

**THE BANKS PUBLIC PARTNERSHIP**  
**MEDIA SUMMARY—September/October 2021**

**TWITTER STATISTICS: @IBackTheBanks followers--1,647 (10/31/21)**

<i>Months</i>	<i>Twitter Posts</i>	<i>Impressions</i>	<i>Engagements</i>
September	17	12.7K	250
October	12	13.2K	339
<b>TOTAL</b>	<b>29</b>	<b>25.9K</b>	<b>589</b>

**NEWS MEDIA STORIES AND MENTIONS**

The following summarizes the key stories/mentions of The Banks that appeared in print, online, and in broadcast media outlets in September and October 2021.

In September, the broadcast, print, and online media mentions totaled 111 which appeared in three print/digital and eight broadcast outlets. Topics included Oktoberfest, Bengals (Tailgate Zone, business uptick), Ring of Honor ceremony at ICON Music Center, Frost Factory, Filson’s Queen City Kitchen & Bar.

In October, a total of 327 mentions appeared in four broadcast and two print/digital outlets. Topics included FIFA World Cup Bid Events at The Banks, Cincinnati Black Music Walk of Fame, Flying Pig, DORA and E+O Kitchen.

11/20/21