

The Banks April 2015 Media Summary

Twitter Statistics:

Posts: 35

Retweets, Mentions & Favorites: 116

New Followers: 24

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 April, 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: 9 broadcast/digital stories or mentions regarding lane closures due to concrete pours.

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

April 3 - release date

Freedom Way to close Monday, April 6, 1 am to 7 am, for concrete pours for The Banks Phase IIA construction

WSTR – April 4

[Preview Clip](#)

WKRC – April 4

[Preview Clip](#)

WSTR – April 5

[Preview Clip](#)

WKRC – April 6

[Preview Clip](#)

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

April 9 – release date

One block of Freedom Way to close April 10, 10 a.m. to 3:30 p.m. for concrete pour for The Banks Phase IIA construction

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

March 13 & March 15 – release date

One block of Rosa Park Street to March 16 between 9 a.m. and 4 p.m. for concrete pour for The Banks Phase IIA construction

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

April 13 – release date

Closures to occur Tuesday, April 14, between 2 a.m. and 11 a.m. for concrete pours for The Banks Phase IIA construction

Temporary Road Closure: Rosa Parks Street between Freedom Way and Second Street, as well as Second Street between Rosa Parks and Race Streets

April 16 – release date

Rosa Parks Street closure to occur Friday, April 17, between 4 a.m. and 11 a.m. and the two southern lanes of Second Street to close Monday, April 20, between 1 a.m. and 7 a.m. for concrete pours for The Banks Phase IIA construction

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

April 23 – release date

One block of Rosa Parks Street to close Friday, April 24 between 7 a.m. and 1 p.m. for concrete pour for The Banks Phase IIA construction

WKRC – April 24

Preview Clip

WLWT – April 24

Preview Clip

Temporary Lane Closures: Rosa Parks Street between Second Street and Freedom Way

April 29 – release date

Closures to occur Thursday, April 30, 4 a.m. to 11 a.m. for concrete pour for The Banks Phase IIA construction

Total Story Count:	9
Total Nielsen Audience:	410,195
Total 30-Second Ad Value:	\$4,121
Total Run Time:	4:07
Total Calculated Ad Equivalency:	\$6,212
Total Calculated Publicity Value:	\$18,634

DEVELOPMENT Stories/Mentions

Summary of this month's coverage: 186 broadcast and digital stories or mentions covering restaurant openings and closings at The Banks; Potential entertainment district at The Banks; the Carousel at Smale Park; and stories about Phase II development including GE, retail, apartments, restaurants

9 print/digital stories regarding the hotel at The Banks; Opening Day Night at The Banks, Johnny Rockets closing; Open containers/entertainment district at The Banks; development projects to watch in 2015 includes General Electric's U.S. Global Operations Center at The Banks; Carousel at Smale Park; and Moving major festivals to the Central Riverfront.

Central pole of Carol Ann's Carousel being installed today at Smale Riverfront Park

WXIX – April 2

Preview Clip

WKRC – April 2
[Preview Clip](#)

WLWT – April 2
[Preview Clip](#)

Opening Day at The Banks
WXIX – April 6
[Preview Clip](#)

WCPO – April 6
[Preview Clip](#)

WLWT – April 6
[Preview Clip](#)

WSTR – April 6
[Preview Clip](#)

Holy Grail and new Italian concept restaurant now open at The Banks
WKRC – April 7
[Preview Clip](#)

Open containers at The Banks
WLWT – April 14
[Preview Clip](#)
WKRC – April 14
[Preview Clip](#)

WLW-AM – April 15
[Listen](#)

WCPO – April 15
[Preview Clip](#)

WXIX – April 15
[Preview Clip](#)

Johnny Rockets closes
WCPO – April 16
[Preview Clip](#)

WLW-AM – April 16
[Listen](#)

WXIX – April 16
[Preview Clip](#)

WKRC – April 16
[Preview Clip](#)

Progress on Carol Ann’s Carousel
WLWT – April 20
[Preview Clip](#)

WKRC – April 20
[Preview Clip](#)

WXIX – April 21
[Preview Clip](#)

WCPO – April 21
[Preview Clip](#)

WKRC – April 21
[Preview Clip](#)

WLWT – April 21
[Preview Clip](#)

Open containers, entertainment district at The Banks
WCPO – April 23
[Preview Clip](#)

WLW-AM – April 23
[Listen](#)

WXIX – April 23
[Preview Clip](#)

Installation of Carol Ann’s Carousel
WLWT – April 27
[Preview Clip](#)

WKRC – April 28
[Preview Clip](#)

WCPO – April 28
[Preview Clip](#)

Total Story Count:

186

Total Nielsen Audience:	8,257,547
Total 30-Second Ad Value:	\$59,038
Total Run Time:	3:33:58
Total Calculated Ad Equivalency:	\$166,056
Total Calculated Publicity Value:	\$498,197

Print/digital stories:

The Business Courier “CincyBizBlog”

Will AC Hotels by Marriott open second regional location at the Banks? – April 1

<http://www.bizjournals.com/cincinnati/blog/2015/04/will-ac-hotels-by-marriott-open-second-regional.html>

WCPO.com – April 8

TIME LAPSE: An Opening Day night at The Banks

<http://www.wcpo.com/news/local-news/hamilton-county/cincinnati/time-lapse-an-opening-day-night-at-the-banks>

The Cincinnati Enquirer – April 16

Johnny Rockets closes at The Banks

<http://cin.ci/1FV3esX>

The Cincinnati Enquirer – April 16

What could open container zones look like?

<http://www.cincinnati.com/story/entertainment/2015/04/15/open-container-zones-look-like/25818195/>

The Cincinnati Enquirer – April 22

Riverfront carousel coming together

<http://cin.ci/1GfQHQR>

The Business Courier – April 22

Open containers at The Banks: Bill passes Senate

www.cincinnati.com/story/news/politics/2015/04/22/open-containers-cincinnati-bourbon-street-banks-star-game-reds-bengals/26191683

The Cincinnati Enquirer – April 24

How long can Downtown hotel boom continue?

<http://www.cincinnati.com/story/money/2015/04/24/downtown-hotel-arms-race/26273277/>

The Business Courier – April 27

EDITORIAL: It’s Time to Consider Moving Major Festivals to Central Riverfront

<http://www.urbancincy.com/2015/04/editorial-its-time-to-consider-moving-major-festivals-to-central-riverfront/>

The Cincinnati Enquirer – April 29

Open containers at Banks passes legislature ahead of ASG

<http://cin.ci/1GFvm3y>