

The Banks February 2015 Media Summary

Twitter Statistics

Posts: 26

Retweets, Mentions & Favorites: 63

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 February, 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: 11 broadcast/digital stories or mentions regarding lane closures due to concrete pours.

Temporary Road Closure: Rosa Park Street between Freedom Way and Second Street

February 3 - release date

One block of Rosa Parks Street to close February 4 from 5 a.m. to 11:30 a.m. for concrete pour for The Banks Phase IIA construction

WKRC – Feb. 4

[Preview Clip](#)

WLWT – Feb. 4

[Preview Clip](#)

Temporary Road Closure: Race Street between Freedom Way and Second Street

February 5 – release date

One block of Race Street to close February 6 between 6 a.m. and 10 a.m. for concrete pour for The Banks Phase IIA construction

WCPO – Feb. 5

[Preview Clip](#)

WLWT – Feb. 6

[Preview Clip](#)

WCPO – Feb. 6

[Preview Clip](#)

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

February 9 – release date

One block of Rosa Park Street to close February 10 between 4 a.m. and 12 noon for concrete pour for The Banks Phase IIA construction

Temporary Road Closure: Second Street between Rosa Parks Street and Race Street February 10 – release date

Closures to occur Feb. 11 between 3 am and 7 am for concrete pour for The Banks Phase IIA construction

Rescheduled for Tomorrow: Freedom Way between Rosa Parks Street and Race Street February 24 – release date

One block of Freedom Way to close Feb. 25 between 7 a.m. and 3 p.m. for concrete pour for The Banks Phase IIA construction

Temporary Road Closure: Freedom Way between Rosa Parks Street and Race Street February 26 – release date

One block of Freedom Way to close Feb. 27 between 7 a.m. and 1 p.m. for concrete pour for The Banks Phase IIA construction

**WLWT – Feb. 26
Preview Clip**

**WLWT – Feb. 27
Preview Clip**

Total Story Count:	11
Total Nielsen Audience:	362,004
Total 30-Second Ad Value:	\$2,425
Total Run Time:	4:52
Total Calculated Ad Equivalency:	\$3,810
Total Calculated Publicity Value:	\$11,430

DEVELOPMENT Stories/Mentions

Summary of this month’s coverage: 31 broadcast and digital stories or mentions covering Holy Grail owners open Italian concept at The Banks; All-Star Game; Potential entertainment district at The Banks; GE’s global operations center coming to The Banks; the Carousel at Smale Park; Construction at The Banks in cold weather; and stories about Phase II development including retail, apartments, restaurants

5 print/digital stories regarding The Banks Federal grant to help kick-start Ohio River Walk West development, city’s architecture editorial, Smale Riverfront Park, Bank financing for GE’s The Banks project, and New York Times story about downtown Cincinnati development.

WKRC – Feb. 1

Owners of Holy Grail opening a second concept at The Banks

Preview Clip

WLWT – Feb. 3

WCPO – Feb. 3

WXIX – Feb. 3

MLB has arrived and plans are being made for big stage events at The Banks

Preview Clip

Preview Clip
Preview Clip

WKRC – Feb. 11

Funding for the pavilion that will house the new carousel coming to Smale Park

Preview Clip

WXIX – Feb. 19

Changing landscape being called a game changer at The Banks with 2,500 workers, offices and 300 more apartments in phase 2, the west side of the development

Preview Clip

WCPO – Feb. 19

WXIX – Feb. 19

Record-breaking cold temperatures, yet construction continues at The Banks

Preview Clip

Preview Clip

WXIX – Feb. 23

By the time baseball gets into full swing, Smale Riverfront Park will be buzzing

Preview Clip

WLWT – Feb. 25

Progress of growth in Cincinnati gets attention from the New York Times, notes The Banks project

Preview Clip

Total Story Count:	31
Total Nielsen Audience:	975,496
Total 30-Second Ad Value:	\$7,115
Total Run Time:	25:59
Total Calculated Ad Equivalency:	\$31,484
Total Calculated Publicity Value:	\$94,448

Print/digital stories:

Soapbox – February 2

Federal grant to help kick-start Ohio River Trail West Development

<http://www.soapboxmedia.com/devnews/020315-ohio-river-trail-west-grant.aspx>

The Cincinnati Enquirer – February 9

Editorial: City's architecture needs an update by Robert Pascal Barone

<http://www.cincinnati.com/story/opinion/contributors/2015/02/08/tiara-atop-great-american-tower/23075327/>

The Cincinnati Enquirer – February 10

More riverfront park swings to come

<http://www.cincinnati.com/story/news/2015/02/10/more-swings-coming-to-smale-cincinnati-riverside->

[park/23167397/](http://www.bizjournals.com/cincinnati/news/2015/02/11/exclusive-this-bank-financed-ge-s-banks-project.html?ana=e_du_pub&s=article_du&ed=2015-02-11&u=rAWEuPu8PYsSl5pDQ1gBLgbcOy&t=1423686995)

The Business Courier

Exclusive: This bank financed GE's Banks project

http://www.bizjournals.com/cincinnati/news/2015/02/11/exclusive-this-bank-financed-ge-s-banks-project.html?ana=e_du_pub&s=article_du&ed=2015-02-11&u=rAWEuPu8PYsSl5pDQ1gBLgbcOy&t=1423686995

The New York Times – February 24

Downtown Cincinnati Thrives as Riots' Memories Recede

<http://mobile.nytimes.com/2015/02/25/realestate/cincinnati-downtown-finds-a-path-forward.html?referrer&r=0>