

THE BANKS PUBLIC PARTNERSHIP: MEDIA SUMMARY FOR March/April 2018

TWITTER STATISTICS: @IBackTheBanks Followers: 1,417 (4/30/18)

Months	Twitter Posts	Impressions	Engagements
January/February	38	26.4K	868

NEWS MEDIA STORIES & MENTIONS

The following summarizes the key stories/mentions of The Banks that appeared in print, online, and broadcast media outlets in March and April 2018.

In March, there were three mentions in print and online announcing Joella's Hot Chicken as new tenant.

WCPO Online: March 2, 2018

<https://www.wcpo.com/entertainment/local-a-e/joellas-hot-chicken-is-coming-to-the-banks>

Business Courier: March 2, 2018

<https://www.bizjournals.com/cincinnati/news/2018/03/02/new-restaurant-headed-to-the-banks.html>

Enquirer: March 3, 2018

<https://www.cincinnati.com/story/money/2018/03/02/joellas-hot-chicken-coming-banks-spring/388514002/>

In April, there were 40 broadcast, online, and print mentions including infrastructure and development/leasing, with excerpts as follows:

- 1 mention: comparing The Banks development today to the 2007 Master Plan

<https://www.wcpo.com/news/insider/best-laid-plans-how-the-banks-project-differs-from-its-2007-master-plan>

- 1 mention: proposed entertainment districts with areas for open containers
- 5 mentions: plans to open Galla Park at the corner of Second Street and Joe Nuxhall Way

<https://www.cincinnati.com/story/news/2018/04/30/new-restaurant-open-summer-banks-go-into-former-crave-location/565682002/>

<https://www.bizjournals.com/cincinnati/news/2018/04/30/exclusive-heres-whats-coming-to-the-massive.html>

- 6 mentions: opening of the AC Hotel rooftop bar, The Upper Deck
- 7 mentions: proposed concert/music venue proposals
- 9 mentions: 10th Anniversary of the groundbreaking on April 2

In addition to coverage of the 10th Anniversary of the groundbreaking by television, radio, and print media on April 2 and April 3, City of Cincinnati CitiCable government access (channel 23 Spectrum/TWC and Cincinnati Bell Fioptics channel 800) offered seven playback times for the 19-minute video of the celebration, complete with presentations, proclamations, and cutting of the cake. The video is also posted on <http://www.thebankspublicpartnership.com/videos>

- 11 mentions: opening of Condado Taco in the AC Hotel

<https://www.wcpo.com/news/insider/condado-tacos-to-host-grand-opening-at-the-banks-on-april-26>

- Fox Sports Ohio interviewed project executive Phil Beck on March 30 to discuss the 10th Anniversary and future development.