

# THE BANKS PUBLIC PARTNERSHIP

## MEDIA SUMMARY—First Quarter 2023

TWITTER STATISTICS: @IBackTheBanks followers--1,626

<i>Months</i>	<i>Twitter Posts</i>	<i>Impressions</i>	<i>Engagements</i>
January	10	1.9K	74
February	8	1.4K	79
March	12	1.2	85
<b>TOTAL</b>	<b>30</b>	<b>4.5K</b>	<b>238</b>

### NEWS MEDIA STORIES

The following summarizes the topics about The Banks (developer, and Public Parties) that appeared in print, online, and in broadcast media outlets in the First Quarter 2023. The total number of topics related to The Banks was

In January, the following topics appeared in one print/digital and eight broadcast media outlets. Three residential/entertainment development-related stories or mentions included impact of the Cincinnati Bengals playoff games on businesses at The Banks, watch parties in the DORA, Bengals tailgating. Two Public Parties activities in the news were the Cincinnati Black Music Walk of Fame and voting for Smale Riverfront Park as “Best Riverfront Park in the US.”

In February, a total of nine broadcast media outlets provided coverage on The Banks. Two developer-related stories featured Moerlein Lager House Fire & Ice Festival, and Brady Music Center concert schedule. Two Public Parties topics featured the Cincinnati Black Music Walk of Fame construction and a review of inductees.

In March, news about The Banks appeared in 10 broadcast media and one print/digital medium. Six developer topics included introduction of “Banks Radio” from iHeart Radio, announcement of the Red Leprechaun Irish Pub, St. Patrick’s Day Parade, the DORA block parties, Findlay Market Opening Day Parade, and Reds Opening Day. One Public Parties story covered progress on construction of the Cincinnati Black Music Walk of Fame, and a tour by County Commissioners, key stakeholders, and members of the media.

4/20/23