ET

[12:15:25 PM] [0:36] If you like a good burger- you might like a new restaurant coming to **THE BANKS!** It's called burger-fi and it opens Monday in the space between Jimmy John's and tervis on east freedom way. It's known for its fresh, all- natural, hormone-free angus burgers. It'll also have hot dogs and craft beer. This is the first location in the tri- state area.

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**WCPO-ABC Television** Market: Cincinnati, OH (36)

News

Mar 22 2017 05:30PM ET

[5:36:42 PM] [0:24] v: the tri-state's newest burger joint aims to offer gourmet food with fast service. "Burger fi" just opened its doors this week. It sits at what used to be the empty space between Jimmy John's and tervis on **THE BANKS**. It is known for its fresh, all- natural, hormone-free angus burgers. To read a full review of the restaurant and to see what else it offers besides burgers head over to wcpo. Com.

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 **WCPO-ABC Television** Market: Cincinnati, OH (36)

Mar 22 2017 05:00AM ET

[5:17:02 AM] [0:49] It's home to hundreds of apartments, but there's been something missing at **THE BANKS**, until now. Now. The downtown Cincinnati neighborhood is finally getting its first food market. Market. 9 on your side got a first look at the new "street corner" market the company that owns it calls it a -quote- "urban superette", and will sell everything from breakfast to beer and band-aids.

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[4:39:57 PM] [0:24] V: **THE BANKS** have had some trouble keeping tenants over the past year or so. But we can tell you about two new spots - a store and a restaurant - breathing a little new life into

**THE BANKS. BANKS.** Street corner market is opening where orange leaf frozen yogurt used to be. It's a convenience store concept where you can grab something to eat or drink, or something small for your place, like toiletries. Street corner plans to be open by ay first.

 **WCPO-ABC Television** Market: Cincinnati, OH (36)  
News

Mar 22 2017 05:30PM ET

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 **WKRC-CBS Television** Market: Cincinnati, OH (36)  
News

Mar 31 2017 05:00PM ET

[5:01:40 PM] [3:32]

Cincinnati's river front keeps growing. V: the riverfront becoming like a neighborhood each baseball season. Opening day, ballpark will launch a 15th season, as home of the reds, hard to believe. It's a long time. It doesn't feel like it. A lot of time has passed. As Joe Webb shows us, how much of the area has changed. Hi, Joe. V: reporting live from **THE BANKS THE BANKS** is continuing to grow on opening day. Opening day is a great milestone to measure the growth. Think about this. On opening day, 2011, 6 years ago, the holy grail, the bar across the ballpark, was away from business, anywhere from the ballpark. A lot has changed. Go back from opening day, 2011, see a crowded holy grail, surrounded by a huge construction project. Area photos, shows how things changed from 2010 to 2011. It shows how things have changed from then to opening day 2016. Oh, my. I: Jon **REISCHEL, BANKS** spokesperson when you look at **THE BANKS**, 2008, through last year, it's over 250 million of private capitol dollars that come in **THE BANKS**. A million square feet of new development and 1 thousand new developments live between the ballparks. Lot has changed the last year, including the GE building. Promise of 1800 workers at **THE BANKS** every day. This side, pies and parks. And Taste of Belgium down the block from there. Down the block further, closer to great American ballpark, you have the Stretch, which is a brand-new bar from 4EG. Stretch and gourmet Burger-Fi left by Johnny rockets. The Crave location is still empty. Howl at the Moon, is new in the Toby Keith location. Orange leaf that moved out, is being rehabbed into Street corner market. It's called the urban super red. And they knew there was a need of this. Came up with the idea and the four of us went forward. And the Street car is also new this opening day. By the time the play-offs come around, the new hotel should be finished as well. Could only hope the reds are not finished.

Next opening day, they hope to have more of the spots filled in the first floor of phase 2, which is the spot. And taste of Belgium. Phase 3, will be well under way. You could see phase 3 over here to my right, right now. Phase 3 will include, an outdoor concert venue. This is fun. It's fun to be down there. Even when they are not playing ball. People are on the sidewalks and having dinner. It does feel like a community. Well, today, at lunchtime, when we were down here, it was rainy. It was ugly. It is a Friday and a lot of people get out on Friday. There were a lot of people that go down here. A lot of people walking up and down. A lot of people getting ready for opening day and hanging out in the ballpark. There's a lot going on. There's a lot going on a lot of days. Spokesperson for **THE BANKS** says the annual event, more than two phases, is more than \$1.2 Billion a year.

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 **WCPO-ABC Television** Market: Cincinnati, OH (36)

Good Morning Tri-State

Apr 19 2017 05:30AM ET

[5:52:29 AM] [0:26] The newest addition at **THE BANKS** will open its doors in 10 days, the owner of the "street corner market" at **THE BANKS** tells 9 on your side they'll officially open for business on April 29th. It's the area's first food market. It's called a -quote- "urban superette", and will sell everything from breakfast to beer and band-aids.

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 **WVXU-FM Radio** Market: Cincinnati, OH (36)

Cincinnati Edition

Apr 11 2017 01:30PM ET

[1:44:21 PM] [0:55] Activity so people need the visual cues to keep them moving from one area to another and I think the divide that exists with the land between **THE BANKS** and the cbd does inhibit a lot of people from crossing over and it's impacting. The success of **THE BANKS** project assembly facilities and entertainment venues were down so generally if it's there always.

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[1:45:09 PM] [1:02] To get **THE BANKS** and get that up and running you and so when you look at the city and how. I think the fact that **THE. BANKS** project is filling up in terms of the development area now says this is a good time to look at. This additional expanded development opportunity across the highway we do we know how much it might cost we have the estimates. On what the project might cost at this point they're saying the decks are about twenty five million dollars apiece and.

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 **WCPO-ABC Television** Market: Cincinnati, OH (36)

The List

Apr 10 2017 07:30PM ET

[7:38:39 PM] [0:14] We have worked hard and added 6000 jobs over the last 3 years including the GE deal on **THE BANKS**. We worked at the land mercies hospital headquarters. I've spent an enormous amount of time to bring jobs across the city in many neighborhoods.

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Nielsen Audience: 29,399	Ad Value: \$850	Calc Ad Value: \$397
Calc Publicity Value: \$1,190	Runtime: 0:14	Tone: Not Specified
Placement: Beginning	Prominence: Not Specified	Message Points/Notes: Not Specified

 **WLW-AM Radio** Market: Cincinnati, OH (36)  
Mike McConnell Show 730AM

Apr 3 2017 07:30AM ET

[7:32:53 AM] [0:38] The seven-story one hundred seventy one room AC hotel adjacent to Great American ballpark and Smale park is expected open before the summer sidewalk is partially blocked around.

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