

PROJECT YEAR IN REVIEW: 2023

THE BANKS PUBLIC PARTNERSHIP





THE BANKS PROJECT: 2023 IN REVIEW

The Banks offered a variety of entertainment, education, and engaging experiences in 2023. Entertainment venues increased, offering more places to wine, dine, and wind down. Between the Reds Hall of Fame and Museum, the National Underground Railroad Freedom Center, The Cincinnati Black Music Walk of Fame, and special events in the DORA—opportunities to learn about history, music, art, culture, health and wellness filled the calendar at The Banks.

Friends and families visited often, taking advantage of Smale Riverfront Park's natural beauty in flower gardens, sculpture, playground areas, the Rosenberg Swings, Castellini Esplanade, Carol Ann's Carousel, and the Ohio River Trail. Breathtaking views of the Roebling Bridge engaged visitors to The Banks, night and day.

COVER—

Main: The Cincinnati Black Music Walk of Fame opened to the public at no charge to experience an interactive celebration of Black music with ties to the tristate region.

Upper right: Cincinnati Bengals “striped the jungle” for Monday Night Football. Fans turned out in the black or orange home team colors, assigned by seat section. (Photo courtesy of the Cincinnati Bengals.)

Lower right: Cincinnati Parks Foundation's Hats Off Luncheon welcomed donors to Smale Riverfront Park.

THIS PAGE—

Left: Variable Message Signage Phase III team members completed planning for technology installation, designed to provide real-time information on available spaces in the Central Riverfront Garage.

Center: Cincinnati Black Music Walk of Fame 2023 Honorees were announced in May.

Right: Establishments opening on Freedom Way included Killer Queen (Freedom Way East), Red Leprechaun Irish Pub (Freedom Way West), and BetMGM SportsBook and Nation Kitchen & Bar at the corner of Joe Nuxhall Way and Second Street.

Public Parties Construction

July 22, 2023, marked the grand opening celebration for **The Cincinnati Black Music Walk of Fame**. The honorees inducted this year included Phillippe' Wynne, Louise Shropshire, James Brown, and The Deele.

Variable Message Signage (VMS) Phase III advanced through planning stages. When completed, the technology will provide real-time information on available parking spaces throughout the **Central Riverfront Garage**.

Business at The Banks

Killer Queen Restaurant and Bar, and **Red Leprechaun Irish Pub** opened along Freedom Way.

BetMGM Sportsbook opened at the corner of Joe Nuxhall Way and East Second Street in September. Co-located **Nation Kitchen & Bar** opened there in December.

The Brady Music Center hosted a lineup of indoor and outdoor concerts throughout the year.

DORA events included free showing of the "Sandlot," viewing of Cincinnati Reds games, and Bengals tailgating events for both home and away games.

"Rockin' The Roebling" summer concerts on Schmidlapp Lawn were sponsored by

Moerlein Lager House, as was **ChristkindlMarkt** during the holidays.

Hyde at The Banks opened New Year's Eve at 36 West Freedom Way.

Parks

Cincinnati Parks sponsored Smale Riverfront Park Family Fun Days, Smale Mind & Body events, and the iconic "Hats Off Luncheon" to benefit the Cincinnati Parks Foundation.

Events

Cincinnati Bengals won the AFC North championship in January; in September, fans transformed **Paycor Stadium** as they "striped the jungle" for Monday Night Football.

The National Underground Railroad Freedom Center hosted its annual Martin Luther King, Jr. Day Celebration.

The Findlay Market Opening Day Parade ushered in the baseball season for the **Cincinnati Reds**.

The Flying Pig Marathon events culminated at "The Finish Swine" along Mehring Way at Smale Riverfront Park.

Juneteenth Block Party was held along Freedom Way.

Paycor Stadium hosted two performances of Taylor Swift's Eras Tour.

Great American Ball Park hosted the international pop-icon P!NK Summer Festival.

The Cincinnati Music Festival continued to draw crowds to the riverfront. **The Cincinnati Black Music Walk of Fame** opened the same weekend, adding to the entertainment appeal of the riverfront, Cincinnati, Hamilton County, and the region.

The Celtic Festival, Kroger Wellness Festival, Redsfest, and the Disabled American Veterans (DAV) 5K event provided education and entertainment to audiences along the banks of the Ohio River at Cincinnati.

The Cincinnati Black Music Walk of Fame reported 22,000 visitors at year-end, just five months since opening.

Communications

Public Parties published five episodes of the **"Before The Banks" video tour**, exploring the fascinating history of the riverfront. Each video story documented points of historical interest to reveal the built environment nearly two centuries "before The Banks was developed." Episodes include 1—The Black Brigade; 2—The Archaeological Dig; 3—The Reds & The River; 4—The Foundation Walls, and 5—The Suspension Bridge. Watch here: <http://tinyurl.com/5czmjzpj>

HIGHLIGHTS OF 2023

PUBLIC PARTNERSHIP

JAN/FEB

MAR/APR

MAY/JUN

JUL/AUG

SEP/OCT

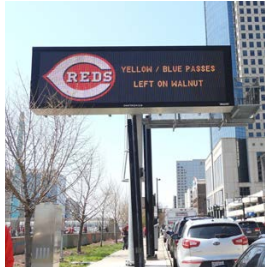
NOV/DEC



Elm Street marked the west perimeter of The Cincinnati Black Music Walk of Fame, under construction.



Workers installed granite along the west wall of The Cincinnati Black Music Walk of Fame.



Third Street Dynamic Message Signage guided traffic on Cincinnati Reds Opening Day.



April showers helped Smale Riverfront Park's tulip beds flourish.



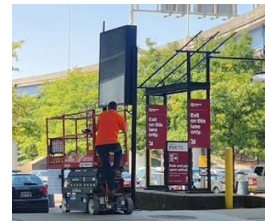
Smale Mind & Body free workout sessions were held weekly, June through September, at Smale Riverfront Park.



Variable Message Signage Phase III contract was awarded for a parking guidance system for Intermodal Transit Center and Central Riverfront Garage.



The Cincinnati Black Music Walk of Fame welcomed enthusiastic crowds on July 22 for an afternoon of celebration and musical experiences.



Workers completed warranty work on Variable Message Signage Phase II.



Smale Riverfront Park's Rosenberg Swings were a popular attraction all year.



Media host Sherri Shepherd visited with County Commissioner Alicia Reece to feature The Cincinnati Black Music Walk of Fame.



The Cincinnati Black Music Walk of Fame announced visitors exceeded 20,000 since its July 2023 grand opening.



Placement of sensors to identify open and occupied parking space was underway in December.

HIGHLIGHTS OF 2023

DEVELOPMENT

JAN/FEB

MAR/APR

MAY/JUN

JUL/AUG

SEP/OCT

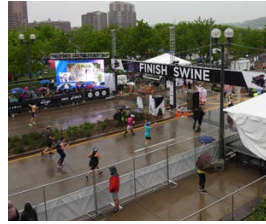
NOV/DEC



Freedom Center presented its King Legacy Celebration on Martin Luther King, Jr. Day.



Red Leprechaun Irish Pub planned its autumn opening.



Runners in The Flying Pig Marathon approached the "Finish Swine" along Mehring Way.



The Celtic Festival drew crowds, and a rainbow, to Freedom Way in July.



SportsBook advertised its location at the corner of Joe Nuxhall Way and East Second Street.



Holidays at The Banks included a Moerlein Lager House ChristkindlMarkt on the Schmidlapp Lawn.



The Moerlein Lager House sponsored its Fire & Ice Festival in February.



Killer Queen restaurant and bar opened for business in April.



Freedom Way was the site of the Juneteenth Block Party.



Baseball fans young and old gathered in the DORA to watch "Sandlot" on an August evening.



Disabled American Veterans 5K run drew runners and walkers to The Banks.

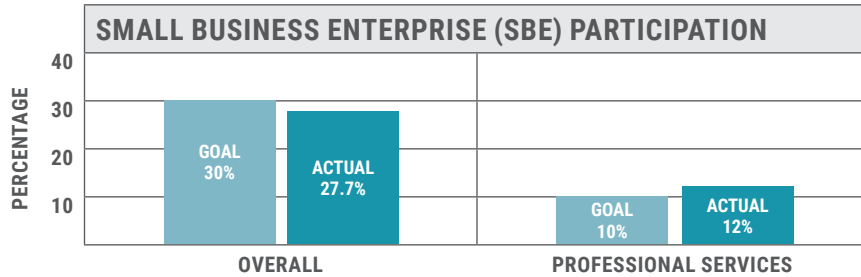


Nation Kitchen & Bar opened its restaurant in the BetMGM SportsBook location at The Banks.

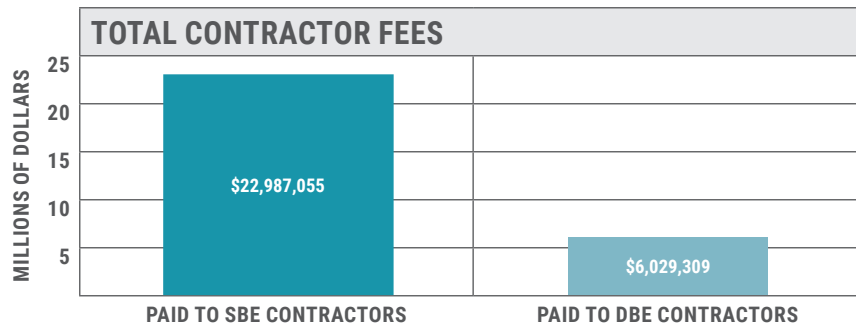
PROJECT PILLARS

ECONOMIC INCLUSION

Phase I, II, IIIA, IIIB and IIIC Small Business Enterprise (SBE) participation 1/1/08 through 12/31/23.

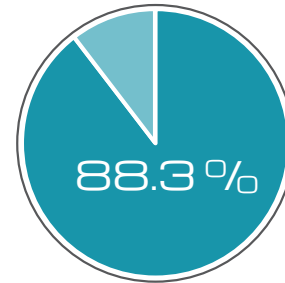


Money paid to SBE and DBE contractors 1/1/08 through 12/31/23.



Combined Minority and Women Workforce Participation 1/1/08 through 12/31/23 for Phase IIIC
 Female: 3.6%
 Minority: 20.32%

Phase I, II, IIIA and IIIB Disadvantaged Business Enterprise (DBE)
 Goal/participation varied by project, between 4% and 9%.



Percentage of workforce living within the 26-county Consolidated Metropolitan Statistical Area*

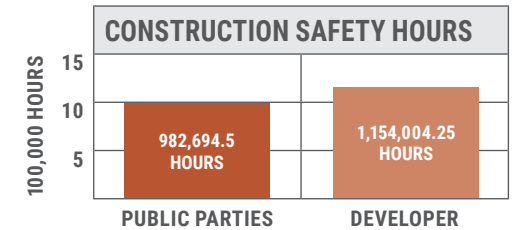
*Phase I, II, IIIA, IIIB, IIIC, and VMS Phase II from 1/1/08 through 12/31/23. There are no local residency participation goals for the project.

Additional Budget information: <http://thebankspublicpartnership.com/wp-content/uploads/budget-2023-q4.pdf>

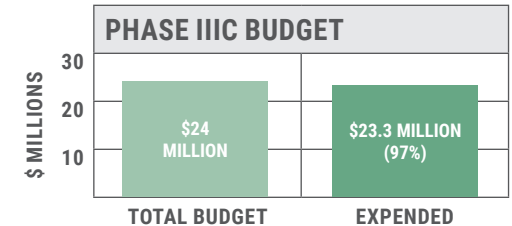
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SAFETY

Public Parties construction safety hours for all phases from 1/1/08 through 12/31/23.



The Public Parties project work remained within budget.



SCHEDULE

All Public Parties work remained on schedule.



PUBLIC PARTIES

Upper: Variable Message Signage Phase III information technology planning team reviews proposed placement of sensors in the Central Riverfront Garage.

Lower: Bootsy Collins released a new tribute song to The Cincinnati Black Music Walk of Fame. <http://tinyurl.com/53f27zu7>





DEVELOPER

Left: Moerlein Lager House and Servatii Pastries sponsored ChristkindlMarkt on Schmidlapp Lawn, complete with a 20-foot ice slide!

Right: Hyde at The Banks opened December 31, offering an upscale experience with specialty cocktails at 36 West Freedom Way.




PARKS

Upper: Bicyclist and baby pause for a break in Smale Riverfront Park.


Lower: The Schmidlapp Lawn provided a perfect location for a family photo.




COMMUNICATIONS


1,636
Followers


107
Posts


21,691
Impressions*


1,067
Engagements†


WWW

- TOTAL VISITOR SESSIONS: **21,623**
- AVERAGE MONTHLY SESSIONS: **1,802**
- TOTAL PAGE VIEWS: **30,805**
- MONTHLY PARKING PAGE VIEWS: **2,002**
- AVERAGE DURATION: **59.9 seconds**

@lBackTheBanks

Additional Media information: <https://thebankspublicpartnership.com/wp-content/uploads/media-summary-2023-q4.pdf>

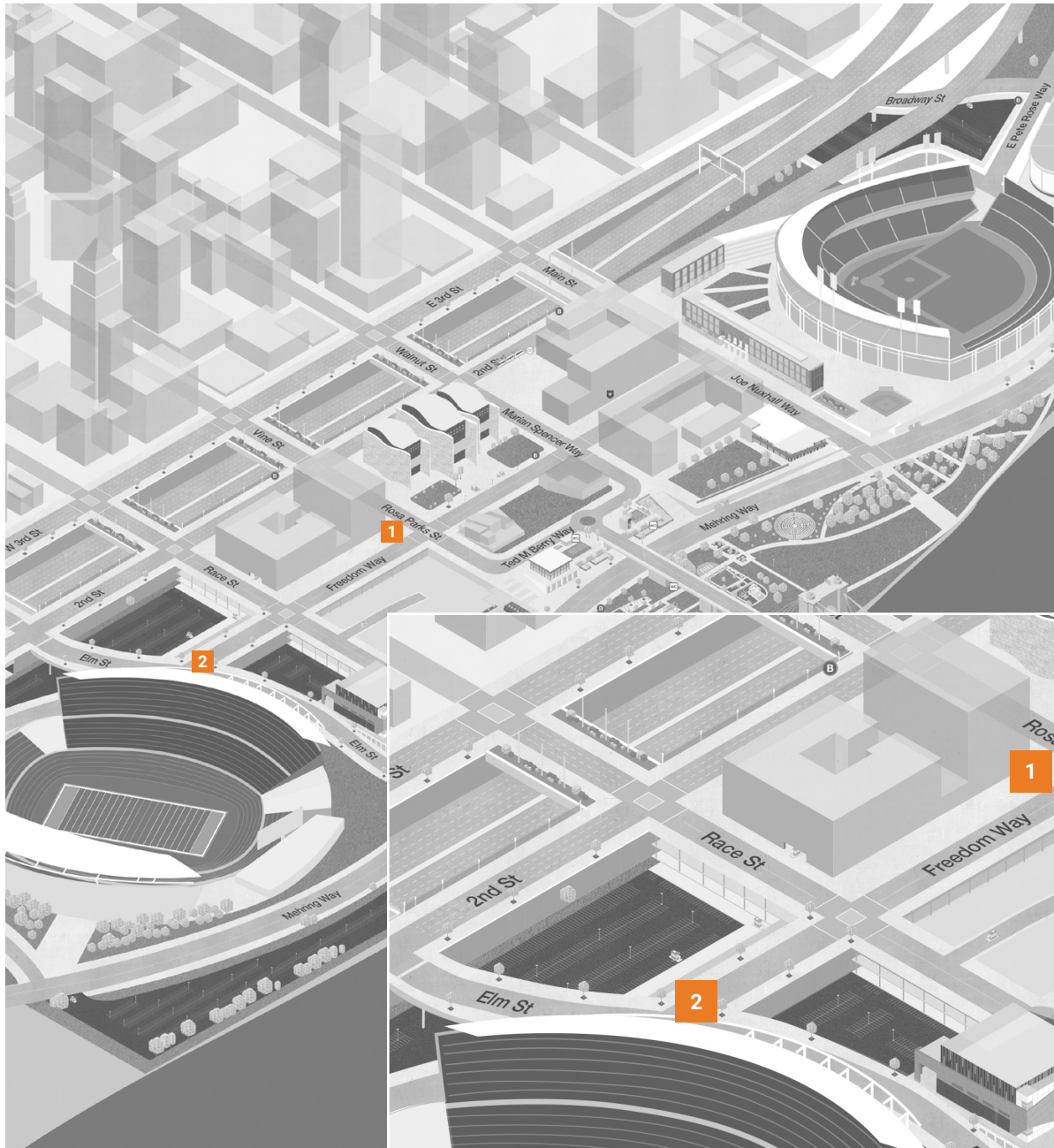
*Impressions equals the number of times users saw the post on X.com (formerly known as Twitter).

†Engagements is the total number of times users have interacted with a post, including reposts, replies, follows, and likes.

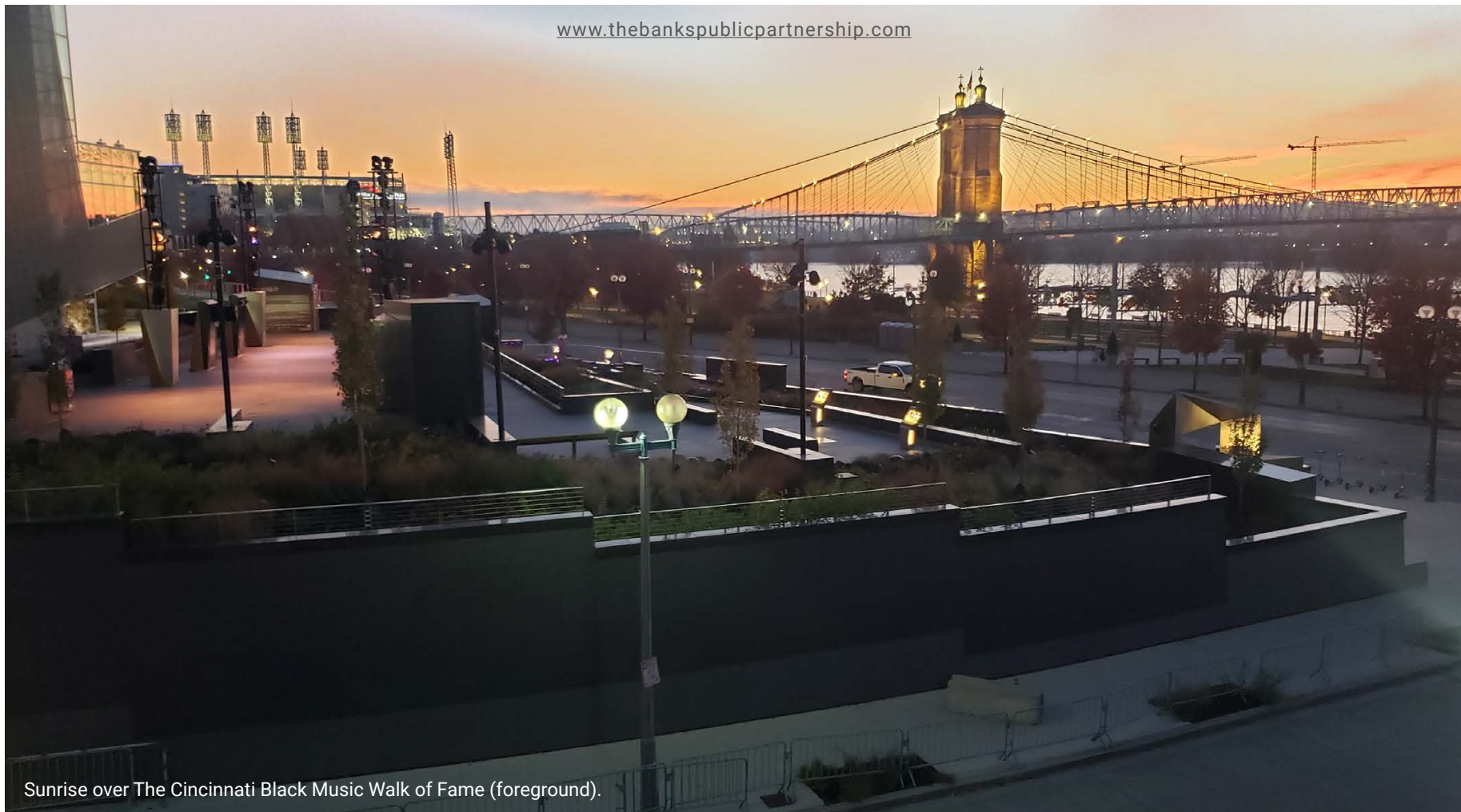


WHAT'S NEXT

1. Variable Message Signage Phase III (parking guidance within the Intermodal Transit Facility/ Central Riverfront Garage) will move from planning to implementation.
2. Paycor Stadium infrastructure upgrades will enter the bidding stage.



www.thebankspublicpartnership.com



Sunrise over The Cincinnati Black Music Walk of Fame (foreground).



THE BANKS
Public Partnership

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