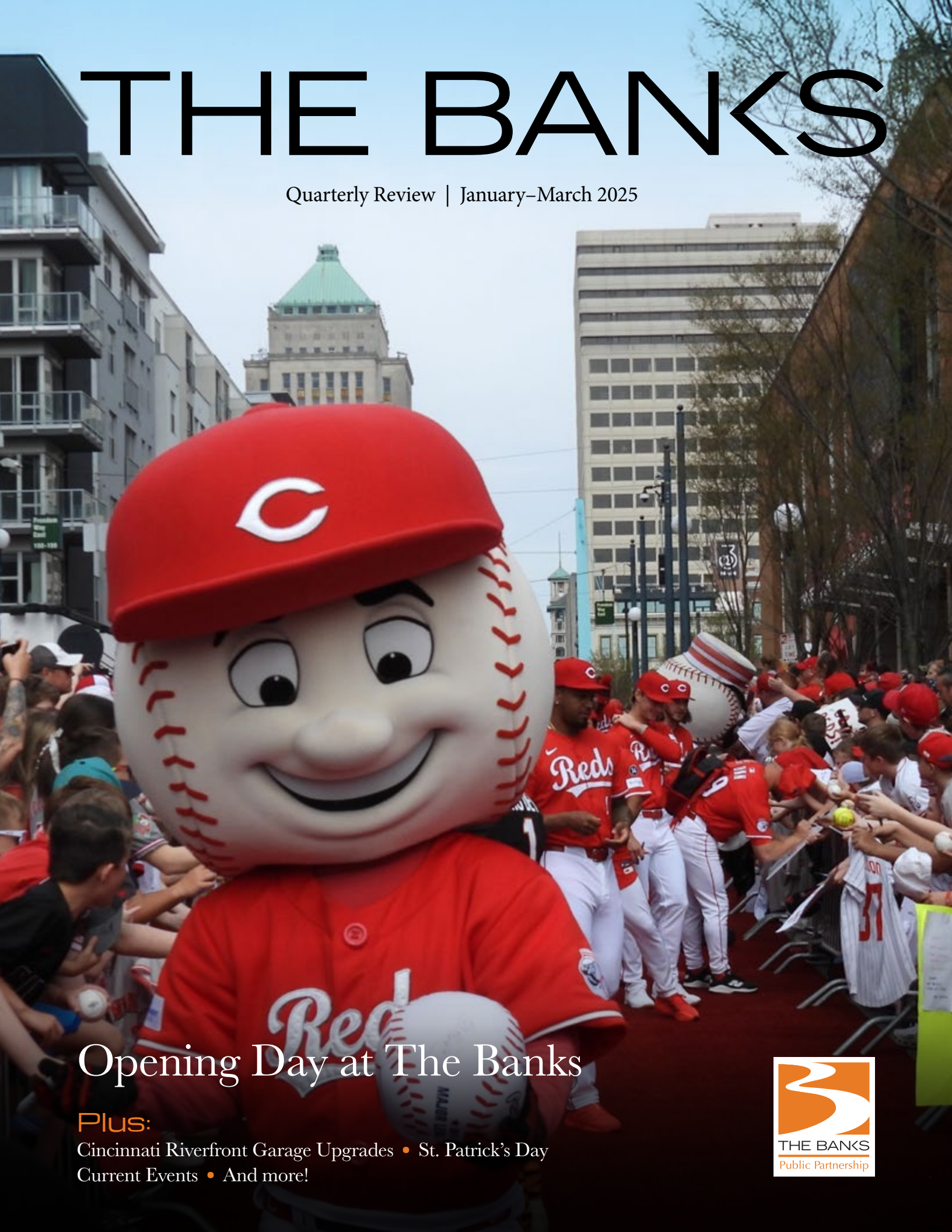


THE BANKS

Quarterly Review | January–March 2025

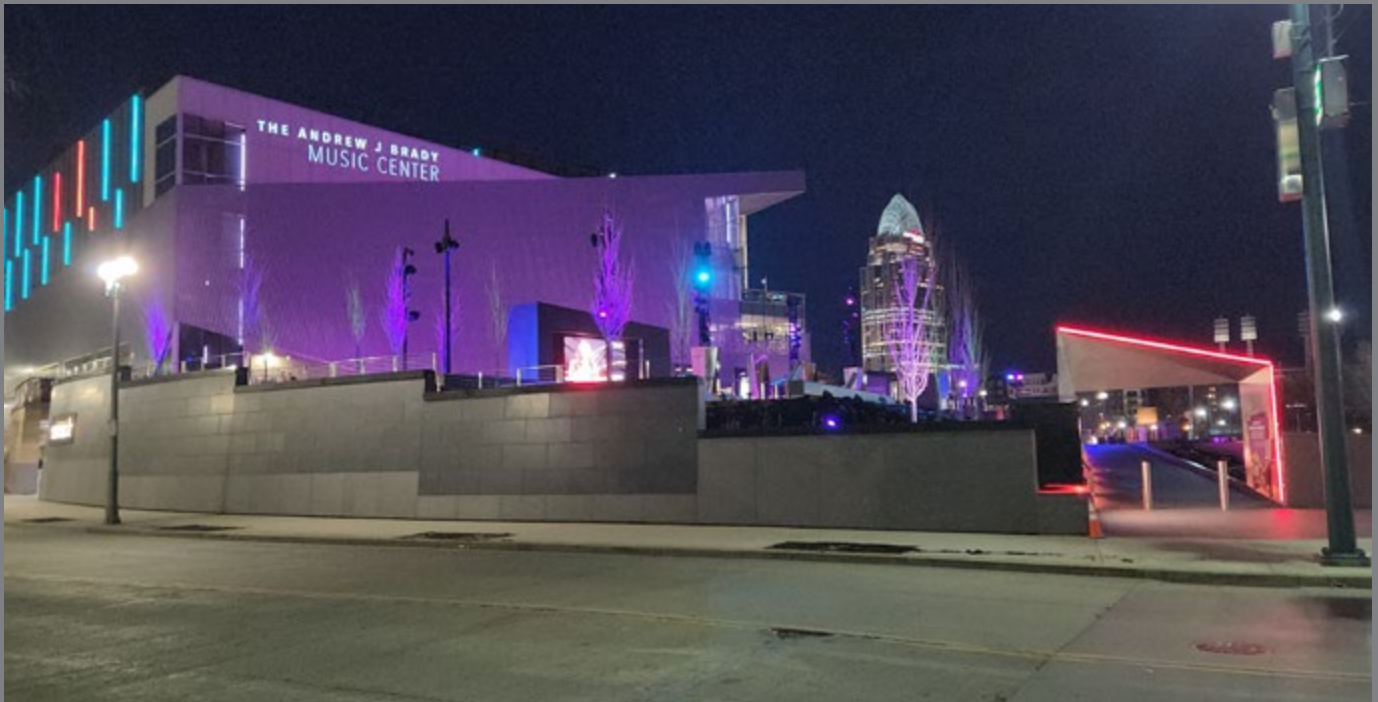


Opening Day at The Banks

Plus:

Cincinnati Riverfront Garage Upgrades • St. Patrick's Day
Current Events • And more!





Letter from The Banks Project Executive, Phil Beck

What's more "Cincinnati" than baseball's Opening Day at The Banks? At noon on March 27, the 106th Findlay Market Opening Day Parade stepped off, making its way through downtown Cincinnati and ushering in the 2025 baseball season to thousands lining Freedom Way and the entrance to Great American Ball Park. January and February were event-filled as well. Check out our photo album in this edition!

The Public Parties finalized activation of the parking guidance system in the Central Riverfront Garage. The Cincinnati Black Music Walk of Fame attracted 27,162 visitors by the end of the first quarter. Cincinnati Parks prepared Smale Riverfront Park for Spring by tending to acres of gardens and lawn, swings, and areas for picnics and events. Last but not least, Cincinnati Magazine's Best of the City named the designated outdoor refreshment area at The Banks the "Best DORA."

As Spring blossoms into Summer, we invite you to visit Cincinnati's acclaimed riverfront development which entered its design phase just 25 years ago. We hope to see you soon as we celebrate the past, the present, and the future of The Banks.

Phil Beck, AIA, LEED AP
The Banks Public Partnership Project Executive

A handwritten signature in white ink, appearing to be "P. Beck", written on a dark background.

Engage. Educate. Entertain.

THE BANKS

Quarterly Report | January–March 2025

2

Opening Day

The Reds' season began with an annual celebration at The Banks.

5

Cincinnati Riverfront Garage

Discover the new wayfinding enhancements.

7

St. Patrick's Day

The Banks hosted the holiday parade and festivities.

PLUS

9 Before The Banks **10** Current Events **14** What's Next



Photography by Joan Buttner and Marie Gemelli-Carroll



Opening Day Festivities

The Banks welcomes fans as a new baseball season begins.

Opening Day (cont'd)



The Banks in Cincinnati hosted festivities for the 2025 Reds Opening Day, highlighted by the Reds Community Fund Charity Block Party. Fans enjoyed the live music, vendors, and the Designated Outdoor Refreshment Area (DORA). Many bars and restaurants at The Banks joined in the fun, offering special events and promotions, creating an energetic atmosphere that celebrates the start of the Reds' season.

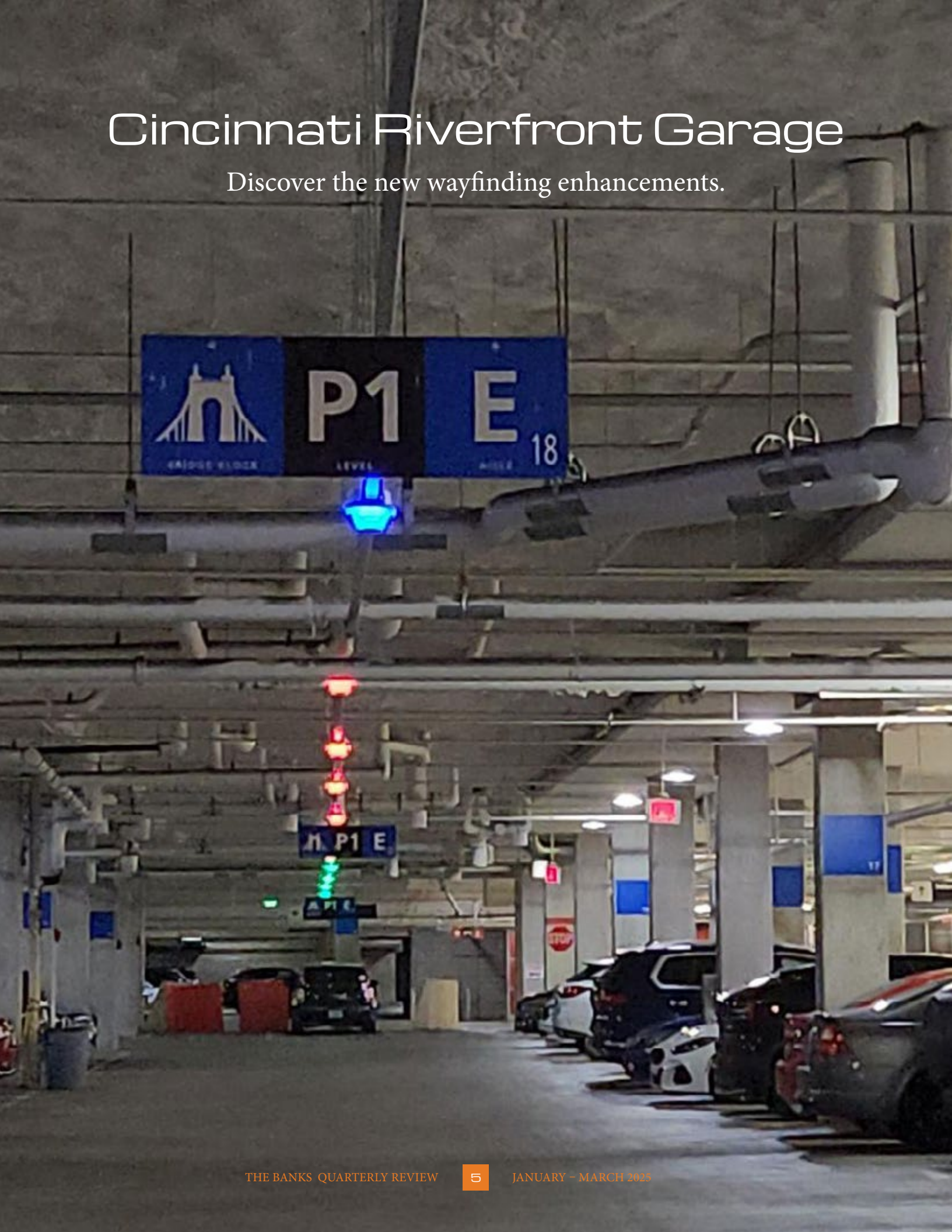
[!\[\]\(d66ff64371a51729ac8c1cdaa685ba6f_img.jpg\) Click here for more information about the Reds](#)

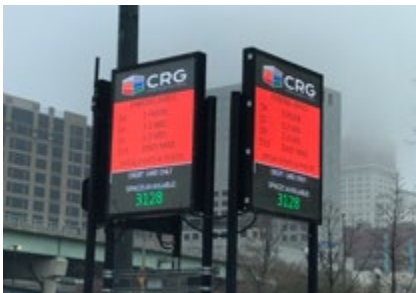
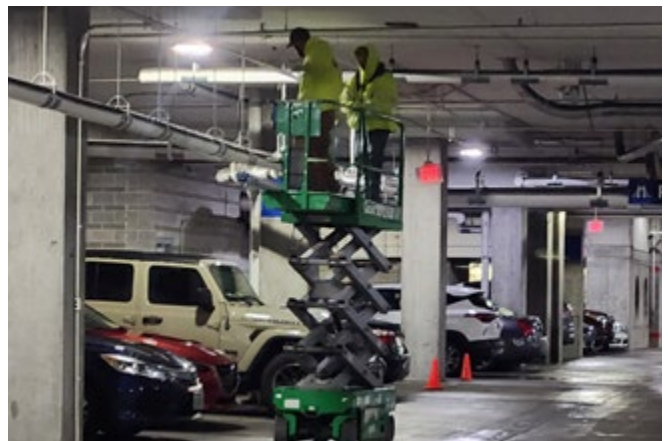
Opening Day (cont'd)



Cincinnati Riverfront Garage



Discover the new wayfinding enhancements.





New to Cincinnati Riverfront Garage (CRG) and The Banks, the Parking Guidance System utilizes lighting to assist drivers identify and select open spaces. The lighting is designed to help drivers reduce the time it takes to find an open space in which to park their vehicles in the five-block, two level intermodal transit facility's garage. In addition, signage along interstates show the best routes to The Banks and signs at each CRG vehicle entrance display the total number of available spaces in real time.

Upon entry to the CRG, drivers will encounter red, green, blue, purple and yellow light sensors installed overhead in the drive-lane on all levels of the garage.

-  Red indicates the space is occupied.
-  Green indicates the space is available.*
-  Blue indicates the space is reserved accessible.* (State-issued, handicapped parking permit required)
-  Purple indicates reserved parking.
-  Yellow indicates EV charging station.

* Green or blue can indicate between one and four spaces.

A photograph of a St. Patrick's Day parade. In the foreground, three young women are smiling and looking to the right. They are wearing green sunglasses with shamrock lenses and green beaded necklaces. The woman on the left has a green shamrock in her hair. The woman in the middle has a small green hat in her hair. The woman on the right is wearing a large green leprechaun hat and holding a red lollipop. In the background, other people are visible, some wearing green, and a banner for 'Candy' is partially seen.

St. Patrick's Day

The Banks hosted the holiday parade and festivities.

ST. PATRICK'S DAY (cont'd)



The 57th Annual Cincinnati St. Patrick's Day Parade took place at The Banks, drawing thousands of attendees to celebrate Irish heritage. The parade commenced at noon from the intersection of Mehring Way and Central Avenue, meandered throughout The Banks, and concluded on Freedom Way at Elm Street. This family-friendly event featured vibrant floats, spirited Irish dancers, and performances by bagpipe bands. Cincinnati Bengals legend Anthony Muñoz served as the grand marshal, adding to the festivities. Following the parade, The Banks hosted the Lepre-CON St. Patrick's Day Block Party, offering live music, giveaways, and continued celebrations into the evening.

Discover the History of Cincinnati's Riverfront

BEFORE THE BANKS



This series of brief video vignettes, *Before The Banks*, tells the amazing stories of what came before the transformational development along the Cincinnati riverfront.

[Click here to begin your experience!](#)

CURRENT EVENTS



Spring flowers in Smale Riverfront Park.



A snowy day at The Banks.



Visitors experience the Cincinnati Black Music Walk of Fame.

CURRENT EVENTS (cont'd)



Hilltop site development activity: Evaluation of bids submitted for Hilltop Bid Package 1 (Demolition) is underway; contract award expected in April. Hilltop Bid Package 2 (Site Work) was posted March 28; bids due April 16.



Fire & Ice celebration at Moerlein Lager House.



Enjoying the Rosenberg Swings along the award-winning Ohio River Trail.



Walking near the Roebling Suspension Bridge.



Aerating Smale Riverfront Park.



Bicycling through The Banks.

CURRENT EVENTS (cont'd)



Fun in the Impact Zone.



Maintenance work on the geothermal wells beneath Smale Riverfront Park.



The annual Polar Plunge benefits the Special Olympics.


WHAT'S NEXT



Here is just a sampling of the activities along the riverfront:

APRIL


Earth Day Celebration

April 19 


Arbor Day Celebration

April 26 

Reds season in full swing

Multiple home games 

Hilltop Bid Package ITB

Responses due in April 

MAY



MAY

Water features are turned on for the season in Smale Park

May 1

The Real Taco Fest

May 10 [🔗](#)

Rockin' the Roebling

Every Saturday evening.

Begins May 15 [🔗](#)

Smale, Mind, & Body

Every Wednesday.

Begins May 28 [🔗](#)

JUNE



JUNE

Smale Family Fun

Every first Thursday.

Begins June 5 [🔗](#)

Brady Block Party

Concert at the ICON Festival Stage

June 5 [🔗](#)

Music at the Esplanade

Every Saturday.

Begins June 7 [🔗](#)



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Interested in the latest progress statistics at The Banks? [Click here for current and historical data.](#)