

The Banks May 2015 Media Summary

Twitter Statistics:

Posts: 27

Retweets, Mentions & Favorites: 78

New Followers: 27

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 May, 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: 29 broadcast/digital stories or mentions and three print stories regarding lane closures due to concrete pours and approval of Phase III of development.

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

May 4 - release date

Rosa Parks Street to close Tuesday, May 5, 4 a.m. to 11 a.m., for concrete pours for The Banks Phase IIA construction

WLWT – May 5

Preview Clip

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

May 8 - release date

Rosa Parks Street to close Monday, May 11, 4 a.m. to 11 a.m., for concrete pours for The Banks Phase IIA construction

WLWT – May 11

Preview Clip

WKRC – May 11

Preview Clip

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

May 14 - release date

Rosa Parks Street to close Friday May 15, 4 a.m. to 11 a.m., for concrete pours for The Banks Phase IIA construction

WXIX – May 15

Preview Clip

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

May 19 - release date

Rosa Parks Street to close Wednesday, May 20, 3 a.m. to 11 a.m., for concrete pours for The Banks Phase IIA construction

WLWT – May 20
Preview Clip

Temporary Road Closure: Rosa Parks Street Between Freedom Way and Second Street
May 27 - release date

Rosa Parks Street to close Thursday, May 28, 3 a.m. to 11 a.m., for concrete pours for The Banks Phase IIA construction

WXIX – May 28
Preview Clip

WLWT – May 28
Preview Clip

The Banks Steering Committee approves the \$29.3 million new parking facility with about 700 more parking spaces and the extension of Race Street

WKRC – May 28
Preview Clip

WXIX – May 28
Preview Clip

WLWT – May 29
Preview Clip

Total Story Count:	29
Total Nielsen Audience:	905,726
Total 30-Second Ad Value:	\$5,230
Total Run Time:	26:27
Total Calculated Ad Equivalency:	\$8,429
Total Calculated Publicity Value:	\$25,290

Print/digital stories:

Downtown Cincinnati Inc. Weekly: Construction/traffic section includes The Banks April Monthly Report – May 21

<http://www.downtowncincinnati.com/happening-downtown/cincinnati-events>

The Business Courier: The Banks Steering Committee OKs third phase of development – May 28

<http://www.bizjournals.com/cincinnati/news/2015/05/28/the-banks-steering-committee-oksthird-phase-of.html?ana=e du pub&s=article du&ed=2015-05-29&u=mkWD5sXrAozt84s7Z0jh3FqLV1Y&t=1432928752>

The Cincinnati Enquirer: Will next Banks phase include condos? – May 28

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

DEVELOPMENT Stories/Mentions

Summary of this month's coverage: 192 broadcast and digital stories or mentions covering potential entertainment district at The Banks; the Carousel at Smale Park; Marriott's ac luxury brand hotel and its design plans; stories about Phase II development including GE, retail, apartments, restaurants

Seven print/digital stories regarding Carousel at Smale Park; Hamilton County economic development staff; plans for The Banks hotel; and Reds seeking new LED screen outside stadium

Total Story Count:	192
Total Nielsen Audience:	8,106,753
Total 30-Second Ad Value:	\$57,674
Total Run Time:	3:11:40
Total Calculated Ad Equivalency:	\$108,969
Total Calculated Publicity Value:	\$326,909

Print/digital stories:

The Cincinnati Enquirer: Piecing together the long-awaited riverfront carousel – May 2

<http://www.cincinnati.com/story/news/2015/04/21/piecing-together-long-awaited-riverfront-carousel/26140083/>

The Business Courier: Assistant County Administrator Jeff Aluotto will now deal with economic development and Banks issues – May 7

<http://www.bizjournals.com/cincinnati/news/2015/05/06/county-commissioners-strip-top-official-of.html>

The Business Courier – May 12

What do you think of the plans for the new Banks hotel? Pulse Poll

http://www.bizjournals.com/cincinnati/pulse/poll/what-do-you-think-of-the-plans-for-the-new-banks-hotel/17244681?ana=e_du_poll&u=rAWEu8PYs5pDQ1gBLgbcoOy&t=1434058889

Smale Riverfront Park – Welcome to the River Sunday Special Section

<http://www.cincinnati.com/topic/29be7ed6-946f-4d42-b071-b00c356b6244/smale-riverfront-park/>

The Cincinnati Enquirer – May 16

Carol Ann's Carousel opening at Smale Riverfront Park Photo Gallery

<http://www.cincinnati.com/picture-gallery/life/2015/05/16/carol-anns-carousel-opening-at-smale-riverfront-park/27444347/>

Your Hometown Enquirer Print Edition – May 28

Volunteers sought for Carol Ann's Carousel

The Cincinnati Enquirer – May 30

Reds hope to add video options at ballpark

<http://www.cincinnati.com/story/news/2015/05/28/reds-seek-new-led-screen-outside-stadium/28094045/>