

THE BANKS PUBLIC PARTNERSHIP: MEDIA SUMMARY FOR JULY/AUGUST 2018

TWITTER STATISTICS: @IBackTheBanks Followers: 1,475 (8/31/18)

<i>Months</i>	<i>Twitter Posts</i>	<i>Impressions</i>	<i>Engagements</i>
July/August	39	49.4K	1,311

NEWS MEDIA STORIES & MENTIONS

The following summarizes the key stories/mentions of The Banks that appeared in print, online, and broadcast media outlets in July and August 2018.

In July, the broadcast, print and online media mentions totaled 44. These appeared in one print/digital and four broadcast media. Topics included the music/concert venue, World Cup Village, Rockin' the Roebling concerts, The Banks Blueberry Wheat Ale, BurgerFi and Joella's Hot Chicken.

In August, a total of 122 mentions appeared in 10 broadcast and two print/digital outlets. Topics included development and programming at The Banks, the music/concert venue, and the Skystar Wheel installation.