

THE BANKS PUBLIC PARTNERSHIP

MEDIA SUMMARY—First Quarter 2022

TWITTER STATISTICS: @IBackTheBanks followers--1,662

<i>Months</i>	<i>Twitter Posts</i>	<i>Impressions</i>	<i>Engagements</i>
January	16	18.4K	249
February	14	11.0K	149
March	18	6.5K	202
TOTAL	48	35.9K	600

NEWS MEDIA STORIES

The following summarizes the key stories covering The Banks that appeared in print, online, and in broadcast media outlets in the First Quarter 2022. The stories are separated by subject matter: Public Parties and Developer.

In January, coverage on Developer-related topics appeared in eight broadcast media outlets. Topics included a focus on the impact of the Cincinnati Bengals division and conference-level championships and the impact of the game-related parties and pep rallies held at The Banks, including the DORA. The Moerlein Lager House celebrated 10 years at The Banks; while the Brady Music Center gave a nod to the Bengals with orange exterior lighting.

In February, nine broadcast media outlets and one print/digital publication covered The Banks, with primary focus on the lead-up to the Super Bowl and coverage throughout the event. In addition, the Freedom Center received mention about Black History Month programming.

The coverage for Public Parties efforts included stories about Hamilton County's development of Lot 28 into the Cincinnati Black Music Walk of Fame (in two broadcast outlets).

In March, Developer-related topics appeared in two print/digital and give broadcast media. Opening Day baseball, timing, and details about plans for the 2022 Findlay Market Opening Day Parade, and The Banks' DORA as the backdrop. Great American Life Insurance announced its move of jobs to the GE Building, while Nicol & Co. put its real estate holdings at The Banks on the market for sale.

The Cincinnati Black Music Walk of Fame was highlighted in broadcast reports giving details about the announcement of new inductees. The event is planned to coincide with the Procter & Gamble Music Festival in July. The induction will be held at the Brady Music Center, adjacent to Lot 28 where the Walk of Fame is under construction).

4/20/22